

PARTNERSHIP FOR CHANGE CHRISTIAN AID BRAZIL

POVERTY

Strategy 2012–2017



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Poverty is an outrage against humanity. It robs people of dignity, freedom and hope, of power over their own lives.

Christian Aid has a vision – an end to poverty – and we believe that vision can become a reality. We urge you to join us.

christianaid.org.uk

Christian Aid is a member of the

actalliance

Cover: Quilombolas and indigenous people in the Amazon gather to discuss threats to their land and culture, and opportunities for the future.

CPI-SP/Carlos Penteadó

WHO WE ARE

Christian Aid is an international organisation that insists the world can and must be swiftly changed to one where everyone can live a full life, free from poverty and inequality.

We work globally for profound change that eradicates the causes of poverty and inequality, striving to achieve equality, dignity and freedom for all, regardless of faith or nationality. We are part of a wider movement for social justice.

We have an integrated approach to poverty eradication, working worldwide on humanitarian relief, long-term development, specific advocacy issues and campaigns to expose the scandal of poverty by challenging and changing systems and institutions that favour the rich and powerful over the poor and marginalised.

Christian Aid is the official international development agency of 41 church denominations in Britain and Ireland. One of the UK's leading non-governmental relief and development agencies, it is supported by individuals, churches, governments, trusts and foundations.

Christian Aid has been part of the ecumenical movement that has struggled against racism in South Africa and across the world, against the abuses of military dictatorships in Latin America and against the cruel burden of foreign debt on the countries of the global South.

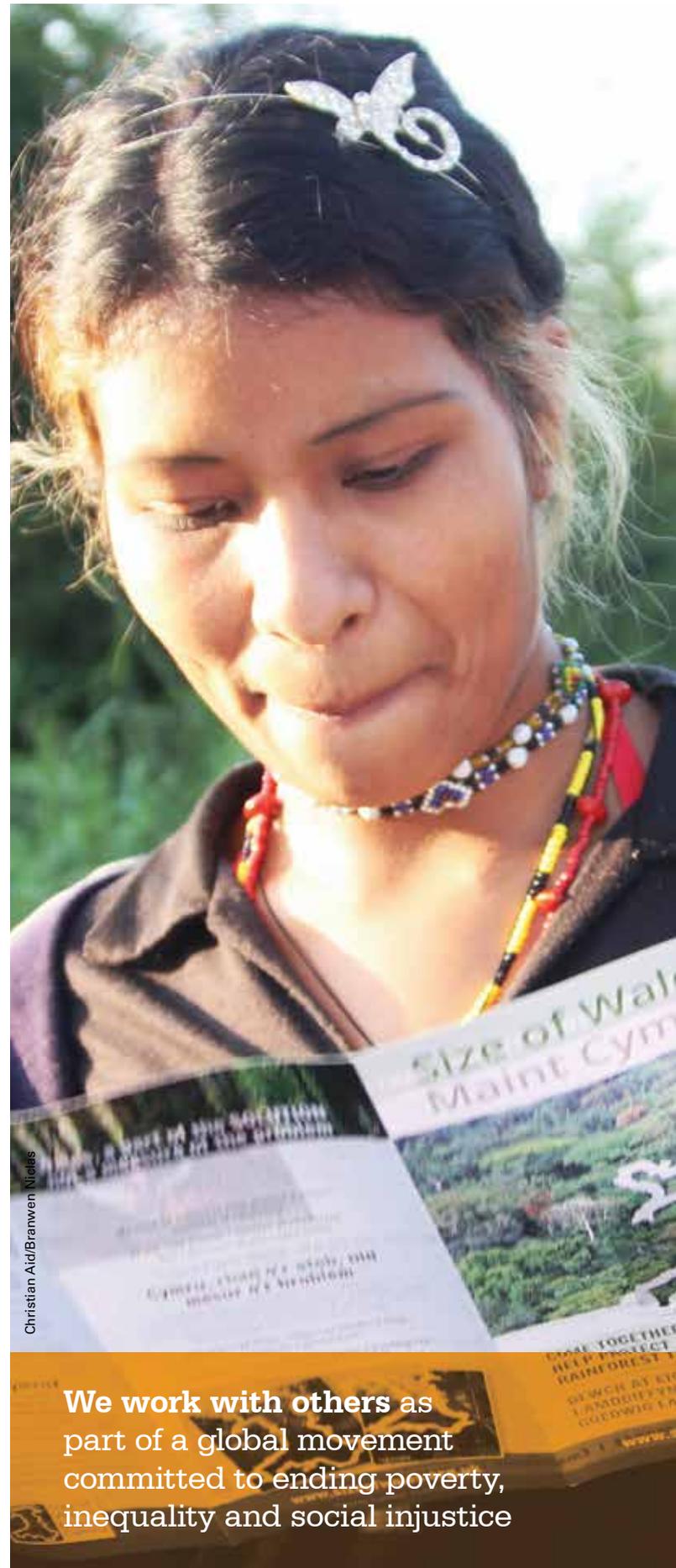
WHAT WE DO

From Afghanistan to Zimbabwe, Christian Aid works in some of the world's poorest communities. We support projects on the basis of need, not religion, ethnicity or nationality.

