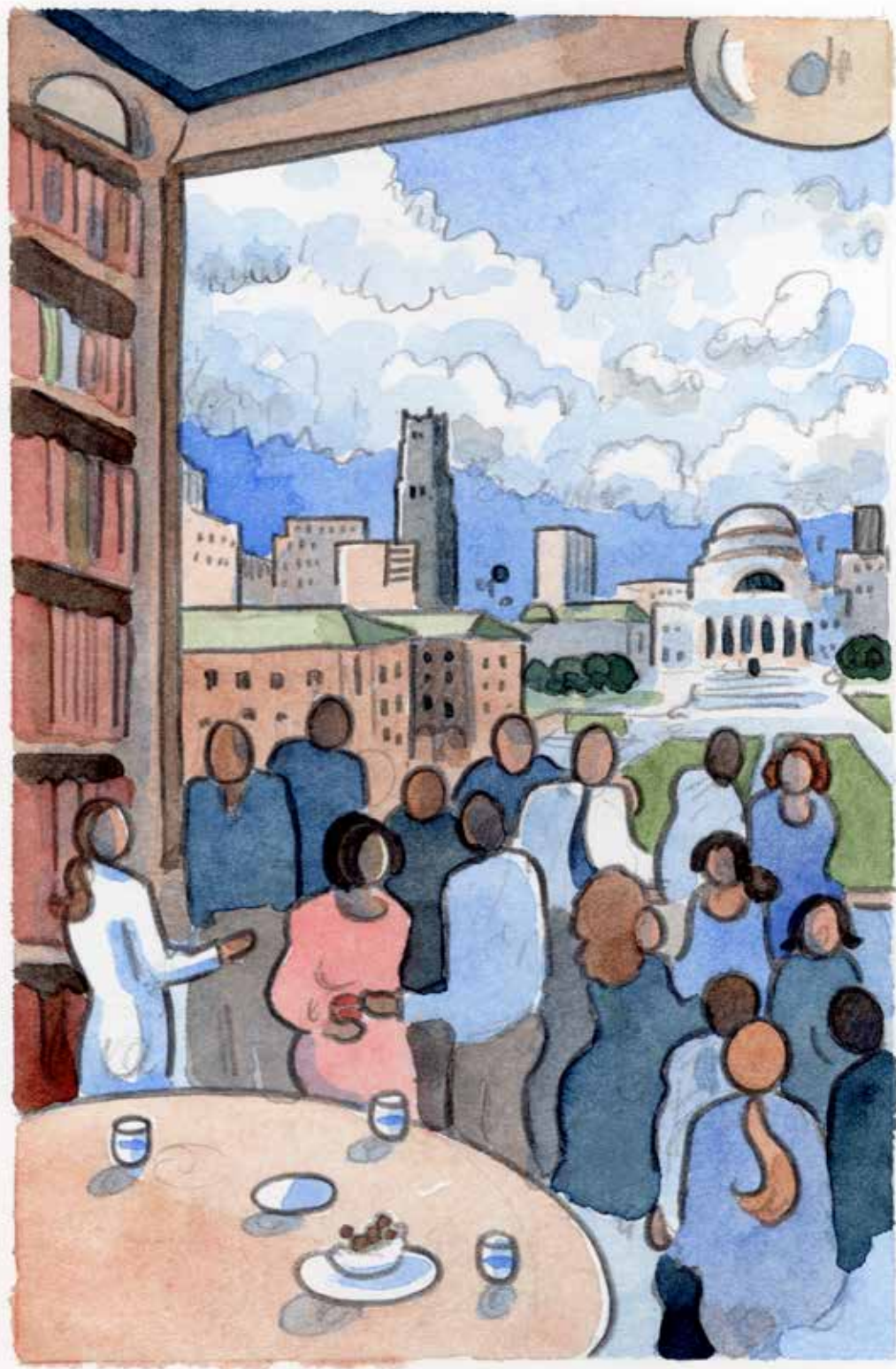




COLUMBIA GLOBAL CENTERS | RIO DE JANEIRO



RETROSPECT AND PROSPECT

FIVE YEARS OF THE
COLUMBIA GLOBAL CENTERS | RIO DE JANEIRO
2013-2018

Watercolor paintings: Elisha Cooper
Design: Maria Eduarda Vaz

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LETTERS FROM COLUMBIA

LETTERS
FROM
COLUMBIA

Why does art provoke state censorship? How can pluralism be harnessed for positive political change? What role does religion play in protecting women from gender-based violence? Columbia’s Global Centers are home to ongoing discussions of these and many other questions drawn from fields ranging from healthcare and sustainability, to social justice and armed conflict. These lectures and workshops, led by distinguished scholars from Columbia and other universities, are just one dimension of the rich intellectual life of the Global Centers. Our students are becoming proficient in foreign languages, and studying architecture and political science; researchers from diverse disciplines and backgrounds are collaborating to advance their scholarship.

As the world continues to change in ways that make us all feel more closely interconnected, and global society attains new levels of economic and technological integration, Columbia is evolving so that our scholarship and teaching reflect this reality. No enterprise at the University more fully embraces this future than our network of Columbia Global Centers. They are essential to expanding our understanding of the world and to preparing new generations to confront urgent problems that refuse to be cabined by national boundaries. The new perspectives that our faculty and students acquire in Columbia Global Centers stretching from Santiago to Beijing enrich the intellectual dialogue occurring on our New York campuses and bring all of us in closer contact with the rest of the world.

This is what we hoped for when we set forth to build Columbia Global Centers. With each passing year, we see a growing volume of innovative scholarship—in many instances, the product of collaborative programming involving multiple Centers. For this, we are indebted to you, our supporters, and to all of the remarkable faculty members and energetic students who are responsible, each in their own way, for creating this essential part of Columbia’s future.



LEE C. BOLLINGER
President, Columbia University

This past year was a time of great global changes and challenges. The world experienced political upheavals, refugee crises, and contentious elections, the impacts of which were deeply felt by our Global Centers and our local, regional, and global partners. The acute and widespread effects of these events, however, reinforced that our network of Centers is uniquely positioned to take on the most pressing global issues of our time. By responding to and engaging with our individual local contexts, the Columbia Global Centers have helped us better understand each other, and brought firsthand perspectives back to our campus in New York City.

Our network also experienced many important new developments during the year. We welcomed a new Director to our Nairobi Center, laid the foundation for a new Global Center in Tunis, and marked the first five years of our Rio de Janeiro Center. Across our network, we deepened our connections with local audiences through education programs, research projects, and public engagement. Collectively, our network held over 350 events worldwide.

On campus, and under the visionary leadership of President Lee C. Bollinger, we beheld the awesome development of an entirely new 17-acre campus in Manhattanville, which will soon add the new University Forum building – a space where scholars and thought leaders from various fields can come together to share ideas. Columbia’s priorities were also given a new voice through two groundbreaking global initiatives: Columbia World Projects, which will connect our research capacities with organizations beyond the academy to transform our work into concrete consequences benefiting humanity; and the Columbia Commitment, a five-year capital campaign organized around university-wide initiatives known as Commitments, which will support the work of faculty and students across schools as they collaborate for transformative impact on major issues of our time.

Our network of Global Centers has emerged over this past year stronger and more energized than ever before. Much of our success is due to the support of our partners, colleagues, and friends, and for that I say thank you. Looking to the future, we will continue to deliver impactful work on the ground in our nine cities and to bring important perspectives from around the world back to our growing campus in New York City.



SAFWAN M. MASRI
Executive Vice President for Global Centers and Global Development, Columbia University

LETTERS FROM COLUMBIA

It is with pride that we present in this report the results of five years of effort to build bridges between Columbia University, its network of Global Centers, and partners in Brazil. It is a time for looking back at just how much has been accomplished: academic programs conducted, research projects launched, policy dialogues stimulated, and people impacted positively in New York, and around the world. Above all, we are proud to have linked arms with countless numbers of people in Brazil dedicated to quality education for all and who believe that great research universities from around the world can play a role in this great national quest.

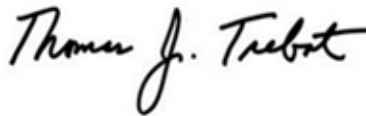
Yet what is five years in the life of any great educational enterprise is? A mere blink of the eye, a few grains of sand through the hourglass. It is, as always, the future that matters most. In this respect, we see many opportunities to build upon the success of the Rio Center in these first five years. Opportunities for partnership appear constantly and in a great variety of fields relevant to Brazil, including public management, ethics in government and society, artificial intelligence and its revolutionary potential, and modernization of the Brazilian educational system.

What has motivated us from the very beginning is that Columbia University, with its marvelous educational traditions forged over almost 300 years, has much to contribute and much to gain from a partnership with Brazil through our based upon a physical presence here. We are even more convinced than ever that Brazil, with its restless energy and its open, resilient, democratic society, is the absolutely perfect host country for one of the key components of the Global Centers network of Columbia University.

