

An extra dose of solidarity in the fight against Covid-19

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Initiatives already in place remained in place: the firm has maintained its partnership with the 26 institutions supported by BMA Inspiração. But new initiatives have been created over the months of the pandemic to assist more people, both within and outside the firm. “We have seen greater engagement in everyone, both in the number of people involved in actions and in their willingness to help,” says Anna Carolina Malta Spilborghs, who is a partner in BMA’s Compliance, Investigation & Regulatory Enforcement and Financial and Capital Markets practice areas, and one of BMA Inspiração’s coordinators.

At the beginning of the pandemic, we organized a webinar that brought together a multidisciplinary team of lawyers and some of BMA Inspiração’s partners. At the meeting, participants discussed the legal impacts of the pandemic for microentrepreneurs and the third sector in Brazil: the idea was to create a forum for the exchange of ideas and solutions. Attended by important national institutions,

such as Instituto Pro Bono, Ashoka, and Rede Mulher Empreendedora, the webinar was also an opportunity for BMA to present the inspiring projects led by Inspiração’s partners, and to spread the word about our partners through our social networks.

The start of the pandemic also inspired BMA members to raise funds to help independent workers who provide services at BMA offices (such as hair stylists, manicurists and shoe shiners). We also had fundraising campaigns to purchase basic groceries for needy families.

In April, BMA joined the #EuAlimentoEsperança movement (I Feed Hope), organized by the Cozinhas Solidárias project (Solidarity Kitchens) developed by Gastromotiva, one of BMA Inspiração’s partners. To date, the initiative has distributed more than 11,600 meals in three communities located in the city and metropolitan region of Rio de Janeiro.

Created to assist populations suffering from nutritional vulnerability, Gastromotiva operates on two fronts: collecting foodstuffs that are distributed to 13 partner organizations, and mobilizing a network of Gastromotiva’s students, former students, and partners in implementing “solidarity kitchens” in various communities. On this front, each chef uses his or her own kitchen, assistants and equipment to produce meals, which also opens up opportunities for entrepreneurship. Gastromotiva provides the

foodstuffs and meal containers, along with logistic support for distributing the meals.

BMA Inspiração has gained new partners in recent months as well. One is the Aladas project, an inclusive movement launched in April of this year, which is

designed to encourage and prepare women who want to start their own businesses. Participants have the opportunity to attend courses and events and access content developed to form new entrepreneurs. In the end, the pandemic has inspired BMA to engage in more volunteer work than ever.

ABOUT BMA INSPIRAÇÃO

Created five years ago to support the third sector, BMA Inspiração acts primarily in three areas: Culture, Education, and Entrepreneurship having Social Impact. It currently supports 26 institutions in Rio, São Paulo and the Federal District, providing pro bono and volunteer work at the same standard of excellence offered to all BMA's clients.

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