All our work is built on mutually accountable relationships. We work with, and through, partners in developing countries – organisations that are rooted in communities and understand what is required to lift women, men and children out of poverty and inequality. In 2011-12, Christian Aid supported 578 partner organisations across Africa, Asia, the Middle East, Latin America and the Caribbean.

We work with others as part of a global movement committed to ending poverty and social injustice. This includes local civil society organisations, research institutions, churches, faith groups and social movements, as well as governments, the private sector, non-governmental organisations (NGOs) and others who can influence development and help to improve the lives of poor people.

Our membership of ACT Alliance – a global coalition of more than 130 churches and related organisations that work together in humanitarian assistance, advocacy and development – gives us the ability to respond quickly and easily to emergencies across the world.



Christian Aid/Branwen Niclas

We work with others as part of a global movement committed to ending poverty, inequality and social injustice

OUR NEW GLOBAL STRATEGY

Christian Aid believes that human action is responsible for the underlying causes of poverty and inequality; that we – the wealthiest generations in human history – have the greatest opportunity to overcome this; and that when people work together, the world can be changed.

This thinking has framed our new corporate strategy, *Partnership for Change*.

We believe that at the root of poverty and inequality is a lack of power – the power to have your say and be heard, or to know your rights and demand them. It is therefore clear to us that poverty and inequality can only be eradicated through helping people secure power to help themselves.

To achieve essential shifts in power, Christian Aid has identified five areas on which to focus our work:

1. Power to change institutions

We want to see all people having the power to influence institutions – so that the decisions affecting their lives are made responsibly and fairly.

2. The right to essential services

We want to see all people able to fulfil their right to access the services essential for a healthy, secure life.

3. Fair shares in a constrained world

We want to see all people have a fair and sustainable share of the world's resources.

4. Equality for all

We want to see a more inclusive world where identity – gender, ethnicity, caste, religion, class, sexual orientation – is no longer a barrier to equal treatment.

5. Tackling violence and building peace

We want to see vulnerable people protected from violence and living in peace.

The development of Christian Aid Brazil's new programme strategy follows the launch of *Partnership for Change* in 2012 and is rooted in our organisational belief that inequality can be eradicated through the empowerment of individuals and communities.





Despite its advances Brazil is not addressing structural inequality and is failing to unlock the potential for greater social progress

BRAZIL: A COUNTRY OF CONTRADICTIONS

Despite economic growth and its increasing profile on the world stage, Brazil remains one of the most unequal societies on earth, with the underlying realities of life often a world away from the government's positive portrayal of progress.

Since Christian Aid began working in Brazil in the late 1970s, the country has seen a shift from the political and economic centre ground to the more progressive policies of the Lula and Dilma Rousseff governments. For the first time in its history, Brazil has experienced economic growth alongside democracy.

But the fight against inequality has not been at the heart of the development agenda and, under both administrations, this fight appears to have been largely rhetorical. There have been positive initiatives that have significantly reduced poverty, but wealth and power remain in the hands of the few.

Christian Aid Brazil launches its new strategy for 2012-2017 in a country full of contradictions.

- The government publicises the country's economic successes and its role as an emerging global player while inequality increases, mainly affecting women, quilombolas, indigenous people and smallholders.¹
- Economic growth has encouraged unsustainable levels of consumption, with little regard for the environment and constrained resources. Between 2010 and 2011, about 480 million trees in the Amazon region were cut down to make way for infrastructure projects such as dams, mining and investments in agribusiness.