So with this great anticipation for the future and what lies ahead for the Rio Center, we express register here our profound gratitude to the faculty and administration of Columbia University and to our generous donors in Brazil who believed in the transformative potential of the Rio Global Center.

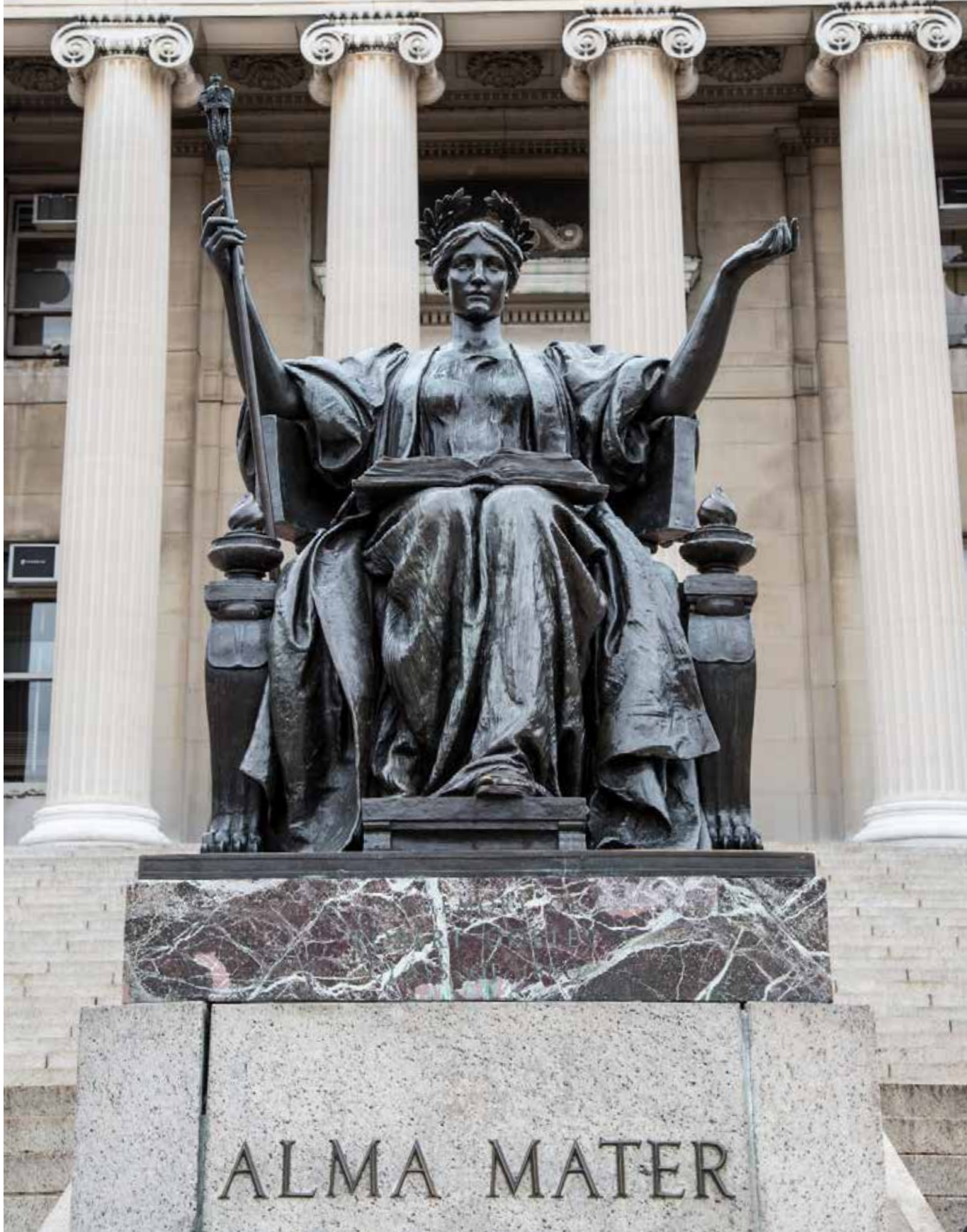
Above all, we salute and recognize so many friends and partners and colleagues in Brazil whose spirit is indomitable and energy contagious. They believe in the value of education and educational exchange. They have welcomed Columbia to their country. Each in their own way, they inspire us daily to reach for newer heights and to set higher goals.

Brazil and Columbia have paved together a two-way interaction to the lasting benefit of both. May the next five years be as full of accomplishments as the first five!



THOMAS J. TREBAT

Director, Columbia Global Centers | Rio de Janeiro



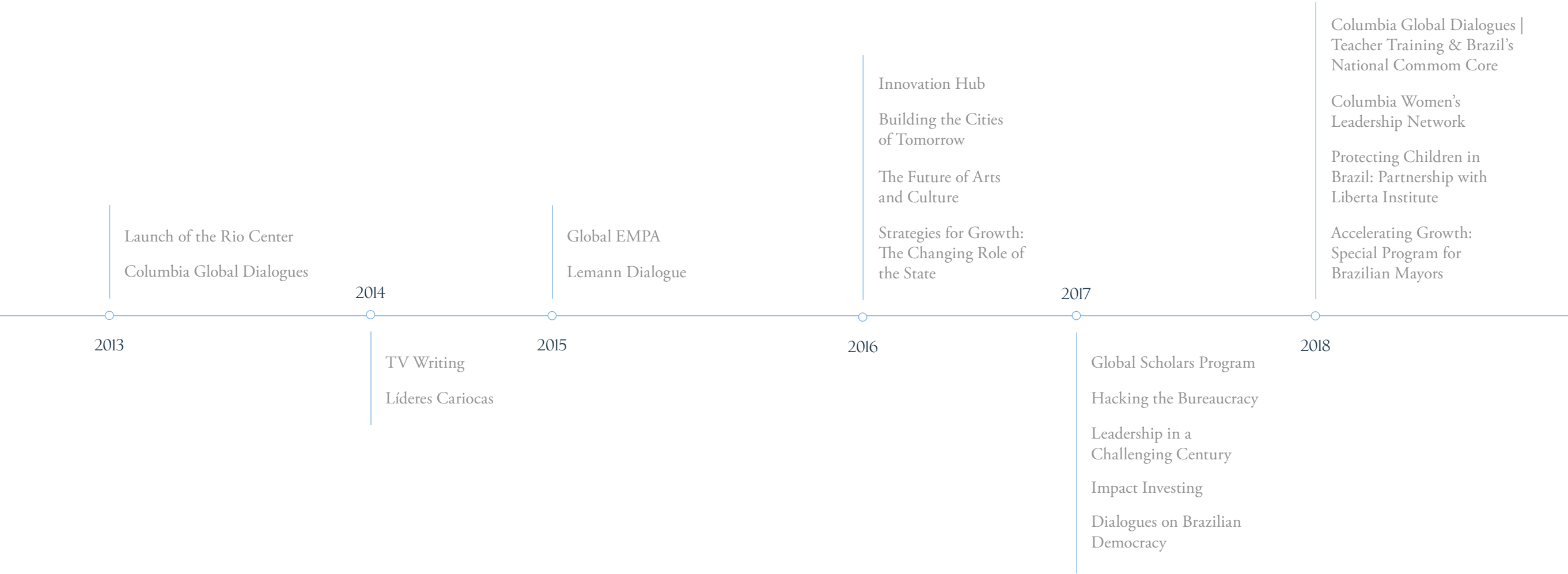
RETROSPECT: LOOKING BACK

The Rio Global Center is based on a simple organizational concept - we are an open, flexible convener intended to facilitate intellectual exchange between Brazil, Columbia, and the network of Columbia Global Centers which the University has created in nine cities that span the globe. We have worked with many schools and departments of the University, being open to each in accordance with their needs and specific research opportunities in Brazil.

Center events have ranged from major international conferences bringing together scholars from Columbia and Brazil to targeted information sessions that introduce Brazilian students to degree programs and scholarship opportunities at Columbia. The complexity of our Center's operations has varied from a straightforward brown-bag luncheon series to a full Master's degree program in public management. In all, through the end of 2017, the Center has organized in Brazil **more than 200 separate programs** with momentum growing into 2018 and beyond.

We believe that each of our programs benefits Brazilian participants and the community at Columbia University, but we would like to call attention below to the following to illustrate the breadth and depth of our academic activities.

