



# SHARING INFORMATION ON PROGRESS (SIP) REPORT 2014/2016

**School of Economics, Business Administration and Accounting  
at Ribeiro Preto (FEA-RP) – University of São Paulo (USP)**



**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

## **Renewal of Commitment to PRME**

**The FEA-RP / USP / Brazil is recognized as one of the most important business schools in Latin America and intends with this report renew our commitment and to express our satisfaction to be part of the PRME.**

**Since we became signatories of PRME in 2012, we have observed the continued development of the Principles for Responsible Management in the academic community at FEA-RP / USP.**

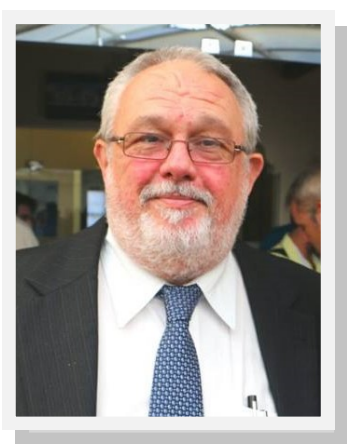
**Over the last two years we have made a strong outreach work of the PRME principles among members of our institution. We follow the growing interest that the activities related to the PRME come arousing in our students, teachers, businesses and entire academic community.**

**Based on the principle of dialogue, we have sought to promote meetings between our stakeholders, strengthening our vision of common future and belief in the leaders' education as a stronger mechanism for sustainable development.**

**The values widespread by the PRME are aligned with the strategic planning of this institution and have acted as a value lever for our activities.**

**We realize that the projects related to the PRME have approached our students, faculty and staff to what is being demanded by the organizations in the present world.**

**The PRME strengthens the role of the FEA-RP / USP as a forming institution of leaders at excellence to our society. This report contains the consolidation of these advances and our commitment to continue working to promote the PRME and to disseminate the Sustainable Development Goals at FEA-RP / USP.**



**Professor Dante Pinheiro Martinelli**  
*Dean*

***Ribeirão Preto/ SP, Brazil, 12/12/2016***



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# Sustainable Development Goals Ahead



Special thanks to:

**PRiME**  
CHAPTER **BRAZIL**



# Summary

1. Introduction
2. The Sustainability Office at FEA-RP / USP
3. Presentation of the nine student organizations
4. Application of the six principles of PRME

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

5. Monitoring (2014/2016) and future goals (2016/2018)

# 1. Introduction

The School of Economics, Business Administration and Accounting at Ribeirão Preto, of the University of São Paulo (FEA-RP / USP), was created in 1992 with the aim of being a center of excellence in the midland of the State of São Paulo in teaching, research and university extension in order to develop the Economics, Business Administration and Accounting. In 2002, FEA-RP gained university autonomy and considerably increased its number of students, teachers and employees, consolidating its leadership position in training people, promoting research and organizational development in the region of Ribeirão Preto / SP.

Currently the college has 213 stricto sensu graduate students, 1,237 lato sensu graduate students (specialization), 1350 undergraduate students, 96 faculty members and 69 staff members.

Throughout its history, FEA-RP has proven its vocation for teaching and research in the areas of Corporate Social Responsibility, Sustainability and Education for Sustainable Development, and since 2012 has been a signatory of the Principles for Responsible Management Education (PRME) Initiative from United Nations and Global Compact.

During these four years of membership in the PRME, the working group dedicated to the implementation of the Initiative has strived to disseminate the six PRME principles by mobilizing students, teachers and staff in support of Education for Sustainable Development. There are many resistances and difficulties in trying to change the "business as usual" mentality, however, it can already be said that the PRME - and its transformative proposal - has been gaining ground naturally, especially among undergraduates.

The current undergraduate students of the FEA-PR were born and grew up in the society of the new millennium. It is a generation hyperconnected by devices and information technologies and concerned with the negative social, economic and environmental externalities caused by the traditional model of organization.

In FEA-RP, a latent social phenomenon is observed in undergraduate students that can be classified as "communities of practice". The students are organized in nine student bodies for the promotion of sports, university citizenship, volunteering, entrepreneurship, financial education, social projects, environmental actions and affirmation of human

rights. These undergraduate students organized in student organizations have been PRME's great drive in the FEA-RP, which seeks to share the social learning generated by student "communities of practice" and consolidate as values to be transplanted into the future managerial career of these students.

The various courses offer a variety of undergraduate, postgraduate and extension (MBA) disciplines, specifically geared towards sustainability (see Sharing Information on Progress 2012-2014).

An important agent of practical actions in college is the FEA-RP USP Recycle Committee, whose mission is to contribute to the construction of a sustainable environment through actions aimed at reducing waste generation, conserving the environment, improving quality of life and training to people committed to this ideal.

In 2015, FEA-RP created the Sustainability Office and its Management Committee, composed of a faculty member from each of its three departments (Economics, Business Administration and Accounting), students representing the nine student organizations and three employees. The Sustainability Office Management Committee meets monthly during the school calendar to discuss, evaluate and re-plan the current and future actions of PRME in the school.

**All meetings are open to stakeholders' participation.**

Three major work fronts can be delineated for the implementation of the six principles (PRME) in the FEA-RP:

- A part of the faculty is dedicated to the research, development of new educational contents, realization and participation of fairs, congresses and events related to sustainability, Corporate Social Responsibility and business ethics;
- Students are organized into student organizations, developing autonomously their sports projects, university citizenship, volunteering, entrepreneurship, financial education, social projects, environmental actions and affirmation of human rights, among many others;

• The Sustainability Office provides administrative support when requested by students and teachers, holds monthly meetings with its representatives and is responsible for publicizing the PRME. The Sustainability Office is not a bureaucratic centralizer of the diffused actions of the academic community, contrariwise, the office's objective is to identify positive actions, promote and encourage this spontaneity, orienting whenever possible the importance of Education for the Sustainable Development and alignment with the PRME and the Sustainable Development Goals (SDGs) – 2030 Agenda.

The Sustainability Office Management Committee strives to disseminate the PRME Initiative among the academic community and has observed the following opportunities and limitations in implementation:

Table I - Limitations and Opportunities of PRME at FEA-RP

Limitations	Opportunities
<p>Because it is a public college and is limited to strict legislation as the budgets and processes, some limitations arise naturally:</p> <ul style="list-style-type: none"> <li>• teacher independence in the elaboration of educational contents, hindering the top down orientation of innovative teaching strategies;</li> <li>• departmental independence from the central administration of the school, making it difficult to adopt top-down actions and initiatives to promote Education for Sustainable Development;</li> <li>• impossibility of implementing stimulus and reward systems for the promotion of teaching, research and extension aimed at Sustainable Development;</li> <li>• lack of differentiated recognition by the University and the federal higher education evaluation bodies for the academic activities oriented to Sustainable Development.</li> </ul>	<p>Due to the high quality of teachers and students and a leading national position in public education in Business Administration, Economics and Accounting, the school presents great opportunities for updating paradigms:</p> <ul style="list-style-type: none"> <li>• student body favorable to changes in traditional management education, considering its economic, social and environmental impacts;</li> <li>• a part of the faculty has already adopted the Sustainable Development agenda in its university teaching, research and extension activities;</li> <li>• a large part of the teaching staff recognizes the need for renewal of teaching methods and content;</li> <li>• a considerable part of the faculty has its research orientation focused on sustainable social, economic and environmental development.</li> </ul>

After meetings and direct approaches with the faculty board, department heads, course coordinators and faculty members in general, it is already possible to identify profiles regarding the implementation of the PRME Initiative at FEA-RP. Teacher feedback can be categorized as follows:

Table II - Feedback on the implementation of PRME at FEA-RP

Critics	Traditional	Favorable
<p>Market-oriented vision: some people are neutral about the sustainable development agenda organized in schools, considering that the market will naturally provide the opportunities and limitations for the future. In this sense, in no way could the PRME interfere.</p> <p>Critical perspective of the capitalist system: capitalism would be the cause of the degradation of natural resources and social and ethical distortions of the consumer society. The PRME would be another replication of the capitalist system and would not play an effective role in shaping responsible leadership.</p>	<p>They are adherents of the classical mainstreams of the Business Administration, Economics and Accounting. There would be no possible connection, availability of time, or academic advantage to the implementation of PRME in its teaching, research and university extension activities.</p>	<p>They adhere to the PRME as they consider relevant the formation of responsible leaders in management schools and have a consolidated agenda for Sustainable Development in their teaching, research and extension activities.</p> <p>The PRME and SDGs are powerful allies to development agenda for 21<sup>st</sup> Century where the school plays a central role.</p>

\* This table presents qualitative aggregates of the feedback from some teachers. It does not represent the opinion of the totality and has no quantitative measurements available.



## 2. The Sustainability Office at FEA-RP / USP

### How to create cities more sustainable? (Event - February / 2016)

Awareness and empowerment of local individuals is one of the ways to create cities more sustainable. This is what Eduardo Gresse, a doctoral student at the University of Hamburg and one of the founders of the Terroá Institute, said. Gresse also spoke of the importance of civil society in the whole process and said that it is necessary for people to apply sustainability in their day to day. In addition, he spoke of the importance of proposing positive agendas and working on the dissemination and implementation of the Sustainable Development Goals (SDGs).

In addition to Gresse, the event was attended by a professor from the Business Department, Prof. Adriana Caldana, who explained the SDGs (the 2030 Agenda for Sustainable Development), a global agenda with 17 objectives and 169 goals divided into four main dimensions: social, environmental, economic and institutional.

At the end, the Terroá Institute team presented the Sustainable Cities Program to the public, which offers a complete agenda of urban sustainability, a set of indicators associated with this agenda, and a bench of practices with exemplary national and international cases as references to be pursued by municipalities, including the reality of Ribeirão Preto.

The event was held by the FEA-RP's Sustainability Office and the Terroá Institute.



Terroá Institute Team

### Presentation of papers at the CR3 + Conference (November / 2015)

Three articles of FEA-RP were presented at CR3 + Conference held in November 2015 in Curitiba (PR). The event's main theme was "Governance and Sustainability" and was supported by PRME Chapter Brazil.

The CR3 + Conference was promoted by the Higher Institute of Administration and Economics (ISAE) in partnership with La Trobe Business School (Australia), Audencia Nantes School of Management (France) and Hanken School of Economics (Finland). The event brought together academics, businesses and government departments to promote the exchange of knowledge between academia and the market.

The articles presented were:

- "Sustainable leadership training by the business schools" was the first work of the School presented at the Conference. The article was developed by doctoral student Octavia Travençolo Sala and by Professor Adriana Cristina Ferreira Caldana.
- "Human resources in non-profit sector: volunteer management" was also developed by Adriana Cristina Ferreira Caldana, along with FEA-RP Professor Lara Bartocci Liboni, from the Business Administration Department, the former student Verônica da Costa Sanchez and the Professor Luciana Oranges Cezarino, from Federal University of Uberlândia (UFU).
- "Survey of GRI publications by Brazilian veterinary pharmaceutical industries", developed by the students of the Masters in Business Administration, Patrícia Lima Denipotti and Nayele Macini with Professor Adriana Cristina Ferreira Caldana.

FEA-RP also attended the event with the participation of the Professor Mariana Amaral Fregonesi, of the Accounting Department, as session moderator.

## Global Week of Climate Change (October / 2015)

The College, through the Sustainability Office, and student organizations held the Global Week of Climate Change. The students had the opportunity to meet the Sustainability Studies Center of the Getúlio Vargas Foundation (GVces), in São Paulo, where they participated in a lecture given by the NGO Engajamundo and training on carbon footprint.

The program of the Global Week of Climate Change also included the online transmission via Youtube of a talk on climate



Students in GVces to the training on carbon footprint.

change with Roberto Vamos, current coordinator of the Climate Reality Project Brazil, and a talk on the Climate Conference in Paris (COP21) with George Magalhães, coordinator of the Brazilian GHG Protocol Program.

Several banners on climate change were exposed through the halls of the College. The objective of the actions promoted was to mobilize the academic community for COP 21, presenting the impacts of climate change in the future.

