

Educação Empresarial  
**RESPONSÁVEL**



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# PRME | Global Forum

## How to get started

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## Before starting

- We are not starting from zero
- Meaning in the context
- Change the school's way of life
- Change people's minds
- How big is the challenge?



“The principles are just principles...”

# The steps of engagement

**4<sup>th</sup> TINA, There Is No Alternative**

**3<sup>rd</sup> Large dissemination**

**2<sup>nd</sup> Mobilization**

**1<sup>st</sup> Sensibilization**



# CSA: Changing the State-of-the-Art

Strategic planning: mission, vision

New educational methods

Students as changing agents

Governance in schools

Engaging the sphere of influence



## The basic ISAE/FGV actions KIT

- Guidelines: ethics, governance, sustainability, leadership, entrepreneurship and innovation
- Change MBA curricula
- Voluntary Consultancy in Management
- Implement the *Perspectivação* System – responsible initiatives in management education
- Adopted the building's façade – promoting the Global Compact Principles and the PRME



## The basic ISAE/FGV actions KIT

- PRME flyers
- Sustainability committee
- Site with information of the PRME
- Stimulate research on the subject
- Increasing new dialogues with stakeholders / sphere of influence





- **Development of projects focused on the principle of self-reference**

#### PROJECTS:

- Eco-Efficiency at ISAE/FGV – 4 R's
- Quality of Life at ISAE/FGV
- Enabling technology for PVC furniture, to promote the inclusive markets and the disabled person
- Increasing sustainable entrepreneurship at the ISAE/FGV Incubator
- National Prize of Entrepreneurship





## PROJECTS:

- Corporative Education as Tool for Embedding the Principles of Social Responsibility in the COPACOL DNA
- Planning Curitiba with IPPUC – Sustainable Development Sector Plans
- Focus Group – what is needed regarding business education?



# The challenge of the challenges

- **Transversalism** in:
  - From **concepts** to **attitudes**
  - From **stakeholders** to **partners**
  - From **actors** to **changing agents**
  - From **regular curricula** to **smart development education system**
  - From **staff** to **team**



**” Before you begin to change the world, walk three times around your own house.”**

**Chinese Proverb**







**Believe and do it!**

Thank you!

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