LOOKING
BACK
MILESTONES



LOOKING
BACK
OUR IMPACT

40
educational and
professional
development
programs

13,380
people
reached

45
Master’s degrees
awarded to students
in the Global EMPA
program

21
projects funded
from Columbia

170
faculty
visits



209*
programs

**public events, lectures, workshops, roundtable discussions, info sessions, master classes, public talks, and seminars as of May 2018*

PROGRAMS PER THEME TROUGHOUT THE YEARS

2013 14 PROGRAMS
10 in Government and Society
3 in Creative Arts and Cultural Studies
1 in Entrepreneurship and Business

2014 22 PROGRAMS
11 in Government and Society
9 in Creative Arts and Cultural Studies
2 in Sustainability and Environment

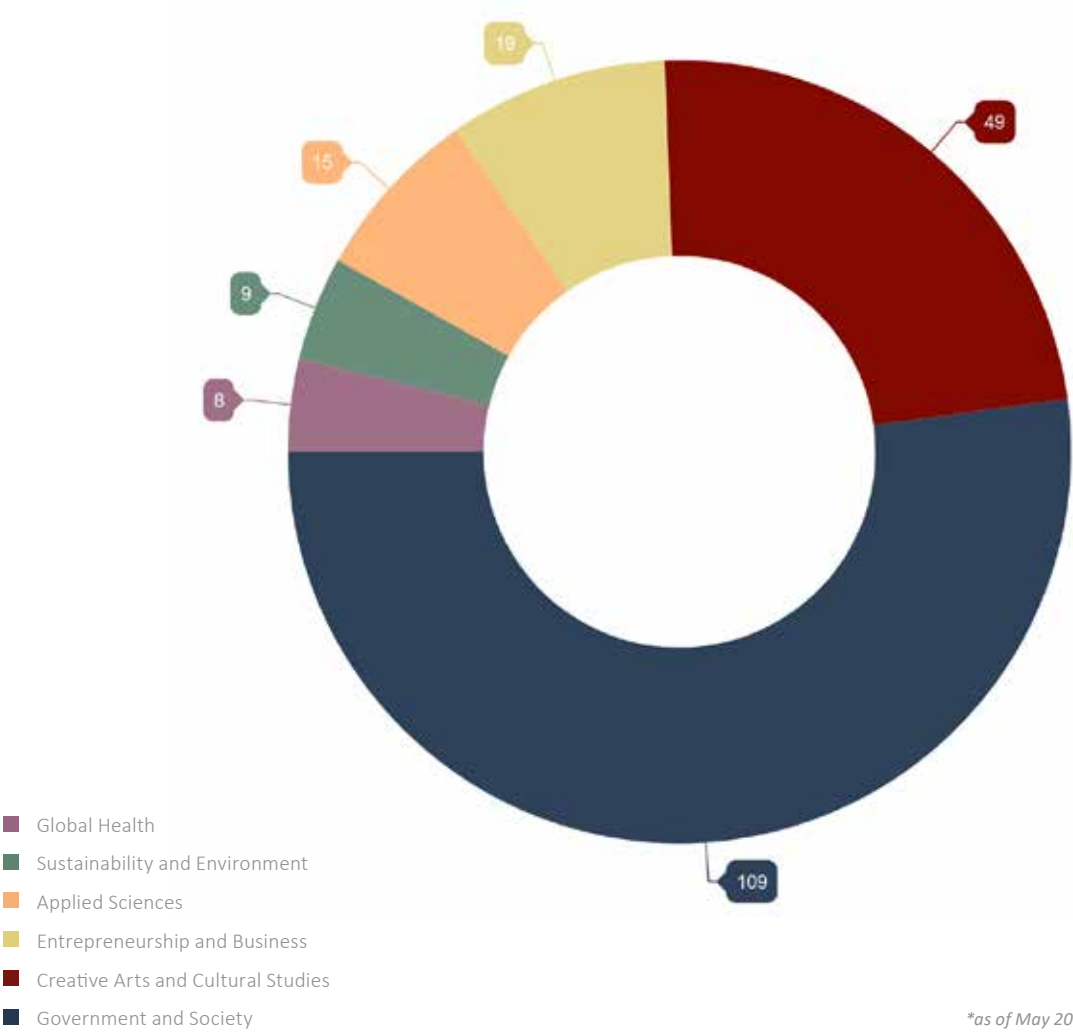
2015 34 PROGRAMS
13 in Government and Society
13 in Creative Arts and Cultural Studies
4 in Entrepreneurship and Business
2 in Sustainability and Environment
1 in Applied Sciences
1 in Global Health

2016 49 PROGRAMS
23 in Government and Society
14 in Creative Arts and Cultural Studies
6 in Applied Sciences
3 in Entrepreneurship and Business
2 in Global Health
1 in Sustainability and Environment

2017 67 PROGRAMS
35 in Government and Society
10 in Creative Arts and Cultural Studies
7 in Entrepreneurship and Business
6 in Applied Sciences
5 in Global Health
4 in Sustainability and Environment

2018 23 PROGRAMS*
17 in Government and Society
4 in Entrepreneurship and Business
2 in Applied Sciences
and counting!

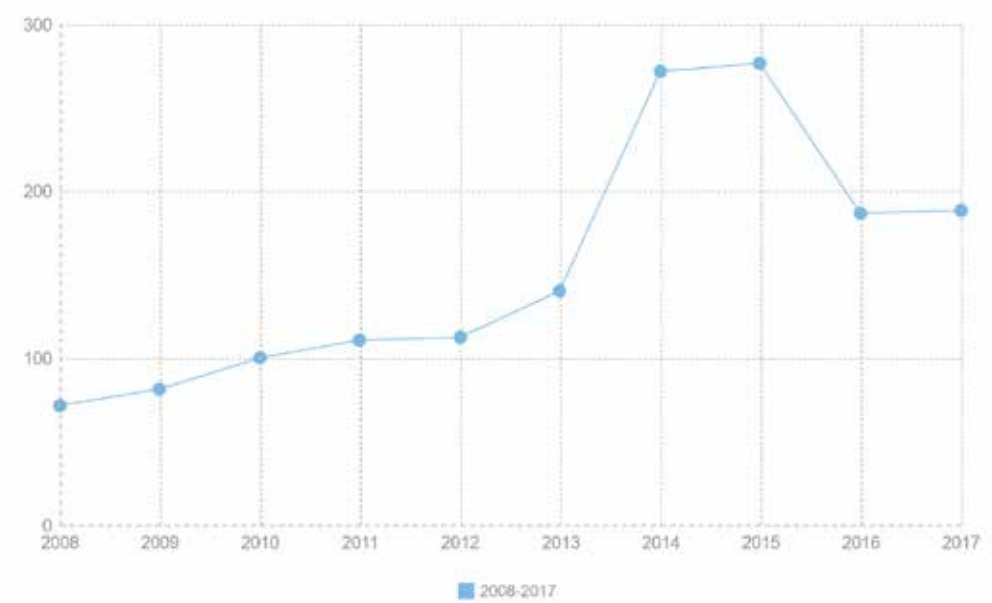
PROGRAMS PER THEME SINCE OUR LAUNCH*



*as of May 2018

BRAZILIAN PRESENCE AT COLUMBIA*

BRAZILIAN STUDENTS ON CAMPUS



1535
BRAZILIAN
STUDENTS
SINCE 2008

BEFORE the Rio Center
average of
94
Brazilian students per year

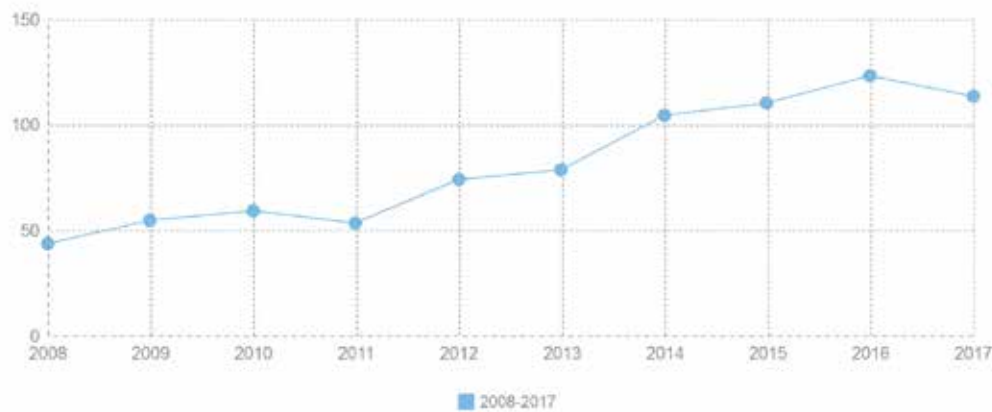
BRAZILIAN
STUDENTS
SINCE OUR
LAUNCH
IN 2013

1061

AFTER the Rio Center
average of
212
Brazilian students per year

“One of the most pleasant surprises following the launch of the Rio Global Center has been the notable, and highly productive presence, of so many Brazilian students, professors, and researchers on the campus of Columbia University in New York. These visitors truly extend the reach of the Global Center and are a constant source of new ideas and programs.”
- Thomas J. Trebat

BRAZILIAN VISITING SCHOLARS ON CAMPUS



BEFORE the Rio Center
average of
56
Brazilian Visiting Scholars per year

811
BRAZILIAN
VISITING
SCHOLARS
SINCE 2008

AFTER the Rio Center
average of
105
Brazilian Visiting Scholars per year

BRAZILIAN
VISITING
SCHOLARS
SINCE OUR
LAUNCH
IN 2013

528

*numbers do not include Teachers College and Barnard College

2013

LAUNCH OF THE RIO CENTER

The success of the first five years of the Rio Global Center was foretold by the enthusiasm generated by three event-filled days in Rio in March 2013. Led by President Lee Bollinger and Executive Vice President Safwan Masri, a delegation of more than 60 faculty and staff from Columbia participated in large number of events that took place all over this beautiful city with the express intent of showcasing the vast number of intellectual areas in which Brazil and Columbia might collaborate more closely. President Bollinger and then Dean of Journalism Nicholas Lemann led a highly publicized event on freedom of expression. Music Professor Chris Washburne assembled a lecture and concert that highlighted the shared jazz traditions of the US and Brazil. Dean Mark Wigley of the School of Architecture and Professor Saskia Sassen of the Sociology Department led a vigorous discussion on the future of cities. Many other activities took place as well, including a gala reception for alumni and friends of the Rio Center and municipal authorities at the Palace of the City. In the midst of it all, our beautiful office in the heart of Rio's downtown was duly inaugurated and our first Advisory Board meeting was convened.

