



fea·RP
FACULDADE DE ECONOMIA,
ADMINISTRAÇÃO E CONTABILIDADE
DE RIBEIRÃO PRETO - USP

SCHOOL OF ECONOMICS, BUSINESS ADMINISTRATION AND ACCOUNTING
AT RIBEIRO PRETO (FEA-RP) – UNIVERSITY OF SÃO PAULO (USP)

SHARING INFORMATION ON PROGRESS (SIP) REPORT 2016/2018

RENEWAL OF COMMITMENT TO PRME

SCHOOL OF ECONOMICS, BUSINESS ADMINISTRATION AND ACCOUNTING AT RIBEIRÃO PRETO (FEA-RP) – UNIVERSITY OF SÃO PAULO (USP)

The School of Economics, Business Administration and Accounting at Ribeirão Preto of University of São Paulo (FEA-RP / USP) is recognized as one of the most important institutions of higher education in its field in Brazil. Aware of this recognition and the impact of our actions in training future executives, we are renewing for the third consecutive year our commitment to the Principles for Responsible Management Education of the United Nations, PRME-UN.

We joined to these principles in 2012. Despite the many challenges we've faced, the efforts made are constant so that sustainability does not become a rhetoric in our school. And indeed, over the years, our community has been involved in a growing effort to integrate sustainable development into our institutional mission.

The role our students have played shows that efforts have been successful. Their performance at FEA-RP/USP is the main vector for the transmission of both PRME and 2030 Agenda precepts. Student organizations, self-managed by students with institutional support and supervision, have been modeling in our community. With this, the vast theoretical framework transmitted by our researchers has been strengthened by our alumnus, ultimately reaching society as a whole.

In this perspective, the strategic institutional goals concerning education for responsible management have greatly benefited from the PRME platform, which at the same time allows a theoretical alignment with the UN educational scope and provides tools for practical experience in local actions promoted by our students.

We hope you enjoy reading our report, which summarizes our progress, commitments to the future and also an appreciation to our agents of change and all stakeholders who are engaged in this hard effort to form transformational leadership.

PROFESSOR ANDRÉ LUCIRTON COSTA
DEAN

PROFESSOR FABIO AUGUSTO REIS GOMES
DEPUTY-DEAN



The production of this report is conducted by the FEA-RP/USP Sustainability Office, which is charge of the sustainability matters of the institution.

REPORT COORDINATORS



Professor Adriana Cristina Ferreira Caldana
caldana@usp.br
+55 (16) 3315-4739



Flavio Pinheiro Martins
fpmartin@usp.br
+55 (16) 3315-9116



Professor Perla Calil Pongeluppe Wadhy Rebeh
perla@fearp.usp.br
+55 (16) 3315-0511

REVIEW



Bárbara Mascarini
barbara.mascarini@cmfusp.com.br

ENGLISH VERSION



Leonardo Costa Rezende
leorezende@usp.br
+55 (16) 3315-0505

DATA COLLECTION SUPPORT



Willian Santos Valadão
willian.sv21@usp.br



fea·RP
FACULDADE DE ECONOMIA,
ADMINISTRAÇÃO E CONTABILIDADE
DE RIBEIRÃO PRETO - USP

School of Economics, Business Administration and Accounting at Ribeirão Preto
(FEA-RP) – University of São Paulo (USP)
Av. Bandeirantes, 3900 – Campus da USP, Ribeirão Preto – SP, 14040-900 Brazil

diretoria@fearp.usp.br
www.fearp.usp.br
www.facebook.com/fearpusp
www.facebook.com/prme.fearp

AGENDA

OUR SUSTAINABILITY APPROACH

INTRODUCTION

- The School of Economics, Business, Administration and Accounting at Ribeirão preto (FEA-RP/USP)
- Sustainability Office 2017-2018
- How do we translate PRME at FEA-RP?

