

THE ETHICAL DEVELOPMENT PROGRAM

Imagine...

... That school would **get rid of individualism** within our society and of **violent behaviors** at school or elsewhere

... That children would participate to **playful activities**, and by doing so increase their **concentration**, their **ability to communicate** and their **openness to others**

... That children would develop by themselves **attitudes** allowing them to **tackle with big challenges of society**

We created an ethical development program

The aim of this program is to give children from 4 to 7 the cognitive basis and the tools to better comprehend their environment and interact with others.

The program doesn't teach values, but allows children to develop their potential of empathy, and to make their own ethical decisions.

Our ambitions :

- ▶ To integrate the ethical development program in every educational system around the world.
- ▶ To equip a whole generation of children with cognitive faculties allowing them to develop empathy and wisdom
- ▶ To reduce individualism and dogmatic attitudes, as well as conflicts and violence at all levels
- ▶ To participate in reinventing human interactions, making them more collaborative, altruistic and ethical

A unique and innovative program

The program is built on recent breakthrough in cognitive sciences and on a unique pedagogical approach based on the art of questioning (maieutics).

Significant improvements validated by scientific trials

The program is the result of 12 years of researching, involving 3000 children in England, India, China, Mexico and Guatemala.

The program benefits have been highlighted by comparing the results of psychological and behavioral tests applied to groups of children who attended the program with those of other children who didn't.

Children attending the program have shown greater abilities in:

- . mediation in conflicts and self-control
- . wise and tolerant attitudes
- . attention, concentration and memory
- . precision in language and communication

These improvements have been observed regardless of the economical, social, cultural and religious background.



CONTENTS OF THE PROGRAM

A **3 years** program, **2 hours a week**, for children from 4 to 7 years old, compatible and complementary with every existing scholar system.

Structure of a session

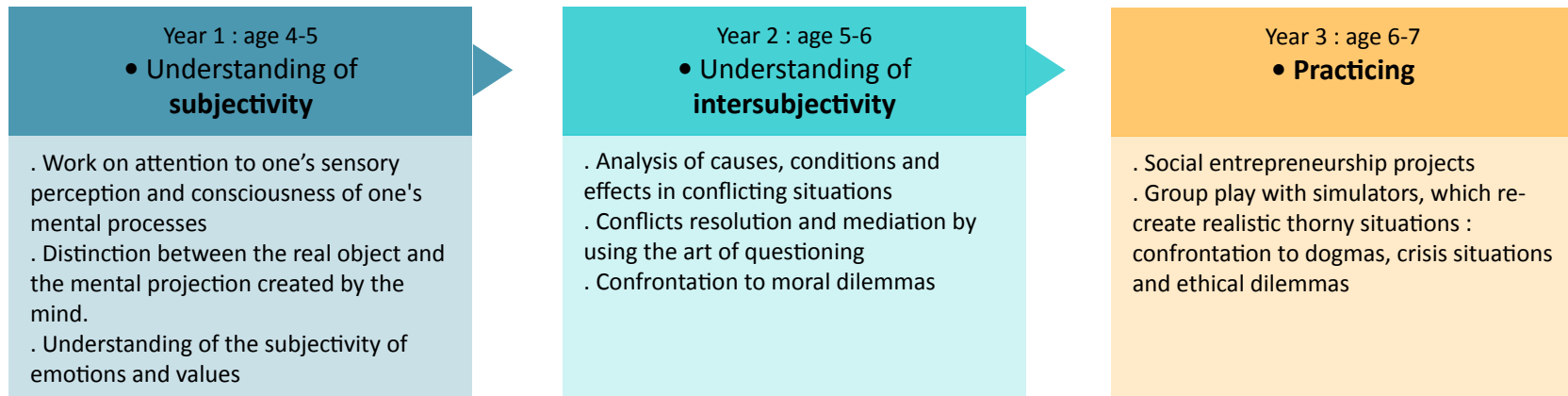


In order to bring children to a high level of **attention** and **concentration**, which are both required to deal with the following activity

Each activity pursues a **precise cognitive** and **pedagogical** objective, according to the different phases of the program

Examples of activities : drawing, dialogues, reflections on artworks, writing and playing theater plays, small projects, group games, etc.

A 3-step program to develop an *intersubjective discernment* *



Why working with this age group ?

Because it is around the age of 4 and 5 that cognitive processes related to discernment start building themselves.

