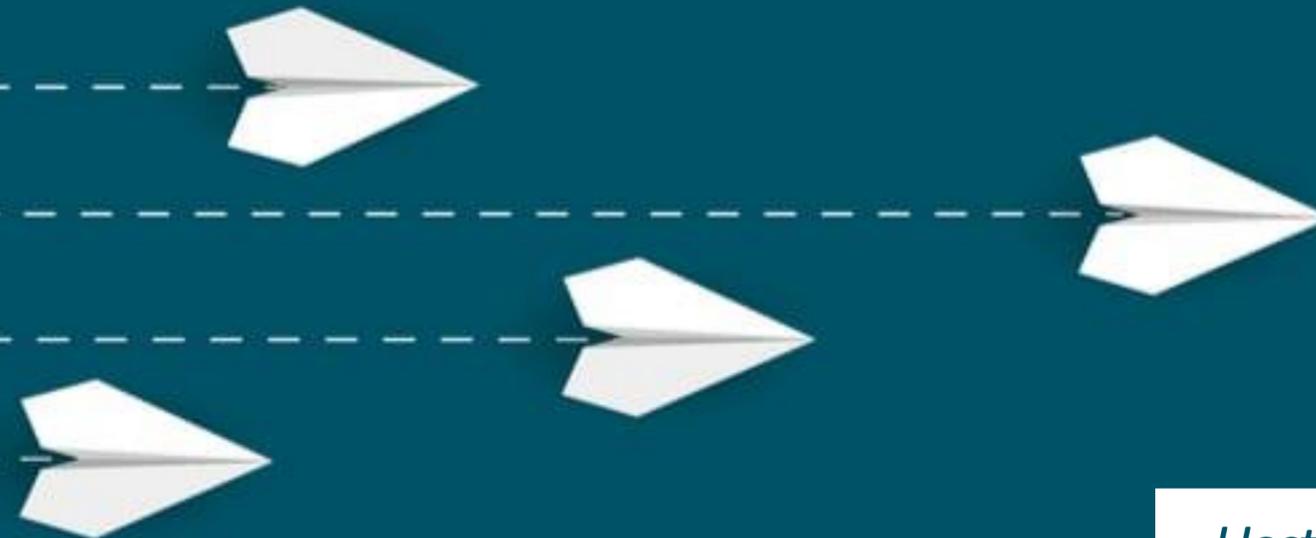


BSIEM BRAZIL
*SOCIAL INNOVATION IN
THE POST-PANDEMIC WORLD*



Hosted and organized by  **ISAE**

ABOUT ISAE

ISAE is a Business School founded in 1996 in Curitiba, Paraná (Brazil). Since the beginning, the institution has guided its development by the formation of leaders aware of their role and responsibilities towards society. During these 25 years, thousands of professionals had their histories crossed with ISAE's, in a training process always attentive to trends and management models practiced in the best companies and organizations in the world.

Our values, known as GISELE (Governance, Innovation, Sustainability, Ethics, Leadership and Entrepreneurship) are part of our DNA and translate into our programs.

ISAE is affiliated to Fundação Getúlio Vargas (FGV), one of the largest educational institutions in the country, a reference center in research, teaching and extension. The institution has headquarters in Curitiba, Ponta Grossa and Londrina, in addition to extensive operations in the national market.



WHAT IS SOCIAL INNOVATION?

“Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress.”

This definition presented by Stanford University helps us understand the transformative potential that innovation can have.

The concept calls for cooperation and interaction between academia, nonprofit, public and private sectors. Social innovations are new solutions that simultaneously meet a social need and lead to new or improved capabilities and relationships and better use of assets and resources. It could be products, services, models, markets, process, etc.

ABOUT THE PROGRAM

- Brazil is the largest country in South America and the fifth largest nation in the world. With a GDP of USD 3,534 trillion, Brazil is a country with great wealth but very unequal. This inequality dates back to colonial times and persists today.
- The need and the opportunity make Brazil a country full of entrepreneurs and leaders who work with social transformation, and allies with innovation try to change the most diverse realities.
- The BSIEM Program Brazil in 2021, will discuss about social innovation and the challenges and impacts caused by the Coronavirus Pandemic. The objective is to share good practices, and also reflect on new ways of doing business and directing capital, always with a focus on the sustainable development of the planet. Only in this way is it possible to rebuild better and together.

