“Connecting people and knowledge in order to promote responsible change: the BMW Foundation is able to bring everyone into the conversation.”

Thomas Eckschmidt
Responsible Leader | Conscious Capitalism
“The BMW Foundation acts as creator of networks and connections in Brazil. It plays a role in the formation, articulation, and consolidation of groups, organizations, people, and companies that collaborate in favor of a new economy.”

Tomás de Lara
Responsible Leader | Sistema B Brazil

BMW Foundation Herbert Quandt

The two corporate foundations of BMW AG, the BMW Foundation Herbert Quandt (until March 13, 2017: BMW Stiftung Herbert Quandt) and the Eberhard von Kuenheim Foundation pooled their strengths and resources in March 2016 on the occasion of the company’s 100-year anniversary. The BMW Foundation Herbert Quandt inspires leaders from all sectors to assume social responsibility in both their personal and professional lives. Through its global Responsible Leaders Network, it drives positive change across countries, cultures, and communities.

Our activities are guided by the United Nations 2030 Agenda and its Sustainable Development Goals. The foundation aims to inspire and support socially relevant processes and sustainable initiatives – in short, to promote concrete commitments of responsible leaders worldwide.

How We Work

The BMW Foundation Herbert Quandt sees itself as a global leadership and networking foundation. The focus is on our Responsible Leaders Network, a network of international leaders who have participated in our events and programs. As key influencers, Responsible Leaders assume social responsibility. We are convinced that the greatest impact comes from promoting flexible and open partnerships and collaborations between governments, businesses and the media, think tanks, social entrepreneurs and nonprofit organizations.
Local challenges

We believe in the power of the connections that we make and in the transformations that we promote through our work in the world. This is why, for the second consecutive year, we present a report of our activities in Latin America, and especially in Brazil, as the seed of our greater purpose in the region. It is with great pride that we have put together this content — a synopsis of our experiences and learnings — which seeks to recognize the path already traveled and shed light on the challenges and opportunities that 2017 presents.

The year 2016 was permeated by political, economic, and social mistrust and uncertainties. Such an adverse scenario served as the impetus for new initiatives, promoting a common agreement on projects and actions of more than 40 local partners, as well as the expansion of the local chapter of the Responsible Leaders Network to almost 60 influencers. We have gone above and beyond once again. We have put on more than 35 events and impacted more than 7,000 people with urgent and emerging themes in Latin American countries: Pro Bono, Impactful Investments, Philanthropy, B Corps Movement, and Social Intrapreneurship, among others.

We are grateful for the constant exchange of information and ideas with this group and want to thank everyone who has dedicated him- or herself to listening to and speaking with the BMW Foundation Herbert Quandt. Ours has been an arduous task, but one that demonstrates mutual commitment to the building of a more just world—we are dedicated to today’s needs and a sustainable future. I would like to personally thank the BMW Foundation Herbert Quandt for its support, and especially the confidence of Markus Hipp for believing in my work, in the responsibility we have with what we are building, and in the networks we are creating in all the countries of this region. It is my hope that this report conveys all of the enthusiasm that we have put into our work in 2016 and that it provides motivation and inspiration for what is to come.

Sandra Ortíz-Díaz
BMW Foundation Herbert Quandt
Latin America

Latin America consists of Mexico and the countries in South and Central America (excluding French Guiana and Suriname). It includes 20 countries and more than 600 million inhabitants who have many cultural, social, and linguistic aspects in common—Spanish and Portuguese being the principal languages of the region.

A cradle of rich biodiversity, this vast region, which has an area of more than 22 million km², includes 33 percent of the water and more than 40 percent of the flora and fauna on the planet—highlighted by its tropical forests, of which the Amazon is the largest. This diversity is also evident in the cross-cultural makeup of Latin America. European, Asian, and African immigrants, along with natives, have contributed to the richness and authenticity of these countries, serving as an example of tolerance for the entire world.

What unites these nations in beauty and multiplicity also presents many challenges: social, political, economic, and structural. These are relatively young countries that are still experiencing cyclical issues, whether they are crises, key moments of change, or inclusion and/or poverty-reduction challenges.

Fostering economic, social, and environmental resilience; promoting sustainability; and creating greater opportunities for reducing inequalities are some of the shared challenges that Latin America faces. Valuing the innovation potential and entrepreneurship in this society, is one of paths to which we entrust this transformation.
The Current Context

Overall, Latin America has experienced some difficult years. Years of slowdown have contributed to a strong recession, of which the principal economies (including Brazil) have been key in pulling the region through. This stagnation represented, among more relevant themes, a diminution of social progress that these countries have been experiencing in the first part of the 21st century. For example, between 2000 and 2014 the portion of the population living in extreme poverty was reduced from 25 to 10.8 percent.

