

BSIEM **BRAZIL**



**Innovation
and ESG
strategy
for impact
generation**

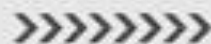


ISAE

*Brazilian
Business School*



July 3-7





***“ We inspire people
and organizations
for building
sustainable legacies. ”***

Norman de Paula Arruda Filho, Presidente ISAE





Responsible Management Education

The relationship that **ISAE** establishes with **UN** initiatives shows trust and makes the institution stand out among the members of the **Global Compact** and the **Principles for Responsible Management Education (PRME)**.



PRME



2006

Invitation to join the taskforce that created **PRME**

2013

Pioneer in the creation of the **PRME Chapter Brazil**

2020

Founding member of the **Global Compact Brazil Institute**





Mission



Inspire people and organizations for building **sustainable legacies**

Vision

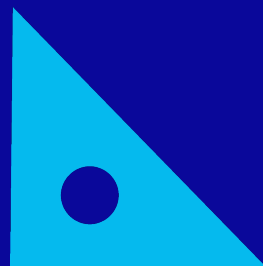


To be a business school that is reference in **transformative education, innovative solutions and sustainable results.**

Values



Governance
Innovation
Sustainability
Ethics
Leadership
Entrepreneurship



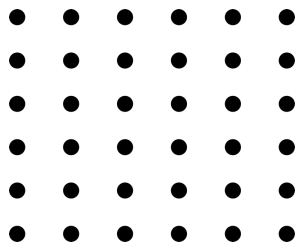
▶▶▶▶▶ About the BSIEM Program

The BSIEM Program (Business for Social Impact in Emerging Markets) was created to incentivize unique learning experiences in different contexts and countries – Brazil, Colombia, Russia, Mexico and India – and to connect students with variety of situations, problems and opportunities to lead them to transform social issues in successful business models.



BSIEM Brazil 2023

***Innovation and ESG strategy for
impact generation***



►►►►► Topics

With the increase in discussions regarding the ESG (environmental, social and governance) topic, it is important to understand how this concept relates to innovation and also contributes to the generation of a positive impact on society.

The BSIEM Brazil Module will address this topic in a 5 days agenda that will discuss the topics below:

- Connections between ESG, Sustainability and Innovation
- Innovation to generate positive impact
- Environmental, social and governance: risks and opportunities



Agenda

**July 3
Monday**

- Opening
- Introduction to ESG
- Connections between ESG, Sustainability and Innovation

**Prof Gustavo
Loiola**

**July 4
Tuesday**

Governance
Implications and
Challenges in ESG

**Victor Curi
Case EBANX**

Group activity

**July 5
Wednesday**

The social dimension
in ESG

Prof Camila Lucchese

Measurement of the
Social dimension

Case Work for Social

**July 6
Thursday**

Environmental
challenges and
opportunities in Brazil

**Prof Mariana
Schuchovski**

Decarbonization
Challenges in ESG:
Aviation sector

**Filipe Alvarez
Case Azul Airlines**

**July 7
Friday**

- Closing
- Groups presentation

Innovation for Impact

Prof de Carvalho

Time of the sessions:

10 am – 12pm (Brasilia time – please adjust to your timezone)





General guidelines

- 75% of participation are mandatory to receive the International Certificate;
- Knowledge in the English language (understanding, speaking and writing), as the entire program is conducted in that language;
- The student must present the final assignment in order to obtain the certification.



Professors and guests



Prof Mariana Schuchovski

Mariana Schuchovski is a Forest Engineer and holds a PhD in Forest Sciences (Federal University of Paraná and North Carolina State University, USA). She has been working with sustainability and environmental issues for more than 20 years, managing teams and projects. Founder and CEO of Verde Floresta, a consulting and training company in sustainability and impact business, she is also a guest professor at ISAE, FGV, FIA, UFPR, and other higher education institutions. Due to her performance and influence in the area, she was invited to join the Advisory Board of the Sustainability Committee of Amcham Brasil and the jury of major sustainability awards. Her mission is to make sustainability uncomplicated.



