

*Planting seeds for future collaborations  
through meaningful conversations and intentional interaction*

Impact Business promote entrepreneurial models that are, at the same time, financially sustainable and that have a clear definition of their desired social and environmental change. Among social impact business models, it is possible to give special attention to peripheral areas and vulnerable communities, seeking to stimulate their high entrepreneurial potential. This perspective sees them not only as beneficiaries of social initiatives or consumers from the base of the pyramid, but mainly as protagonists and solvers of their own challenges. Many of these enterprises in peripheral areas also have culture and identity topics in their essence (handicraft, food, literature, audio-visual, events, fashion, etc.).

Strengthening the field of impact investing and business with this perspective also necessarily demands the advancement of these topic in academia and engaging professors and students to this emerging field. In this regards, professors contribute significantly to forming new professionals that are committed to create a positive impact in the world, to the systematization of concepts and knowledge, and also to offer expert support or to elaborate future references for hybrid business models.

For this purpose, the British Council, through DICE (Developing Inclusive and Creative Economies) has partnered with ICE (Instituto de Cidadania Empresarial, translated as Corporate Citizenship Institute) to promote activities to support and connect scholars from the United Kingdom and Brazil. One of the goals is to stablish collaborative projects in the academic field, including research, teaching, and projects connected to the communities.

The workshop will take place in São Paulo in February/2020 at Fundação Tide Setubal, bringing together scholars from Brazil and the United Kingdom to share good practices on research and teaching to, potentially, start new projects together. The main purpose of this initiative is to promote spaces for dialogue and exchange between the participants and to contribute to advancing the applicable knowledge on topics related to social entrepreneurship, social innovation, impact business, and communities in vulnerable situations.

**Main Goals:**

- To stimulate and stablish **collaborative projects** in the academic field, including research, teaching, and projects connected to the communities.
- To promote connections and **academic exchange** between scholars from the UK and Brazil and to share experiences in teaching, research and projects with the community.
- To identify and create opportunities for **future collaborations** in research and/or other academic activities (courses, teaching cases, international studies, extension projects)



**Context and Agenda**

Teaching and researching  
on Social Impact Agenda  
Feb 12<sup>th</sup>



**Day in the field**

Territories, Transformation and  
Connection with the Community  
Feb 13<sup>th</sup>



**Possible actions**

Engaged Academia and  
future opportunities  
Feb 14<sup>th</sup>

Name	Area	School
Abraão Freires Saraiva Júnior	Management and Entrepreneurship	Universidade Federal do Ceará - Centro de Tecnologia
Aurélia Adriana de Melo	Business Management	UNISINOS
Clarisse Stephan Farhat Jorge	Law	Universidade Federal Fluminense (UFF)
Gabriel Fernandes Cardoso	Entrepreneurship	Centro Universitário UDF
Graziella Maria Comini	Business Management	University of São Paulo
Ivana Aparecida Ferrer Silva	Business Management	Universidade Federal do Mato Grosso - UFMT
José Augusto Lacerda Fernandes	Management and Entrepreneurship	Universidade Federal do Pará - UFPA
José Milton de Sousa Filho	Business Management	Universidade de Fortaleza - UNIFOR
Juliano Domingues	Political Science and Creative Economy	Universidade Católica de Pernambuco (Unicap)
Luiza Teixeira	Public Administration	Universidade Federal da Bahia - UFBA
Maria Granados	Management and Marketing	University of Westminster
Pablo Munoz	Strategy, IB and Entrepreneurship	University of Liverpool
Richard Hull	Social Entrepreneurship	Goldsmiths - University of London
Silvia Pinheiro	Law	PUC-Rio

Fundação Tide Setubal: R. Jerônimo da Veiga, 164 - Itaim Bibi, São Paulo - SP, 01406-200, Brasil



