



PAIVA NETTO writes “Beijing+20 (2015)” and highlights:
 “No undertaking that aims at solving earthly ills can be conceived without the effective participation of women.” (Read the full article on page 4)

Non-commercial magazine

GOOD WILL

Women



EXCLUSIVE INTERVIEW

EXECUTIVE DIRECTOR OF UN WOMEN

Ms. Phumzile Mlambo-Ngcuka
addresses advancements,
challenges, and crucial steps
towards women’s empowerment

EDUCATING FOR GENDER EQUALITY

LBV contributes to
accelerate global
development
progress



FREE GOOD WILL
MAGAZINE APP

www.boavontade.com/en

The Legion of Good Will (LBV) presents its recommendations of good practices to the participants at the 59th Session of the Commission on the Status of Women, held at the UN Headquarters in New York, USA. The LBV is a Brazilian civil society organization in general consultative status with the United Nations Economic and Social Council (ECOSOC) since 1999.



Legion of Good Will
Legião da Boa vontade

65 years

SUSTENTABILIDADE.

Este é um dos nossos valores.



A Celpe, empresa do Grupo Neoenergia, trabalha para fornecer energia elétrica com qualidade e confiabilidade. É por isso que a concessionária investe cada vez mais em tecnologias inovadoras e sustentáveis.

A construção de usinas solares, em São Lourenço da Mata e na Ilha de Fernando de Noronha, o desenvolvimento do Projeto de Redes Elétricas Inteligentes e dos programas Vale Luz, Nova Geladeira e Energia Verde são apenas alguns exemplos de uma gestão orientada para a sustentabilidade em todos os seus processos.

Iniciativas como essas contribuem para o crescimento econômico do Estado, gerando desenvolvimento com qualidade de vida e preservação do meio ambiente para as futuras gerações.





4 **PAIVA NETTO'S MESSAGE**
Beijing+20 (2015)



10 **INTERVIEW**
Executive Director of UN Women, Ms. Phumzile Mlambo-Ngcuka



16 **LBV'S RECOMMENDATIONS**
LBV's statement for the 59th Session of the Commission on the Status of Women



34 **EDUCATION**
Gender equality starting at school



42 **REPORT**
A more promising future

GOOD WILL *Women*



Non-political and non-partisan magazine of Ecumenical Spirituality

GOOD WILL *Women* magazine is a publication of the Legion of Good Will, edited by Elevação Publishing House. Registered under number 18166 in book "B" of the 9th Titles and Documents Notary and Register Office of São Paulo (Brazil).

SPECIAL EDITION — FEBRUARY 28, 2015
AVAILABLE IN ENGLISH, FRENCH, PORTUGUESE, AND SPANISH.

DIRECTOR AND RESPONSIBLE PUBLISHER: Francisco de Assis Periotto — MTE/DRTE/RJ 19.916 JP

MANAGING EDITOR: Rodrigo de Oliveira — MTE/DRTE/SP 42.853 JP

GENERAL COORDINATION: Gerdeilson Botelho

SUPERINTENDENT OF MARKETING AND COMMUNICATIONS: Gizelle Tonin de Almeida

ELEVACÃO STAFF: Adriane Schirmer, Allison Bello, Ana Paula de Oliveira, Andrea Leone, Angélica Periotto, Bettina Lopez, Camilla Custódio, Cida Linares, Daniel Guimarães, Eduarda Pereira, Felipe Duarte, Gabriela Marinho, Gelson dos Santos, Giovanna Pinhero, Jéssica Botelho, Josué Bertolin, Laura Leone, Leila Marco, Letícia Rio, Lísia Peres, Luci Teixeira, Mariane de Oliveira Luz, Natália Lombardi, Neuza Alves, Raquel Bertolin, Rosana Bertolin, Roseli Garcia, Sílvia Fernanda Bovino, Valéria Nagy, Walter Periotto, and Wanderly Albieiri Baptista.

COVER: Helen Winkler / **COVER PHOTOS:** Young girl assisted by the LBV of Portugal (main photo): Leilla Tonin; Ms. Phumzile Mlambo-Ngcuka: Marco Grob; Mr. José de Paiva Netto (at the top of the page): João Preda

PROJECT: Helen Winkler / **LAYOUT DESIGN:** Diego Ciusz and Helen Winkler

PRINTED BY: Mundial Gráfica

MAILING ADDRESS: Rua Doraci, 90 • Bom Retiro • CEP 01134-050 • São Paulo/SP • Brazil • Phone: (+5511) 3225-4971 • P.O. Box 13.833-9 • CEP 01216-970 • Website: www.boavontade.com / E-mail: english@boavontade.com

The GOOD WILL *Women* magazine does not take any responsibility for the information and opinions in its signed articles.

BEIJING +20

(2015)

The leading role of women in building Peace

“Since wars begin in the minds of men, it is in the minds of men that the defences of Peace must be constructed.”

Extract from the Preamble to the Constitution of the United Nations Educational, Scientific and Cultural Organization (UNESCO), signed on November 16, 1945. It was published by writer Paiva Netto in his book *Reflexões da Alma* [Reflections of the Soul].



shutterstock.com

João Freida



José de Paiva Netto is a Brazilian writer, journalist, radio broadcaster, composer, and poet. He is the President of the Legion of Good Will (LBV), effective member of the Brazilian Press Association (ABI) and of the Brazilian International Press Association (ABI-Inter). Affiliated to the National Federation of Journalists (FENAJ), the International Federation of Journalists (IFJ), the Union of Professional Journalists of the State of Rio de Janeiro, the Union of Writers of Rio de Janeiro, the Union of Radio Broadcasters of Rio de Janeiro, and the Brazilian Union of Composers (UBC). He is also a member of the Academy of Letters of Central Brazil. He is an author of international reference in the defense of human rights and in the concepts of Ecumenical Citizenship and Ecumenical Spirituality which, according to him, constitute “*the cradle of the most generous values that are born of the Soul, the dwelling of the emotions and of the reasoning enlightened by intuition, the atmosphere that embraces everything that transcends the ordinary field of matter and comes from the elevated human sensitivity, such as Truth, Justice, Mercy, Ethics, Honesty, Generosity, and Fraternal Love.*”

My greetings to the international delegations, authorities, and all the participants who decidedly meet here in New York, USA, between March 9 and 20, 2015, during the 59th Session of the Commission on the Status of Women, organized by the United Nations (UN), with the noble intention of discussing the central theme: “Beijing+20 (2015).” This meeting will promote a deep reflection about the progress that has been made and the setbacks that have occurred since 1995 when the Fourth World Conference on Women took place in Beijing, China, which defined as its main focus to work for gender equality and to fight discrimination against women and girls all over the world.

It is always a great honor for the Legion of Good Will (LBV), since the beginning, to support these debates with its own contribution and strive to defend this fundamental objective, above all in a globalized and warlike world.

When we participated in that memorable meeting in 1995, we sent a message to the conference attendees, which had been previously published in 1987 in the *International Business and Management* magazine. The article was entitled: “There is no World without China,” and among other topics in it, I wrote:

The path of the LBV is Peace. No more wars! Brutality is the law of irrational beings, not of human beings, who consider themselves to be

superior. We defend the valuing of individuals taking into account the indispensable equality, above all spiritual, of the genders, since the wealth of a country lies in its people. . . .

Let us make ours these words of Apostle **Peter**, in his First Epistle 3:11:

“Turn away from evil and do good. Seek peace and pursue it.”

This much desired Peace, the legitimate and necessary antidote to the spiritual, social, and physical problems, such as global crises, will be achieved when we also no longer have any type of discrimination against women and girls (actually, children of both sex). In doing so, we shall guarantee them empowerment and autonomy so they can be the protagonists in dismantling the absurd cruelty that dominates the hardened innermost core of individuals, by using the maternal feelings that are born in the hearts of each woman regardless of whether they are mothers of carnal children. As I defend, with all my strength, all women are mothers.

THE EXAMPLE OF HYPATIA

I recall an example of a pioneering personality in mathematics, astronomy, and an icon of philosophy in ancient times, who I paid tribute to in my article “Hypatia, the Mother of Philosophers.”

There are many sublime ways of being a mother, including giving birth to great achievements in favor of Humanity. Such was the case of Hypatia. Her dedication to metaphysical matters generated offspring, which should continually remind us of the constant need to seek for answers to the questions that have forever afflicted us.



Hypatia

Ascetic and celibate, she left no heirs, but, as I said in 1987, there are many sublime ways of being a mother, including giving birth to great achievements in favor of Humanity.

Such was the case of **Hypatia** (approximately 355-415). Her dedication to metaphysical matters generated offspring, which should continually remind us of the constant need to seek for answers to the questions that have forever afflicted us. At a time when female intellectuality was not recognized, her theses influenced many powerful people. Her lectures were not only confined to the philosophical field, because she was also sought out to give her opinion about political and community matters.

However, in an environment of strong intolerance, Hypatia began to upset people. The atrocity used to take her life would cause horror even among the most cruel executioners of all times.