Professors and guests

Prof Camila Lucchesi



Camila Kososki Lucchese is a Lawyer, Founder, and Consultant at CKL, a provider of sustainability and ESG solutions. She holds a Master's degree in International Law and International Organizations from the University Paris 1 Panthéon-Sorbonne and specializes in Public International Law from the University Paris 2 Panthéon-Assas. Camila holds certifications in compliance, ESG, and reporting methodologies, including GRI Reporting (2021 updates), SASB (Integrated Reporting, Materiality), and Corruption and Due Diligence in the Value Chain.

With international experience gained through participation in United Nations forums, she has also excelled as a project manager in corporate sustainability and sustainable development at CIFAL Curitiba (UNITAR/UN). Using comprehensive assessments and materiality analysis, Camila helps businesses identify and prioritize ESG issues that align with their values and strategic goals. Camila is also a speaker and workshop facilitator, delivering presentations on sustainability and ESG topics at prominent conferences and industry events. Her passion lies in raising awareness and driving positive change in the business world through the adoption of sustainable practices.



Professors and guests

Prof Gustavo Loiola



Gustavo Fructuozo Loiola is a program manager at PRME - UN Initiative for Responsible Management Education and former Chair for the Latin America and the Caribbean Chapter. He is a PhD student in Business Administration at EAESP / FGV, holds a Master's degree in Sustainability and Corporate Governance from ISAE/ FGV, specialization in Administration and International Business and a degree in Advertising from the Federal University of Paraná. In his professional career, he worked with communication and marketing in advertising agencies and in the internal area of companies such as Correios, Aliança Empreendedora and Ashoka. For some years, he was also involved in working with the third sector and social development in Brazil and Latin America.

In the education area, he worked in the marketing management of learning institutions, developing strategies for attracting and retaining students, and as a consultant in international education companies that help students to seek development opportunities outside of Brazil. For over 10 years he was involved in international expansion projects, development of startups and new businesses, and coordinated the institution's Sustainability area, responsible for the relationship with United Nations programs and international partnerships as the Development Goals, the PRME and the Global Compact. He is a visiting professor at ISAE in disciplines related to sustainability, ESG, sustainable finance, innovation, entrepreneurship and leadership.



Professors and guests



Prof Gustavo de Carvalho

Professor and researcher specialist in innovation.. He is a reviewer of national and international scientific journals on the subject of innovation such as Technovation, International Journal of Innovation Science and Innovation and Management Review. PhD student in Production Engineering from UTFPR, Master in Business Administration from PUCPR (2015) and electronic engineer from UTFPR (2013). Participated in consultancy / training for the International Center for Software Technology (CITS) and SEBRAE-MG.



Professors and guests



Victor Curi

Victor Curi is Governance, Risks & Internal Controls Manager at EBANX, being responsible for the governance of its Compliance Program. He has experience in due diligence processes, normative documents framework and management of corporate hotlines. He is also involved in the organization of the company's corporate governance framework, including its ESG Program, and leads the teams responsible for risk management. He holds a Bachelor's degree in Business Administration from the Universidade Federal do Paraná (UFPR) and is post graduated in the same institution.

The logo for EBANX, featuring the company name in a white, stylized, sans-serif font on a dark blue rectangular background.

Professors and guests

Filipe Alvarez



Graduated in Biology, a master's degree in Sustainability, and a Specialization in Finance, Filipe has a career of over 17 years built in the areas of Sustainability, CSR, and Environmental Management. He acted in leadership positions in companies of various industries with extensive experience in ESG Strategies, Climate Change, and Sustainable Finance.

Now in Azul Airlines, Filipe has the mission of leading the sustainability strategy preparing the company to reach its climate neutrality target in 2045 and being one of the leaders in the climate schedule for the sector in Brazil.



Professors and guests

Jamil Assis



Jamil Assis is a civil engineer graduated from Federal Technological University of Paraná, with previous experience in engineering project management, involvement in the Junior Enterprise Movement and other social projects with an emphasis on collective impact, specialization in social impact and systemic thinking. He is currently a volunteer at the Association of the Deaf of Curitiba and pursuing a master's degree in Catholic studies, focusing on Church social thought and practice at the Franciscan University of Steubenville in the United States.

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