Opposite page:
Top: President Lee C. Bollinger and Provost John Coatsworth during the opening ceremony.
Middle: Executive Vice President for Global Centers and Global Development Safwan Masri during the opening ceremony;
Professor Brian Perkins, Professor Vishakha Desai, and Former Columbia University Trustee Ann Kaplan discussing the future
of education during a launch event.
Bottom: Music Professor and Jazz Musician Chris Washburne during the third day of events;
Columbia Alumni club members at the reception on the third day of events.

Photos: Columbia Global Centers | Rio de Janeiro





GLOBAL DEBATES

The Columbia Global Debates comprised a two-day event intended to spark a global conversation on Brazilian issues. The Debates, similar in style and crispness to TED talks, were professionally filmed before a studio audience in Rio and streamed live around the world. Presentations by Columbia professors and other experts in Rio de Janeiro were featured, followed by questions from other Columbia Global Centers, the studio audience, and via Twitter from those watching the livestream. On the first day, a presentation by Mark Wigley, Dean of Columbia's Graduate School of Architecture, Planning and Preservation, focused on different perspectives for urban planning in cities that have been through intense transformation. Following Dean Wigley's comments, the debate was joined by the Mayor of Rio de Janeiro, Eduardo Paes. On the second day, Marcos Troyjo, a Brazilian entrepreneur, social scientist, writer and diplomat, spoke about the history of democracy and development in Brazil, from the 1970s until today with his remarks complemented by those of Thomas Trebat of the Rio Global Center. Other Brazilian speakers included former President Fernando Henrique Cardoso via video.

*Opposite page:
Top: Eduardo Paes (former Mayor of the city of Rio de Janeiro) and Mark Wigley (former Dean of the Graduate School of Architecture, Planning and Preservation) discussing the future of cities.*

*Middle: Mark Wigley talks about the public policies to improve city planning;
Thomas Trebat comments on former president Fernando Henrique Cardoso's remarks.*

Bottom: Marcos Troyjo and Thomas Trebat discuss democracy and development in Brazil in the second day of the Columbia Global Debates.

Photos: Columbia Global Centers | Rio de Janeiro

PRESIDENT’S GLOBAL INNOVATION FUND (PGIF)

Launched in March 2013 by President Lee C. Bollinger, the President’s Global Innovation Fund (PGIF) offers support for faculty to develop projects and research collaborations within and across the University’s nine Columbia Global Centers, to increase global opportunities for research, teaching, and service.

Over the past five years, **22 of all 87 PGIF projects have involved the Rio Center.**

Round 1 | 2013

Global Public Management
Professor William Eimicke, School of International and Public Affairs

Global Leadership Matrix (GLeaM)
Professor Sheena Iyengar, Columbia Business School

Children’s Global Oral Health Initiative
Professor Shantanu Lal, Columbia University College of Dental Medicine

Urbanicity, childhood trauma and adolescent comorbid psychopathology in Brazil and Chile
Professor Silvia Martins, Mailman School of Public Health

Global Mental Health Research Consortium and Scholars Program
Professor Kathleen Pike, Columbia University College of Physicians and Surgeons

Strategies for Growth: The Changing Role of the State
Professor Jan Svejnar, School of International and Public Affairs

Columbia University Global Migration Network
Professor Julien Teitler, School of Social Work

Planning for Workshop and organization that brings together academic and research institutions for advancing Sustainable Waste Management in Latin America
Professor Nickolas Themelis, School of Engineering and Applied Science

Regional Foodshed Resilience: An Interdisciplinary and International Practicum
Professor Nicola Twilley, Graduate School of Architecture, Planning and Preservation

Industrial Upgrading in Brazil
Professor Eric Verhoogen, School of International and Public Affairs

Round 2 | 2014

De-Provincializing Soft Power: A Global-Historical Approach
Professor Victoria de Grazia, Graduate School of Arts and Sciences

Global Mental Health Research Consortium and Scholars Program
Professor Kathleen Pike, Columbia University College of Physicians and Surgeons

Round 3 | 2015

Colonization and Decolonization in the Making of the Modern World: an intensive summer course taught in Rio de Janeiro and New Delhi
Professor Mae Ngai, Graduate School of Arts and Sciences

Initiative for Policy Dialogue
Professor José Antonio Ocampo, School of International and Public Affairs

Global Antibiotic Resistance Surveillance and Epidemiology Using Whole Genomes
Professor Paul Planet, Columbia University College of Physicians and Surgeons

Should I Stay or Should I Go? A Longitudinal and Cross-national Study of the Effects of Retirement on Health
Professor Ursula Staudinger, Mailman School of Public Health

Advancing sustainable waste management (SWM) in Latin America and disseminating the results to other developing regions
Professor Nickolas Themelis, School of Engineering and Applied Science

Round 4 | 2016

School to Work Transition and Inequality in Brazil and the US: A Collaborative Investigation
Professor Thomas DiPrete, Graduate School of Arts and Sciences

Building Cross-Sector Networks and Transdisciplinary Research to Promote Urban Health: A Partnership Spanning Columbia University’s Global Center, Brazil and the Mailman School of Public Health
Professor Jeanine Genkinger, Mailman School of Public Health

Round 5 | 2017

A Global Learning Laboratory for Oral Health Step 1: A Planning Grant to Create a Kenya-Brazil Cross-National Collaboration in Support of Research, Education and Policy
Professor Kavita Ahluwalia, Columbia University College of Dental Medicine

Men Matter: Male Engagement in HIV Services – Kenya and Brazil
Professor Tanya Ellman, Mailman School of Public Health

Round 6 | 2018

Harnessing the Science of E-learning to Increase Access to Mental Health Care in Brazil
Professor Annika Sweetland, Columbia University College of Physicians and Surgeons

“These Global Innovation Awards recognize the highest order of scholarly achievement and promise at Columbia. It is a pleasure to welcome so many talented members of the Columbia faculty to Brazil where their work advances knowledge and fortifies links with the Brazilian academic community.”
- Thomas J. Trebat

2014



TV WRITING

Workshops conducted by faculty of the Film Department of the School of the Arts and customized to the Brazilian audience are part of our outreach to the vibrant creative industry in Brazil. In five annual editions, the program trained over 70 Brazilian participants between 2014-2017 and reached hundreds more in the academic and audiovisual communities in Rio and in São Paulo. The program helped stimulate other interactions between the Columbia School of the Arts and Brazil, including an increased flow of Brazilian students and visitors to the School and stimulated significant significant faculty interest in Brazilian themes.

Opposite page:

*Top: First edition of the TV Writing workshop with Professor Joe Cacaci in Rio (2014);
Second TV Writing Master Class with Professor Joe Cacaci in Rio (2014).
Photos: Columbia Global Centers | Rio de Janeiro; Ana Dalloz.*

*Middle: Third TV Writing Master Class with Professor Joe Cacaci in Rio (2016);
Third edition of the TV Writing workshop with Professor Joe Cacaci in Rio (2016). Photos: Lariza Lima; Bruno Pantaleão*

*Bottom: Cohort 5 of the TV Writing workshop with Professor Joe Cacaci in São Paulo (2017);
TV Writing Master Class with Professor Joe Cacaci in São Paulo (2017). Photos: Clara Castañon*

LÍDERES CARIOCAS

In 2014, 36 public sector managers from the city government of Rio participated in an executive education program in New York and Rio. This marked the start of a very productive relationship between the Rio Center and the Picker Center for Executive Education at Columbia, under the direction of Professor William Eimicke. Afterward, one of the participating city government officials wrote to us as follows: “This program deepened our understanding of how changes in management practices and implementing new procedures could actually have profound effects on the city and the quality of life of its citizens.”

