Social Impact Investment in Tourism

Sustainable Tourism

October 15, 2014

UNWTO Themis Foundation
George Washington University

Mary Andrade
CFO/Operations  www.ashoka.org
Leadership Group Member of Ashoka
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About Us

Ashoka envisions an

Everyone A Changemaker™ world:
One that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change.
Ashoka fellow wins Nobel Peace Prize - 2014

Kailash Satyarthi, who was elected as an Ashoka fellow in 1993 for his work on child rights, has won this year’s Nobel Peace prize

Kailash founded the grassroots movement Bachpan Bachao Andolan - Save the Childhood Movement and Rugmark - a rug trademarking organization that guaranteed fair practices and no child labor. These movements have rescued over 80,000 children from the scourge of bondage, trafficking and exploitative labour in the last three decades.

Kailash Satyarthi is a renowned leader in the global movement against child labor. Today, in addition to his trademark organization Rugmark, Kailash heads the Global March Against Child Labor, a conglomeration of 2000 social-purpose organizations and trade unions in 140 countries.

http://india.ashoka.org/fellow/kailash-satyarthi
What are Social Entrepreneurs?

Social entrepreneurs are enabling the environment for safe changemaking, building bases of trust and comity, to provide scalable solutions in everyday life.

Over 20 fellows elected in the field of Sustainable Tourism across the world
Ashoka Fellows in Sustainable Tourism
MEGH ALE
Environment
Sectors: Agriculture, Conservation/Preservation, Sustainable Tourism
Target Population: Citizen Sector Organizations, Communities, Tourists

Nepal River Conservation Trust
Nepal, Asia
Transforming the way people understand the value and economic potential of Nepal’s rivers, Megh Ale is saving the rivers of Nepal through ecotourism, conservation, and cleanup through his organization, the Nepal River Conservation Trust. Megh is creating new opportunities for people in Nepal and all over the world to experience and benefit from Nepal’s rivers and waterways.
JADWIGA LOPATA

Environment

Sectors: **Agriculture**, **Cultural Preservation**, **Sustainable Tourism**

Target Population: **Communities**, **Farmers/Sharecroppers**, **Tourists**

**International Coalition to Protect Polish Countryside (ICPPC)**

Poland, **Europe**

Jadwiga Lopata is creating an alternative "eco-village" economy for rural Poland by introducing family farms to the emerging premium markets for organic produce and livestock, and building a cottage eco-tourism industry around the lifestyle of natural farming.
Civic Engagement

MANOJ BHATT
Civic Engagement
Sectors: Citizen/Community Participation, Conservation/Preservation, Sustainable Tourism
Target Population: Communities, Ecosystems, Unemployed/Working Poor

RACHNA

India, Asia
Manoj Bhatt is creating an income-generation based model of conservation which will generate supplementary cash income for rural families as well as revenue for community-based conservation projects. Manoj, through his organization, Research, Advocacy, and Communication in Himalayan Areas (RACHNA), is using tourism to assist in conservation and the greening of existing tourism infrastructure starting with his first initiative close to the source of the river Ganges.
Maria Baryamujura is developing community-based tourism that allows people to use their culture and livelihoods to benefit from tourism, create sustainable rural lifestyles, and expand tourism offerings to capitalize on the growing sector in Uganda.
SEBASTIÁN GATICA
Economic Development

Sectors: Conservation/Preservation, Natural Resource Management, Rural Development, Sustainable Tourism

Target Population: Communities, Indigenous Populations, Tourists

Travolution.org

Chile, Africa, South America
Sebastián Gatica is making rural communities become critical leaders in the burgeoning community-based tourism industry to achieve self-sufficiency, economic benefits, and community empowerment.
CECILIA ZANOTTI
Civic Engagement

Sectors: Philanthropy, Rural Development, Sustainable Tourism
Target Population: Citizen Sector Organizations, Communities, Tourists

Associação Projeto Bagagem

Brazil, South America
Cecília Zanotti is co-founder of Projeto Bagagem which brings together tourists, residents of the small, traditional communities they visit, and local social organizations to redefine tourism in Brazil while strengthening local development and fostering economic inclusion.
Social Entrepreneurs are Extraordinary Changemakers

They are men and women with system changing solutions to the world’s most urgent social problems.