AGENDA BRAZIL

TIME	21 Jun (Monday)	22 Jun (Tuesday)	23 Jun (Wednesday)	24 Jun (Thursday)	25 Jun (Friday)
09:00 10:00 UTC - 3	<p>Social Challenges <i>In this session, we will reflect on the great global challenges that permeate society, especially in this pandemic moment.</i></p> <p>Luisa Bonin <i>MIT Solver 2020 & Entrepreneur</i></p>	<p>Social Innovation in Brazil Understand new ways to do business considering the relationship with stakeholders and creating a positive impact on society.</p> <p>Flavia Feliz <i>Entrepreneur We.Flow</i></p>	<p>From challenges to solutions Brainstorming and innovation session, connecting problems to solutions.</p> <p>Gustavo Loiola <i>ISAE/FGV</i></p>	<p>Conscious Capitalism Business leaders dedicated to elevating humanity through business.</p> <p>Simone Venancio & Monroe Olsen <i>Conscious Capitalism Brazil</i></p>	<p>Ideas presentation Presentation and discussions about the proposals.</p> <p>Gustavo Loiola <i>ISAE/FGV</i></p>
10:00 11:00 UTC - 3	<p>Innovation for Impact Innovation has great potential to transform society. How to use innovation to generate positive social impact?</p> <p>Alexandre Amorim <i>Entrepreneur and Forbes Under 30</i></p>	<p>Using business for good Learn about the ways in which traditional companies can use their business for good through social and impact investments.</p> <p>Orlando Nastri <i>ESG Consultant</i></p>		<p>B Corps Certified B Corporations are a new kind of business that balances purpose and profit.</p> <p>Paulo Cruz <i>B Corps Brazil</i></p>	<p>Innovation as a driver for the future Innovation as a great vector to shape the future we want.</p> <p>Wendel Afonso <i>Innovator & Entrepreneur</i></p>

EVALUATION CRITERIA

- Presence in more than 75% of meetings;
- Participation in discussions;
- Delivery of the final challenge to be evaluated by the challengers.

SPEAKERS



Prof Flavia Feliz

Flavia is a Brazilian entrepreneur focused on social impact motivated by the possibility to contribute to something bigger than her own being. With more than 10 years of experience in social impact projects within public institutions, nonprofits, companies, and universities, she had previous international experiences in Brazil, Italy, Mauritius Island, and the U.S.

She dedicates her studies and career to understanding how to strike a balance in the triple bottom line (social, economic, and environmental fields) and to put her energy to the service of the whole, taking into consideration the fair economic development

and sustainable care of nature, in which we are all embedded. Flavia is currently a candidate at the University of Southern California's Master of Science in Social Entrepreneurship (MSSE), in which she was also the Director of International Connections of the MSSE Student Association.

She holds a Public Relations bachelor's degree (UFPR - Brazil), a specialization in Social Entrepreneurship & Social Businesses (FAE Business School - Brazil), and certifications in Strategic Management & International Marketing (University of La Verne - USA) and PMD Pro - Project Management for Development Professionals (APMG International). She was a visiting professor of the graduate course of FAE Business School in the discipline of Fundraising and also the Academic Coordinator of Brazil's first Social Entrepreneurship graduate course in distance learning, from Instituto Legado and FESP.

SPEAKERS



Prof Luisa Bonin

Luisa is Brazilian with a Bachelor's Degree in Social Communication and qualification in Public Relations. She is the Co-founder of Tamo Junto - www.tamojunto.org.br - a free, mobile-friendly platform to support micro-entrepreneurs to develop their businesses. Is responsible for Corporate Partnerships and Impact Opportunities at Aliança Empreendedora, an NGO that supports Brazilian micro-entrepreneurs.

As a documentary photographer, Luisa founded Platea Arts and Communications, a digital communication consultancy for cultural and arts projects in Brazil.

She works in the Social Sector since 2009, and is former Communications Director and Project Manager at Aliança Empreendedora, a role that Luisa was responsible for 7 years.

Her experience is in communications strategic planning, project management, content creation, audiovisual production, team coordination, negotiation, digital marketing, fundraising, project and proposal development, campaign planning, press relations, among other pertinent activities. In 2019 she was selected as one of the finalists in the Global Citizen Prize: Cisco Youth Leadership Award (US) for the work at Tamo Junto, and in 2016 Luisa was also selected in the Laureate Global Fellow by the International Youth Foundation (US), for the work done at the Tamo Junto.

SPEAKERS



Gustavo is Chair of PRME for Latin America and the Caribbean - a United Nations initiative for management education. 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. He has always valued international experiences as part of his education, having a specialization in Innovation and Entrepreneurship from the University of California (USA), Project Management from George Washington University (USA), as well as immersions in Smart Cities in the city of Nantes in France.

