

BNP PARIBAS PRIZE FOR INDIVIDUAL PHILANTHROPY 2012

The BNP Paribas Prize for Individual Philanthropy, now celebrating its fifth consecutive year, honored two new laureates at a ceremony in Paris on the evening of June 20

EVENT | 2012 award ceremony Creating concrete and sustainable change through the lives of young people

The winners of the fifth BNP Paribas Prize for Individual Philanthropy were announced at a ceremony held in Paris on the evening of June 20. The grand prize went to Viviane Senna da Silva Lalli of the Instituto Ayrton Senna for her work with the Brazilian educational system, while the special prize was awarded to Michael de Giorgio, founder of Greenhouse, an organization that uses sports to help improve the lives of disadvantaged children in London.

Grand prize
In accepting the award from Jean-Laurent Bonnafé, chief executive officer of BNP Paribas, Senna da Silva Lalli said: "I feel particularly grateful because with this prize we had the opportunity to highlight the need to offer children and young people who study in public schools real opportunities to fully develop their potential."

The Instituto Ayrton Senna was founded by Senna da Silva Lalli in 1994 a few months after her brother, the three-time Formula One champion Ayrton Senna, died in a racing accident at the age of 34. Having prospered from his career, the charismatic Ayrton Senna, a beloved figure in Brazil and renowned throughout the world, had often given money privately to help Brazilian street children, but he wanted to create something more structured and permanent for his country. Not long before he died, he asked his sister to look into setting up an organization that would provide better educational opportunities for Brazilian children.

While the idea originated with her brother and the Instituto Ayrton Senna was created with funds from his legacy, it was Senna da Silva Lalli who turned it into the thriving organization it is today and keeps it going with the added help of outside fund-raising to supplement its endowment. The institute, which provides teacher-training programs as well as teaching materials and methods to schools all over Brazil, boosts the

quality of the national educational system and helps millions of children stay in school and live better lives thanks to the improved quality of their schooling.

Special prize

Michael de Giorgio, founder of Greenhouse, also wanted to do something to help disadvantaged children on his home turf. In 2002, the retired financial consultant had the idea of reaching out to kids in poor neighborhoods by involving them in sports and performing arts through their schools. His charity, Greenhouse, hires and trains coaches who not only get the young people involved in sports activities, but also provide role models and act as mentors for them.

In accepting the prize, he said that winning the prize was an "endorsement that sport, when used in the right way, can make a real difference to the lives of young people in disadvantaged communities."

The prizes were awarded at a ceremony held at the headquarters of BNP Paribas in the heart of Paris, in the presence of high-profile international philanthropists and experts on the subject. This year, jury members were Professor Suzanne Berger, Yann Artus Bertrand, Michael Golden, Lorenz von Habsburg, Anand Mahindra, Maria Nowak, Jacques Rigaud, Louis Schweitzer, Professor Aranya Sen, Rahmi Koc (representing the Koc family, the 2011 grand prize winner) and Peter Carey (the 2011 special prize winner).

"Says Berger of this year's grand prize winner: 'Viviane Senna da Silva Lalli represents a shining example of all the best and deepest impulses that motivate individual philanthropy: recognizing a burning human problem, realizing that you will have the will and resources to bring about change on that problem and committing to making that difference.'"

As it is each year, the ceremony was preceded by a debate. This year's topic, introduced by BNP Paribas



Wealth Management Senior Consultant François Diebisse, was "Can Philanthropy Be Inherited?" The discussion, moderated by Anne-Claire Pache, holder of the Philanthropy Chair at the French business school ESSEC, took place between Marc Ladreit de Lacharrière, who created the Fondation Culture et Diversité in 2006 to help provide art education to special-needs students, and his daughter, Éléonore

Ladreit de Lacharrière, the foundation's executive director. They talked about the tricky business of passing on a foundation to one's heirs, who may or may not be interested in continuing its work.