Presently, Brazil, Venezuela, and Colombia, for example, are experiencing moments of economic and political sensitivity. These countries must reflect and act in response to the internal and external imbalances in cooperation with nations that are going through similar challenges. Despite these and other issues, including education, logistics, and so on, Latin America is at the forefront of sustainable practices. Today, the region boasts several cases of success and innovation that benefit the environment and demonstrate environmental responsibility.

Latin America by the Numbers

- Latin America is the most urbanized region in the world, with close to 80 percent of its population living in cities.
- The region’s GDP fell by 0.4 percent last year, Brazil being responsible for more than 43 percent of this revenue.
- The Amazon stretches across eight countries, comprises 5.5 million km2, and is home to one in ten of all known species on Earth.

Sources: ECLAC/UN, Development Bank of Latin America (CAF), World Bank, and World Economic Forum

The BMW Foundation Herbert Quandt in Latin America

When the BMW Foundation Herbert Quandt began its activities in Brazil, in 2012, it was clear that the country would represent the perfect platform to begin operations in the region. We understood that starting in the largest country in Latin America would provide us with the necessary experience to progress on other fronts, while also serving as an opportunity to bring Brazilians closer to other Latin Americans through regional projects and initiatives.

Everything that the BMW Foundation Herbert Quandt has experienced in the last five years in Brazil has been extremely important in helping us understand the needs of each local reality: places that are rife with inequality but also full of creativity, a transformative spirit, and unique innovation. Starting our work by focusing on one country while keeping an eye on what was happening in the larger region gave us the opportunity to understand the common challenges more deeply and to be clearer as to where our efforts could contribute to larger changes. Thanks to a strong intersectorial network that the Foundation developed in Brazil, we were able to multiply our connections and create ties throughout Latin America.

For us, it was always clear that we would have to begin by planting a seed—a starting point—that introduced our way of being and acting in order to achieve success with our global strategy. Brazil, in this sense, represented our efforts in relationships of trust with our allies, partners, and members of the Responsible Leaders Network; but, more importantly, it allowed us to bring about change, development, and growth in a large number of projects—some of which can be found in the pages of this report.

The time to grow is now—to continue planting more seeds in order to flourish in other countries. We recognize Latin America’s enormous potential as one of the most important centers of innovation in the world, providing solutions for humanity’s main challenges. Due to this, we feel challenged and proud with the potential size of this undertaking, supported by a network of magnificent people and institutions. In 2016, we were able to make advancements in countries such as Chile, Mexico, Peru, and Colombia. We expanded our network of Responsible Leaders to more than 100 inspiring leaders in Latin America; we also began constructing alliances with other foundations and social investors in Mexico, Colombia, and Chile and started to support organizations in Peru, Chile, Mexico, and Colombia. We are confident that a positive impact will come from these connections between projects and organizations, exponentially increasing our reach throughout the entire region.

For 2017, we are committed to expanding our presence and performance, starting with the 9th BMW Foundation Global Table in Bogota, Colombia, and the Responsible Leaders Forum in Chile.

We know that it is not easy to always act effectively in such a vast and diverse region, so we will begin with the necessary respect for people, spaces, and cultures. We seek, little by little, to create a network of cooperation, looking to understand more of our potentialities and recognizing where we can generate real change and contribute with our knowledge and values. Our hope is to continue inspiring, connecting, and investing in order to further promote Latin America’s positive impact on the world.
Partners and Alliances in Latin America

- CAF (Development Bank of America)
- Impact Hub
- Sistema B International

Brazil
- ANDE (Brazilian National Association of Sport for People with Deficiencies)
- Aoka Labs
- Atados
- Instituto Phi
- Ellen MacArthur Foundation Brasil
- Força-Tarefa Brasileira de Finanças Sociais (Brazilian Task for Social Finances)
- ICE (Brazilian Institute for Corporate Citizenship)
- Instituto Sabin
- Sinal do Vale
- Museu do Amanhã (Museum of Tomorrow)
- Novos Urbanos
- Pares
- Phomenta
- Ponte a Ponte
- Sistema B Brasil
- Sitawi
- The League of Intrapreneurs
- UpDate Politics
- We Gov

Chile
- Birus
- Fundación Trascender
- Sistema B Chile
- TriCiclos

Colombia
- Sistema B Colombia
- Uniandinos

Mexico
- Cirklo
- CO_Plataforma
- Promotora Social Mexico
- Sistema B Mexico
- The League of Intrapreneurs

Peru
- Trabajo Voluntario

Latin America Responsible Leaders Network

107 Responsible Leaders distributed by country
In November of 2015, I was invited by the BMW Foundation to participate in the 2nd Annual Global Social Intrapreneurship Summit in Valle de Bravo, Mexico, as a Public Intrapreneur. During that time I was working for the Mexican Housing Commission (CONAVI) as director of the federal program ‘Self-production of Housing,’ which aims to help vulnerable populations build adequate housing through subsidies and microfinance.

