SOCIAL INNOVATION IN THE POST PANDEMIC WORLD

BSIEM 2022 – Brazil Module
June 20-24

ISAE
Brazilian
Business School

ISAE'S MISSION

To inspire people and organizations to build sustainable legacy.

ISAE is partnered with FGV, one of the largest educational institutions in the country, a reference center in research, teaching and extension.

ISAE has headquarters in Curitiba, Ponta Grossa and Londrina. Over its 25 years, it has graduated more than 40,000 students and reached, in 2021, the milestone of eight states with its corporate programs.

ABOUT THE PROGRAM

As we know society has undergone an unprecedented change. The coronavirus pandemic brought a series of social and environmental transformations and impacts that affected humanity as a whole. We are at the beginning of a new era. For this, social innovation is the key to building a more dignified and sustainable future for all, collaborating for the necessary transition to take humanity to the next level.

According to OECD, Social innovation refers to the design and implementation of new solutions that imply conceptual, process, product, or organisational change, which ultimately aim to improve the welfare and wellbeing of individuals and communities.

Come and discuss more about how to transform challenges into solutions, learn about new ways of doing business in this new world and understand the responsibilities of each one of us.

LEARNING OBJECTIVES

- Stimulate the systemic vision of the participants, understanding the complexity of the current challenges;
- Develop an understanding of social innovation as a vector for transforming society;
- Discuss new ways of doing business, aligning profit with purpose and generating impact on society;
- Understanding the individual role of leadership as an agent of change.

ENROLL HERE

DATE AND TIME

June 20-24 (Monday to Friday)

9am – 11am Curitiba
7am – 9 am Monterrey
7am – 9 am Bogotá
3pm – 5pm Moscow
5pm – 7pm Mumbai

Access your timezone here: https://www.worldtimebuddy.com

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PROGRAM OVERVIEW

Monday

Social Innovation and the Brazilian Reality

From Challenges to Solutions

Tuesday

Using Business for Good
Case EBANX

Wednesday

Conscious Capitalism and the new way to shape business

Cooperative Business Models

Thursday

Tackling inequalities through entrepreneurial solutions

Friday

Leadership Skills for shaping the future

Final presentation

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IMPORTANT INFORMATION

- To obtain the certificate, the student must have 75% of attendance in the live sessios;
- As an assignment the program will have a group activity that is mandatory for certification;
- During the program, time slots will be available for groups to meet;
- The sessions are composed of classes, lectures, workshops and debates.

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CAROLINE BUSATTO

Caroline Busatto wakes up to promote a new economy that enhances life, taking into account planet boundaries and the social fabric. She is a speaker, teacher and writer. Actually leads on the Ministry of Economy in Brazil the agenda of Micro and Small Companies, Entrepreneurship and Craft. She co-leads Dona de Mim - a movement toward gender equality - that has already reached 2,000 people since 2019. She is a leader in Sustainability from United People Global, has a Certificate on Holistic Science and Economics for Transition (Schumacher College) and a degree in Production Engineering (PUCPR). With over a decade of working for large companies and 3rd sector (Nestlé, L'Oréal, Boticário Foundation for Nature Protection), has broad experience on designing and implementing interventions to generate positive impact. Fluent in Portuguese (native), English, French and Spanish.

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MICHELLE DUARTE

Michelle de Cerjat Duarte has over 15 years of experience in different fields. Having majored in Journalism, in the following years she focused on different aspects of Communications (PR, cause marketing, social media, video production, institutional and internal communications). For the last ten years she has been working to match social impact with communications and marketing, be that in the public sector or in technology companies.

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DENISE BAUMGRATZ

Economist with Post Baccalaureate Specialization in Financial Administration, Strategic Communication and MBA in Business Administration. Former steel sector executive, developed market intelligence, customer relationship and segmentation projects, new investments analysis, pricing, branding, among others. In the last 10 years, pursuing a non-linear career and seeking a greater purpose, discovered entrepreneurship, humanization of businesses and mentoring. This journey of growth led to working with the Conscious Capitalism Institute in Brazil, aiming to help transforming Minas Gerais and Brazil through more conscious, sustainable and innovative businesses.

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MONROE OLSEN

Monroe Olsen was born in Caçador, State of Santa Catarina, Brazil, in 1974. Married since 1999, he is father of Ricardo (11), Lorena (7) and Cassiano (4). He studied business administration and law in Curitiba, Paraná, Brazil, where he also became a Brazilian tax law specialist and professor (2001). He took his Master´s degree in International Tax Law (LL.M.) in Vienna, Austria (2005/06). He started his career in a multinational (Big 4) audit firm in 1994, became tax partner of a law firm in Curitiba in 1999 and partner of another law firm in 2018. Visiting professor, tax advisor and renewable energy and international trade specialist with 27 years of experience, he is naming partner of “Monroe Olsen – Conciousness, Nations and Free Market”, a network of professionals providing specialized services and trading opportunities permeated by ESG factors. Member of different business, cultural and professional entities (ABABTG, ABIOGAS, ACP, BIOGAS CLUB, IFA, OAB-PR), he became our member and ambassador of Conscious Capitalism Brazil in 2021.

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CAROLINE TEODORO

Carolina Teodoro is an experienced International and Institutional Relations professional with more than five years of experience in Cooperativism. She holds a master's degree in History, International Relations, and Cooperation from Universidade do Porto - Portugal - and attended several courses in prestigious institutions such as MIT and American University. Currently, Carolina works at Ocepar System, the apex organization for cooperatives in the state of Paraná, Brazil. Since her teenage years, she has been in leadership roles in international networks such as AIESEC and the Global Shaper Community - a WEF initiative - in which she is currently vice-curator of Curitiba Hub.

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GUSTAVO LOIOLA

Carolina Teodoro is an experienced International and Institutional Relations professional with more than five years of experience in Cooperativism. She holds a master's degree in History, International Relations, and Cooperation from Universidade do Porto - Portugal - and attended several courses in prestigious institutions such as MIT and American University. Currently, Carolina works at Ocepar System, the apex organization for cooperatives in the state of Paraná, Brazil. Since her teenage years, she has been in leadership roles in international networks such as AIESEC and the Global Shaper Community - a WEF initiative - in which she is currently vice-curator of Curitiba Hub.

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FLAVIA FELIZ

Co-founder of the B-corp We.Flow - a consulting and training company for ESG, social impact, leadership & conscious culture - Flavia has more than 12 years of experience with social impact projects in public institutions, NGOs, and companies. In 2021, she received the award “Entrepreneur of Curitiba” in the social and environmental impact category in 3rd place.

She holds a master's degree in Social Entrepreneurship from the University of Southern California (USC), a graduate degree in Social Businesses (FAE Business School), a certificate in Strategic Management and International Marketing (University of La Verne), and a bachelor's degree in Public Relations (UFPR).

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