



IMPACT REPORT 2015-2020





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Clicking on each summary item;



All highlighted links are clickable;



The Global Communities website is available at all times with a simple click.

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EXECUTIVE SUMMARY

Working together with community partners, John Deere Foundation and Global Communities aim to bring about systemic change which improves the quality of life for communities in which John Deere makes its home. We envision communities in which people have access to services which address their social needs, with thriving business communities, and in which people, especially youth, have access to educational opportunities which provide them with the skills necessary to pursue productive livelihoods. 2020 showed that communities that have leaders and local institutions equipped with the knowledge and tools to self-determine and self-direct local development are best positioned to withstand shocks and leverage opportunities to improve overall quality of life.

The work we have developed with Deere home communities since 2015 has enabled community leaders, John Deere volunteers, community-based organizations, schools and local government to work in partnership to confront the greatest crisis to date of the 21st century, a pandemic that has paralyzed the world. We are starting off this report with a special tribute to and recognition of program participants, local partners and John Deere Brazil and Argentina and their tireless efforts to help out those most in need and affected by the pandemic.

Throughout this report, we will see that John Deere, as an active and engaged corporate citizen, can positively contribute to improved livelihoods in home communities by partnering with and supporting community-based organizations.

The Sowing Futures program framework focuses on three fundamental conditions necessary to generate and sustain community-driven development: (1) develop the leadership potential and skills of community members, including youth, to become the change agents in their community's development, (2) strengthen the organizational capacity of local institutions to manage community development, provide services and work together to strengthen community social fabric and (3) promote civic participation to encourage residents and volunteers to become actively involved in community organization and development.

The first half of the report describes the process by which our programming developed and integrated each of these fundamental pre-conditions for community-driven development. This

includes the important role John Deere volunteers played in supporting community and youth development and how the program developed and increased Deere's community engagement and outreach in home communities. The second half of the report documents the program achievements and positive impact on home communities. While Global Communities utilizes a combination of quantitative metrics and qualitative assessments to substantiate targeted outcomes, it's the individual stories of personal and community transformation here within and linked throughout the report that most effectively communicate Sowing Future's impact in Deere home communities. In the six years since Sowing Futures opened its doors in Horizontina, Brazil, the program has expanded to support John Deere home communities in seven locations across Brazil and Argentina.

The program has supported 135 Deere home communities, trained more than 2,798 community, institutional and youth leaders, engaged 10,590 youth in program activities, leveraged 84,074 civic and corporate volunteer hours and mobilized more than 182,607 community participation hours.

With Sowing Futures technical support, Deere Argentina and Brazil have increased the number of volunteer hours from approximately 4500 hours in 2017 to 16,500 hours in 2019, significantly increasing Deere's presence in home communities and solidifying relationships with community and institutional actors.

Global Communities would like to express our gratitude towards the John Deere Foundation for entrusting us with such an important endeavor and for working together as "Partners for Good" in support of Deere home communities worldwide.



Jon Allen
Sowing Futures
Program Director

COVID-19 Response

2020 - COMMUNITIES SHOW RESILIENCE AND LEVERAGE INSTALLED CAPACITY AND SOLIDARITY TO CONFRONT COVID-19

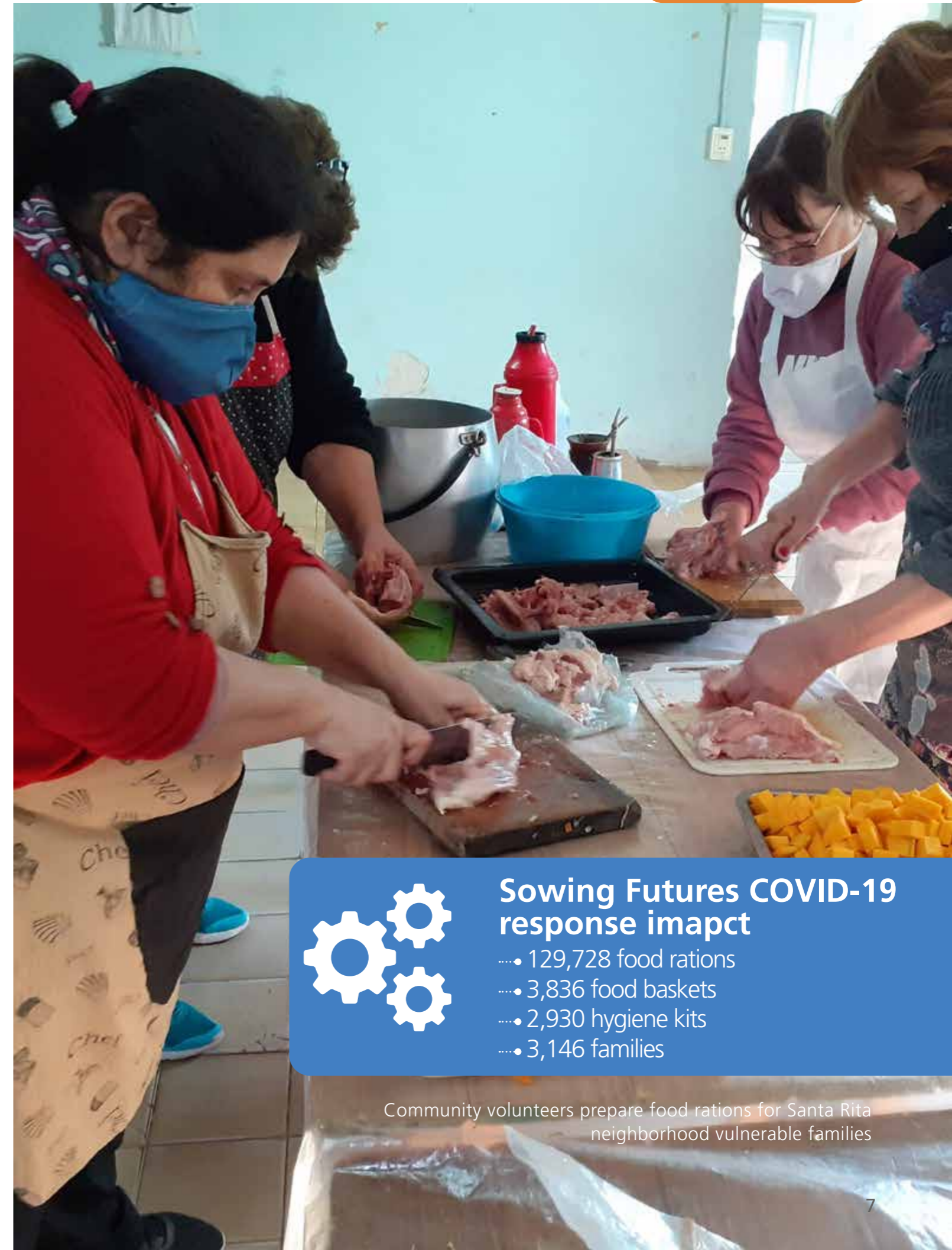
The Sowing Futures program supports home communities in John Deere Argentina and Brazil locations, working in partnership with communities to develop capacities to lead their own development. Since 2015, community leaders and volunteers have come together committed to working on improving community development in their neighborhoods.

However, in 2020, the pandemic brought the world to a halt, including community participation and socialization in both countries. Notwithstanding, for community leaders and John Deere volunteers engaged and committed to their communities, what could have caused program activity to pause or even end, served as fuel to adapt, mobilize and coordinate an overwhelming response and show of solidarity in helping out those in greatest need.

Sowing Futures program staff across Brazil and Argentina worked tirelessly to continuously reassess local conditions, maintain contact with program stakeholders, coordinate with local Deere teams, and reprogram activities to meet the growing needs of at-risk families across Deere Brazil and Argentina' seven locations.

In Brazil, SF staff worked in partnership with the John Deere Brazil Foundation to coordinate the delivery of donated food baskets to home communities. Our team mobilized the program's network of community leaders and partner organizations and coordinated with municipal governments to deliver **3,836 food baskets** to close to **2,000 families**. Deere and community volunteers logged over **1300 hours** to support organization and delivery of food aid.

In Argentina, Sowing Futures repurposed program activity budget to purchase and deliver food supplies. Between April and October 2020, Deere Argentina, through Sowing Futures, delivered **129,728 food rations** and **2,930 hygiene kits** to approximately **1,146 families** across GB and LR. We also provided medical equipment and supplies to the Las Rosas health clinic. Just as important, we have developed a network of local partners that include Deere Argentina/Pla, municipal governments, neighborhood groups and CBOs that are coordinating efforts to ensure relief is reaching those most in need.



Sowing Futures COVID-19 response impact

- 129,728 food rations
- 3,836 food baskets
- 2,930 hygiene kits
- 3,146 families

Community volunteers prepare food rations for Santa Rita neighborhood vulnerable families

