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Leonardo Martins Dias and Lead Canada deliver Leading for sustainability in Brasil

CREATED ON TUESDAY, 03 JUNE 2014 16:00



We're pleased to reveal the fantastic leadership of Cohort 16 Fellow Leonardo Martins Dias from Lead Europe, who was responsible for leading a group from Lead Canada on collaborating with local communities in order to meet a wide range of sustainability challenges in Brasil.

We were delighted to not only see Leonardo's work captured on film, but we also got an opportunity for a quick chat...

Leonardo begins to explain, "Businesses in Brasil are realizing the big opportunities that are in the favelas (poverty areas in Brasil)."

"According to Data Popular, Brazilian favelas are generating more than 21 billions € per year, more than the consumption of countries like Bolivia or Paraguay. And According to the UN the one billion inhabitants of these areas are expected to rise 100% to two billion by 2030, and when you combine this with the issue of immigration, then there's a serious conversation to be had".

"My work focuses on bringing together communities, academias, businesses, governments, NGOs and the media to act as the solution to trying to eradicate poverty and reduce inequality in Brasil. This is done by constructing new business models that bring concrete legacies to the communities and prioritize people".

Leonardo has had many great achievements throughout his career in sustainability, including during his time in Madrid, and is keen to emphasize the importance of believing in your work.

"I remember my first meetings in Madrid when I was building the needed coalitions for a project to generate incomes through job creation and social entrepreneurship in Manaus. Participants mentioned we would never achieve this goal because of the high concentration of health problems and the poorly qualified workforce in Amazonas' favelas inhabitants. But we did it, with a low budget, and I will never forget it. It was one of the main achievements for the funder".

In the following video we learn more about Leonardo's innovative approach to developing leaders and transforming and empowering local communities, a lot of which he owes to his training from Leading for sustainability.

"The Lead training program was a unique experience in my life because of the people and organisations I met, and the acquired knowledge of being able work with them as a team for a better world".

Take a look at experiential learning at its best in this short video below, as Leonardo leads the way in Brasil. Inspiring!



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