DESCRIPTION OF PRATICAL ACTIONS

- How does RME make sense to us?
- Student participation
- Disciplines offered
- Administrative actions

ASSESSMENT OF THE OUTCOMES

- Events organized or supported
- Participation in events and civil society organizations
- Projects supported
- Student organizations
- Research tools and community perception

STRATEGIC OBSERVATIONS AND KEY OBJECTIVES

AGENDA 2019



PRME

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



INTRODUCTION

SCHOOL OF ECONOMICS, BUSINESS ADMINISTRATION AND ACCOUNTING AT RIBEIRÃO PRETO (FEA-RP/USP)

As a Business School founded in 1992 within the main university of Latin America, School of Economics, Business Administration and Accounting at Ribeirão Preto of the University of São Paulo (FEA-RP/USP) is focused on undergraduate and graduate teachings, research and extension in Business Administration, Accounting, Economics, and related areas. For such, it offers undergraduate programs in Business Administration, Economics, Accounting, and Economics and Accounting, with 1327 students. Apart from several specialization programs (MBAs) with more than 1300 students, three strict-sense graduate programs with 194 students comprise the FEA-RP/USP, which are:

- Accounting (Bachelor, MSc and PhD)
- Economics (Bachelor, MSc)
- Business Administration (Bachelor, MSc and PhD)

MISSION

To perform as an excellent and innovative school in teaching, research, and extension in Economics, Business Administration, and Accounting areas, educating professionals with competences and critical thinking focused on the improvement of society.

VISION

Leadership among reference centers in economics, business administration, and accounting areas.

NUMBERS

- Undergraduate Students: 1329**
- Strict-Sensu Graduate Students: 202**
- Lato-Sensu Graduate (Specialization) Students: 451**
- Teaching Staff: 92**
- Technical Staff: 67**



SUSTAINABILITY OFFICE 2017 - 2018

Prologue: The village of the watermills

"Good Day" Girls & boys said to Akira

"Good Day" Akira responded smiling. The children picked up flowers and left them on stone at the edge of the river. Akira continued walking towards the village. He saw an old man working on his waterwheel, building it primitively.

"Good Day" Akira said. But no respond!

"Good Day!" Akira said with raising his voice.

"Good day" the old man responded.

"What is the name of this village?" Akira asked

"Does not have one... We just call it the village. Some people call it Watermill Village."

"Do all the villagers live here?" Akira asked

"No... They live in other places."

"There is no electricity here!" Akira curiously asked

"Do not need it... People get too used to convenience. They think convenience is better... They throw out what is truly good."

"But what about lights" Akira said

"We have got candles and linseed oil."

"But nights so dark!" Akira said

"Yes! That is what night is supposed to be. Why should night be as bright as day? I would not like nights so bright you could not see the stars."

"You have paddies" Akira responded "But no tractors to cultivate them? he continued.

"Do not need them" the old man responded while working on his waterwheel.

"We have got cows and horses."

"What do you use for fuel?" Akira asked

"Firewood mostly. We do not feel right chopping down trees but enough fall down by themselves."

"We cut them up and use them as firewood. And if you make charcoal from the wood just a few trees can give you as much heat as a whole forest. Yes, and cow dung makes good fuel, too."

"That is the natural way of life."

"People today forgotten they are really just a part of nature. Yet, they destroy the nature on which our lives depend. They always think they can make something better. Especially scientists. They may be smart, but most do not understand the heart of nature. They only invent things that in the end make people unhappy. Yet, they are so proud of their inventions. What is worse, most people are, too. They view them as if they were miracles. They worship them. They do not know it, but they are losing nature. They do not see that they are going to perish. The most important things for human beings are clean air and clean water and trees and grass that produce them. Everything is being dirtied. Polluted forever. Dirty air, dirty water, dirtying the heart of men."

Dialogue between Akira and the Old Man in the "Village of the Watermills" act of the movie Dreams (Yume), 1990 by Akira Kurosawa.

SUSTAINABILITY OFFICE

FEA-RP/USP

FEA-RP Sustainability Office's history begins on April 5, 2012, when the school became signatory of the Principles for Responsible Management Education (PRME), the United Nations platform (UN) that has as its prerogative the promotion of responsible executive education in business schools. It's remarkable, since FEA-RP was the USP's first school to join PRME.

Being part of PRME generated an administrative issue that would be answered three years later, with the establishment of its Sustainability Office, on September 22, 2015.

The Office, and its Executive Committee, are composed of faculty, staff and students, in a structure that absorbs the attributions deriving from joining the PRME and the definition of socio-environmental programs and projects within the School.