They are the engines of social change, role models and mass recruiters of changemakers.
Ashoka Fellows are Leading Social Entrepreneurs

They create radically new solutions to a social problem with the potential to transform the entire sector.

**Selection Criteria**

- New Idea
- Creativity
- Entrepreneurial Quality
- High Social Impact
- Ethical Fiber
The most significant historical event of our time is the emergence of the Social Entrepreneur as the dominant force of social change around the world and the newly competitive citizen sector they are creating.

These extraordinary individuals solve critical social issues on a global scale for every area of need. They inspire others to adopt and spread their innovations – Demonstrating to all citizens that they, too, have the potential to be powerful changemakers.
Appendix
Kailash Satyarthi

By using consumer behavior to influence corporate behavior, Kailash has initiated and perpetuated ethical business practices. In the last decade, his innovative strategy of social labeling and activism has led to a 70% decrease in child labour in South Asia and released 1 million bonded labourers. In addition, he successfully spearheaded a countrywide movement to make education a Constitutional Provision which subsequently paved way for the Right of children for free and compulsory education in 2009 in India.

Kailash Satyarthi is the architect and leader of two of the largest civil society movements: the Global March Against Child Labor (GMACL), a worldwide coalition of NGOs, Teachers' Union and Trade Unions, and the Global Campaign for Education. The GMACL campaign was instrumental in the International Labour Organisation (ILO) decision to change its outdated policy on child labour. Towards this, he led the Manila wave consisting of children, heads of state and stakeholders from over 103 countries to ILO headquarters in Geneva to demand for a stronger international law against child labour, slavery, and prostitution. This campaign instigated the fastest convention ratification in ILO history, setting the standard for unacceptable forms of child labour, minimum age of employment and requirements for hazardous work.

Building on that campaign, Kailash is creating a new culture of coalition, bringing together unusual partners and stakeholders and building a collective voice. With the cooperation of NGOs, unions, religious organisations, and more importantly, rescued child labourers, Kailash helped create a global demand for an end to child labour. Using his coalition strategy, Kailash is now working on bringing child labour and slavery into the post-2015 development agenda for the Millenium Development Goals (MDGs
INTRODUCTION
Transforming the way people understand the value and economic potential of Nepal’s rivers, Megh Ale is saving the rivers of Nepal through ecotourism, conservation, and cleanup through his organization, the Nepal River Conservation Trust. Megh is creating new opportunities for people in Nepal and all over the world to experience and benefit from Nepal’s rivers and waterways.

THE NEW IDEA
Megh is changing the way river communities, politicians, and greater Nepalese society understands and provides for the conservation of Nepal’s awe-inspiring river heritage. Through the Nepal River Conservation Trust (NRCT), Megh and other like-minded river guides are creating a new standard for eco-tourism in Nepal that protects and advocates for Nepal’s river ecosystems, while also transforming the way society values Nepal’s rivers.

THE PROBLEM
Six thousand rivers and tributaries flow through the majestic Himalayas to the lowlands of the Terai in Nepal. These rivers and tributaries enrich Nepal’s river basins and valleys, providing fertile land for 85 percent of the Nepali people that depend on agriculture for subsistence. In addition, millions more in Nepal, India, and the surrounding countries also depend on the rivers for drinking water. Thousands of plant and animal species are supported by Nepal’s waterways and play important

THE STRATEGY
Transforming the way people understand the value and economic potential of Nepal’s rivers, Megh Ale is building a new set of priorities for Nepal’s people and government that include for ecotourism, conservation, cleanup, and responsible damming. Through NRCT, Megh is creating opportunities for people in Nepal to experience and benefit from Nepal’s rivers and waterways
MEGH ALE - continued

The Person

Born in Waling, Syangja, Nepal, Megh’s work is driven by a life-long love of Nepal’s rivers. Unhappy with his first school experiences, he recalls running to the river for solace, fishing, swimming, and playing in the water. He spent as much time as possible in the rivers near his village and is remembered by many of his fellow villagers, especially the elderly women, for helping them cross the river. From a young age he gained admiration from his village for saving people from drowning in the rivers’ strong currents.

