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WELCOME TO THE 2015 LEMANN DIALOGUE!

The Lemann Dialogue is an annual collaborative initiative of Brazil Centers at Columbia University, Harvard University, Stanford University, and the University of Illinois Urbana Champaign, supported by the Lemann Foundation.

In the past decade, Brazil has undergone many dramatic changes, including economic growth, diminished poverty, expansion of educational opportunities, and the strengthening of democratic institutions. Yet the country currently is in crisis, suddenly confronting social, economic, and political challenges that call for innovative public policies to ensure sustainable and inclusive growth and efficient institutions.

The goal of 2015 Lemann Dialogue conference is to answer the following question: how is Brazil moving beyond the current crisis and towards a more effective and innovative government that is responsive to the needs of its diverse citizens?

Key topics include:

1. Innovation for Inclusive Growth;
2. Rethinking Political Institutions and Governance;
3. Governing Sustainable Cities;
4. Transforming Public Education

In this booklet you will find the conference agenda as well as brief biographies of all the speakers and moderators.
8:30-9:00am Registration/Breakfast

9:00am Welcome Remarks

**Keynote**

Tereza Campello, Minister — Ministério de Desenvolvimento Social e Combate à Fome.

**INNOVATION FOR INCLUSIVE GROWTH**

9:45-11:00am **PANEL 1 | THE CURRENT POLITICAL AND ECONOMIC LANDSCAPE**

Thomas Trebat (Moderator), Director — Columbia Global Center Rio de Janeiro

Albert Fishlow, Professor Emeritus — Columbia University | Center for Brazilian Studies

Werner Baer, Lemann Professor of Economics — University of Illinois Urbana-Champaign

Frances Hagopian, Lemann Associate Professor for Brazil Studies — Harvard University

Marcio Holland, Professor — Fundação Getúlio Vargas-SP

11:00-11:15am Coffee Break

11:15-12:30pm **PANEL 2 | POLICIES AND SOCIAL INCLUSION**

Jerry Dávila (Moderator), Lemann Professor of Brazilian History — University of Illinois Urbana-Champaign

Lena Lavinas, Professor of Economics — Universidade Federal do Rio de Janeiro (UFRJ)

Rodrigo Soares, Professor — Fundação Getúlio Vargas (FGV)-SP

Sergei Soares, Former President — Instituto de Pesquisa Econômica Aplicada (IPEA)

12:30-2:00pm Lunch

12:30-1:00pm **Lunch session:** Hacking the Bureaucracy: Innovation and public management transformation at the Brazilian Ministry of Justice

Guilherne Alberto de Almeida
General Manager for Institutional Innovation and Strategic Management | Ministério da Justiça

1:00-1:30pm **Lunch Session:** Civic Engagement: How to Mobilize through Networks

Miguel Lago and Alessandra Orofino
Founder, Meu Rio | Rede Nossas Cidades
RETHINKING POLITICAL INSTITUTIONS & GOVERNANCE

2:00-3:15pm

PANEL 3 | REFORMING REPRESENTATIVE DEMOCRACY IN THE XXI CENTURY

Gustavo Azenha (Moderator), Director — Columbia University Center for Brazilian Studies

Leonardo Avritzer, Professor — Universidade Federal de Minas Gerais (UFMG)

Paulo Sotero, Director of the Brazil Institute of the Woodrow Wilson International Center for Scholars.

Rebecca Tarlau, Postdoctoral Scholar — Stanford University

Frances Hagopian, Lemann Associate Professor for Brazil Studies — Harvard University

3:15-4:30pm PANEL 4 | TECHNOLOGY AND CITIZEN ENGAGEMENT

Bruna Santos (Moderator), Program Officer — Columbia Global Centers | Latin America (Rio de Janeiro)

Tiago Peixoto, Team Lead at the Digital Engagement Unit — World Bank

Ronaldo Lemos, Director — Instituto de Tecnologia e Sociedade (ITS)

Alexis Wichowsky, Adjunct Assistant Professor — Columbia University | School of International and Public Affairs (SIPA)