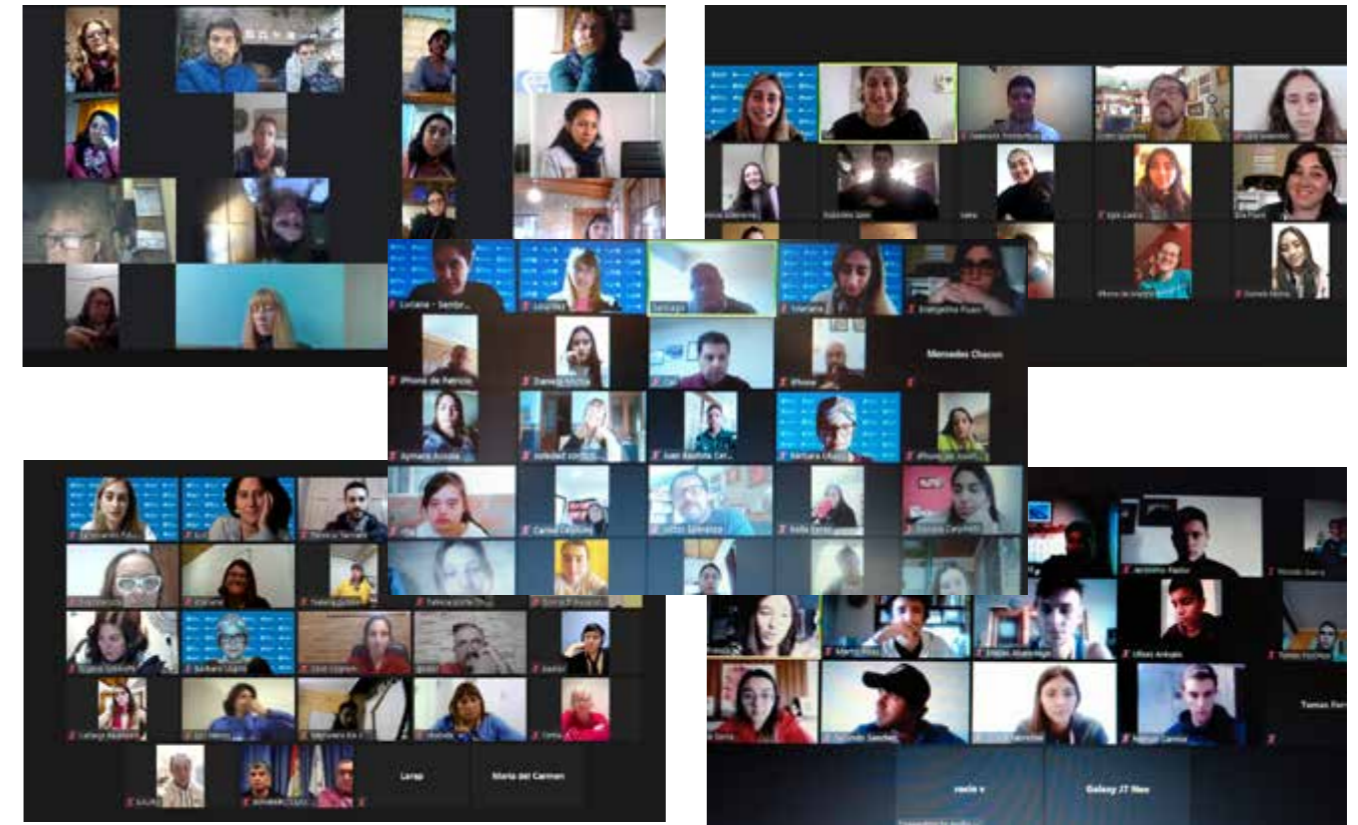
TRANSFORMING A CRISIS INTO AN OPPORTUNITY FOR LEARNING AND CAPACITY DEVELOPMENT

Confronting the Covid-19 pandemic, the Sowing Futures team innovated approaches to community development and volunteerism.

In addition to coordinating the humanitarian response, SF staff faced an additional challenge: how to continue to support long-term community development without being physically present in the communities or bringing together community leaders and other key stakeholders, including John Deere volunteers. Without delay, our team began to rethink and retool our approach to capacity development in an environment where social gathering is restricted, and schools have transitioned to remote learning. In addition to supporting immediate relief efforts, our team adjusted our second semester 2020 work plan to leverage online and digital platforms to reinitiate longer-term community and youth capacity development. These online solutions enabled program participants to respect social distancing protocols while continuing to engage with each other and stakeholders.

In order to continue with our community development work, the SF team developed online training courses and virtual meetings for neighborhood leaders, youth groups and community-based organizations (CBOs). Community leaders were challenged with having to accommodate and adapt community action plans to address social distancing constraints. For example, one neighborhood group had planned to build a community garden but had to switch course in favor of working with neighbors through peer-to-peer telecommunication and tutorials to build family gardens.

Our team adapted our community development training curriculum, Participatory Action for Community Enhancement (PACE), to be delivered 100% online to youth cohorts from Las Rosas sports clubs as part of the sports leadership and community development course. This required our staff to seek creative workarounds to several traditionally in-person training activities, including role playing and other didactic exercises. Fortunately, youth participants were equally, if not, more creative and innovative. Upon completing the sports leadership and community development course, and after hours and hours of group planning and project preparation, youth from the Almafuerde sports club launched their first community action project, the “Mundialito Celeste,” (Argentinian “Blue” Mini World Cup). The “Mundialito Celeste” was a mini-inter-sport tournament developed to take place completely online. Using the club’s Instagram profile, the project mobilized 500 children and



youth through various sport and physical activity challenges, which generated approximately 420 youth participation hours. The seven youth who developed and directed the project contributed close to 270 volunteer hours. In addition to continuing to support youth and community development, Rodrigo Weisburd, Corporate Affairs Manager at John Deere Argentina, highlighted the positive impact that Sowing Futures’ adaptive management had on the company’s corporate volunteer engagement. According to Rodrigo:



“The program’s adaptation to a virtual environment enabled our corporate volunteer activities to continue uninterrupted, which has been critical to maintaining volunteer interest and participation, not to mention support to local organizations and the public in general.”



While the Sowing Futures team was able to adapt and innovate approaches in response to the pandemic, it was the community and organizational leaders who came together to apply the knowledge, skills and tools acquired through the program to provide a collective and unified response to those families most in need. Looking past the pandemic, partner communities stand ready to confront new challenges and opportunities with the shared understanding that by working together, the community whole is greater than the sum of its parts.



ABOUT THE SOWING FUTURES PROGRAM

The **Sowing Futures** program is a partnership between the John Deere Foundation and Global Communities, and has the aim of promoting positive change in home communities where John Deere operates.

With a special focus on supporting disadvantaged youth, **Sowing Futures'** mission is to build the capacity of residents and local institutions to self-determine priorities and mobilize and leverage resources in order to improve socioeconomic conditions in their communities.

The **Sowing Futures** program commenced in late 2014 in Horizontina, Brazil and currently serves six John Deere and dealer partner locations. The program expanded to Argentina in 2018 and currently serves two John Deere Locations.

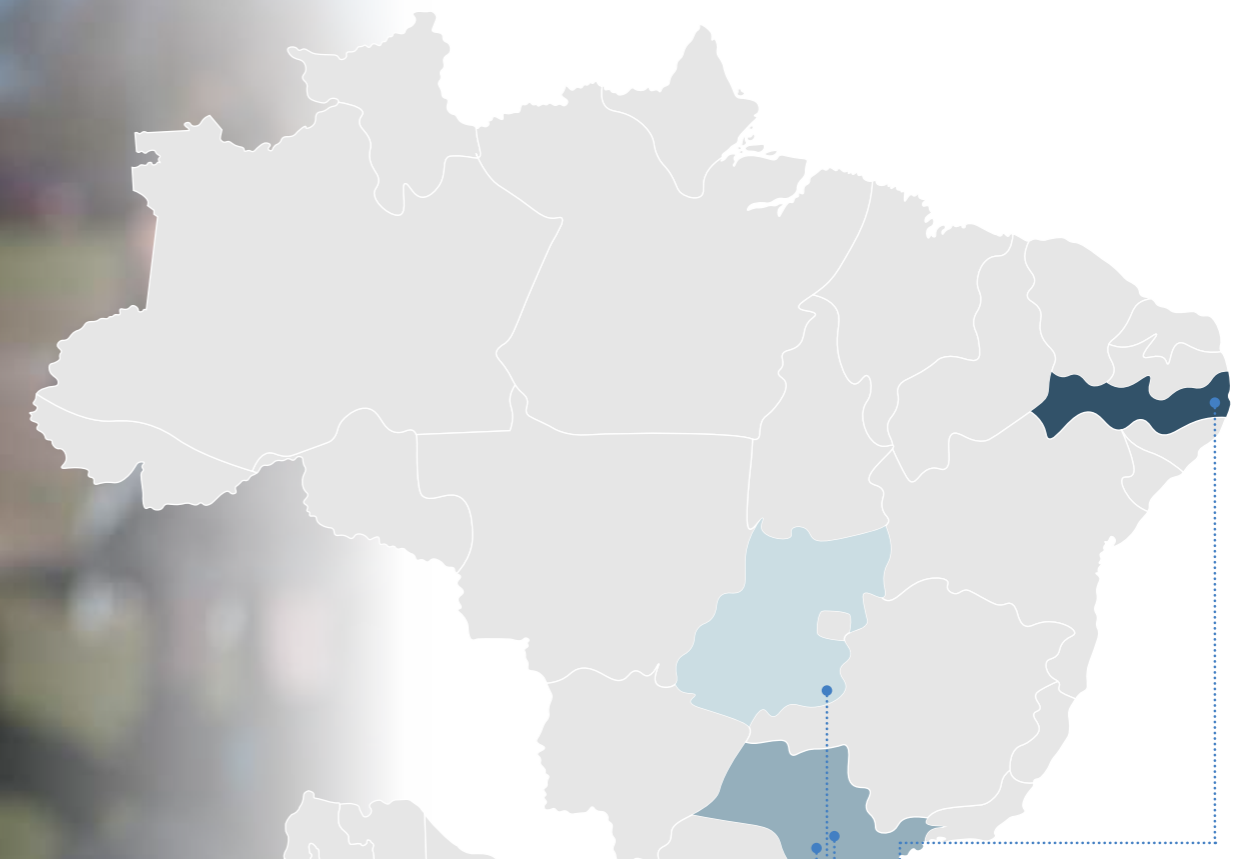


Learn more about the Sowing Futures program.





WHERE WE WORK



PROGRAM OBJECTIVES



Community Development:

Strengthen the capacities of John Deere home communities to self-determine and positively act upon local development priorities.



Volunteerism:

Develop and leverage the potential of John Deere employees and partners to positively influence personal and professional development of youth.



Institutional Strengthening:

Build the capacity of local organizations to raise funding and effectively manage projects to positively impact social development.

Horizontina	
Catalão	
Campinas	
Indaiatuba	
Granadeiro Baigorria	
Montenegro	
Recife	
Las Rosas	

TIMELINE



JAN/15

Formal launch of Sowing Futures program in Horizontina

MAR/16

Expansion to eight neighborhoods in Horizontina

JUN/16

Initiate support to JDBF and volunteer committees in Corporate Volunteerism

JUL/16

Program expansion to Catalão – Volunteerism & Institutional Strengthening

FEV/17

Program expands to Indaiatuba and Campinas – Community Development & Volunteerism

OUT/17

Official launch of Sowing Futures 2 program

JAN/18

Expansion to Montenegro – Volunteerism and Institutional Strengthening



AUG/20

John Deere at School online begins in Argentina

JUN/20

Official program closeout in Brazil

APR-OCT/20

COVID-19 humanitarian response in Brazil and Argentina

FEB/20

Start of program activities in Las Rosas, Argentina

ABR/19

Partnership with dealer partner Veneza Group to develop volunteer program

MAR/19

Launch of John Deere in the Community in Montenegro and Catalão

MAR/18

Launch of Sowing Futures in Argentina

HOW WE DEVELOP LOCAL CAPACITY

Global Communities and the John Deere Foundation build the capacity of local communities and institutions to identify their priorities and mobilize resources to attain improvements in socio-economic conditions, especially for young people at risk.

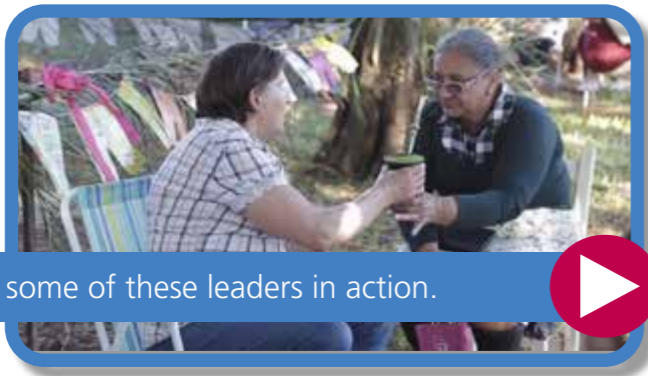
Why do we do this?