COMPOSITION 2016-2018

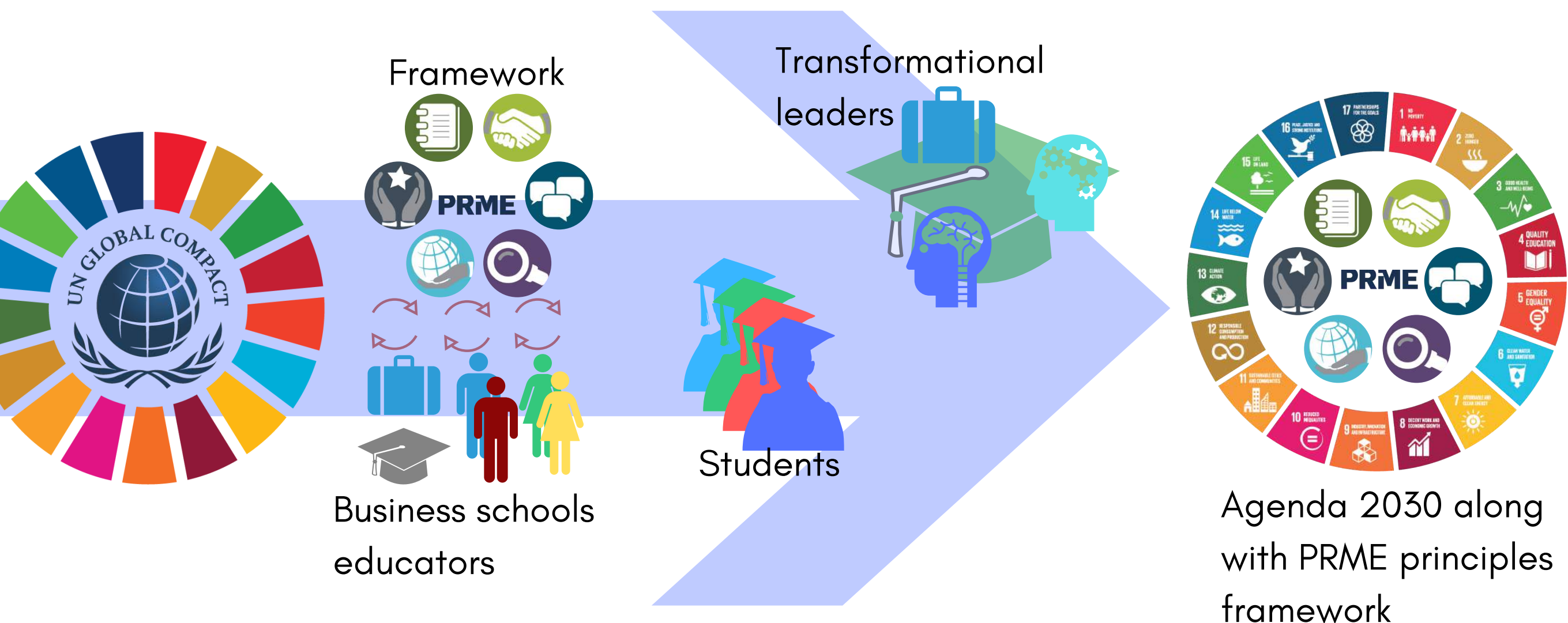
Professor Adriana Cristina Ferreira Caldana (Coordination 2015-2017)
Professor Perla Calil Pongeluppe Wadhy Rebehly (Coordination 2017-2018)
Professor Solange Garcia dos Reis
Professor Eliezer Martins Diniz
Professor Lara Bartocci Liboni Amui
Flavio Pinheiro Martins
Júlio César Borges (2015 -2017)
Leonardo Costa Rezende
Cristina Bernardi Lima (2018)

STUDENT ORGANIZATIONS





How do we see the Principles for Responsible Management Education?



For us PRME is the teaching platform, linked to UN and specifically to the Global Compact, which aims to integrate into business schools, so that the leaders there are transformers and can implement the responsible executive management, propagating, in particular the values of the PRME and Agenda 2030.



How do we translate PRME at FEA-RP ?



At FEA-RP, our context involves an institution of teaching, research and academic extension, financed by public resources. Also, the institution was one of the pioneers, among public universities, to become a signatory of PRME.