In my experience, it is not possible to be happy again after working on a social project that had such a large positive impact. I have worked for companies for economic reasons and for the government for ideological reasons, but after having worked on social-impact projects, I could no longer find my place.

When I began having contact with the BMW Foundation in 2015, new opportunities started to present themselves: I found myself in the middle of a vibrant ecosystem, a movement that considers disruptive innovation, ideas, questions, and collaboration welcome and essential.

When I discovered projects such as The League of Intrapreneurs and the Pro Bono Network I was excited and surprised to know that alternatives to the private and public sectors existed, where all professionals (independent of where they work) can participate and have an impact. That was where I was then, and today I am happy to be able to facilitate and inspire the path as part of this network. I was able to visualize my life’s purpose while at Foundation events and when contacting Latin American partners such as Phomenta. This purpose was a form of collaboration, a way to change my life experience, and so I promised to take it back to the country where I live and spread the message. Today, I am developing a local strategy to maximize the impact of Pro Bono in Mexico through my organization.

“The BMW Foundation is a catalyst: it creates opportunities to bring together the important themes and right people with the right tools so that we can do the rest.”
Since 2012, the BMW Foundation Herbert Quandt has established links with the country’s social organizations and initiatives. The work, which began with the mapping of projects that were related to the global purpose of the Foundation, included dialogue with multinational corporations, the media, institutes, social innovation hubs, and so on. From the outset, the principal fields of action and projects of interest were defined in Brazil. In almost five years, the number of connections has increased and the recognition of the value of local action has reached a new level.

“The challenge is to map and strengthen the intersectorial cooperation with the goal of uniting objectives and expertise, which complement each other to increase the scale of their impacts.”

Daniela Redondo, Responsible Leader
2016 Objectives

**Strengthen the Responsible Leaders Network** to become one of the most important assets in the region.

**Identify players** and intermediaries who are working with Pro Bono locally to support the creation of the **Pro Bono Latin America** ecosystem (a part of the Pro Bono Global movement), in order to **empower the development of projects and impactful organizations in these countries**.

**Promote new forms of aid**, new ideas, and tools for philanthropy and social finance (such as Venture Philanthropy).

**Support the development of Sistema B Brazil: Venture Philanthropy in practice.**

**Foster intersectorial collaboration**: Rio+B is an example of systemic change through cooperation.

**Identify and encourage** the mapping of **public and/or political innovations**: a relevant and latent theme in Latin America as a whole.

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**The Time of Opportunities**

There is a word that has been a constant in Brazilian headlines of late: crisis. This country, which has gone through years of economic boom and growth in social policy, has seen this legacy lose prominence amid accusations of corruption, economic decline, and worsening indexes that came after a series of positive numbers and growth. In this sense, to invest in the country, especially in philanthropic and impactful causes, meant, above all, a vote of confidence for the good use that could be made of the emerging opportunities in this delicate moment.

If, with the impact of economic turmoil, Brazil has been suffering from declines in market rankings, in the theme of solidarity and as measured by the World Giving Index and elaborated on by Charities Aid Foundation (CAF), the country has been improving its position and has climbed to the 68th place in donations and volunteering. Although, in the overall classification, Brazil is in sixth place in terms of improvement according to the most recent edition of the study, it remains behind other Latin American countries such as Chile, Peru, and Uruguay.

In a nation where social inequality remains an insufficiently addressed subject, the culture of philanthropy has been developing modestly but steadily with the promotion of forums, working groups, and the like.

With the increasing scarcity of public resources, which were once considered the great incentive and promoters of social welfare, it is time to take advantage of the opportunity to innovate in favor of a better society.

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**Numbers in Brazil**

*207,1 million inhabitants* (Estimate from March 2017 | IBGE, the Brazilian Institute of Geography and Statistics)

- Demographic growth: 0.80% per year
- Life expectancy: 75.5 years (2015)
- Illiteracy rate: 8.3% (2014)
- Human development index: 0.754 (UNDP 2016)

*9th largest world economy* (IMF 2016)

- GDP: R$6.267 trillion | US$2.015 trillion
- Per capita income: R$30,407 (2016)
- Unemployment rate: 13.2% (from December 2016 to February 2017)
Numbers in Brazil

- Collaboration with more than 40 partners from different sectors
- 56 Responsible Leaders
- More than 35 events
- Trendsetter in the region (Venture Philanthropy, Pro Bono, Social Intrapreneurship)
- More than 7,000 people have contacted the BMW Foundation Herbert Quandt
BMW Foundation
Herbert Quandt in Brazil

In which field do you work?

