

# Empowering Communities' Sharing Brazil

## *Initial Situation*

In Brazil and many Latin American countries, high interest rates on loans hinder economic development, small business growth, and sustainable initiatives. This project, originating from discussions at the Goetheanum World Conference in September 2023, aims to address this issue by fostering community support for economic resilience and sustainable development.

## *Project Approach and Objectives*

The project aims to enhance individual economic resilience and create liquidity and credit opportunities for sustainable initiatives. It will support social, ecological, educational, and cultural initiatives within communities. Utilizing technological and monetary innovations, the project will strengthen community capabilities for the broader benefit of the people.

## *Implementation*

Shareitt, a WGA partner with an established community platform in Brazil, will play a crucial role. The project will support mutual support within the communities; small businesses and social initiatives, offering community backed credit lines to overcome the current dependencies and scarcity. The approach will leverage successful elements from similar initiatives like WIR in Switzerland and Sardex in Sardinia, tailored to community needs and with the tested and scalable peer-to-peer technology.

## *Perspectives*

The project has global applicability, aiming to make its knowledge and capabilities available worldwide. Accompanied by action research, the project will optimize global implementation and practical transfer.

## *Project Success*

Within three years, three projects in different communities will be established on a stable foundation. The number of members in Brazil will grow to 500 initiatives and impacted businesses. The process will be supported by local universities through action research, evaluating effectiveness in reducing poverty, increasing social inclusion and scalability.

## *Overall Project Timeline*

1. Phase One (Until end of July 2024): Agreement on strategy and selection of three communities.
2. Phase Two (July to August 2024): Development of a roadmap with milestones, partners, budget, and services.
3. Phase Three (Starting September 2024): Preparation and project setup in selected communities, with a symbolic start at the 2024 WGA partner meeting.

## *Selected Communities*

1. Leblon Cruzada Gated Community: A socially disadvantaged favela-community in the wealthiest district of Rio de Janeiro, with cultural and small business initiatives.
2. Favela School Community Initiative: Supporting a public school community in a vulnerable community, which is working on social inclusion and culture in the favela.
3. Waldorf School Communities: Including biodynamic farmers, artists, therapists, and ethical businesses in Nova Friburgo RJ.

This project represents a significant step towards economic resilience and sustainable development in Brazilian communities, with potential for global application.