## Sustainability in Debate (Event - March / 2015)

The PRME Initiative: Sustainability in Debate brought together representatives from Natura, CPFL, Imaflora, Votorantim Group and Actis Global Private Equity to FEA-RP to bring the School closer to the market discussions and the reality of the companies.

Organized by the Sustainability Office and the student organizations of the College, the event featured lectures and roundtable discussions on international investment fund in renewable energy, carbon market and projects, sustainability as a lever and value, among other subjects related to the theme.



## PRME Chapter Brazil Meeting (Regional Meeting - March/2015)

The school hosted the PRME Chapter Brazil meeting, which featured representatives from various institutions to discuss sustainability education initiatives aligned with UN expectations. This was the first meeting based outside Curitiba - São Paulo - Rio de Janeiro. At the opportunity was inaugurated the plaque disclosing the six principles of the PRME.





### **PRME Day (Event - November / 2014)**

The event had a roundtable discussion with teachers on "Sustainability training at FEA-RP". Shortly after that, the lecture "The voice of youth in international organizations and opportunities for participation" was given by the speaker Rodrigo Reis, founder of the Global Attitude Institute, which promotes international cooperation and the implementation of transformative processes both in Brazil and internationally.

The roundtable was mediated by Prof. Adriana Cristina Ferreira Caldana and the participation of Professors Sonia Valle Walter Borges De Oliveira, Perla Calil Pongeluppe Wadhy Rebehly (Business Administration Department); Francisco Anuatti Neto and Luciano Nakabashi (Economics Department); Máisa De Souza Ribeiro and Claudio De Souza Miranda (Accounting Department).

### **Participation in the International Conference on Higher Education for Sustainable Development (November / 2014)**

Professor Luciana Romano Morilas (Business Administration Department) represented the College at the International Conference on Higher Education for Sustainable Development, held in Nagoya, Japan, which preceded the UNESCO World Conference on Education for Sustainable Development.

The International Conference on Higher Education for Sustainable Development is organized by the United Nations University; Ministry of the Environment of Japan; Ministry of Education, Culture, Sports, Science and Technology of Japan; And University of Nagoya. Unesco, UNEP, UNDESA, PRME and IAU are partners of the Conference.

### **Sustainable Student Organization Award (Award - March / 2015)**

During the event, each student organization submitted a video of one minute, which was evaluated by a jury composed of representatives of companies. The questions were: adherence to the initiative, degree of innovation, production and art, objectiveness of the message.

The winning student organization was the Centre of Entrepreneurs, followed by the Financial Market Club and the University Volunteer Center.

### **"The Sustainability Literacy Test" (August / 2014)**

"The Sustainability Literacy Test" (SULITEST), a project coordinated by KEDGE Business School (France), had an active participation of FEA-RP in the application and dissemination of research in Brazil. The college assisted in the translation of the research into Portuguese and internally mobilized the participation of more than eight hundred undergraduate, graduate and MBA students. The results of the research were published by KEDGE Business School at the Unesco World Conference on Education for Sustainable Development in Nagoya, Japan. More information at (<http://www.sulite.org/>).

### **"Incluir" Initiative - UNDP (September / 2014)**

FEA-RP has established a partnership to stimulate and give recognition to inclusive businesses in Brazil. Through the "Incluir" Initiative of the United Nations Development Program (UNDP) is building a network of dialogue and knowledge exchange so that companies, business associations and policy makers are aware of successful corporate experiences and articulate their practice to stimulate and promote inclusive and social businesses.

FEA-RP faculty and students participated in the writing of inclusive business cases that were selected by the contest promoted by Incluir.

The partnership includes the CNI System, CNA System, Sebrae, Global Compact, PRME Chapter Brazil and other academic institutions such as Dom Cabral Foundation (FDC), Higher Institute of Administration and Economics of the Getúlio Vargas Foundation (FGV / ISAE), the School of Advertising and Marketing (ESPM) and the Institute of Administration Foundation (FIA).

## Training "The Climate Reality Project" (November / 2014)

The College sent two representatives to the 26th Leadership Training on Climate Change, held in Brazil, in November 2014, in Rio de Janeiro-RJ, in partnership with Friends of the Earth - Brazilian Amazonia.

Nobel laureate and former vice president of the United States Al Gore led the training with the presentation that became a reference in the award-winning documentary "An Inconvenient Truth". Business experts, governments, NGOs and universities also participated in the training, which promoted a global discussion on climate change with a focus on developing local solutions to the phenomenon.

## Dissemination of the PRME and local actions

The Sustainability Office maintains the website [www.fearp.usp.br/prme](http://www.fearp.usp.br/prme) for the dissemination of the PRME and opportunities for local events and actions focused on Sustainable Development. With the same objective of disclosure, a Facebook page was created, which currently has approximately 600 followers.

Every year, at the reception of the freshmen the Sustainability Office carries out a campaign of dissemination through handed mobiles that are distributed through the college. The most important impact activities carried out by the student organizations and the School in line with the PRME are disclosed in each mobile.

### 3. Presentation of the nine student organizations

#### AIESEC Ribeirão Preto

##### Vision

AIESEC aims at promoting world peace and fulfilling human potential through social exchanges and participation of members in the activities of the local organization.

##### Mission

Enable young people to discover and develop their leadership potentials to make a positive impact on society through leadership opportunities, professional and voluntary exchanges, and participation in a global learning environment.

##### Values

1. Activate Leadership: we lead by example and inspire leadership through action and results. We take full responsibility for our job of developing people's potential.
2. Demonstrate Integrity: We are consistent and transparent in our decisions and actions. We fulfill our commitment and work consistently with our identity.
3. Live Diversity: we seek to learn through the different lifestyles and opinions represented in our multicultural environment. We respect and encourage the contribution of every individual.
4. Enjoying Participation: We create a dynamic environment through our active and enthusiastic participation. We enjoy the experience we are experiencing and our participation in AIESEC.
5. Seek Excellence: We seek to achieve the highest level of

quality in everything we do. Through creativity and innovation, we always strive for the best.

6. Acting Sustainably: We act sustainably for our organization and society, always worrying about all kinds of resources needed for our activities. Our decisions take into account the needs of future generations.

#### Academic Athletic Association "Flaviana Condeixa Favaretto"

The Academic Athletic Association "Flaviana Condeixa Favaretto" is a student organization of FEA-RP and it has the purpose of serving college students in all spheres, both outside and inside the college. The mission is to promote the practice and integration of FEA-RP students among themselves and among other colleges, through events such as sports competitions, parties and academic events, as well as defending and expanding the college's name through sport in other schools. Encouraging the sporting and dynamic spirit within the university environment, also seek to improve the quality of life of students and develop a sense of community.

Within the college they empower their members to be able to act in the world outside of college, each of the five areas that exist in the Athletic have a specific objective and type of empowerment, so each person entering the organization will be attracted to the area that best suits to her/his profile and will be well prepared for it. However, in addition to parties, sports and professional training, in 2016 they are investing in projects that change the image of the

college, both in sustainable projects and solidarity projects.

Nowadays, Athletic has about 40 members and has an organizational chart based on the operation of a company, seeking to provide extracurricular experiences not lived in the classroom, putting into practice the knowledge acquired within the graduation.

### **Academic Center “Flaviana”**

The Academic Center “Flaviana” aims to defend the academic interests of the FEA-PR, both within and outside the university, fostering discussions for the entire student community, aiming for the good of the community, in equal rights and duties, without distinction of ethnicity, gender, social status, political position or religious creed, raising the name of FEA-RP and USP. It has free access, without eliminatory selective process, is structured with all the areas that an organization needs in the administrative scope, being managed by the students themselves, provides a learning opportunity for all who work in the areas.

Nowadays, the student organization performs several actions that encompass sustainable activities, and its vision is also to be even more complete on the subject in all aspects. In the year 2016, the Sustainability Coordination “Flaviana” was created, an area that aims to maintain the aspect of its same name within the organization. Our members believe that engagement with social, environmental, and economic causes can impact the world, and by doing so, they gain experiences to become future leaders that will have a beneficial impact on their respective organizations and therefore on the world.

### **University Volunteer Center (CVU)**

**Mission:** "To propagate voluntary culture in the university environment, favoring human formation and community development through volunteer programs and social projects."

**Vision:** "To be a model of a volunteer center, contributing to civil society organizations and developing projects that transform communities."

**Values:** love, commitment, proactivity, abnegation, collaboration, organization and respect

### **Financial Market Club (CMF)**

The Financial Market Club started its activities in 2009 with the purpose of meeting the university's lack of practices related to the financial market and finances in general. Through courses, events, discussions and projects, in partnership with market professionals, they carry contents throughout the year for the most diverse public, both university students and young people and adults in Brazil.

#### **Vision and Values**

**Vision:** To be a national reference in the development of activities focused on the financial market and to guarantee FEA-RP / USP a prominent position among the most renowned universities in Brazil. Values are: commitment, efficiency, ethics, continuous development, quality, seriousness and transparency.

### **Enactus FEA-RP/USP**

Enactus is an organization present in several countries, with the objective of developing social enterprises that are self-sustaining in the long term, aiming to empower communities in the social, economic and environmental dimensions.

Enactus FEA-RP was founded in 2014 and today brings together students from various courses of the Ribeirão Preto campus, with the mission of identifying opportunities and transforming them into reality through entrepreneurial projects that promote agents of social, economic and environmental change in Ribeirão Preto and region. As a university extension group, it bridges the learning process among college and society, enabling students to generate social impact and bring the practical dimension to their learning, as well as generating opportunities for personal and professional growth through the development of skills such as leadership and teamwork.

#### **Values**

Entrepreneurship, responsibility, courage, imagination, determination, partnership, social, cultural and economic empowerment, professionalism and loyalty are among the values of Enactus FEA-RP that govern their behaviors and achieve their goals.



## iTeam – USP/RP

### Purpose

- “Why we exist”: the purpose of the organization is to promote the internationalization process of the University of São Paulo and to provide personal and professional development to the members, promoting a broader world view. Besides the motivation to do for others what we would like them to do for us, when living in another country.

- “How we carry out our activities”: working through three pillars: academic and cultural integration among interchanges, Brazilian students and teachers; Support, both for foreign exchange students and for Brazilians who will study abroad from the moment of exchange planning; and comprehensive information, practical and accessible to all stakeholders. All in a creative, interesting and relaxed way.

- “What we do”: to carry out the reception, integration and adaptation of the exchange students. Beyond offering advice to those interested in making exchanges and language courses for both Brazilians and foreigners. As well as organizing events, lectures and parties as main activities.

### Values

- Respect for diversity; Excellence; Entrepreneurship; Vanguardism; Connection and Integration.

## Junior Enterprise FEA-RP

It is the junior consulting enterprise of the FEA-RP / USP. Like other junior enterprises, they have the support and accompaniment of renowned professors from USP, as well as having a below-market price, as it is a non-profit company. The Social Responsibility Center is a Junior Enterprise team whose main objectives are the promotion of sustainable practices, the development of conscious leaders and the realization of social projects, above all.



## Centre of Entrepreneurs

### Purpose

The Centre of Entrepreneurs is a student organization of FEA-RP that aims to establish a link between the university and the community and act as an agent of change through the propagation of the entrepreneurial spirit. The entity promotes events aimed at the discussion and propagation of the entrepreneurial culture, such as "Enterprising", a seminar that presents lectures and case studies of successful ventures; and "Innovative", an event in which successful entrepreneurs participate, tell their story and give tips for those who like or want to work with entrepreneurship.

In the social field, the Centre of Entrepreneurs is dedicated to projects of great socio-economic impact in the community, such as the "Integrated Program for Entrepreneurial Training" (PICE), which aims to provide basic training in management for micro and small entrepreneurs income.

The "Integrated Program for Entrepreneurial Training" (PICE) has a sub-category called "PICE Young", which takes basic management knowledge to young people from poor communities.

### Values

Belonging: Here is my place.

Growth: I develop personally and professionally here.

Initiative: I start the game.

Connections: Networking.



