

# The “Cidadaniativa” Project

Social Participation and political engagement of citizens in times of crisis in democracy



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# General objective

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To promote the exchange of experiences on issues of citizenship, politics and democracy among young people, in order to forming a network of cooperation for the elaboration of public policies and actions against corruption – (step 1).

# Specific objectives

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- To develop in the young people the civic spirit and the desire for participation and protagonism in a democracy context;
- To form new leaderships, based on the yearnings of the transformation of the political and social scene;
- To encourage the formulation of public policies in the line with the desire of youth;
- To forward projects to the legislative branch, in all its spheres (municipal, state and federal).

# The Cidadaniativa Project - Drives

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- Velocity of changes;
- Ubiquitous communication;
- Hyperconnectivity;
- Greater access to information.

# Young people discussing

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SOCIAL


POLITICS

ENVIRONMENTAL

CITIZENSHIP

# Young people loves

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engagement  participation

Why not  
politics / citizenship  
?

cooperation  colaboration

# Questions:

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- Why don't they get involved with politics?
- Why do not they exercise the role of citizen?

# Politics assumption

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\*Politics, as a human activity, unfolds as an ability to build relationships that allow the achievement of collective results, which demand, minimally, the participation of people, as well as their engagement.

\*not party politics



# Brazilian scenery

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How to give people the means to engage in the dynamics of politics, how to ensure that they actually play a more active role in this context?

\*dangerous polarization around the world

# The Cidadaniativa Project

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Format: lectures and discussion (talk show)

Audience: high school and college students (15-23 years)  
public and private

Speakers: young people sharing experiences

(Tábata Amaral, Felipe Oriá, João Villaverde e José Frederico de Lyra)

Under the Mentoring of  
Doris de Miranda Coutinho



# **The Cidadaniativa Project: goals (step 1)**

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**27 states capitals**

**500 young people (audience average per meeting) ;**

**56% answered a questionnaire;**

**+ 40% interest in citizenship, politics and democracy;**

**+ 96% intention to participate in others events about it**

# Next steps

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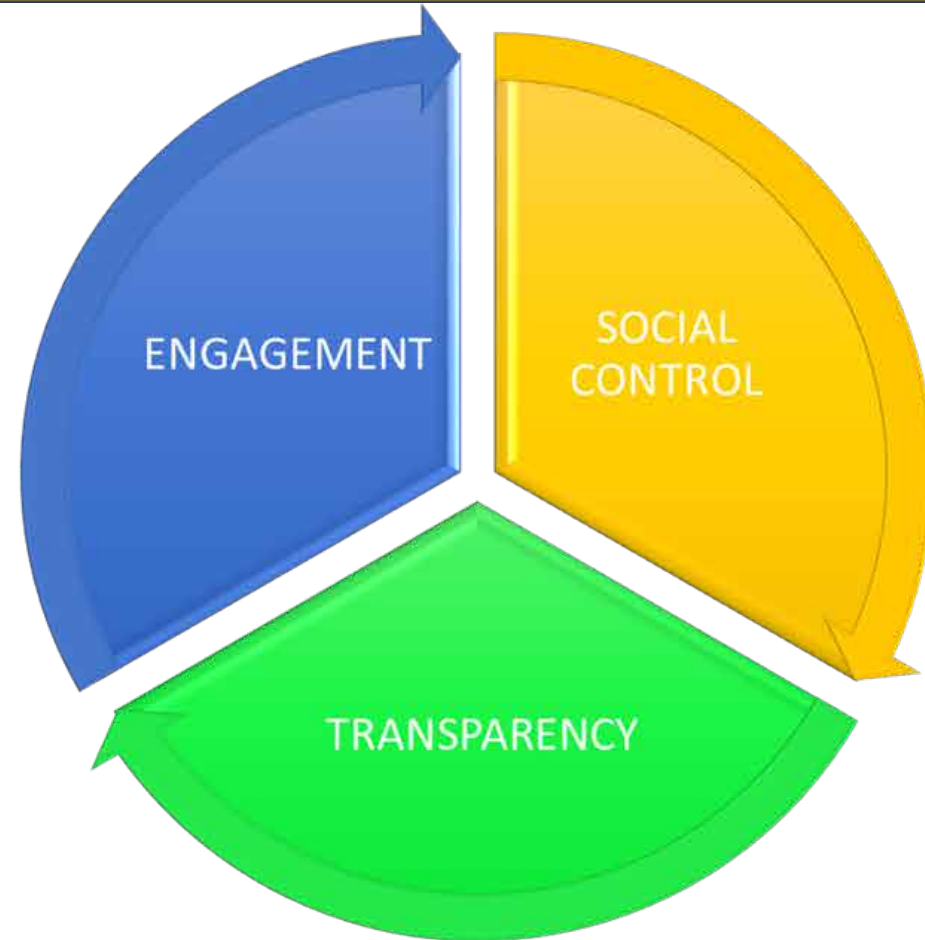
Meetings in Brasília, Fortaleza, Maceió and others – sequence of step 1

Training process to empower young people to social control – starting step 2




# Conclusion

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Fiscal transparency and engagement: if you put the numbers out, will anyone care?

Citizen  Decision





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# CidadaniATIVA

THANK YOU

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# Questions:

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## 1. Why don't they get involved with politics?

- a) they do not believe in politicians and institutions
- b) they are not served by public policies
- c) they do not have access to information on public administration
- d) operational difficulties (time, locomotion, etc)
- e) all alternatives



# Questions:

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## 2. Why do not they exercise the role of citizen?

- a) they do not know their rights
- b) they do not believe they can transform society
- c) they do not find openness in institutions
- d) they are not aware of their strength
- e) all alternatives

# Questions:

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## 3. What did you think of the Cidadaniativa project?

- a) it can be a vector of change
- b) it can lead young people to awareness of their role
- c) it can form young people who influence decisions
- d) it can form new political leaders
- e) It can't promote any of the goals above