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INSTITUTO TERROÁ: YOUNG CHANGE-MAKERS PROGRAMME PROMOTES THE AGENDA 2030 AT THE LOCAL LEVEL



Instituto Terroá's "Young Change-Makers Programme" focused on sustainable development was offered to more than 70 teenagers in the municipality of Sertãozinho, São Paulo, Brazil.

Imagine if 13- to 18-year-old teenagers could learn about the pillars of sustainability and discuss more sustainable ways to live in society, debating alternatives that inspire **responsible entrepreneurship**, foster **conscientious consumption** and train **citizens to take part in public policy decision-making** in their cities. What if they also had the opportunity to develop their own volunteering programmes, socio-environmental enterprises, and initiatives of participation and social control? Finally, imagine if games and group activities promoting **human values, leadership, team work, non-violent communication** as well as the **Agenda**

2030 along with its **Sustainable Development Goals** permeated all of this. The *Instituto Terroá* has recently accomplished that through the "Young Change-Makers Programme for Sustainability" (in Portuguese, *Programa Jovens Transformadores para a Sustentabilidade*). Workshops took place between 10-14 October in the *Centro de Artes e Esportes Unificados – CEU Eurides Ferraz de Teixeira*, a local arts and sports centre located in the municipality of Sertãozinho, São Paulo.



The programme, promoted by the Department of Social Development and Citizenship of the municipality of Sertãozinho (*Secretaria de Desenvolvimento Social e Cidadania – Casa da Juventude*), resulted from a partnership between the *Instituto Terroá* and *Travain Serviços de Treinamento Ltda.*, a company whose work focuses on social development projects. It was part of the technical work and socio-environmental initiatives developed by *Travain* and the Institute within the context of a macrodrainage project under way in the municipality, which runs under the Brazilian government's Growth Acceleration Programme (*Programa de Aceleração do Crescimento, PAC II*) with the support of the federal savings bank *Caixa Econômica Federal*.



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Three workshops were offered to each one of the three groups of participants, comprising a total amount of 12 hours of activities. The programme was attended by seventy-four 13- to 17-year-old youths from different communities (such as *Vila Áurea* and *Vila Garcia*) and public schools of Sertãozinho (*E.M.E.F. Professor Antônio Cristino Cabral*; *E. M. E.F. Marilena Arantes Meneghini – CAIC*; *E.M.E.I.F. Prefeita Maria Neli Mussa Toniello*; *EE Prof. Maria Conceição Rodrigues Silva Magon*). Daniel Belissimo and Luís Fernando Iozzi, two of *Terroá's* facilitators, conducted the activities.

Community garden: final collective action

At the end of the programme, a large collective action was taken, in which students integrated and **established a community garden** within the arts and sports centre *CEU Eurides Ferraz de Teixeira*.

Around sixty students prepared eight garden beds and planted lettuce, chicory, kale, broccoli, eggplant, pickling onion and rocket seeds. The teenagers were accompanied by Isaías Reis, an environmental educator working for *Flor e Ser Soluções Ecológicas*, who advocates an agroecological approach towards human interactions with and caring for nature. The main purpose of that was to undertake a collective action that could **trigger students' engagement**

and **raise their awareness** about the importance of a **protagonist role in sustainable and collaborative actions**.

Besides, as *Travair's* manager Thais De Conti explains: "The importance of taking the first steps to establish a vegetable-garden was enormous to the project, for the students have thereby left a legacy of this programme to the local arts and sports centre's community. By doing that, they can better understand that positive outcomes of their sustainable actions can multiply throughout society."



Outcomes and testimonies

During the programme, participants developed twelve volunteering activities and twelve business ideas, and listed thirty-nine of the most pressing demands they have for local authorities. Furthermore, the teenagers devised nine different projects dealing with strategies for social participation in the municipality of Sertãozinho.

Ana Letícia, a 15-year-old elementary school student who took part in the programme, has told us: "In these three days we learned a lot of things. We **learned how to work in a team, to**



Programa

Jovens Transformadores

Veículo: World Urban Campaign

Data: 10 de Novembro de 2016

Link: www.worldurbancampaign.org/instituto-terro%C3%A1-young-change-makers-programme-promotes-agenda-2030-local-level

Ana Letícia, a 15-year-old elementary school student who took part in the programme, has told us: "In these three days we learned a lot of things. We **learned how to work in a team, to respect someone else's opinions** and to show respect for others. We also learned a little bit about **politics, sustainability**, etc. These days were amazing, and **I will take what I learned forever with me**".

targets. Inspired by the Sustainable Development Goals, the *Instituto Terroá* is also associate member of the World Urban Campaign, an advocacy and partnership platform coordinated by UN-Habitat, as well as a member of the SDG Strategy in Brazil (in Portuguese, *Estratégia ODS*). Its purpose is thus not only to diffuse sustainability goals, but also to contribute by supporting projects that seek to bring SDGs to the local level in a practical and effective way.

According to Daniela Damas, youth advisor of the municipality of Sertãozinho, the programme was an **example of social mobilization and integration between civil society and the network of public services provided by the local administration**. "We were able to bring together Social Assistance Reference Centres (*Centros de Referência da Assistência Social – CRAS*) in these communities, school boards, São Paulo's Environment Secretariat [...] and the Department of Social Development and Citizenship of Sertãozinho. We also relied on the engagement of *Travain*, the company responsible for providing technical and socio-environmental services to the macrodrainage project [...] and on the *Instituto Terroá*, who offered the courses".

With the Young Change-Makers Programme young students had fun while working hard to develop volunteering activities, sustainable business ideas and social participation projects which resonate with one or more sustainable development goals.

During the course or in their written assignments after it, many participants said that the programme has **"changed their life forever"**. This is the best accomplishment the *Instituto Terroá* could ever aspire to achieve and it further motivates us to keep struggling to fulfil our missions.



Sustainable Development Goals (SDGs)

The Agenda 2030 for Sustainable Development, adopted in September 2015 by more than 130 countries at the UN, sets 17 Sustainable Development Goals and 169 targets to be met by 2030 and underscores the importance of multi-stakeholder partnerships involving governments, the private sector, civil society organizations and others around its goals and targets. Inspired by the Sustainable Development Goals, the *Instituto Terroá* is also associate member of the World Urban Campaign, an advocacy and partnership platform coordinated by