

RENOVABR

2025



TRANSPARENCY REPORT

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RENOVABR

2025 TRANSPARENCY
REPORT

Executive Board

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01

INTRODUCTION



Eduardo Mufarej

Founder of RenovaBR



Eight years after RenovaBR was founded, we remain driven by the goals and values that have brought us this far—the transformation of Brazilian politics through the development of leaders committed to the public interest and the promotion of good governance in Brazil.

Throughout 2025, we made steady progress toward this mission, strengthening our training program to prepare new leaders to enter politics, while also providing educational support to accelerate the efforts of those seeking to run in the 2026 electoral cycle. We expanded development opportunities for our network of leaders and reaffirmed a conviction that has guided us since the beginning of this journey: the development of a leader does not end with their election. Rather, it is an ongoing process that demands continuous learning and daily commitment to more effective politics.

The training of public leaders has become a global agenda for strengthening democracy. In this context, the RenovaBR model has gained recognition beyond national borders, with similar initiatives being replicated in countries across Latin America.

We remain confident that the transformation of politics depends, above all, on people who are prepared to exercise public leadership with responsibility, ethics, and a vision for the future.

I am deeply grateful to everyone who is part of this journey—elected officials, students, partners, supporters, and advisors. It is through this network that we continue to work to develop better leaders and contribute to a better Brazil.

In 2025, RenovaBR consolidated yet another cycle of work as both a school and an accelerator, seeking to strengthen Brazilian politics through the development of public leaders. Throughout the year, we continued to refine our programs and expand development opportunities for students seeking to enter politics, administrators at various levels of government, and elected officials across our entire network—all driven by the goal of supporting those who have decided to actively contribute to improving the country through politics.

Experience shows that public service requires constant learning, the exchange of experiences, and ongoing professional development. For this reason, we continue to invest in training initiatives that accompany our leaders throughout their careers, offering them the tools and knowledge needed to tackle the increasingly complex challenges of

public administration and political representation. For eight years, we have demonstrated how RenovaBR's classroom is a space for strengthening democracy, always open to those who want to make a difference.

As a result of this work, our training model has been attracting interest in various countries, contributing to ever-broadening support for political education and the strengthening of democracies.

This journey would not be possible without the engagement of a diverse network committed to political renewal. Students, elected officials, teachers, mentors, partners, advisors, and the entire RenovaBR team—who, every day, build an environment of learning and collaboration to amplify the impact of our mission.



Rodrigo Cobra

Executive Director of RenovaBR



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ABOUT RENOVABR

Who We Are
Mission and Values
Objectives
Our Numbers





RenovaBR is a nonpartisan, nonprofit organization dedicated to training leaders committed to strengthening democracy and improving public administration in Brazil.

We work to prepare leaders who seek to transform politics through values, technical expertise, and a commitment to the public interest.

In addition to its national activities, RenovaBR also collaborates with international initiatives and organizations that share its goal of promoting good governance as a tool for making a tangible difference in people's lives.

MISSION

To strengthen democracy through the training and development of qualified, ethical political and public leaders who are prepared for the challenges of public life.

VISION

To contribute to a political system that is increasingly efficient, accountable, and attuned to the real needs of society, promoting tangible improvements in the lives of the people.

VALUES**ETHICS****TRANSPARENCY****LEARNING****DIVERSITY****REPRESENTATION**

OBJECTIVES

Selection

Identifying and developing political talent



Development

Continued education for political leaders



Management

Strengthening the RenovaBR alumni network



Our Numbers Since 2018

+165k

PEOPLE INTERESTED IN
OUR TRAINING PROGRAMS

3,633

POLITICAL LEADERS
TRAINED

440

ELECTED LEADERS
AT THE LOCAL AND
NATIONAL LEVELS

+21M

VOTES

386 ELECTED
OFFICIALS

29 POLITICAL
PARTIES

1
SENATOR

10
FEDERAL
REPRESENTATIVES

11
STATE
REPRESENTATIVES

44
MAYORS

25
DEPUTY MAYORS

296
CITY COUNCIL
MEMBERS

In early 2025, we conducted the RenovaBR Alumni Radar to update our database and map the impact of our leaders, who are constantly evolving politically and professionally.



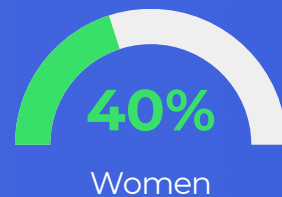
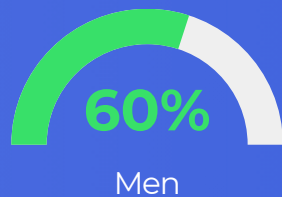
Growing since the school's first year, the RBR Alumni community is a network of political and public leaders trained by RenovaBR who, beyond the classroom, are united by a commitment to transforming Brazilian politics and strengthening democracy with courage, ethics, and innovation.

As an organization that believes political training does not end with the completion of a course but is a process of continuous learning, RenovaBR maintains constant contact with the community, offering the necessary educational support through exclusive development and networking activities and opportunities that enhance each leader's career trajectory before, during, and after a term in office.

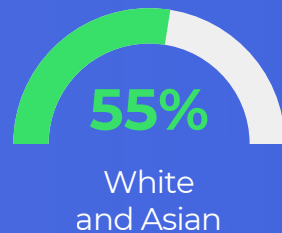
Alumni Community Profile - Radar 2025

3,633 POLITICAL LEADERS TRAINED

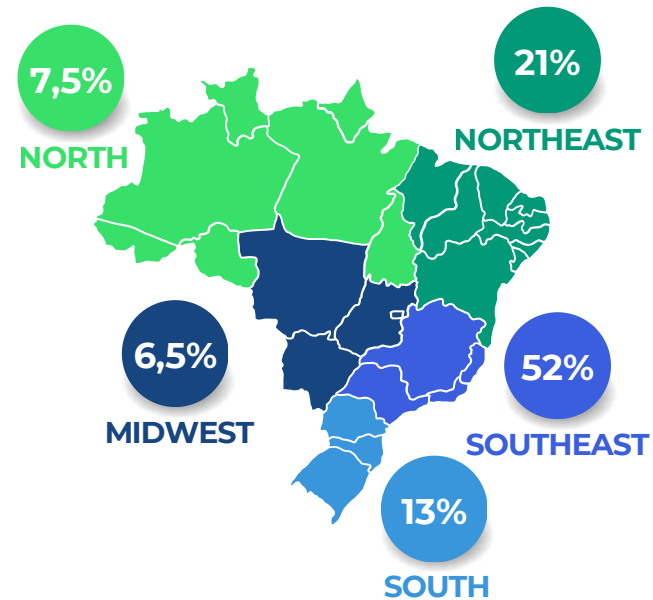
GENDER



DIVERSITY

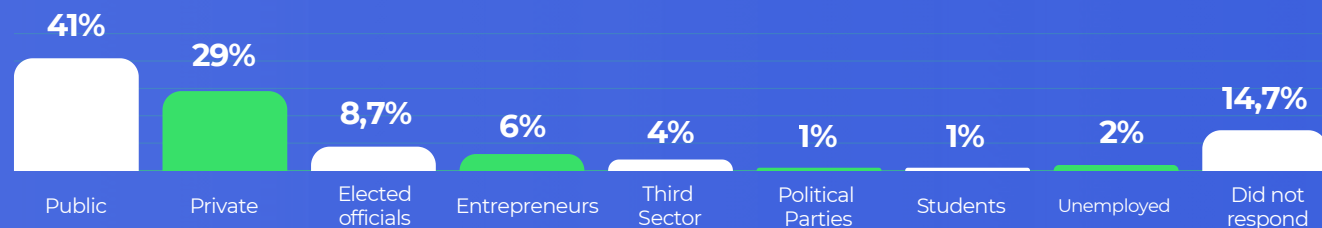


DEMOGRAPHIC BREAKDOWN



 **28**
POLITICAL PARTIES

EMPLOYMENT SECTORS



3

2025 RESULTS

2025 Results

The impact generated by RenovaBR can be measured both in numbers and in concrete changes to public life.