### 3. Application of the PRME's six principles

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

#### **Testimonial from Prof. Sonia Valle Walter Borges de Oliveira** **Business Administration Department**



Prof. Sonia and students (Rondon Project 2016 team).

Sustainability is in our day to day, in our small actions, not only in large enterprises and professional activities. Knowing how to act with sustainability leads the individual to argue in every step if it has been socially fair, environmentally right and economically viable. The knowledge to be sustainable strengthens reflection practices, producing a planning focused on tripod, with responsibility for further enhances. Being sustainable is to think in a long term, collective, ethical and efficient.

In this view, we have researched various ways to reduce the environmental impacts of waste, solid and liquid, of eco-efficient ways for environmental quality, social responsibility, governance, income generation and new businesses. Within the concept of "cradle to cradle", the waste can be reborn as raw materials for other products or generating energy. On the value scale, depending on the waste generated, its destination can range from food component material for pyrolysis and hydrogen generation. We research the feasibility of recovery from logistics costs of treatment systems, recovery efficiency and social, environmental and economic return. Awaking knowledge for sustainability brings creativity to come up with new ideas!

#### **Testimonial from Daniel Bellissimo,** **Postgraduate student in** **Business Administration**

I had the opportunity to live and learn with amazing people at FEA-RP - professors, staff and students. Furthermore, it was also there that I learned one of the most important lessons of my life: protagonism. We have to be protagonists in the search of our dreams, the realization of our vocations and wills. And so, I noticed a very strong movement from students around the social and human issues. They began in the existing student organizations and the new ones created, to seek ways to connect business areas to solutions to problems of everyday life, to the improvement of our communities - sustainability, social responsibility, social affairs and economical solidarity gradually started to show up in the hallways and classrooms. Nowadays, I use this role to take on new projects and actions, and still count on the partnership with some incredible professors who have been at my side since the beginning of this journey, with the emphasis on Prof. Adriana Caldana and Prof. Perla Calil. I see the college is becoming every day more prepared to deal with these young people who get here: questioners, dynamic, interested in the common good, seeking to make their dreams come true and not only to be adapted to the market, and this makes me so happy.



Daniel Bellissimo, idealizer of the CVU.



Daniel Bellissimo is the idealizer and co-founder of the University Volunteer Center, a social student organization that is present in 9 cities / different universities. He has professional experience in consulting and training activities of civil society organizations management (CSO), social and environmental responsibility projects, social economy, social and education entrepreneurship. He was co-founder and educator in Co-Labora ITES (Technological Incubator of Solidary Enterprises) and the Youth Transformers Program. It is currently one of the coordinators and facilitators at the Terroá Institute.

### **Testimonial from Marcelo Sakai** **Entrepreneur | Mobicity**

During the six years I studied at the FEARP, although I had always wanted to work with social impact, I had a privilege to participate on relevant discussions on our role as citizen, learning tools to understand what is and how to use them to bring changes and meet people who somehow were examples to undertake.

For this reason, I am grateful to both the institution and the professors I had, and on the other hand, I am responsible for those who may not have had the same opportunity. I believe that undertaking in urban mobility at the moment is the promotion for this privilege.

**Principle 2 | Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

### **Testimonial from Prof. Eliezer Martins Diniz** **Economics Department**



The principles of sustainability, crystallized in the objectives of sustainable development, have a major influence on the formation of responsible managers. The responsibility of these managers becomes not only to act in society to increase the production of a private company and shareholder gain, or to increase efficiency in the case of the public sector, but also to preserve the nature and pursue objectives related to a broader development involving the reduction of inequality and poverty, the existence of appropriate institutions and the consolidation of an adequate standard of consumption to environmental protection, especially of natural resources. My research and two of the subjects I teach are directly related to sustainable development, contributing to the discussion of these topics with students mostly of Economy, in order to produce, in the future, policy makers to consider the sustainability dimension in their decisions and their policy proposals.

Prof. Eliezer M. Diniz is part of the Department of Economics of FEA-RP / USP. He acts in the green economy and sustainability area, with research focused mainly on the relationship between economic growth and climate change. His main concern is how climate change impacts on the economic growth of countries and the influence of environmental policies designed to mitigate climate change on economic growth. Professor Eliezer published papers in journals, books and chapters of books in Brazil and abroad, and took part in national and international conferences. He took several courses abroad related to his research line. Guided undergraduate, master's and postdoctoral students on themes related to sustainability. He made statements to means of national and international media about his area of expertise. He teaches a course (Environmental Economics) related to sustainability and contributes to the formation of leaders in sustainability mainly for teaching, guidance, lectures and published works.



## Testimonial from Prof. Adriana Cristina Ferreira Caldana Business Administration Department

**Training leaders for the future we want!** This has been my work agenda at FEA-RP / USP. Align the students with the purpose and values of the PRME in class, in research and on social projects that I advice. I have a degree in psychology and I have worked in Human Resources for over 15 years, I feel that my role is to develop managers focused on the challenges that sustainability imposes. Just so the companies of the future will be more committed to sustainable development.

From the research point of view, I focus my projects on two lines **Sustainable Human Resource Management and Education for Sustainable Development**. I see that each year increases the number of undergraduate and graduate students interested in researching these topics. Getting our students involved on these projects and debates is my way of contributing to future generations of socially responsible managers.

Profa. Adriana Caldana, 2015 Global Forum for Responsible Management Education  
6th PRME Assembly

### Academic Center “Flaviana” (student organization)

#### Social Preparatory Course for college entrance examination, the "cram school"

The Social Preparatory Course for college entrance examination C.A. Flaviana, the "cram school", aims to prepare students to join the college and ensure a greater chance to succeed in difficult exams, which precede entry into the university. The course aims to serve low-income students of all city, since it only charges the cost price. In the year 2015 there were 50 students, 12 of which were full and partial scholarships, obtaining a small termination fee, considering that there is a selection process that includes personal interviews to ensure the motivation of the students enrolled.

As a result, aiming at the low-income students and to increase the number of approved, and in addition to reduce the percentage of termination fee, over 60% of students attended classes until the end of the course, in which there were more than 16 joining college, and a substantial percentage accepted in the best universities in the country, including USP - Considered by the Times Higher Education ranking in 2015 as the best university in Latin America.

#### School of languages

One of the main activities promoted by the Academic Center is the school of languages. This activity offers low cost

tuition, besides the scholarship for those who need it. The goal is to give ability through the language, once is known the value of communication in worldwide. Furthermore, students engaged in student organizations receive discounts, boosting the will of engagement in these organizations, which is responsible for social return and social impact. Thus, the language learning is promoted while all the members, involved in this process, develop themselves.

In 2015, it was more than 200 students that learned with this services, with 181 payers and 22 having some kind of discount. Additionally, 19 scholarships were given to offer opportunities for those who needed it.

#### “Bixo Folia”

Organized to integrate the freshmen in college and generate sustainable and social consciousness, the Bixo Folia is an action made in "the week of the freshmen's receiving". This action, yearly promoted, put together the new students in the neighborhood nearby the university to collect food requested in the houses. The collected food is distributed in a philanthropic organization chosen by the Academic Center.

The last edition, there were 60 freshmen that were able to collect more than 50kgs of food donated to the “Creche Lar Irmã Izolina”, which is responsible to shelter children with social vulnerability.

### There are colors here

Interventions all along the college and a series of acts that incite the debate, the Academic Center polemizes subjects that are still 'taboos' in our society. The campaign "There are colors here" (Há Cores Por Aqui) was created with the intention of raising students' awareness about subjects that still impact us in an intrinsic way, and also to represent the minorities. The campaign expressively mobilized more than 150 people and more than tens implicitly, including other organizations that supported the movement. TV midias, journals and social medias have put lot of opinions face to face, which one with its positioning. The main campaign's Facebook page counts with more than 1000 followers who support the cause.

In 2015, two campaigns from the "There are colors here" were realized, with "Our college is also Gay" (A nossa Faculdade também É GAY) and "Empower yourself" (Empodere-se):

#### Our college is also Gay

##### ("A nossa Faculdade também É GAY")

One of the fronts of the campaign "There are colors here" (Há Cores Por Aqui) was "Our college is also Gay" (A nossa Faculdade também É GAY), trying to represent the minority from the LGBT community that still lives repressed by the heterosexual majority of the college and leading to prejudice. The campaign has begun with the use of pink tie – the tie represents the freshmen's symbol in our college – that could be bought and was adopted even in the classroom. The tie caused a huge debate about how the subject was seen and treated by our university community at FEA-RP, considering that this was disseminated with posters, paintings and data about the problem in Brazil.

The movement was explored by great placement journals and redirected the discussion to other levels. At the college, invaded by a pink wave, academic representants discussed about it, as well there were also talks promoted by Academic Center in order to share different opinions and positionings, also witnessing the participation of students from other different colleges. Totalizing, it was more than 150 pink tie sold, hundreds of Facebook's comments, and a new perspective about the minority in question.

#### Empower yourself ("Empodere-se")

The main goal of the campaign was to give place to the woman's positioning and her emancipation. The action aimed to raise the awareness on the recurrent male sexism on our academic routine. Interventions were made since impact phrases and image about the chauvinism were exposed at college and social medias to incite the discussion. This followed talks and others, showing that the woman does not need to follow the established rules and the social standards, once she has potential to assume herself while an active agent. Therefore, further than specific actions, the women engaged with the movement used red headbands, representative from the act to show their support. More than 30 headbands were sold. Pictures of female students were shown, students that have leadership positions inside the student organizations, exposing that is possible and the self "empowerment" must exist.

Summarizing, the feminist campaign, rebounded between the students from FEA-RP and was much propagate in the Facebook pages of "Há cores por aqui", besides it, counted with the support of many professors, employees and meetings to discuss the topic, as the example of the "A nossa Faculdade também É GAY".





**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Prof. Lara Bartocci Liboni Amui**  
**Business Administration Department**

Nowadays, a good manager must have a differentiated knowledge about the principles of sustainability to work in the job market. A modern and honorable course of management also needs to offer these principles to their students, promoting the knowledge and the capability to deal with problems of social, economic and environmental development. As a professor and researcher I have the responsibility to insert in all the subjects that I teach the principles and problematic of sustainability. I have developed in some researches themes related to environmental management, especially to green innovations and ecological resilience. These subjects are widely discussed in international academics communities that study management and environment. Brazil has a fundamental role in these scenario and our companies and managers are the leaders on this process.

**Prof. Dr. Alexandre Bevilacqua Leoneti**  
**Business Administration Department**

The concept of sustainability is emergent and there is still many interpretations about it. The companies treat sustainability as a business strategy. On the other hand, other companies classify the concept as something related to a cultural phenomenon or as the philosophy of action. In my point of view, the training of the managers that are responsible for the principles of sustainability starts from the philosophy of action, that can reduce the possibilities of reductionism, for example, applying it for a brand improvement or positioning.

In this regard, my work aims to an integrated articulation of different aspects of sustainability through mathematics methods, which have the objective to suggest a better transparency to the decision making process. This better

transparence and objectivity provided by the methods aims to facilitate the communication and promote solutions consented that involves conflicts among different criteria of sustainability (economic, social and environmental). The criteria of economic will not be always hegemonic; however, it will communicate with other criteria, in order to promote organizational longevity. An example of it are the mathematics methods to support the group decision-making process, which has been proposed and applied to several situations where it is necessary to ensure sustainability.

**Financial Market Club (CMF)**  
**(student organization)**

**Operating on the Stock Exchange**

With the attendance of an advisor to brokerage S.I. Investimentos, the members had contact with present and past market situations, as the picture, by means of an online platform, of the 2008 crisis and how it affected Brazil. It has been also made a semiannual competition operand in stock exchange with real time simulators, where each member had an investment portfolio and could take their decisions according to their own market knowledge, news, and other analysis.



Stock exchange simulator

### Sales training

Through an online platform, a market executive from Sandler company provided a two hours long training about the practical experiences of an multinational's seller, giving tips to achieve success in negotiations, controlling situations with a possible client and some common mistakes.