- Basic rights such as land, rural education and protection in emergencies, promised by the constitution, are not a reality for many.
- While five per cent of GDP funds public education, nine per cent leaves the country bound for tax havens.²
- 8.1 per cent of agricultural establishments account for 84.8 per cent of the value of production, while 46 per cent of the rural population lives in extreme poverty on less than R\$70 a month, according to government data.
- Racial discrimination and gender inequality are widespread. Afro-Brazilians and indigenous people have poorer schooling, worse jobs, lower wages and fewer possibilities for social mobility, and live in regions with poorer infrastructure. Women receive 75 per cent of the amount men earn for doing the same job.
- Beneath the shiny exterior, a powerful few are getting away with murder, slavery and rampant corruption. According to the Pastoral Land Commission, the number of threats made against land rights activists has risen from less than 150 a year in 2009 and 2010 to 347 in 2011.³

A report commissioned by Christian Aid, *The Real Brazil: The inequality behind statistics*, found that despite its advances Brazil is not addressing structural inequality and is failing to unlock the potential for greater social progress. And while a regressive tax system, the highly unequal distribution of land and the lack of effective pro-poor public policies remain stark issues in need of urgent action, 16 million Brazilians are living in abject poverty.



Christian Aid's vision is of an equitable Brazilian society where the rights of all citizens are fully achieved, ensuring that people thrive and live with dignity

CHRISTIAN AID IN BRAZIL

Our new programme strategy will be the fifth we have launched in Brazil. They have all drawn strongly on Christian Aid's global vision and goals, while essentially being shaped by the experiences and perceptions of our Brazilian partners.

Christian Aid's work in Brazil is built upon three main principles. We believe ecumenism is a commitment to all of humanity: those from Christian churches and people of all faiths and none. Our work is an affirmation of human rights – we press for people's economic, social, cultural and environmental entitlements by encouraging communities to exercise their civil and political rights. We know the value of partnership, having a mutual understanding and shared vision with those we work with, which goes far beyond just funding.

Proudly working alongside churches, faith-based organisations, social movements, networks, alliances and NGOs, Christian Aid's achievements in Brazil include:

- a strong record in promoting and securing the economic, social, cultural and environmental rights of Brazilians
- strengthening the voices of excluded populations and tackling inequalities and injustices through the Power to the People project, part of the Governance and Transparency Fund (GTF) run by the UK government's Department for International Development (DFID)
- accompanying churches and faith-based groups in Brazil as they raise their prophetic voice for social justice, peace and interreligious dialogue
- supporting policy and legal changes on various issues – including land rights; women, children and youth; domestic violence; quilombola and indigenous rights; people affected by dams; informal workers and religious tolerance – and working towards a greater recognition of human rights and a better understanding and use of procedures and tools
- broadening the ecumenical agenda to include gender, rights and sustainable development
- using creative approaches to capacity building, information dissemination, monitoring and evaluation, impact assessment, research, network building and advocacy tools
- championing emerging issues such as climate justice, tax justice, disaster risk reduction, forest management, gender-based violence and inclusive market development
- supporting the struggle against all forms of violence, especially the criminalisation of social movements, religious intolerance and racial discrimination
- channelling significant institutional donor funds into Brazilian projects and offering high-quality contract management
- networking within the European ecumenical organisation PAD (Process of Network and Dialogue)
- effective participation in international efforts such as the World Social Forum and People's Summit, as well as other ecumenical coalitions and gatherings.

Since establishing an office in the country in 2007, Christian Aid Brazil has strengthened its partner portfolio, diversified its funding sources and prioritised work around the essentials needed to achieve our vision for change. We have agreements in line with partners' strategic plans and our own, and effectively support partners to build capacity that enables them to access other donors, diversify their sources of funding and increase sustainability.

We actively seek to strengthen South to South and South to North learning, and technical assistance that meets partners' needs and prioritises expertise from the region, such as the joint work on land rights and forest management in the Brazilian-Bolivian Amazonia region.

Christian Aid in Brazil has an international vocation: we have close links with organisations and alliances such as

the Process of Network and Dialogue (PAD), the World Council of Churches (WCC), ACT Alliance, Ecumenical Advocacy Alliance (EAA), Anglican Alliance and the Association of World Council of Churches Related Development Organisations in Europe (APRODEV).

We have also collaborated closely with other international organisations – such as Bread for the World, Norwegian Church Aid, ICCO, Episcopal Relief and Development, CAFOD, HEKS, the European Commission, and the British Foreign and Commonwealth Office – on various projects including tax justice, climate justice, transparency, gender equality, forest management and land rights, and alternative models of development. We are part of the Humanitarian Accountability Partnership (HAP).