Those who understand the needs of the community best are the people of the community itself. After all, local residents know their reality and are able to become managers of their own development.

How do we do this?

In order to be able to build improvements that bring benefits to the community, the Sowing Futures program works to develop the necessary capacities so that community members can manage their development and mobilize participation, resources and local services.

These capacities are the fundamental tools that enable residents to become agents that transform self-identified needs into long-term solutions.



See some of these leaders in action.

**Development is not something we do for people...
...it is something we do with them.**



AGENDA

1. INTRODUÇÃO / BOMAS VINDAS
2. APRESENTAÇÃO EQUIPE GC
3. OBJETIVOS DO SF
4. CONCEITOS, CONDIÇÕES / RETROALIMENTAÇÃO
5. O QUE É CDC? / CONSELHO DE DESENVOLVIMENTO COMUNITÁRIO
6. RESPONSABILIDADE DE UM MEMBRO DO CDC
7. ELEGER CDC
8. ELEGER TUTORIAIS

COMBINAÇÃO PRÓXIMO ENCONTRO



Pillars of Action

- Provide the tools and opportunities to communities to organize and self-direct development efforts
- Strengthen institutional capacity to provide key services
- Create collaborative networks to address shared concerns and find solutions



COMMUNITY LEADERS

Training in Participatory Community Management: Becoming the protagonists in their own development.

Global Communities' approach to implementing Sowing Futures is based on our PACE (Participatory Action for Community Enhancement) methodology.



Its objective is to offer a structured process to strengthen community organization and development. Leaders work together to:

- Map community assets and strengths;
- Identify development priorities;
- Mobilize resources and partners to execute community projects;
- Develop participatory and inclusive community organization and management capabilities.



PACE instills the following core values and governance principles:

- Participation;
- Accountability;
- Transparency;
- Ownership;
- Empowerment.



PACE works through Community Development Councils (CDCs) in each neighborhood to:

- Organize community actors and mobilize community participation;
- Identify and develop partnerships, including local government;
- Design, implement and sustain community projects.

Enhanced and more effective community participation is a fundamental objective of the PACE methodology.



TRAINED IN PACE: INSPIRING THEIR COMMUNITIES

Adriana Ferreira, president of the Alvorada Neighborhood Association, Horizontina and community development volunteer.

Eduardo Maron, John Deere employee and ex-president of the Ouro Verde Neighborhood Association, Horizontina.

Adriana and Eduardo share a common history: they traced their trajectories as community leaders through their participation in Sowing Futures.

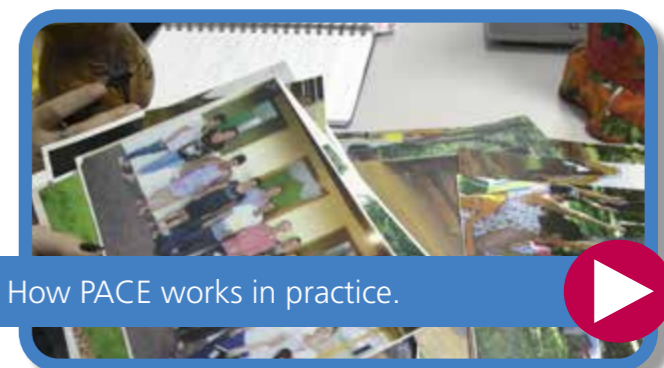
How did they do it?

Their civic commitment and the possibilities of changing realities in their neighborhoods led them to participate in PACE trainings. From then on they started to apply what they learned within their communities.

Residents recognized their leadership and elected them as presidents of their neighborhood associations. In these roles, they continued to develop their skills and managed to boost community participation to attain tangible improvements in their neighborhoods.

Today they participate in the transition processes of their association boards, supporting the new leaders while sharing their experiences with neighbors and other communities.

[Click here to read the full story.](#)



PACE Methodology Benefits

- PACE is a process by which **communities take on an active role** in their own development. The results include tangible improvements in provision of **and access to community and public services**.
- PACE promotes **cooperation and collaboration** among community actors. Communities seek out partnerships to leverage resources and strengthen social cohesion.
- PACE raises awareness within communities that residents cannot be passive bystanders, but rather that they must **participate and influence** the decision-making process that affects their lives on a larger scale.



“I was able to encourage leaders in other communities with our stories and they showed me different points of view about our work in the neighborhood. The exchange is good for everyone.” **Eduardo Maron**

SAFE SPACES FOR WOMEN

In response to a development priority identified by community leaders from the Bela União neighborhood in 2016, “Hands United” (Mãos Unidas) was created. Hands United is a women’s group that aims to generate income for women in the neighborhood through crochet, painting and sewing. Once activities began, the group quickly realized that in addition to financial benefits, Hands United truly became a open and trusting space for women in the neighborhood.

Iara Estigarribie Garcia, one of the founding members, believes that the group transcends moments of leisure and learning to promote inclusiveness and friendship:

“Many women who were depressed became much better after joining and participating in the group. You can see that reflected in the materials we produce. Many of us didn’t know how to sew or paint but thanks to the volunteer teachers we can say we have a profession.”
Iara Garcia, community leader

Hands United is the result of a partnership between the Bela União neighborhood association and the Horizontina city hall’s Secretariat of Social Action. Community leaders, including Iara, who participated in a Sowing Futures community project management course, developed the project and reached out to the city hall to obtain funding for raw materials and access to a safe space to gather.



See first hand the “Hands United” project.



STRENGTHENING CORPORATE VOLUNTEERISM MANAGEMENT

Sowing Futures reinforces the capacity of John Deere volunteers to actively contribute to the development and social progress of their home communities.

In collaboration with the John Deere Brazil Foundation (JDBF), the Global Communities team offers technical guidance to volunteer committees across Deere operating units in volunteer recruitment and the management of volunteer activities and projects, including developing and sustaining partnerships with local schools, organizations and community groups. These activities effectively contribute to improving community outreach and reaching the company's global goal of 1 million volunteer hours by 2022.

Pillars of Action



Technical assistance and training to the JDBF and volunteer committees



Developing projects and resource materials for the John Deere at School program



Connecting volunteers with local partners and creating volunteer opportunities

MULTIPLYING THE VOLUNTEER SPIRIT

The Sowing Futures program began providing technical support and training in 2016 to Deere's volunteer committee in the Horizontina plant. Program staff worked with volunteer committee members to develop a school partnership with the city's only public high school and identified volunteer opportunities together with school representatives and students. This was the start of the "John Deere at School" volunteer program.

By 2019, confident in their experience and acquired knowledge and skills, Horizontina's volunteer committee certified volunteer "multipliers," or training of trainers, to train new volunteers for the different John Deere at School volunteer projects. Multipliers trained 94 new volunteers in 2019 to implement projects such as youth leadership, youth mentorship and 5S workplace organization. The Horizontina volunteer committee partnered with with five schools in 2019 and plan to expand to seven schools in 2020.



"Knowing that we have planted the seeds that are now multiplying in many schools is a source of pride and encouragement to do even more."

Sandro Haizel, Leader of the Horizontina Volunteer Committee

JOHN DEERE AT SCHOOL

Education is one of John Deere's three corporate citizenship pillars. **John Deere volunteers** worldwide donate their time and talent to inspire future generations in the communities in which the company is present. Through the John Deere at School program, Deere volunteers lead by example, representing the company with dedication and pride and sharing their knowledge to expand student horizons and contribute to their personal and professional growth.



Mentoring



Youth Leadership



Youth Talent



5S



Career Guidance

How does the program work?

Launched in 2016, the John Deere at School program encourages John Deere employees to establish partnerships with local educational institutions to carry out volunteer projects and activities that improve school learning environments and contribute to student personal and professional development. To accomplish this, Sowing Futures program staff provide training and technical support to volunteer committees and project leaders to partner with school officials and the student body to carry out learning, leadership and school beautification projects. Our staff have facilitated learning sessions between the schools and volunteers and have updated and systematized project training materials and resource guides.

Sowing Futures has developed five John Deere at School projects in partnership with the John Deere Brazil Foundation, which have been applied by volunteers across the different operating units.



VENEZA SOCIAL - EXPANDING IMPACT THROUGH DEERE DEALER PARTNERS

In 2019, Sowing Futures piloted the expansion of the “John Deere at School” volunteer program through a partnership with one of John Deere’s dealer partners, Grupo Veneza. The “Veneza Group” operates a number of green and yellow line dealerships throughout Brazil’s northeastern and southern states.

With Sowing Futures support, Veneza Group carried out an employee volunteer survey in which 62% of respondents stated that they would like to participate in a volunteer program. The main areas of interest identified were education, social inclusion and the reduction of inequality. The target groups included children and youth.

How did it happen?

Sowing Futures staff provided technical assistance and worked with Veneza Group’s senior leadership to create “Veneza Social,” the company’s first volunteer program. Veneza Group created a volunteer committee and Sowing Futures facilitated work sessions to develop volunteer policies and guidelines and develop an action plan to initiate their volunteer activities. The volunteer committee selected the São Francisco de Assis school in Recife, as the first school partner to implement the John Deere at School program.

The committee, together with the school, identified two priority projects:

1) Renovation of an outdoor sports court:

The project involved 30 Veneza volunteers, generating around 150 volunteer hours, which directly benefited the school’s 1,062 students;

2) Implementation of the John Deere at School youth mentoring project:

The objective is to offer career guidance and professional orientation to 20 disadvantaged high school students with one-on-one mentoring.



“We see, every day, the commitment of our employees. These actions have positively influenced the organizational climate of our company, integrating all areas and people. We are increasingly building a team that brings sustainability to the business and to the society in which we operate.”

Cida Hacker Melo, Vice Presidente of Grupo Veneza



Grupo Veneza 2019 volunteer results:



172 volunteers



850 volunteer hours



1,100 beneficiaries (students and school community)



Achievement: remodeling an outdoor sports court



STRENGTHENED INSTITUTIONS, STRENGTHENED COMMUNITIES

Empowering local institutions so that they can better meet the needs of the community.

The objective of the Institutional Strengthening activity is to transfer knowledge, practices and tools for better management of non-governmental organizations (NGOs), promoting increased scale and greater effectiveness in their social outreach, thereby increasing the quality of life of their beneficiaries and improving the socioeconomic conditions in their communities.