Filipe Campante, Associate Professor of Public Policy — Harvard University

4:30-4:45pm Coffee Break

4:45-6:00pm Facilitated Conversation 1: Government as a Risk Taker and Innovator

Ricardo Gandour (Moderator), Content Director — Estadão

Mary Boyce, Dean of the Columbia University Fu Foundation School of Engineering & Applied Science

Merit Janow, Dean of the Columbia University School of International and Public Affairs (SIPA)

Marcos Costa Holanda, President — Banco do Nordeste (BNB)

Marcos Troyjo, Co-Director, BRICLab Adjunct Associate Professor Columbia University School of International and Public Affairs (SIPA)

6:00-8:00pm Reception
DAY 2 | FRIDAY, NOVEMBER 20, 2015
Room 1501 SIPA Building - 420 W. 118th Street | New York, NY 10027

**Keynote**

9:00-9:30am Marina Silva, Sustainable Development Challenges — Rede Sustentabilidade (REDE)
(with introductory remarks by André Lara Resende)

**GOVERNING SUSTAINABLE CITIES**

9:30-10:45am PANEL 5 | Urban Development and City Management

Frances Hagopian (Moderator), Lemann Associate Professor for Brazil Studies — Harvard University

Rodrigo Rosa, Special Advisor to the Mayor of Rio de Janeiro and executive representative in the C40 Climate Leadership Group

Rohit T. Aggarwala, Adjunct Professor — Columbia University | School of International and Public Affairs (SIPA)

William B. Eimicke, Professor of Professional Practice — Columbia University | School of International and Public Affairs (SIPA)

Eduarda La Rocque, President - Cariocas em Ação

10:45-12:00pm

PANEL 6 | Coordinating the Flow: Addressing the Challenges of Urbanization

Guga Chacra (Moderator), Correspondent — Globo News

Clarisse Linke, Director — Institute for Transportation and Development Policy (ITDP) - Brasil

Ciro Biderman, Chief of Staff — SPTrans

Luciana Nery, Chief Resilience Officer — Rio Resiliente

12:00-12:20pm Inauguration of the Columbia University Lemann Center for Brazilian Studies

Provost John Coatsworth and Jorge Paulo Lemann

12:20-1:15pm Lunch
TRANSFORMING PUBLIC EDUCATION

1:15-2:15pm Facilitated Conversation 2: Global Perspectives: The Centrality of Teachers and Teaching

Martin Carnoy (Moderator), Vida Jacks Professor of Education — Stanford University
Claudia Costin, Senior Director for Global Education — World Bank
Susan Fuhrman, President of Teachers College — Columbia University
Chico Soares (to be confirmed), President, Instituto Nacional de Estudos e Pesquisas Educacionais Anísio Teixeira (INEP)
Thomas Kane, Walter H. Gale Professor of Education — Harvard University Graduate School of Education

2:15-3:30pm PANEL 7 | INNOVATING IN POLICY MAKING FOR EDUCATION

Henry M. Levin (Moderator), Professor of Education — Teachers College, Columbia University
Martin Carnoy, Vida Jacks Professor of Education — Stanford University
Manuel Palacios (to be confirmed), Secretary — Secretaria de Educação Básica, Ministério da Educação (MEC)
Mary Paula Arends-Kuenning, Associate Professor — University of Illinois Urbana-Champaign
Roberlayne Roballo, Secretary — Secretaria Municipal de Educação de Curitiba

3:30-3:45pm Coffee Break

3:45-5:00pm PANEL 8 | CURRENT TRENDS AND THE FUTURE OF LEARNING

Denis Mizne (Moderator), CEO — Fundação Lemann
Paulo Blikstein, Assistant Professor — Stanford University
Rossieli Soares da Silva, Secretary — Secretaria de Educação do Amazonas
Fernanda Rosa, Research Scholar — Columbia University | Center for Brazilian Studies
Eric Bettinger, Associate Professor — Stanford University

5:00-5:30pm Presentation | Management Innovation: SEEDUC Case Study
Daniella Diniz (Moderator), Program Manager — Columbia Global Centers | Latin America (Rio de Janeiro)
Antoine Lousão, Deputy Secretary — Secretaria do Estado de Educação do Rio de Janeiro (SEEDUC)
Antonio Neto, Secretary — Secretaria de Educação do Estado do Rio de Janeiro (SEEDUC)

Keynote

5:30-6:00pm Aloizio Mercadante (to be confirmed), Minister, Ministério da Educação

6:00-8:00pm Closing Reception
Tereza Campello is the Minister of Social Development in Brazil. She has held several offices and posts in the administration, including the workgroup that conceived Bolsa Família. She has taught Public Sector Economics at the University of Vale do Rio dos Sinos.