The BNP Paribas Prize for Individual Philanthropy was created in 2008 by BNP Paribas as a way of drawing attention to the sustainable achievements of exemplary philanthropists and, at the same time,

to provide role models for their clients and other philanthropists. The grand prize winner is chosen for laudable dedication, professionalism and results, and is awarded a trophy book produced by the bank and dedicated to his or her philanthropic activities. The special prize award is based on strong personal involvement in a local project and includes a cash prize of €50,000 (\$62,000).

SPECIAL PRIZE WINNER | Michael de Giorgio, Greenhouse Enlisting the power of sports as an agent for social change

Michael de Giorgio, a sporting man and a supporter of England's Chelsea soccer team, has long believed in the power of sports as a vector for social change. "It's something that has helped me and given me support," he says. "And for foreigners in England, it's an important way of making friends and breaking down barriers."

The belief had laid the ground for the moment of inspiration that occurred one day when de Giorgio picked up his son from a private school in London and noticed its playing fields lying empty. Why not put them to use for the benefit of other kids, he thought, who are not as fortunate?

After selling his financial consultancy, Portman Consultants, in 2002, he had been looking around for a cause to support and had been donating to other people's programs, but he was dissatisfied with the way they were run. "I felt like I was paying for expenses without seeing good outcomes," he says. He saw those empty playing fields as an opportunity to set up his own charity, which he named Greenhouse. He persuaded the school to let young people from poorer parts of London use the sports fields during the summer.

The idea caught on, and other schools volunteered their fields, but transporting the kids to the different parts of town proved too complicated and time-consuming, so de Giorgio eventually changed the model, choosing other sports that could be played in facilities in the participants' own schools.

Greenhouse also began to hire and train its own coaches, who work in the schools during both the school year and holidays and see the same kids on a regular basis, acting as mentors to them. "That's how you can have an impact on these young people," he says. "If you say, come and do some extra math, no one wants to come, but if you say come and play table tennis with our cool coaches, that's a different story." Because the coaches, some of whom are Olympic champions, are trained by Greenhouse and have a permanent presence in the schools, they are also more likely to influence other aspects of the kids' lives. "Sports is a great carrot for young people," de Giorgio says. "Once you can get them in, you can help them with their health, diet, education, discipline and more."

Greenhouse now has 45 programs in London — 38 in secondary schools, eight in special educational needs schools and five community programs — as well as outreach programs to 20 primary schools. The schools are located in areas where 70 percent of young people live in poverty. The 10,000 children coached by Greenhouse annually show not only improved self-confidence, self-discipline, motivation and happiness at school, but also score a full grade higher than their fellow pupils in English and mathematics. Compared with their peers, they also have better school attendance and fewer poor behavior reports.

Greenhouse also uses performing arts as a way of involving young people, and is trying to reach out to

more girls through such activities as dance and by recruiting more female coaches.

Says jury member Suzanne Berger: "This year's award to Michael de Giorgio shows how innovation in philanthropy can come about through identifying new and efficient ways of meeting great need: it takes an innovator like Michael de Giorgio to see that the under-utilized sports facilities in some privileged schools in London could, with the proper organization, be used by many other children."

In addition to contributing his own money to Greenhouse, de Giorgio works full time as its unpaid chief executive officer. Aware that charities often have a reputation for being poorly managed, he runs Greenhouse like a business, ensuring that every penny is spent properly. He is also concerned about the sustainability of the organization and is building a management team that will enable it to survive after he leaves.

With the Olympics coming to London, de Giorgio is hoping that the power of sport as an agent for social change will not be overlooked during the excitement of the Games. ■



Michael de Giorgio's Greenhouse project now has 45 programs in London schools.

CASE STUDY | Greenhouse A young life transformed through basketball

18-year-old Bruce-Tagoe, 18, is a shining example of Michael de Giorgio's belief in the power of sports to create social change. When he was 14 going on 15, he says, his coach, Predrag Krneta, named him to the Greenhouse Giants basketball team, making him the youngest player not only on the team but also in the league, which plays all over England. He made a vow to himself, which he kept, to never miss practice or a single class from then on. "During the year I would play a few minutes of each game, traveling to different cities and getting experience," he says. "I took more responsibility for myself and matured a lot during this year."