Organizational capacity development pillars:



The Carlos Gomes School PTA achievements

The Parent-Teacher Association (PTA) of the Carlos Gomes School, located in the rural outskirts of Horizontina, has celebrated achievements that they once never even thought possible.

The seed of 'possible' was planted when the PTA took part in Sowing Futures Institutional Strengthening activity, one of the three program objectives.

How did it happen?

Representatives from the PTA participated in training workshops in each of the organizational capacity development pillars and received customized technical assistance based on their institutional improvement plan.

The PTA attained a number of improvements for its 64 students, including a new computer room with internet access, achieved through a project proposal submitted through a public tender from the Municipal Council for the Rights of Children and Adolescents (COMDICA). Other PTA and Carlos Gomes school achievements from projects submitted through various funding tenders include the renovation of the school library, the expansion of the bibliographic collection and the renovation of the school's courtyard.



"All training workshops and technical support were very important, because it resulted in us being able to get ideas out of our head and put them on paper. Every time we had a project that received funding, this created extra motivation and confidence to try for even more." **Leonice Rohden, Carlos Gomes School director.**



CREATING LINKAGES AND FOSTERING PARTNERSHIPS

When working in a network, the capacities developed within the communities become stronger and more fruitful.

Why do we do this?

Sowing Futures acts as a “partner for good,” fostering the creation of partnerships between communities, local businesses, government agencies, schools, civic groups and other community-based organizations.

This is the bedrock of sustained community development: the fostering of partnerships and strengthening of relationships as the primary driver for generating a positive and lasting impact on the lives of the people who need it most.

How does it happen through Sowing Futures?

First, development priorities are mapped by community members. Second, stakeholders are identified that share common goals and have human, financial or in-kind resources to support development objectives. Third, stakeholders are brought together to plan and then mobilize resources to attain collective outcomes.

The Sowing Futures program acts as a facilitator to convene and develop the capabilities of the “partners for good,” so when the program ends, the partnerships continue to flourish.





BUILDING BRIDGES

Connecting Deere with local NGO partners

In 2017, the John Deere Brazil Foundation presented the Sowing Futures team with a challenge: to strengthen the capacities of local NGOs in three locations – Catalão, Horizontina and Montenegro – so that they could receive support both financially (through tax incentive law programs) and from John Deere volunteers.

The program mapped NGOs in each city and 41 institutions enrolled to participate in the Institutional Strengthening programming.

In 2019, for example, the Catalan Equine Therapy Association (ASCATE) won a USD \$45,000 grant for a project it submitted to the Municipal Council for the Rights of the Child (CMDCA). The project, titled, “Walking with friends and living without limits,” was financed by the John Deere Brazil Foundation through the CMDCA.

The organization attended to 52 people with disabilities, most of whom are children. With the new grant, ASCATE will now be able to care for an additional 25 individuals.

“

“I would like to highlight, during this moment of achievement, the importance of the institutional strengthening project and its impact on the city’s institutions, which now have the necessary qualifications to compete for public bids, enabling us to more effectively manage our organizations. In the past few years, we have learned everything from how to govern an organization to how to be accountable.”

Elaine Fagundes, President of ASCATE.

Learn more about ASCATE (in Portuguese)



COMMUNITY PARTNERSHIPS WITH LOCAL BUSINESSES AND CITY HALL

Years of experience in implementing community development projects show that a good relationship with the city hall and local institutions is essential for sustaining community development. Below follow examples where communities have partnered with local government, businesses and the broader community to develop projects that leveraged resources and created synergies to create social impact.

“Writing our Future” with youth and adult literacy

The Jardim Oliveira Camargo neighborhood CDC in Indaiatuba identified early on the opportunity to increase literacy and the educational attainment of its residents as a key development priority. After acquiring knowledge and tools through the program’s PACE and community project management training courses, the CDC put their skills to practice and designed the “Illuminating the Syllables, Writing our Future” literacy project, which was submitted to and approved by the program’s Community Fund.

At first, the classes were held at a community NGO. However, due to the success of the project and the need to expand the physical space to accommodate more students, community leaders sought out partners and signed an agreement with the Indaiatuba City Hall and the Department of Education. The new partners provided access to five classrooms at the Wladimir Olivier municipal school, in addition to hiring a specialized literacy training teacher.

The partnership increased the service capacity and the effectiveness of classes, which could now be sub-divided by level of knowledge, and most important of all, made many students’ dreams of attending or returning to school a reality!

In 2020, the partnership between the neighborhood CDC, volunteers, city hall and Olivier school is already confirmed! Classes will continue without Sowing Futures support and the new challenge is to increase the number of students and volunteers involved.

In 2019, 30% of the participants passed the state “General Education Development” tests and received elementary school certificates.

“

“I asked (the students) what was their objective and what they expected from the project. Their responses were unanimous: ‘Learning to read.’ The dedication, diligence and commitment of each one is the fuel for us to continue our work. I believe this project has done a huge amount for the community, changed many lives and turned dreams into reality.”, **Analisa Kever Keity Brazahu Pereira, volunteer teacher of “Writing our Future.”**



“Writing our Future” 2019 results:

 **37** students

 **22** volunteers

 **9** students received their elementary GED certificates

 **2,106** volunteer hours were generated between March and November 2019

 **180** hours of classroom time were generated during the project

STRENGTHENING DEERE'S COMMUNITY TIES WITH LOCAL ORGANIZATIONS

Strengthening the bridge between John Deere and home communities through volunteerism

One of the goals of the Sowing Futures program is creating opportunities for John Deere volunteers to transform the reality of the surrounding communities, especially those in which employees live. In creating these opportunities the program strengthens the ties between both the company and its employees and with the communities where they operate.

GANADERO BAIGORRIA - ALL TOGETHER, SOWING SEEDS

With the support of Sowing Futures, Carolina Robaglio and other John Deere Argentina volunteers are working with the parents of preschool students to grow and sustain a community garden. The project teaches parents and their children about the impact that developing healthy eating habits has on children's educational growth and offers classes on how to prepare healthy meals and create gardens at home.



Learn more about how Carolina and other volunteers are transforming local realities.



"I enjoying helping communities as a volunteer and it motivates me even more to work at John Deere."

Carolina Robaglio, John Deere volunteer, Argentina.



UNITED FOR A DREAM – SCHOOL, STUDENTS, COMMUNITY AND JOHN DEERE VOLUNTEERS BUILD A SPORTS COURT IN BAIGORRIA

Even before the Sowing Futures program’s arrival in Baigorria, it was always a dream for the 422 school to have a place to practice sports and gather. This dream is not uncommon in other schools throughout the city, where three high schools attend to all of Baigorria’s youth. These schools typically must find other places for students to practice sports, which creates issues with transporting kids and taking responsibility for students outside of school grounds.

When Ricardo Donoso, 422 school Vice-Principal, first heard about Sowing Futures, he thought that it would be just another program with a lot of promises but little to show for it. Nonetheless, he took a risk and reached out to program staff and proposed the idea for turning his and the school’s dream of an outdoor multi-use sports court into a reality.

With Sowing Futures support, Ricardo and other school officials began to articulate a plan and reached out to a diverse group of stakeholders, including parents, students, local businesses and the city hall to establish partnerships for the court’s construction.

The first thing the school did to raise awareness and funds for the project was hold a “bingo” event with the support of 48 volunteers. Close to 350 members of the broader school community participated in the bingo event, which raised approximately \$210,000 pesos. Funds from the fundraising event, together with a seed grant from Sowing Futures and donations from local businesses, were enough to build the sports court.

The school mobilized community volunteers and Sowing Futures brought in John Deere volunteers to paint the court. Soon after, the court was ready for its inaugural event and school officials and students agreed to hold an inter-collegial field day to gather students across Bagorria’s three public high schools.

The tournament was a huge success and diversity and inclusion were the event’s big winners. The tournament ended with lots of hugs, shared experiences and, perhaps, most importantly, a shared commitment from all three school principals to work together in 2020 to provide more opportunities to integrate students and offer support in key areas such as diversity and inclusion.



“In 2020, new challenges and opportunities will await us. But we now have new tools for management and we better understand the importance of involving the school community to help achieve our goals and participate in our conquests. This school community is not the same as before, rather we have reached a milestone that is now the starting point for our great road of development that lies in front of us.” **Ricardo Danoso** – [Click here to read the complete story.](#)



In total the 422 school sports court project mobilized:

- 131** community and John Deere volunteers
- 857** volunteer hours
- 3,472** community participation hours
- 474** youth participants
- \$312,219** pesos in cost share
- 950** student beneficiaries

COMMUNITY PARTICIPATION AND CIVIC ENGAGEMENT

Citizen participation: protagonists in their communities' development.

The participation of the whole community is what drives change. When everyone is going in the same direction, it builds momentum, and there is an appropriation of the feeling of belonging. This is a key ingredient in the sustainability of community-driven development.



COMMUNITY PARTICIPATION - OURO VERDE, ENGAGEMENT THAT LEADS TO COLLECTIVE ACHIEVEMENTS

The Ouro Verde neighborhood in Horizontina joined Sowing Futures in 2016. At that time there was no community organization structure in place and little to no community participation. But that reality has changed.

After participating in the PACE course, neighborhood residents created their development plan and began to mobilize community participation through townhall meetings, neighborhood dinners, holiday events and activities for kids. These resident leaders shared their development plan with the city hall and created dialogue to co-invest in initiatives prioritized by the entire neighborhood. Leaders reached out to residents and local businesses to obtain in-kind materials and labor as cost share to municipal funds. Since then, there have been many achievements:

- Neighborhood sanitation including household connections;
- Public street lighting;
- Bus stop to protect children and residents from rain and sun;
- Numerous community events and activities;
- Neighborhood park and soccer field (under construction);
- Community center (under construction);
- Neighborhood association;
- Recycling project managed by neighborhood youth.

Residents that participated in the PACE course organized into a CDC, which then developed into a formal neighborhood association. One of the greatest accomplishments of the association is the high level of participation of all residents, including youth. The association already has democratically elected their second board and serves as an example for other neighborhoods, even nearby cities. Eduardo Maron, for example, trained in PACE, has been to Dr. Mauricio Cardoso (neighboring city) to share his experience.

“The experiences to date show us that we are on the right path. Together we have faced difficulties and together we have learned from them. We are building our dream together - at each meeting, through each idea and through each action taken.”
Eduardo Maron, Community Leader, Ouro Verde neighborhood, John Deere employee

YOUTH TRANSFORMING THE REALITIES OF THEIR NEIGHBORHOODS

One of Sowing Future’s goals is to actively engage youth in their communities’ development. There are numerous examples of how youth have made a positive impact in their communities and Dafne is one of those youth.