As we do not want the terrible attitudes that were adopted against the philosopher of Alexandria to be repeated, it is worth highlighting the text taken from the “Beijing Declaration and Platform for Action — Women in Power and Decision-making,” in which we read:

“The Universal Declaration of Human Rights states that everyone has the right to take part in the Government of his/her country. The

empowerment and autonomy of women and the improvement of women’s social, economic and political status is essential for the achievement of both transparent and accountable government and administration and sustainable development in all areas of life.”

This is a decisive step towards extinguishing the intolerance that sponsors disastrous actions against Humanity.

THE NEEDED PROTECTION AT HOME

In general, the first people to suffer the deplorable damage caused by planetary conflagrations are precisely women and girls (in fact, all children). Therefore, we can observe imminent danger still surrounding the good ideals of seeing them free and secure in their own homes.

Violence against them is a sad reality affecting several regions in the world, even in countries that have already advanced with regard to laws that protect them. In other words, it is not restricted to those areas where there is a declared conflict. There is a type of disguised war that lurks around our homes, communities, companies, municipalities, States, religions Wherever there is violence there we shall find the horrendous face of hatred!

This vile aspect was known by the valiant British nurse born in Florence, then capital of

Photos: Reproduction GW



Florence Nightingale



Oswaldo Cruz



André Rebouças

the Grand Duchy of Tuscany, now Italy, **Florence Nightingale** (1820-1910). She fought to break the retrograde conventions concerning the role of women in society in her time and believed she had been called by God to serve a great purpose. With her self-denial, she was at the forefront of considerable progress in the field of health in the Victorian Age. During her inestimable contribution to caring for English soldiers during the Crimean War, the “Lady with the Lamp” rightly declared in a letter dated May 5, 1855:

“ . . . What the horrors of war are, no one can imagine—they are not wounds and blood and fever, spotted and low, or dysentery, chronic and acute, cold and heat and famine—they are intoxication, drunken brutality, demoralization and disorder on the part of the inferior, jealousies, meanness, indifference, selfish brutality on the part of the superior. . . .”

Although faced with such a harsh reality, let us never forget this maxim of the famous Brazilian scientist, doctor, bacteriologist, epidemiologist, and public health official, Dr. **Oswaldo Cruz** (1872-1917):

“Don’t despair in order not to belittle yourself.”

I equally emphasize in my talks that if something is difficult to be accomplished, let us begin right away, like yesterday! There is a lot to be done. No undertaking that aims at solving earthly ills can be conceived without the effective participation of women.

While re-reading my book *Jesus, a Dor e a origem de Sua Autoridade* [Jesus, the Pain and Origin of His Authority], which was launched on November 8, 2014, I came across some modest notes which I would like to share with you, who honor me with your reading.

DISARMING HEARTS

Unfortunately, people have still not adjusted their lenses to see that true harmony begins in the **enlightened** innermost part of each creature, through **spiritual knowledge**, generosity, and justice. As I often say, and I will comment on this at other times, these virtues produce abundance. The tranquility that the Heavenly Father-Mother—seen from one side to the other, with equilibrium, and recognized as being the inspirer of Ecumenical Fraternity—has to offer frees us from the frustration resultant from so many inefficient deals and agreements throughout our History. Brazilian engineer and abolitionist **André Rebouças** (1838-1898) translated the inertia of exclusively human perspectives into a metaphor:

*“ . . . **Armed peace** is to war as chronic disease is to acute disease; like a stubborn fever to typhus. All these diseases annihilate and kill nations; it’s just a matter of time.”* [Emphasis added]

Now, experiencing **disarmed Peace**, based on the fraternal instruction of all nations, is a measure for the survival of people that cannot be postponed. But for this to happen **hearts must first be disarmed**, while preserving good sense, as I pointed out to young people of all ages who heard me speak in the city of Jundiaí, Brazil, in September 1983. . . .

The deadly, mental, and physical weapons will lose all their terrible significance and bad reason for existing, on the day wisely re-educated individuals no longer have sufficient hatred to fire them.

We need to deactivate the explosives, stop holding the grudges that insist on dwelling within human hearts; to untrigger the anger with which armaments are fired, with a force mightier than hatred. This powerful energy is Love—not the still incipient love of men—but the Love of God, on which all of us need to

feed. We have in our hands the strongest tool in the world. This is what is going to avoid all the different types of war, which first emerge in the Souls, when ill, of living beings. It is an educational, more than that, re-educational work to be done within a wide range.

Nevertheless, let us always remember this energetic reflection of **Confucius** (551-479 BC):

“Repay Kindness with Kindness, but evil with Justice.”

Also in *Jesus, a Dor e a origem de Sua Autoridade* [Jesus, the Pain and Origin of His Authority] I ratify the transforming Power fostered by Fraternal Love. The practice of this sublime consciousness and divine emotion, allied with true Justice and not to mere acts of justice, results in the most effective Politics that human beings can exercise. Time will show this to those who are pessimistic.

OVERCOMING THE OBSTACLES

People discuss the problem of violence on the radio, on television, in the press, or on the Internet and become even more perplexed because they are unable to find **the solution** for eradicating it, despite so many brilliant theories. They generally look for this result far away and down twisting, convoluted paths. But it is not distant from here; it is really close, **inside us: God!**

“. . . the Kingdom of God is within you.”
Jesus (Luke 17:21)

We must always repeat that *“God is Love!”* (First Epistle of **John** 4:8) Not the trivial love, but the Force that moves the Universe, according to **Dante Alighieri** (1265-1321).

Alzira Zarur (1914-1979), late founder of the LBV, used to say that, *“in fact, whoever truly loves God loves their fellow being, whatever his/her religion or irreligion.”*

I bring to you one of my meditations that I wrote in the book *Reflexões da Alma* [Reflections of the Soul] (2003): **the heart becomes more inclined to listen when Love is the basis of the dialogue.** And a good dialogue is basic to the exercise of democracy, which is the regime of responsibility.

PEACE IS NOT A UTOPIA

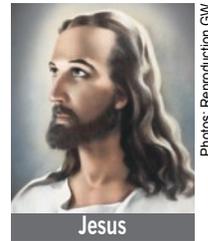
In closing this article, I turn to an argument I presented during my speeches transmitted on radio and television, which is appropriate as well for those who perhaps may be thinking that the responsible construction of Peace is an impossible task: . . . Is this Utopia? Why?! Everything today that is seen as progress was considered to be something mad in a not so ancient past. . . .

The more investment made in education, teaching, culture, and nourishment, enlightened by the Higher Spirituality, the better the health of the people will be; therefore, the greater spiritual, moral, mental, and physical qualifications they will have for life and work and less will be spent on security. *“Oh, this is work for years to come!!”* That is why we must not waste time! If we do, the civilizing achievements in the world—beginning with gender equality, empowerment, and autonomy for women and girls—, which are threatening to collapse, will give way to a contagious disillusionment that will affect the whole Earth. We cannot allow such a situation to arise.

LIVING PEACEFULLY

The fraternal greeting that Jesus taught His Apostles and Disciples is ecumenically extended to all earthly beings as a valuable invitation to live in peace with one another in the planet, our collective dwelling:

“When you enter a house, first say: May there be Peace in this house!”
Jesus (Luke 10:5) ●

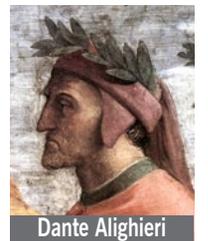


Jesus

Photos: Reproduction GW



Confucius



Dante Alighieri



Alzira Zarur

Archive GW

At the center of the **GLOBAL AGENDA**

**For the executive director of UN Women,
now is the time to take bold steps towards gender equality.**

BY THE EDITORIAL STAFF

Since she took over as the Executive Director of UN Women almost two years ago, **Phumzile Mlambo-Ngcuka** has led the entity with all her experience with women's rights and her strong strategic leadership and management practice. In May 2014, at the launch event of the Beijing+20 international campaign titled "Empowering Women, Empowering Humanity: Picture it!", she pointed out that we are at an unprecedented moment in History, in which joint efforts are being made in order to achieve the Millennium Development Goals (MDGs) by

2015 and to define the next set of world goals: the Sustainable Development Goals (SDGs). For this reason she stressed that, *"we must seize this once-in-a-generation opportunity to position gender equality, women's rights, and women's empowerment at the center of the global agenda."*

Phumzile's résumé includes a remarkable career in politics in South Africa, her homeland and where she became the first woman to be made Vice President from 2005 until 2008. She became a member of Parliament

A close-up portrait of Phumzile Mlambo-Ngcuka, Executive Director of UN Women. She is a Black woman with short, dark, curly hair, smiling slightly. She is wearing a black top, a silver necklace with circular links, and silver earrings. The background is a plain, light grey.