The main responsible for all socioenvironmental expertise that the unit demonstrates are our graduate students, who organize themselves into "communities of practice". They are a total of 14 organizations and student groups that promote actions permeating both the six principles of the PRME and the entire Agenda 2030. Among the many actions developed are sports practice, university citizenship, volunteering, entrepreneurship, financial education, anti-bias and empowerment of minorities.

The students act as true disseminators of the practices, developing the works, in most cases, in a self-managed way with the local communities.



DESCRIPTION OF PRACTICAL ACTIONS



HOW DOES RME MAKE SENSE TO US?

Throughout the years teaching and research in the areas of Social Responsibility, Sustainability and Education for Sustainable Development has gained space and clear contours within the FEA-RP. It has been 6 years since joining the Principles for Education in Responsible Management (PRME) United Nations and Global Compact Initiative, and today the overall balance we have is more than positive.

The FEA-RP has three main work fronts that cover the six principles of PRME in the FEA-RP:

I 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

II Students are organized into student organizations, independently developing their sports projects, university citizenship, volunteering, entrepreneurship, financial education, social projects, environmental actions and affirmation of human rights, among many others

III The Sustainability Office provides administrative support when requested by students and teachers, holds monthly meetings with its representatives and is responsible for the dissemination of PRME.

The structure of the Sustainability Office does not centralize such actions, functioning as a forum for discussion of the socio-environmental policy of the unit and technical / academic support in the organization of events, production of scientific works and extension projects.

In addition, the main action of the Office is to promote the formation of sustainable leadership in self-managed clubs, so that Agenda 2030, SDGs and PRME are incorporated spontaneously and with a high load of meaning for students .

DISCIPLINES OFFERED



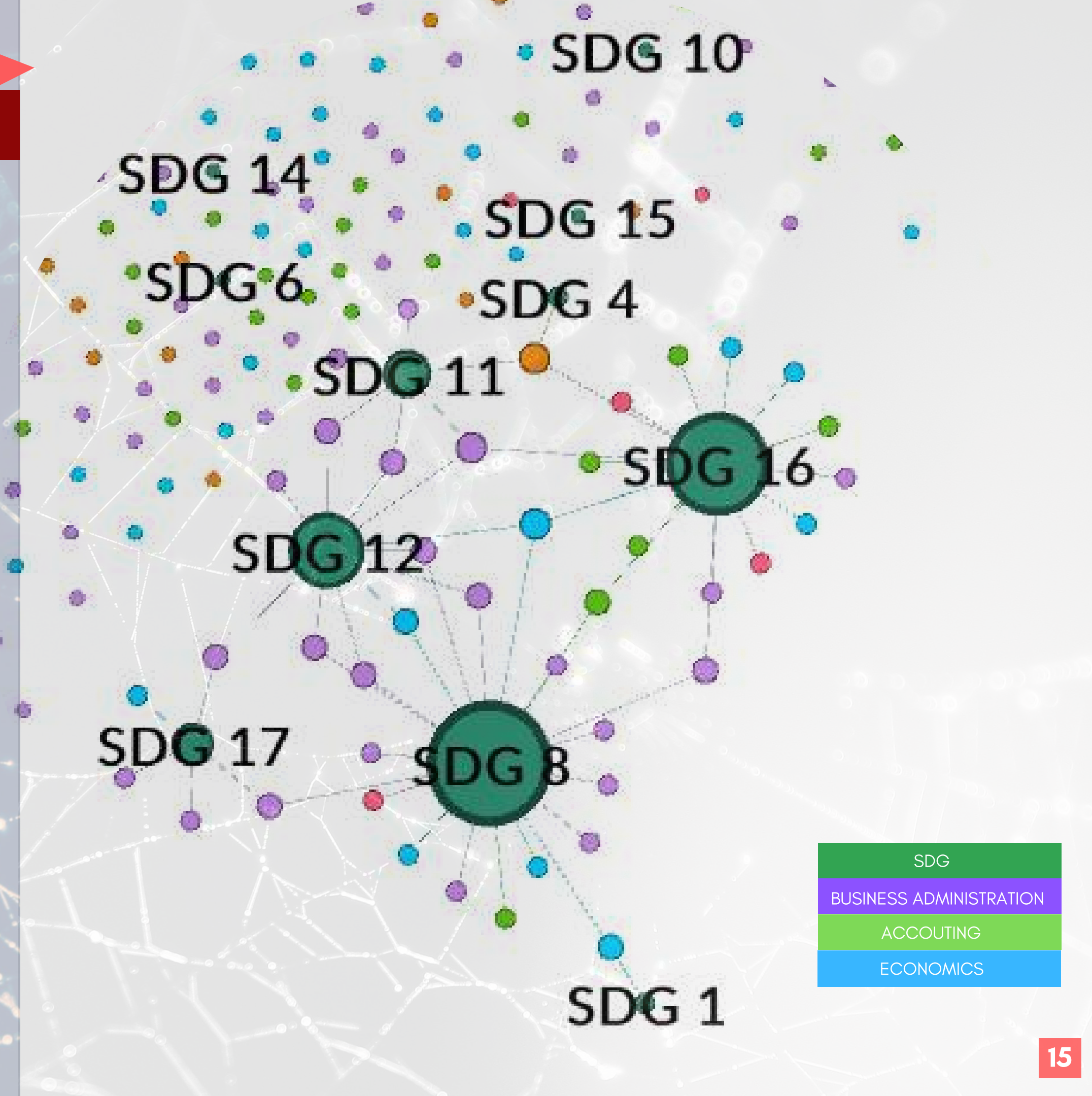
The rapid analysis of the nomenclature of the disciplines, although it may be considered superficial, is indicative of the centrality of some topics of sustainable development. This does not mean that disciplines that do not explicitly mention the constructs associated with sustainability do not address the issue.