Marina Silva received a bachelor’s degree in History from Federal University of Acre in 1984 and earned postgraduate degrees in Educational Psychology and Psychoanalytic Theory. She was the Minister of Environment from 2003 to 2009. She ran for the Brazilian presidential election in 2010 and 2014.

Aloizio Mercadante holds a PhD in Economics from São Paulo State University. He has taught Economics at UNICAMP and PUC-SP. He has served in the Brazilian Congress and in the Brazilian Senate. He has also served as Minister for Science and Technology and as Chief of Staff for President Dilma. Mercadante is currently serving as Minister of Education.

Albert Fishlow is an economist, a professor emeritus of economics at the University of California, Berkeley and a professor emeritus of international and public affairs at Columbia University. He is the former director of the Columbia Institute of Latin American Studies and Center for the Study of Brazil at Columbia. He was previously the Paul A. Volcker Senior Fellow for International Economics at the Council of Foreign Relations.

Alessandra Orofino holds a degree in Economics and Human Rights from Columbia University. She has worked extensively in civil society organizations before founding Meu Rio, a digitally-powered local community of action that aims to make information of political processes accessible to a broader public.

Alexis Wichowski is an adjunct professor at Columbia SIPA in the International Media, Advocacy & Communications specialization. Alexis has worked at the U.S. State Department, and is currently Director of Research at the Harmony Institute, a boutique think-tank that conducts research and uses scientifically-grounded research methods to track how ideas expressed through media affect individuals and society.

Antoine Lousão holds a PhD in Political Philosophy from the Federal University of Rio de Janeiro. He has studied decision-making processes in the public sector. He is a public officer, serving now as a superintendent of Human Resources at the State Secretary of Education in Rio.

Antonio Neto holds a degree in Social Sciences (UFF) and in Law (UNIRIO). He has been working in the education department of Rio de Janeiro for the past 20 years. In 2015 he was appointed by the governor to be Secretary of Education.

Bruna Santos holds a Master in Public Administration from the School of International and Public Affairs, Columbia University. She is the Program Officer of the Columbia Global Centers | Latin America (Rio de Janeiro). Bruna is an Open Government advocate, being part of the Open Gov Toolkit, a project supported by the School of International and Public Affairs, and co-founder of a social enterprise that provides strategy and impact-monitoring consultancy for cause driven businesses. Previously, Bruna has led projects related to Civic Engagement in Non-Democratic Countries, such as China and Myanmar.
Ciro Biderman holds a PhD from EAESP/FGV and has conducted Post-Doctoral research at the MIT. He is a scholar and a professor of Public Administration at FGV. He is currently chief of staff at the São Paulo Transit Company (SPTrans).

Clarisse Linke holds a MSc in Social Policy, NGOs and Development from the London School of Economics and Political Science. She has worked in mobility projects in countries such as Brazil, Mozambique and Namibia. She works at the Institute for Transportation and Development Policy.

José Francisco Soares holds a PhD in Statistics from the University of Wisconsin-Madison and a Post-doctorate in Education from the University of Michigan-Ann Arbor. He was a part of the civil society movement “Todos pela Educação”. Currently, he serves as president of the National Institute for Educational Research (INEP).

Claudia Costin holds a Master in Economics from Fundação Getúlio Vargas. She has served as Secretary of Education for the City of Rio de Janeiro and has been involved with several non-profit organizations dedicated to improving education. She currently serves as Global Director of Education for the World Bank.

Daniella Diniz holds a PhD in Cultural Studies from Columbia University. She is the Program Manager at the Columbia Global Centers | Latin America (Rio de Janeiro). She has worked as associate researcher for over ten years on a wide range of disciplines, including diplomatic history, law, anthropology, sociology, and literature. She holds a BA in Sociology from the Federal University of Rio de Janeiro and two Master degrees: in Brazilian History from Universidade Federal Fluminense and a master in Latin American cultures from Columbia University.

