



# Education & Consulting for Human Rights, Peace, and Civic Engagement

Institutional Presentation • 2022

“We believe in **education for Human Rights** as a tool for building peace and civic engagement, allowing people and organizations to recognize themselves as responsible for contributing to social transformation.”



## Who we are

Think Twice Brazil (TTB) is a social impact organisation founded in 2013, with the mission to promote education in the areas of Human Rights, Culture of Peace, and Civic Engagement.

We offer our services to companies, educational institutions, public sector, and civil society organisations using a unique and innovative pedagogy and methodology. With our work, we aim to encourage people and organisations to recognise their responsibility and potential for social transformation.

To this day, more than 5.000 people and dozens of organisations have experienced the programs developed by TTB, among them:



## The Empathy Experience

The first project developed by TTB, called the Empathy Experience, was a research journey on social and gender inequality through 40 countries in Africa, the Middle East, and Asia.

With empathy as the guiding light of the research, the founders travelled to remote villages, refugee camps, and other vulnerable regions to learn from the real world about human rights abuses and violations from the perspective of social organisations and community leaders.

As a result of this journey, the e-book "Empathy Experience Throughout the World" was published. The Portuguese version of the e-book is available for free download on the website.



**40**  
countries

**110**  
cities

**+ 40**  
organisations  
visited



## Pedagogy & Methodology

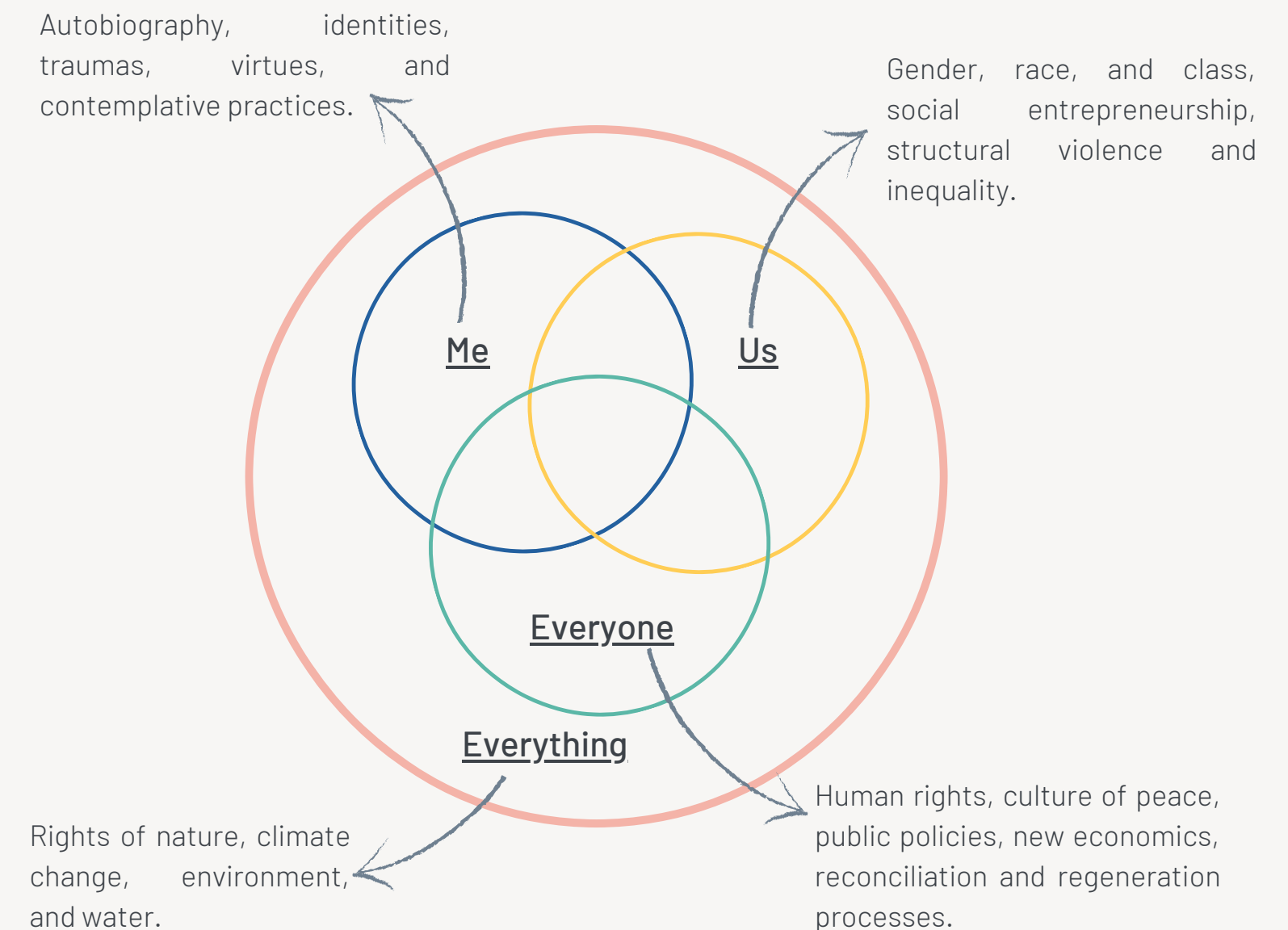
TTB has developed its own pedagogy and methodology based on experimental and theoretical interactions with different multidisciplinary studies of international reach and recognition. We consider **four dimensions of consciousness: me, us, everyone, and everything.** All activities promoted by TTB are based on this dynamic with the main objective of proposing new social, cultural, economic, and political paradigms.