**EXCLUSIVE
INTERVIEW**

Phumzile
Mlambo-Ngcuka,
Executive Director
of UN Women,
talks to GOOD
WILL magazine.

in 1994 and presided the Committee on Public Services and Administration. She was also Deputy Minister of the Department of Trade and Industry (1996-1999), Minister of Minerals and Energy (1999-2005), and acting Minister of Arts, Culture, Science, and Technology (2004). In 2008 she established the Umlambo Foundation aimed at providing support for schools in poor areas in South Africa, by means of guidance and teacher training, and in Malawi, where it helps bring about improvements in educational establishments through support from local partners.

In an exclusive interview with GOOD WILL magazine the executive director talked, among other topics, about the 20th anniversary of the Fourth World Conference on Women, which took place in Beijing (China) in 1995, and which will be celebrated during the 59th Session of the Commission on the Status of Women (CSW), to be held between March 9 and 20 this year at the United Nations Headquarters in New York (USA). According to Ms. Mlambo-Ngcuka, this is the ideal moment to be moving boldly towards gender equality and

empowerment of women, thus shortening the deadline for the implementation of the Beijing Platform for Action, so that women and girls have equal rights with men, freedom, and opportunities in all sectors of life.

GOOD WILL — What have been the major advances in the fight for gender equality since the Fourth World Conference on Women?

Mlambo-Ngcuka — We have made significant strides in the last 20 years. There is more awareness now than ever before of the need for women to be fully involved as equal partners in all spheres of economic social and political participation. New laws and policies have been adopted to promote gender equality in all realms of public and private activity. Significant advances have been made in the global policy agenda on involving women in peace and security efforts globally. We are close to achieving gender parity in primary education, and in most regions, there are now more women than men enrolled in universities. Despite these achievements . . . , one out of three women experience

On December 5, 2013, local singer Ikram Idris performed during the launch event of the “16 Days of Activism against Gender-Based Violence” campaign, organized by UNAMID in El Fasher, North Darfur. The initiative aims at raising awareness about the consequences of violence against women and girls.



UN Photos/Albert Gonzalez-Farran

sexual violence, or they have been abused by their partner. Women continue to bear the brunt of unpaid care work and remain utterly underrepresented in decision-making, both in the public sphere and in the private sector—they are still paid 10 to 30 percent less than men and concentrated in vulnerable, informal jobs, and only one in five parliamentarians are women.

GW — What is the biggest concern for the agenda of UN Women for development post-2015?

Mlambo-Ngcuka — While the Millennium Development Goals spurred significant progress and triggered global attention and action, they yielded uneven results and did not go far enough in addressing key structural issues. For example, the MDG on gender equality and women’s empowerment did not cover fundamental issues such as women’s right to own property, the unequal division of household and care responsibilities, women’s sexual and reproductive health and rights, violence against women and girls, and women’s low participation in decision-making at all levels. The World

UN Photos/Evan Schneider



Economic Forum estimates that at the current pace of progress, gender equality in economic participation and opportunity will not become a reality for another 81 years. We cannot wait that long. Governments need to comprehensively address these structural issues so that gender equality can become a reality by 2030. UN Women therefore advocates for a stand-alone goal

▼
United Nations Secretary-General, Ban Ki-moon, and Ms. Phumzile Mlambo-Ngcuka, on the day she took over as the Executive Director of UN Women, in August 2013.

“The World Economic Forum estimates that at the current pace of progress, gender equality in economic participation and opportunity will not become a reality for another 81 years. We cannot wait that long. Governments need to comprehensively address these structural issues so that gender equality can become a reality by 2030.”



UN Photos/Kibae Park

Sâmara Caruso



“I commend the Legion of Good Will for the emphasis it places on strengthening the gender sensitivity of educational practices. Like you, I firmly believe that gender perspectives in education must be strengthened.”

Adriana Rocha (R), representative of the Legion of Good Will, hands the Organization’s special publication to the Under-Secretary-General of the United Nations and Executive Director of UN Women, Phumzile Mlambo-Ngcuka, during the 58th Session of the Commission on the Status of Women.

in the post-2015 development agenda to achieve gender equality and for integration of gender equality concerns throughout the other priority areas and goals, with clear targets and indicators.

GW — In retrospect, looking over the 20 years since the Beijing Platform for Action and the 15 years since the Millennium Summit, what needs to be different now for countries to achieve this goal?

Mlambo-Ngcuka — We have a huge gap to bridge if we are to achieve the goal of living in a world free of gender inequality. Deeply entrenched discriminatory social norms persist, as well as stereotypes and practices that hold back progress on gender equality. In some areas of the world we have to work even harder to support the provision of safe spaces for girls to attend school, for them to take on professional roles, and for women to be candidates for political office without fear of violence and intimidation. . . . All parts of the government need to be responsible and accountable for the implementation of gender equality measures, from the villages

to the cities, to the factory floor, to the corridors of power. The laws that are in place must be enforced and put in place where they are absent. The 128 countries that have at least one legal difference between women and men must revise these laws. We have to redefine what we call progress and raise our expectations to making bold leaps, not small incremental steps. In September, we will ask each head of state to commit to an action plan, a roadmap for a better future, for women and to indicate how the new commitments will be resourced.

GW — What is the role of South America in this context?

Mlambo-Ngcuka — Latin America and the Caribbean is inspiring in many ways. It has prominent female Heads of State and Government, for example in Argentina, in Brazil, or in Chile, where **Michelle Bachelet**, my predecessor at UN Women, is President. The region also has the highest levels of representation of women in parliament, with 26 percent. The Americas were also first to enact a binding regional instrument to prevent,

punish, and eradicate violence against women and girls, the Belém do Pará Convention, in 1994. This powerful regional Convention served as the basis for the regional instrument of the Council of Europe on preventing and combating violence against women and domestic violence, [also known as] the Istanbul Convention, which just entered into force last year. Latin America and the Caribbean has also made significant strides as regards reparations for victims of sexual violence in conflict, peace, and security. In Colombia, for example, civil society, supported by UN Women, successfully advocated for stronger gender analysis and greater representation of women in the peace talks between the government and the FARC [Revolutionary Armed Forces of Colombia].

GW — The Legion of Good Will defends that gender issues should be strengthened in school curricula. In your opinion, what would be the best strategy to make educational practices more sensitive to gender issues?

Mlambo-Ngcuka — I commend the Legion of Good Will for the emphasis it places on strengthening the gender sensitivity of educational practices. Like you, I firmly believe that gender perspectives in education must be strengthened. The question we must ask is how we do this for maximum and sustainable impact. Strengthening gender sensitivity in education is not about adding on a gender component to processes and strategies that are inherently gender-biased. For example, it is not enough to increase the number of female teachers if there are no efforts to fundamentally transform how they teach and to revise the curriculum to offer equal learning opportunities for boys and girls. Similarly, increasing the enrolment of girls in courses that remain tailored towards



boys’ interests will not achieve the desired results. We must revise our curricula and methods of instruction, provide school facilities that are responsive to both girls’ and boys’ needs, and ensure the safety and security of girls in education. We must also find girl-friendly ways of teaching science, technology, engineering and mathematics (STEM) so that on leaving school girls are appropriately prepared to compete in a market that is increasingly geared towards jobs in science and technology. This is crucial if we are to retain the interest of girls and women in education so that they can stay in school longer and graduate with relevant skills.

On January 19, Ms. Phumzile Mlambo-Ngcuka, Executive Director of UN Women, receives her predecessor Ms. Michelle Bachelet, President of Chile, at the United Nations Headquarters in New York, USA.



“In September, we will ask each head of state to commit to an action plan, a roadmap for a better future, for women and to indicate how the new commitments will be resourced.”



—— LBV's statement for the ——
59th SESSION OF THE COMMISSION ON THE
STATUS OF
WOMEN



Written statement by the LBV and translated by the UN into its six official languages (Arabic, Chinese, English, French, Russian, and Spanish): E/CN.6/2015/NGO/115.



Vivian R. Ferreira

São Paulo (Brazil)

Photos: Archive GW



1



2

In September 1995, the LBV was present in the Fourth World Conference on Women in Beijing. Aside from official event venues, representatives from the Organization took the message of all-encompassing Ecumenical Solidarity to several locations such as to the Great Wall of China (1) and to public schools in Beijing (2).

In order to contribute to the debates of the 59th Session of the Commission on the Status of Women (CSW), to be held between March 9 and 20, 2015, at the United Nations Headquarters, in New York, USA, the Legion of Good Will (LBV)—a Brazilian civil society organization with general consultative status at the Economic and Social Council (ECOSOC) since 1999—submits this written statement to share its good practices in the areas of education and social assistance. The focus of this year’s session, “Beijing+20 (2015),” will be an excellent opportunity for assessing the progress that has been made and the setbacks that have occurred since 1995, the year when the Fourth World Conference on Women took place—

which stands as a milestone in the fight for gender equality and for an end to discrimination against women and girls.

Despite the significant social and economic progress that has been made by many countries over the last 20 years, gender inequality still persists. The urgent need for greater progress encourages us at the Legion of Good Will to develop with families and communities educational and social assistance programs that reconsider and discuss existing cultural patterns in order to be more inclusive from the gender and race perspective.