Feb 12<sup>th</sup>  
9am – 6.30pm  
Fundação Tide Setubal

## Context and Agenda

Teaching and researching on Social Impact Agenda

### Morning

Welcome to BR+ UK Academic Workshop on Social Impact Agenda  
ICE and British Council

#### Check-in

All participants

#### Opening Session – Context and goals: Why we are here?

Social Impact Business and Investing - ICE

Territory Development and Periphery - Fundação Tide Setubal

Developing Inclusive and Creative Economies - British Council

#### Aims and Objectives of Workshop

Cocreative session

#### Academic Collaboration: possibilities, strengths and challenges

Cocreative session

#### Sharing experience, knowledge, and future agenda

Short presentations and in-depth conversations – all participants

*Please, choose the sessions of your preference at this [link](#) before February 7<sup>th</sup>.*

#### 1<sup>st</sup> Group

- A. Social Enterprises and Social Innovation: a portrait of Brazilian experiences (Research)  
Graziella Comini
- B. Impoverish Entrepreneurship in Emerging Countries. (Research)  
José Milton de Sousa Filho
- C. The Governance of Sustainable Enterprise: Learning from Social Enterprise (Research)  
Richard Hull

Lunch (1pm estimated)

**Sharing experience, knowledge, and future agenda**

Short presentations and in-depth conversations – all participants

2<sup>nd</sup>. Group

- D. **Social impact businesses: considerations about their regulative nature in Brazil (Research)**  
Clarisse Stephan Farhat Jorge
- E. **Effective Entrepreneurship amongst the waste pickers in Cali, Colombia (Research)**  
Maria Granados
- F. **Social Innovation in higher education: experience in designing and implementing a social innovation lab (Teaching and Outreach)**  
Gabriel Cardoso

3<sup>rd</sup> Group

- G. **Community based enterprises and social enterprises in the Amazonian rainforest (Research)**  
Silvia Pinheiro
- H. **Poverty and the Varieties of Entrepreneurship in the Pursuit of Prosperity (Paper)**  
Pablo Munoz
- I. **Entrepreneurship Center UFC CEMP (Teaching and Outreach)**  
Abraão Freires Saraiva Júnior

4<sup>th</sup> Group

- J. **Creative Industries, Creative Economy and Social Innovation: mapping concepts and applications in Brazil and U.K. (2010-2020) (Research)**  
Juliano Mendonça Domingues da Silva
- K. **Social Value Chain in Porto Alegre's Social Impact Businesses (Research Project)**  
Aurélia Adriana de Melo
- L. **Developing the Social Impact Agenda in the Amazon Region (Teaching and Outreach)**  
José Augusto Lacerda Fernandes
- M. **Social Entrepreneurship as a way to boost the local economy (Research): The ecosystem in Mato Grosso state and the cacao and chocolate sector in the South of Bahia**  
Ivana Aparecida Ferrer Silva and Luiza Teixeira

**Trending academic topics on Social Impact Agenda for research, teaching and outreach**

Closing session and preparation for next day



Feb 13<sup>th</sup>  
10am – 6pm  
Galpão ZL

## Day in the Field

Territories, Transformation and Connection with the Community

8 am: Meeting point at the Hotel Reception

### Morning

#### Welcome to Jardim Lapena and Galpão ZL

Presentation and Neighborhood Walk

#### Cases from the Territory: Talking session social entrepreneurs

ArqCoop - Denis Oliveira de Souza Neto

Pluvi.on - Diogo Tolezano

Jupiter - Bruno Trivelato

### Lunch (1pm estimated)

### Afternoon

#### Social Entrepreneurship in the Periphery - The Agenda in Brazil

Gislene Aparecida dos Santos (IEA – University of São Paulo)

Edgard Barki (FGV-SP)

#### How do we research Social innovation and Social entrepreneurship?

Work session facilitated by Maria Granados (University of Westminster)