### Corel Draw training

A training course for one of the main marketing and designing tools was hired, the Corel Draw, through a specialized software training company, the members had, throughout six hours training, contents from basic up to advanced level.

### Study group

During the whole year, the Club debated economic and political issues, coordinated by students, or university's professors. Examples: devaluation of Brazilian exchange, China and its impacts in Brazil, decay of BRICS, Brazil's economic policy, derivatives, 2008 crisis, among others.

### Enactus FEA-RP/USP (student organization)

#### Enactus National Championship 2015

In terms of methodology, Enactus FEA-RP aims to develop skills such as proactivity, teamwork, interpersonal skills, creativity, organization, empathy and involvement. For this reason, the student organization encourages these skills that can be developed during general meetings and through the discussion of cases related to the activities of the areas and

projects. These activities are established to make up the structure, simulate the dialogue and also to develop skills of the members. Enactus also have several internal development events like lectures, team immersions, trainee process and TTCx (Team Training Conference X), held twice a year.

Furthermore Enactus encourages its members to participate in several actions involving immersion in the communities. These actions inside the communities are also important for the development of some of the most important skills that a member of Enactus needs to have.

Enactus believes that is important coaching processes among the members. Therefore it was established a partnership with the Junior Enterprise "Ihris" to expand the knowledge of Enactus' members in general. Also, it was realized in partnership with the counselor of Junior Enterprise of FEA-RP several trainings in strategical planning in order to develop the leaders, helping them to define the objectives. There were also Oratory Trainings, offered by Prof. Dr. Adriana Caldana to all student organizations promoted by Enactus FEA-RP/USP.

Several other trainings were realized by Enactus to its members like: Exel, Cloud Storage, Sales Techiques, feedback providing, mutual respect, information sharing and organization and empowerment training to the future leaders. Another very important action for the development of skills and to improve the performance of the project Uncle John was the coaching provided by Luana Almeida, finance trainee at Unilever, due to the participation of the project in Unilever Sustainable Entrepreneurship Award in the Rookie category.



Enactus National Championship 2015



## Centre of Entrepreneurs - FEA-RP/USP (student organization)

### Canvas

Applied to all members;

Important as it is an interesting tool for those who want to start your business.

### Design Thinking

Applied to all members;

Another interesting tool, it comes to projects prototyping

### Corel Draw

Applied to the Marketing and stakeholders;

The essential tool for marketing members prepare the necessary gear for the Centre of Entrepreneurs.

### InDesign CS5

Applied to the Marketing and stakeholders;

Another image formatting tool.

### Nonviolent Communication

Applied to the Human Resources Board and stakeholders;

Important to establish an effective and respectful internal communication between members.

### Strategic planning

Applied to all members;

Important to organize efforts and set goals.

### Negotiation Workshop

Conducted by the Centre of Entrepreneurs and taught by the member and student of FEA-RP, Yago Marinzeck, the workshop was intended to show techniques and good practices of corporate communications to train the entrepreneurs core team in negotiating partnerships and sponsorships.

### Chat With Ex-Members

Through an informal conversation, the ex-members tell their stories to the organization and how it helped them in their careers. Therefore, the current members can review their attitudes, acquire a real experience of the labor market, and become more motivated to continue acting in the student organization.

*Being part of the Chat with the former members was a great experience for me as a person and as president of the student league. It was important as a person to know how the people who studied at FEA-RP and joined Centre of Entrepreneurs are. Knowing their careers and what they have built in life works as an additional inspiration and motivation to do what I do. Already as a President it was important to know that my management continued with the same mission*

*and culture of all our 17-year league: being the empowering and inspiring organization of entrepreneurs within the college, by people who are passionate about the theme. Pedro Henrique Alves (President).*



Chat with Marcelo Maçonetto, president of Centre of Entrepreneur in 2004

### Enterprising Discussion

The Enterprising Discussion is a chat between members of Centre of Entrepreneurs in order to study and better understand theories and entrepreneurial techniques, based on texts, videos and/or small lectures. The differential of this activity is on the interactivity and discussion that it provides. After that, it was noted that the participants gained a new vision and more knowledge about a particular subject.

### MINP (My idea in practice)

The MINP (My idea in practice), is an internal entrepreneurial training project of the organization, inspired by His Idea in Ideation Practice of Brazil. The objective of the project was to introduce entrepreneurship concepts and entrepreneurial experience to the members of the organization through a competition conducted in five stages, each with a delivery.

### Carbon footprint training

This study was conducted by the Center for Sustainability FGV and resulted on the training provided to students participating awareness on the issue of greenhouse gases and how people can reduce it. The acquired knowledge enabled a change of attitude in the daily lives of participants.

*The event I participated in FGV was great because there was the exchange of sustainable knowledge among colleges. Both, the lecture given by the group (the roots cop21 matter) and the carbon footprint training were very important activities for students of the FEA-RP expand their knowledge and increase their concern about sustainability".* Letícia Castelani, undergraduate student.

**Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Prof. Solange Garcia dos Reis**  
**Accounting Department**

Acting in an environmentally, socially and economically sustainable is now an imperative challenge for governments and businesses. The destruction of the ecosystem is a growing phenomenon that has inter-related effects on the stability of the economy and the welfare of the people. So, it is important that companies understand how these effects affect its continuity and long-term success.

Business decisions have been taken primarily on the basis of information "closely" Financial, who do not consider important aspects of the economy, society or the environment. My research is directed to the adequacy and propose tools for managerial decision-making that incorporate sustainable development principles. I work with models multicriteria decision support (MCDA Multi-criteria Decision Aid), which provide processes and measures to deal with conflicting objectives, multiple criteria and various stakeholders.

This research approach is also related to the definition of broader accounting information systems in terms of information and metrics, able to connect the management with the disclosure of sustainability reporting. information systems should support the development of business strategies and contain sufficient information for the preparation and dissemination of reports that actually show what companies have done in the way of sustainable management.

The challenge of sustainable management involves balancing between economic, social and environmental indicators; integration of multiple interests and knowledge, seeking to achieve favorable financial performance and minimizing social and environmental risks over the time.

**Larissa Marchiori Pacheco**  
**Master's student in Business Administration**

I have a degree in Business Administration from FEA-RP and from the beginning graduation college has given me many opportunities to be in touch with the scientific research, being Scientific Initiation the first step I took to build my career. After a year researching Innovation, I had the opportunity to spend a semester at the University of Alicante, Spain, in 2011, through Santander Universities program - USP.

With new perspectives after the exchange, I returned to college and started to participate in academic events and conferences, inside and outside of college, where the issue of sustainability in management was strongly discussed. Motivated to be part of this research effort, I started my Master degree also at FEA-RP, in the field of innovation and sustainability research. Since then, many opportunities have emerged: partnerships with fellow researchers in the same area, to conduct studies on sustainability in organizations under different facets; the research group Golden for Sustainability, which allows us to be in touch with the best in business sustainability practices; as well as subjects and discussions in the events promoted there.

Yet, recently, due to the resulting publications such partnerships with colleagues and professors of the area and also the efforts made in my dissertation for understanding the transition to the sustainability of the Brazilian electricity sector, I was awarded by the German Federal Ministry of Education and Research (Bundesministerium für Bildung und Forschung - BMBF) to be among a select group of young scientists who seek, through his career, the promotion of sustainable development in various areas of study. The award, Green Talents - International Forum for High Potentials in Sustainable Development, gave me the opportunity to be currently in Berlin, Germany, to conduct a research internship for three months at the Ecologic Institute, reference research center in Europe inter- and transdisciplinary studies in the area of sustainability.



Larissa Pacheco at Green Talents – International Forum for High Potentials in Sustainable Development

## Distribution of research related to Sustainable Development

Scientific research is one of the pillars of FEA-RP, and research related to Sustainable Development are part of an earlier schedule for accession to the college PRME. However, one notices a distinct importance to the agenda of sustainable development compared to all the completed surveys.

The following graphs show a comparison between the distribution of research " various issues " and "Sustainable Development ":

FIGURE 1: All publications at FEA-RP

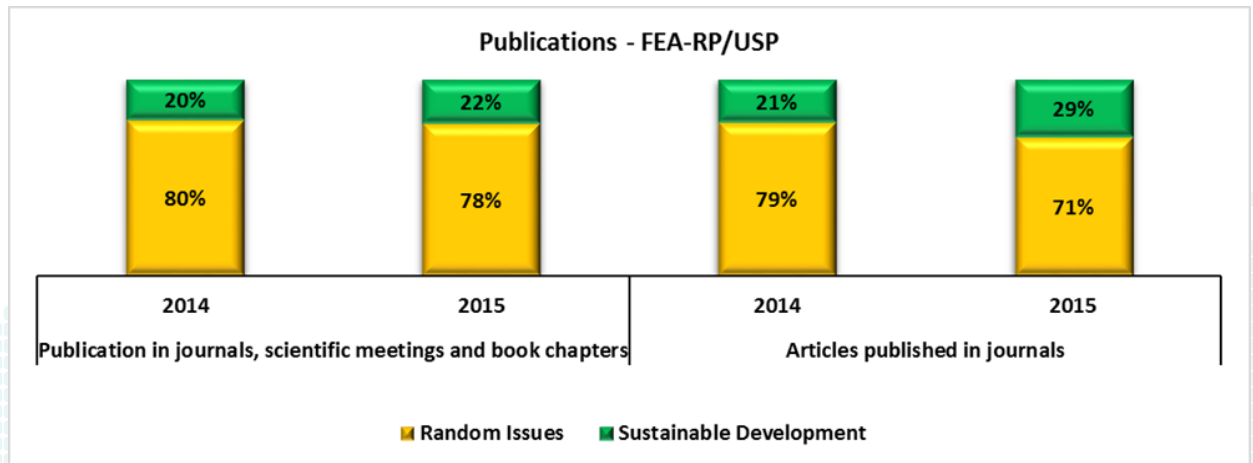


FIGURE 2: Articles published in journals

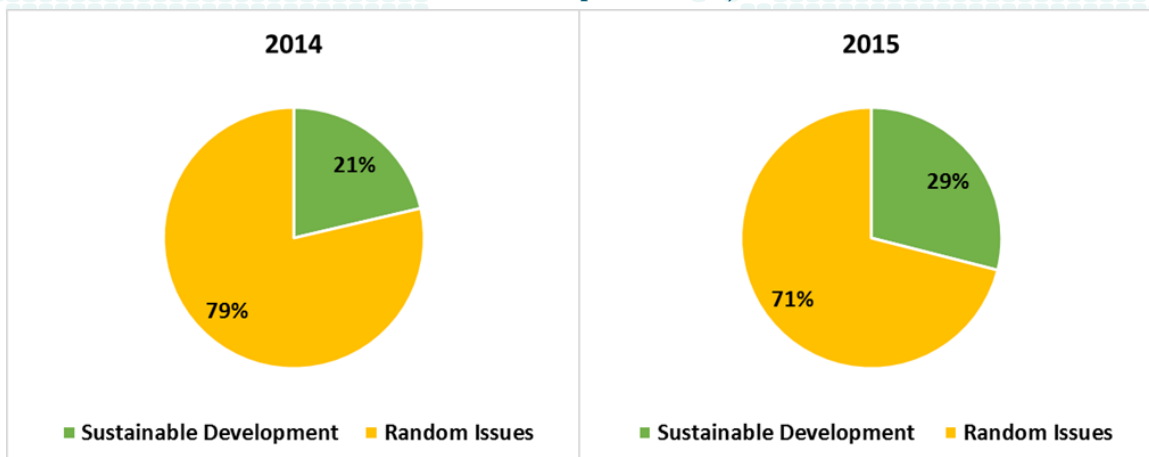
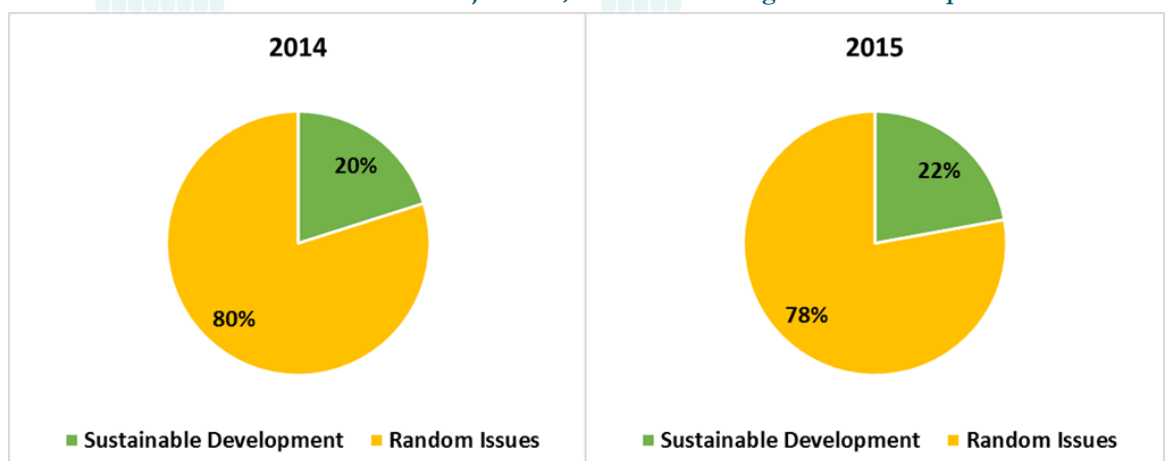


FIGURE 3: Publication in journals, scientific meetings and book chapters





**Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

**Prof. Marcos Fava Neves**  
**Business Administration Department**

Sustainability gains incredible contour in public and private organizations. And the pillars are known: economy, environment and people (people, planet and profit). Always improve these pillars is the challenge of society. However, from private organizations, we always have to remember that without profit, it is difficult to collect investments in people and the environment, as private organizations are not only agents with social orientation.