136

NEW LEADERS
TRAINED



+500 hours

OF CONTENT ACROSS ALL
COURSES



950

LEADERS IN PUBLIC
ADMINISTRATION POSITIONS

In 2025, we offered our flagship program and continued education courses.

Inter-American
Leadership
Program

 **94**
 **40h**



OEAS GOVERNO

RENOVA^{BR}

DEMOCRACIA+

Municipal Governance and the 2026
Elections: Political and Institutional
Balance in Local Offices

 **80**
 **12h**



OEAS GOVERNO

RENOVA^{BR}

TRACK

Municipal Public Health

Innovations and Shared
Management Opportunities

 **90**
 **1h30**

TRACK

Use of AI in Legislative
Mandates

 **58**
 **1h30**



4

ACTIVITIES IN 2025

In 2025, RenovaBR continued to stand out as the largest school for training political and public leaders in Brazil, through its ongoing work to educate and empower individuals committed to making a difference in the country's politics.

The organization's impact extends beyond the classroom, manifesting in concrete actions that transform communities and strengthen democracy.

Each year, the school reaffirms its commitment to building a new generation of political leaders, providing them with the technical framework and strategic tools they need to be prepared for the country's challenges.

Since 2018, the organization has continued to train and empower leaders committed to a more transparent, efficient, and representative Brazil.



By 2025, this mission had been consolidated through an integrated agenda that brought together core training, ongoing professional development, in-person meetings, knowledge production, social mobilization, and an international presence.



2025 LEADERSHIP TRAINING PROGRAM

Aligned with the values that guide the organization — ethics, transparency, learning, diversity, and representation — the 2025 Leadership Training program aimed to prepare new political leaders seeking to enter public life, whether in the 2026 general elections or in future elections.

In total, the program consisted of 184 hours of content, structured to provide participants with fundamental knowledge about politics and public leadership, featuring synchronous and asynchronous classes, in-person meetings, practical activities, and supplementary materials.

RenovaBR 2025 Selection

The selection process for the 2025 Leadership Training Program consisted of three stages designed to progressively assess the candidates' profiles, motivation, and skills.

+50k
INTERESTED PARTIES



PHASE 1

REGISTRATION

Submission of personal and socioeconomic information and acceptance of RenovaBR's Privacy Policy and Code of Conduct.

PHASE 2

VIDEO SUBMISSION

Personal introduction and response to a question about motivation for entering politics. Candidates also underwent an assessment of their political context and stance, which sought to understand their perspective on the political landscape and key issues related to democracy, integrity, diversity, inclusion, and community leadership.

PHASE 3

FINAL INTERVIEW

A virtual panel interview with an eliminatory nature, focused on assessing skills and attitudes consistent with the political leadership advocated by RenovaBR. This stage allowed for the evaluation of competencies such as reasoning, negotiation, clarity of ideas, and commitment to democratic values.

In this edition, participants were organized into three training tracks, based on their level of experience and current political situation.

The experiences were categorized using the Political Maturity Index (PMI), which is composed of variables organized into three categories:



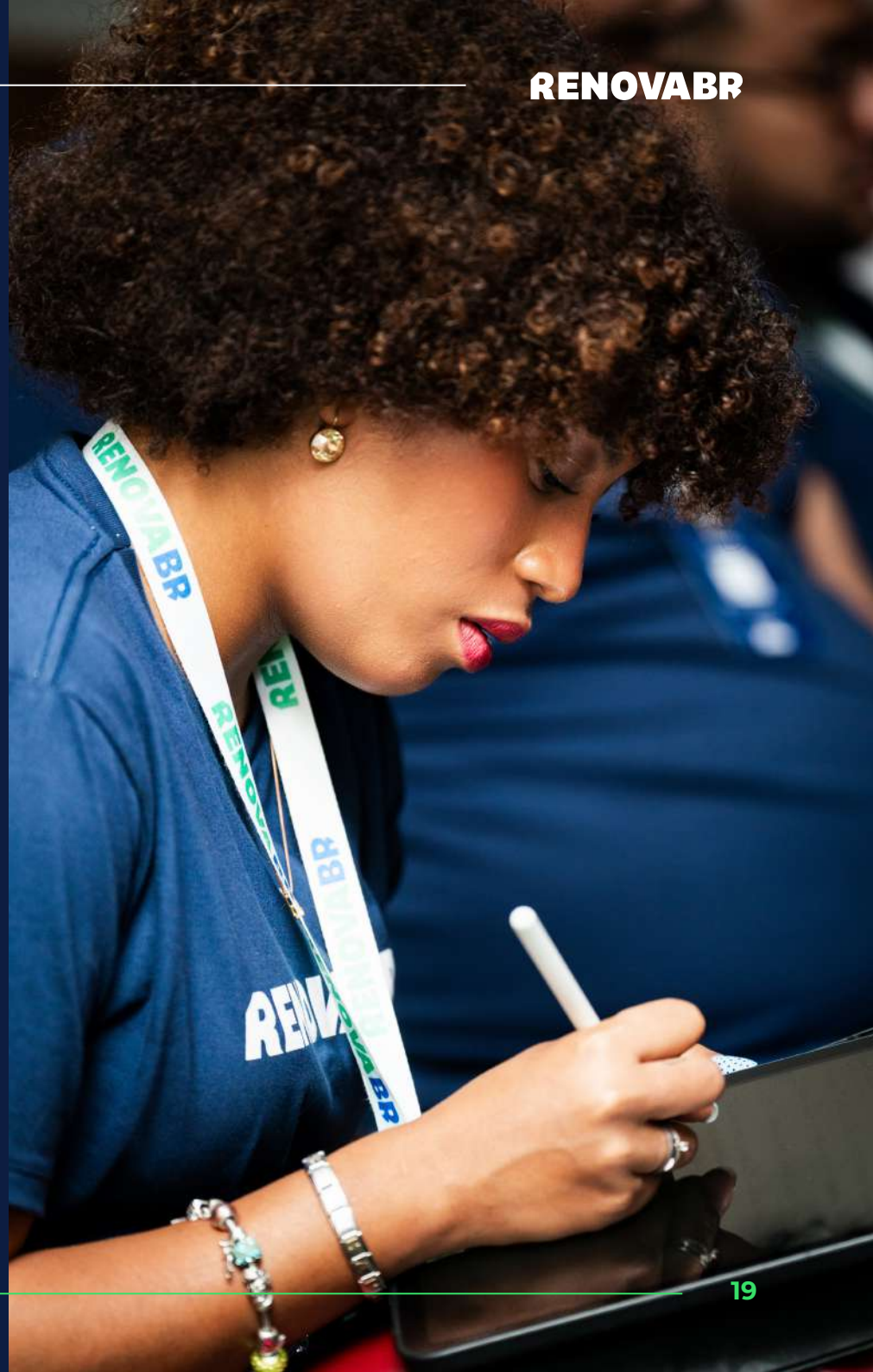
Political experience and trajectory



Political knowledge and skills



Political communication and engagement with the public





The first of these areas was assessed during the selection process, based on data from the TSE (Superior Electoral Court), supplemented by the candidates' responses on the registration form for the selection process.