- COMPANY
- SOCIO-ENVIRONMENTAL
- ACADEMIC
- GOVERNMENT
- MULTILATERAL
- INDEPENDENT
- CULTURAL/ARTS

How would you describe the foundation’s work?

- a reference
- dynamic
- a connector
- inspiring
- a catalyst
- innovative
- vanguard
- network potentiator

90,9% evaluate the local work of the BMW Foundation Herbert Quandt as very good or good.

64,7% of those interviewed attribute relevance or a lot of relevance to the role of the Foundation in their personal development.

73,5% of those interviewed attribute relevance or a lot of relevance to the role of the BMW Foundation Herbert Quandt in the development of their organizations.

Network of relationships, knowledge, and businesses today, more than 60 percent of the network has shared projects or does business with institutions/organizations in the group.

Links to local initiatives

- 24,2% Public/political innovation
- 38,4% Social Intrapreneurship
- 54,5% Systemic change through intersectorial cooperation (such as Rio+B)
- 45,4% New forms of aid (such as Venture Philanthropy)
- 21,2% Pro Bono Latin America Network
- 78,8% Responsible Leaders Network
- 38,5% Sistema B
Network Transformation Stories

“I see the BMW Foundation as a catalyst for encounters and connections that, on their own, go deeper. And these are extremely valuable for our development. Many of my professional and personal relationships have been made through the foundation. Thanks to the BMW Foundation, I was able to accomplish two very important things: to grow in the area that I wanted to work—intrapreneurship—and to work internationally. I understand that the foundation invests by believing in the individuals that are leading the movement of change. It values responsible leaders and not simply projects: how do I create space for leaders to develop? Personally, I don’t feel like an investor, but more as a partner. I am connected to this organization by a special bond, and it is in my best interest to support the development of the foundation. I want to implement ideas that will help Responsible Leaders throughout the world. I wish for more relationships such as this one: with a degree of openness and confidence that allows us to expose the fears we may have in relation to what we are building. We learn together and construct relationships of loyalty and learning. Successful leaders do not just tell stories of successful endings, but also of the values of what was learned in the process.”

People and Organizations

Involved Responsible Leaders:

Alda Marina Campos
Ana Sarkovas
Denise Chaer
Heiko Spitzeck
Luciana Nery
Luisa Santiago
Luiza Serpa
Tomás de Lara
Responsible Leaders Network

As a global leadership and networking foundation, the BMW Foundation Herbert Quandt continues its mission to identify new societal developments, themes, and actors; make visible approaches and solutions; and support selected projects.

Through our work with our international Responsible Leaders Network, we are able to recognize and promote these themes and actors. Fostering, developing, and activating the network, which has grown to currently over 2,200 members, substantially contributes to the positive perception of the foundation worldwide. The Responsible Leaders use their know-how and expertise for the greater common good, both through many programs we initiated (forums, workshops, dialogue formats, etc.) and in their personal lives. In May 2016, 500 network members from over 70 countries came together in Munich for the 5th World Responsible Leaders Forum entitled “100 Innovations for Change” – the foundation’s biggest event to date.

Summary of Performance and Achievements
• Nineteen encounters on various themes.
• Partnership with Presencing Institute and U.Lab for a series of studies on Responsible Leadership.
• Exchange of experiences and ideas with other chapters at international meetings.
• Inspiration from and network connections made in the Middle East and Northern Africa through Chapter Head Amel Karboul during Denise Chaer’s participation at the BMW Foundation Global Table in Tunisia.

Journey 2017 | Responsible Leaders Network Brazil

Beginning with network consolidation and knowledge exchange in 2016, a local strategy was developed for 2017 that took form with the Journey of Responsible Leaders—a series of meetings and experiences that aims to strengthen the relationships of the leaders that operate in Brazil to formulate a valued and shared proposition. The Journey consists of three in-person encounters based around connection, immersion, and the development of action plans for the future.
"In 2016, I had the honor to receive the Responsible Leaders Award. The amount of excellent contacts that the BMW Foundation provides is extremely relevant. I admire the commitment to work tirelessly in the pursuit of the common good, knowing that the accomplishments are the result of the efforts of many people and organizations."

For the BMW Foundation Herbert Quandt, a Responsible Leader is a courageous thinker, curious, and daring—a "multiplier" committed to seeking answers and developing innovative initiatives. Gonzalo Muñoz, entrepreneur and co-founder of Sistema B International, was recognized at the 5th World Responsible Leaders Forum in May 2016.

"A Responsible Leader works in search of a better, more transparent, participatory, and egalitarian world. It is someone who is aware of the role he or she occupies and acts in consonance with this responsibility."