The LBV believes that the current scenario of inequality continues to exist because the roots of the problem—the fact that millions of people lack understanding about self-knowledge and living with diversity—have not yet been addressed. These are complex and delicate issues that cannot be considered of low priority, because they require effective public policies right away. That is why it is necessary to re-educate individuals in order for them to be included, transform, and unite society as a whole. This is what we are looking to develop within the 150 cities spread throughout the seven countries where the LBV develops its work: Brazil,

THE LBV'S MISSION STATEMENT

To promote Social Development, Education, and Culture with Ecumenical Spirituality, so there may be Socio-environmental Awareness, Food, Security, Health, and Work for everyone, in the awakening of the Planetary Citizen.



UN Photo/Jean-Marc Ferré

Argentina, Bolivia, Paraguay, Portugal, the United States, and Uruguay.

EDUCATION: A PLATFORM FOR INCLUSIVE DEVELOPMENT

Education must be structured as a platform that transforms, as Brazilian educator **José de Paiva Netto**, President of the LBV, argues in the articles he has published in the press since the 1980s and that have been gathered and published in his book *É Urgente Reeducar!* [It is Urgent to Re-educate!], which is the basis of the Organization’s educational proposal:

*“The great goal to be achieved right away lies in education! And we go further: ‘only Re-education, and [the re-education] even of educators,’ as advocated by **Alzira Zarur** (1914-1979), late founder of the Legion of Good Will, can guarantee us times of prosperity and harmony. We need to re-educate ourselves urgently in order to be able to re-educate. . . . While efficient education desired by all those of common sense does not prevail, any nation will suffer the captivity that the lack of preparation imposes upon itself” (Paiva Netto, 2010).*

This concept is in line with the Report to UNESCO of the International Commission on Education for the 21st Century:



Photos: Archive GW

(1) During the ECOSOC High-Level Segment in 2013, in Geneva (Switzerland), the United Nations Secretary-General, Ban Ki-moon, was greeted by Adriana Rocha, from the LBV, and received the *GOOD WILL* magazine (in English). He leafed through the publication attentively, and pointed out that he admires the work of the Organization. (2) Juan Manuel Santos Calderón (R), the President of the Republic of Colombia, with the LBV’s representative at the United Nations, Danilo Parmegiani. Mr. Calderón gave a speech at the ECOSOC Substantive Session. (3) The Secretary-General’s Special Adviser on Post-2015 Development Planning, Ms. Amina J. Mohammed (C), from Nigeria, and the Administrator of the United Nations Development Programme (UNDP), Helen Clark (R), from New Zealand, received the recommendations of the LBV (in English) from the representative of the Organization at the event, Noys Rocha.

“We must be guided by the Utopian aim of steering the world towards greater mutual understanding, a greater sense of responsibility and greater solidarity, through acceptance of our spiritual and cultural differences. Education, by providing access to knowledge for all, has





Rio de Janeiro (Brazil)

Priscilla Antunes



SCHOOLS



Montevideo (Uruguay)

Archive GW



La Paz (Bolivia)

Lailia Tonini



Buenos Aires (Argentina)

Archive GW

→ *precisely this universal task of helping people to understand the world and to understand others” (Delors, 1996).*

The United Nations Educational, Scientific and Cultural Organization (UNESCO) proposes four pillars of Learning, plus a fifth in the topic of Sustainable Development. The countries have made notable progress in two of the five pillars (“Learning to know” and “Learning to do”), which are more technical





LBV OF BRAZIL

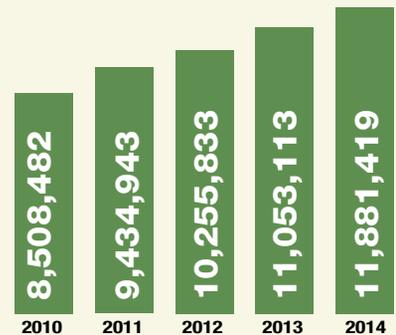
The Legion of Good Will was founded on January 1, 1950 (World Peace Day), in the city of Rio de Janeiro, Brazil, by the journalist, radio broadcaster, and poet Alziro Zarur (1914-1979), who was succeeded by the also journalist, radio broadcaster, and writer José de Paiva Netto.

NUMBERS FROM 2010 TO 2014

+ **51**
than
MILLION

services and benefits provided to families and individuals in vulnerability or at social risk

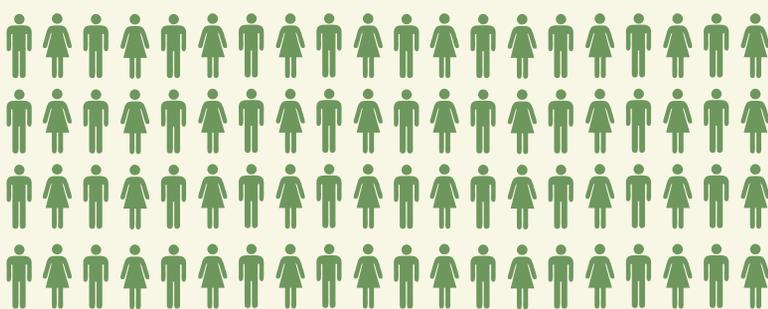
NUMBER OF SERVICES AND BENEFITS PROVIDED BY THE LEGION OF GOOD WILL OF BRAZIL FROM 2010 TO 2014*



* For more than two decades, the Legion of Good Will has its general balance sheet audited by Walter Heuer, external independent auditors, by initiative of its President José de Paiva Netto, long before the Brazilian legislation required this measure to come into effect.

77

educational and social service units across Brazil (in 2014)



+ **1.3**
than
MILLION
PEOPLE IMPACTED BY THE LBV'S WORK



In addition to schools, social service centers, and homes for the elderly, the LBV has a broad social communications network (radio, TV, the Internet, and publications) dedicated to fostering education, culture, and citizenship values. More than **17 thousand** specialists from all across Brazil participated, in 2014, in the programs of the Super Good Will Communications Network.

LBV'S RECOMMENDATIONS



Belém (Brazil)

Archive GW



SCHOOLS



Asuncion (Paraguay)

Raquel Diaz



Curitiba (Brazil)

Vinicius Ramão



Taguatinga (Brazil)

Josimar Boni

by nature, and have created standards and assessment strategies of a national or even international character, as the example of the PISA (Programme for International Student Assessment) of the Organisation for Economic Co-operation and Development (OECD).

The other three pillars (“Learning to be”, “Learning to live together”, and “Learning to transform”) aim to provide individuals with these reflective and socio-environmental skills. With the pillars of a more holistic and social character, the general results are more diffuse, subjective, and without specific standards. In this sense, our experience of six decades can bring significant contribution, considering





Vivian R. Ferreira

Volta Redonda (Brazil)

HOMES FOR THE ELDERLY



Patricia Oliveira



Teófilo Otoni (Brazil)

Vivian R. Ferreira



Uberlândia (Brazil)



Volta Redonda (Brazil)

Vivian R. Ferreira



Porto Alegre (Brazil)

Liliane Cardoso



SOCIAL SERVICE CENTERS



Teresina (Brazil)

Vivian R. Ferreira



Inhumas (Brazil)

Archieve GW

→ that we have achieved an impact that has been growing year by year. In 2013, adding all the figures of the seven countries where this work is developed, the LBV provided 12 million services and benefits for the population living in social vulnerability.

With this approach in mind, our educators developed curriculum directives for primary and secondary education, starting with the premise that each person must be seen as a complete being, in other words, a biopsychosocial spirit-being. This proposal, which is broad in its scope, can be applied in the most diverse social and cultural realities; our school system is non-denominational and our students come from families that have a wide variety of religious and non-religious backgrounds.

The teaching content was organized on the basis of the social, cognitive, and spiritual needs of each age group, in line with the learning pillars that have been proposed by UNESCO and with the national curriculum parameters of the countries where we operate. Specific themes were defined for each grade and are further developed each trimester.

→



Campina Grande (Brazil)

Leilla Tonin



Vivian R. Ferreira

Manaus (Brazil)



Leilla Tonin

La Paz (Bolivia)



Asuncion (Paraguay)



Cuiabá (Brazil)

Archive GW



Recife (Brazil)

Vivian R. Ferreira



SOCIAL SERVICE CENTERS



Leilla Tonin

Porto (Portugal)



Leilla Tonin

Florianópolis (Brazil)



Vivian R. Ferreira

São Paulo (Brazil)

→ This educational proposal also supports families by allocating multidisciplinary teams of educational psychologists, social workers, nutritionists, and other professionals within the schools. All this contributes to ensure higher academic performance levels, zero dropout rates, and a drug and violence-free environment within the Legion of Good Will's educational network.