Megh later found his calling as a river guide for Tiger Mountain outdoor company doing Himalayan River Expeditions. He was so successful that he soon became an operation manager for a Norwegian Rafting company in 1991. With increasing success, Megh began looking towards the future. While on a trip to U.K., he participated in an outdoor adventure program that left him awe-inspired. Convinced that there could be similar experience for tourists in Nepal, Megh came up with an innovative river-based outdoor activities program and proposed it to the Tiger Mountain Company. After the company declined his proposal, Megh started his own organization, Ultimate Descents, in 1991. With his experience and skill he managed to work as a River Guide and instructor in Austria, Switzerland, Turkey, and the U.S. during Nepal’s off season in the summer.

While business was going well, Megh became increasingly frustrated with the lack of respect for Nepal’s rivers and the potential of ecotourism. After involvement in several river conservation initiatives, Megh established the Nepal River Conservation Trust in 1995 and became a core member of the STN in 2005.
JADWIGA LOPATA - continued

INTRODUCTION
Jadwiga Lopata is creating an alternative "eco-village" economy for rural Poland by introducing family farms to the emerging premium markets for organic produce and livestock, and building a cottage eco-tourism industry around the lifestyle of natural farming.

THE NEW IDEA
Jadwiga Lopata recognized that Poland's many small family-owned farms were ideally suited to convert to organic farming methods and thereby benefit from the emerging premium market for organic produce and livestock. In order to be able to make this shift, however, supplemental income was required. Jadwiga's solution was to provide families converting to organic farming with a steady stream of visitors (mostly urban families from Western Europe) who happily pay for the opportunity to stay, eat,...

THE PROBLEM
Ironically, having successfully resisted Communist efforts to collectivize agriculture into giant state farms, Poland's substantial family farm sector may succumb to the consolidation of corporate agriculture. According to this economic model, small farms are seen as inefficient and not competitive. In their place, large-scale, highly-mechanized, mono-crop, high-chemical-input approaches are favored. The irony is that in the most advanced consumer economies that gave birth to this capital-and...

THE STRATEGY
Jadwiga is charting the way to the alternative destination: revitalized rural livelihoods. Her strategy is to demonstrate to Poland's small farmers and the Polish government that Poland need not repeat the Western experience with unsustainable large-scale agribusiness, a "sunset industry." Instead, she argues, Poland has a unique opportunity to become a world leader in the "sunrise industry" of organic farming. Like agribusiness, eco-farming has a series of corollary economic activities.
The Person

Jadwiga was born in a small village and lived there until she was eighteen, inheriting the values associated with village life, such as helping neighbors and loving nature. In grade school she and a group of friends responded to the poverty they saw around them by crafting clothes, bags, clasps, and the like from natural materials. In high school she founded a tutoring group helping others in varied subjects, especially mathematics.

The true course of her life was set when she had to resign from her post-university job in computing due to the effects that the computer was having on her eyesight. This experience caused her to begin an ongoing reflection about personal health and the way in which we organize our economies and societies. An interim period spent starting up and running a children's clothes production business confirmed her business management and entrepreneurial skills. The experience of starting a successful small business provided Jadwiga with the confidence to follow her inclination to initiate support programs for family farmers.
INTRODUCTION
Manoj Bhatt is creating an income-generation based model of conservation which will generate supplementary cash income for rural families as well as revenue for community-based conservation projects. Manoj, through his organization, Research, Advocacy, and Communication in Himalayan Areas (RACHNA), is using tourism to assist in conservation and the greening of existing tourism infrastructure starting with his first initiative close to the source of the River Ganges.