According to the index, the group was divided into:

LEADERS IN ACTION



Leaders in Action:
for aspiring political leaders seeking to enter politics at the state or federal level.

PROTAGONISTS



Protagonists:
aimed at public officials with established careers who are interested in expanding their impact and strengthening their work at the state or federal level.

POLITICAL ROLE MODELS



Political Role Models:
featured leaders who had already been elected or who were prominent in the public sector, as they prepared for new challenges in higher-level political offices.

Curriculum Structure



184 hours

OF EDUCATIONAL
CONTENT



130 hours

OF SYNCHRONOUS
CLASSES



15 hours

OF ASYNCHRONOUS
CLASSES



127 hours

OF ONLINE +
IN-PERSON CLASSES



24 hours

PRACTICAL
ACTIVITIES



33 hours

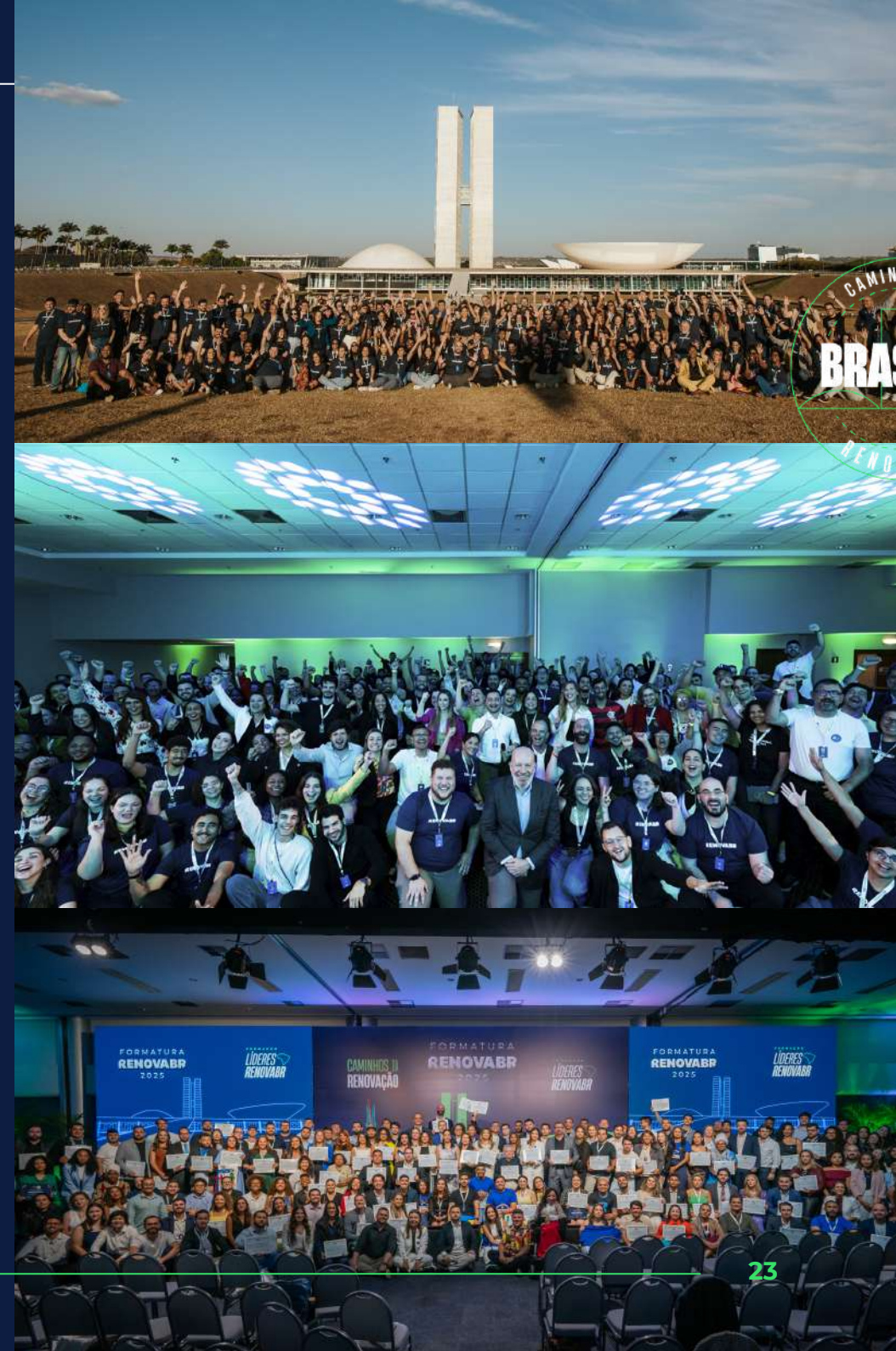
EXTRA
CONTENT

The course was structured around three pillars and eight tracks, distributing the content and creating a training pathway for leaders.

PILLAR 1: VALUES	It sought to improve students' decision-making skills and broaden their understanding of the role of public leadership in democracy.			
PILLAR 2: CHALLENGES	Designed to complement the conceptual foundation with more practical and applicable content, bringing students closer to electoral, institutional, and public management challenges.			
PILLAR 3: THEMATIC PILLAR	It engaged students in current major political debates by bringing in experts to discuss key issues relevant to the national context. The classes offered diverse perspectives on topics such as governance, public safety, structural reforms, sustainability, education, health, social development, and representation.			
KEY RESULTS	90% SURVEY RESPONSE RATE	=	99 NPS AVERAGE	9.9 AVERAGE USEFULNESS RATING



The in-person meetings of the 2025 Leaders Training program fostered integration and connection among students, experts, and leaders already active in public life.



Brasília

In Brasília, the first meeting marked the opening of the program, bringing together representatives from all regions of the country and from 19 different political parties in an environment of reflection on contemporary political challenges and the role of new leaders.

A total of 118 students from the cohort participated in the activity. Over the three days of the event, the NPS scores were 92, 99, and 92 out of a total of 100.



Andrés Valenciano
CEO of Democracia+



Angela Cignachi
Attorney



Bruno Brandão
CEO of Transparency International - Brazil



Bruno Hoffmann
CAMP



Creomar de Souza
Dharma Political Risk and Strategy



Daniel Marcelino
JOTA



Daniel Soranz
Federal Representative



Darlan Campos
Political marketing consultant



Edilene Lôbo
Member of the Superior Electoral Court (TSE)



Fábio Silva
Muda Mundo and Transforma Brasil Networks



Juarez Guedes
CAMP



Lana Faria
Legisla Brasil



Marcello Natale
CAMP



Michelle Melo
State Representative



Renato Dorgan
Political Scientist



Roberto Pontes
Professor at Instituto Brasileiro de Ensino Desenvolvimento e Pesquisa (IBDEP)



Valentina Trevor
JOTA



William Hertz
CEO and co-founder of Apis3 Group

Rio de Janeiro

The second meeting took place in Rio de Janeiro and provided an in-depth exploration of strategic issues related to public service, such as security, education, and health, combining debates, panel discussions, and hands-on workshops.

Attendance at the event increased compared to the Brasília session, with 125 participants—89.9% of the cohort—and achieved an NPS of around 90.