Nevertheless, one can observe a prevalence of the constructs associated to SDG 8, mainly because of the "sustainable economic growth" and "decent work" constructs. SDG 16 stands out, especially for the disciplines that deal with public administration and law, issues related to the strengthening of institutions in general.

SDG 12, as expected, is associated with the disciplines that approach alternative frameworks to the business as usual productive model, as well as the theme of socio-environmental marketing and waste management.

Some of the disciplines linked in the graph are:

- Logistics and Supply Chain Management
- Social Responsibility in Organizations
- Sociology of Consumption
- Sustainable Agroindustrial Systems Planning
- Environment and Sustainability
- Network Cooperation and Management
- Management of networks based on dialogue
- Innovation management



ADMINISTRATIVE ACTIONS



In addition to academic actions, there is a technical staff at the university that also undertakes actions oriented towards sustainability. Particularly in terms of reduction in waste generation and energy efficiency. Some of the actions already established and current in the unit are listed below.



- Continuous replacement of fluorescent lamps with LED equivalents. Installation of presence sensors for smart lighting.
- Deploying shared management of impressions.
- Standard two-sided printing policy for papers.
- Use of the scanner for document dissemination and archiving.
- Making notebooks with used paper.
- Guidelines and referrals for the proper disposal of electronic waste.
- Severe restrictions on the use of disposable cups.
- Gradual increase of sustainable items within the unit's public procurement process, aligned with USP's strategic policies.
- Severe restrictions on the use of programs and other documents to support the disciplines in their printed way.
- Furniture relocation policy between campus colleges. Many furniture that is no longer in use due to structural adjustments are available to other units.
- Use of font that demands less tonner (Century Gothic and Calibri Light);
- Reduction of water consumption by installation of plastic clamps, based on a ThyssenKrupp experience

USP RECYCLES PROGRAM



The USP Recicla program is already part of the environmental policy of the University of São Paulo with a wide capillarity in all its units. The FEA-RP has a specific commission to take care of the policies of the program, whose main focus is the reduction and proper handling of waste.

Each year incoming students attend a program lecture and receive a reusable mug that, in addition to eliminating the use of plastic cups, has become a symbol of campus culture.



A close-up photograph of a pair of hands, palms up, holding a small, fresh pine branch with vibrant green needles. The hands are positioned centrally, with the fingers slightly curled to support the branch. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. A semi-transparent dark horizontal band is overlaid across the middle of the image, serving as a background for the title and introductory text.

ASSESSMENT OF THE OUTCOMES

The following pages are a summary of the actions promoted within the scope of the FEA-RP Sustainability Office, as well as independently by the student organizations of our institution.



EVENTS ORGANIZED OR SUPPORTED





4TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE - 2017 - CURITIBA - BRAZIL



The 4th RME Conference was held for the first time in the Southern Hemisphere and was organized by the Brazilian chapter of PRME (PRME BRAZIL), by the University of São Paulo (through a partnership between FEA/USP and FEA-RP/USP units), the Federation of Industries of Paraná (FIEP), the Research Institute Foundation (FIA) and the German-speaking countries chapter of PRME (PRME DACH).