Beatriz Pedreira
Responsible Leader | Update Politics
Systemic Vision  
People  
Collaboration

Luciana Ribeiro Monteiro  
@EMBRAER  
Responsible Leader

Stories of Personal Transformation

“Before I would think, You have an idea, generate profit, generate results, and it is only this that is seen as an attractive business. But today I seek to value the immeasurable gain: the improvement of people’s lives. What the BMW Foundation did, in my case, was provide that inspiration for collaboration. Through the foundation, I have gotten to know many organizations and people that make a difference—a network of good. The informal connections that we are able to further, knowing the environment and the needs, are priceless. Knowing that things are happening is contagious and inspires others to push for change. My love of working on projects in a more collaborative way has a direct influence on what I do.

In the project that I am currently involved in outside of Brazil, Embraer, we were able to invite individuals and almost 30 institutes from the United States and Europe to share their visions for the future in order to improve the user experience of our products and our sector. People usually keep these things hidden away, but there we were all together. Sometimes it takes a while for it all to sink in. Thanks to the contacts made through the foundation, I started to do this more frequently at Embraer with the institutions we work with. I understand clearly that to influence people and bring these values to our routines is wonderfully transformational. We are not going to resolve all of the world’s problems, but we can make a difference within our ecosystem.”

“We don’t go far alone. I attribute this inspiration to the BMW Foundation.”
Pro Bono Network
Latin America

As part of the global strategy of support to the Pro Bono movement in the development and promotion of positive social impact, we have accomplished a series of regional actions. These encounters shared international experiences and served to consolidate our local network.

What Is Pro Bono?

Pro Bono, or “for the public good” in Latin, is a free professional service provided to nonprofits. It is the donation of a professional’s skills and expertise with the exact same level of quality and commitment as if he or she were being paid. It is an opportunity for organizations to have access to qualified services, and thus be able to further develop, be more efficient, and increase the impact of their work.

The Global Pro Bono Network has 41 intermediate members in 30 countries. It has been maintained by the BMW Foundation Herbert Quandt since 2011 and has as its mission to disseminate this culture throughout the world. All of the members share the vision to make the talents and abilities of the business world accessible to positive-impact organizations.

Summary of Performance and Achievements

- Four Latin American representatives at the Global Pro Bono Summit in Singapore (from Brazil, Peru, and Chile).
- Eleven Pro Bono promotional events in the region.
- The 1st Pro Bono Week in Campinas, Brazil, in October 2016—1 of more than 50 global network events. Seven companies had the opportunity to help seven nonprofit organizations make advancements in the areas of human resources, marketing, finance, legal, and IT.
- Four articles about Pro Bono in the local media.
- Mapping of new partners: Brazil, Peru, Chile, Colombia, and Mexico.
- Organization of the 1st Latin American meeting of the Pro Bono Global Network.
1st Latin American Meeting of the Pro Bono Global Network

The first meeting of the Latin American Pro Bono intermediaries took place from November 19 to 22, 2016, in Ilha Major, Angra dos Reis, in the state of Rio de Janeiro.

The principal objective of the meeting was to train Latin American organizations on the concept of Pro Bono and its applications. At the event, the US-based Taproot Foundation, a pioneer in the global Pro Bono network, provided training and a workshop by expert facilitators in Pro Bono, Joel Bashevkin and Ariana Gonzalez, with the support of the BMW Foundation Herbert Quandt.

With a step-by-step approach, mixed in with other dynamics and working groups, a number of relevant topics were discussed—for example, the commercial value of Pro Bono, proposal creation, and program management of each organization.

According to Andrea Ojeda of Alianza Social Uniandina, “The encounter offered a panorama of global work, a chance to think about what we are doing, how it is working, and how to improve Pro Bono programs.”

Participating organizations

Brazil: AOKA, Atados, and Phomenta

Chile: Fundación Trascender

Colombia: Alianza Social Uniandina

Mexico: Pro Bono Mexico

Peru: Asociación Trabajo Voluntario
“When we discovered the Pro Bono Network and all of the challenges that we would face, it was an exchange that accelerated our work. We were able to readjust and streamline our processes through the knowledge gained from the network.”

“Izadora Mattiello
Lorhan Caproni
@Phomenta
Responsible Leaders
Pro Bono Network
Venture Philanthropy

Stories of Progressive Transformation

“From the moment that we contacted the BMW Foundation we began to connect with inspiring people, movements that are transforming the world, and opportunities for personal development. This contributed to our business, already operating for a year and a half with good results, together with Pro Bono financially supporting 28 social organizations with R$3 million in philanthropic capital. We acted as venture builders so that companies and families could generate shared values under the intention of creating a systemic transformation by contributing financial and intellectual resources to organizations that have a social purpose.