We strongly worked to transform the Brazilian agribusiness, most important sector of the economy and one of the few areas of international recognition of excellence in Brazil, in increasingly sustainable ways, either in strategic project planning and governance of private companies and industry organizations in many sectors, as supporting the public policy suggestion. The struggle for sustainability is what sustains our works.



Prof. Marcos Fava Neves at WWF meeting

**Prof. Elaine Toldo Pazello**  
**Economics Department**

One type of activity that I have worked with is the impact assessment of social projects. When the managers of the project design their interventions, they are seeking with their actions achieve some goal. For example, preparatory Community cramming for the exam want to improve the chances of success in the entrance exam for disadvantaged youth. So an important question is whether in fact they are managing to reach this goal. That is, will the young people who attend the preparatory courses are more likely for the situation not to have attended? This is an example of evaluation in which I worked.

Another example is the program evaluations also aimed at young people, but in order to improve the inclusion of the same in the labor market. Do these young people have different chances for having gone through the project? The impact assessment can contribute much to the improvement of projects. For success / sustainability of the project you need to know if it is working, or if you are reaching your goals. The impact assessment can help us get this response.

**Prof. Rogerio Ceravolo Calia**  
**Business Administration Department**

In the “Environment and sustainability” subject, the students learn management approaches to environmentally sustainable products and services to be successful in the market. Also, foreign students shared good sustainable practices in their universities and hometowns. One of the groups received a stay of a sustainable fashion store RP reporting their management challenges, and an opportunity to compete with other student groups to propose solutions. She evaluated and commented on the recommendations.

It is also important to bring people who has a good knowledge of the market. For example, in some classes we had the presence of an executive of a company of environmental investments to present projects to the students.

## **AIESEC Ribeirão Preto** (student organization)

### **Events**

AIESEC conducts internal and external events during the year varying according to the purpose, to meet the needs of the period. Realized internal events are:

**Plan:** It happens in order to plan the activities of the year, involving all members in discussions of ideas for implementation of new activities.

**Discovery Day:** immersion and new full members to meet and connect with work and organizational culture of AIESEC.

**Re-plan:** Event that occurs early in the second half of the year to welcome the new members and re-plan the activities for the new semester.

**Fire It up:** reintegration event of members to consolidate the strategies established in the organization.

**Handover:** Formal socializing of management exchange held after the election of directors of the following year.

### **External events**

**Global Village:** Fair to know the characteristics of different countries, their culture, needs, language, currency, represented by people who were traveling a different country.

**5 in 50:** Lecture composed of 5 people, each one share their exchange experience for 10 minutes.

**3 worldviews:** This event aims to provide a discussion environment with three perspectives of a chosen theme. The big difference is to address the issues through the experience that each one of the exchange students had in their destination countries and bring counterpoints or commonalities than each also see here in Brazil. The event may turn addressing various topics such as women's empowerment, education, young entrepreneurs, work and impact, etc.

All these events have the goal of bringing students the opportunity to realize an exchange and its benefits. Communication of AIESEC with its external and internal stakeholders occurs via Facebook, email, podium, website, blog, opening the online retailate.

### **Partnerships**

Currently AIESEC RP has a partnership with USP, UNAERP, Moura Lacerda, Estacio Uniseb. For the realization of social projects by exchange students from various countries we have partnerships with NGOs: Core Don Bosco; SOBERP - New Life; Home Child Day Care and

Boys Come; Growing Citizen Institution (formerly Happy Child); New Life Organization - House of hoses; Society Spiritualist Workers of Good; Benevolent Association Integration to Life (Blue Cottage); House of Emmanuel; Care Association Mary of Nazareth; OCA - Organization Active Citizenship; Institute Spiritualist Paulo De Tarso; Pro Sport; Love Syndrome; Home Grandpa Albano; APAE; School Children Pro- Family Education; fairy; CAEERP.

## **Academic Athletic Association** **"Flaviana Condeixa Favaretto"** (student organization)

Beyond encouraging the sport, carry out social projects such as the "Christmas Solidarity" in partnership with the University Volunteer Center, this project was to give gifts to underprivileged children in 2015 christmas where more than 100 children were served by students from FEA -RP.

We also hold an annual event geared to new entrants FEA -RP in which we collected 250 kg of food, in 2016. The donation was sent to the School of Samba "Embaixadores dos Campos Eliseos", and this school, donated such food to the needy community in which it operates.

## **Academic Center "Flaviana"** (student organization)

### **Academic meetings**

Held weekly and open open to all community of the university, academic meetings deal with current issues, which are discussed in a healthy and enriching way. Meetings are responsible to foster critical thinking and positioning of our members and students on relevant issues and that directly impact on the progress of our activities with the already sharp insight of the members. Throughout 2015, more than 25 meetings were held and could count on an average of more than 20 members per meeting.

### **Fea Viva**

Held in partnership with Junior FEA-RP, as described below.

### **Comic books collection**

In 2015, it was made an action in order to collect comic books to provide entertainment to the disadvantage youth. Collection points were set in front of the headquarters of the entity and was raised around 40 magazines that could be donated to a national project, which brings knowledge to poor states of Brazil. (Rondon Project).



## Lecture on Social Responsibility in Organizations

To further promote the importance of social responsibility in organizations, the Academic Center brought a renowned Brazilian politics, Marina Silva, to talk about her, since she has written on the subject and has been the minister of the environment. The lecture was attended by, besides the organization of all our members, the assistance of professors and unit employees. There were more than 286 people, including professors, students and staff, watching the lecture, which shows the relevance and presence of the theme today.



Marina Silva, students and teachers, in lecture of social responsibility

## feaMUN

A Model United Nations (MUN) is an authentic simulation of multilateral organizations that make up the UN itself or other international organizations - such as NATO. Thinking about it, it was first held in 2015, our own MUN, the feaMUN. This true laboratory of Social Sciences aims to be academically rigorous and connected to the world of International Relations, Political Science, Law, Economics, Journalism, among others. Students witness, practice and experience the theories and present ideas on these issues during the sessions of the committees. They learn to deal with conflict resolution and negotiations through diplomatic ways, developing speech techniques through group dynamics. These activities give the students a broader view of the problems and international crises affecting countries, providing them with a critical reflection that allows them to see more clearly the political, economic and social aspects of these problems. Thus forming more autonomous citizens and conscious of their position in the world, more prepared to develop their skills and contribute to the expansion and improvement of the social context of their community. In its first edition, the feaMUN had 40 participants, in order to expand the model, it

is expected to have many more participants engaged in the cause and provide such experiences for the local community.

## University Volunteer Center (student organization)

**Dialogues:** more related to projects and events that are played by the entities and communication actions facebook, site, press.

**Timely action events:** 15 events held in total last year

**Total people reached:** 300 volunteers of all shares (average of 20 volunteers per share) and 525 children and adolescents affected (average of 35 per share).

Registered volunteers: 35.

## Communication actions

Facebook: Increase of 849 likes on CVU-RP page

Instagram: Increase of 200 new followers

**Project specific actions:** 4 to total

- 2 actions "Gira Oral Health": Project leading dental students to explain to children how to perform a proper oral hygiene. It was held at the Crèche Alvorada and Solidarity Extension Project.
- 1 action "Gira Opportunities": Project that takes students from any course to talk about purpose with adolescents about opportunities that exist about colleges, technical courses and work.
- 1 action turns "Awareness": Project that takes students from health to talk about sexually transmitted diseases and how to prevent them. In addition, talking about the effect of drugs in the body of the human being.

Total beneficiaries from the projects: 290 people in total (children and adolescents), and 10 volunteers reached.

**Consulting projects carried out for NGOs:** 5 in total

- 1 started and completed in 2015
- 1 started in 2015 and still in progress
- 3 that had started in 2014 and were completed in 2015

Total people benefited by the projects: 80

**Partnerships:** 11 partnerships with third sector institutions: Lar dos Cegos, Cooperativa Mãos Dadas, Lar dos Vicentinos, CIACC, CARIB, Casa do Vovô, Corassol, Casa de Emmanuel, Lar do Jovem Tio João, Programa de Extensão Solidária e Alvorada Associação Amigos de Boa Vontade

- 6 institutional partners: Municipal Department of Health, Pro-Sport and Culture Association, Street Pastoral, Rotary Club, National Collection of Food and FEA-RP.
- 2 partnerships for fundraising: Personalizatto and Achieve Languages

## **Financial Market Club (student organization)**

### **Financial planning**

Throughout the years in which presentations were made about the Nest Egg project, the Financial Market Club found that some families had a very bad financial situation, which could not be solved without further work. Because of this, the Financial Planning project was created as an extension of the Nest Egg Project, which aims to help families get out of debt through weekly private meetings, which we believe is a turning point in the lives of these people.

### **Partnerships**

The University of São Paulo and FUNDACE contribute significantly to the accomplishment of our events, study groups and travel realization to take our projects forward. In addition, we have the Hospital das Clínicas of Ribeirão Preto, a faithful partner for years that contributes with both students to the lectures, and to meeting rooms for the families of Financial Planning.

### **Financial Market Week**

The most prestigious event of the CMF is the Week of the Financial Market . This event has featured the presence of renowned professionals in the economic scenario, like Bruno Melcher (CEO of LDC- SEV) , Erwin Franieck (development manager at Bosch -BR) , Gustavo Loyola (former president Central Bank / 92-93 and 95-97) , Carlos Alberto Sardenberg (economic Journalist Network Globe and anchor Radio CBN), Nelson Rocha Augusto (president of Banco Ribeirão Preto), "Lord Money" (financial planner program "Fantástico" of Globo Channel, Samy Dana (economic broadcaster and columnist of the newspaper Folha de São

Paulo). All these professionals participated on roundtable discussions with professors of FEA-RP and the presence of representatives of the Bovespa.

### **Agribusiness day**

The event takes place alongside the famous agriculture fair of Ribeirão Preto: Agrishow. The event aims to bring to the university professionals that can connect students to the agribusiness, with several tools, practice areas and news about this economy that only grows in the country. This event can count with the presence of renowned speakers such as Prof. Dr. Marcos Fava Neves of the University of São Paulo, and strategic marketing specialist for Agribusiness , sr. Filipe dos Santos Paiva, agribusiness risk management expert and structured transactions as Barter , among other subject matter experts. Success for one year, in 2014 Agribusiness day was attended Cleber Moraes, a partner at M Moraes Agronomic Consulting and OMEGA Invest brokerage.