The generating themes are developed in-depth by having one of the subjects,



Unidade Móvel de Saúde
Programa Sorriso
Inaugurado em 20

Porto (Portugal)



Thais Gonçalves

Glorinha (Brazil)



Nathália Valério

Rio de Janeiro (Brazil)



Archieve GW

La Paz (Bolivia)



Allison Belg

Cerro Poty (Paraguay)

“Ecumenical Culture,” integrated within the others. Skills-building training, defining interdisciplinary strategies, exchange of experiences, and teaching reference meetings are held with teachers before each trimester.

The pedagogical team defines the objectives for the proposed subjects according to each age group. In short, some of the objectives are:

- to investigate the meaning of life, by observing various cultural, social, and

spiritual approaches, in order to draw inferences with regard to the multiple human qualities that are not restricted to the material circumstances of each individual;

- to understand aspects of one’s own identity, in order to realize the human need for cooperation and to investigate the role of friendship and spirituality in achieving personal and collective well-being;
- to develop the concept of “Freedom” and relate it to the practice of responsibility



Porto (Portugal)

Leilla Tonin



SOCIAL SERVICE CENTERS



Aracaju (Brazil)

Talaine Oliveira



New Jersey (USA)

Sâmara Caruso

→ and charity, in its broad sense of solidarity and altruism;

- to analyze the feelings of happiness, by understanding its relationship with the practice of all-encompassing ecumenism and charity in the construction of a Culture of Peace;

- to know oneself, by understanding the need to live in group (family/community) and the importance of good relationships;

- to recognize oneself as a unique being, endowed with qualities and talents that must be shared in order to be multiplied;

- to recognize ourselves in our fellow being by exercising solidarity, respect, and friendship;

- to know the value of religiousness, by understanding the values and paths constructed by Humanity in the search for its spiritual origin;

- to recognize the importance of companionship and good actions for the strengthening of solidary citizenship.



La Paz (Bolivia)

Leilla Tonin

The LBV considers it to be fundamental for schools to preserve their autonomy; it is up to the parents or legal guardians to choose what type of education they wish to provide for their children and teenagers. However, it alerts that, generally speaking, only a minority of families have the privilege of exercising this right. There is also the risk that this stance will represent a tacit incentive to introduce an exclusively content-based education, aimed strongly at preparing students for the academic and professional markets, which is necessary, but superficial from the point of view of the social and environmental challenges we have to face.

In this context, struggling families, of which the parents have insufficient schooling and the children a reduced number of school hours, are penalized by the harmful effects of the advertising that is aimed at children by media content that adds little or nothing to changing their realities. In turn, often reinforces existing prejudices and stereotypes, including those



Leilla Tonin



Lisbon (Portugal)

Sâmara Canuso



New Jersey (USA)



União da Vitória (Brazil)

Vivian R. Ferreira



RELIEF CAMPAIGNS



New Jersey (USA)

Adriana Rocha

→ related to the roles of gender and the place of different races in society.

For us at the Legion of Good Will, *“the media also have an essential role to play in Education, particularly with children. What we see today is the ‘dis-education’ of childhood because of violence and pornography, and because of the lack of a structure of values and principles that lead to personal safety, given the challenges of a world in constant transformation. And a shaky childhood basis continues to develop during adolescence and adulthood. What a shame!”* (Paiva Netto, 2010).



Itaoca (Brazil)

Felipe Tomm

GOOD WILL STUDENTS FOR PEACE

To foster a more in-depth approach to topics of social relevance, like gender equality for example, in schools that are not part of our network, we created the *Good Will Students for Peace* program. This social technology is applied in schools of low-income regions in the United States,



São Paulo (Brazil)

Vivian R. Ferreira

where educators from the Legion of Good Will work collaboratively with educators from partner public schools. It consists of integrating values-based activities and projects within the school's existing curriculum, helping children and young people who participate to improve their academic performance while developing solidary leadership attitudes.

The initiative follows our teaching line, which has its own methodology, the MAPREI – Learning Method through Rational-Emotional-Intuitive Research. It is comprised of six stages, which are condensed into the three phases of the program: Mobilization and Engagement; Group Activity Development; and Results Presentation and Individual Internalization. The students become engaged in different projects, debates and, above all, receive hands-on experience in external activities that have an impact on their communities.

At the conclusion of each cycle an assembly is held bringing together students, family members, and teachers

from the school. The results of the projects that have been developed are presented to everyone and each student receives an award together with a pin, which affirms the continuity of their commitment to the cause in question.

The level of participation of students and the application of structured questionnaires both before and after the project, provide the indicators needed for monitoring this work. The positive results are evident in the improvement of their academic performance that in turn favors a school environment that is free from violence. In 2014, the LBV-USA received official recognition from the city of Orange, New Jersey, because of the results achieved by the program.

TEACHING LINE

The educational proposal to which Paiva Netto has dedicated himself proposes a



Vivian R. Ferreira



Caruaru (Brazil)

Bruna Gonçalves



RELIEF CAMPAIGNS



Márcio Lins

Palmas (Brazil)



Jean Carlos

Campina Grande (Brazil)

→ new learning model, which aligns “*Brain and Heart*” and has successfully been applied in the Legion of Good Will’s social and educational network. Fundamentally, it has two segments:

- in the **Pedagogy of Affection**, the focus is on children up to 10 years of age. It combines feeling with the cognitive development of the little ones in such a way that love and affection permeate all the knowledge that is passed on and the environments in which they live, including the school environment;
- in the **Ecumenical Citizen**, or Solidary Citizen, **Pedagogy**, the focus on teenagers and adults enables the individual to seek the full exercise of Planetary Citizenship.

It is worth highlighting that the LBOV’s teaching line “*is based on values that come from Fraternal Love, which has been brought to Earth by various luminaries, notably Jesus, the Ecumenical Christ, therefore universal, the Divine Statesman*” (Paiva Netto, 2010).



Curitiba (Brazil)

Vinicius Ramão

The term “Ecumenism” is used by the LBV in the etymological sense of the word, meaning “of worldwide scope or applicability; universal”; it is not restricted to religion.

SOCIAL DEVELOPMENT

Alongside lines of action of a preventive educational aspect, we have other social assistance programs mostly directed at women, who today are experiencing situations of vulnerability or violation of their rights in accordance with the requirements of each territory. This affects all age groups, albeit with different emphases (learning to live together and strengthening ties, productive inclusion, healthy motherhood, and social leadership).

We provide individual assistance and workshops, which enable the participants to exercise their rights, thus strengthening their autonomy as they construct or reconstruct their individual, family, and community projects. Every day we

transform the stories of thousands of lives.

To conclude, we reaffirm our commitment to the cause of gender equality; as a Brazilian civil society organization, the LBV is honored to have taken part of this ongoing collective action since the Fourth World Conference on Women in Beijing, China. We are at the entire disposal of organizations and governments that are interested in replicating our social and educational technologies, especially in the fields of Social Assistance, Education, and Social Communication.

BIBLIOGRAPHY

Delors, Jacques. *Learning: the treasure within*. Paris: UNESCO, 1996.

Paiva Netto, José de. *É Urgente Reeducar!*. São Paulo: Elevação, 2010. ●



Jean Carlos

GENDER EQUALITY

starting at school

.....

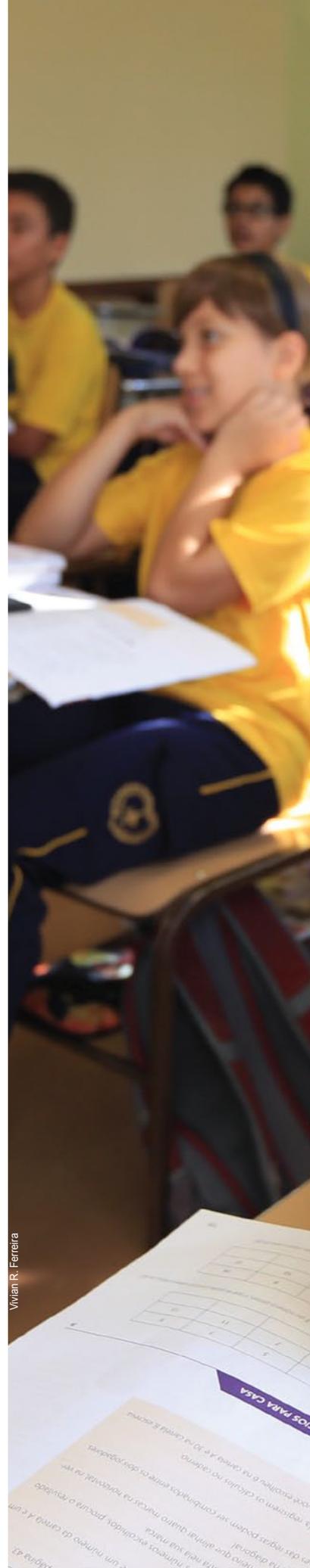
**The LBV works to empower women
by means of its teaching method
that educates both “*Brain and Heart.*”**

.....