To achieve this objective, we have created a number of solutions, ranging from mechanisms for professional and reliable philanthropy to the designing of Pro Bono corporate models for making social organizations self-sustainable while developing contributor competencies. Ours is a long-term challenge, as it involves a cultural change to bring the social aspect to the center of business strategy or familial core; however, we noticed the importance of empathy to connect these social demands with the innovation, strategy, and purpose of our clients. At this point, the role of the foundation is fundamental: it helps us obtain insights ranging from operational improvements to a new strategic direction, whether through the exchange of structured knowledge or experiences. These meetings and the opportunity to exchange information create a benchmark and a connection with inspiring people who really have their hands in the fire and are making real innovations.”
In order to provide new forms of aid to local social-impact organizations, the BMW Foundation Herbert Quandt has been promoting new investment approaches, such as Venture Philanthropy. Sandra Ortíz-Díaz of the BMW Foundation Herbert Quandt, emphasizes the importance of the Venture Philanthropy approach as the mentality of support and performance goes beyond a mere set of rules or styles of fund contribution.

What Is Venture Philanthropy?

Venture Philanthropy consists of a long-term approach and a high commitment to generating social impact that can be expressed through six characteristics of support to social organizations:

- High level of engagement
- Customized financing
- Support over the years
- Non-financial support
- Creation of organizational competence
- Management/impact measurement

Summary of Performance and Achievements

- Six Venture Philanthropy awareness events in partnership with Instituto Phi, Phomenta, Sitawi, ICE (Brazilian Institute for Corporate Citizenship), GIFE (Group of Institutes, Foundations, and Businesses), and the Brazilian Task Force for Social Finance.
- Four contributions to publications about the philanthropy of impact in the associations of foundations in Brazil.
- Member of the Laboratory of Social Finance Innovation.
- Venture Philanthropy and Impact Investment Workshop.
Venture Philanthropy and Impact Investment Workshop

From October 26 to 28, 2016, in the state of Rio de Janeiro, the BMW Foundation Herbert Quandt held a meeting for representatives of Brazilian foundations and institutes to share experiences and challenges related to Venture Philanthropy and Impact Investment. The participants worked together on the development of a governance structure that would permit participatory decision making and leverage learning through experience, consolidating and disseminating these learnings in order to inspire others. The FIIMP (Foundations and Institutes of Impact) was formed from this meeting and is comprised of 22 foundations and institutes—familial, corporate, and independent—that united to learn, accompany, and better understand the results of investments in businesses of social and environmental impact, experimenting with the use of different financial mechanisms from a capital pool of approximately US$220,000—adopting, in practice, Venture Philanthropy.

“The BMW Foundation expands horizons and strengthens beliefs.”

Luiza Serpa
Responsible Leader Chapter Team | Instituto Phi
Sistema B Brazil
Venture Philanthropy in Practice

Founded in 2011, Sistema B was born in Latin America with the role of boosting the global and vanguard movement of people that use businesses to build a new economy: more prosperous, shared, and permanent. Connected internationally to B Lab, it has been the protagonist in the dissemination of this movement in Latin America, mobilizing people, businesses, and entities. The BMW Foundation Herbert Quandt works to support the development of Sistema B in Latin American countries, and especially in Brazil, in which Sistema B has had a local presence since 2013, and in the last year was legally formalized as a civil society organization.

What is B Movement?

The notion of corporate success in the 21st century is being redesigned; businesses are no longer only seen as economic agents responsible for products and services, but also as active participants in the building of societies, directly impacting all areas of our lives. A successful business is not simply one that generates profit and adds value for its shareholders, but also one that can create positive socio-environmental impact in its community. B Movement, besides its market dimension (companies and investors), has been successful in articulating other actions for the construction of this new economy:

1. To identify and construct a community of leaders of the new economy (B businesses)
2. To create adoption tools for more businesses to join the movement, such as Impact Evaluation B and B Analytics
3. Inspire billions of people: consumers, workers, and investors

Today, there are more than 2,000 B certified businesses in the world—80 of them in Brazil and more than 50,000 companies measuring their impact globally.