Since she was little she enjoyed helping out and always participated in activities in her city and in local organizations. She is also a volunteer who coaches field hockey in a slum called the “Road of the Dead” on the outskirts of Granadero Baigorria. Even though she participated in lots of activities, something bothered her: she felt that she wasn’t doing enough to help her neighborhood called “Maristas.”

At the beginning of 2019 she decided to do something about it and approached her neighborhood association. It was there she heard about Sowing Futures and decided to participate in a community project management workshop. From there onward, she didn’t miss a beat: she mobilized other neighborhood youth to participate and join the program’s neighborhood CDC where they designed and planned a community project.

The project chosen by the CDC was a neighborhood park improvement project. Given the state of disrepair, neighbors were not using the park. Dafne and other youth began to knock on neighbors’ doors asking for help and requesting donations. “The idea was for them to help us and understand that the neighborhood belongs to all of us. We asked for paint, paint brushes and some neighbors brought us what little they could – empty plastic bottles to cut open and use to hold paint. This was the idea: if the neighbors help with the project, they’ll be sure to take care of the park, it will become our responsibility.” With community contributions in hand and the support of Sowing Futures and the city hall, community volunteers cleaned up and beautified the park.

With the slogan, “Come have some fun in the park,” Maristas’ youth leaders held a community event to inaugurate the much improved park. The idea was to raise awareness to allow the community to make the best use out of the park and its new installations. The event included a “foot-tennis” tournament for the neighborhood youth.



“The park project helped us recruit more people to participate in the CDC. This year, we want to do even more and include others to get their points of view. We will do new and even better things but at the same time we will be sure to take care of what we already have.” **Dafne Rajoy, Young Community leader. [Click here to read the full story \(in Spanish\).](#)**



SHARING DREAMS

Dafne, always going the extra mile, took advantage of the opportunity to invite a group of youth from the “Road of the Dead” slum to participate in the tournament. She knew from her volunteer work that the only ball they had to play with was flat and worn out. If the youth from the Road of the Dead were able to win the tournament, they would win a new soccer ball. The kids trained in the Road of the Dead with two chairs and a long stick that served as a tennis net. Their efforts paid off and the Road of the Dead youth won the tournament and took home with them a new soccer ball.



In total, the Maristas park improvement project mobilized:

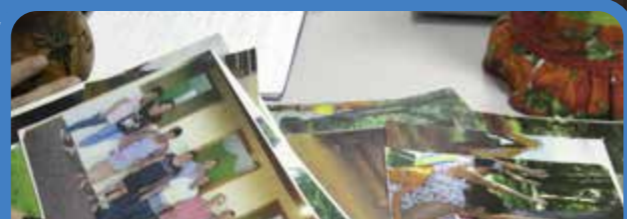
- 43** community volunteers
- 202** volunteer hours
- 256** community participation hours
- 74** youth participants
- 22,043** Argentinian pesos in cost share

AN EXAMPLE TO FUTURE GENERATIONS

Vagner Oliveira has been a community leader and John Deere volunteer for more than seven years. For him, the program is more than just executing community improvements in his neighborhood: it also promotes an invaluable exchange between people from different backgrounds, which encourages professional and personal growth. Just as important, Vagner brings his entire family with him to volunteer, passing on his belief in civic participation to his children.

“

It is satisfying to see how, as a volunteer, I am able to contribute to my neighborhood and make my community a cleaner, more organized, and more beautiful and welcoming. As a volunteer, it's important to involve my family in these civic endeavors, because it is a seed that we are planting. It's important to set examples for our children to follow,” **comments Vagner.**



Watch how Vagner and other Deere volunteers contribute in their communities.



IMPACT

The Sowing Futures program has been working in John Deere home communities in Brazil and Argentina since 2015. As seen in this report, there are countless stories of how the program has positively impacted the lives of residents, increased civic participation and co-responsibility and strengthened the underlying community social fabric.

Global Communities set up a program monitoring, evaluation and learning framework that tracked key metrics on a quarterly basis across six cities, four states and two countries.

Program staff met frequently to share and systematize lessons learned, adapting program methodologies and consistently evaluating opportunities to build partnerships and scale impact.

Sowing Futures partnered with the John Deere Brazil Foundation to improve youth development through the John Deere at School volunteer program. We sought innovations in our community development approach to increase Deere employee engagement and direct participation in home communities.

The following table highlights some of the results from our program impact assessment carried out in the final months of 2019. The table measures the net change in the public perception of community and youth development since the 2014 baseline assessment. Both the baseline and final assessments utilized the same survey tools and were carried out by independent and external consultancies¹.

Metrics	Public Perception ²	Participating Neighborhoods ³
Improvements in youth participation in the community	300% increase in respondents that view improvements in youth participation	473% increase in respondents that view improvements in youth participation
Improvements in youth well-being in relation to school, employment, sex, drug and alcohol consumption and illicit activities	14% increase in respondents that stated improved or much improved	211% increase in respondents that stated improved or much improved
Community capacity to seek improvements in infrastructure, services, quality of life	37% increase in respondents that stated good or very good	190% increase in respondents that stated good or very good
Volunteering in Sowing Futures program activities	8% of respondents report having volunteered	29% of respondents report having volunteered
Improvements in living conditions (health, housing, employment, etc.)	14% of respondents report improved living conditions	18% of respondents report improved living conditions
Participation with regard to decision-making in the community	30% of respondents report having participated	53% of respondents report having participated

2. Public Perception: 207 residents in the original target program neighborhoods of Bela União and Paraíso were randomly interviewed in 2014 and 2019, creating a comparison across the five years.

3. Neighborhood participants: as a comparison to the public perception survey carried out in the original program neighborhoods, the program distributed questionnaires to community leaders in nine program neighborhood, who collected 118 responses. These responses incorporate a broader swath of program neighborhoods where the program was active through 2019.

1. The baseline assessment was conducted by the Referenda consultancy in 2014. The final assessment was conducted by the Seleção consultancy in 2019.

ORGANIZATIONAL CAPACITY ASSESSMENTS

Global Communities' capacity building methodologies include tools that enable community groups and local institutions to assess organizational capabilities and develop and implement improvement plans well beyond the life-of-program. These tools also provide a framework for measuring capacity development and program results.

CDC Capacity Index

This tool measures community groups' capacity to organize and manage community development reflected in the five core values of PACE's community development approach. In the case of Sowing Futures, community groups did not exist in target neighborhoods and therefore have an initial baseline of zero. The assessment tool works on a sliding scale of incremental acquisition of community development and management skills and aptitudes.

The graphic below shows the results to date across a number of community groups in Horizontina, Campinas and Indaiatuba. Neighborhoods such as Paraíso and Ouro Verde, which have 3+ years of program participation, demonstrate higher levels of capacity development. Both of these community groups, in fact, have transformed into full-fledged neighborhood associations with active and representative governance structures.

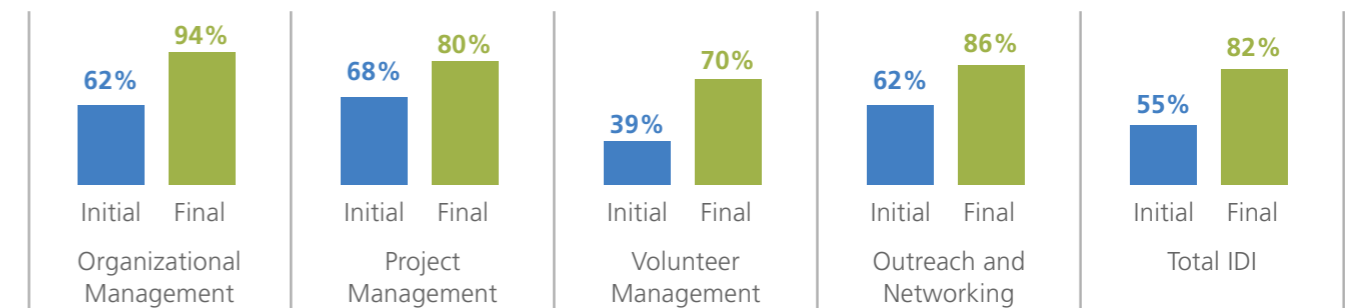
Communities	Participation		Ownership		Transparency		Accountability		Empowerment	
	Before	After	Before	After	Before	After	Before	After	Before	After
Bela União	0/4	4/4	0/4	4/4	0/4	3/4	0/4	4/4	0/4	4/4
Ouro Verde	0/4	4/4	0/4	3/4	0/4	4/4	0/4	4/4	0/4	4/4
Panorama	0/4	2/4	0/4	4/4	0/4	2/4	0/4	1/4	0/4	3/4
Paraíso	0/4	3/4	0/4	2/4	0/4	3/4	0/4	4/4	0/4	4/4
Jardim Nova América	0/4	2/4	0/4	3/4	0/4	1/4	0/4	2/4	0/4	2/4
Jardim Oliveira Camargo	0/4	1/4	0/4	1/4	0/4	1/4	0/4	1/4	0/4	1/4

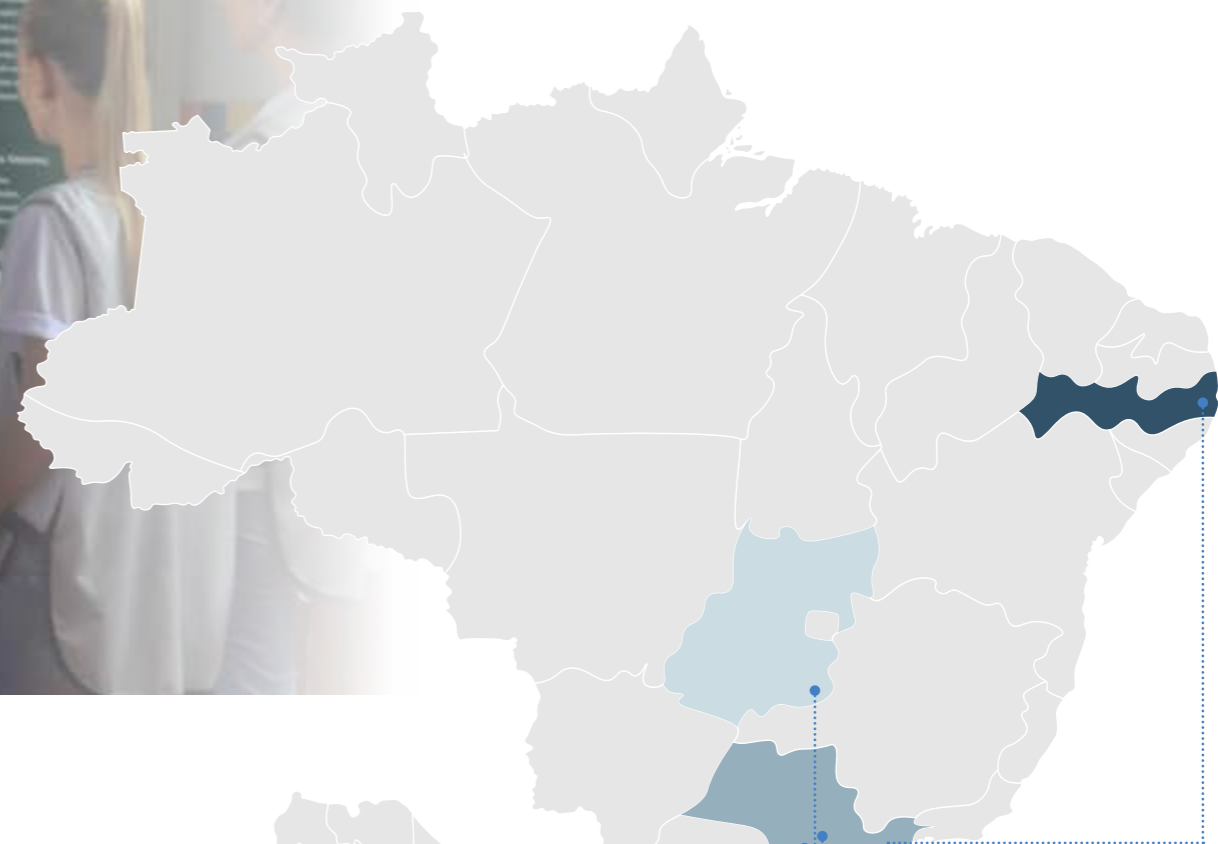
Institutional Development Index (IDI)

