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"My LEAD training gave me the confidence to go back to my employers, Nestle, and urge them to take corporate social responsibility more seriously. They agreed, giving me the task of managing CSR issues for Nestle in Nigeria, and now Nestle is a CSR leader in Nigeria. LEAD played a crucial role in helping this happen."

Samuel Adenekan, LEAD Fellow, Nigeria











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## Leadership and fundraising workshop in the favelas

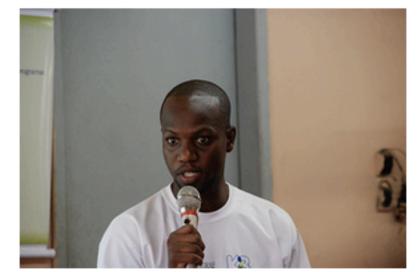
Thursday 21 June 2012 Complexo da Penha, Rio de Janeiro

LEAD Fellow Leonardo Martins Dias is a strategic sustainability advisor who connects business with community projects in the deprived areas of Rio, known as the favelas. He organised a three-hour workshop on leadership skills and fundraising strategies for a group of community leaders, which was held in a health centre in the Complexo da Penha – a large favela to the north of the centre of Rio.

The aim of the workshop was to engage with people who may have been excluded from Rio+20 and to provide a forum for them to discuss the leadership needs of the local community. 10 local leaders and their children, together with LEAD staff and Fellows, gathered in a community health centre for a 3 hour session.

The workshop was led by Leonardo and Otavio Junior – a former footballer who was born in the favelas and is now an author and community activist. During the discussions, participants talked about the lack of funding for community facilities such as the local clinic, and how they struggled to find communal meeting spaces. They also brought up the need for leadership development within the favelas, and told us how difficult it can be for the community to agree on the projects that they would like to implement.

By the end of the workshop the participants all felt that they were better able to lead their communities, and understood more about working with businesses to cocreate social projects. Leonardo is now planning another series of workshops to help the residents develop their leadership skills further.

















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