Aod Cunha

Economist



Duda Lima

Political Strategist



Joyce Trindade

City Councilwoman and Secretary for Women's Affairs in Rio de Janeiro



Karina Fasson

Maria Cecília Souto Vidigal Foundation



Laura Oller

CEO of VélézReyes+



Leandro Piquet

Public Safety Specialist



Lucielle Laurentino

Mayor of Bezerros (PE)



Nelson Jobim

Former Justice of the Federal Supreme Court



Paulo Gontijo

Director of Institutional Relations at Grupo Iter and RBR alumnus



Raquel Gallinati

Police Officer



Rejane Soldani

Legal Director at Fenaguardas



Renan Ferreirinha

Municipal Secretary of Education for Rio de Janeiro and RenovaBR alumnus



Silvia Lima

Advocacy Manager at the Ayrton Senna Institute



Wolff Klabin

Founder of RenovaBR



Joyce Trindade

City Councilwoman and Secretary of
Women's Affairs for the city of Rio de Janeiro

“

Political participation is urgent and is a calling —not only for those who are called to be leaders, but for all who have the desire to bring about change.

RenovaBR instills in us this sense that this space is ours as well, and that we can be part of that change.

”

“

RenovaBR was instrumental in my training and in my decision to run for office. It is essential to ensure that new people and other leaders across the country believe that they can make a difference. To transform Brazilian education as we so desire, we need good examples of public policies at the local and national levels.

”

**Renan Ferreirinha**

Secretary of Education for the city
of Rio de Janeiro

“

“We understand how important and timely it is to engage with political leaders on the topic of early childhood, to people who are committed to having a solid foundation and the information needed to advocate for this cause. Since 2018, we have participated in training sessions with RenovaBR, and we are pleased to see that the organization prioritizes this agenda in training new leaders.

”

**Karina Fasson**

Public Policy Manager at the
Maria Cecília Souto Vidigal Foundation

São Paulo

The in-person program ended in São Paulo with a ceremony marking the graduation of 136 leaders—
an opportunity to consolidate the network built over the course of the year and reinforce the importance of pluralistic, technically sound politicians committed to strengthening democracy.

The event drew strong participation, with 124 attendees, and achieved NPS scores of 97 and 91 on Saturday and Sunday, respectively.



Guilherme Russo

Director of Intelligence,
QUAEST



Juarez Guedes

CAMP



Marcello Natale

CAMP



Maya Meneguelli

Image and
Communication
Specialist - MGM



Monica Rosenberg

Attorney and
Commentator for
Jovem Pan News



Nani Blanco

CAMP



Renata Abreu

Federal
Representative



Rodrigo Cobra

Executive Director
of RenovaBR



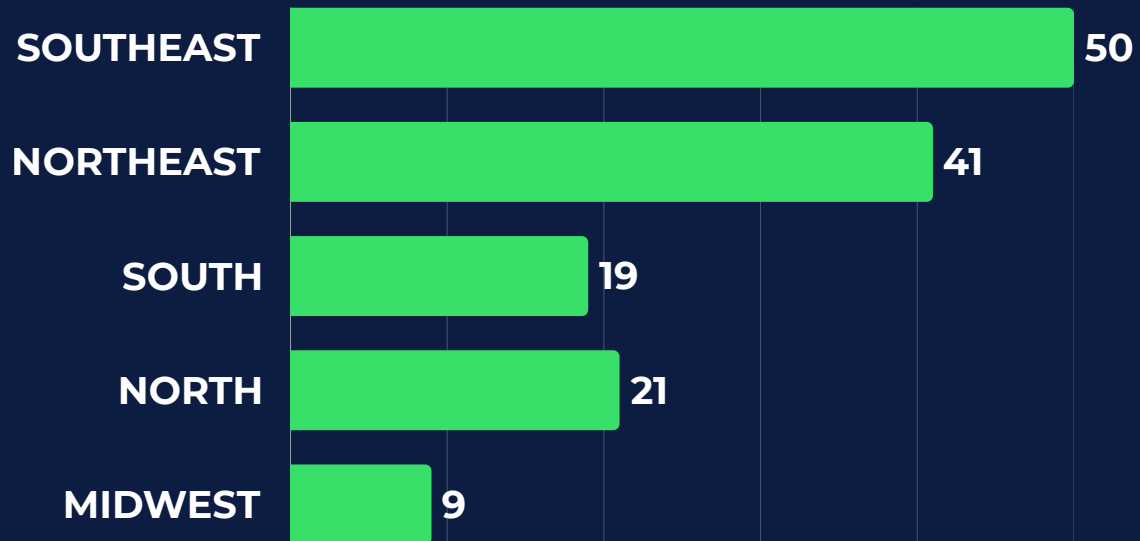
Vanessa Marques

CAMP

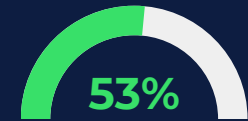
PROFILE OF THE CLASS OF 2025

136 GRADUATES

REGIONAL DIVERSITY



WOMEN



BLACK, MIXED-RACE
AND INDIGENOUS
PEOPLE



POLITICAL PARTIES

Dia de Renovar o Brasil

"Day to Renew Brazil"

"Day to Renew Brazil" is a traditional RenovaBR event consisting of one day each year when each student carries out an impactful initiative in their respective political territory. In 2025, the event was supported by Transforma Brasil and Google.org, partners who helped expand the reach, organization, and potential impact of the initiatives.



INSTITUTIONAL PARTNERSHIP:



SUPPORT:

with support from
Google.org

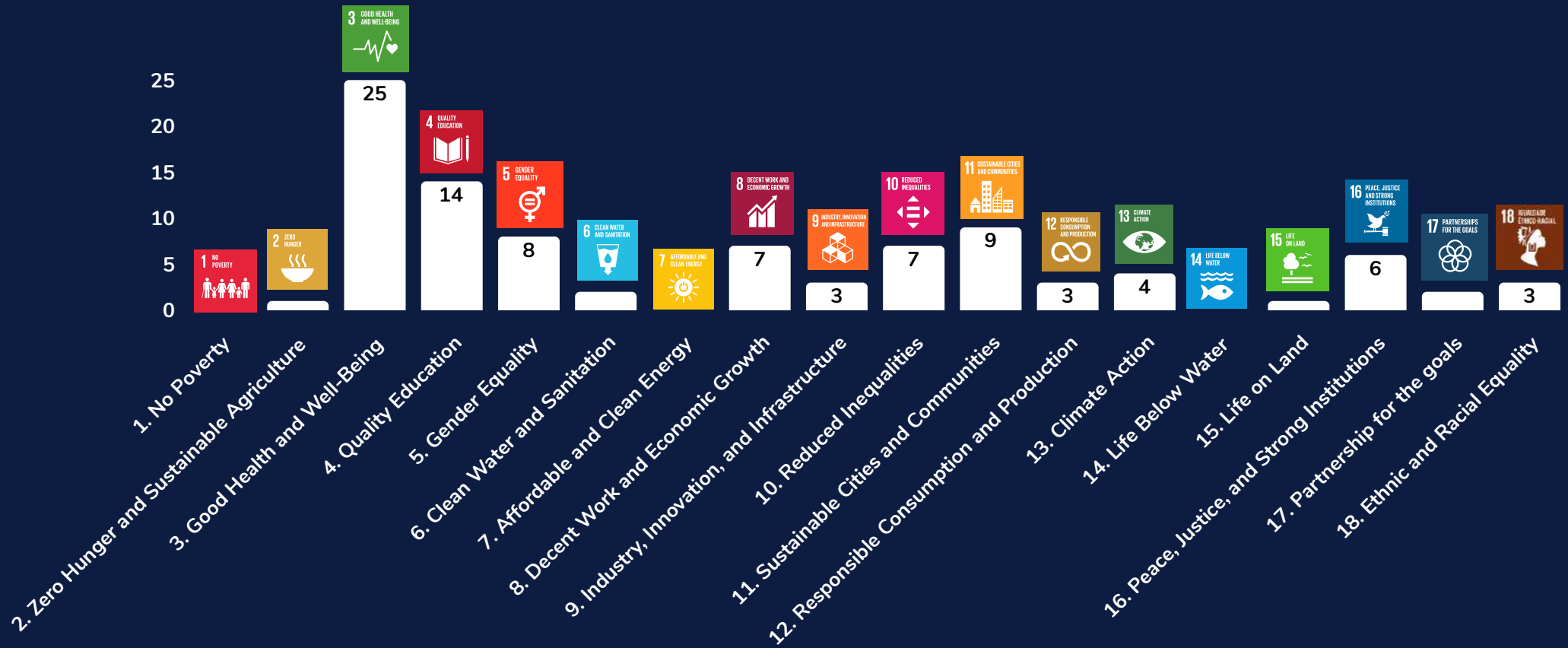


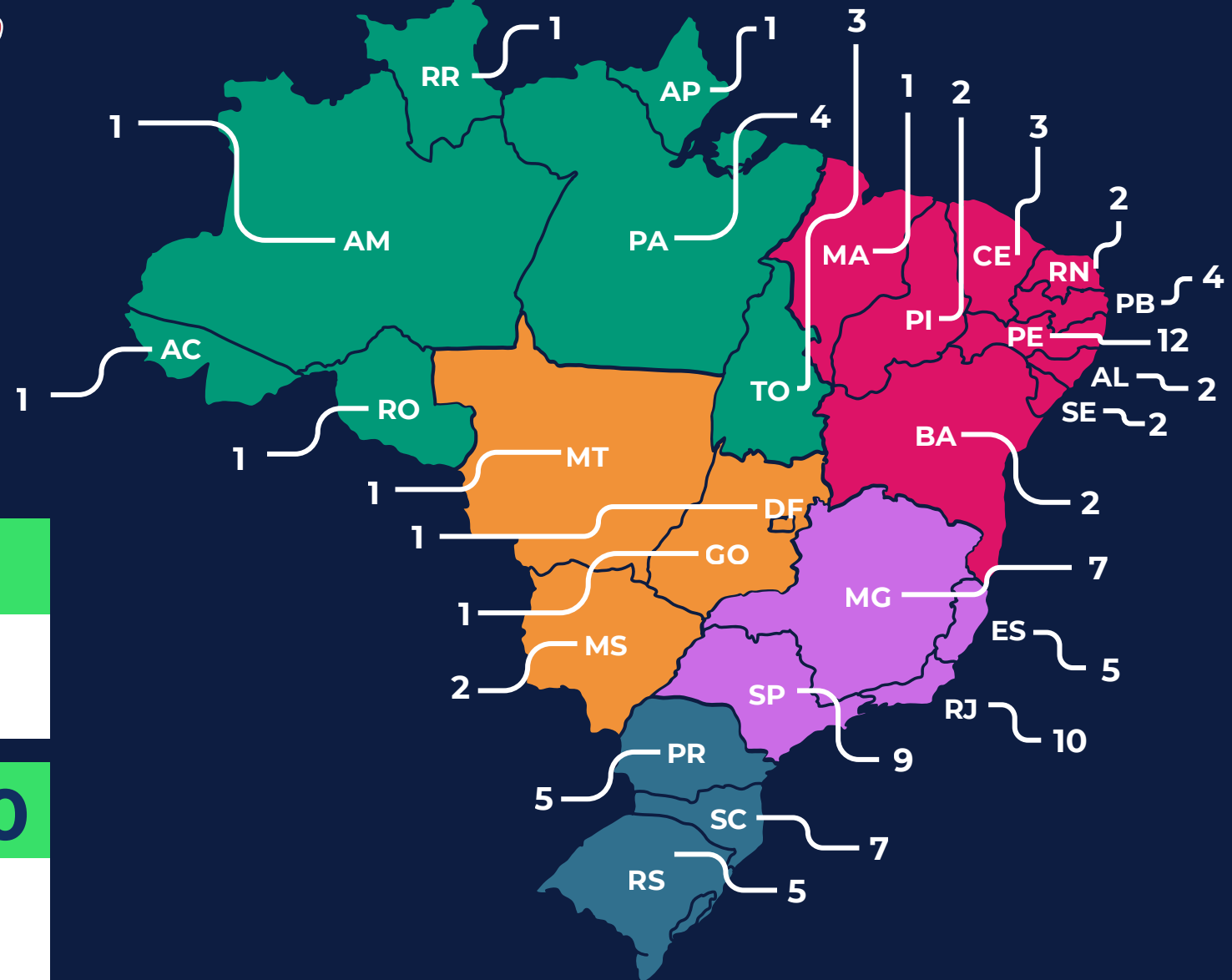


In total, 106 leaders were directly involved in the mobilization effort, including 85 participants from the 2025 Leaders Training program and 19 members of the AlumniRBR community—who, for the first time, were also able to develop initiatives.

The projects were developed individually or collectively and were aligned with the UN's Sustainable Development Goals (SDGs), covering all 18 areas monitored by the students, with an emphasis on areas such as health and well-being, quality education, gender equality, industry, innovation, and infrastructure, peace, justice, and effective institutions, and the reduction of inequalities.

106 participants and 95 projects





52,959

people
mobilized

+2,124,000

people
impacted

CONTINUED EDUCATION

Municipal Governance and the 2026 Elections: Political and Institutional Balance in Local Offices

 **80**  **12h**

PARTNERSHIP:



RenovaBR, in partnership with the School of Government of the Organization of American States (OAS), held the course “Municipal Management and the 2026 Elections: Political-Institutional Balance in Local Offices,” focused on Brazil’s political-federal dynamics and the role of local coalitions in consolidating state and federal candidacies.

The training featured lawmakers such as Carlos Lula (MA) and Michelle Melo (AC), who shared their experiences with political- party coordination. The course concluded with a 15-hour in-person session, bringing together public officials from different regions of the country. In total, 80 leaders completed the training.

“

“To strengthen democracy, it is not enough to improve rules and institutions; it is essential to develop the skills of leaders who work especially at the municipal level, where democracy is put into practice. The partnership with RenovaBR is strategic because it fosters this engagement, develops leadership, negotiation, and communication skills, and helps overcome polarization by addressing citizens’ concrete problems.

”

**Silvério Zebral**

Head of Academic and Research
Affairs, OAS School of Government

Inter-American Public Leadership Program

Developed in partnership with the School of Government of the Americas (OAS) and the Democracia+ Network, RenovaBR launched the first edition of the Inter-American Public Leadership Program. Bringing together 172 participants and connecting political training schools from six countries (Brazil, Argentina, Costa Rica, Chile, Colombia, Peru, and Uruguay), the course consisted of 40 hours of live sessions, with simultaneous translation into Portuguese, Spanish, and English.



Francis Fukuyama

Stanford University



Jean Michel Arrighi

OAS



Eduardo Mufarej

Founder of RenovaBR



Rodrigo Barrenechea

Catholic University of Uruguay



Maria Migliore

Fundar



Isabela Rahal

Climate Emergency Collaboration Group



Felipe Rigoni

Environment Secretary for the State of Espírito Santo

In the end, 94 leaders were certified, based on the minimum requirement of 70% attendance in synchronous classes, and the course achieved an overall NPS of 89, reflecting a high level of participant satisfaction.

DEMOCRACIA+

The Democracia+ Network is composed of political training schools from seven Latin American countries, united by the goal of strengthening democracy in the region through the development of public leaders.