The IDI tool forms part of Global Communities' organizational capacity development methodology Appreciative Review of Capacity (ARC). The IDI measures the level of technical capacity in key organizational competencies such as project management, governance, financial management and accountability and volunteer management. Based on the results of the IDI, NGO partners create an institutional improvement plan and attend workshops and receive technical assistance to further develop organizational capabilities based on self-determined development priorities.

The chart below shows baseline and final assessments of organizations in Catalão, where NGO partners increased their organizational capabilities from 55% in 2016 to 82% by the end of 2018.

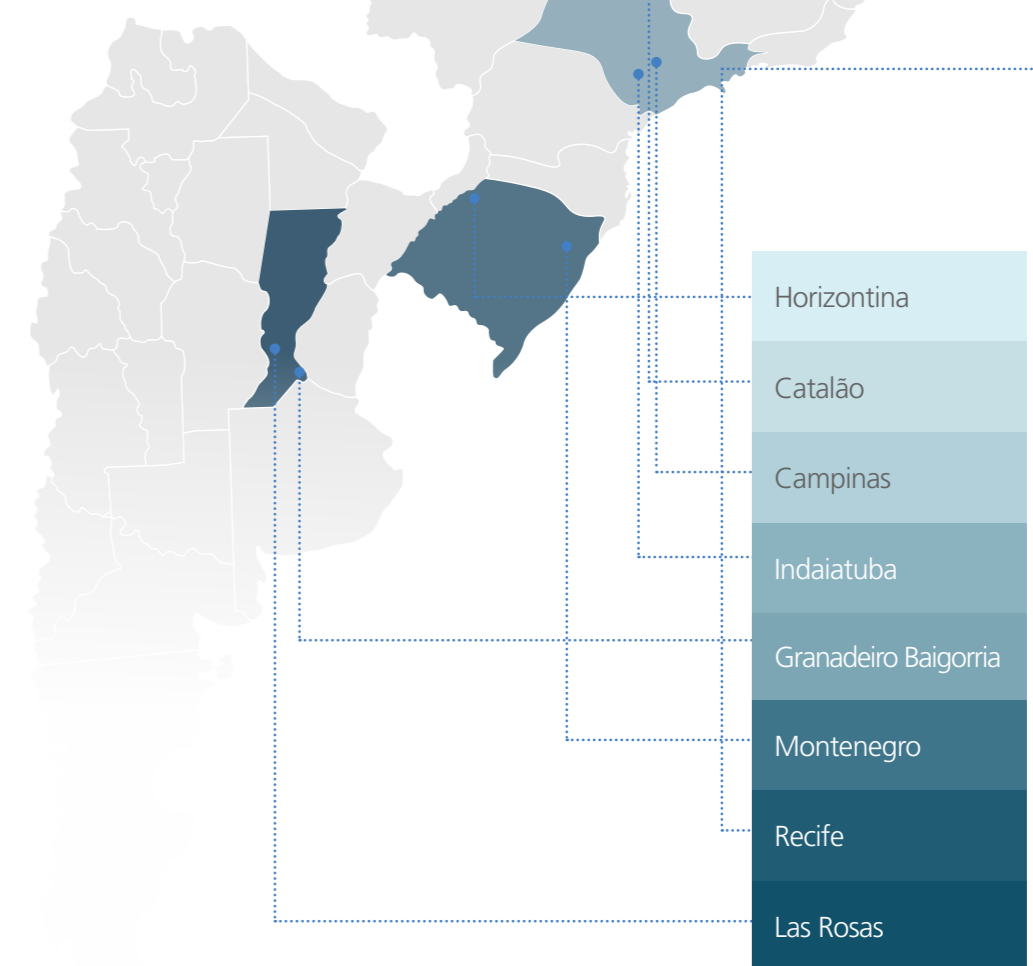
Catalão NGO Initial and Final IDI Results





PROGRAM RESULTS: 2015-2020

	34 Neighborhoods served
	135 Communities supported
	845 Local partnerships formed
	98,217 Direct beneficiaries
	84,074 Total volunteer hours
	11,132 Total volunteer opportunities
	2,798 People trained
	10,590 Youth engaged
	182,607 Community engagement hours
	252 Organizations & firms supported
	Value of direct /indirect cost share \$327,081.76/ \$1,144,178
	Monetization of community contribution* \$6,804,879



* The monetization is calculated considering a \$20/hour value of volunteer and community participation hours, plus the direct and indirect cost share leveraged by the program.

COMMUNITIES STRENGTHENED AND CAPABLE OF SELF-DIRECTING THEIR OWN DEVELOPMENT

As we saw in the impact assessment, residents in program neighborhoods reported a 53% increase in their participation in community decision-making processes.

Residents also reported a 190% increase in their belief that their neighborhoods have the organizational capacity to be the drivers of their communities' development.



Learn more about our community work in Horizontina



-  **34** communities served
-  **07** cities
-  **84,074** volunteer hours
-  **182,607** community engagement hours
-  **563** community leaders trained
-  **11** CDC's with Community Capacity Index improved

PARAÍSO, GAINING DIGNITY AND AUTONOMY

The Paraíso neighborhood was one of the first to participate in the Sowing Futures program, which commenced activities in Horizontina in 2015. Paraíso was one of the least developed neighborhoods in the city with a host of community challenges, including the lack of home and land ownership among its residents.

Before the program started, residents were not organized and did not know how to advocate for improvements in their community. After completing the Participatory Action for Community Engagement (PACE) training, participants decided to band together and form a Community Development Council (CDC).

The CDC worked with residents to identify and prioritize development opportunities and map community assets to see how neighbors could begin to contribute. The CDC laid out their neighborhood's vision in a community development plan, which prioritized obtaining property titles for their homes and converting an abandoned two-room school building into a community center.

With regard to the property titles, residents had been trying without success to formalize home ownership since the neighborhood first sprouted up in 1999. However, dialogue between community members and public authorities was virtually non-existent during the time and the neighborhood was never able to organize and present a unified front and engage in civic discourse with the city hall.



AFTER



BEFORE

Achievement of Land/Property Titles

Among the various achievements of this community, the residents' autonomy and level of organization in addition to high levels of community participation drew the attention of Horizontina's public authorities. In 2019, the city hall completed the required transfers of land from state to local domain and completed all of the zoning and paperwork required to hand over property titles to the entire neighborhood.

"This is the greatest of all our recent achievements," says Noeli. "Today I am proud to say that I am a resident of Paraíso neighborhood, that I have the deed to my house and that I have a community space in which to gather with my friends and family. These accomplishments have awakened a desire for us to address many other things that can be improved."

“Our participation in the Sowing Futures program was a watershed moment for us. We resumed the activities of our Neighborhood Association and through PACE we acquired the knowledge, skills and confidence that enabled us to attain all the achievements that followed.”
Noeli Jacinta Becker, community leader and neighborhood resident for over 12 years. [Click here to read the full story.](#)

Fruits of Community Persistence and Participation

Since joining Sowing Futures in 2015, the Paraíso neighborhood has achieved numerous tangible improvements to community infrastructure, such as:

- Revitalizing the neighborhood square, which included a playground, gym, multi-sports court, public lighting and a walking path;
- Placing street name signs;
- Converting the abandoned school building into a community center, which received new roofing, floors, windows and ceilings; and
- Forming a children's soccer academy.



YOUTH WITH THE POTENTIAL TO BE FUTURE LEADERS AND PROFESSIONALS

The entire Sowing Futures program is aimed at improving the quality of life of young people in the communities surrounding John Deere plants in Brazil and Argentina. However, as underlined several times in this report, for these changes to be sustainable, it is essential that youth are empowered to drive this change.

The evaluation data shows that the perception in participating neighborhoods is that youth participation in community activities has improved in the last five years. In 2014, only 7% of respondents believed that young people actively participated in community actions. In 2019 that number was 30%, a growth of over 300%.

In 2018, for example, youth groups submitted 13 projects to the Sowing Futures Community Fund. In search of a better education and economic opportunities and improved community coexistence, these young people led transformative initiatives that reached beyond their schools to include the broader school community.

Sowing Futures youth leaders are already demonstrating that they are the leaders of tomorrow, and possess the civic mindedness, resolve and determination, and confidence to bring about positive change. Through the John Deere at School program, Deere volunteers will continue to support local schools in developing future cadres of professional and civic leaders.



4,451 Youth engaged in project activities



876 Youth trained



Connect with the #TamoJunto project (in Portuguese).

INDAIATUBA – YOUTH UNITE TO COMBAT DEPRESSION

Priscila Santos, Edson Guedes and Taylane Souza, longtime friends, were raised together in Jardim Oliveira Camargo, in Indaiatuba. Despite the cozy atmosphere and welcoming nature of their small neighborhood of 4,000 people, these young people realized that there were more and more depressed people around them.

In order to change this reality, the three friends decided to come together and develop a series of initiatives that aimed to support individuals and family members of those who were facing emotional problems. **This is the moment in which the #TamoJunto seed began to germinate.**

With the knowledge and skills gained through their participation in the Sowing Futures program, these youth set out to find partners and create their community project. The first event of #TamoJunto (“We’re Together”) took place during the worldwide Yellow September campaign, the month dedicated to suicide prevention.