Feb 14<sup>th</sup>  
9am – 5pm

Fundação Tide Setubal

## Possible actions

Engaged Academia and future opportunities

### Morning

#### Key Premises of a Participative and Engaged Academia

Collective story

#### Connecting university and community through an entrepreneurial approach

Work session facilitated by Richard Hull (Goldsmith – University of London)

#### Idiosyncrasies, rarities and disclosures in the publishing journey

Work session facilitated by Pablo Muñoz (University of Liverpool)

### Lunch (12.30pm estimated)

### Afternoon

#### Futures opportunities and partners

Invited partners

- British Council
- Fundação Tide Setubal
- Fapesp
- Confap

Collaborative mapping

#### Ideas for Collaboration and Next Steps (Cocreative session)

#### Check-out and Farewell

### About ICE and Programa Academia

ICE is a non-profit civil society organization working with leaders to foster transformative initiatives capable of producing a positive social impact in the low-income population. Throughout its history, the institute has focused on different areas of social innovation and has always implemented strategies that inspired the practices of a wider group of leaders and organizations. In 2013, ICE elected the topics of Social Finance and Impact Business as its focus, based on the certainty that it is as necessary as it is possible to mobilize more capital for innovative, scalable solutions in the social sector.

The **Academia Program** began in 2013 as an initiative by the **Corporate Citizenship Institute** (ICE) with the Latin America Innovation Fund for an Impact Economy, comprised of the Rockefeller Foundation, Omidyar Network and Avina Americas – Fundación Avina. Our goal is to strengthen the Impact Business and Social Finance agenda in Higher Education Institutions (HEI) by engaging professors with it. Nowadays our program constitutes a network of more than 90 professors from all over Brazil.

The Program works on the three pillars of higher education – research, teaching and extension (connection with the community). Professors are the main link between the Program and HEIs, hence the Program's goals to: (1) connect them to the impact ecosystem in Brazil and internationally; (2) stimulate research and the production of teaching cases on impact entrepreneurship; (3) stimulate the creation of curricular and extra-curricular courses on these topics; (4) foster the development of extension activities that connect students with the local reality and local challenges; and (5) to organize and disseminate academic practices among professors, in order to inspire and promote engagement and cooperation.

As entrepreneurship and social entrepreneurship get more and more space in the curriculum of Brazilian universities, initially in business schools but increasingly in other areas, the Academia Program plays a pivotal role. Beyond raising the profile of social finance and impact business, we also promote and explore synergies with adjacent agendas, such as the strengthening of civil society and sustainability.

### About British Council and DICE

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. In Brazil, the British Council is dedicated to promote cooperation in areas such as English language, arts, sports, and education.

**Developing Inclusive and Creative Economies (DICE)** is an ambitious programme that supports the development of **creative** and **social enterprises** in the **UK** and five key emerging economies: **Brazil, Egypt, Indonesia, Pakistan, and South Africa**. DICE seeks to support progress on the **Sustainable Development Goals** by addressing two critical issues:

- rising unemployment, underemployment and poor-quality employment prospects for young people in emerging economies
- the lack of inclusive economic development in emerging economies which can translate into instability, political disaffection and reduced economic growth.

It does this by delivering initiatives at three levels of the economy – systemic, institutional and individual – and by working across borders, sectors and silos in order to: promote a more enabling environment for creative and

social enterprise, bring about positive change to national and regional policies, and support innovative, collaborative responses to local and global challenges.

### **About Fundação Tide Setubal**

The Tide Setubal Foundation is a family and non-profit organization that was created in 2006 to promote social justice and sustainable development of urban peripheries, with five focus axes: 1) race, gender and social justice; 2) public budget and transparency; 3) cities and urban development; 4) new economy and territorial development; 5) democracy and active citizenship.

Within this perspective, the Foundation is responsible for the management of Galpão ZL, a space located on the outskirts of the East Zone of São Paulo dedicated to promoting community engagement activities around neighborhood problems and economic development with an emphasis on entrepreneurship and generation income, through events, debates, courses and promotion of new businesses.