Opposite page: The group of public sector managers from the city government of Rio in a visit to a public school in the Bronx with Professor Brian Perkins. Photo: Daniella Diniz



A Master's degree in public administration
geared to the needs and hopes of a new
generation of Brazilian public managers

2015



GLOBAL EXECUTIVE MASTER OF PUBLIC ADMINISTRATION (GLOBAL EMPA)

From 2015 to 2017, this hybrid program allowed Brazilian students to continue serving in government, nonprofit, and private sectors while earning a Master's degree in public management from Columbia's School of International and Public Affairs (SIPA). The blended learning model combined top-quality online video lectures with face-to-face instruction, including two months on the campus of Columbia in New York. While aimed squarely at the needs of the Brazilian public sector to adopt international best practices in management, the Global EMPA program eventually expanded to include students across the United States and around the world, in addition to Brazilian participants. Over the course of these past 3 years, a total of **45 students have completed the Global EMPA program**, including 34 from Brazil. Almost every one of these students has returned to Brazil following graduation, and a large majority are now exercising management positions of even greater responsibility than prior to their enrollment at Columbia.

The Global EMPA program has spawned a large number of shorter, more focused programs in public management training which continue to grow and expand. These initiatives are extremely important at a time in which Brazil is struggling to diminish corruption and to improve the efficiency and quality of public services. Among the latest generation of these are a new program for Brazilian mayors and a year-long course aimed at promoting women's leadership in the Brazilian public sector.

Opposite page: The first cohort of Global EMPA during their classes on campus. Photos: Bruce Gilbert

LEMANN DIALOGUE

The Lemann Center for Brazilian Studies at Columbia University and the Rio Global Center hosted the Fifth Lemann Dialogue, a two-day conference at the Columbia campus in New York organized in coordination with other partner universities of the Lemann Foundation, including Harvard, Stanford, and the University of Illinois. In the 2015 event, Brazil’s Minister of Social Development, Tereza Campello, and former Brazilian Presidential Candidate Marina Silva were present among a distinguished group of top academic experts, policy makers and key actors in Brazilian civil society gathered to discuss the challenges Brazil is facing today. Our experience with the annual Lemann Dialogue has shown us the educational value of high-profile events on the Columbia campus that call attention to Brazilian leaders and Brazilian issues. Subsequent programs on the Columbia campus, including several in 2017 featuring former presidents of Brazil, have fostered important debates about Brazil on campus which attracted influential press and decision-makers and gave Columbia students a chance to interact directly with Brazilian leaders on issues of substance to Brazil and the world.

Opposite page:
Top: Tereza Campello, Brazil’s former Minister of Social Development, delivers her lecture on the first day of the conference.
Bottom: Marina Silva, former Brazilian Presidential Candidate, during the second day of the conference; Marina Silva talks to André Lara Resende and Ricardo Gandour during the second day of the conference.

Photos: Columbia Global Centers | Rio de Janeiro



A flourishing of public outreach activities
including the creation of an Innovation
Hub to boost scientific and technological
exchange between Columbia and Brazil

2016



INNOVATION HUB

The Innovation Hub is a partnership between Columbia University, led by its Fu Foundation School of Engineering and Applied Science, the Federal University of Rio de Janeiro (UFRJ), and the Municipality of Rio de Janeiro. Combining the intellectual resources of two leading universities, the Innovation Hub spurred research and development in areas of sustainability, remote sensing, data science, smart cities, and more. This innovation ecosystem attracted Columbia faculty, researchers, students, and entrepreneurs who showcased practical solutions for urban problems in Rio de Janeiro. Building upon this experience with the Innovation Hub, we have continued to work with Columbia's renowned engineering faculty to create more partnerships in technical areas in which Brazil has obvious need. Some of the areas include short courses in Brazil on new technologies, including basic coding, cybersecurity, and big data. The Innovation Hub also led to an important project led by Professor Kartik Chandran to help Brazilian states to devise low-cost, energy efficient approaches to providing basic sanitation in low-income communities.

Opposite page: Students from Columbia and from the Federal University of Rio de Janeiro during site visits in Rio de Janeiro for the Innovation Hub project. Photos: Columbia Global Centers | Rio de Janeiro

BUILDING THE CITIES OF TOMORROW

Each of the nine Global Centers that Columbia maintains around the world have been places in which to reflect from many different points of view on the future of cities. The multi-dimensional transformations and issues currently faced by global cities were the leading topic on the panel “Building the Cities of Tomorrow”, an event organized by Columbia Global Centers | Rio de Janeiro, in partnership with Fundação Roberto Marinho and Rio’s Museu do Amanhã, in March 2016. The main panel presented John Coatsworth, Provost of Columbia University; Amale Andraos, Dean of Graduate School of Architecture, Planning and Preservation (Columbia); Linda Fried, Dean of Mailman School of Public Health (Columbia); Thomas Trebat, Director of Columbia Global Centers | Rio de Janeiro; Georgia Pessoa, Environment Specialist at Fundação Roberto Marinho; and Sérgio Besserman, former President of Instituto Pereira Passos.



*Opposite page:
Top: Panel to discuss the future of the cities in the event celebrating three years of Columbia Global Centers | Rio de Janeiro.*

Middle: Provost John Coatsworth; Dean Linda Fried (Mailman School of Public Health).

Bottom: Sérgio Besserman, Former President of Instituto Pereira Passos; Dean Amale Andraos (Graduate School of Architecture, Planning and Preservation).

Photos: Gabriel Q. Kubrusly



THE FUTURE OF ARTS AND CULTURE

We have always sought to connect the vibrant world of the creative arts at Columbia with persons and institutions dedicated to the future of cultural institutions in Brazil. In October 2016, we brought together leaders from Brazilian cultural institutions and Professor Vishakha Desai, Special Advisor for Global Affairs to the President and Senior Advisor for Global Programs to the Solomon R. Guggenheim Foundation, to discuss the future of arts and cultural institutions in Brazil. Issues such as long term planning, sustainability and public awareness about the importance of arts and culture and how to engage the public were addressed during this closed roundtable discussion. Brazilian participants included the leadership from important institutions based in Rio, such as the Fundação Roberto Marinho, the Museu do Amanhã, Moreira Salles Institute and representatives from the government.

*Opposite page: Professor Vishakha Desai and Adriana Rattes, former Rio State Secretary of Culture, during the roundtable discussion.
Photo: Maria Eduarda Vaz*

STRATEGIES FOR GROWTH: THE CHANGING ROLE OF THE STATE

A perennial concern in Brazil, and around the world for that matter, is the proper balance in the economy between state involvement and market forces. Through an innovative partnership with the Center for Global Economic Governance at Columbia (CGEG), and others, the Rio Global Center has created an annual event to reflect broadly on the theme of the role of the state in Brazil in broad global perspective. The inaugural event was held in Rio and in São Paulo in collaboration with the Getulio Vargas Foundation and the São Paulo Federation of Commerce. A delegation of visiting Columbia faculty experts was led by Professor Jan Svejnar of CGEG. Maria Silvia Bastos Marques, President of the Brazilian National Development Bank (BNDES) and a member of the Rio Global Center Advisory Board, gave a keynote speech in Rio, and Ilan Goldfajn, President of the Central Bank of Brazil, provided an address in São Paulo. Both leaders addressed how to overcome challenges faced by Brazil in a global context.



Opposite page:
Top: Audience arrives at the conference in São Paulo. Photo: Everton Juliano/Christian Parente

Middle: Maria Silvia Bastos Marques delivers her keynote speech during the first day of conference in Rio; Ilan Goldfajn provides his speech at the conference in São Paulo. Photos: Maria Eduarda Vaz; Everton Juliano/Christian Parente

Bottom: Audience during the second day of conference in São Paulo. Photo: Everton Juliano/Christian Parente

Extending the reach of the Rio Center to
São Paulo and other Brazilian cities while
bringing more of Brazil to the Columbia
campus in New York

2017



GLOBAL SCHOLARS PROGRAM

The Columbia University Global Scholars Program (GSP) gives Columbia faculty and undergraduate students the opportunity to travel the globe and conduct comparative research in real-world settings. Unlike traditional study abroad programs, the Global Scholars Program allows students to conduct fieldwork in one area of the world and then test their findings in additional host countries that offer new sets of variables. GSP builds on the expertise, resources, and cross-regional networks offered by Columbia's nine Global Centers. For this Latin American edition, the program was designed and implemented with the assistance of the Rio Global Center. Its main goal was to explore the historical origins and contemporary realities of urban life in Latin America through research and travel in five cities that capture our region's cultural diversity. The first stop was in Brazil, covering the cities of Rio de Janeiro and São Paulo, with the group then moving on to Montevideo, Buenos Aires, and Havana. Very focused on the local culture, the group's itinerary included a broad number of historical places and cultural sites interspersed with meetings with local experts.