THE NEW IDEA
RACHNA’s model integrates business, community, public policy, and government programs to provide incentives to local communities to protect the Himalayan ecology. It is trying to achieve lasting conservation of these important ecosystems in a way that generates jobs and income for local people. Manoj realized that without cash incentives, it is difficult to sustain and improve peoples’ interest in conservation. His idea, therefore, revolves around the concept of “consensual tourism”:

THE PROBLEM
The ecology of the Himalayas is unique and has extensive and pervasive influence on the life of all the people living in the region. This fragile environment is greatly endangered. The deteriorating forest ecology negatively impacts the lives of the rural population in the region. In such a fragile state, even the gathering of firewood can have a severe impact. Though locals have been good at replanting trees in the area, the penchant has been for the fast growing but foreign chir pine.

THE STRATEGY
RACHNA’s model integrates business, community, and public policy and government programs to provide incentives for everyone to protect the Himalayan ecology. Manoj is trying to attain the lasting conservation of these important ecosystems in a way that generates jobs and income for local people. Without cash incentives it is difficult to sustain and increase peoples’ interest in conservation.
The Person

Manoj was born in Uttarakhand, India. After finishing school he went to Garhwal University where he studied political science. After completing college he taught in the university for a little over three years and was a student activist in the movement for a separate Uttarakhand state. (Uttarakhand was carved out of Uttar Pradesh and became an independent state in November 2000). Manoj began his career in the development sector with Shri Bhubaneshwari Mahila Ashram (SBMA) where he worked on strengthening the Panchayati Raj system in the new state of Uttarakhand. While at SBMA, Manoj and the team started RACHNA which was independently established in 2004 with him leading the organization as Executive Director. In 2005 Manoj received the Ford Foundation International Fellowships Award. As part of the award he earned a full-time professional post-graduate degree from the School of International and Public Affairs, Columbia University, New York, in environment and development.

As an orator, writer, development consultant, and social entrepreneur, Manoj has been leading projects, social movements, public policy campaigns, and organizations for sustainable development in India. His work has been recognized by several national and international organizations. He represented the Central Himalayan NGOs in the Rio+5 Earth Summit organized by the UNGASS in 1997. He was awarded a one year fellowship from Future Generations to work and learn from world-class professionals leading community development and policy initiatives in India and the U.S. Manoj was also a two-year Fellow of the Rainer Arnhold Fellows Program of the Mulago Foundation and applied theories of sustainable change and their application and growth at different scales in the U.S., India, and Nepal.

In 2007 Manoj received the Environment Protection through Incentives for Conservation (EPIC) Luce Foundation special fellowship award from Columbia Business School to write case studies on incentive- based conservation. Manoj’s academic and networking work during his studies was recognized by the university, which awarded him the Progressive Sustainability Award (2007). He has recently been selected as a Climate Change Leader by Leadership for Environment and Development, India. Manoj lives with his wife and two daughters in Dehradun.
Introduction
Maria Baryamujura is developing community-based tourism that allows people to use their culture and livelihoods to benefit from tourism, create sustainable rural lifestyles, and expand tourism offerings to capitalize on the growing sector in Uganda.

New Idea
Maria is combating urban migration by helping rural households and communities in Uganda to reap economic rewards from tourism. Her organization, Community-Based Tourism Initiatives (COBATI), is changing traditional perceptions of what constitutes tourism by turning various aspects of rural cultures and livelihoods into tourist attractions and creating income-generating activities for rural people.

The Problem
Like many countries in sub-Saharan Africa, over 80 percent of Ugandans live in rural areas. Primarily subsistence farmers, they are largely dependent on land to grow food for home consumption. Without an adequate understanding of modern economics, they sell very little of their produce for extra income. Rural farms have seen their agricultural output dwindle over the last decade. High populations and high birth rates coupled with low farm output render subsistence agriculture an unsustainable.

