



Inspiring leadership for a sustainable world

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### LEAD Fellow highlights the role of museums in sustainability education

Glenn Sutter's paper was published last month. [Read More](#)

### Apply now to the LEAD Europe Sustainability Leadership Programme

Application deadline 30th April. [Read More](#)

### LEAD Fellow addresses social inequality in major cities

In a newspaper interview, Leonardo Martins Dias explains how social problems can be tackled. [Read More](#)

**"After LEAD, I dared to accept the role 'Minister of the Environment' because I felt much more confident about an integral approach to environmental problems – and – crucially, capable to construct and find solutions with other colleagues."**

Amparo Martínez-Arroyo, LEAD Fellow, Mexico



#### The LEAD Network

The LEAD Network reaches out to thousands of individuals every year.

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LEAD Fellow's new book on water co-management and its applications

School recycling programme designed by LEAD Fellow is adopted in Nigerian City

New book on climate change, water and health by LEAD Fellow

LEAD Fellow publishes guide to improve lake ecosystems

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#### SD Learning case studies

### Co-creating community projects in Rio de Janeiro, Brazil

*'The challenge was to have 150 people from the favelas employed in one year. In 5 months we had 80 people in employment. How did we do this? By working with local leaders who understand the community and its needs.'*

Leonardo Martins Dias - a strategic sustainability advisor who connects business with community projects in the favelas – has many friends in these deprived areas and was inspired by their strong personal values to help them improve their community. He obtained sponsorship from a large European company to run a project in the favelas that created jobs for the local people, and this proved extremely successful because they worked with local leaders who identify the needs of the community. In another project, Leonardo has worked with Otavio Junio, a former footballer who was born in the favelas and who knows how to engage with the community. Working with local leaders is important to help get projects off the group – companies are often willing to invest in social projects but they can't get off the ground without leaders to help the community to express its needs.



*'Look at the Riots in London last year – they cost the government and citizens more than half a billion pounds. The cost of not investing in the development of communities is very high.'*

### Learning from the Zanenvula project, Port Elizabeth, South Africa

*'People and place matter. You can't uproot people and assume that they will be happy elsewhere.'*

Anton de Wit is a Lecturer at the Nelson Mandela University in South Africa, and has been involved in a research project in to establish the meaning of 'place' in a social housing project in Port Elizabeth. The movement of communities from informal housing on the floodplains to a new development called Zanenvula had resulted in frustration, social divisions and violence. Illegal practices (such as the sale of stolen electricity) were rife and the Government's attempt to restore order resulted in riots.



*'If you take people out of informal settlements and move them to formal housing, they don't suddenly become wealthy. They are still poor – they just have a house now.'*

There was another unintended consequences of the uprooting the communities; a breakdown in social networks. The lack of public open space (such as schools, post offices and community halls) in these new complexes mean that there aren't many opportunities for people to meet and discuss. One of the recommendations from the project was that the development needed more schools, not only just to teach the children, but to give the community dedicated spaces for discussion.

### The Bow to Bluff project, Calgary, Canada

*'The key to putting people first is to create interesting and exciting events that break down barriers, encourage learning and relationship building and give citizens the opportunity to share their ideas.'*

John Lewis is the founder and CEO of Intelligent Futures, a company that specialises in creative and participative stakeholder consultation. He has been working on the Bow to Bluff project – a citizen-inspired community initiative to improve the area around the train tracks in inner-city Calgary. In order to engage with the community and find out what the citizens needed, the team set out to create a welcoming environment where people could share their views and experiences.



*'Give citizens the opportunity to share their ideas where they are and when they want.'*

The project also used notice boards to reach out to the community, giving them the space to write down their thoughts as they passed through the area around the train tracks. During the seven-week process the project engaged over 2500 citizens, and the team has produced a guide to citizen engagement strategies that has been shared with communities across the world.

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