### Pedagogy of Empathy and Responsibility (PER)

PER proposes a learning process centred on **three fundamental pillars: valuing emotions; availability to hold a sincere dialogue; and the practice of challenging empathy.** By combining these three elements, PER facilitates individuals to recognize their personal responsibility for respecting, promoting, and defending human rights for themselves and for others.

### Methodology of Affective (un)learning

We propose the opportunity to collectively deconstruct myths and traumas acquired during our individual and social formation, based on the acknowledgement, investigation, and appreciation of emotions. In this methodology, the interaction with emotions perceived in oneself and in the other is the main tool for the **decolonization of knowledge,** allowing for the consideration of silenced or undervalued narratives in the teaching and learning process.





# Approach

Our systemic and unique approach supports people and organizations from all sectors to expand their knowledge and commitment to the Human Rights and Culture of Peace agenda.



## The Sustainable Development Goals we promote:



## Why our work matters

The lack of understanding in regard to the meaning and application of Human Rights is present in both organizations of the public and private sector. Recurring news - in Brazil and around the world - proves that abuse and violations of rights not only negatively impact the lives of victims, but also represent a reputational and financial risk for institutions.

However, several studies\* show the financial and non-financial benefits of guaranteeing and promoting Human Rights, based on the adequacy of policies to national and international guidelines on the subject, the training of leaders, and the engagement of stakeholders. Among the main topics on the agenda, we highlight diversity, equity, and inclusion, structural racism, gender inequality, discrimination, and slavery work or equivalent practices.

Through education in Human Rights, we intend to interrupt vicious cycles that sustain several violations and to influence people and organizations to recognize their capacities and assume their responsibilities in reducing inequalities and structural violence.



\*Noel, N., Pinder, D., Stewart III, S. and Wright, J., 2019. The Economic Impact of Closing the Racial Wealth Gap. McKinsey & Company. Vancouver

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# Education & Consulting

TTB works on two fronts: Education and Consulting.

In **Education**, we develop training programs that address the topic of Human Rights from a global and multidisciplinary perspective. We support organizations to educate their employees and stakeholders on essential topics to ensure the prosperity and sustainability of their individual purposes. Such training can be implemented in three formats:

## Warm up

- Lectures & Talks
- Duration of approximately 2 hours

## Foundation

- Workshops & Training
- Minimum duration of 4 hours

## Deep Dive

- Full educational cycle
- Minimum duration of 20 hours
- Exclusive support material
- Possibility of individual mentoring



## Main themes:

- Structural Racism and Whiteness
- Gender equity
- Fundamentals of Human Rights
- Human Rights and Business
- ESG: theory and responsible practices
- Diversity, Inclusion and Social Accountability
- Sustainable Development Goals (SDGs)
- Non-violent practices applied to policies and projects
- Empathy as a tool for transformation
- Violence against women and coping practices





## Education & Consultancy

With regard to **Consultancy**, we develop and conduct studies, strategic plans, and impact projects that allow us to understand the organizational structure and identify possible tools to improve practices in the field of **Human Rights and Culture of Peace**. Below we present some of the activities carried out:

### Management and Governance

- Independent diagnosis of the employees' perception about the chosen topic and the impact on management and governance practices
- Review of internal policies and regulations to adapt it to Human Rights guidelines
- Assistance in the structuring of thematic committees, such as LGBTQ+, Racial Equality, Gender Equity
- Support to the creation of a strategic plan that considers Human Rights, ESG, and Culture of Peace
- Creation of guidelines and participation of experts who can help build an organizational culture that respects Human Rights

### Impact & Social Responsibility

- Facilitation in reviewing the purpose and culture of the organization
- Development and support for projects aimed at adapting or deepening organizational activities to the Human Rights practices in accordance with national and international guidelines
- Assistance in the preparation of new projects with authentic Positive impact and social investment that ensure respect and promotion of Human Rights and a Culture of Peace
- Advice on adapting organizational practices to the Sustainable Development Goals (SDGs) and the ESG agenda

## Pro Bono

In line with TTB's purpose and business model, parts of the funds from services done are allocated to the development of pro bono projects. For the implementation of these projects, TTB receives donations from partners and supporters, individuals or companies\*.

If you would like to learn more about pro bono projects and the possibilities for financial support, feel free to get in touch.



### The Sulwe Project

We offer training in Human Rights and Culture of Peace to workers in the public sector who deal directly with young people in conflict with the law, with the aim of interrupting the cycle of violence and inequality established in the environment of deprivation of liberty. It is a pioneering project that aims to restore behaviours and relationships as well as increase the worker's mental health and reduce the risks of young people falling back into crime.



