# EMERGING POLITICS WOMEN

How women's political culture and practices can change Latin American political institutions





POWER WON'T CHANGE UNTIL YOU CHANGE THOSE WHO HOLD POWER

DESPITE THE DECLINEINTHE NUMBER OF FEMALE PRESIDENTS, IN 2018, WOMEN'S With legislatures becoming PRESENCEIN more egalitarian and diverse, which is now an irreversible fact, young LEGISLATURES female leaders in Latin America are become political protagonists. It GREW STRONGER. won't be long before more women occupy this space.

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CHILE ALMOST DOUBLED ITS NUMBER OF FEMALE REPRESENTATIVES.

IT IS COMMON TO HEAR "THE FUTURE OF POLITICS IS FEMALE"OR "WE NEED TO MAKE POLITICS MORE FEMININE" IN MANY POLITICAL SPACES, BUT WHAT **ACTUALLY CHANGES** WHEN WOMEN TAKE POWER?

Women as the central axis of political action and planning.

Responsibility and care in the exercise of activism, internal dynamics and public policies.

Politics based on concrete and collective experiences. Emphasis on daily life, the micro, the relational, the collective and the community.

Situate the relational at the center, which leads to the construction of stable communities, facilitates encounters and synchronizes rhythms.

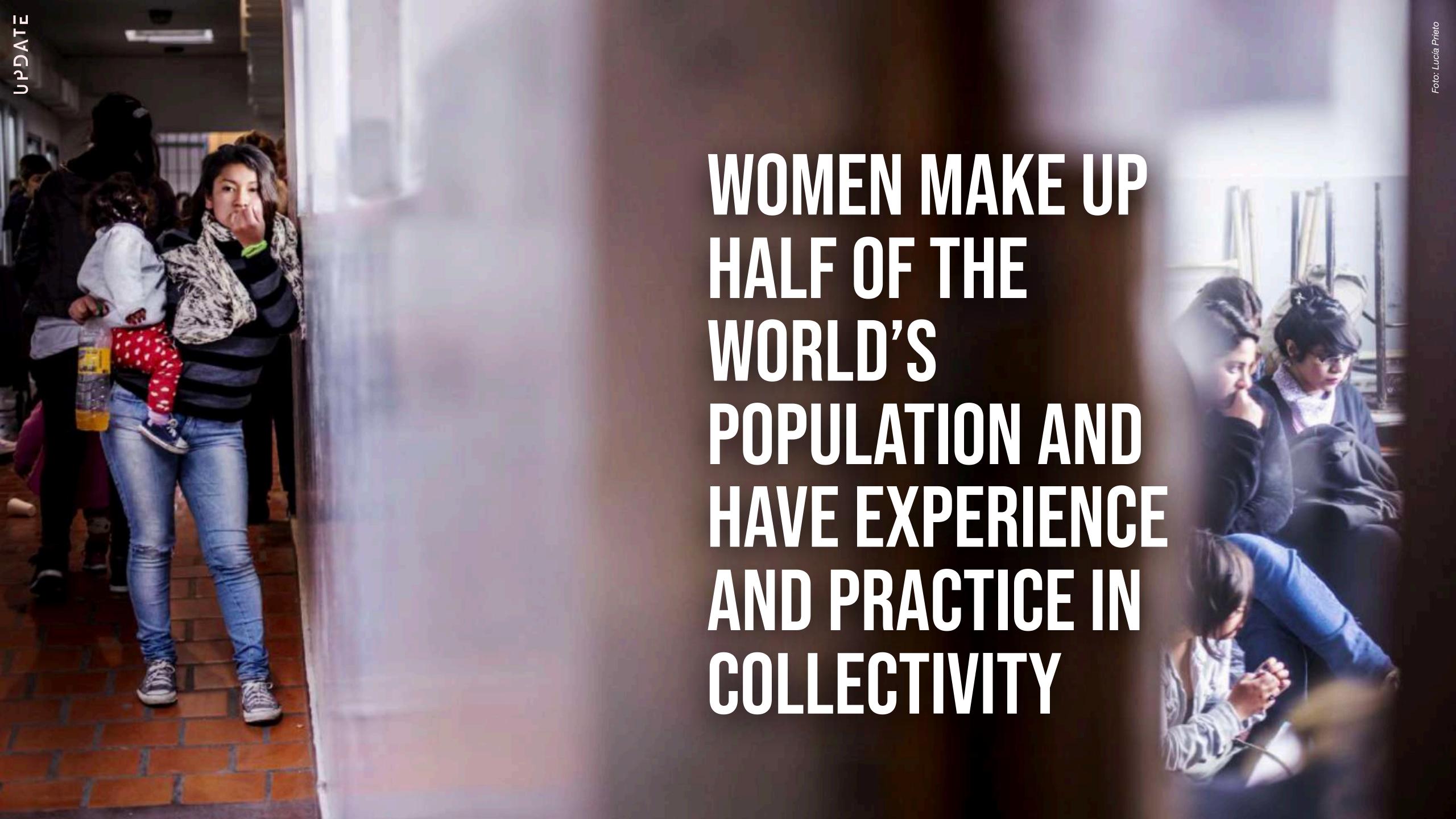
Look at the transformative potential of different ways of doing things.