Denis Mizne is lawyer and has been a visiting scholar at Columbia and Yale. He heads the private foundation established by global entrepreneur Jorge Paulo Lemann to increase the quality of public education in Brazil. He is also chairman of the board of Instituto Sou da Paz and serves on other boards in the areas of education, human rights and public safety.

Eduarda La Rocque was Secretary of Finance for Rio’s Municipal Government where she led the fiscal reforms that enabled Rio to achieve investment grade status. She is the president of the Security, Ethics and Citizenship Council of the Rio Chamber of Commerce (ACRio) and creator of Rio’s Pact project - for an Integrated City.

Eric Bettinger has a PhD in Economics from the MIT. He is an associate professor in the Stanford University School of Education. His research interests include the economics of education; student success and completion in college; teacher characteristics and student success in college; effects of voucher programs on both academic and non-academic outcomes.

Filipe Campante holds a PhD in Economics from Harvard University. His research has focused on topics such as the spatial distribution of population, the media, political protest and conflict, lobbying and campaign contributions, and religion.
Fernanda Rosa is a Research Associate at ILAS, conducting research on the socioeconomic and policy dimensions of the adoption of new technologies in Latin America, including a research project on the use of mobile technologies in Education and Health, with special focus in Brazil. Before joining the ILAS, she previously worked at IBOPE (Brazilian Institute of Opinion Public and Statistics) and at the Department of Education of the city of São Paulo.

Frances Hagopian is the Jorge Paulo Lemann Visiting Associate Professor for Brazil Studies in the Department of Government at Harvard University. At Harvard she is also Faculty Chair of the Brazil Studies Program of the David Rockefeller Center for Latin American Studies (DRCLAS) and Co-Chair of the Latin American Politics Graduate Workshop of the Weatherhead Center for International Affairs.

Guilherme de Almeida holds a Master in Public Administration from Columbia University. He was a part of the team that created the Marco Civil da Internet. He is currently the General Manager for Institutional Innovation and Strategic Management at the Brazilian Ministry of Justice.

Gustavo Azenha holds a Ph.D from Cornell University, with an interdisciplinary background in the social and natural sciences. His expertise focuses on social movements, advocacy, and policy dynamics in Brazil, with research and professional experiences in sustainable development, public health, and education. He currently is the director of the Center for Brazilian Studies and the Maters program in Latin American and Caribbean Studies at Columbia University’s Institute of Latin America Studies (ILAS).

Gustavo Chacra holds a Master in International Affairs from Columbia University. He is an international politics commentator for Globo News TV and a blogger for O Estado de São Paulo based in New York. In the past, he was a correspondent in Argentina, Buenos Aires, Middle East and the United Nations.

Henry M. Levin is the William Heard Kilpatrick Professor of Economics and Education at Teachers College, Columbia University. He is Co-Director of the Center for Benefit-Cost Studies in Education, (www.cbcs.org). From 1978-84 he was the Director of the Institute for Research on Educational Finance at Stanford.

Jerry Dávila is the Jorge Paulo Lemann professor of Brazilian History at the University of Illinois. Currently he is Director of the University of Illinois Lemann Institute for Brazilian Studies. He serves as President of the Conference on Latin American History, the affiliate of the American Historical Association dedicated to the study of Latin America.

Lena Lavinas holds a PhD in Economics from the Institut de Hautes Etudes d’Amérique Latine - Universite Paris III (Sorbonne-Nouvelle). She teaches Economics at Universidade Federal do Rio de Janeiro and has been an Visiting Scholar and Professor in several universities in the world. She has worked with social policy analysis at IPEA and at ILO.

Leonardo Avritzer holds a PhD in Political Sociology from New School for Social Research and a Post-Doctorate from the MIT. He is a Professor at the Universidade Federal de Minas Gerais.
Luciana Nery works as Deputy Chief Resilience Officer at the Center of Operations - City of Rio. She has been a close advisor for Mayor Eduardo Paes, leading strategic projects, such as defining the resilience priorities in the city of Rio de Janeiro. She holds a Master’s in International Business Administration from PUC-Rio/Université de Grenoble.

