Project Close-Out Report

Name of project

dReps LATAM - Brasil - Exploration & Community Sensing

Project URL on IdeaScale/Fund

https://cardano.ideascale.com/c/idea/106778

Your Project Number

1000068

Name of project manager

Rodrigo Pacini

Date project started

October 8 2023

Date project completed

11 September 2024

List of challenge KPIs and how the project addressed them

How does success looks like?

After one year,

(1) 200+ deReps from 100+ countries have participated.

- We managed to grow the Brazilian pool of dReps in 9 and Brazilian pool of Catalyst dReps in 6*

(2) 50%+ of the voters are voting "carefully"

- Our team created initiatives within the Manifesto Cardano Brasil to increase the engagement and participation of voters in Project Catalyst, but this indicator was not captured in this project because it was a secondary and unforeseen work outside the original deliverables of this project. One of the works we held was the"Festival de Ideias - Projeto Catalyst Fundo 11", where

we brought together proposers and members of the community on Twitter(X) Spaces to discuss proposals from the local Catalyst community and expand the reach of local proposers.

Key Metrics to measure

- (Diversity of dReps) Did it lead to the onboarding of diverse dReps with different languages, national origins, occupations, genders, ages, religions, etc.?
  - We managed to diversify the language and national origins of the dReps pool by introducing 9 Brazilian dReps and 6 Brazilian Catalyst dReps.*

- (Number of dReps) How many dReps were onboarded?
  - We managed to grow the pool of dReps in 9 and Catalyst dReps in 6*

- (Number of delegates) How much did it contribute to increasing the number of delegates to dReps?
  - This number cannot be captured because the voting delegation feature to dReps barely started, the Chang update happened a few days ago.

- (Accuracy of delegate decisions) How well did we create content and tools to make it easier to consider dReps?
  - Subjective question, but according to the qualitative feedback of the participants themselves, we were able to improve and facilitate the education of the Portuguese-speaking community in relation to governance and dReps.

- (Accuracy of dReps decisions) How well did we create content and tools to make it easier to consider proposals?
  - Subjective question, but according to the qualitative feedback of the participants, we were able to improve and facilitate the education of the Portuguese-speaking community in relation to Project Catalyst. We have established guidelines to guide Catalyst dReps on how to communicate and prioritize proposals within Catalyst.

*It is important to make it clear that the Chang hardfork occurred at the beginning of September 2024, when the project was practically finished and the final reports were being completed. The registration of those interested in participating as a dRep occurred before the Chang hardfork, so we used forms to register dReps. Some participants registered as dRep on testnet, during activities we carried out in the GovTool.

List of project KPIs and how the project addressed them

Established KPIs

- 5 Brazilian dReps/Catalyst dReps registered to participate on Voltaire
- 50 different listeners over all 7 debates on Twitters Spaces
- 70 forms/surveys submitted over the time of this proposal
- 50 different respondents over all 7 forms/surveys

Achieved KPIs

- 9 Brazilian dReps/Catalyst dReps registered to participate on Voltaire

  List of dRep candidates:

  - Ático Mismana
  - Artur Freitas
  - Beto Barros
  - Eduardo Silka
  - Everson Henrique
  - Rodrigo Pacini
  - Tércio Freitas
  - Thalles Batista
  - Thiago Nunes

- 6 Brazilian Catalyst dReps registered to participate on Catalyst

  List of Catalyst dRep candidates:

  - Ático Mismana
  - Artur Freitas
  - Eduardo Silka
  - Everson Henrique
  - Rodrigo Pacini
  - Thalles Batista

- +100 different listeners over all 7 debates on Twitters Spaces
- +900 live listeners over all 9 Spaces carried out by the Manifesto Cardano Brasil
- +2800 listeners tuned in over all 9 Spaces carried out by the Manifesto Cardano Brasil
- 159 forms/surveys submitted over the time of this proposal
- 70 different respondents over all 7 forms/surveys

  Details about social metrics can be found in our Gitbook.

Key achievements

(in particular around collaboration & engagement)

Regarding collaboration, this project was led by a team of 4 people. We brought together 2 groups of Brazilian SPOs, CARDS(represented by Atico and Maria) and OUROS(represented by Thiago). Through this team we managed to have a large reach of the Brazilian Cardano community considering that CARDS and OUROS are the largest stake pools in Brazil. In addition, we gathered hundreds of listeners from the Brazilian and Portuguese-speaking Cardano community.

We held 2 additional events (Festival de Ideias - Projeto Catalyst) within the project, where we brought together around several Cardano proposers, developers and project builders to speak about their projects and proposals on Project Catalyst.

Key learnings

Cardano's Brazilian/Lusophone community had little knowledge about topics related to governance at the beginning of this project, this meant that the debates took a backseat and we ended up doing educational and informative work as a priority;

Financial incentives/rewards have proven to be an efficient way to attract new participants The majority of participants who maintained engagement throughout the project were those most interested in topics related to governance;

Discussions related to the choice of technical governance parameters were challenging. The community's perception is that we need rationales and technical analyzes about the pros and cons of each governance parameter before initiating a rational vote of numeric values for parameters. The support of technical reviews would bring more confidence to debates and votes;

There was a balanced division of participants interested in acting as dReps and participants only interested in delegating voting power;

Participants indicated interest in different types of services and analyzes for choosing a dRep;

A high percentage of participants indicated a lot of interest in participating in discussion groups;

A high percentage of participants indicated a lot of interest in having services provided by a dRep, such as: access to Governance Action analyses, Catalyst Proposals analysis, tutorials and support in general;

The community demonstrated a relatively high interest in participating as a dRep, which opens space for a local collective dRep.

Conclusion

Some points raised as problems throughout the project were:

- Low participation and interaction of participants;
- Delay in developing the governance model;
- Confusion over the definition of technical governance parameters due to the lack of research and technical guidance supporting the choice of individual parameters.

By observing the data above, it is possible to identify that the vast majority of participants acquired a good level of knowledge. Some participants were not present in all the debates and because of this they probably did not absorb the content completely, which reinforces the importance of sharing the recording of the debates and the content that was created and made available on the Manifesto Cardano Brasil social media.

Suggestions

- Create incentive mechanisms to increase participant engagement in future projects.

- Bring some technical background before discussing parameters and votes if possible.

Next steps for the product or service developed

The product was delivered as intended, there is no forecast of continuity at this time as the outputs were successfully achieved, which in this case are the guidelines to guide future Brazilian dReps.

A second step will be to use the data and feedback given by the community to offer customized dRep or Catalyst dRep services, such as:

- Analysis of Governance Actions and Catalyst proposals
- Informative/educational videos and tutorials
- Communication channels on social media to share future work

We started a working group to coordinate the participation of Brazilian and Portuguese-speaking dReps.

A project was born from the work started in the Manifesto Cardano Brasil, called GovChainLab, this project has one of our team members, Maria Carmo, in their team and has the purpose of continuing to educate the community about governance.

Final thoughts/comments

We would like to thank the entire community that voted for our project, allowing us to work on such an important project. It is a great honor to be part of the Voltaire Era and start a community of governance evangelists in Brazil.

Kudos!

Links to other relevant project sources or documents

https://manifestocardanobrasil.gitbook.io/

https://linktr.ee/manifestocardanobrasil

https://www.youtube.com/channel/UCuZ0HQNZvSn2J0DQxoq1jhA

https://twitter.com/DRepsCardanoBR

https://open.spotify.com/show/6ep2a3r27qpDJf05aB9SD6?si=82188563d9f74496

Link to Close-Out Video

https://youtu.be/nXiLxEEoy-Q?si=wKihpGSfN7VTm0cR