This conference took place as the PRME Chapter DACH and the PRME Working Groups organized the 4th RME Conference, headquartered in the city of Curitiba in September 2017. The central theme of the conference was "New research questions to advance the implementation of the Sustainable Development Goals," aligned with the challenges and perspectives of the Agenda 2030 movement, such theoretical and practical issues that have the potential to contribute to the following specific objectives:

- Improve understanding of the complexity, interconnection and multidimensional nature of the 17 SDGs and their 169 targets, with the overall objective of fostering more research related to the various themes of Agenda 2030;
- Create practical solutions (business, educational management and methodology, policy creation, school strategies, government administration and others) that can be applied locally, nationally and globally
- Establish common ground for business, management education (researchers, teachers and school managers), policy creators, government, NGOs, youth, media, publishers, international organizations, associations, networks and other stakeholders to create and enhance existing partnerships through direct dialogue between these stakeholders.

4TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE - 2017 - CURITIBA - BRAZIL

The stage of the debate was the research sessions, with oral and poster presentations, interactive panels, conferences and round tables. In addition to a permanent space for interaction between researchers and professionals from different areas. The key themes of the conference (conference tracks) were based on:

1. proposals received by the PRME Working Groups and related;
2. proposals from the co-organizers of the conference;
3. suggestions of the academic community in general.

The preparation of the conference program aimed at a general coherence, within the main topics sought, as well as the opening for innovative proposals, encouraging the active participation of the PRME community, the research community in general and the other stakeholders from different parts of the world. There were two days of conference with several activities.



5TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE - 2018 - KÖLN - GERMANY

In the fifth edition of the RME Conference, held in Cologne, Germany, FEA-RP / USP was present through its student organization Núcleo de Empreendedores (Center for Entrepreneurs), which presented a video in the competition "Student voices on Responsible Management Education".

Marcelo Trivelato, Business Administration undergraduate student attended the conference with the support of our school and received the award on behalf of Núcleo Empreendedores.

Nayele Macini, PhD candidate at FEA-RP, presented the work: "Decoupling between practices and institutional speech: the vision of students from a business school signatory of PRME", written in co-authorship with professor Adriana Caldana, with students Danilo Ameomo and Adriana Fiorani. The work had a good repercussion and was invited for publication.



WINTER WORK WEEK 2017

The objective of the event was to connect researchers with various expertises who were willing to work on interdisciplinary research projects in the different dimensions of sustainability.

The event, organized by professors Solange Garcia and Maisa de Souza Ribeiro, were attended by several researchers, including professor Ian Thomson, from University of Birmingham (UK), who coordinated the seminar: Pathways to International Quality Research Projects.



MINDFULNESS AND SENSE OF PURPOSE AT WORK 2017

Organized by the Professor Rogério Calia and the master student Marcelo Borges, the event comprehended the theoretical and practical basis on the connection of mindfulness, non-violent communication and a sense of purpose, with the main objective of bringing participants to a deeper understanding of the theme and its implications for quality of life, both inside and outside the work environment.