SUELÍ PERIOTTO

For the past 65 years, the Legion of Good Will has been working to offer quality education to children, adolescents, adults, and elderly people living in a socially vulnerable situation. The LBV’s social and educational work has contributed to significant changes in the living conditions of individuals who live in poverty, particularly women and girls who make up the majority of the public assisted by the Organization. They attend in greater numbers the LBV’s professional training courses, educational talks on health, sexuality, and entrepreneurship, among other topics regarding everyday family life.

The courses offered by the Organization contribute to a positive change in the financial situation of these women—often responsible for the household income. The



Vivian R. Ferreira





Suelí Periotto is the Supervisor of the Pedagogy of Affection and the Ecumenical Citizen Pedagogy and Principal of the José de Paiva Netto Educational Institute in São Paulo (Brazil). Ms. Periotto holds a Master's degree in Education from PUC-SP and is currently pursuing a Doctorate degree also in Education from the same university. She is also a conference speaker and host of the *Educação em Debate* [Education on Focus] program on the Super Good Will Radio Network.

→ impact on their lives may be even greater when at an early age they attend a school of the LBV's educational network and receive quality education infused with spiritual, ethical, and all-encompassing ecumenical values, which guide the Pedagogy of Affection (directed at children up to the age of 10) and the Ecumenical Citizen Pedagogy (from 11 onwards).

This teaching method was devised by the President of the Legion of Good Will, educator **José de Paiva Netto**, and establishes a special syllabus that promotes intellectual development with all-encompassing Ecumenical Spirituality*¹, therefore uniting **reasoning** and **feeling** in the lessons/activities. Incorporating daily life situations in the subjects on the school curriculum and encouraging discussions that help develop a more assertive attitude when facing cases of harassment, prejudice, and other situations involving discrimination are strategies used by the teachers with the students who attend the LBV's schools.

*¹ Educator Paiva Netto is an author of international reference in the defense of human rights and in the concept of Ecumenical Citizenship and Spirituality which, according to him, constitute *"the cradle of the most generous values that are born of the Soul, the dwelling of the emotions and of the reasoning enlightened by intuition, the atmosphere that embraces everything that transcends the ordinary field of matter and comes from the elevated human sensitivity, such as Truth, Justice, Mercy, Ethics, Honesty, Generosity, and Fraternal Love."*



→ Josimar Boni

Vivian R. Ferreira





The José de Paiva Netto Educational Institute in São Paulo (Brazil) demonstrates that quality Education, Solidarity, and an all-encompassing Ecumenical Spirituality are indispensable to the character building of complete citizens. Such values reflect the Pedagogy of Affection and the Ecumenical Citizen Pedagogy created by Paiva Netto and successfully applied in the teaching network and social and educational programs of the Organization. In bold gold letters next to the façade (on the detail), the LBV's president requested that the following quote by Aristotle (384 - 322 B.C.) be put: "All who have meditated on the art of governing mankind have been convinced that the fate of empires depends on the education of youth."



André Fernandes

PRACTICE IN SCHOOLS

Gender equality is continuously discussed in the Organization's schools during activities that debate the theme and enlighten students about their rights, particularly the girls. This occurs in many ways on a day-to-day basis.

Most of the time it is through research on a wide variety of subjects.

This exchange of ideas, made possible by the material collected and mediated by the teachers, contributes towards **personal development** and **knowledge appropriation**, which prepares them for reacting positively when faced with situations that may arise in their lives.

In applying this teaching method the highlight has been the good relationship that develops between the two sides. The students usually share what they learned from the research with each other (like the Maria da Penha Law*² and other subjects that concern the protection of women). As a result the boys take on board the subject and develop a protective attitude when they are dealing with girls/female colleagues, thus creating an environment of respect and dignity. This attitude is so important and necessary for a peaceful coexistence in society and can be fostered both inside and outside the classroom, as well as in relation to their future female partners. Such discussions also expand the perception of young boys with regard to the role expected from them in protecting their mothers and sisters and even as being someone who will disclose the measures that must be taken in cases of domestic violence, rape, discrimination, or any other form of disrespectful treatment that belittles the female sex.

For this reason, it is up to the school to indicate the intellectual paths needed for

collecting **information**, without neglecting the essential **education** of the students. Without intellectual knowledge and self-knowledge, based on rights that are legitimized by law, the change and empowerment that are expected for both sexes—victims of adverse situations—will not be achieved.

The educational concepts of the LBV's teaching method invite us to reflect on the need to strengthen student's internal qualities, which result from a solid basis offered to them at school (in addition to the family environment). From inside each one will come the strength necessary for adopting a critical and proactive posture when faced with situations that may threaten them. It is no coincidence that the methodology of the LBV's schools, the MAPREI (Learning Method through Rational-Emotional-Intuitive Research), encourages students to **express** themselves and creates opportunities to discuss any subject in the classroom with the mediation of the teachers.

In his book *É Urgente Reeducar!* [It is Urgent to Re-educate], educator Paiva Netto writes about the LBV's work stating that: ". . . what the LBV proposes is an extensive **Re-education** program. This is what we have been doing within our possibilities, seeking to awaken the interest of so many idealists, who, like us, **do not believe in the fatality of destinies permanently condemned to misfortune, because of social, political, religious, and ethnic issues.** . . ." You cannot empower students by indicating only the paths of intellectuality. Each individual has his or her own integrality and their rationality needs to be balanced with a heart imbued with good feelings (as the creator of this teaching method argues). This leads them to want to live in a fairer world and not allow, either for themselves or for others, ignorance to be an obstacle to the



*² Called the Maria da Penha Law in tribute to the biochemical pharmacist **Maria da Penha Maia Fernandes**, whose life story inspired the new legislation Law 11.340 sanctioned on August 7, 2006. It created stricter mechanisms for restraining and preventing violence against women and also introduced changes in the Brazilian Penal Code and in the Penal Execution Law.

LBV's Youth opinion

WE CAN ALWAYS BE SOMETHING
MORE

**The LBV helped me pursue my dreams and awoke in me
an interest in sustainable causes**

GIOVANNA PINHEIRO

Important achievements made over the last few decades are known to have opened the way for the long-awaited gender equality. Despite the efforts, however, the situation of women in many parts of the world is still a major issue. They have to deal with violence, social inequality, insecurity, and a lack of freedom on a daily basis. That is why organizations like the Legion of Good Will fight for universal rights and emphasize how valuable women are in all areas of society and how they can make a difference in various ways.

Having finished high school in 2013 at the José de Paiva Netto Educational Institute (IEJPN), I was able to see for myself how this work is done. During the 17 years I was there (I entered nursery school when I was just 4 months old), I noticed the difference between it and other schools, not only in terms of the teaching method, but also in the way the teachers treated us. They always encouraged us to pursue our dreams, even those that were

apparently way beyond our reach. I noticed that this special care is also given to people in the LBV's social and educational units, particularly when I read the reports of those assisted by the Organization in Brazil and in other countries.

One of the reasons why I was able to enter the University of São Paulo (USP)—ranked as the most important university in Latin America and one of the best in the world—without the need to attend any other preparatory courses was because of the encouragement I received from my former teachers and guidance counselors at the IEJPN.

Among the many memories I affectionately recall I would highlight one from the last year of high school, when we were asked what we wanted to do after finishing school. One of my classmates said she wanted to be a chief of police department, which was an unusual choice. The teachers supported her decision and told her that she needed to study and work really hard to achieve her goal.



Giovanna Pinheiro, 19, an undergraduate student in Language and Literature at the prestigious University of São Paulo (USP) and a former student at the José de Paiva Netto Educational Institute.

Vivian R. Ferreira



I have never seen them discourage anyone. I have never heard them use expressions like *“Don’t get involved with that,”* or *“Let your male colleague do that.”* This attitude helped us to carry on exploring our creativity and entrepreneurship, and many of us went into fields once dominated by men.

They also reminded us that the future of our planet Earth depends mainly on my generation. For this reason, we receive from a very early age an education that leads us to develop *“a view beyond the intellect”* and that encourages us to have a solidary and fraternal spirit. As a student, I was also introduced to issues like caring for and preserving the environment, with a focus on awakening within us attitudes that are oriented towards conscious consumption. They were simple but very effective practices, such as carrying out activities outdoors so we could come into contact with Nature. We learned how to plant tree saplings and make our own vegetable gardens at home, and this helped us understand the cycle of life as we

watched the plants grow and bear fruit. Another interesting activity was separating the different types of garbage so we could recycle it and/or build toys and utensils out of what was disposable—and we took this information back to our families and neighbors.

The encouragement provided to us and the special care that the teachers of the Legion of Good Will have help women and girls be what they want to be, without being limited by anyone, whoever they might be. As the President of the LBV, José de Paiva Netto, writes in his article “The Millennium of Women”: *“There is no stopping—as some even to this day would covertly desire—the distinguished and fruitful participation of women in the various sectors of society for progress to be completely successful in a magnificent crusade for the rescue of citizenship”* Lessons such as these, which I received during my school years, inspire and motivate me to work more and more in favor of a better world. ●

A MORE PROMISING FUTURE

**Women and girls are a priority in the services
provided by the LBV**

Significant advances have been made by women in the last few decades resulting from their struggle to establish their rights and, of course, from their accomplishing capacity in all areas. According to the United Nations (UN), the growing female participation in the labor market plays a key role in the development of all countries. This can be seen in the 2012 World Bank report entitled “The Effect of Women’s Economic Power in Latin America and the Caribbean,” which indicates that the improvement in social conditions in the region was directly linked to the increasing number of working women. Without them the rates of extreme poverty would have been 30 percent higher in 2010.