Manuel Palacios holds a PhD in Political Science from IUPERJ. He has served as Director of the School of Education at the Federal University of Juiz de Fora. He currently serves as National Secretary of Basic Education at the Ministry of Education.

Marcio Holland holds a PhD in Economics from Unicamp and a Post-Doctoral from University of California Berkeley. He has served on the board of BNDES and Brasilprev, and served as Secretary of Economic Policy for the Finance Ministry of Brazil. He teaches in the department of economics at Fundação Getúlio Vargas - FGV-SP.

Marcos Costa Holanda holds a PhD in Economics from University of Illinois (1993). He is currently a researcher at the National Council for Scientific and Technological Development and a Professor at Ceará Federal University. He founded and was the first CEO of the Institute for Economic Research and Strategy of Ceará (IPECE). In 2015 he became president of Banco do Nordeste.

Marcos Troyjo holds a PhD in Sociology from Universidade de São Paulo. He is Co-Director of Columbia University’s BRICLab. He also founded a think tank for entrepreneurship named the Center for Business Diplomacy. He writes for several newspapers and magazines, including a weekly contribution to Folha de São Paulo.

Martin Carnoy holds a PhD in Economics from the University of Chicago. He is a labor economist with a special interest in the political economy of the educational system. He specializes in comparative analysis.

Mary Paula Arends-Kuenning holds a PhD in Economics from Michigan University. She is a faculty member at the University of Illinois at Urbana-Champaign. She is affiliated with the Center for Latin American and Caribbean Studies and has been focusing her research on education and capacity development in Latin America.

Mary C. Boyce is Dean of Engineering at The Fu Foundation School of Engineering and Applied Science at Columbia University in the City of New York and the Morris A. and Alma Schapiro Professor of Engineering. Prior to joining Columbia, Dean Boyce served on the faculty of the Massachusetts Institute of Technology (MIT) for over 25 years, leading the Mechanical Engineering Department from 2008 to 2013.

Merit E. Janow is an internationally recognized expert in international trade and investment, with extensive experience in academia, government, international organizations and business. In addition, she has had a life-long involvement with Asia and is an expert in that region. For the past 18 years, Merit E. Janow has been a Professor of Practice at Columbia University's School of International and Public Affairs (SIPA) and affiliated faculty at Columbia Law School.
**Miguel Lago** holds a master degree in Public Affairs from Sciences-Po Paris. He is President Director and Co-Founder of Nossas Cidades a locally-focused platform and network for civic engagement and people-powered political action.

**Paulo Blikstein** holds a PhD from the Center for Connected Learning and Computer-Based Modeling at Northwestern University. He is an assistant professor at Stanford University’s School of Education.

**Paulo Sotero** holds a Master in Journalism and Public Affairs from the American University. He was the Washington correspondent for Estado de S.Paulo newspaper for almost two decades, and was often invited to be a guest commentator at news channels. He is a member of the faculty of International Affairs at George Washington University and serves as Director of the Brazil Institute of the Woodrow Wilson International Center for Scholars.

**Ricardo Gandour** holds a Bachelor in Journalism (Cásper Líbero Foundation, Brazil) and Civil Engineering (São Paulo University, Brazil). He is the editor-in-chief of O Estado de S.Paulo and the Chief Content Officer of Estado Group and the Associate Professor in Communications at ESPM (Escola Superior de Propaganda e Marketing). He will be a visiting scholar in the journalism school at Columbia University in the spring 2016.

**Rebecca Tarlau** holds a Ph.D. in Social and Cultural Studies from the UC-Berkeley Graduate School of Education. She is a postdoctoral scholar at the Lemann Center for Educational Entrepreneurship and Innovation in Brazil. Her research aims to understand how social movements can affect the education in Brazil.

**Roberlayne Roballo** holds a PhD in Education from the Federal University of Paraná, where she teaches at the department of School Planning and Administration. She currently serves as Secretary of Education in the City of Curitiba.

**Rodrigo Rosa** is the Special Advisor to the C40 Chair and the executive representative of the City of Rio de Janeiro in the C40 Climate Leadership Group. He represents the Chair in situations when Mayor Paes cannot participate himself. Since 2009, Rodrigo has been serving as Special Advisor to the Mayor of Rio de Janeiro, Eduardo Paes, on sustainability and innovation policies.