Recognizing that mental illness awareness raising and prevention work must be carried out frequently, the project offers weekly conversation tables. “We are very satisfied with the partnerships we have established so far, they will allow us to give the project a long life,” says Edson Guedes, one of the project’s creators.

These young people, who had no prior experience in leading community projects, realized that the initiative would only grow through alliances with community institutions and through the work of residents themselves.

“The help we received from the Sowing Futures program was of paramount importance, especially in showing us the steps necessary to organize these events and in providing the initiative with financial support through the Community Fund,” *Priscila explains.*

This story was a finalist for the **Feac Journalism Prize** in 2019! [Click here to read the full text.](#)



CAMPINAS – PRETTIER SCHOOL

[Click here to learn more about the project](#)

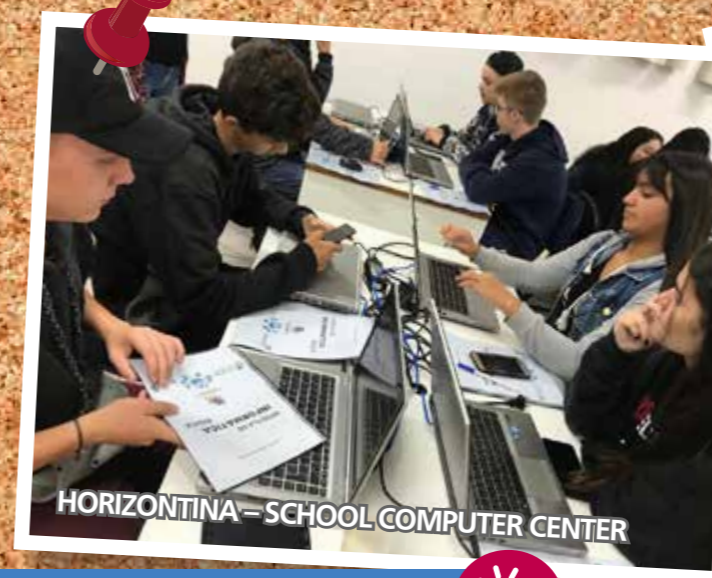


INDAIATUBA – MOBILIZING YOUTH FOR SAFE SPORTS

[Click here to learn more about the project](#)



OTHER YOUTH-LED PROJECTS



HORIZONTINA – SCHOOL COMPUTER CENTER

[Click here to learn more about the project](#)



INDAIATUBA – DIVERSITY AND ART FOR YOUTH

[Click here to learn more about the project](#)





ENGAGING YOUTH ISOLATED BY THE COVID-19 PANDEMIC

Upon completing the sports and community leadership development course, and after hours and hours of group planning and project preparation, youth from the Almafuerite sports club launched their first community action project, the “Mundialito Celeste,” (Argentinian “Blue” Mini World Cup). Youth participants put into practice the knowledge and skills acquired through the course to identify, analyze and prioritize the needs of the Almafuerite Sport Club community to develop and implement the “Mundialito Celeste” project.

Faced with the ongoing pandemic, youth came up with the idea of carrying out the “Mundialito Celeste” in order to encourage their peers to remain active and motivated. The project encourages friendly competition among youth and offers a social outlet to connect with each other as a response to the social isolation imposed by the pandemic.

The “Mundialito Celeste” was designed as a mini-inter-sport tournament developed to take place completely online through the club’s Instagram profile. The tournament took place over two months and was divided into subcategories for children (8 to 11 years) and youth (12+ years). The tournament invited Almafuerite athletes to record themselves executing proposed challenges and exercises by taking and sharing videos on Instagram. One such activity required youth to quickly run 20 circles around a stick and then try to dribble a basketball and score a layup as fast as possible.

The project mobilized 500 children and youth through various sport and physical activity challenges, which generated approximately 420 youth participation hours. The seven youth who led and directed the project contributed close to 270 volunteer hours. The videos were evaluated by youth peers across five criteria: creativity, fun, execution, commitment and participation. Almafuerite club officials were exuberant about the number of youth and club members that participated in the project. In December, the winners of each category received recognition in a symbolic award ceremony.



[Click here to watch Mundialito Celeste presentation video \(in Spanish\)](#)



“

Although it was online, we were able to connect with each other as a team. This is what is most interesting to me: to connect with my peers and build social cohesion. In addition to my duties at the club, the Sports and Community Leadership course has helped me a ton in my day-to-day life.”

Manuel Carnisé, Sports and Community Leadership course youth participant



COMMITTED VOLUNTEERS, STRENGTHENED COMMUNITIES

The culture of volunteering is part of John Deere's DNA. The company encourages the participation of its employees worldwide in volunteer activities. The situation in Brazil is no different. The John Deere Brazil Foundation directs the company's social investment in the country and actively **contributes to building up the communities in which it operates.**

Since 2016, the Global Communities team has offered technical support to Deere volunteer committees and has worked the JFDB to **systematize and expand the outreach** of the company's volunteer program. In 2019, the program offered training and technical support in volunteer committee planning, volunteer recruitment, volunteer project management and volunteer recognition in seven Deere operating units throughout Brazil and Argentina, in addition to supporting the Deere dealer partner, Grupo Veneza.

Since 2016, the program has contributed to:

- Strengthening volunteer management and outreach
- Systematizing the John Deere at School volunteer program and project resources
- Mobilizing **9,205** volunteers
- Generating **22,063** volunteer hours

Increase in number of volunteer hours across Deere Brazil and Argentina:



Dollars for Doers

In 2019, Sowing Futures supported the John Deere Foundation to channel Dollars for Doers funds to Brazil to be invested in projects that generate additional volunteer opportunities. Due to Deere Brazil's successful mobilization of volunteers on various fronts, including John Deere at School and John Deere in the Community programs, the amount of Dollars for Doers funding for Brazil increased 160% for 2020.

JOHN DEERE AT SCHOOL

Positively influencing the educational development of children and youth through the volunteer potential of John Deere and its partners.

The Sowing Futures program leverages the time and talent of John Deere volunteers to develop professional and personal skills in youth from partner schools.

All projects are created to meet the specific demands and interests of partner schools and volunteer committees.

The **Youth Leadership** and **5S Workplace Organization** projects offer tools for leadership development, allowing young people to put into practice improvements in the school community.

The **Youth Talents, Mentoring and Career Guidance** projects offer support and guidance to young people and allow them to conduct a self-assessment of their skills and development potential in order to make more informed and targeted choices with respect to continued education or professional work. Students create individualized professional and personal development plans that serve as road maps for continued growth and attainment.

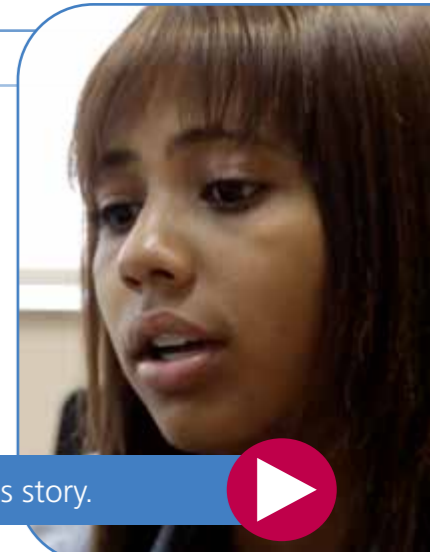


PARTICIPANT STORIES



"I spent six months with my volunteer mentor. At first I wasn't confident when speaking, I was very shy and didn't want to show my true self. With John Deere's help and guidance, I got the job."

Natália Santos, Mentoring Project Participant

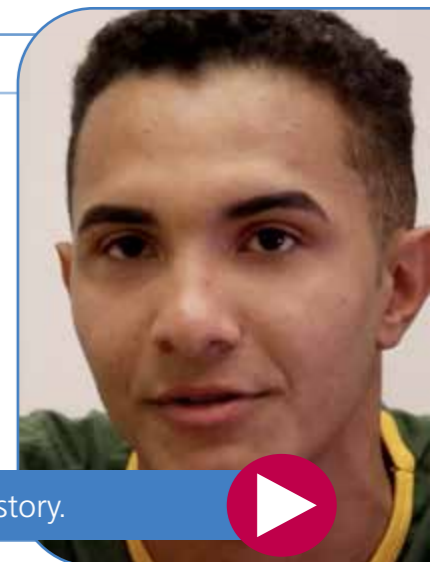


Learn more about Natália Santos's story.



The "old" Rildo, from three years ago, before the Youth Leadership project, was disorganized. He wanted to lead the student council, but didn't know how. John Deere volunteers came and showed us how to do so. This is something we will carry with us for the rest of our lives. It is knowledge that will contribute a lot to our future."

Rildo Santos, Youth Leadership Project Participant



Learn more about Rildo Santos's story.



I was a quiet 'kid', who didn't interact much with the school. When I joined the student council, I learned many things from the Youth Leadership volunteers. We started carrying out several projects to improve the school: we improved the library, created a playroom and tidied up the entire courtyard. The Youth Leadership project also helped me improve my communication skills, showcase my ideas and be a better leader. I learned that we can all contribute to a better society."

Wesley da Silva Carneiro – Youth Leadership Project Participant



Learn more about Wesley da Silva Carneiro's story.



JOHN DEERE VOLUNTEERS SUPPORT AND CONNECT WITH YOUTH DESPITE THE COVID-19 PANDEMIC

On top of all the challenges youth face growing up, the pandemic has added a layer of social isolation and uncertainty. For many, social distancing and distance learning have generated feelings of abandonment and despair. Within this context, the Sowing Futures team launched the John Deere at School program in Argentina by completely adapting the volunteer projects to operate in a virtual setting.

Despite the significant hurdles with facilitating school volunteer projects online, the Sowing Futures program, together with Deere/Pla volunteer committees, carried out three John Deere at School projects: Youth Leadership with a DE&I lens called "Sowing Ideas," Career Guidance and Youth Mentoring.

By creating a positive youth development space through our online training platform and the use of Zoom and other videoconferencing technologies, despite schools being closed for the majority of 2020, Deere Argentina, with SF technical support and facilitation, mobilized 228 volunteers, who contributed 597 volunteer hours, while benefiting 201 students across seven schools.

LEADING BY EXAMPLE

Through the Career Guidance project, students gained access to knowledge about the diversity of the labor market, the career profile of each profession and tips for pursuing each career. In addition to the specific career guidance, the personal stories of grit and overcoming obstacles offer inspiration to many of the students. Students actively engage and ask questions ranging from the importance of foreign languages to understanding the academic background and studies required for each career.

Through the Career Guidance project, students learned about the following careers: human resources, accounting and administration, business administration, health and safety, and environmental, mechanical, agronomic, systems, electromechanical, industrial and mechatronic engineering.

Number of total students that participated in the project: 84.