The network includes: **Potencia Argentina, RenovaBR (Brazil), +Costa Rica, +ParaChile, Extituto (Colombia), Recambio (Peru), and +Uruguay.**

“

The partnership between Democracia+ and RenovaBR is essential for sharing knowledge and experience in training leaders committed to democracy. This example has allowed us to replicate the programs, adapting them to the political, social, and economic context of each country in the network (...) We know that democracy cannot sustain itself on its own and depends on those in power; the people who hold these positions must have the tools, training, and motivation to bring real solutions to the people.

”



**Andrés
Valenciano**

CEO of
Democracia+

COMMUNITY

RenovaBR Mayors' Meeting in Brasília

In Brasília, the RenovaBR Mayors' Meeting brought together more than 60 elected officials, including federal representatives, mayors, deputy mayors, and city council members.

The program was structured to combine technical analysis, the exchange of practical experiences, and political coordination, creating a conducive environment for developing concrete solutions.

The meeting focused primarily on discussing the challenges and solutions for public health, one of the most sensitive and strategic areas of municipal governance.





Sustainability 2025 Conference

In light of climate change and the need to address structural environmental challenges in Brazil, RenovaBR held its first **Sustainability Conference**, an initiative that brought together leaders trained by the organization to address the challenges of basic sanitation.

The Sustainability Working Group (WG) brought together 39 RenovaBR alumni from all regions of the country to develop proposals focused on the four pillars of sanitation: water supply, wastewater treatment, urban drainage, and solid waste management.

As the concluding phase of the Sustainability 2025 Journey, a technical mission was conducted in Campinas (SP), involving 25 RenovaBR leaders. Organized by SANASA (Sociedade de Abastecimento de Água e Saneamento S/A)—a national leader in basic sanitation, recognized for achieving universal service coverage in Campinas and for its high standards of governance in the sector—the technical mission provided hands-on exposure to innovative solutions, connecting participants with day-to-day operations, real-time monitoring systems, water treatment and reuse technology, and best practices in governance and long-term planning.



Launch of the Legislative Leadership Program, in partnership with Legisla Brasil

PARTNERSHIP:  **Legisla**



The 4th edition of the Legislative Leadership Program, organized by Legisla Brasil in partnership with RenovaBR, sought to strengthen the work of those behind the scenes of power who play a central role in the quality of legislative terms—chiefs of staff.

The workshop focused on strategic planning for administrations and legislative efficiency, equipping teams to transform social demands and campaign promises into structured public policies. A total of **25 participants from various regions and political parties attended and were introduced to Legisla Brasil's methodology**, which focuses on internal organization, setting priorities, goals, and indicators, and monitoring results.

Map of Municipal Electoral Inequality

RenovaBR produced the Map of Municipal Electoral Inequality, a study that analyzes representation and examines the influence of political background on the success of candidacies. Using data from the Superior Electoral Court regarding the 2016, 2020, and 2024 elections, the study examines the representation of different groups in mayoral and city council positions, as well as the distribution of campaign funds among candidates.

737

**MUNICIPALITIES DID NOT ELECT
ANY FEMALE CITY COUNCIL
MEMBER IN 2024**

0.3%

**OF CITIES ACHIEVED
RACE AND GENDER BALANCE**

18%

**OF MUNICIPAL LEGISLATIVE
SEATS ARE HELD BY WOMEN**

12%

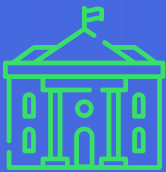
**OF BRAZILIAN MAYORS
ARE WOMEN**

2X

**HIGHER THAN THE
NATIONAL AVERAGE:**

**THIS WAS THE
ELECTORAL
SUCCESS RATE OF
FEMALE CANDIDATES
WHO GRADUATED
FROM RENOVABR**

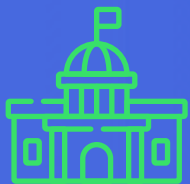
In a scenario where female city council candidates received, on average, 42% less funding than men in 2024, an analysis of the candidates that graduated from RenovaBR shows a trend reversal: among RenovaBR alumni, women received 22% more campaign funds than men.



IN MUNICIPAL LEGISLATURES

Regarding campaign funds, in 2024, female candidates for city council received 42% less than male candidates.

The overall electoral success rate for women is 6.9%, less than half that of men (17.1%). With the political training provided by RenovaBR, this rate rises to 16.1%.



IN MUNICIPAL GOVERNMENTS

In 2024, female mayoral candidates received 25% more campaign funds than their male counterparts.

Among RenovaBR graduates, the advantage was +96 percentage points for female candidates.

“

We're not just talking about numbers, but about an absence.

Women who could be sharing their experiences, advocating for urgent issues, and developing policies that reflect the needs of more than 50% of our population. **And there's a reason for this absence: women face a series of barriers not only when running for office but also when it comes to staying in politics.**

”



**Eloá
Monsores**

Business Intelligence
Manager at RenovaBR

2025 Learning Tracks

RenovaBR held two sessions for its alumni community focused on areas of growing importance in public leadership: the use of artificial intelligence in legislative offices and innovation in public health management.

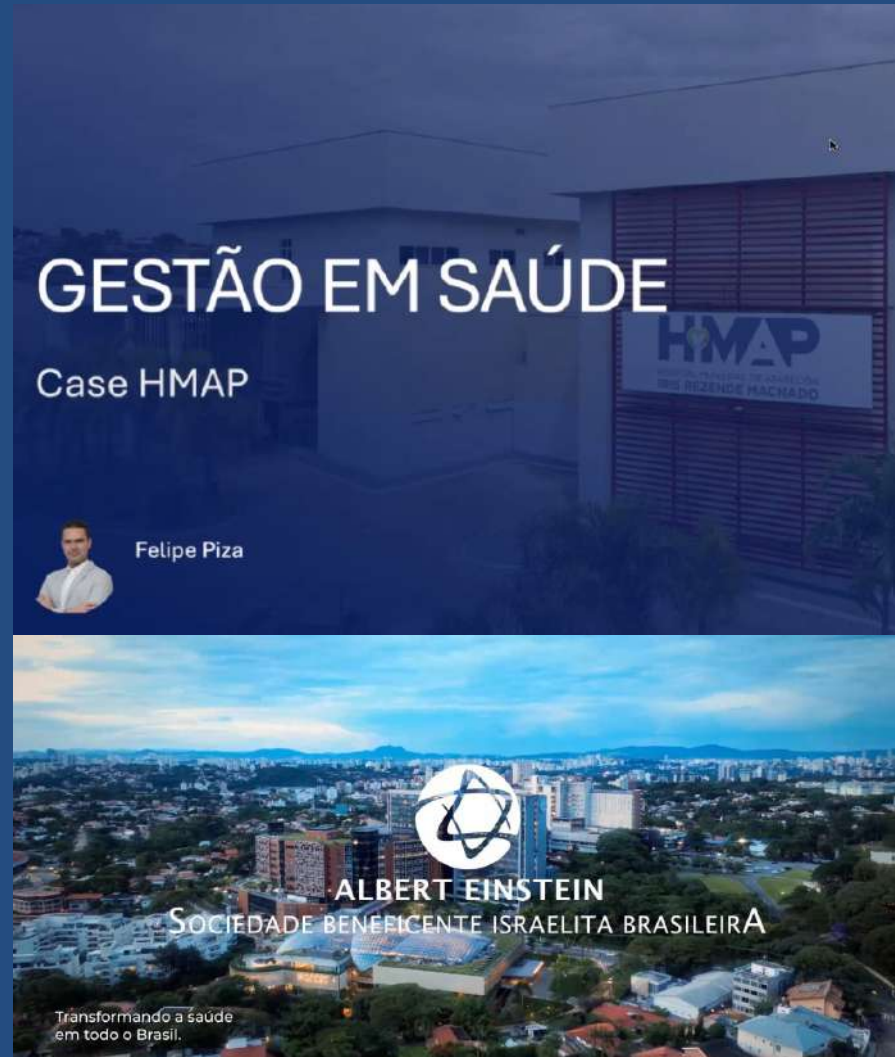
TRACK

Municipal Public Health

Shared Innovations and Opportunities in Management

The sessions, which were part of the 2025 Learning Tracks, were led by Felipe Piza, executive director of social responsibility and philanthropy at Albert Einstein Hospital, and Rafael Ornellas, medical coordinator of the institution's primary care outpatient units.