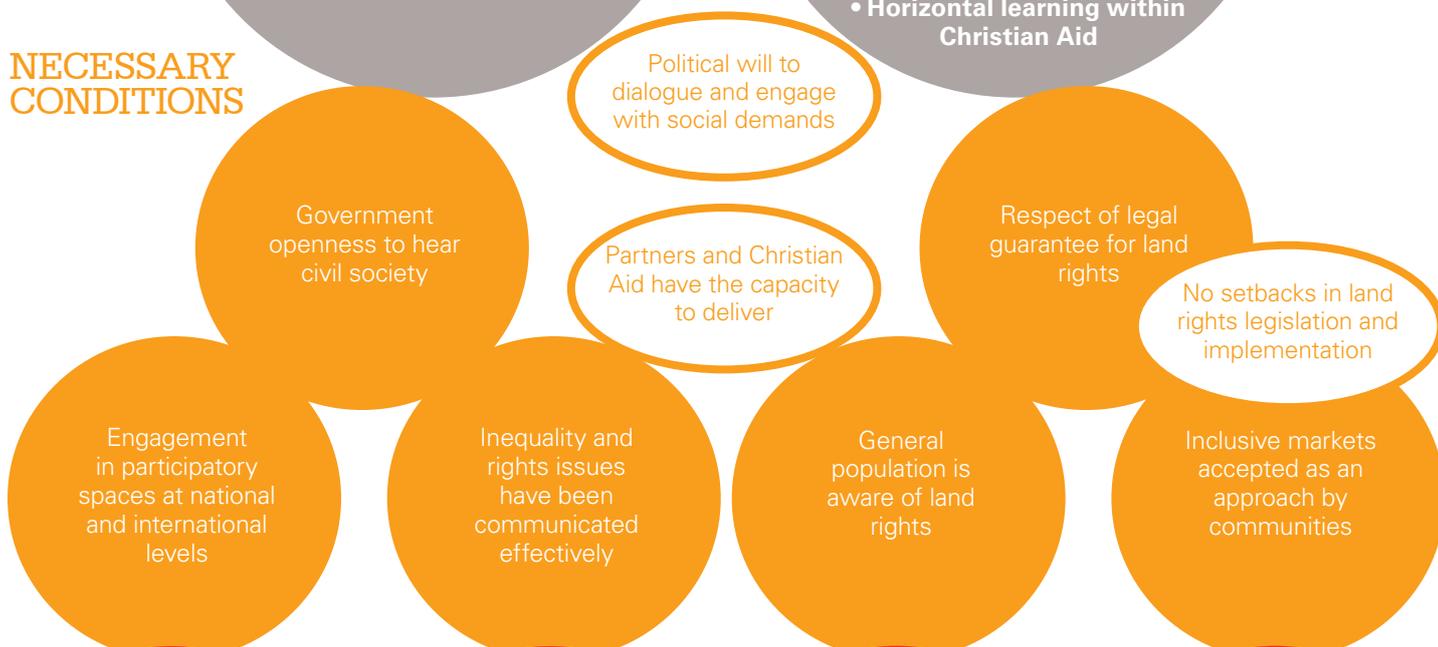


OUR THEORY OF CHANGE

STRATEGIES



NECESSARY CONDITIONS



DESIRED CHANGE



KEY:

Assumptions



OUR NEW STRATEGY FOR BRAZIL

Christian Aid's new strategy in Brazil, aligned with *Partnership for Change*, will focus on promoting resilient paths of development that reduce gender and ethnic inequalities and preserve the environment. Because of the scandal of inequality in Brazil, the global strategic objective that strives for **equality for all** will be a theme that cuts across all our focus areas.

The work will be done with grassroots partners, social movements, churches, faith groups, networks and alliances, in order to increase Christian Aid's leverage and impact in communities and improve advocacy work at local, national and international levels. Interfaith dialogue and rooted theology continue to be important elements of the programme, going beyond the Christian faith.

Fair shares in a constrained world

We will promote greater access to inclusive and sustainable markets for women, indigenous people, quilombolas and smallholders, together with increased income, services and assets for these groups as part of a broader resilient livelihoods approach. This will ensure environmental sustainability and will provide opportunities for these groups – whose traditional livelihoods are most precarious because of inequality – to become resilient to disasters and thrive. We will seek to collaborate with progressive elements of the private sector on this part of our programme.

The protection of the environment will be prioritised by the diversification of production, by the strengthening of local, national and regional market chains, organic agriculture and sustainable agricultural practices, and by the development of non-timber forest products. Joint exchanges with Christian Aid's programme in the Democratic Republic of Congo will be a milestone in terms of South to South learning in this field.