Opposite page: Students visit historical places and cultural sites in Rio de Janeiro and São Paulo. Photos: Maria Eduarda Vaz

HACKING THE BUREAUCRACY

Brazil faces many challenges in public management, but it also has a raft of talented young persons thinking about how to close the gap between government and civil society. In June 2017, an event we referred to as “The (Dis)Conference: Hacking the Bureaucracy” took place at the Google Campus São Paulo and brought together 150 people, including scholars, app developers, entrepreneurs, other civil society actors and public managers. The themes involved innovative ways to open decision-making processes in the government, to make more data available, and to improve governance through transparency and social media. Dr. Alexis Wichowski (Press Secretary and Senior Advisor at New York City’s Department of Veterans and Professor at Columbia’s School of International and Public Affairs) delivered the keynote speech about technology and government, stressing the importance of communications using social media.



Opposite page: Professor Alexis Wichowski delivers her keynote speech at the (Dis)Conference; Panel of Q&A with Professor Wichowski and Guilherme Almeida, Columbia alumnus, following the introductory speeches. Photos: Maria Eduarda Vaz



LEADERSHIP IN A CHALLENGING CENTURY

Our work over the last five years has consistently brought us back to themes of management of the public sector. In partnership with the School of International and Public Affairs (SIPA), this two-week program was designed for experienced public-sector managers and held for the first time at Columbia University during the summer of 2017. Participants exchanged ideas in this dynamic, eight-day intensive program. Following the successful launch of the Leadership Program, we will make this training program an annual program of the Rio Global Center. The program format includes classes and site-visits in New York City, with subject areas including public ethics and conflict resolution. The first cohort of the program had a total of 14 public sector managers, from various cities in Brazil and from different professional backgrounds.

*Opposite page: The first class of the Leadership in a Challenging Century program on campus in New York.
Photo: Maria Luiza Paranhos*

IMPACT INVESTING

Private philanthropy has traditionally struggled to set deep roots in Latin America, but new generations of wealthy investors are challenging this historical stereotype. Intrigued by the growing field of social enterprise and impact investing in Brazil, we invited one of Columbia’s distinguished faculty members, Professor Bruce Usher of the Columbia Business School, to spend a period of time with us in São Paulo in July-August 2017. Aided by a remarkable network of Columbia graduates in São Paulo active in social enterprise and impact investing, we organized encounters between Professor Usher and many of the main players in the impact investing ecosystem. The consensus reached was that social investing in Brazil - so-called “double-bottom line investing” - is likely to grow rapidly in the future and that Columbia, with its expertise in social enterprise, has much to contribute in terms of training and investment analysis. In close coordination with a number of alumni and friends of the Global Center, we continue to explore ways to partner with actors in the development of the impact investing space in Brazil. We see impact investing also as an indirect way to foster greater philanthropy in Brazil in the future.

*Opposite page: Professor Bruce Usher talks about Impact Investing to representatives of finance institutions in São Paulo.
Photo: Eduardo Topal Maróstica*





DIALOGUES ON BRAZILIAN DEMOCRACY

Judge Sérgio Moro has become the most iconic symbol for the anti-corruption push by the Brazilian judiciary, a movement strongly supported by Brazilian society. At Columbia University in February 2017, Judge Moro's speech brought together leading practitioners, scholars and high-profile public officials to discuss the effects of the Lava-Jato Operation on Brazil's current and future institutional framework. With impressive turnout on campus and online, and no small share of controversy and heated debate, the event reached over 550 viewers simultaneously. Facilitated by the Rio Global Center, Columbia faculty at the School of International and Public Affairs and the Law School are looking at ways in which to learn from the gathering Brazilian experience on fighting corruption.



In April 2017, **former President Dilma Rousseff** was on the Columbia campus to discuss political and economic challenges facing Brazil. The former President of Brazil provided her perspectives on the current state and future of democracy, progressive politics, and economic growth in Brazil. According to President Dilma, the general public opinion that all responsibility concerning corruption in Brazil belongs to the political class is a dangerous notion and that businesses as well as civil society should assume part of this responsibility, too. The event was streamed live and reached over 630 people. The Rio Center, working closely with the Lemann Center for Brazilian Studies at Columbia, is constantly seeking programs and activities which call attention to these critical debates about the political future of Brazil.



Along these same lines, the Lemann Center for Brazilian Studies and the Rio Global Center hosted **former President Fernando Henrique Cardoso** (FHC) at Columbia University in November 2017. In remarks to a crowded venue, including many Brazilian students at Columbia, FHC discussed the current political polarization and the state of democracy itself in Brazil today. Economic decline has been severe amid evidence of abundant corruption at the highest levels of government. In this context, Brazil's presidential election scheduled for October 2018 represents a fork in the road. In this lecture, former President Fernando Henrique Cardoso struck a cautiously optimistic tone, hopeful that political parties would produce candidates capable of providing strong moral as well as political leadership. In Brazil, we are seeking to collaborate with civil society groups anxious to train a new generation of political leaders in Brazil.

*Opposite page:
Top: Judge Sérgio Moro delivers his speech at Columbia University. Photo: TUTU*

Middle: Former President Dilma Rousseff and Rio Center Director, Thomas Trebat, during the event in which Dilma provided her perspectives on the current state and future of democracy, progressive politics, and economic growth in Brazil. Photo: Daniella Diniz

Bottom: Former President Fernando Henrique Cardoso talks about the current political polarization and the state of democracy in Brazil today. Photo: Daniella Diniz

Making an impact on education in
Brazil and opening new themes focused
on women leaders and the human rights
of children

2018

COLUMBIA GLOBAL DIALOGUES |
TEACHER TRAINING AND COMMOM CORE

Engaging the resources and energy of Columbia University in the epic struggle to improve education in Brazil has been one of our most cherished goals. In March 2018, Columbia Global Centers | Rio de Janeiro, the Fundação Getulio Vargas, the Lemann Foundation, and Columbia Teachers College hosted a high-profile event on advances in teacher training and proposed reforms to Brazil’s National Common Core Curriculum.

The event featured Susan Fuhrman, President of Columbia’s Teachers College, Claudia Costin, Director of the FGV Center for Excellence and Innovation in Education Policies, and Camila Pereira of the Lemann Foundation, as well other key figures in the field of education in Brazil and the world. Teachers College and the Lemann Foundation took advantage of the event to announce an ambitious, multi-year partnership to work together on exactly the themes featured in this event.

In a way that we believed to be very appropriate, the event also served to mark Columbia Global Centers | Rio de Janeiro’s 5th anniversary.

Opposite page:
Top: Audience during the event. The event was livestreamed and approximately 930 people were engaged throughout the day.

Middle: The first panel brought Maria Helena Guimarães de Castro, Executive Secretary of the Ministry of Education (MEC), Professor Susan Fuhrman, and Miguel Thompson, Executive Director of Singularities Institute, to discuss pre-service teacher education, and the implementation of BNCC; The second panel focused on professional development for in-service teachers and brought José Edmilson da Silva, Former Director of the Experimental Olympic Gymnasium, Claudia Costin, and Tonia Casarin, Teachers College alumna.

Bottom: Camila Pereira and Susan Fuhrman announce the partnership between the Lemann Foundation and Teachers College at the event.

Photos: Américo Vermelho





COLUMBIA WOMEN'S LEADERSHIP NETWORK IN BRAZIL

This exciting new program selects annually groups of up to twenty mid- and senior-level professionals with the goal of creating a growing network of women who will contribute to the transformation of public service in Brazil. Taking advantage of the talents and academic excellence of Columbia University, each cohort will consist of women working in different areas of public managements from all over Brazil. These professionals will participate in workshops in Brazil and at Columbia in New York. The program consists of ten modules that include strategic training and networking activities, roundtables, a seminar, and mentorship sessions.