Summary of Performance and Achievements

- A legal entity as an NGO since May 2016.
- Participation at the main panel of the 5th World Responsible Leaders Forum 2016.
- Training in Theory U by Novos Urbanos/ Presencing Institute.
- Director of Project Rio+B.
- Leader of one of the projects for the Brazilian Task Force for Social Finance.
- Development of the bill Societies of Benefit (Projeto de Lei de Sociedades de Benefício) to be presented to the government in 2017.
- Events: ColaborAmerica, Natura, Ecoera Awards (Prêmio Ecoera), Measure What Matters at DANONE, and the annual retreat of B businesses, totaling more than 6,000 participants.
Strategic vision
Learning
Transition

Stories of Professional Transformation

“One of the reasons that led me to work with Rio+B was that the BMW Foundation was involved, together with an ecosystem that I had a professional interest in being closer to: the League of Intrapreneurs, the Ellen MacArthur Foundation Brasil, and the city government of Rio de Janeiro, among others. These are institutions that I followed closely, and I eventually realized that they were all part of Rio+B. Initially, I was not clear as to the strength of Rio+B’s partnership with the foundation, but through the management of the project I understood that there was innovation in this accomplishment. Today, I see that the foundation is somehow involved in many of the things in which I have an interest here in Brazil. Personally, I would like to emphasize the importance of learning from and co-existing with the BMW Foundation:

• The pre-competitive model that stimulates collaboration as a way to operate and conduct projects in which the foundation is involved is an education on a new form of philanthropy/investment.

• The way the partnership happens: the foundation positions itself as project director together with us and works very closely and attentively on the developmental needs of that specific project. Often money is not the greatest need. It could be a phone call, a flight ticket, a contact, or some type of development assistance. Each type of help made a difference for Rio+B to be able to have US$700,000 in resources, 90 percent of this total in Pro Bono work, volunteering, and other non-financial investments coming from openings made by the BMW Foundation. There is also a focus on the personal development of those linked to the projects that the Foundation supports. For me, it was fundamental to have been in Medellin at the Sistema B Regional Meeting. This was an example of the BMW Foundation’s strategic vision into the growth of the initiatives that it supports. After this trip to Medellin, I returned and integrated the Sistema B team—having better understood the force and scope of Movement B. For me, this was a transformative experience, the catalyst of a much greater transition.”
Fostering Cross-sector Collaboration: Rio+B

Rio+B is a project that encourages companies and business networks to become aware of their socio-environmental impact in order to engage private initiative in a common sustainability agenda in Rio de Janeiro.

In the Rio+B Impact Evaluation, which occurred in September and November of 2016, companies responded to a short questionnaire in five areas: governance, workers, community, environment, and business model. For the first time, in an unprecedented partnership between Sistema B and the Ellen MacArthur Foundation Brasil, the evaluation also contained Circularity Indicators. There were more than 220 participating companies, 40 of which were chosen for an organizational and personal development process in five meetings: the Rio+ Laboratory.

As a pioneering initiative still in development (the pilot project will be concluded in July 2017 by the Laboratory) it offers, as one of its great emerging values, favored and supported by the BMW Foundation Herbert Quandt, the possibility for new local leadership to emerge—starting with a common playing field that is being established among the city’s businesses and institutions.

Summary of Performance and Achievements

- Seven Responsible Leaders on the conception and collaborative construction team, in addition to more than 20 direct partners, organizations, and volunteers.
- Hosted seven of its own events and participated in the principal meetings about sustainability, a new economy, and innovation in Rio de Janeiro.
- Opening of the Museum of Tomorrow (Museu do Amanhã) for the city’s main CEOs.
- Total of Pro Bono services and non-financial support estimated at more than US$700,000.
- Alignment of various important networks and players of the Brazilian ecosystem in relation to positive socio-environmental impact

Regional Movement

Due to the success of the ongoing project, other +B cities are already being planned in Latin America and Europe. The Medellin city government and Bancolombia have announced Medellin+B for 2017.
“Co-responsibility is to have the consciousness that each link or person is developing on their own, while at the same time all are developing together.”

Stories of Co-responsible Transformation

“The core of Rio+B partners, so diverse and complementary, is a huge personal and professional asset. The connections made in the team lead to various invitations and opportunities, of which I highlight Capacity Building in Theory U and my participation as co-leader of the League of Intrapreneurs in Brazil. Both, as with Rio+B, are quite complementary and relevant to the work done at my company PARES, as well as convergent with where I am in my life. It is clear to me that Rio+B and the League would not have the strength that they have if it were not for the BMW Foundation. By participating in the Responsible Leaders network, I feel co-responsible for this group—for its challenges, its advancements, and its merits—and even more responsible for what it is and for what it can become. All of this has immense value: these different types of support, direct or indirect, have allowed for the expansion of the look, knowledge, and maturity. I remain impressed with the capacity of the foundation to create connections of shared value. Today I look to the future with a much broader, international perspective; this is what motivates me to generate more positive impact on the world.”

People and Organizations

Involved Responsible Leaders:

Alda Marina Campos
Ana Sarkovas
Denise Chaer
Heiko Spitzeck
Luciana Nery
Luisa Santiago
Luiza Serpa
Tomas de Lara
Mapping and Promotion of Political/Public Innovations

The BMW Foundation Herbert Quandt understands that movements and political and public innovations that impact the reality and future of Latin America must have local and global visibility. Because of this, it invests in initiatives that promote an understanding of the complexity of the countries of the region.