The Strategy
Maria’s approach is to localize the tourism industry. By first re-defining the meaning of tourism—to include cultures and unpromoted tourist attractions—she is opening up more opportunities for rural communities to participate in the lucrative tourism industry. To benefit from the new opportunities, she organizes sustainable community-based tourism enterprises within the community that provide tourists with cultural experiences. Finally, she turns these enterprises into role models for other
MARIA BARYAMUJURA - continued

The Person

In 1971 Maria Baryamujura was one of two students selected to travel with her high school teaching staff to Queen Elizabeth National Park in South Western Uganda, in recognition of her creativity as a library prefect. She had never seen such scenic beauty as the convoy drove along Uganda’s main tourist circuit. Thirty four years later she still clearly remembers the tea estates, the picnics on the escarpments overlooking crater lakes, and the amazing landscape of the great East African Rift Valley. The diner at the lodge was always full to capacity as Uganda’s tourism industry was at its peak at the time. At dinner, Maria, her fellow student and the waitresses were the only Ugandans in the hall. The rest were tourists from Europe, Americas and Asia. Maria started thinking about the communities living along the main tourist circuit and envisioned the different ways they could participate in tourism. This would be the beginning of a lifelong passion and commitment to community tourism.

Maria was born in Mbarara in southwestern Uganda. At top of her class and a high school student leader, her life was poised to be a remarkable success until 1976. As a young pregnant mother of three, she witnessed the brutal killing of her husband during the civil war. Plunged into the world of single parenthood, Maria would become a jack of all trades to survive. She has been a dairy farmer, church warden, travel agent, radio talk show host, motivational speaker, tourism consultant and airline representative, and has run a series of retail businesses.

The horrific civil war period between 1976 and 1985—Maria twice lost all her earthly possessions in the wars—would not break Maria’s childhood ambition to succeed. In 1989 she opened Safari Seekers Tours and Travel to provide tourists opportunities to interact with rural people and experience cultures. Her business acumen enabled her to rise to the top of the tourism industry between 1990 and 1996, serving as country representative for Zambia Airways and country sales agent for Royal Swazi Airlines and Cameroon Airlines. She served as the only woman board member on the Uganda Tourist Development Cooperation board. Her excellent record on the board would leave her as the only board member to pass a commission of inquiry and her records helped form the Uganda Tourist Board which currently oversees all tourism activities in the country.

Maria is a strong leader with a natural ability to connect with people. Her success as an entrepreneur and single mother has won her numerous awards. In 2001 she was recognized as a role model widow by Relate Magazine, a leading family magazine. She also initiated a radio talk show, “Self Discovery”, a self-empowerment and motivation program which provides space to people to deal with a cross section of issues affecting the lives of ordinary people.
SEBASTIáN GATICA - continued

Introduction
Sebastián Gatica is making rural communities become critical leaders in the burgeoning community-based tourism industry to achieve self-sufficiency, economic benefits, and community empowerment.

The New Idea
Sebastián is facilitating a process in which communities are taking greater control of the community-based tourism industry. While the idea of community-based tourism has become quite popular, the reality is that the vast majority of the revenue never reaches the community and its impact on development has fallen far short of original expectations. Sebastián is helping these communities to organize themselves and is providing them with financing and training.

The Problem
Community-based tourism is an idea whose time has come, in theory but not in practice. While even the largest global travel agencies and tour operators advertise their community tourism programs, the truth is that the tourists may go into the communities, but the vast majority of the money never reaches the community. Aside from low paying jobs in restaurants and hotels, the community does not receive enough economic benefit to change its pattern of development.

The Strategy
Sebastián created Travolution.org in 2009 after two years of work with community organizations in southern Chile when he started an ecotourism organization. He saw that a regional group could be far more powerful by having various, isolated communities work together. Sebastián then took two years to study for his master’s degree at the University College of London, where he met many international students interested in starting their own community-based tourism groups in their own countries.
SEBASTIÁN GATICA - continued