Agribusiness Day, 2015

### **Nest Egg Project**

The "Nest Egg" Project won the 1st place in the Humanities category of the 5th Symposium Learning with Culture and Extension, executed in São Carlos on November 17 and 18, 2015.

Developed and managed by the Financial Market Club (CMF, in portuguese), the social project aims to disseminate knowledge about personal finance and spending planning to students and employees of public and private companies, especially those who are most in need. That is, to promote the financial education and awareness of those who don't have own income until those that already are in the job market.



Financial Market Week 2015



## Enactus FEA-RP/USP (student organization) Dialogues

Among the dialogues that Enactus FEA-RP / USP carries out with its stakeholders are projects focused on the external community, events geared towards the university community and internal events aimed at members and actions of communication via social medias, especially Facebook. In 2015, it worked with two ongoing projects, including Tio João and HospitaLAR, and sought to develop two others.

### Projects

The “Uncle John” (Tio João) project was the first project developed and implemented by Enactus FEA-RP / USP and was the winner of the Unilever Sustainable Entrepreneurship Award in the Rookie Category. Aimed at the community of the neighborhood Vila Elisa, its mission is to train and develop children and young people as entrepreneurial citizens of their lives in a welcoming and stimulating environment. To this end, the former Welcoming Home for Minors (LARAM, in portuguese) is being revitalized, today the Tio João Place, an NGO that was disabled. The Project aims to consolidate it as excellent in administrative and resource management and make its work recognized by the residents of the community, in addition to boosting it to achieve its goals of taking children and youth out of situations of vulnerability through activities that enable personal development, recreation, education and culture and provide community empowerment.

To achieve its objectives, a project team was divided into areas called Structure (responsible for activities related to the structure of the site), Educational (in charge of activities related to the educational development of the target audience and offering classes in the Tio João Space), Financial (Responsible for the management of project resources and activities related to the financial management of the NGO) and Commercial (responsible for obtaining partners and planning and execution of resource forms to raise funds for the project and for an NGO). Together, all of them also work on NGO management training to make the project a self-sustaining substance in the long term.

So far, three important actions have been carried out for the Enactus FEA-RP dialogue with the project community, the painting and landscaping efforts, in which the structure of the site was improved with the help of partners and made possible contact of several external members to the Project



1st place in the Humanities category of the 5th Symposium Learning with Culture and Extension

In 2015, the Project served 900 people, totaling about 2,900 people since 2012. It has gone through 4 different states: Espírito Santo, Pernambuco, Minas Gerais and São Paulo, as well as their respective cities: Vitória, Recife, Uberaba, Rio Claro, Campinas, Sertãozinho, Altinópolis, Ribeirão Preto, Cravinhos and Brodowski.

The community benefited in this period covered different profiles of youth and adults, from staff to students. The project went through prefectures, Hospital das Clínicas, NGOs, Fundação Casa, ADEVIRP, schools, student organizations and others

Through the Financial Market Club, study groups are executed by its members to discuss market issues that help lecturers about content and news; that issues are presented by the students themselves or with the participation of a market player. In addition to the study groups, members receive orator training and creative tools.



Nest Egg Project in School Ship of the Brazilian Navy



with Tio João Site and its managers, besides the campaign of donation of books for the construction of a library and room of studies in the place and also the Sunday of Health Tio João, event in which it was offered Eye consultations and free glasses, in partnership with the NGO Renovation, linked to Enactus Insper, as well as guidance on various topics such as tooth brushing, sexually transmitted diseases, healthy eating, among others, in partnership with FORP / USP and FMRP / USP.

A major step taken in the development of the project was the expansion of opportunities for children and young people to be offered at the Tio João Institute. This was done through the provision of science, computer, citizenship, physical education and jiu jitsu classes. The project also aims to offer classes in dance, yoga, history, Portuguese and mathematics.

Other objectives of the project are to provide training to adults and to bring them closer to employment opportunities, as well as to reform the site using sustainable techniques.

The HospitaLAR project, which mission is to develop an entrepreneurial hospital management methodology for back hospitals (which offer extended treatment to their patients) that provide services free of charge and promote the humanization of patients, families and employees. For this, the project team is primarily working in the Cantinho do Céu, which provides comprehensive care to people with severe, multiple and irreversible sequelae resulting mainly from Cerebral Palsy. HospitaLAR arose given the perception that several problems faced by the Heaven's Corner, such as financial problems, high turnover of medical staff and several other management problems, are common in this type of hospital and that therefore, the scope of the project could be larger and achieve other communities. Parallel to the work being carried out in this institution, which includes aspects of administrative-financial management, humanization, sustainability and fundraising, it is sought to observe and study several practices that may constitute a management methodology replicable and adaptable according to the context of each rear hospital to be contemplated by the project.

In the planning and exploratory study of the community in question, the project team seeks to identify opportunities and ways to implement improvements in several aspects, while carrying out a feasibility study, immersion of the project team on site and some activities such as search and

training of managers. For this, the team structure is divided into the following areas: Administrative-financial, (mainly responsible for activities related to the identification and implementation of viable management practices that improve the context of the institution in question), Humanization (responsible for identification and institution of practices to promote the humanization of patients, relatives and employees), Commercial (responsible for activities related to raising funds for the institution, through institution improvements in ways of raising funds already existing, such as bazaar, events and plan And Replicability (Responsible for translating viable practices carried out through the project into a methodology, aiming at replicating practices in other institutions of this type, as well as defining the institutions in which the project will be applied).

### Events

The Enactus Forum for Social Development I, executed in May 2015, aimed the university community. This Forum assumed that Enactus FEA-RP / USP values social and intellectual development of individuals and, for this, seeks to instigate criticality through the presentation and debate of themes that represent demands in the national scenario, being the main theme of the occasion the education. The event was attended by Mário Zoriki, engineer and pedagogue, coordinator of Blue Horizont Center, one of the three centers of the "Monte Azul" NGO, which works with programs aimed at social and human development, located in the outskirts of São Paulo, and Marina Teixeira Trindade, an economist at FEA-RP / USP, is the creator of Aporé, a people accelerator. In addition, there was a panel discussion with speakers and other guests, such as Adriana Silva, former Municipal Secretary of Culture of Ribeirão Preto and current Vice-President of the Book Fair Foundation and Sócrates Oliveira, administrator by FEA-RP and today coordinator of social projects related to the sport of Goal.

The Open Enactus 2015 was also held, for the presentation of the entity to the students, and the Handover Enactus 2015, starting the selective processes, held in March and August, respectively. In this second, in addition to the presentation of the entity and the Tio João project, other Enactus teams participated, presenting their projects and contributing to a round table discussion on long-term self-sustaining social ventures. Counselor Dr. Adriana Caldana and Júlio Pires, manager of Espaço Tio João, formerly LARAM, also gave their testimonies about their experiences with Enactus FEA-RP / USP.

In addition, there were two development events geared to members after the two selection processes, the Team Training Conference X (TTCx), where there were workshops and immersion and development activities for members, and the presence of other enactus teams.

It is also worth noting that besides the events developed by the team, other events such as the enactus National Championship, Unilever Sustainable Entrepreneurship Award in the Rookie category and the World enactus Championships were important to dialogue with stakeholders, since they made it possible to create greater visibility for the project Uncle John and allowed the dialogue with enactus from other universities and entrepreneurs.

### **Marketing activities**

The main channel of communication and Marketing of Enactus FEA-RP / USP is Facebook, where there was an innovation in the production of content, taking into account beyond the organization's image and management of projects and coverage of their events, information of public interest, social, economic and environmental spheres, in publications that seek to give visibility to the issues and critical discussion of them, seeking to address different views of the issues. These issues were addressed in Enactus+ and Free Column publications, and the Enactus Review, another type of publication used, which brings external content information to readers. The approach to issues related to the university community is also considered one of the communication management pillars, which sought to, initially, approach to this public and other entities, such as the Academic Center and USP Recycles, and the scope of approaching other entities is one of the strong pillars for communication management in 2016.

The content and social networking management achieved great recognition among other Enactus teams and Enactus Brazil, which invited member of Enactus FEA-RP / USP to assume the post of Social Ambassador Enactus Brazil. In addition, there were face disclosures of the entity during the year, with the target audiences of the university and also prospective students, to be made a disclosure of the entity and the projects, in partnership with the Anchieta High School, in the evidence of local large flow of the first stage of FUVEST.

### **Partnerships**

In terms of partnerships, Enactus FEA-RP / USP had the support of several Enactus teams from other universities, either by contributing to participation in events or through

experiences and benchmarking sharing.

The student organization also seeks to progressively establish partnerships with other campus student organizations. Through communication management, it was able to get closer to the Academic Center and offer support to campaigns that are of public interest. In addition, other organizations such as the Junior Enterprise FEA-RP and the Psychology course's Junior Enterprise, "Ihris" contributed to the training sessions, while other campus entities contributed to the book donation campaign to project Uncle John. Also there are also the League of Entities in which all entities of FEA, get together to work and so do a greater impact on society, from actions, events and even training together.

Management period of 2015-2016, to date, we have several business partnerships in events held by the team.

In the first half of 2015, the performance of the fundraising team started with the search for partnerships for the first TTC X. In this event we had the partnership of companies like Danone and Eureka! With workshops and BLB with a monetary partnership for the event. For the month of May, it was the first planned FEDS where we had the presence of the partner companies in monetary terms: BLB, Nakane Rental and Real Estate Pagano, beyond coffee break supply sponsored by Delights of the Açaí company.

The event held in early October, Team Training Conference X (TTCx), signed five partnerships, being them in monetary form and in the form of exchange. The Delights of the Açaí contributed once again with an event Enactus FEA-RP/USP, this time in monetary terms and in the form of exchange, collaborating with the coffee break event. Another company, Nakane Rental, contributed monetary form for the second time this year in events Enactus. The English Culture, was sponsor of monetary form for the first time, but has shown a keen interest in increasing the partnership. Other companies that contributed for the first time were the Nelson's Restaurant and Siantec, this in the form of exchange, collaborating with the audio material needed for the event, and monetary form.

A steady partnership Enactus FEA-RP/USP is Premium Printings Company, which is always giving discounts on prints, as in the case of flyers and banners for the event of Uncle John Pizza Day, and often free prints, as in the case of buttons for employees of the Heaven's Corner, pegged to the hospital project.

The Anchieta High School was essential to carry out the dissemination of Enactus and projects during the first phase of FUVEST.

Among the partners of Uncle John Project are: SUBWAY of Cafe Avenue: SUBWAY Solidary event where 50% of the income of May 30 was donated for the project held. The company Leroy Merlin donated paint and materials for painting. Alpha Landscaping provided items and landscaping service to replant the garden. Botafogo Football Club proposed to help in need in relation to football activity of children. The Fundace (Foundation for Research and Development Administration, Accounting and Economics) funded Vinicius Lima trip to present the project in South Africa at the World Championships. BLB Brazil helped financing the Uncle John Pizza Day in which generated income for the Project. On Sunday Health event, held at Enactus Inesper, had four partnerships: the Hotel JP helped with the financing of the event, Hiperagua company lent water and drinking fountains to serve during the day, VitaCitrus donated orange juice to serve, FlorMel donated bars of cereal. We also have the architect Ana Carolina Tramontini who helped design with your service, doing all the planning reform Uncle John. In addition, Uncle John had the assistance of Professors of FEA-RP, Bruno Aurichio and João Passador and also business woman Marina Trinity, creator of initiatory Aporé. These partners provided guidance to members of the project, contacts and insights.

One of our main supporters, and the largest sponsor in the financial aspect was the Fundace, who believed in our project and sponsored us for a trip in South Africa. Our project Uncle John was Unilever Sustainable Entrepreneurship Award with this project we were invited also to go at the world championships in Johannesburg, and thanks to Fundace company that our team was able to present our project to entrepreneurs and businesses worldwide.