He also met other players from different countries and backgrounds and "learned a lot about the world," he says. As he got stronger and healthier, his grades improved. He notes wryly that he didn't think his teachers "would have predicted this a few years ago" and credits those opportunities with helping him "stay away from the negativity around my neighborhood."

More opportunities soon arrived. His coach made him coach of the under-13s basketball team. "This responsibility made me more mature," he says, "and I hope that I managed to pass on my experience to those younger kids." He was also made prefect at his school and was sent by Greenhouse to a basketball

Honoring philanthropic values: (from left) Special prize winner Michael de Giorgio; Sofia Merlo, co-CEO of BNP Paribas Wealth Management; Mustafa Koc, representing the Koc family, last year's grand prize winner; 2012 grand prize winner Viviane Senna da Silva Lalli; Jean-Laurent Bonnafé, CEO of BNP Paribas; Suzanne Berger, chair of the jury; and Vincent Lecomte, co-CEO of BNP Paribas Wealth Management.

BNP PARIBAS WEALTH MANAGEMENT | Philanthropy services Providing expertise on how to transform the desire to give into concrete action

Philanthropy, literally "love of humanity" in its original Greek meaning, is a broad, all-encompassing concept. Those who really want to help humanity through philanthropic action must not only narrow down their free-flowing goodwill to target specific causes, places and times, but must also find practical, effective ways to channel and implement their assistance. Sparked by demand from its clients for just that kind of help, BNP Paribas Wealth Management started offering philanthropy services in 2005, at the same time that it founded the BNP Paribas Prize for Individual Philanthropy.

One part of the two-pronged offer is the Fondation de l'Orangerie for Individual Philanthropy, which proposes an array of prevetted and carefully monitored philanthropic projects for clients to choose from, distributed among such fields as health, education and culture, and based in different parts of the world. This option is suitable for those who are looking for a turnkey solution that will not require a major time investment. Those clients who have concrete ideas about how they want to give or even those who have no idea where to start but want to be more personally involved can turn to the Philanthropy Advisory for tailor-made assistance.

Both services are headed by Nathalie Sauvanet, whose role takes her into a surprising multiplicity of fields and areas of expertise. No matter how specific or technical a client's request, she is ready to reach out to one of the bank's experts in the right department in the right part of the world, from Europe to Asia.

If the topic hasn't yet been covered by the bank, she may research it herself or ask one of her specialists to do it. Recently, for example, she took an in-depth plunge into the subject of autism because a client wanted to give to the cause. "Customer service comes first," she says. "Setting up a philanthropic project is a very personal step. My job is to understand the needs of the client and find the most relevant solution to respond to them."

The pertinence of these services can be measured by their success. Since their introduction, the number of clients of the Fondation de l'Orangerie has grown by one-third every year, and that of the Philanthropy Advisory has doubled every year.

Sofia Merlo, co-chief executive officer of BNP Paribas Wealth Management, notes that the bank "was the first to propose such a complete philanthropic offer in its euro zone." She adds that more and more philanthropists today are taking an entrepreneurial approach to giving. "That means not just making a financial contribution, but also putting their managerial skills to work and measuring the social return on investment."

These "philantreneurs" are not yet in the majority, however. Many donors are more likely than not to take a more emotional approach to giving to a cause close to their hearts and are less interested in measurable results. "The major change in philanthropy at the beginning of the 21st century is the awareness that it is not easy to 'give well,'" says Merlo. With the help of Wealth Management's philanthropy services, some



Nathalie Sauvanet, head of Individual Philanthropy at BNP Paribas Wealth Management.

clients realize they are better off with a simple solution. She cites the case of a Belgian client of BNP Paribas Fortis Private Banking who wanted to create a foundation to award a prize in a medical field. The Philanthropy Advisory's analysis showed that creating the necessary structure would cost as much as the scholarships themselves and found another solution: an existing foundation operating in the same field that was willing to give prizes in the donor's name.