Drawing on the experience of one of the country's most renowned healthcare organizations, students discussed efficiency in primary care, management models, and strategies to expand access to public health services.



TRACK

Use of AI in Legislative Mandates

The session dedicated to the use of artificial intelligence in legislative mandates, led by Chico Alvares, Mandates Manager at Legisla Brasil, presented practical applications of the technology for data analysis, organizing requests, prioritizing agendas, and improving communication with the public.

The session highlighted how AI can increase team productivity, improve decision-making, and make legislative offices more strategic and responsive to citizens' needs.





05

PUBLIC RECOGNITION

AWARDS

— 2025 —
SPECIAL AWARD

 Better Politics Foundation

**Political Leadership
Entrepreneur of the Year
2025** - Awarded by the
Better Politics Foundation to
organizations that develop
practical solutions for
political renewal.



**For the third consecutive
year, RenovaBR was
recognized as one of the
100 Best NGOs in Brazil by
the Melhores ONGs Award.**

“

We believe that working with talented leaders from different political parties who promote democratic values is a way to help them strengthen their skills and deliver better results. For us, the partnership with RenovaBR is a fundamental part of this work and of our presence in Latin America

”



Natalia Herbst

Director of Development and Strategy for Latin America at the Better Politics Foundation.

PARTICIPATION IN EVENTS

RenovaBR's participation in strategic events throughout 2025, both nationally and internationally, strengthened the organization's brand and contributed to the development of agendas that also connect with political renewal through education.



Skoll World Forum 2025

At the Skoll World Forum 2025 in Oxford, United Kingdom, RenovaBR was invited to participate in the panel "Building Citizen-Led Movements to Reshape Civic Life," where it presented the organization's experience alongside internationally renowned figures.



World Forum for Democracy

Selected from among more than 470 initiatives worldwide, RenovaBR presented its training model at the 13th edition of the World Forum for Democracy, organized by the European Parliament. Held in Strasbourg, France, the event brought together leaders, experts, and organizations dedicated to defending democracy, promoting civic participation, and seeking solutions to contemporary challenges.



Clinton Foundation

In New York, RenovaBR participated in the Clinton Global Initiative (CGI) 2025, represented by its Director of Education, Marjorie Lynn. Alongside other prominent figures from the public, private, and philanthropic sectors, she participated in a working group on democracy, human rights, and the climate crisis.

BetterPolitics *Foundation*



This is exactly when we need each other most!

RenovaBR participated in the international immersion program held in Bogotá, Colombia, organized by the Better Politics Foundation. The event brought together representatives from more than 40 organizations across 14 countries in Latin America and the Caribbean to discuss democracy, sustainability, inclusion, and social innovation.

Better Politics Week

RenovaBR participated in Better Politics Week, which brought together political education initiatives from various Latin American countries—such as Extitute (Colombia), Recambio (Peru), and +Costa Rica—to share experiences, methodologies, and results that have been strengthening democracies in the region. The event facilitated the exchange of innovative strategies and experiences aimed at building political systems better prepared for the future, while also strengthening global networks among new-generation leaders and agents of change.





COMPOL 2025

At the Compol Brasil Summit Cidades 2025, the country's largest conference on political and institutional communications, RenovaBR emphasized the importance of communication as a tool for political renewal. Executive Director Rodrigo Cobra, Strategic Relations Manager Davi Abreu and Luma Menezes, city councilwoman of Alagoinhas (BA) and RenovaBR leader, participated in the event.



Path Festival

In São Paulo, RenovaBR brought perspectives on politics in the context of social media and artificial intelligence to the Path Festival 2025 through a panel featuring Rodrigo Cobra, RenovaBR's executive director; Humberto Dantas, a professor at the organization; and Paulo Hartung, RenovaBR's board member and former governor of Espírito Santo.



CAMP Brasil

At the 4th CAMP Democracy Awards, campaigns led by leaders trained by RenovaBR were recognized in special categories, demonstrating that the practices learned in the training classroom translate into innovative, engaging, and impactful electoral strategies.

United Nations Framework Convention on Climate Change 2025 - COP30

With COP30 taking place in Belém, Pará, leaders from RenovaBR—who have the environment among their top priorities—participated in highly relevant thematic meetings, such as a dialogue with diplomat Christiana Figueres—who led the negotiations for the Paris Agreement in 2015 — and Eduardo Mufarej, founder of RenovaBR, on the role of politics in climate action.

In the host city of COP30, these leaders established a framework linking political education with potential solutions to contemporary challenges that combine sustainability and public governance.



RenovaBR Around the World

Strengthening of the institutional brand and contribution to agendas that connect renewal, politics, and education at the national and international levels.

 **New York, USA**
Clinton Global Initiative
(Group on democracy and climate)

 **Bogotá, Colombia**
Latin American Immersion
(Debate on regional democracy)

 **São Paulo, Brazil**
CAMP Award and Path Festival
(Renewal in Practice)

 **Santa Catarina, Brazil**
Compol 2025
(Dialogues on climate policy and action)

 **Oxford, United Kingdom**
Skoll World Forum 2025
(Participation in the panel “Building citizen-led movements to reshape civic life”)

 **Berlin, Germany**
Better Politics Week
(2025 Political Leadership Entrepreneur Award)

 **Strasbourg, France**
World Forum for Democracy
(Selected from among more than 470 initiatives)

 **Belém, Brazil**
COP 30
(Dialogues on climate policy and action)

MEDIA COVERAGE

Throughout 2025, RenovaBR was featured in 71 media appearances, including interviews, news reports, articles, and op-eds in political columns in national and local media outlets such as O Globo, Estadão, Folha de São Paulo, Veja, Valor Econômico, and JOTA. Among the topics that garnered the most attention were the launch of the 2025 Leaders Training Program, the Map of Municipal Electoral Inequality, and articles on the role of women in Brazilian politics, public safety, and the strengthening of democracy.



Press Highlights

We've been featured in the country's leading newspapers, radio stations, TV channels, and podcasts, expanding the reach of our agenda and showcasing the impact of our work!



Throughout the year, there were 71 publications in the press. We appeared in Brazil's most prominent media outlets, including O Globo, Folha de S. Paulo, Valor Econômico, Estadão, Correio Braziliense, and Veja, as well as prominent political columns.



RenovaBR's Election Course Has a Majority of Women, POC Participants - **Folha de São Paulo**



RenovaBR partners with the OAS to launch a course on democracy in Latin America - **Estadão**





RenovaBR revamps election courses and begins grouping students by skill level - **Folha de São Paulo**



Survey Shows More Than 700 Brazilian Cities Have No Female City Councilors - **IstoÉ**



RenovaBR Partners with the OAS to Launch a Course on Democracy in Latin America - **VEJA**



Article: The struggle to keep women in politics - **Nexo Jornal**



2026 Elections: Candidates for legislative seats adapt their messaging to prioritize the debate on violence - **Valor Econômico**



Agenda: Anselmo Gois's Blog - **O Globo**



TAP TO ACCESS THE CONTENT

Partnership with UM BRASIL Channel

In partnership with UM Brasil, RenovaBR hosted an online meeting to discuss topics on the economic agenda, such as Administrative Reform, fiscal policy, and the impacts of the international landscape.