Update Politics

Update is a nonprofit Political Innovation Laboratory that believes that the digital and social technologies, research, and leadership emerging in Latin America have the potential to modernize democracy, restore confidence in its citizens, and address inequality. Its mission is to strengthen the ecosystem of political innovation in the region, ultimately revealing the existence of these new political practices and within Brazilian political institutions, experimenting with initiatives capable of generating references of political innovation in the country. In 2016, the organization launched the most comprehensive mapping of the political innovation ecosystem in Latin America on the site updatepolitics.cc. In 2017, they will be traveling to 13 Latin American countries in order to get a closer look at the people and the mapped initiatives in the first phase with the objective of shedding light on different profiles and behaviors that are cultivating the ecosystem in the region.

Summary of Activities

- Mapping of the major public/political innovation players through the Update Institute
- Participation in the 8th BMW Foundation Global Table in Bosnia and Herzegovina and invited to the 9th BMW Foundation Global Table in Colombia.
Commitment to the Future

We are proud to present our 2016 results and, above all, to continue to count on a strong intersectorial network that supports our work unconditionally.

We understand that the accomplishments of the last cycle were only possible thanks to the incredible work of the Responsible Leaders. It is due to this that, in 2017, our principal focus will be to support the development of the Responsible Leaders Network in Latin America.

In Brazil, starting with a journey for leadership and purpose, we see an opportunity to project a common ideal to the network, strengthening the collaboration between members and promoting connections for actions with an effective and scalable impact. In the other Latin American countries, a series of events is being planned to disseminate knowledge and convictions and increase contacts in the region. This is the BMW Foundation Herbert Quandt’s commitment for the coming months, always working together with those who share our vision.
Inspiration
- Creation
- Support
- Promotion

Connection
- Scale
- Development

Scale 2.0
- Cooperation between sectors
- Interdependence
- Resilience
- Shared power
One opportunity: Agenda 2030

The topic of sustainable development has permeated debates on a global level for almost five decades. The United Nations (UN) began to address this issue more objectively in the 1970s, when it held the United Nations Conference on the Human Environment in Stockholm, Sweden. From these discussions, a work group was formed that, in 1987, presented for the first time in the Brundtland Report the concept of sustainable development: “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Thus, conversations have begun to emerge in countries and networks on national and global challenges regarding building alternatives to the rampant consumption of natural resources and nations’ irresponsible development.

With the awareness of the impact of human activity and global warming, discussions had taken place until, in 2000, due to a common commitment motivated by the signing of the Kyoto Protocol, and with the support of 191 nations, the UN launched the eight Millennium Development Goals (MDGs), in which the signatories committed to achieving a set of social and environmental progress goals over the next 15 years.

This unprecedented initiative promoted developments and advancements, but few that were significant; nevertheless, they represented a real coalition of forces.

During Rio+20, in 2012, in order to elaborate on new goals that promote and expand on the initial plan, a working group was created. Meetings were held around the world for more than two years, offering space to the most diverse sectors and areas of interest.

In September of 2015, the dialogue resulted in the proposal of the 17 Sustainable Development Goals and its further 169 objectives, applicable from January 2016. With the deadline the same as the previous goals, the document was called “Agenda 2030.”

The Sustainable Development Goals include economic and social development, environmental protection, governance, peace, resilience, accessibility, and urban living, among other topics. They are advanced with the commitment to being disseminated locally among public power, private initiative, and society based on local agreements and indicators for the monitoring of goals.

The Sustainable Development Goals as the Strategy for the BMW Foundation Herbert Quandt

The world is changing at a rapid pace; global challenges are more complex and unpredictable than ever. As a result of globalization, new actors emerge on the stage, geopolitical power relations are shifting, and the technological changes affect all. Despite these deep transformational changes, many people are still living in poverty, the world has not become a more just place, and the consequences of climate change are becoming more and more tangible. The global community aims to tackle these challenges through the Sustainable Development Goals.

“On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development officially came into force. Over the next fifteen years, with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.” Quote by United Nations

Our Mission

The BMW Foundation Herbert Quandt promotes responsible leadership and inspires leaders worldwide to work towards a more peaceful, just and sustainable future. Through our activities, we aim to advance the goals of the United Nations 2030 Agenda.

We INSPIRE leaders, through our leadership programs and encounters, to take their social and political commitment to the next level – across communities, cultures and countries.

We CONNECT leaders through our global BMW Foundation Responsible Leaders network, a diverse, collaborative and joyful community that drives positive change.

We INVEST in impactful organizations while encouraging leaders to embrace venture philanthropy and impact investing as effective tools for social change.
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