A kind of an activism that is more sustainable and allows moments of care.

Transformational leadership that promotes teamwork, horizontality, participation and shared power.

Bring women's values into the male-dominated model, change masculinity.







They work double.

They access the public health system most frequently.

They focus on education starting with early childhood.

They listen, include, take care and seek to make life easier for others.

They suffer gender violence.

They are prepared to care for needs of other social groups in the public arena.

WOMEN MAKEUP HALFOFTHE WORLD'S POPULATION AND HAVE EXPERIENCE AND PRACTICE IN COLLECTIVITY

# THE TREND THAT INSTITUTO UPDATE HAS OBSERVED IN RECENT YEARS IS CONFIRMED AT THE POLLS

Instituto Update's research found patterns and examples of a trend towards the feminization in politics. New practices are based on a way of doing things that a traditional way politics that always privileges the same actors previously rejected.









### IN ADDITION TO THE VIOLENCE AGAINST AND PRESSURE PUT ON WOMEN IN OFFICE, OUR REFERENCES FOR HOW TO EXERCISE POWER ARE STRUCTURED AND EGITIMATED BASED ON PATRIARCHIAL MODELS

# WE WANT TO MAKE THIS WAY OF DOING POLITICS VISIBLE, TO CREATE NEW REFERENCES, A NEW IMAGINARY WHERE WOMEN BECOME THE TRANSFORMATION POINTS OF SOCIETY

AND, WITH THIS, ENCOURAGE MORE WOMEN TO RUN FOR OFFICE, STRENGTHEN THOSE WHO ARE CURRENTLY IN OFFICE, AND **ENCOURAGE PEOPLE TO VOTE FOR** WOMEN AND INCREASE THE NUMBER OF WOMEN WHO ARE ELECTED. WE MUST BUILD UNDERSTANDING AND AWARENESS AROUND THE IDEA THAT POLITICS IS ALSO A PLACE FOR WOMEN



## WE HAVE 4 CENTRAL QUESTIONS, THE RESPONSES TO WHICH WILL GIVE US PERSPECTIVE ON THIS PHENOMENON:

WHAT IS WOMEN-LED POLITICAL THINKING AND ACTION?

WHAT CHANGES WHEN WOMEN IN POLITICS MEET AND EXCHANGE IDEAS?

HOW CAN WE STIMULATE A
NEW IMAGINARY BASED ON
STORIES OF WOMEN IN
POWER?

HOW CAN WE ELECT MORE WOMEN IN A DEMOCRATIC AND EGALITARIAN WAY?

EHP

# PROJECT PROPOSAL





## EMERGIAG POLITICS WOMEN

A study about the impacts and potential of women elected to political office in Latin America

#### **ABOUT WHOM**

Women who have won elected office (legislative and executive), are from different political persuasions and territories, mirror the ethnoracial diversity of the region and are aligned with the idea that the vision, lived experience and bodies of women can transform politics and society.

#### WHERE:

Argentina, Brazil, Bolivia, Chile, Colombia e Mexico

#### **FOR WHOM**

Chiefly for women who are engaged in institutional politics or who will take this step soon. Additionally, for the political innovation ecosystem itself and for strengthening democracy. And finally, for civil society and thought leaders.