The report suggests three elements to help boost women’s economic power: support poor female-headed households; expand opportunities in the labor market; and improve their ability to set goals and achieve them.

In this respect, the many lines of action adopted by the Legion of Good Will have been successful. Next, we will share some of the experiences that have helped the women and girls assisted by the Organization build a more worthy future for themselves in an integrated way, within a perspective of a Culture of Peace, in areas such as education, professional training, sustainability, and communications.



Archive GW

The José de Paiva Netto Educational and Cultural Institute consists of the Jesus Nursery School, for children between 2 and 5 years old who come from a social risk situation, and of a social service center, in which a variety of programs and services are provided for children, young people, and adults.



FIRST STEP

LBV's school supports women seeking financial independence

The José de Paiva Netto Educational and Cultural Institute of the LBV of Uruguay, in Montevideo, has an important role in the lives of many families. The story of **Alana Yamila Reyna Rodríguez**, 28, illustrates this statement well. When this mother of two boys separated from the children's father, she

found herself with no income and relying on the help of her relatives to survive. Her life began to change when she received the support from the Organization. *"Before my kids started their activities in the LBV it was very difficult for me to go out to work. I had no one to look after them. My life and theirs has*



Leticia Teixeira



“At the LBV my children learn good values, are very well cared for, and are well nourished. I’m not at all worried about leaving them in the hands of the LBV’s professionals and going off to work. I know they’re happy there.”

ALANA RODRÍGUEZ

After getting divorced, she counted on the support of the LBV so she could go out and work in order to provide for her two children.

really changed since they’ve been in the Institute,” she said.

Currently, her older son **Ezequiel**, 7, is taking part in the *Children: the Future in the Present!* program, and **Kevin**, 4, is studying at the Jesus Nursery School.

The next step for Alana was understanding that she could transform her reality. “Fortunately we receive a lot of support from the Legion of Good Will. We attend talks and workshops that are doing us a lot of good and there we women can express ourselves.” And she adds: “Today I am working at a fruit and vegetable stand while they [the children] are at the LBV. As soon as I’m done I go and pick them up and we go straight home where they get all the attention they need from me.”



Maciel Ferreira



El Alto (Bolivia)

Roseli Garcia



OPPORTUNITIES ON THE OUTSKIRTS

Aware of the challenges, the LBV of Bolivia focuses its work on regions with great social needs

Three times a week a team from the Legion of Good Will of La Paz, Bolivia, visits the same destination: the Buena Vista settlement in the city of El Alto. The group, comprised of a cook, a social worker, and volunteer professionals, leaves the Bolivian capital (about 10 kilometers from the location) in a van loaded with food and full of hope that they will be able to provide favorable conditions for women, especially mothers, to develop their independence.

The team reaches the community bright and early and begins to prepare the meals they will

serve to the families, which is a considerable reinforcement to the precarious diet of these people. The afternoon period is reserved for learning. In the social center premises, young and adult women get together for the literacy and technical training courses, which provide qualification for the female labor force and contribute to generate income. Among the activities offered they learn how to make chocolate candies, artificial handmade flowers, blankets, and ponchos.

Gladis Flores Mamani, 31, mother of four children, says that despite the daily efforts of



Photos: Rosell Garcia



her husband the salary he receives is not enough to cover their household expenses. So for a long time she has wanted to learn handicraft skills that would offer her the opportunity to earn some extra income. *“When I heard the Legion of Good Will was offering courses in its Technical Training Center I was one of the first to enroll.”* Gladis learned macramé techniques and is already seeing the results: *“I’m very happy and thankful for the LBV. Now I can make a lot of items and sell them to help my family.”*

Legion of Good Will: present where people most need it!



LOCATION: the Buena Vista settlement in the city of El Alto, located about 10 kilometers from La Paz (the country’s capital), in the west of Bolivia.

BACKGROUND: the settlement was established in 2009 and today it is home to about 120 families. Most of the people migrated from the rural areas of the provinces of La Paz.

CHALLENGES: irregular urbanization results in a lack of basic infrastructure. The streets are not paved, there is precarious housing, and the people who live there suffer from lack of electricity and running water in their homes.

“I’m very happy because this year I was able to attend classes in the LBV’s Literacy Center. I never imagined that at my age I’d be able to read and write, one of my most cherished dreams. I want to carry on learning more and more each day so I can help my children with their school homework and no longer be humiliated.”

LUCIA CHOQUE

After having a tough childhood far away from her parents, she found the opportunity to learn how to read and write in the LBV and thus increase her income to support her four children.



Archive GW

WOMEN STAND UP TO DOMESTIC VIOLENCE

In the LBV women find the support they need to overcome their challenges and the tools to strengthen their community

Actions for combating all types of violence against women are carried out in all the units of the Legion of Good Will. The LBV of Paraguay, for example, has been working on this issue through the Strengthening Lives group. In the Villa Angélica settlement, located in the city of Lambaré, metropolitan region of Asunción, the activities undertaken show how education can considerably reduce acts of violence.

Raquel Morel, 34, one of the women benefited from

the program, remembers the challenges she faced during her 16-year marriage: *“In the beginning my relationship with my husband was good, but then he became violent, because I have a son from another relationship. He mistreated me and sometimes my son. . . . Since I came across the LBV I have recovered my self-esteem, started studying, and now I see that I have to stand up for myself so that other people can value me.”*

In this way, she was finally able to put an end to that

“With the guidance received from the LBV, women started to stand up against domestic violence. Today we are a total of 32 leaders in the community.”

RAQUEL MOREL

During her 16-year marriage she suffered violence at the hands of her husband. With the help of the LBV she overcame this problem and started helping her community in the metropolitan region of Asuncion.

cycle of ill-treatment and started seeing new paths for herself and the community around her, which became more united because of the information and guidance received. *“The Strengthening Lives group is very positive for the women here . . . , because we share our problems. We laugh, work, and express our ideas together. At the talks we learn about our rights as women and that no one should mistreat us. We need to wake up and move ahead and not abandon our children,”* she said.

The positive effects are visible, as Raquel herself likes to mention: *“The community improved in many aspects; we learned to ask for God’s protection, to pray, to value ourselves. The LBV has been there for us in both the good and bad moments. It always provides great help to women, children, young people, adults, and the elderly.”*





Professional cooking course offered by the LBV of Argentina



CARING FOR THE PLANET

LBV of Argentina implements project aimed at promoting conscious consumption

The United Nations and organizations dealing with social and environmental issues have been constantly calling upon society as well as public and private sectors to adopt sustainable development policies.

In the LBV of Argentina, these issues are discussed in its assistance units both through projects and actions carried out in its educational centers—such as the “We grow as we take care of Nature” project—and by the professional cooking course in the *Education in Action* program.

In addition to professional training, the participants finish the activity more conscious of how to use food and natural resources.

Archive GW



Carmen Manresa

“We’re always thinking of different ways of using ingredients that are usually thrown away when cooking certain recipes, thus avoiding waste.”

SANDRA STRAJCH

Former student and currently teaching at the professional cooking course in the *Education in Action* program.

In the opinion of **Sandra Strajch**, a former student and currently teaching at the course, what is important in any task, and in this case the preparation of meals, whether in a professional or private context, is organizing the work so that there is no waste of any type. *“For example, when we have to use the oven, we make sure that we don’t keep it lit for hours; we do the same with water. With regard to food, we’re also always thinking of different ways of using ingredients that are usually thrown away when cooking certain recipes, thus avoiding waste,”* she said.



Photos: Archive GW





Adriana Rocha

In the USA, students participate in a volunteer action of community beautification.



EDUCATING FUTURE GENERATIONS

LBV-USA promotes Culture of Peace and Sustainability in schools

Students from Lincoln Avenue School in Orange (New Jersey), recently participated in the *Good Will Students for Peace* program, during which they were encouraged to help save the environment and protect the planet's biodiversity. The children were involved in a series of activities that taught them how to reuse everyday materials and make the community environments cleaner and more attractive. Aside from that, they were able to share with their family and friends what they learned.

Educator **Yashmine Cooper** had a first-hand

experience with the work carried out by the Legion of Good Will. *"The activity was great. The children were able to take what they learned from school with the proper use of materials and the importance of recycling, reusing, and reducing [consumption] to apply to their daily lives. It helped them grow,"* she said. The LBV's *Good Will Students for Peace* program has been developed in public schools in the USA since 2013 with the aim of instilling in students solidary leadership and fostering a violence-free school environment, in addition to promoting sustainable actions.