Power to change institutions

Christian Aid will support advocacy that brings greater inclusion of civil society perspectives into public policies. We will seek to guarantee the rights of people affected by gender and ethnic inequalities and by infrastructure projects, and to influence Brazil's external policy on international development and economic investments. Christian Aid will work for a just allocation of public resources and a progressive tax system. We will promote fairer policies, systems and structures that tackle inequalities at an international level and ensure that humanitarian assistance is given to disaster-affected people in a timely and dignified way.

As part of international forums like ACT Alliance and the Tax Justice Network, the demand for an equitable and just world will be made together with other Christian Aid programmes and partners in Asia, Africa, the Middle East, Latin America and the Caribbean. Special attention will be given to articulating our efforts within IBSA countries (India, Brazil and South Africa) and in Angola.

Our new strategy has two objectives.

Objective 1

To develop alternative and resilient paths of development for those affected by gender and ethnic inequalities, through the promotion of inclusive approaches to market engagement, ensuring environmental and energy sustainability and opportunities to thrive.

Our approaches	Our goals
<ul style="list-style-type: none"> • Work alongside women, quilombolas, indigenous people, smallholders, social movements, churches and faith groups. • Support partners to improve their capacity to develop viable inclusive market initiatives. • Support partners to increase their power within market chains and broker financial and technical assistance from the public and private sectors. • Support advocacy to influence government to introduce public policies that promote inclusive markets. 	<ul style="list-style-type: none"> • Greater shares of income and assets for target groups through fairer markets and economies, with gender equality. • Communities more resilient to the impacts of infrastructure projects. • Greater environmental rights for the communities most affected by these projects. • More quilombola families sustainably selling non-timber forest products in the Amazon. • More effective work by partners on forest management and environmental rights.

Objective 2

To promote inclusive policies at national and international levels and to influence Brazil’s external policy on international development and economic investment.

Our approaches	Our goals
<ul style="list-style-type: none"> • Work with churches and faith groups, with grassroots civil society organisations, and with Brazilian, Latin American and global networks and alliances to challenge the structures that perpetuate inequality. • Support specific biblical and theological reflections and research by academic institutions. • Continue the work with ACT Alliance and other church alliances, especially in supporting humanitarian responses and advocacy with Brazil’s civil protection system. • Engage with key stakeholders on the role of the private sector in Brazil and the country’s influence in Africa, particularly in Angola, and on the international stage. 	<ul style="list-style-type: none"> • Greater inclusion and empowerment of poor and marginalised women and men in decision-making processes at national and international levels. • Biblical and theological perspectives on inequality, sustainability, gender-based violence, power and inclusiveness influence behaviour and policy change. • Brazilian public institutions implement more policies to tackle gender and ethnic inequalities by incorporating issues prioritised by quilombolas, indigenous people, smallholders and women in their advocacy work. • Partners and alliances influence the post-2015 agenda and play a part in national and international campaigns for tax justice. • The development of good practices in South to South cooperation.

RESOURCING AND SUSTAINABILITY

The engagement and support of the 41 sponsoring churches in Britain and Ireland – through prayer, voluntary work and donations – makes Christian Aid's vision a reality and allows us to support partners to act to change systems and structures that maintain inequality and poverty.

In addition to core funds, Christian Aid Brazil envisages a mixed funding model in which leverage plays a key role. Our partners are more likely to attract funds from institutional donors, given their track record of delivering larger projects in partnership with Christian Aid. We will encourage partners to develop fundraising plans to diversify resources and ensure longer-term sustainability. We will also encourage partners to seek technical and financial support from other stakeholders on inclusive markets development, resilient livelihoods work and national and international advocacy priorities.

The programme will continue to support strategic alliances with churches in Britain and Ireland to fund areas of work that other donors may not prioritise. ACT Alliance agencies will continue to be strategic allies in disaster risk reduction and emergency response work. Christian Aid Brazil will also contribute to multi-country proposals with other programmes and/or regions, which make use of the already existing global links of Brazilian partners.

Brazil has a vibrant network of social movements, churches, faith-based organisations and NGOs. The challenge is to enable these organisations to reach a sound and sustainable level where they can eradicate inequality and promote democracy in all aspects of people's lives – whether political, cultural, religious, ethnic, economic, sexual or financial.



Brazil is important for Christian Aid because it offers great examples of thinking at scale; partners generally have strong links into the wider social movement and are generally speaking quite sophisticatedly in their analysis and operations. Programme learning in Brazil could have much wider application for other countries. Paul Valentin – International Director, Christian Aid

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Endnotes

- 1 Report commissioned by Christian Aid, *The Real Brazil: The inequality behind the statistics*, 2012.
- 2 Endtaxhavensecrecy.org
- 3 cptnacional.org.br