# EMERGING POLITICS WOMEN

#### **OBJECTIVE**

Accelerate the process of women, specifically black women, moving into political office. Support their resilience in the face of political violence by creating new references, strengthening support networks and contributing to political and technical development.

REVEAL women who are innovating in politics, their histories, political practices, challenges and potential;

SPREAD practices of these women leaders so that they can be recognized as agents of political change;

CONNECT Latin American female leaders in order to share knowledge, best practices and to construct a network of support in the region;

FOMENT the political and technical development of women of different ages, races, sexual orientations and origins (urban and rural, center and periphery) who are ready and willing to run for office



## THE FOUR CENTRAL QUESTIONS ALSO ORIENT THE PROCESS:

### PHASE I REVEAL

QUALITATIVE AND QUANTITATIVE RESEARCH

## **-**

PHASE II SPREAD

CREATIVE,
MULTIMEDIA
COMMUNICATION



PHASE III
CONNECT



PHASE IV FOMENT

MEETINGS WITH
FEMALE POLITICAL
LEADERS

TECHNICAL
SUPPORT FOR
WOMEN'S
ELECTORAL
CAMPAIGNS

PHASE I - REVEAL
QUALITATIVE RESEARCH

## What is women-led political thinking and action?



- \_ Collaborative mapping of more than 600 women who hold elected office (executive and legislative)
- \_ 120 in-depth interviews with women who hold elected office (executive and legislative) in order to identify new political practices and behaviours based on a female paradigm
- \_ Interviews with scholars and specialists on gender and politics to understand the historical and social context of women in politics in each of the countries
- \_ Analysis translated into creative narratives in accessible language shared online and as a pdf report

PHASE I - REVEAL QUALITATIVE RESEARCH

The project involves local partnerships with Instituto Update's peer organizations, which will be supporting the entire process from mapping to content analysis

**ARGENTINA** 



NGO (2014) that articulates a civil society-based political project, builds practice and technique, implements innovations in the political system to open up decision making processes, to redistribute power and participation.

BOLIVIA



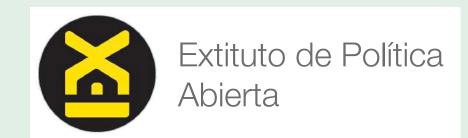
Network with 21 NGOs that seeks to develop defense strategies to promote political mobilization, accountability, social control and justice to bring about change in the conditions around women's lives, exercise of rights and proposals for a normative framework.

CHILE



ComunidadMujer is an independent, inclusive organization that promotes women's rights and actively contributes to the generation of public policies for greater equality and equity in education, labor and politics. \*\*

COLOMBIA



The Extituto is a political organization that focuses on training, coconstruction and impact in politics.

MEXICO



The Instituto is a feminist civil-society organization founded in 2000 with the mission of contributing to building a democratic society with rights and freedoms through knowledge, innovation and training leaders with a social commitment and a gender and interculturality perspective.

: + P

PHASE I - REVEAL QUANTITATIVE RESEARCH

## What is women-led political thinking and action?

\_What data reveals the challenges and potential of women in politics?

- **\_Quantitative research with actors from the political** innovation ecosystem in the 6 countries
- Partnership with a quantitative research institute that works in all of the proposed countries
- \_ Search for situations and results that can change the narrative and resistance to women in politics
- How does the ecosystem react to the presence of women in institutional spaces from a political point of view? In the present and the future

## E +

### PHASE I - REVEAL QUANTITATIVE RESEARCH

A working group made up of specialists in data and gender will seek out the best methodologies, research design and analysis for the quantitative research. A specialized company will be responsible for operationalizing the research in each country.

#### **INTELLIGENCE AND METHOD:**



Production of content that shares data and evidence relevant to the debate around gender equality in all social fields.



Organization that defends an increase in female representation in politics by strengthening women in office and female candidates in Brazil.

IDEA BIG DATA



Specialist in quantitative research and Big Data. Has partnerships around the world and is one of the leading data companies in the country.