The entrepreneurial philanthropist is also becoming more common in Asia, where the bank is seeing a growing interest in philanthropy, according to Vincent Lecomte, the other co-chief executive officer of BNP Paribas Wealth Management. "Awareness of social needs is increasing," he says, adding that Asians are taking a greater interest in local issues and becoming more involved in shaping their philanthropic actions. They are also more actively promoting causes and seeking exchanges with peers. "More needs is increasing," he adds, "the trends suggest that philanthropy is growing and will play an increasing role in society as the recession hits public finances in many countries." The future of the prize therefore looks secure: "The prize has now existed for five years, and we are proud of its ability to more widely showcase all of these remarkable initiatives."

As part of its complimentary philanthropy services, BNP Paribas Wealth Management helps encourage those exchanges internationally by bringing philanthropists together to share experiences and best practices at a conference held every June in Paris on the day the BNP Paribas Prize for Individual Philanthropy is awarded. The bank also puts clients with like interests in touch with each other. For example, Sauvanet recently brought a client who wants to work with disabled children in India together with one of the former prize winners, Amna Laraki-Slaoui, who was behind the building of the first rehabilitation center for the disabled in Morocco. ■

The 2012 awards ceremony

The awards ceremony for the BNP Paribas Prize for Individual Philanthropy on June 20 was attended by over 200 people, philanthropy opinion leaders and clients of BNP Paribas Wealth Management. A word that came up many times during the speeches and the debate preceding the prize-giving was "values," in reference to BNP Paribas' strong commitment to social responsibility and in response to one of the questions posed by the debate: "Can philanthropy be inherited?" In accepting the award, the special prize winner, Michael de Giorgio, put the spotlight on some of the youth helped by his charity, Greenhouse, and the coaches who inspired them. The most emotional moment of the evening came when the grand prize-winner, Viviane Senna da Silva Lalli of the Instituto Ayrton Senna, spoke about the importance of providing hopeful opportunities to an underprivileged Brazilian children.

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GRAND PRIZE WINNER | Viviane Senna da Silva Lalli, Instituto Ayrton Senna A race-car driver's lasting positive legacy

Many philanthropic enterprises are born of tragic circumstances, but the seed for the Instituto Ayrton Senna, the grand-prize winner of the 2012 BNP Paribas Prize for Individual Philanthropy, was planted during a conversation between the famed 34-year-old Formula One driver Ayrton Senna and his sister, Viviane Senna da Silva Lalli, just two months before he was killed in a racing accident in 1994.

"He told me that he wanted to give something significant back to his country by helping Brazilian children," she says, "and he asked me to help him develop or something." They planned to continue their discussion when he returned from the Formula One race in Europe, but they never saw each other again. Viviane, who was a psychologist and enjoyed working with children, decided to carry out his wish with the help of their close-knit family.

Ayrton Senna was a widely popular figure in Brazil at the time. Just a few months before his death, he had introduced a cartoon character called Seninha, an eight-year-old who dreams of becoming a racing driver, which became a great success. The family decided to donate all profits from this franchise, today

worth \$70 million, to the newly formed Instituto Ayrton Senna, which later began to attract donations from private enterprises as they became aware of the effectiveness of its programs.

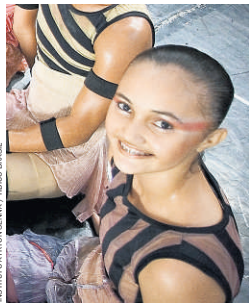
For Senna da Silva Lalli, education was the natural focus for the foundation. "Our country has many needs in social areas," she says, "but we made the strategic choice to focus on education." In Brazil's notoriously inadequate public education system, she adds, "almost all children are in school, but only five out of 10 of them finish their basic education and, of the 10 who graduate, only two speak Portuguese well and only one is proficient in math."

After its first two years in operation, the institute, which works in partnership with the public education system to supplement teacher training, had already assisted 40,000 children, a number that would impress most people, but not Senna da Silva Lalli. "I came back from the field concerned, because I felt that 40,000 was a small number compared to the need," she says. "I wanted every child who needed it to have opportunity." She set her mind to the challenge of attacking the problem on a large scale, and after two years had worked out a plan. Taking the work of Freud and Jung as her inspiration, she created a paradigm, a small-scale model that could be applied on a wider scale. She sees the institute as a kind of laboratory where she developed a formula for a vaccine to prevent the wider social problems caused by the lack of a good education.