Santiago Larroux, Pla general manager, was the first volunteer to participate in the Career Guidance project in Las Rosas, sharing with high school students his professional path and the decisions he made throughout his leadership positions in John Deere.

Santiago shared John Deere and Pla histories, his student trajectory from school through university, and the multiple lessons learned that led him to become a person passionate about what he does.

Santiago emphasized transparency and discussed the sacrifice sometimes required in facing life's challenges. He engaged participants and answered questions related to how he learned languages, what his life was like as a student, how he got to the position he occupies, how he faced adversity and developed perseverance while pursuing his career, and the importance of being trustworthy and a team player.



JOHN DEERE IN THE COMMUNITY

In 2019, Global Communities piloted a new approach to our Participatory Action for Community Enhancement (PACE) community development methodology customized to support corporate partners in their community engagement and development programming.

The approach, piloted through our Sowing Futures 2 program in Brazil, has been systematized into a model called “Employee-driven Community Engagement.” This approach, known in Brazil as “John Deere in the Community,” has been extremely successful in working with Deere employees in their own neighborhoods to support community development.

The great advantage of the approach is that the Sowing Futures team works side by side with the factory leadership to mobilize employees and invite them to form community development cohorts in their neighborhoods and sign up for community projects.

Within a year, John Deere employees took community development to 14 neighborhoods. The Sowing Futures team trained 76 community leaders in PACE. These leaders then executed 16 projects, leveraged a significant portion of cost share from local companies and the municipal government, and mobilized 118 Deere volunteers, resulting in 941 volunteer hours.

Joseane dos Santos works on the tractor cab assembly team and immediately took the opportunity to bring John Deere in the Community to her neighborhood. She and other employees participated in the PACE community development course. With support from the municipality, Joseanne worked with neighborhood residents and John Deere volunteers to carry out a community project to build a new leisure area for the neighborhood.



INNOVATING FOR IMPACT

Through Global Communities’ learning and adaptation framework, we challenged ourselves to figure out how to better engage Deere units in community development work. The Sowing Futures team developed this new approach to employee-driven community engagement, opening up the possibility for John Deere employees to create community cohorts and actively lead and participate in own neighborhoods’ development.

The results surpassed expectations! In short, the model has enabled the program to rapidly reach a larger number of communities with a lower level of effort and with an increased number of participating Deere volunteers.

- 14** community development cohorts formed
- 272** John Deere volunteers
- 1,555** John Deere volunteer hours
- 803** community volunteers
- 5,549** community volunteer hours

The model has been extremely successful in raising Deere’s profile as an active corporate citizen in home communities and leveraging the financial and in-kind support of local governments.

“I was very happy when I heard that John Deere was supporting a community development program. Organizing and registering my neighborhood in the program was a great challenge, but we are already enjoying the results.”
Joseane Padilha dos Santos, Montenegro Community Leader.



“For 2020, our volunteer committee is building a strategic plan focused on engaging more employees with volunteering activities in the community, improving our participation with community leaders and engaging more with the city of Catalão.” **Rodrigo Oliveira Rodrigues – Production Manager for the Catalão Unit**



WHO WE ARE

Global Communities is a global development organization committed to working in partnership with communities worldwide to bring about sustainable, impactful changes that improve the lives and livelihoods of the vulnerable.

We believe that the people who understand their needs best are the people of the community itself. We do not tell the community what to do, they tell us.

We make a difference by engaging with communities, governments, the private sector and civil society as partners for good - bringing together complementary strengths and shared responsibilities to work toward common goals.



Active programming

AMERICAS
 Argentina
 Brazil
 Colombia
 Guatemala
 Haiti
 Honduras
 Mexico
 Nicaragua
 United States

AFRICA
 Botswana
 Burundi
 DRC
 Ethiopia
 Ghana
 Kenya
 Liberia
 Malawi
 Rwanda
 Tanzania
 Zambia

MIDDLE EAST & NORTH AFRICA
 Egypt
 Iraq
 Jordan
 Lebanon
 Syria
 Turkey
 West Bank & Gaza
 Yemen

EUROPE AND ASIA
 Egypt
 Iraq
 Jordan
 Lebanon
 Syria
 Turkey
 West Bank & Gaza
 Yemen

Previous programming

Belize
 Bolivia
 Chile
 Costa Rica
 Ecuador
 El Salvador
 Guyana
 Panama
 Paraguay
 Peru
 Uruguay
 Venezuela

Cameroon
 Eritrea
 Gabon
 Guinea
 Mali
 Mozambique
 Namibia
 Rep. of Congo
 Senegal
 Sierra Leone
 Somalia
 South Africa
 South Sudan
 The Gambia
 Zimbabwe

Chad
 Morocco
 Niger
 Tunisia

Armenia
 Azerbaijan
 Bangladesh
 Bosnia & Herzegovina
 Croatia
 Czech Republic
 Estonia
 Georgia
 Hong Kong
 Hungary
 India
 Indonesia
 Kazakhstan
 Lithuania
 Mongolia

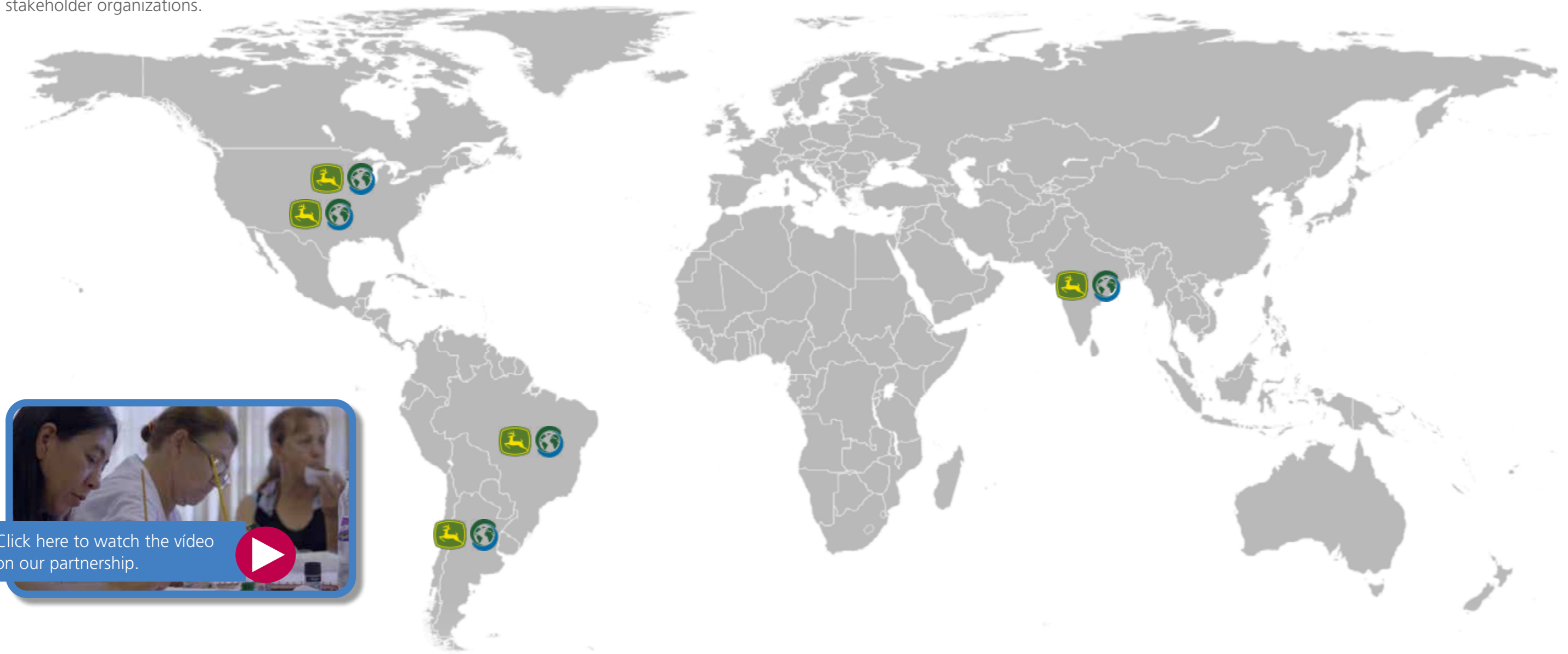
Pakistan
 Papua New Guinea
 Philippines
 Poland
 Russia
 Slovakia
 Uzbekistan
 Vietnam
 Uzbekistan

JOHN DEERE AND GLOBAL COMMUNITIES

The partnership between John Deere and Global Communities began in 2012 with programming to strengthen corporate citizenship in John Deere India home communities. The partnership expanded in India to include programming to develop the knowledge and skills of rural youth to operate or service Deere equipment.

The partnership expanded to include Brazil in 2014, the United States in 2016 and Argentina in 2018. The goal of each of these programs is to develop the capacities of community leaders, youth and local organizations in Deere home communities to drive and manage their community development. Each program collaborates with John Deere volunteers to strengthen corporate community engagement and participation.

In 2020 Global Communities carried out a participatory community needs assessment in Waterloo, Iowa. The assessment used a participatory-based approach to develop an in-depth understanding of the assets, opportunities, and gaps existing in the Waterloo community in order to inform and strengthen the community projects led by John Deere and other stakeholder organizations.



[Click here to watch the video on our partnership.](#)



Stories



United for a Dream: Community Members Build a Much-needed Sports Field



Fulfilling Long-awaited Dreams through the Paraíso Community Residents' Association



Youth Form Alliances to Address Growing Mental Health Problems in Community



When Shared Knowledge Inspires People and Develops Communities



Sowing Futures in Brazil: Joining Forces, Realizing Dreams



Community Leaders Revitalize a Community Park in Jardim Nova América



Creating a Sense of Pride in Communities in Brazil through Community Engagement



Brazil Sowing Futures: Bathroom Remodeling Creates Awareness and Unity Within Community



Mobilizing Youth and Volunteers to Transform a Local High School



Parents and Teachers Work Together to Improve Learning Environment at the Carlos Gomes School in Horizontina



Pandemic response in Granadero Baigorria Leads to Strong Bonds and Cooperative Efforts

Videos



Strengthened Communities, better life quality after five years of Sowing Futures in Horizontina



John Deere in the Community - A Community Development Story



John Deere in the community – Community Development in John Deere perspective



Diversity and Inclusion day - multi country team building activity



Meet Rafa and Tuti - Sowing Futures program youth leader



Youth Mentoring - John Deere volunteers helping youth to thrive



Rildo Santos, from Youth Leadership project to John Deere employee



Parents, children and volunteers are building a community garden



“Mãos Unidas” group - a safe and trusting space for women



Volunteering in home communities



Youth Leadership sowing better futures – video 1 – Douglas



Youth Leadership sowing better futures – video 2 – Wesley



Global Communities and John Deere partnership

Social Media



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