PHASE II - SPREAD MULTIMEDIA COMMUNICATION

# How can we stimulate a new imaginary based on the stories of women in power?

#### **ARTICLES AND PUBLICATIONS**

On-going publication of articles that explore diverse research topics, always connected with the main theme. Examples include harassment, campaign costs, aesthetics, biographies, country contexts, etc

#### **AUDIOVISUAL AND SOCIAL MEDIA**

Filming the in-loco research to capture and edit short videos as well as producing content for social media including memes and infographics

#### REPORT AND PLATFORM

Research report online and the possibility of creating an interactive site presenting the information gathered in the field

#### **DOCUMENTARY SERIES - GLOBONEWS**

In partnership with Maria Farinha Filmes and GloboNews, production of a 4 episode television series on the research content

### PHASE II - SPREAD MULTIMEDIA COMMUNICATION

Just as with Instituto
Updates' previous
projects, the research will
be the subject of the 3rd
season of "POLÍTICA:
MODO DE FAZER." This
edition will focus on
women in political office.

#### DOCUMENTARY SERIES ON GLOBONEWS

In partnership with Maria Farinha Filmes and GloboNews, production of a four episode series of the content from the qualitative and quantitative research. After three months, the series will be made available on the platform VideoCamp.

The last two series reached more than 3 million television viewers.





## E+

### PHASE II - SPREAD MULTIMEDIA COMMUNICATION

To produce content in these formats, Instituto Update will establish partnerships with organizations that meet the central objectives of this project and who are relevant in their areas.

#### STRATEGIC PARTNERSHIPS FOR CONTENT:



AUDIOVISUAL

An agency that believes in stories. Whether fiction, documentary, series or other media formats, Maria Farinha Filmes exists to tell impactful and inspiring stories that stimulate transformation.



The premier and most important channel for journalism on Brazilian television. One of Rede Globo group's closed news channels. It is the 7th most-viewed paid channel in the country.

## CONTENT AND DISTRIBUTION:

#### quebrando o tabu

Quebrando o Tabu is a content platform that specializes in social media and develops informational content that challenges paradigms. They have more than 11 million Facebook followers.



Video CAMP is a streaming platform that makes impactful films available for free public screenings

# What changes when women in politics meet and exchange?

E+ F

\_Four 3-4 day immersions with spaces for reflection on and practice of women's leadership. Immersions with psychosocial care and reflection and articulation among Latin American women who are leading these processes in their countries in order to stimulate the creation of a support network for women moving into spaces of institutionalized power.

\_ Promote secure exchange with among women who blazed a trail in politics with space to share their views on care, security, harassment, reception and community

PHASE IV - FOMENT 2020 ELECTIONS

# How can we elect more women in a democratic and egalitarian way?



Beyond creating knowledge and making it visible, it is important to impact reality. The content we create should contribute to increasing the chances that women will be elected.

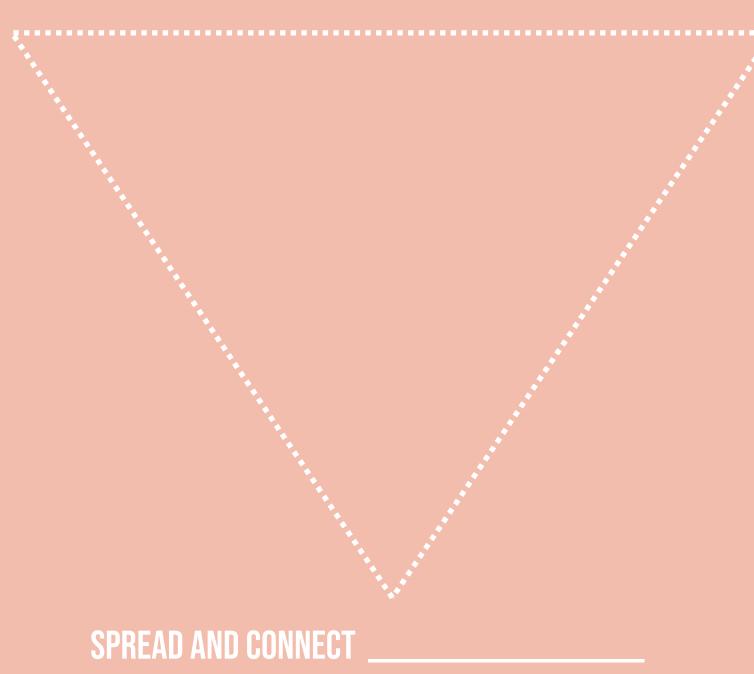
We will adapt the content of the Democracy Training School and the LIANE platform (an Instituto Update project) to support the campaigns of women running for executive and legislative seats in the Brazilian municipal elections of 2020.