Adriana Rocha

João Victor Duarte



“The activity was great. The children were able to take what they learned from school with the proper use of materials and the importance of recycling, reusing, and reducing [consumption] to apply to their daily lives.”

YASHMINE COOPER
Educator

Eliana Gonçalves



Watch the video prepared by students from Lincoln Avenue School in Orange, New Jersey, who participated in the *Good Will Students for Peace* program. After reflecting on human behavior towards the environment, students joined forces with the local community to set an example of attitudes that can help the planet. Leave your comment too!



Lella Tonin



NEW OPPORTUNITIES

LBV of Portugal supports families affected by the economic crisis

The Legion of Good Will of Portugal is present in Porto, Lisbon (the country’s capital), Coimbra, and Braga. In all these cities it provides a wide variety of social assistance services. Among the programs developed, the highlights are: *Happy Smile, One Step Forward, Good Will Seed, Baby Citizen, Charity Round, and Live Longer!*

The *BEING Human—BEING Family* project was recently implemented by the Organization, seeking an even closer

relationship between the LBV and those who are benefited from its actions in order to better meet their needs. The first meeting took place with representatives from families participating in the *One Step Forward* program, which offers guidance and distributes food baskets to hundreds of people in social vulnerability.

Adelaide Salete Silva Ribeiro, 40, is assisted by the program and participated in the meeting. She talked about the challenges she had to face recently: “I was



Leilla Tonin



Leilla Tonin



Eduarda Pereira

unemployed and I had no money to feed my daughter, my niece, and my sister, so I went to the LBV for help. When women in this country have children and reach the age of 35 or 40, they're heavily discriminated against." In the Organization she found the support she needed to move ahead. "This support from the LBV is very important; I admire the work they do for people. I hope that many other women are benefited from these meetings like I was . . . ," she said.

Eduarda Pereira



"This support from the LBV is very important; I admire the work they do for people. I hope that many other women are benefited from these meetings like I was . . ."

ADELAIDE SALETE SILVA RIBEIRO
Participant in the *One Step Forward* program



Letycia Elizabeth, host of the *Vida Plena* program.

Vivian R. Ferreira



FEMALE PARTICIPATION IN THE MEDIA

Goal of women in communications set in Beijing in 1995 is still a challenging issue for nations

A survey carried out by the Global Media Monitoring Project (GMMP), presented during the Global Forum on Media and Gender organized in 2013 by the Thailand National Commission for the United Nations Educational, Scientific and Cultural Organization (UNESCO) and by the Thammasat University, showed that among the goals established in the Declaration and Platform for Action of the Fourth World Conference on Women, in 1995, the ones relating to women’s participation in the media had made the least progress. According to the report, only 13 percent

of all stories in the press, on the radio, and on television focused on women, while 46 percent of the stories published and aired reinforced gender stereotypes.

The Legion of Good Will, which is ever alert to this issue, has for decades been working to spread the values of solidary citizenship on the Super Good Will Communications Network (comprised of radio and TV stations, websites, and publications in Brazil, other countries in Latin America, in the United States, and Portugal). The LBV’s Superintendent of



Partial view of the editorial staff of the Good Will Portal and the Super Good Will Radio Network.



Photos: Vivian R. Ferreira

Terezinha Propheta and Fábio Moreira, hosts of the *Comando da Esperança* program.

Marketing and Communications, **Gizelle de Almeida**, says that the unique approach of the Organization lies in the fact that it *“promotes Education and Culture with Ecumenical Spirituality.”* She also adds: *“The Good Will media transmit ethical, moral, and spiritual values that will enable human behavior to be transformed for the better and help people become aware of the true role of women in society. Through education, women learn to reject an atavistic heritage and they find a path based on ethics and competence, which offers them new horizons as journalist Paiva Netto, creator of the Super Good Will Communications Network, always states.”*



“Productive female workforce cannot be ignored, because men and women have different viewpoints; but by combining both, we get an accurate and balanced view of the present situation. Both complete each other and there is no room for a spirit of competition between them.”

GIZELLE DE ALMEIDA

LBV's Superintendent of Marketing and Communications

GOOD WILL MEDIA

The Good Will media stand out for its content of citizenship and all-encompassing ecumenical fraternity, bringing opinion from several experts in social assistance, health, environment, human rights, education, accessibility, culture, and public utilities, among others.



BOA VONTADE TV

26 TV channels throughout Brazil



SUPER GOOD WILL RADIO NETWORK

• BRAZIL

14 radio stations broadcast 24 hours a day. In addition to them, a further five air its Fraternal and all-encompassing Ecumenical programming at specific times.

• ARGENTINA, BOLIVIA, PARAGUAY, URUGUAY, AND PORTUGAL

Radio stations at various times promote Education with all-encompassing Ecumenical Spirituality.



INTERNET



PUBLICATIONS



According to the superintendent, *“productive female workforce cannot be ignored, because men and women have different viewpoints; but by combining both, we get an accurate and balanced view of the present situation. Both complete each other and there is no room for a spirit of competition between them.”*

Listeners and viewers following our programs notice this emphasis on valuing women and promoting gender equality. **Ana Lúcia Ribeiro Gonçalves**, 24, Bachelors in Business Administration, lives in the city of Rio de Janeiro and is often tuned to the Super Good Will Communications Network. *“The enlightening teachings of these programs, which extol the values of women, helped build my identity. . . . The Good Will media always have programs with extremely rich content for people of all ages and all backgrounds, and it is a benchmark when it comes to dignifying women and in terms of progress in society,”* said Ana Lucia. ●

Women’s participation in the area of Marketing and Communications in the LBV corresponds to 58 percent of all the internal employees, and women occupy a wide variety of positions, including leadership positions, such as team coordinators and program hosts.

Você ajuda a realizar tantos sonhos.
Chegou a hora de realizar o seu.



CITY 2015

A versão mais bem sucedida
do sedã urbano.



CIVIC 2015

O carro onde você
quer se ver.



FIT 2015

Pense, compre um Fit.
Não pense, compre um Fit.

 Consórcio Nacional
Honda prestações a partir de
R\$ 592,07*



PROGRAMA
Honda Conduc

ATENDIMENTO EXCLUSIVO
LIGUE DIRETAMENTE PARA UM DE Nossos
REPRESENTANTES ESPECIALIZADOS



O seu Honda
com revisão em até
60 minutos.

 Banco
Honda

Compre seu Honda OKM com
acessórios exclusivos e genuínos.
O Banco Honda financia para você.



HONDA

RIO TÓKIO - BOTAFOGO

Rua Real Grandeza, 400

21 **2114-0400**

www.riotokio.com.br

RIO TÓKIO - RECREIO

Avenida das Américas, 14.001

21 **2323-9000**

www.riotokio.com.br

NARITA - BARRA

Avenida das Américas, 2.001

21 **3987-8888**

www.hondanarita.com.br

Condições válidas para a data da publicação e veículos disponíveis para pronta entrega em nossos estoques. Revisão em até 60 minutos para 10.000 Km, 20.000 Km e 30.000 Km. * A condição do Consórcio Nacional Honda, no valor de R\$ 592,07, refere-se a 65% da carta de crédito para aquisição do Fit LX, câmbio mecânico - 1.5 - 116 CV - FlexOne - ano 2015/2015. O valor da carta de crédito é de R\$ 35.973,00. Reservamo-nos o direito de corrigir possíveis erros de digitação. Fotos meramente ilustrativas.

**PEDESTRE,
USE SUA FAIXA**





Legion of Good Will

Legião da Boa Vontade

LBV OF BRAZIL

Rua Sérgio Tomás, 740 • Bom Retiro • São Paulo/SP
CEP 01131-010 • Phone: (+5511) 3225-4500
www.lbv.org • www.boavontade.com

LBV OF ARGENTINA

Av. Boedo, 1.942 • Boedo • Buenos Aires • CP 1239
Phone: (+5411) 4909-5600
www.lbv.org.ar

LBV OF BOLIVIA

Calle Asunta Bozo, 520 • Zona Alto Obrajés (sector A)
La Paz • Casilla de Correo, 5951 • Phone: (+5912) 273-3759
www.lbv.org.bo

LBV OF PARAGUAY

José Asunción Flores, 3.438 com Solar Guaraní • Bernardino
Caballero • Asuncion • Phone: (+59521) 921-100/3
www.lbv.org.py

LBV OF PORTUGAL

Rua Comandante Rodolfo de Araújo, 104 • Bonfim • Porto
CP 4000-414 • Phone: (+35122) 208-6494
www.lbv.pt

LBV OF THE UNITED STATES

36 W 44th Street • Mezzanine • Manhattan • New York
10036 • Phone: (+1646) 398-7128
www.legionofgoodwill.org

LBV OF URUGUAY

Bulevar José Batlle y Ordoñez, 4.820 • Aires Pures
Montevideo • CP 12300 • Phone: (+598) 2304-4551
www.lbv.org.uy



READ US IN YOUR TABLET
OR SMARTPHONE



Take a photo
of the code
on the left and
download the
app for free.