**Rodrigo Soares** holds a PhD in Economics from the University of Chicago. He is a Professor at the School of Economics of the Getulio Vargas Foundation. He develops research on Economic Development, Population and Crime.

**Rohit T. “Rit” Aggarwala** is an experienced executive and thought leader in sustainability, environmental, and urban issues. A member of the team building Sidewalk Labs, an urban innovation firm founded by Dan Doctoroff and Google, he is also the co-chair of the Regional Plan Association’s Fourth Regional Plan for the New York metropolitan area and an adjunct professor at Columbia University’s School of International and Public Affairs.
Rossieli Soares da Silva is a Brazilian lawyer. He currently serves as State Secretary of Education at Amazonas. Prior, he has served as Director of Planning in the secretary, where he implemented important projects such as the System for Evaluation of the Educational Development.

Sergei Soares holds a PhD in Economics from the University of Brasília (UnB). He has worked in the ministry of education and for the World Bank on topics related to education. He has been working for IPEA for 16 years, and has served as president of the Institute.

Susan Fuhrman holds a Ph.D. in Political Economy from Teachers College, Columbia University. Dr. Fuhrman's research interests include state policy design, accountability, deregulation, and intergovernmental relationships. She is the president of Teachers College.

Thomas Kane is an economist and Walter H. Gale Professor of Education at the Harvard Graduate School of Education. He is faculty director of the Center for Education Policy Research. Between 2009 and 2012, he directed the Measures of Effective Teaching project for the Bill & Melinda Gates Foundation.

Thomas J. Trebat holds a PhD in Economics from Vanderbilt University and has done extensive research on Brazil, within academia and while working in private sector. He is the Director of the Columbia Global Centers | Latin America (Rio de Janeiro).

Tiago Peixoto holds a PhD and a Masters in Political Science from the European University Institute. He is a Team Lead at the World Bank’s Digital Engagement Unit his work focuses on the intersection of technology, citizen engagement and governance. At the World Bank he works with governments to leverage technology-enabled solutions for better public policies and services.

Werner Baer holds a PhD in Economics from Harvard University. He is an economist at the University of Illinois Urbana-Champaign and the Jorge Lemann Professor of Economics. His research centers on Latin America’s industrialization and economic development.

William B. Eimicke is the founding director of the Picker Center for Executive Education of Columbia University’s School of International and Public Affairs. Eimicke teaches courses in public management, applied policy analysis, and management innovation. He also teaches at Peking University, the National University of Singapore and the Universidad Externado de Colombia.
Founded in 2002 by Jorge Paulo Lemann, the Lemann Foundation is a non-for-profit family organization. Through our initiatives and actions we seek to contribute so that by 2018 Brazil will have high-quality innovative solutions in the educational life of 30 million people; 200,000 more teachers able to guarantee the learning of all students; a clear standard of high expectations about what all students are required to learn and 65 leaders promoting and accelerating high-impact social transformations.

COLUMBIA CENTER FOR BRAZILIAN STUDIES

Established in 2001, the Center for Brazilian Studies was created to offer a place for scholars and students to pursue and share research and scholarship on Brazil. In carrying out its academic mission, the Center stimulates new research and debate on Brazil. The Center is committed to training future leaders for careers in research, government, and the private sector related to Brazil. Serving as the key focal point for all students and faculty at Columbia with interest in Brazil, the Center organizes public lectures, events, and courses focused on Brazil. In addition, through its Visiting Scholars and Professional Fellows programs, the Center hosts numerous Brazilian academic and policy experts. The Center also helps to promote research collaborations between the Columbia community and Brazilian scholars and institutions, working closely with the Columbia University Global Center Rio de Janeiro.

COLUMBIA GLOBAL CENTERS | LATIN AMERICA

The Columbia Global Center | Latin America (Rio de Janeiro) promotes and facilitates collaborative and impactful engagement between its broad network of local partners and Columbia University faculty, students and alumni. Our mission is to improve the understanding of global challenges through a transdisciplinary, transcultural and applied perspective constantly expanding our network.