\_Support 50 women and black women candidates in 2020

REVEAL \_\_\_\_\_

What is women-led political thinking and action?

### VISION



What changes in the world when more women are elected systematically?

## CULTURE

FOM			

How can we elect more women in a democratic and egalitarian way?

## IMPACT

700 PEOPLE DIRECTLY IMPACTED

5 MILLION INDIRECTLY IMPACTED

#### SCHEDULE OF ACTIVITIES

The project will follow a two year cycle 2019 - 2020, with the first year being dedicated to research and the second to sharing the results, political residencies and making an impact on 2020 municipal elections.

Phase I [February - April] Initial mapping + Building partnerships

Phase I [May - July]: Qualitative Research and Globonews Series Filming

Phase I [August- September]: Quantitative Research

Phase I [August- October]: Analysis and research planning

Phase I [November]: Research and Globonews Release

Phase 2 [Maio - December]: Quebrando Tabu Videos

Phase 2 [Maio - December]:Release communications (articles and social media)

Phase 3 [November]: 1st immersion

Phase 1 [March] Online platform launch

Phase 2 [January - December] Release communications (articles and online)

Phase 2 [April - May - November]: Tour to present research

Phase 3 [February]: 2nd immersion

Phase 3 [June]: 3rd immersion

Phase 3 [November]: 4th immersion

Phase 4 [January - October]: Liane

Phase 4 [January - June]: Democracy Training School

2020

Instituto Update is an intelligence and technology institute that works to strengthen the political innovation ecosystem in Latin America.

INTELLIGENCE \_\_\_\_\_ TECHNOLOGY AND \_\_\_\_\_ PARTNERS AND \_\_\_\_\_ UNIT \_\_\_\_ DEVELOPMENT \_\_\_\_\_ ECOSYSTEM

# 

## INTELLIGENCE UNIT

We believe in the power of stories. And stories about a new way of doing politics are crucial to overcome the crisis that we are going through in the region and democratic world.

Our approach involves understanding and analyzing emerging political behaviors in Latin America and producing new knowledge, language, formats and narratives that are accessible and tell stories about a new, possible politics, that is happening now.

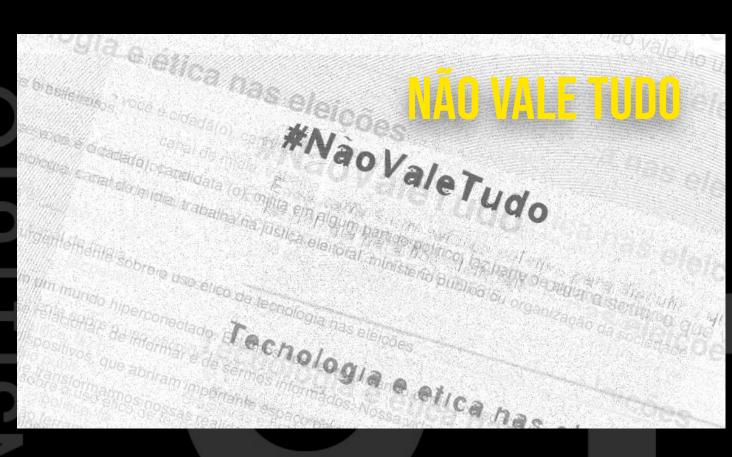
We use a combination of methodologies that explore human behavior that cast a positive and propositional eye toward the new ways of being in society in the 21st century:

- Mapping
- In-depth interviews
- Interviews with specialists
- Experiences and open conversations
- Quantitative research



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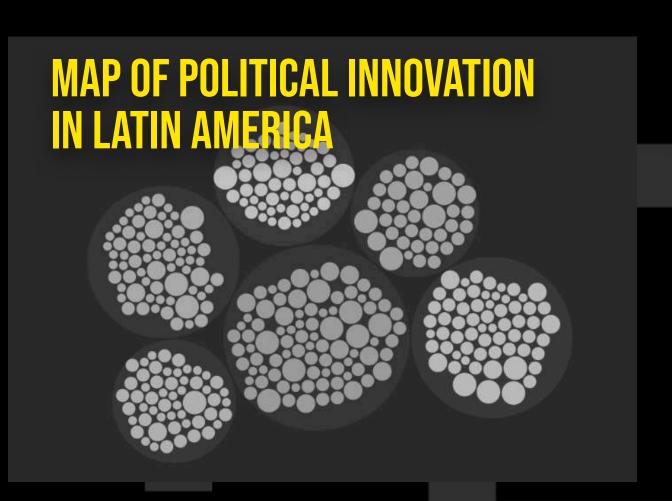