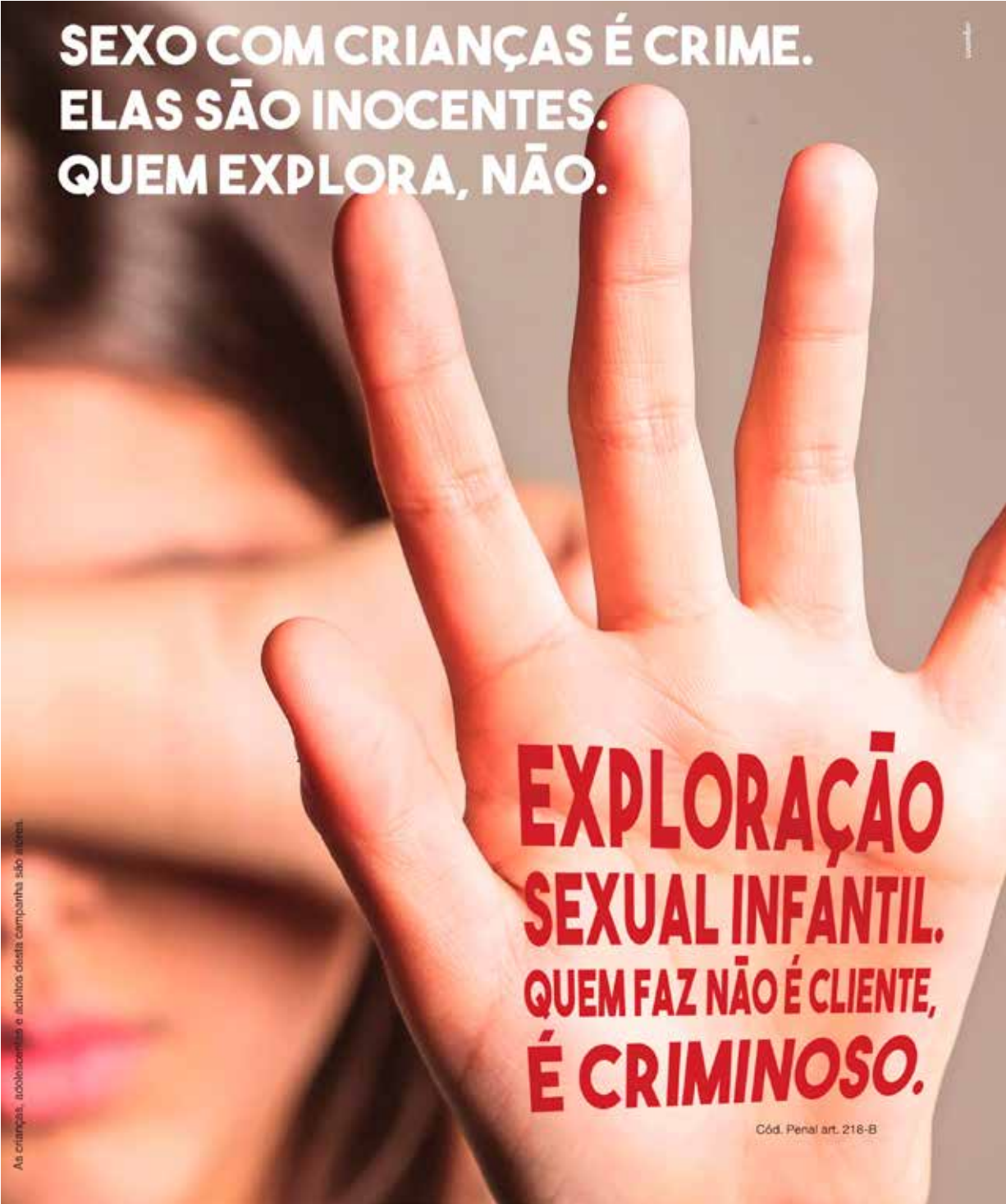
This program will make a contribution to executive education in Brazil. The strengthening of new female leadership roles is internationally recognized and has gained special attention today as companies and organizations that aim to promote gender equity tackle persistent gender inequality and gender bias in the workplace.

Opposite page: The first cohort of the Columbia Women's Leadership Network in Brazil in front of the Rio Center's office in Downtown, Rio de Janeiro, after the second module of the program in April 2018. Photo: Maria Eduarda Vaz

PROTECTING CHILDREN IN BRAZIL:
PARTNERSHIP WITH LIBERTA INSTITUTE

The sexual exploitation of children and adolescents flourishes in the darkest corners of society all over the world and it is always and everywhere a stain on any nation's image. In Brazil, much is being done to eliminate this abusive practice and to strengthen child protection systems, including by full enforcement of existing laws which criminalize sexual exploitation. Inspired by the work of the Liberta Institute in São Paulo, the Rio Global Center will partner with dedicated Columbia faculty and researchers to generate new knowledge, to promote awareness of the problem in Brazil, and to influence public policies based upon the Brazilian experience. Launched in early 2018, this collaborative partnership features workshops and conferences in Brazil with faculty from the Mailman School of Public Health at Columbia as well as visits by Brazilian experts to the Columbia campus.

Opposite page: One of Liberta Institute's advertising campaign to fight the sexual exploitation of children in Brazil.





ACCELERATING GROWTH: SPECIAL PROGRAM FOR BRAZILIAN MAYORS

Our longstanding interest at the Rio Center in public management in Brazil and the importance of cities has led to the creation of an entirely new program based in New York and designed especially for Brazilian mayors. Launched in partnership with the Picker Center for Executive Education and Training of the School of International and Public Affairs and Comunitas, a Brazilian NGO committed to this field of better municipal management, the program will bring the mayors of 15 medium- to large-sized Brazilian cities in July 2018 for an intensive week of interaction with public management experts at Columbia and site visits that take maximum advantage of Columbia's presence in the city of New York. Blending classroom learning with practitioner experience, we hope this new program will be the first of many focused on training mayors who play such critical roles in economic and social development in Brazil and around the world.

PROSPECT: LOOKING FORWARD



What do we take away from these first five years that can help us in the future? Certainly, we have gained experience in developing content and communications, building staff, managing relationships, and bringing together potential partners both on campus and in Brazil. Our mission is to be an open platform to promote interaction between the Columbia community and partners in Brazil; the past five years have proven that we are succeeding in this mission.

Our goal of positive impact - making a difference in Brazil - can be elusive, but our body of work over the past five years has convinced us that we are on the right track, and that the presence of great research institution such as Columbia in Brazil is mutually beneficial for both. We are mobilizing scholars and thought leaders, promoting a rich intellectual life emanating from the Center, and taking on the most pressing issues for Brazil and the world.

So what do we envision for the next five years?

BUILDING A VIBRANT ACADEMIC CENTER IN BRAZIL

Connecting the Columbia community of teachers, researchers, and students to Brazil and creating a rich intellectual space for Brazilian issues and Brazilian issues at Columbia University are the goals. We have a very broad vision of what Columbia can accomplish in Brazil, of what Brazil can contribute to Columbia, and of the possibilities for scholarly collaboration. We will continue to expand our open platform over the next five years, with the goal that every Columbia school, department, and research center that could benefit from a connection to Brazil will find in the Rio Center a willing and able partner. By the same token, we will recommit ourselves wholeheartedly to building relationships with Brazilian partners and colleagues so that they may benefit from the secure space for dialogue and productive interaction that has been created in Brazil. The Rio Global Center is pleased to be a facilitator of productive scholarly exchange, but the impact we hope to have in Brazil and at Columbia also demands from us a more proactive stance.

Leveraging our knowledge of Brazil’s needs, and our organic connections with the Columbia community of scholars, the design and implementation research and teaching programs of our own will assume a greater importance. This is what we have done with our work in executive education, as well as in public management, public health, and arts and culture. We have also been able to extend the initial work of the science-based Innovation Hub through promising follow-on activities stemming from exploratory work done by the Rio Global Center.

In sum, and over the next five years, we envision the Rio Global Center as a seedbed for ideas and programs rooted in the strengths of Columbia University and channeled to address the most pressing challenges of Brazilian society. In concrete terms, this vibrant academic core will mean an expansion of our existing partnerships beyond Rio and into São Paulo and the rest of Brazil. It will mean more original research by Columbia faculty and students taking place at the Global Center. It will lead to a greater number of training programs in Brazil and more formal for-credit programs aimed at Brazilian audiences. We also anticipate that the same, inspiring growth of Brazilian students and researchers and faculty members at Columbia University will continue into the future, consolidating that secure space for Brazil and Brazilians in the heart of one of the world’s great research universities.

Opposite page: Columbia University’s new Jerome L. Greene Science Center. Photo: Frank Oudeman





CREATING EFFECTIVE COMMUNICATION AND OUTREACH

Getting the word out about our work in a society as large and diverse as Brazil is a critical goal. Awareness of our work is increasing in Brazil, especially as we promote more interaction and programs in São Paulo and elsewhere in Brazil. We have cultivated a positive relationship with the press in Brazil which has paid benefits in terms of publicizing our research and our programs. We have sought to mobilize Columbia's large network of former students in Brazil (more than 1500 strong) as our natural allies to build awareness and form new alliances. We have also sought to harness the power of social media in support of our communication goals. On all of these fronts, we will continue to press forward over the next five years.

We have been pleased with the quality and quantity of our Center's programs in Brazil, but communicating effectively about them to a wider audience in Brazil and at Columbia has been a learning process. The need to communicate our programs more effectively in texts, briefs, newsletters, annual reports, and press releases, has increased the importance of this work. In support of this, the network of nine Columbia Global Centers embarked on an ambitious website redesign process in 2017. The project's aim was to design a new website that better reflected the scale and impact of the Centers' global network. In addition to creating thousands of new webpages and completely redesigning the website's contents, information architecture, and navigation to showcase the breadth of our network, the website also helped to drive a reevaluation of the very basic questions of who the Global Centers are and what we work on.