Now the institute works within schools in every state in Brazil, training 70,000 teachers a year, mentoring them, creating educational programs and formally evaluating results. Since it was founded, it has reached nearly 16 million children and 634,000 educators in 1,530 cities. It claims a 95 percent success rate in terms of students completing their education, compared to the national average of 30 percent.

While Senna da Silva Lalli sees some improvement in the Brazilian public education system, it still has a long way to go. "We don't have the necessary human infrastructure," she says, "because the country didn't build it."

Her life is now entirely devoted to the institute, for which she works long, hard days as its president and spokeswoman. She runs the institute like a corporation, establishing goals, finding people with the right skills and monitoring results closely. "Our focus is not on goals and intentions," she says, "but on results. We want the children to learn, and to learn to love to study." ■



Jamila Lopez has turned an interest into a career path, thanks to the Instituto Ayrton Senna.

Prize-winning philanthropists share their advice for success There are as many ways to give as there are need

There are as many ways to give as there are need. People, ranging from the simplest — giving a coin to a beggar in the street, say — to what may be the most complicated: setting up a full-fledged foundation. For a budding philanthropist, the plethora of options can be confusing. What better place to start than to ask the advice of someone who has been there?

Professor Odon Vallet, the 2009 winner of the BNP Paribas Prize for Individual Philanthropy, who created the Fondation Odon Vallet in France in 1999 to offer scholarships to deserving young people in Vietnam, Benin and France, does not hesitate when asked for tips on getting started in the world of philanthropy.

"First of all, remember that it always takes more time and money than expected," he says. He strongly advises philanthropists to stay within their own area of expertise. "If you are a doctor, create a medical foundation; if

you are a teacher like me, an educational foundation. Never venture into an area in which you have no competence."

Tip number three: "Don't spend yourself thin. Have a fairly precise and realistic goal." For those who have children, he recommends trying to interest them in what the foundation does so that it can continue its work, adding: "Remember that a foundation is not perennial — you are not obliged to keep it going forever."

On the other side of the world, a very different type of philanthropic enterprise, the Cambodia Trust, which works with people with disabilities in Cambodia, Indonesia, Sri Lanka and the Philippines, is headed by Peter Carey, the 2011 winner of the BNP Paribas Prize for Individual Philanthropy's special prize.

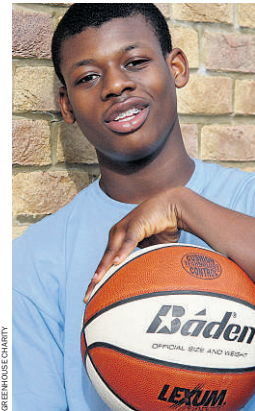
Carey gets straight to the point with his advice: "Trust in the Lord, but always tie up your camel!" and, quoting the British-Indian Staff College Manual (Quetta 1942), "Time

spent in reconnaissance is seldom wasted." He explains: "Yes, Providence will make things possible for you if the time is right and the need self-evident, but remember that the smallest things will be the making of the success or failure of your project, e.g., securing the right visas and official operating permissions. Never take yourself too seriously, because everyone is dispensable. At the same time, remember the devil is in the detail, so never take anything for granted; do your research carefully; choose your partners wisely — you need people who are genuinely committed and don't carry a lot of ideological or bureaucratic baggage. Always plan for the worst-case scenario."

Echoing Vallet, he cautions that nothing lasts forever. "All projects, however noble, have a life span of their own," he says, concluding: "Remember, the quicker you can work yourself out of a job, the more successful and well rooted your project."

'Now that I had this chance, says Jamila Lopes, 'I knew I must grab it!'

De Giorgio runs Greenhouse like a business, ensuring that every penny is spent properly



Basketball opened the doors for this participant in Greenhouse's sports programs.