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. Since 2014, as an ISAE / FGV employee, he has been involved in international expansion projects, development of startups and new businesses, and coordinates 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 and FGV Online, in disciplines related to innovation, entrepreneurship, leadership and sustainability.

SPEAKERS



Wendel is a venture builder expert with more than 15 years of experience translating science into consumer products. He grew up in a startup environment in a developing country that lacks basic resources for business development. In a very immature business ecosystem like that, a real passion for a cause and a problem-solving mindset is a must-have to succeed. Over the last 15 years, Wendel had the opportunity to lead technology-based companies through all stages to the launch of new food science-based businesses ranging from lab scale, scale-up, fund raising, revenue generation, and market expansion. Over the last decade, he performed innumerable prototypes, clinical trials, and launched more than 30 successful innovative products. Such work was anchored on a solid scientific production, around 20 articles and 3 patents.

At INVITA Specialized Nutrition, he launched more than 20 innovative products from scratch to market, and filed a patent and more than 20 brands to guarantee freedom to operate and a robust IP strategy. As a result, the company was the second fastest growing business in the country (179% CAGR) competing with huge multi-national corporations. He believes that recent platform technologies such as protein engineering, plant-based technologies, AI, and animal-free ingredients will change the food/biotech industry in the near future; he is part of a team that will drive such revolution.

SPEAKERS

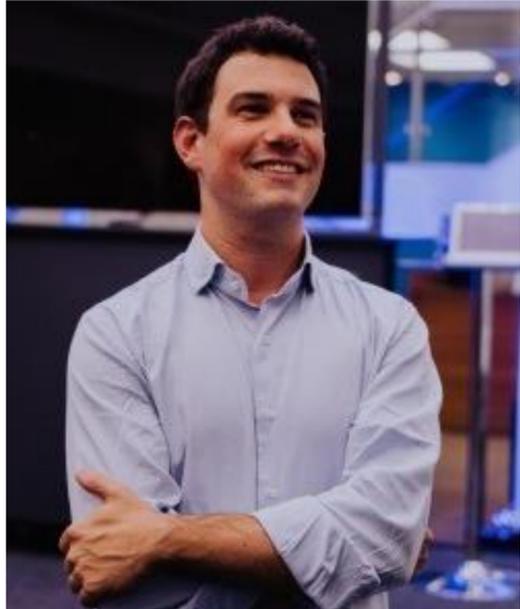


Experienced sustainability executive with a demonstrated history of leading projects and people in Circular Economy, Renewable Energy, Corporate Social Responsibility, Social Impact Business, ESG Strategy, Social Return on Investment (S-ROI) and Marketing.

Corporate experience with interlocution and reporting to C-Level in B2B / B2C multinationals, as well as field knowledge and performance in all regions of Brazil.

Graduated in Business (USP), Executive Education in Innovation (Stanford) and Master in Sustainability (FGV).

SPEAKERS



Alexandre Amorim

Co-founder and Chairman of the Board of ASID Brasil. Future Social Entrepreneur at Folha de SP, Inspiring Young People at VEJA and UNDER 30 FORBES. He studied social impact through executive programs at Harvard, Stanford and INSEAD. He attended the Executive MBA at Fundação Dom Cabral with an extension in finance at HEC Paris. He serves as a guest professor at Fundação Dom Cabral, FAE Business School, Instituto Legado and other institutions.

He currently founded Ago Social (www.agosocial.com.br), which works to strengthen the social impact ecosystem with professional training and investment in social impact.

SPEAKERS



Simone Venancio

Management professional, Consultant and Founder at Propositiva Consulting, Leader of the local Conscious Capitalism branch and Volunteer at Sistema B Brasil and other organizations committed to changing the world into a better place for all. Lifelong learner, in love with Sustainability and the New Economics model. Simone has MBA in Business Development and Management by ISAE/ FGV and Post-graduation in Processes and Quality management by FAE Business School.

He is a founding partner of Monroe Olsen Taxation, Citizenship. He works with taxation in Business and Family practice, with renewable energies, international business, culture and entrepreneurship. He is an administrator, lawyer and consultant specializing in taxation, energy and international trade. For 18 years he has been a visiting professor at several colleges, postgraduate courses and MBAs. He completed his Master's in Vienna, in the Austrian area of International Taxation, an experience that undoubtedly added a lot to my training as a consultant, teacher, manager and citizen of the world. He is currently a member of the Conscious Capitalism Institute.



Monroe Olsen