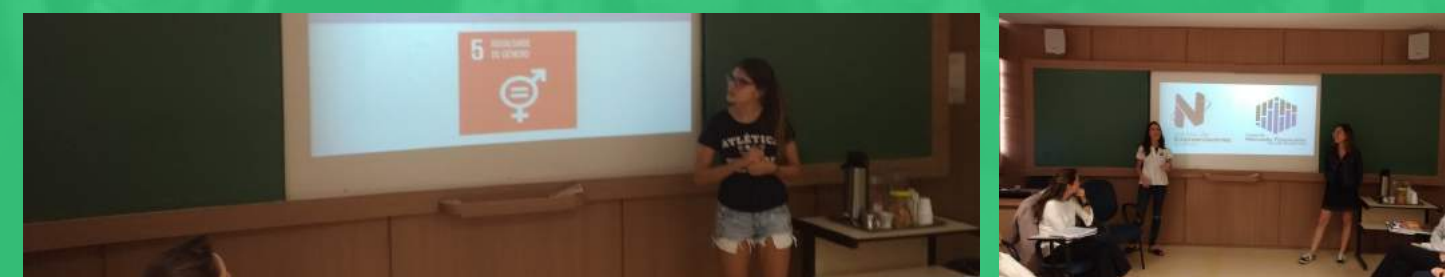
CONSCIOUS LEADERSHIP: DECONSTRUCTING PATTERNS

The event aimed to explore the need to deconstruct limiting patterns of leadership in our society, which promote harmful effects on the environment, wear and tear of relationships and general unhappiness. Through an experience with principles and practices of mindfulness, nonviolent communication and sustainability, the necessary competences were built and agreed upon for a new model of leadership, at the level of thinking, feeling and acting.



EVALUATION OF STUDENT EXTENSION PROJECTS

A panel of professors and members of society were organized to evaluate and propose improvements to extension projects developed by student organizations.



PRME DAY MAIN ANNUAL EVENT

The PRME Day 2017 counted with the presence of professor Gustavo Andrey de Almeida Lopes Fernandes, from São Paulo Business School, Getulio Vargas Foundation (FGV-EASP), who met our request and brought the perspective of the fight against corruption from the perspective of the Sustainable Development Objectives (ODS)

We also had professor Adriana Caldana and the Júlio César Borges, then a staff member of FEA-RP, being honored for structuring the Sustainability Office.



SUSTAINABLE ENTITY AWARD RECOGNIZING EFFORTS

In the 2017 edition of the Sustainable Entity award, we had several projects being presented. Those selected to receive the awards were: The "Chama as mina" project, from the entity "Atlética", fosters women's empowerment in the university environment; ENACTUS social entrepreneurship projects and the civic hackathon proposal of the Nexos entity.



The PRME Day 2018, held on September 20th, counted on the honours presence of Carlo Caco Linkevius Pereira, National Secretary of the Global Compact.

Carlo began his lecture with a provocative question: "Do you believe the world today is better or worse?" Then he traced a retrospective and contextualization of sustainable development, up to the current scenario, of 2030 Agenda by the ODS instruments. He also paid tribute to the former Secretary of the UN Kofi Annan, a key person in structuring the Global Compact.



In the 2018 edition, the entities immersed themselves in a community located on the outskirts of the city of Ribeirão Preto, and wrote projects to improve local conditions. The students chose to convert the award in the form of institutional support for project development.



PARTICIPATION IN EVENTS AND CIVIL SOCIETY ORGANIZATIONS



PARTICIPATION IN CIVIL SOCIETY ORGANIZATIONS

The FEA-RP's sustainability office has as one of its prerogatives, to be included in civil society organizations, making partnerships for extension projects possible.



SOCIAL AND ENVIRONMENTAL PROGRAM OF THE CAMPUS OF USP

The FEA-RP is responsible for the coordination of the Working Group, Sustainability in Administration, which is part of the writing of the Socio-Environmental Master Plan of the USP Campus. The Coordination of the WG is from Prof. Adriana Caldana with the support of the team of the Environmental Management Superintendence of USP.



WORKSHOP GREENMETRICS

The governance structure of the PRME in the FEA-RP was presented as an alternative for the engagement of university students through the student entities.



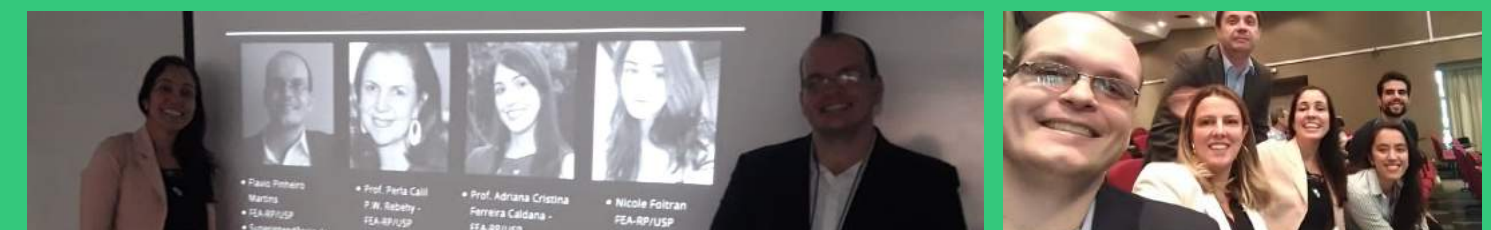
PRESENTATION OF PAPERS AT 4TH RME - 2017

Several students involved in research in PRME's sphere of activity at FEA-RP presented papers at the 4th RME Conference.