Opposite page: Columbia University's new Jerome L. Greene Science Center. Photo: Frank Oudeman

SETTING A SOUND FINANCIAL PLAN FOR THE FUTURE

Our ambitious academic goals for the Rio Global Center would ring hollow without an accompanying commitment to set a sound financial foundation for the long-term. At the same time, financial planning cannot be seen in isolation from our programmatic goals. As we seek to extend and deepen Columbia’s platform in Brazil, and to improve the academic productivity of the Center itself, we have to be mindful of all the sources of financial support that will make these goals viable and sustainable. The goals are mutually consistent and interactive. If we succeed programmatically, it will be because our programs touching Brazil have attracted support from donors. And if we are successful in gaining the confidence of our donors, then we can set our programming sights ever higher.

From the start of the Center in 2013, we have recognized that fundraising is essential for our success, and the Center must therefore embrace the responsibility to secure its own funding in close working partnership with the fundraising community at the University. Fortunately, we have been able to attract the financial support of many backers, who have given wholeheartedly to advance the mission of the Rio Global Center, with none more generous than the Fundação Lemann, which has been legendary in its munificence. Nothing would have been possible without their confidence in and support for our fundamental mission.

In the next five years, we will continue expanding our network of donors and partners, by including more dialogue with the private sector in Brazil, expanding our footprint in the region, and getting the word out in Brazil and outside of Brazil about our work and its importance. We will also undertake more projects and organize more courses which can help to generate the revenues to sustain the growth of the Rio Global Center for the next five years.





JUST GETTING STARTED

No one could have predicted all that has transpired in the world, and in Brazil, over these last five years of crisis, change, and mounting anxiety about the future. It would have been equally difficult for us in the Rio Global Center to imagine the different programs and possibilities that have come before us in the last five years. At the same time, we derive great strength from a conviction that the world and its problems need more than ever to rely upon the core values and the productivity of a great university - that teaching, research, and service to others advance the common goals of humanity. It is this simple belief that has guided us and driven us every day over the last five years and surely it will continue to sustain us and our partners as we look forward with pride and anticipation to the next five years of the Rio Global Center. To all who have, each in their own way, provided guidance and encouragement and, occasionally, correction, we want to express a heartfelt **“Muito obrigado”**.

PARTNERS

PARTNERS



FACULTY STEERING COMMITTEE

Nothing accomplished in Brazil would have been possible without strong connections to the Columbia faculty. We have been fortunate to attract over the years a large and enthusiastic group of faculty to advise us on our growth plans.

FACULTY STEERING COMMITTEE

NARA MILANICH

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Associate Professor of History | Barnard College

GUSTAVO AZENHA

Associate Research Scholar | Institute of Latin American Studies
Director of Graduate Studies | Institute of Latin American Studies
Director | Lemman Center for Brazilian Studies

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Adjunct Professor of Earth and Environmental Sciences | Earth Institute

ADVISORY BOARD

The Rio Center's Advisory Board provides oversight and is composed of prominent academics, public figures, and business leaders. The Board meets annually and provides ongoing leadership and counsel regarding the Center's activities, constantly urging us to raise our sights and to make new connections in Brazil.

ADVISORY BOARD

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Chairman | Brava Foundation

MARCOS TROYJO

Director | BRICLab | Columbia University School of International and Public Affairs

FOUNDERS CIRCLE

The generosity of donors who believe in our mission makes possible everything that we do and provides great encouragement. We recognize and salute the members of our Founders Circle of donors who provide intellectual leadership as well as material support to the Rio Center.

FOUNDERS CIRCLE

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CARLOS ALBERTO SICUPIRA

Chairman | Brava Foundation

Opposite page: Columbia University’s new Lenfest Center For The Arts. Photo: Frank Oudeman



OUR TEAM

OUR TEAM



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Project Coordinator



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Communications Intern



RODRIGO SIQUEIRA
Finance Officer



JULIANA COELHO NETTO
Administrative Officer

OUR GLOBAL CENTERS NETWORK

The Columbia Global Centers promote and facilitate the collaborative and impactful engagement of the University’s faculty, students, and alumni with the world, to enhance understanding, address global challenges, and advance knowledge and its exchange. The Global Centers, as envisioned by President Lee C. Bollinger, were founded with the objective of connecting the local with the global, to create opportunities for shared learning and to deepen the nature of global dialogue.

Under the leadership of Professor Safwan M. Masri, Executive Vice President for Global Centers and Global Development, the nine Global Centers are located in Amman, Beijing, Istanbul, Mumbai, Nairobi, Paris, Rio de Janeiro, Santiago and Tunis. This network forms the core of Columbia’s global strategy, which is to expand the University’s ability to contribute positively to the world by advancing research and producing new knowledge on the most important issues confronting our planet.

The Columbia Global Centers engage regional experts and scholars and encourage teaching and research across disciplinary boundaries. Some of the Centers’ programs and research initiatives are country-specific, some regional, and an increasing number are multiregional, even global. The Columbia Global Centers are now well immersed in their local regions, and in a position to further leverage their contacts and expertise on behalf of the Columbia community.



AMMAN



NAIROBI



BEIJING



PARIS



ISTANBUL



SANTIAGO



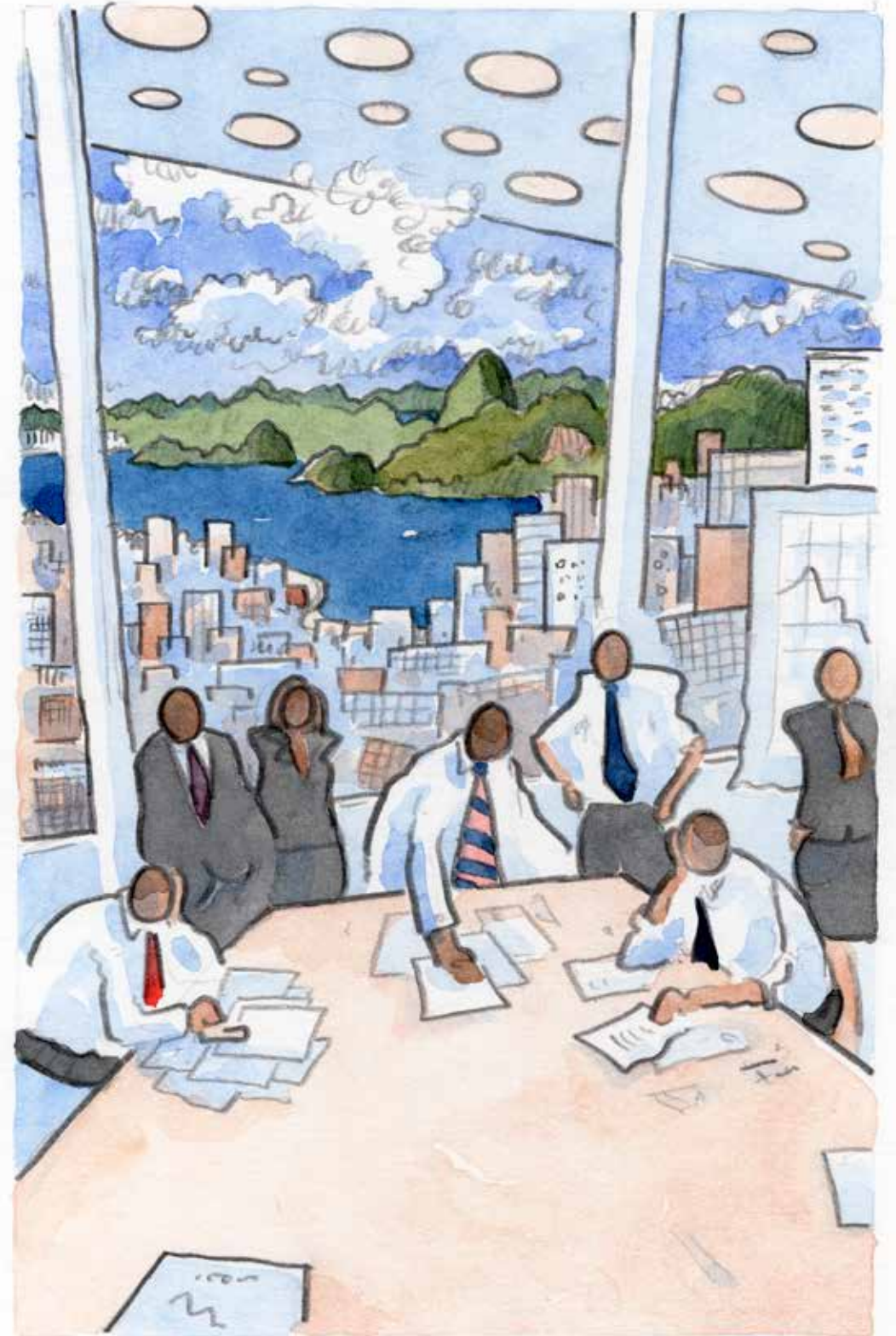
MUMBAI



TUNIS

The watercolor paintings in this report were originally created for a book produced by the Columbia Office of Alumni Affairs in 2017. The book celebrated the relationship between Columbia and Brazil and honored the munificence and vision of Jorge Paulo Lemann.

COLUMBIA GLOBAL CENTERS | RIO DE JANEIRO





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