The hospital project, in turn, currently has two institutional partners essential to the enterprise: The BLB Brazil - Auditors and Consultants, which has a team of prominent national experts in various areas, it serves to assist members of the project planning activities, using their expertise and strategic vision to guide the construction of a complete, effective and efficient planning to meet the project objectives. In turn, the Kidopi - Medical Informatics

Solutions is the creator company and developer of CleverCare, framework for remote management, guidance and personal care being implemented in the first hospital of operation, the Heaven's Corner, seeking better control and quality of care provided to the portion of patients only receive treatment during the day and return to their homes at night. In addition, the project also includes the advice of Professors Roger Cerávolo Calia and Carlos Alberto Grespan Bonacim, both professors at FEA-RP / USP, which provide guidance to members of the project, contacts and insights.

The team Enactus FEA-RP/USP has another form of partnership: the university professors of FEA-RP/USP. The aim is to help clarify and guide questions often found in projects and also help with contacts and insights. Professor Adriana Caldana and Professors Roger Calia, Carlos Bonacim, Bruno Aurichio and João Passador are also our team partners.

### **iTeam – USP/RP** **(student organization)**

#### **Events**

**International Week:** Week dedicated to internationalization. Disclosure of information about exchange and life in other countries, as well as activities that disseminate cultural diversity. Held in partnership with the exchange students from USP and the GCARI.

**The World in 90 ':** Event with 90-minute talks on exchange held at the Law School - FDRP.

**Backpackers:** Lectures given by personalities who have held exchanges on their own, usually in the style of "backpacked", traveling through different countries.

#### **Projects**

**Immersion:** Internal event held to integrate new members after the selection process. It is the time when the organization's members are prepared for the jobs of the year, it has the first contact with the bylaws, iTeam values, their teams and the organizational culture.

**Welcome and farewell parties:** As the exchange students arrive at USP-RP every six months, parties are held to welcome the beginning of the semester and a farewell party at the end of the period, totaling thus four parties per year. Such events always take some issue related to internationalization, as the culture of a particular country or region, for example.



## Activities

**Exchange Project:** Born with the need that the USP-RP iTeam found to help Brazilian students interested in academic exchange. The organization's goal is to provide consultancy in the area of academic exchange and become a reference in this sector.

**Buddy program:** the iTeam selects Brazilian students to be the first friend of the exchange students, helping them with language studies, accompanying him at parties, events and general every day activities.

**Housing program:** the iTeam has an online platform - iGlui - and it publishes vacancies in apartments and republics for the exchange students and lodges in the period of stay in Brazil, and performs constant monitoring.

**Internal Olympics:** Are games and challenges made between the entity teams related to social actions, such as donations of clothes, food, blood as well as activities that encourage the union of the teams, creativity, public speaking and use of other languages, namely development members.

**Donating clothes and food:** Activities undertaken by the organization annually. In 2015, the entity chosen to receive the donation of clothes was the GACC and to get the food, the Home of the Old Man Ribeirão Preto.

**Activities with Exchange students:** the iTeam USP-RP performs activities with exchange students throughout the year, from the reception week to the farewell party. Trips are organized, integration parties, social activities, like visiting kindergartens and hospitals, capoeira classes, among other cultural activities.

### Communication actions:

Disclosure of information related to international events and through social media such as a Facebook page, a profile on Instagram and Snapchat and a blog with rich content.

**Facebook:** Increase of 470 likes on page iTeam USP-RP

**Instagram:** Increased 100 followers profile iTeam USP-RP

### Partnerships:

Partners: FEA-RP; International Office FEA-RP; International Office FDRP; Fundace and CAAC.

Other partnerships are performed in accordance with the needs of the student organization.

## Junior Enterprise FEA-RP (student organization)

### External Prospecting Project (EPP)

The EPP aims to carry out a consulting project, at no cost, for a third sector entity that has any disability management.

Last year, the Project Prospecting Foreign was done with a elementary school, which has the objective to enter values such as respect, love, hope and honesty in children and adolescents considered vulnerable. The organization serves over 120 children and their families, and has a "waiting list" of more than 20 children. It was found that the nursery had few employees who contributed the largest share of resources used by the organization. In a weakened economic scenario, any losses of employees could represent a cut in aid of children. So, it was decided to hold out a Communication Plan, which aimed to understand factors that lead companies to help third sector organizations as well as understand how the internal communication of the school was. In short, it was diagnosed as you can make a more effective approach to the loyalty of new employees so that together we can develop the children and families affected by the school.

### FEA Viva

The main objective of the project, in partnership with the Academic Center is not only acquire students, teachers and FEA-RP employees to donate blood, but also raise awareness and engage this audience about the importance of blood donation, and thus mobilize everyone. The intention is that the long-term lasts solidarity so that it becomes a habit and be a commitment made to society.

Since its inception, the project is carried out by the junior company and the College Academic Center, together working in partnership with the center of blood donation, the Hemocentro, which acts more strongly in the implementation of the project and the availability of resources. The project occurs once every six months, next to the months of May / June and September / October, when there is a greater shortage in the blood supply of the donation center.

Based on data collected by the Blood Center itself, it ends up being responsible for supplying blood to 33% of the State of São Paulo, covering 217 cities. In its ninth edition, the event managed 65 donors, noting that many people are unfit to donate and were not counted.

In the tenth year, in the second half, were 35 potential donors, of which 5 only, were not selected for the donation. For greater adherence in the event, we were rented vans leaving at 5 different times during the two days. The path was to take all of the college to the Blood Center.

Finally, we gave a very high level of satisfaction, in which more than 90% of participants indicate the event to third ones.

### ASAS

The ASAS project was created in 2014 in order to help financially and materially third sector organizations. However, the Social Responsibility team of Junior FEA-RP realized the impact generated in these actions could be higher. Thus, in 2015 it was redesigned and became a project of which Human Resources training, Leadership, Resources and Marketing Uptake in the third sector would be passed on to any entity of the third sector. The project had its first edition in 2016, for the FADA institution. It's unique and main collaborator was struggling to get ahead in your project. The team got in touch with her, personalized training according to their reality and could spend a lot of knowledge to the collaborator to continue their work.

### Centre of Entrepreneurs - FEA-RP/USP (student organization)

#### Dialogues

#### Enterprising and Innovative



Enterprising 2015

The Innovative and Enterprising are undertake entity events, aims to disseminate entrepreneurship focused on inspiration and / or training of participants, from lectures and workshops. The events reach students from FEA-RP, other units of USP, other colleges, as well as society at large, as are events open to the public.



Innovative 2015

### PICE

The "Integrated Program for Entrepreneurial Training" (PICE), created in 2004, is a Culture and Extension project of the FEA-RP, whose main partner is the Centre of Entrepreneurs. The project aims at self-management training of micro-entrepreneurs in low-income communities in the region of Ribeirão Preto - SP. In general terms, the PICE aims to foster, together with this community, the entrepreneurial spirit, enabling it in the search for solutions to the problems of income generation. For this, a methodology is used that includes lectures, workshops, training, classes and discussion tables. The project lasts one year and is expected, as a result, that its beneficiaries will be able to find opportunities for the continuous development of their enterprises, promoting the collective well-being.

*PICE broadened my knowledge in business management through classes with well-trained teachers who demonstrated practical management tools and examples. In addition, the goodwill of the employees involved in transmitting knowledge made all the difference. I recommend the PICE to everyone I know!* - Marlon Carvalho, Managing Partner of "Micrologi Tecnologia" and student of PICE in the





Inaugural lecture on PICE in 2015 by Prof. Perla Calil Pongeluppe Wadhy Rebehy.



Inaugural lecture on PICE in 2015 by YagoMarinzeck, undergraduate student.

### PICE Young

The "Integrated Program for Entrepreneurial Training", aimed at young people (PICE Young) in the year 2015, worked on the "To Fish" Project (Project of training of mechanics from 15 to 17 years at Eurobike – BMW & Land Rover at Ribeirão Preto), focused on the subject of Entrepreneurship. Acting in the second semester, the PICE Young taught concepts such as protagonism, responsibility, problem identification and problem solving and business modeling, using the Execution methodology of the company "Empreendi na Rede". The project will also be applied in the year 2016.

### Partnerships

USP, FEA-RP and Fundace represent important partnerships for the organization of events by the entity, the resources made available by these institutions are reverted to the events and are used to cover expenses with the speaker, coffee break, etc. In addition to these partnerships with events, we have several organizations that help us in our operations and make us even more active in the entrepreneurial ecosystem. These are: Fundação Estudar, Endeavor, Empreendi Na Rede, SUPERA of Innovation and Technology Park of Ribeirão Preto, Vox2You, USP Innovation Agency, SEVNA SEED - accelerator of startups and Angels of Brazil.



Centre of Entrepreneurs at the graduation of the "To fish" Project students



## 5. Monitoring (2014/2016) and projection of goals (2016/2018)

In this section, we present the actions planned by the Sustainability Office for execution over the next 24 months, in each of the proposed principles:

Purpose	Action plan 2014/2016	Status 2014/2016	Action Plan 2016/2018
Develop students' capabilities to be future generators of sustainable value, for the companies and for society in general, working towards a global economy that is both inclusive and sustainable.	Promote the execution of new events that discuss sustainable issues related to sustainability.	Several events related to sustainability were carried out and especially focused on the realities of companies and communities.	1) Hold new events for the discussion of sustainability in the reality of companies and communities. 2) Intensify the dissemination of global values such as the Sustainable Development Goals (SDGs).

Values	Action plan 2014/2016	Status 2014/2016	Action Plan 2016/2018
Incorporate, into the academic activities and curricula, the values of global social responsibility, as depicted in international initiatives, such as the Global Pact of the United Nations.	Present the activities of the PRME Committee at FEA- Dean, teaching staff, and suggest the inclusion of the topic related to responsible management into the programme of different subjects, at undergraduate and graduate levels.	Meetings were held with the Dean, department heads, coordinators of courses and direct approaches to undergraduate and graduate teachers, explaining what the PRME represents and how they could integrate the subjects.	1) Create a new subject entitled "Responsible Management Education" for immersion in the PRME's six principles, the ten principles of the Global Compact and the seventeen Sustainable Development Goals (SDGs) 2) Intensify the effort to include Sustainable Development in other subject.

Method	Action plan 2014/2016	Status 2014/2016	Action Plan 2016/2018
Create teaching structures, materials, processes and environments that allow efficient teaching experiences for responsible leadership.	1) Measure the issue of carbon by the activities of the institutions and also of the University, to plant trees in order to compensate for this pollution;  2) Establishment of a Social Responsibility Department, led by the PRME/FEA-RP/ USP Committee.	1) The ecological footprint measurement and compensation project of the FEA-RP is in the feasibility study phase.  2) The PRME / FEA-RP / USP Committee succeeded in creating the Sustainability Office and its Management Committee. The former PRME commission was replaced by the current one.  3) Students were included in governance by representing their student organizations and reporting their experiences of social learning and practices.	1) Complete the ecological footprint project.  2) To recognize and value the initiatives of the student organizations in the promotion of Responsible Management Education and Sustainable Development Goals.  3) Recognize and value the teachers who dedicate their work to Sustainable Development.

Research	Action plan 2014/2016	Status 2014/2016	Action Plan 2016/2018
Take part in conceptual and empirical questions that provide greater understanding of the roles, the dynamics and the impact of corporations, in the creation of sustainable social, environmental and economic value.	Promote a research seminar with teachers and also graduate and undergraduate students, to present the work that has been carried out, and the work currently on the way.	A round-table discussion was held with teachers from the three departments with the theme "Sustainability teaching at FEA-RP".	Promote new events with exponents researchers on Sustainable Development in Business Administration, Economics and Accounting.

**Partnership****Action plan  
2014/2016****Status 2014/2016****Action Plan  
2016/2018**

Interact with the managers of business corporations, to expand their knowledge of companies' CEOs well the challenges in compliance with social and environmental responsibilities, jointly exploring efficient approaches to tackle these challenges.

1) Creation of an annual event that brings partner companies that sent their representatives to address Sustainability and Social Responsibility, to Corporate Social Responsibility, to FEA-RP community; 2) Promote visits by students to these companies.