### TTB Studies

We conduct studies on topics related to Human Rights. The focal point of the research is defined periodically and presented through written reports.

\*According to TTB's values, we do not accept donations from companies that are demonstrably linked to the tobacco, alcohol and weapons industry, that carry out any activity that involve illegal deforestation, exploitation or occupation of land or that host and/or finance websites and projects that encourage violence, discrimination, hate speech or fake news.

# Team



## **Gabriele Costa B. Garcia**

### **Founder and CEO**

- Mother of Francisco
- Dreamer, lawyer, and social entrepreneur

#### Academic Background:

- Master's degree in Human Rights from the London School of Economics and Political Science - LSE
- Bachelor's degree in Law from PUC-SP
- Postgraduate in Corporate Law from EDESP/FGV
- Postgraduate in Social Innovation Management from the Amani Institute
- Certificate in Social Businesses from Artemisia
- Certificate in Social Innovation from the University for Peace (UPeace)

#### Professional Experiences:

- Founder and CEO of Think Twice Brazil
- Led a research journey on social and gender inequality in 40 countries in Africa, the Middle East and Asia
- Partner at the Virtuous Company
- Worked for 10 years as an associate at the Brazilian law firm Pinheiro Neto Advogados

#### Voluntary Activities:

- Member of the Advisory Board at the Rona Foundation, in Kenya, and at the Instituto Serenas, in Brazil

#### Recognitions:

- Chevening Alumni (2017/18)
- LSE Interfaith Encounter - Israel and Palestine (2017)
- Dalai Lama Fellow (2020/21)
- Finalist of the EY Entrepreneur of the Year Award (2020)

#### Spiritual Literacy:

- Silent Buddhist Meditation Retreat in Dharamshala, India
- Autobiographical storytelling training at Findhorn Foundation, Scotland
- Santiago de Compostela Trail



# Team



## Felipe Brescancini

### Founder and Director

- Father of Francisco
- Questioner, consultant, and social entrepreneur

#### Academic Background:

- Master's degree in Psychology of Economic Life from the London School of Economics and Political Science - LSE, where he received a distinction on his thesis (2018)
- Postgraduate in Communication from ESPM
- Bachelor's degree in Administration from PUC-SP
- Certificates in Social Impact from Artemisia and Yunus Social Business Center
- Certificate in Economics for Transition from Schumacher College Brasil

#### Professional Experiences:

- Founder and Director of Think Twice Brasil
- Led a research journey on social and gender inequality in 40 countries in Africa, the Middle East and Asia
- Director of Business Development at Sistema B
- Partner at the Virtuous Company
- Worked for 10 years in marketing at P&G

#### Voluntary Activities:

- Chairman of the board at Plan International Brasil

#### Spiritual Literacy:

- Silent Buddhist Meditation Retreat in Kathmandu, Nepal
- Silent Vipassana Meditation Retreat in Dharamshala, India
- Expedition in the Amazon - Visiting the Yawánawá People
- Game of Transformation at Findhorn Foundation, Scotland

# Advisory Board

## Handemba Mutana

Lawyer and activist for racial equity and inclusive growth. He holds a master's degree in Public Policy and Management from the University of London and in Law and Development from Fundação Getúlio Vargas (FGV).



## Fernanda Quintas

She is a lawyer with a Bachelor of Law from the Metropolitan University of Santos, with a specialization in Tax Law from the Brazilian Institute of Tax Studies - IBET, Fundraising from the New York University - NYU and Social Policies from PUC. She has university extension certificates in Women's Health and Human Rights from Stanford University. He has more than 12 years of experience in Brazil and the United States in the areas of private social investment, partnerships, relationships, institutional development, and national and international fundraising. She is a member of the Human Rights Committee of the Bar Association (OAB-SP) and of the Diversity and Inclusion Committee of the Liga Solidária.



## Alexandra Soraia de Vasconcelos Segantin

Tax and corporate lawyer, leader of the Public Policy Committee at Grupo Mulheres do Brasil and member of the Human Rights Committee of the Bar Association (OAB-SP).



## Maria Cecília Almeida e Silva E. Lins

She has a master's in Education from PUC-SP, certificates in Management in Social Innovation from Amani Institute; and in Psycho-pedagogy by CEPERJ. She has a Bachelor of Psychology at PUC-RJ and she is a teacher in basic education, founder and executive director of Instituto Pró-Saber Sao Paulo, located at the Paraisópolis community since 2003. Maria is married with three children and believes that Education is a powerful tool for reducing social inequality.



## Marina Martins

She is an enthusiast for scale-impacting businesses and its transformative power to tackle the inequalities we see in the world. Her experience combines 20 years of working in international consultancies and engagement in the third sector. Currently, she works at the Kids4Kids NGO based in Hong Kong, she is a mentor at Ashoka, participates in Sistema B, and is a co-founder of the impact business Somos Todas Marias. She is passionate about yoga, books, and inspiring people!



# Let's create change together?

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