

2009

Latin American Social Forum

“The Democratization of Giving”

Washington, D.C. June 9th-10th



PURPOSE

What is the meaning and expression of 'giving' for Latin Americans? What could be done to encourage sustainable 'democratic giving'? How to mobilize more volunteers and resources successfully?

The impulse that motivates this year's meeting is the recognition that, in dollar terms, Latin America lags behind all other regions in the amount of giving.

Latin America doesn't lack rich people or wealthy corporations. It has seen philanthropic promotion and advocacy grow in the region supported financially by multilateral organizations, private foundations, international NGOs, and the home offices of international enterprises; and run through a network of local civil society organizations, government agencies, academic institutions and corporations. Yet, Latin Americans are still perceived, even by themselves, as takers, not givers; and according to Merrill Lynch/Capgemini's 2008 'World Wealth Report,' Latin America's rich devote only 3 percent of their financial assets to charity, much less than in any other region. By comparison, Asian and American well-off people donate 12 percent of their money, while in Middle Eastern countries they give 8 percent.

Democratizing giving and making it an integral part of people's lives is a crucial goal, and during this two day meeting we would like to address the best ways to move the region in that direction.

FORMAT

The success of the meeting depends on the participants having the maximum possible level of interaction. For this reason, during our meetings we do not allow opening statements, prepared remarks, or long speeches. The commentators that we invite do not give a "keynote address," but instead they take part in a conversation with the entire group. The main idea is that all of the participants have an active role in the conversation.

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FEMSA



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AMERICAS BUSINESS COUNCIL

FP
Foreign Policy

Tuesday, June 9, 2009

Meeting Registration

12:00pm- 5:30pm

Enrique V. Iglesias Center – 1330 New York Ave., N.W.

Welcome Lunch

12:30pm- 2:00pm

IDB Headquarters – 1300 New York Ave.

Introductory Remarks

Luis Alberto Moreno, President, *Inter-American Development Bank (IDB)*

Moisés Naím, Editor-in-Chief, *FOREIGN POLICY* magazine

José Antonio Fernández, Chair of the Board and CEO, *FEMSA*

What is the Internet Doing to Philanthropy, Giving and Social Activism

2:15pm- 3:45pm

Enrique V. Iglesias Center

Randi Zuckerberg, Director, Global Marketing, Political and Social Change Initiatives, *Facebook*

Evgeny Morozov, Fellow, *Open Society Institute*; Former New Media Director, *Transitions Online (TOL)*

Vijay Ravindran, Chief Digital Officer and Senior Vice President, *The Washington Post Company*

Moderator: Moisés Naím, Editor-in-Chief, *FOREIGN POLICY*

Contact Break

3:45pm- 4:00pm

What is Blocking Progress in Latin America?

4:00pm- 5:30pm

Enrique V. Iglesias Center

Mireya Blavia de Cisneros, Co-Founder and Director, *Venezuela Sin Límites*

Álvaro Rodríguez Arregui, Chairman of the Board, *Compartamos Banco*; Co-Founder and Managing Partner, *IGNIA Partners*

Carol C. Adelman, Director, *Center for Global Prosperity, Hudson Institute*; Director, *The Index of Global Philanthropy and Remittances*; Vice-Chair, *Advisory Committee on Voluntary Foreign Aid (ACVFA)*, U.S. Agency for International Development

Moderator: Isaac Lee, Editor-in-Chief, *Poder* magazine

Contact Break

5:30pm- 5:45pm

Leveraging the Power of Celebrity: Artists Engaging Society

5:45pm- 7:15pm

Enrique V. Iglesias Center

Don Francisco, Founder, *Teletón Foundation*; Television Host, *Sábado Gigante*

Ricardo Montaner, Co-Founder, *La Ventana de los Cielos Foundation*; Award Winner Singer and Songwriter; Goodwill Ambassador, *UNICEF*

María Emma Mejía, President, *Pies Descalzos Foundation* (Created by international artist and humanitarian Shakira); Former Minister of Foreign Affairs and Education, *Government of Colombia* (1994-1998)

Moderator: Moisés Naím, Editor-in-Chief, *FOREIGN POLICY*

A Dinner Conversation with Patty Stonesifer

8:00pm- 10:00pm

Newseum – 555 Pennsylvania Ave., N.W.

Patty Stonesifer, Chair, *Smithsonian Board of Regents*; Founding CEO, *Bill and Melinda Gates Foundation*

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Wednesday, June 10, 2009

Networking Breakfast

8:30am- 9:00am

Enrique V. Iglesias Center

Models for Success: What Works and What Doesn't?

9:00am- 10:30am

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Federico Restrepo Posada, General Manager, *Empresas Públicas de Medellín (EPM)*

Pablo Gato, General Manager for the Americas, *Caja Navarra*

León Teicher, President, *Cerrejón*

Moderator: Patricia Janiot, President, *Colombianitos*; Senior Anchor, *CNN en Español*

Contact Break

10:30am- 10:45am

Unlocking Generosity: Best Practices to Promote Giving, Participation and Activism

10:45am- 12:45pm

Enrique V. Iglesias Center

Break out groups

Participants will join one of several “issues tables”. In each table, they will work and discuss with peers a selected topic. The entire group will then convene in a plenary session to present the highlights of each conversation.

Chief Moderator: Matthew Bishop, Chief Business Writer, *The Economist*; Co-Author of the revolutionary book *Philanthrocapitalism*

A Luncheon Conversation with Steve Case

1:00pm- 3:00pm

IDB Headquarters

Steve Case, Co-Founder, Former CEO and Chairman, *America Online (AOL)*; Co-Founder, *Case Foundation*; Former Vice Chair, *Committee to Encourage Corporate Philanthropy*; Award Winner, *National Mentoring Partnership Leadership*