To obtain similar results later in age or with adults, the process is much longer and difficult, because another type of discernment has already been developed.

CIDEL University is currently carrying on a research program, aiming to adapt the ethical development program to other age groups.



A Foundation

Organization of general interest
(Mexico)

The only structure of our organization capacitated to receive donations, in order to :

- . finance the implementation of the program in modest schools
- . grant scholarships to students of CIDEL University

A University (CIDEL)

Research and training in ethical
development

- . Carries out research programs
- . Offers a Master Degree in ethical development, with a duration of 3 years to train (theory and practice) students to implement the ethical development program.

To ensure the quality of the program implementation, student educators are e-coached by tutors during classes with children. From their second year, they become tutors as well, for entering first-year students, thus enhancing the expansion capacity of the program

A Network of structures implementing the program

Schools and topos centers

- . The program is implemented for free in schools
- . Topos centers are franchised cooperatives, created by families who support the costs of the implementation

2011

2012

*CIDEL welcomes this year **34** new **student educators** beginning the implementation of the program in **34** new schools around the world : in **Europe, Latin America, Middle-East and Asia**.*

At the same time, the 10 schools which took part to the research phase keep on implementing the program on their own.

*In the end, more than a **1000 children, in 44 schools** are now attending the **ethical development program** for the academic year 2011-2012.*



THE ETHICAL DEVELOPMENT PROGRAM IN MEXICO

16 new schools or centers are implementing the program in Mexico for the academic year 2011-2012

this involves **200 preschoolers** in various areas of Mexico



2 schools in Mexico city have been implementing the program **for 4 years**, involving another **90 children**

Number of children attending the program in a given area

16 in a school starting this year

16 in a school already trained to the program





PhD Gilda Henriquez Darlas

Double nationality Mexican and British
Designer of the program
Founder and director of CIDEL University and of the Foundation
Engineer in artificial intelligence
PhD in mind philosophy and education
Ashoka global fellow and winner of UBS Visionnaris awards 2010

▶ An international **academic board** with specialists in philosophy, psychology and education

- . PhD Chakravarthi Ram-Prasad, Lancaster University (United Kingdom)
- . Dr. Y Karunadasa, Hong Kong University (Hong Kong)
- . Dr. Yao Zinhao, Hong Kong University (Hong Kong)
- . Dr. Gerardo Villegas, UNAM (Mexico)
- . MA Patricia Gutierrez, Iberoamericana (Mexico)
- . MA Pedro Samayoa, Landivar (Guatemala)

▶ An international **strategic board**

- . Laurent Grandidier, Entrepreneur, Ashoka Support Network Member (Switzerland)
- . Anna Schroiff, IT Strategy Consultant McKinsey & Company (Germany)
- . Nihar Kotari, CEO of Kotari Corporation (India)
- . Adrian Menendez, General Director of EDUCA foundation (Mexico)
- . Doris Huang, ex-Ashoka (USA)

▶ Worldwide **operational teams**

- . 2 employees of the Foundation
- . 12 tutors qualified by CIDEL
- . 2 coordinators for Europe : Sébastien Chapel et Camille Perrin, graduated from « Ecole Polytechnique », one of the best engineering school in France
- . 1 coordinator for Central America : Juan Manuel Martinez Luvier, in charge of a social entrepreneurship program at Puebla University (Mexico)

If you need any other information, please do contact us :

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HOW TO CONTRIBUTE ?

Our needs for the academic year 2011-2012

31 scholarships for educators who can't afford the fees for the Master Degree

That would :

- ▶ ensure the **implementation** of the program for **300 children**
- ▶ ensure the **sustainability** of the program over the next years.

Fees for the student educators :
3 500 \$ per year or 10 500 \$ for the 3 years Master Degree.

Including :

- . theoretical courses
- . pedagogical material
- . training for the sessions with children in advance
- . e-coaching by a qualified tutor

Contribute to the development of the program by donating to the Foundation !

▶ Sponsor 1 educator

10 500 \$

or

3 500 \$ per year
over 3 years

Allow an educator to train and to :

- . *implement the program with 10 to 40 children during the 3 years of his training*
- . *contribute to train other educators*
- . *continue to implement the program on its own after his training, with many other children*

▶ Sponsor 1 child

1 350 \$

or

40 \$ per month
over 3 years

Allow a child to benefit from the ethical development program