Additionally, a few months before COP30—which took place in November in Belém, Pará—RenovaBR, in partnership with UM Brasil and the magazine **Problemas Brasileiros** (an initiative of FecomercioSP), conducted an interview with Ambassador **André Corrêa do Lago**, the conference's president-designate.

Led by Humberto Dantas, a political scientist and a professor at RenovaBR, the conversation delved into topics such as the Conference, climate finance, Brazil's international credibility, and the private sector's role in the energy transition—crucial points for the country's economic and environmental future.

By initiating this debate in a decisive year for the global climate agenda, RenovaBR reaffirmed its role as a bridge between experts, policymakers, and society, broadening understanding of the challenges and opportunities that position Brazil as a key player in sustainable solutions.

By the end of the year, this partnership between RenovaBR and UM Brasil extended beyond one-off debates, which led to the 'Presidential Dialogues' project, a series of interviews with Latin American leaders.

PARTNERSHIP: **UM BRASIL** + **FECOMERCIO SP**



06

TRANSPARENCY



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Rogerio Chor
Salo Seibel

Sylmara Multini
Walter Schalka
Weliton Ferreira
William Lohn

PARTNERS



“

RenovaBR is a great inspiration because it believes in people and in the power of a diverse critical mass to strengthen democracy. The school's training model served as the inspiration for the Democracia+ platform, which brings together seven countries in Latin America that are also creating local solutions and learning different ways to develop more representative and effective leaders.

”

**Laura Oller**

CEO of VélezReyes+

PWC AUDIT

In keeping with our commitment to ethics and transparency, and to protect our donors' resources, we undergo an annual review and external audit of our accounts and financial statements by PwC, one of the world's largest independent audit firms.

[Access here](#)



COOPERATION AGREEMENTS



Observatório
Internacional
da Juventude

RenovaBR and the International Youth Observatory (OIJ) have established a partnership focused on training activities, technical missions in Brazil and abroad, and the joint promotion of projects and initiatives that reinforce both institutions' commitment to democracy and citizen participation.



Instituto
de Tecnologia
& Sociedade
do Rio

In the field of innovation and institutional integrity, RenovaBR has signed a cooperation agreement with the Rio de Janeiro Institute of Technology and Society (ITS Rio) to develop joint initiatives, such as classes, workshops, and outreach activities.



Through its support for “Dia de Renovar o Brasil” the partnership between RenovaBR and Transforma Brasil connected students in the 2025 Leaders Training Program with social impact initiatives in their communities, fostering a culture of civic engagement and citizen mobilization as tools that complement institutional efforts.



The collaboration between RenovaBR and CAMP Brasil—the Association of Political Marketing Professionals—reinforced a joint agenda aimed at strengthening political education in the country, bringing together technical expertise, strategic communication, and public accountability.



The partnership with JOTA, a media outlet, is part of the Jurisprudente project, a coalition dedicated to enhancing the quality of public debate through technical analyses of legal and regulatory certainty in Brazil. Promoting discussion of the Legal Certainty Index fosters greater engagement with the topic.



The cooperation between RenovaBR and the Organization of American States (OAS) takes the form of joint capacity-building initiatives, programs, and projects aimed at developing political leadership and improving public management in Brazil.

BOARD OF DIRECTORS

Our Board is composed of individuals with extensive experience and national and international recognition, who bring diverse ideas to support RenovaBR in its mission to transform politics.



Claudio Szajman



Daniella Raimundo



Eduardo Mufarej



Irina Bullara



Felipe Rigoni



Jean Marc-Etlin



Mafoane Odara



Paulo Hartung



Wolff Klabin

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Communications



Nicolly Barbosa
Education



Noemi Vieira
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Paul Lago
International
Relations



Ricardo Santos
Community



Ryan Medeiros
Strategic
Relations

DIRECTORS



Rodrigo Cobra
Executive Director



Otávio Teixeira
Operations



Ana Martins
Communications

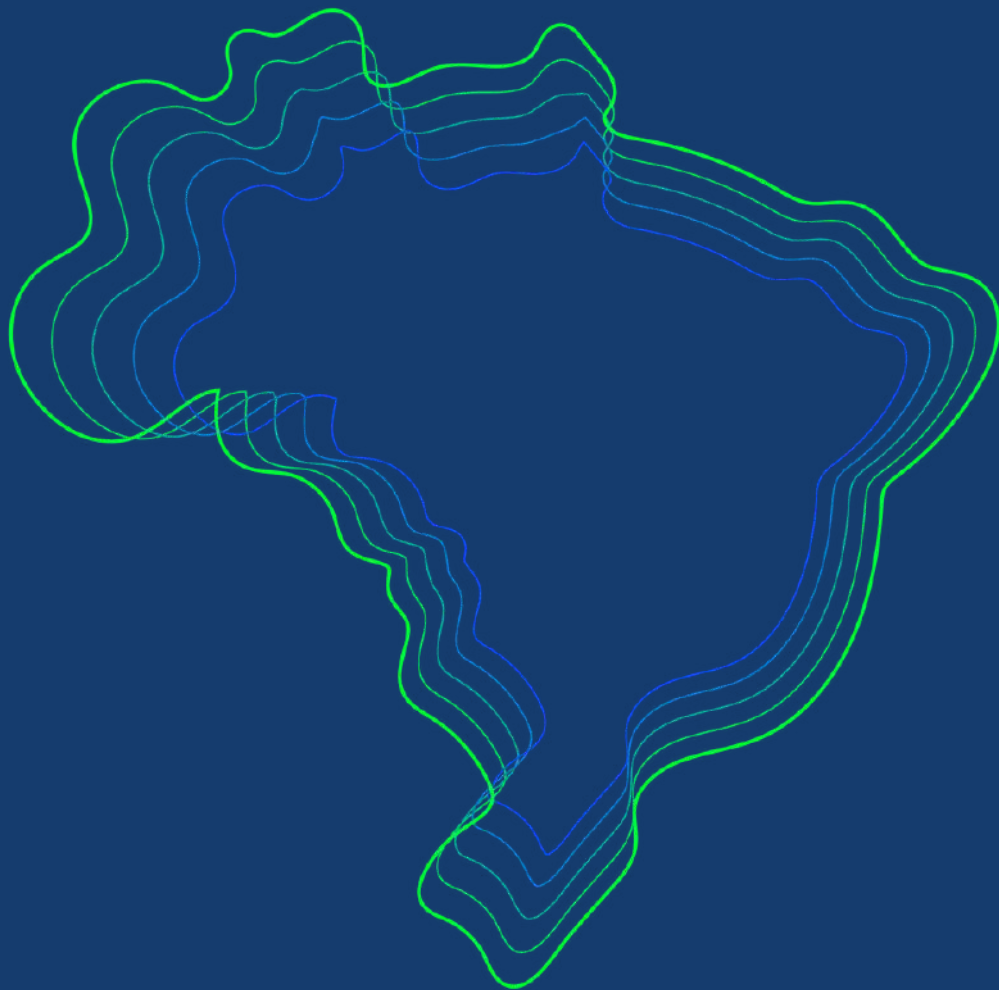


Marjorie Lynn
Education



Gabriel Moraes
Institutional
Relations

DEC/2025



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