1) Events were held with partner companies that sent their representatives to address Sustainability and Social Responsibility. 2) Students visited companies and centers of excellence in several undergraduate and postgraduate subjects.

1) Hold new events with CEOs and representatives of civil society organizations committed to Sustainable Development. 2) Encourage new visits to partner companies and Sustainable Development study centers.

**Dialogue****Action plan  
2014/2016****Status 2014/2016****2016/2018**

Facilitate dialogue, support and debate between the institution's website; educators, students, businessmen, consumers, students take part in the Government, media, activities promoted by the organisations of civil society, Volunteer Centre with and other groups that are NGOs in Ribeirão Preto. interested in critical issues related to global social responsibility and sustainability.

1) Set up a PRME section on the institution's website; 2) Encourage more FEA-RP students take part in the dissemination of the PRME principles and local action opportunities. 3) Publish on the PRME FEA-RP - RP site, in vulnerable communities. Government activities and discussions, linked to sustainability issues, which are under way in the municipal state and federal spheres.

1) The website and a Facebook page have been created for the dissemination of the six PRME principles and local action opportunities. 2) Students were encouraged to take various local actions in vulnerable communities. 3) The main national and international topics were disclosed and discussed, e.g. the launch of the SDGs and the United Nations Climate Change Conference, in Paris 2015.

1) Maintain communication channels created and always be aware of new social media opportunities. 2) Encourage the dialogue of students and teachers with vulnerable communities and groups promoting citizenship and defending human rights. 3) Maintain current and relevant discussions for the future of the planet and the academic community.

**Action Plan**

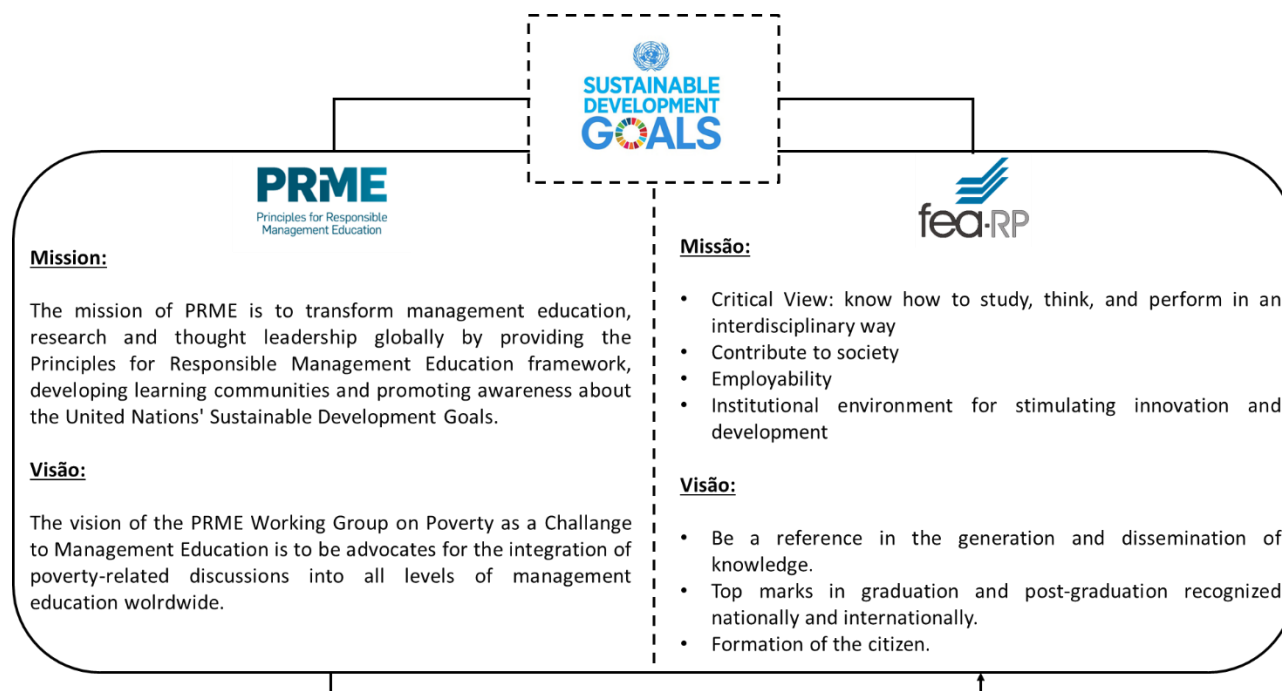


## The role of the FEA-RP on achieving the sustainable development goals.

The same way the United Nation's activities are being conducted by the Sustainable Development Goals, the initiatives and actions lead by the Faculty of Economics, Business and Accounting of Ribeirão Preto are also aligned with the 2030 Agenda and the PRME as well.

The university has been creating an environment capable of develop education systems, research and leaders with a critical point of view. This could contribute to society generating development in social, environmental and economic dimensions (figure 4).

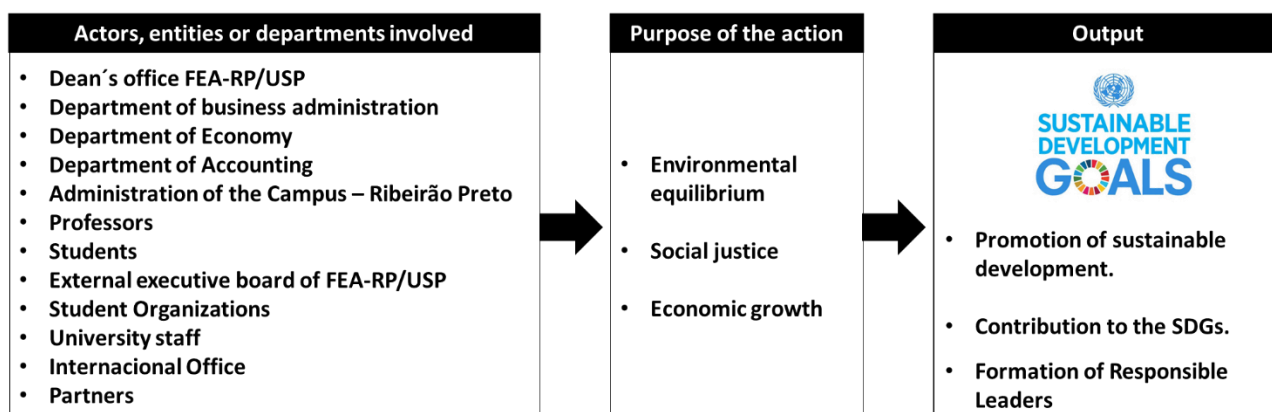
FIGURE 4: The presence of the PRME and ODS at FEA-RP / USP



From the value generated by adopting the PRME in its activities, the FEA-RP / USP works with the SDGs in a systemically and integrated way in order to enhance the formation of responsible leaders and, consequently, generate positive impact on society.

Therefore, the 17 sustainable development objectives were taken through concrete actions taken by the actors, student entities and university departments favorable to sustainable practices, in order to contribute to development through the training the leaders of tomorrow (figure 5).

FIGURE 5: Actors, engaged organizations and departments to promote the SDGs.



In order to develop and track the actual contribution, FEA-RP / USP believes that the activities related to the 17 Sustainable Development Goals produce great results to find space between the market and the academic world in the way to innovate and contribute to the social challenges. In this sense, an evaluation was carried out at FEA-RP / USP and identified the main contributions of the university to the SDG.



**SDG 1: End poverty in all its forms everywhere.**

- Subjects of undergraduate and graduate programs address the issue of poverty, income distribution, at various levels, creating socially conscious leaders.
- Publications in journals and participation in scientific events.



**ODS 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.**

- Food collection held by the entities.
- Publication in journals and participation in scientific events.



**ODS 3: Ensure healthy lives and promote well-being for all ages.**

- Publications in journals and participation in scientific events related to health and hospital management.
- Encouraging sports practice through the Associação Atlética Acadêmica Flaviana Condeixa Favaretto (A.A.A.F.C.F.).
- Fea Viva - project aimed at engagement and encouraging blood donation.
- Performance of the student organization Enactus through the Hospitalar project.



**ODS 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.**

- Meeting of the PRME Chapter Brazil
- Performance of the student organization by the project Pé de Meia.
- Performance of the student organization Centro Acadêmico Flaviana Condeixa Favaretto- C.A. Flaviana.
- Publication in journals and participation in scientific events.
- Award: sustainable student organization FEA-RP/USP.
- Participation in the International Conference on Higher Education for Sustainable Development (Nagoya - Japan).
- Social preparation course for the entrance examination for a public university, or "cursinho".



**ODS 5: Achieve gender quality and empower all women and girls.**

- Activities developed by the student organization: Centro Acadêmico Flaviana Condeixa Favaretto- C.A. Flaviana.
- Institutional treatment of the topic by the university.
- Lectures about this issue involving students.
- Publication in journals and participation in scientific events.



**ODS 6: Ensure availability and sustainable management of water and sanitation for all.**

- Publication in journals and participation in scientific events.



**ODS 7: Ensure access to affordable, reliable, sustainable and modern energy for all.**

- Publication in journals and participation in scientific events.
- Debate events on sustainability.
- Event: Lectures and roundtable on international investment fund for renewable energy and carbon market projects.



**ODS 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.**

- Student organization: Clube de Mercado Financeiro.
- Student organization: Júnior FEARP
- Publication in journals and participation in scientific events.
- Participation with several works on the conference CR3 +
- Participation in the "Incluir" initiative – PNUD



**ODS 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.**

- Agência USP de Inovação (University Innovation Agency)
- Parque tecnológico - Ribeirão Preto. (Teclonogich Park - Ribeirão Preto).
- Publication in journals and participation in scientific events.
- Event on sustainability: lecture and roundtable discussion on how sustainability can develop value.
- Student organization: Júnior FEA-RP.
- Student organization: Núcleo de Empreendedores



**ODS 10: Reduce inequality within and among countries.**

- Publication in journals and participation in scientific events.
- Student organization: Enactus FEA-RP/USP.
- Student organization: iTeam – USP/RP.
- Student organization: International Office FEA-RP/USP.



**ODS 11: Make cities and human settlements inclusive, safe, resilient and sustainable.**

- Event: how to develop sustainable cities?
- Sustainable cities program - Instituto Terroá
- Activitie on recyling - USP recicla.
- Student organization - Enactus acting through the project Tio João.
- Publication in journals and participation in scientific events.
- Student organization - Enactus FEA-RP/USP.



**ODS 12: Ensure sustainable consumption and production patterns.**

- Activities through the USP recycling program.
- Event: Debate on sustainability.
- Publication in journals and participation in scientific events.
- Dissemination of the six principles of PRME and local actions.



**ODS 13: Take urgente action to combat climate change and its impacts.**

- Event: Global Week of climate change.
- Training “The Climate Reality Project”
- Publication in journals and participation in scientific events.



**ODS 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.**

- Chemical Waste Treatment Laboratory at the University of São Paulo in Ribeirão Preto.
- Publication in journals and participation in scientific events.



**ODS 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.**

- Nursery Seedlings - Recovery Project of Vegetation Cover of USP in Ribeirão Preto.
- Publication in journals and participation in scientific events.



**ODS 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions al all levels.**

- Student organization: Centro Voluntariado Universitário (CVU)
- Publication in journals and participation in scientific events.
- Student organization: AIESEC Ribeirão Preto.
- Student organization: Centro Acadêmico Flaviana Condeixa Favaretto- C.A. Flaviana.
- Student organization: Núcleo de Empreendedores.



**ODS 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.**

- Dissemination of the six principles of PRME and local actions.
- Meeting of PRME Chapter Brazil
- Event: PRME Day.
- Student organization: iTeam.
- Student organization: AIESEC Ribeirão Preto.
- Publication in journals and participation in scientific events.
- Participation in the International Conference on Higher Education for Sustainable Development.
- Participation in the The Sustainability Literacy Test<sup>2</sup>.
- Student organization: iTeam – USP/RP.
- International Office - FEA-RP/USP.
- Event: feaMUN.