#### EMERGING POLITICS: LATIN AMERICA

Portrait of the Latin American political imaginary in the 21st century etrato do imaginário político

250 leaders in 11 countries

#### LIANE + EFD PROJECTS

Low cost, high intensity toolbox for 16 electoral campaigns in Mexico and 6 in Brazil and the Democratic Training Schooltrained 57 campaign teams in 9 states

#### NÃO VALE TUDO

Letter that discusses what is allowed and what is not allowed in terms of the use of technology in elections, signed by more than 80 national and international institutions





#### **POLÍTICA: MODO DE FAZER**

Produced by Maria Farinha Filmes and GloboNews, two seasons of the series that follows Emerging politics researchers

1st season: 3 million viewers
2nd season: 1,5 million viewers

#### MAP OF POLITICAL INNOVATION IN LATIN AMERICA

Map of the main political innovation tendencies in Latin America

700 initiatives mapped



#### 'Nova política' em ebulição no País



Pesquisa mostra que movimentos brasileiros representam 38% dos grupos criados desde 2015 na América Latina atrás de

alternativas de engajamento





GloboNews estreia série sobre formas de atuação política

GloboNews, 29:30m

#### 'Política: modo de usar'

No último episódio da série, os pesquisadores Rafael Poço e Beatriz Pedreira (foto) falam com o idealizador do "ónibas backer, que roda o pais para trocar experiências sobre práticas politicas.

#### Aplicativo alerta sobre violência em Recife

Utilitário fará notificações sobre todos os registros de insegurança, que serão encaminhados pelos usuários



#### #NãoValeTudo nas eleições de 2018

Em carta, 28 organizações da sociedade civil se unem por boas práticas para o uso da internet nas eleições do próximo ano

#### poder

Grupos combaterão 'vale-tudo' eleitoral na internet em 2018

INDIGNAÇÃO E AÇÃO

#### Movimentos de renovação tentam oxigenar política do pais . ЗЕКОНОЯ

Nascidos no auge da crise, grupos espalhados pelo Brasil debatem propostas e ensaiam candidaturas dentro das siglas tradicionais



Panorama | Papel dos eleitores | 20/03/2018

Jornal da CBN - Entrevista

#### Levantamento do Instituto Update mapeou 700 iniciativas que atuam na transformação política na **América Latina** CBN

Em entrevista ao Jornal da CBN, Beatriz Pedreira, pesquisadora e cofundadora do Instituto Update, explica quem são os agentes desse projetos e também os principais temas que estão sendo trabalhados. Cinco grandes tendências foram identificadas, como transparência e protagonismo cidadão. Desde 2016, o Update identificando esses movimentos de transformação política no continente.

#### A ação política do dia a dia, para além dos partidos

NEXO

Conrado Corsalette 09 Set 2018 (atualizado 17/Set 19h54)

Este é o 'Politiquês', o podcast de política do 'Nexo'. Nesta edição, uma conversa sobre modos alternativos de fazer política e os primeiros passos para agir na área

SEXTA-FEIRA, 31 DE AGOSTO DE 2018 C3

ilustrada

#### Cineasta busca ação política fora dos partidos

Em nova série da GloboNews, Yasmin Thayná viaja por cinco estados para conhecer novas práticas nas comunidades

er aqui?", perguntavam à aglomerado, a sua quebrada, o jornalismo da vida; nă durante suas viagens por zinco estados brasileiros para produzir a strie Politica: Mo-E o que ela vem fazendo dio masculino para escrever a

s periferias de São Paulo. za, mas depois foi estudar ele-

a pela avó Zilda numa casa — mio, eu disse assim: 'Não vai — a Castelo Branco, em Rea Santa Rita, a 40 quilôme os de Nova Iguaça, na Bai nha o que, 15, 16 anos? Para rém, era fazer cinema na PU

ho essu série muito desa- ónibus. Foi o maior sucesoo.