The Person
As a freshman in college, Sebastián was a co-founder, along with a Catholic priest and other university students, of the hugely successful Un Techo Para Mi Pais (A Roof For My Country). This project began in Chile, and helped create a spirit of volunteerism among students who helped build emergency housing in cities. Sebastián worked as a volunteer throughout college and then full-time during two of its major expansions—first into rural areas of Chile and then to other countries in Latin America.
In rural Chile, Sebastián learned firsthand about the different reality of rural life but also of the beautiful and rich countryside and cultural heritage of which people were unaware. After several years of volunteering with Un Techo, Sebastián headed the organization for two years, when he promoted the replication of this housing model in five Latin American countries, for which he raised US$4 million from IDB. Sebastián’s eight years experience with Un Techo taught him the importance of working with and not just for local communities, and helped develop his leadership skills, empathy, and ability to listen.
Sebastián’s previous experiences and his love for travel motivated him to create an ecotourism operation in the Patagonia area of southern Chile, which he maintained with his business partners, until he married and they moved to London for graduate school.
In 2009 Sebastián created Travolution.org as part of his work for his master’s degree. Ever since, he has invested all of his energy and resources into developing this initiative to increase its potential to impact rural development. Sebastián has received various acknowledgements for his youth leadership abilities: In 2003 he was recognized as one of Chile’s 100 Young Leaders in El Mercurio, the most important newspaper in Chile. In 2004, he was recognized by the Inter-American Bank as a Young Leader of Latin America and in 2009 he received a scholarship from the London Business School to join their Summer Entrepreneurship School to work on Travolution.
Sebastián’s life-changing experience with Un Techo, his experience starting an ecotourism organization and his contacts in London have helped him to understand how to assist isolated rural communities to develop the confidence to dream big dreams and turn community-based tourism from an empty marketing slogan into a reality for hundreds of previously isolated rural communities throughout the world.
INTRODUCTION
Cecília Zanotti is co-founder of Projeto Bagagem which brings together tourists, residents of the small, traditional communities they visit, and local social organizations to redefine tourism in Brazil while strengthening local development and fostering economic inclusion.

THE NEW IDEA
Cecília shows tourists a side of Brazil they wouldn’t otherwise see. Through her organization, Bagagem, she works with local nonprofits to create opportunities for visitors to interact with residents of small, impoverished communities in Brazil. Members of destination communities participate in the planning of tourist activities, which contribute to local development and promote environmental conservation. Because local culture is the main attraction, travelers have the opportunity to learn

THE PROBLEM
Tourism and development don’t always go hand-in-hand. When not locally planned, tourism can cause environmental degradation, pave the way for big businesses to replace local businesses and agriculture, impoverish of the population, and speed the disappearance of local culture.

In Brazil, tourism has been growing at an average rate of 3.5 percent a year. In the year 2000, it represented 7 percent of Brazil’s gross national product. Tourism in Brazil is likely to increase, given the...

THE STRATEGY
The core idea of Cecília’s organization, Projeto Bagagem (www.projetobagagem.org) is to create a network of community tourism projects in Brazil while working with existing local social organizations. To accomplish this, she creates targeted itineraries for visitors who are interested in learning about life in Brazil’s small traditional communities which are obtaining success through cultural, environmental or social projects involving participation.
The Person

Cecília was born in Sao Paulo. During her teen years, she went on several environmental trips, which piqued her interest in environmentalism and travel. In 1994 she enrolled in business school at Fundação Getulio Vargas, where she became active in student groups. As a member of the International Association of Students of Commercial and Economic Sciences, she developed her marketing skills, planned events, and increased the visibility of the organization within her university. Because of this work, she was selected to participate in an international interchange program with the University of Texas at Austin, where she focused on international marketing.

Upon her return to Brazil, she took an internship at Microsoft and, at the same time, helped the Center for Studies of the Third Sector of Fundação Getúlio Vargas to create an electronic magazine about the social sector. During this time, she met Ashoka Fellow Luciana Martinelli, whose work with young people she found fascinating. This, combined with her experiences at the magazine, convinced Cecília to work in civil society organizations. On another exchange, she spent one year in a voluntary program at the University of Costa Rica, where she developed fundraising and marketing activities for the national parks there.

When she returned to Brazil, she joined the Ayrton Senna Institute as a trainee and project assistant working to improve the quality of education for young people. This experience taught her about Brazil’s public education system and gave her the opportunity to travel around the country.

Her travels inspired Cecília to create the Bagagem Project in 2002, with the aim of taking tourists from different social classes to the Amazon in order to create economic opportunities for local communities and change the way tourists view both Brazil and community development. Together with the civil sector organizations of other Ashoka fellows, such as Projeto Saúde e Alegria, Bagagem began branching out to other tourist destinations. Soon Cecília had established her vision of combining tourism and local development.