Emprimeiro trabalho para a esta que uma ex namorada de nan que queria descobrir as adorava aquelas poestas e fi cu, onde foi estudar rotei ovas práticas políticas da so cava copiando." cava copiando." Sua vocação para o cinema seria despertada pela série

"Cidade dos Homens", com munho da ousadia que é ter

minha serte, o professor de e ela foi atrás do sonho, at

mibus. Foi o maior sucesso." "Ease rolê do cinema, jorna-Naquela época, a Prefeitu-lismo, literatura me fez pen-

para movimentar o seu bair tar histórias da cidade. Uma миь "O que você veio ro, a sua comunidade, o seu experiência încrivel, descobr

Com esse direito adquir

escola, que ele trouxe num de jornalismo



ria com Cristina Aragão onder a pergantas que el e organizada por jovens, n







**≡ O GLOBO** BRASII

#### Estudo encontra 100 iniciativas para aproximar política da população mais pobre

Entre os exemplo, há organização de eventos culturais, assistência jurídica e jornais comunitários

#### Cidadãos da Periferia

Iniciativas diminuem as desigualdades e fortalecem a democracia a partir das periferias brasileiras



ZUENIR VENTURA

#### O Brasil que não se vê

surgidas em comunidades e periferias. São dezenas de projetos criativos e transformadores em regiões metropolitanas como Belo Horizonte, Brasília, Recife, Rio de Janeiro e São Paulo, abordados em quatro capítulos, com direção da cineasta Yasmin Thaynà e da colunista cultural Cristina Aragão, supervisora de programas da emissora.

O projeto atual é uma continuidade de "Política: modo de usar", exibido no ano passado e ambos tendo como ponto de partida a pesquisa "Emergência política nas periferias", do Instituto Update, que mapeou 100 ações que, segundo as diretoras, o Brasil não costuma perceber. "É uma série muito desafiadora", Muito oportuna neste ano eleitoral a diz Yasmin, "porque traz novo conceito e permite olhar a politica feita no cotia GloboNews inicia hoje em parceria diano, quando cada um resolve movicom a Maria Farinha Filmes e o Institu- mentar seu bairro, seu aglomerado, sua to Update, revelando novas práticas quebrada, sua favela". Para Cristina, o no Distrito Federal, a partir de um le- passa a prestar atenção.

mais impressionante foi a atitude dos vantamento sobre como a violência afeentrevistados: "todos os que tiveram acesso à educação formal, a universidades - seja por cotas, seja por bolsas estão devolvendo seus saberes para suas comunidades". Jéssica Cerqueira, uma das pesquisadoras, vai mais longe: "se o

estado ou as insmovimentam, o Brasil se movimenta panto". Ou pelo menos passa a prestar atenção

mais efetivas". estreia hoje aborda as iniciativas "Data- da negritude.

Nascida em Nova Iguaçu, filha de uma empregada doméstica e de um porteiro de prédio, Yasmin é diretora e fundadora da Afroflix, uma plataforma que reune produções assinadas por pessoas negras. São dela "Kbela, o filtituições olhas- me", uma experiência sobre ser mulher sem para as so- e assumir a cor, libertando-se, por luções propos- exemplo, dos padrões de beleza "cautas, as políticas casianos"; "Batalhas", um curta-mepúblicas teriam tragem sobre a primeira vez que o pasmuito mais im- sinho eo funk subiram ao palco do Teapacto e seriam tro Municipal do Rio, apresentados por ela em 2015, e a websérie "Afro-O episódio de transcendence", que exalta os valores

labe", do laboratório de dados e narrati- Como diz Cristina, "quando as pevas do Complexo da Maré, no Rio; e"Jo-riferias se movimentam, o Brasil se vem expressão", criada em Ceilândia, movimenta junto". Ou pelo menos



Palavras como pertencimento são facilmente encontradas nos discursos daqueles que descrevem a forma como as iniciativas podem transformar a vida das pessoas. Para os moradores da Ilha de Deus, da comunidade do Bode e do bairro do Guadalupe, essas iniciativas resgatam raizes, valorizam espaços e potencializam identidades, fazendo com que eles se tornem agentes protagonistas de suas próprias histórias.