PRESENTATION OF PAPERS AT ENGEMA - 2018

Several students involved in research in PRME's sphere of activity at FEA-RP presented papers at the 4th RME Conference.



PRME CHAPTER BRAZIL MEETINGS

The sustainability office team is present at the four annual meetings of the Brazilian chapter of PRME. The meetings are opportunities to communicate actions among the signatories and organize projects together.



INTEGRATION OF ODS IN THE BRAZILIAN ELECTRICAL SECTOR



FEA-RP was present at the Annual Forum of the Global Compact of the United Nations (UN), which counted on Brazilian and foreign speakers. In the event, the current scenario of corporate sustainability was presented in the country, highlighting the progress made since the Brazil Network of the Global Compact began its work in 2003, up to the current context of the Sustainable Development Objectives (ODS).

A highlight was the launch of the study "Integration of ODS in the Brazilian Electrical Sector", on the implementation of ODS in the business model of the Brazilian electric sector, which had as its technical research team the teacher Adriana Cristina Ferreira Caldana and students of the Program of Post-Graduation of Administration of Organizations of the FEA-RP / USP.





PROJECTS SUPPORTED



PROJECTS

In the year of 2018 the Sustainability Office stimulated students to apply for scholarships in the scope of graduation for the development of research and extension actions with local impact.

1. HANDS-ON PROJECT - SUSTAINABLE SCHOOL

Idealized by the University Volunteer Center (CVU) and coordinated by Prof. Adriana Caldana, the project aims to integrate sustainability practices in a local public school, with potential for replication in others.

2. NETWORK OF AGENTS OF THE THIRD SECTOR IN THE METROPOLITAN REGION OF RIBEIRÃO PRETO SP

Idealized by the Sustainability Office and coordinated by Prof. Perla Calil, the project aims to map the network of third sector agents in the region of Ribeirão Preto - SP.

3. ENVIRONMENTAL PLAN: FEASIBILITY STUDY FOR THE CAMPUS OF USP RIBEIRÃO PRETO

Coordinated by Prof. Fernanda da Rocha Brando and Prof. Adriana Caldana, in partnership with the Environmental Management Superintendency (SGA). The project intends to validate an implementation model of USP's Environmental Policy at the local level of the Campus of Ribeirão Preto-SP.

4. USP PROGRAM LEARNING IN THE COMMUNITY: "GIRA CONHECIMENTO"

Idealized by the University Volunteer Center (CVU) and coordinated by Prof. Adriana Caldana, the project aims to integrate students from different units of the campus to disseminate knowledge in local public schools.

5. USP PROGRAM LEARNING IN THE COMMUNITY: ENTREPRENEURIAL EDUCATION AND CITIZENSHIP FOR NGO MANAGEMENT

Idealized by the Enactus and coordinated by Prof. Perla Calil, the project aims to empower the local NGOs through entrepreneurship education.

SO FAR... SO GOOD...

With the approval of the projects referred to above, seven partial scholarships were awarded to undergraduate students. So far the rate of approval of the demands has been 100% which indicates a propensity of the USP in the granting of scholarships aligned to the sustainable development, as well as the local expertise of the FEA-RP in the development of such projects.



STUDENT ORGANIZATIONS





ABOUT THE HIDDEN CURRICULUM AND COMMUNITIES OF PRACTICE

As already explained, the main vectors of responsible executive management in the FEA-RP / USP are the student entities. The 14 entities act through the university extension channel, inside and outside the FEA-RP, in activities that mainly involve the promotion of teaching and sustainable economic development. They are: Athletic Association "Flaviana Condeixa Favaretto", AGROcare, AIESEC, Academic Center "Flaviana", University Volunteer Center, Financial Market Club, Caiapós Club, Enactus FEA-RP / USP, Gaming Club, iTeam - USP / RP, Junior Enterprise FEA-RP, NEXOS Public Management, Neuron and Center of Entrepreneurs - FEA-RP / USP.

The following pages describe in detail the projects of some student organizations conducted over the years 2017-2018.





Clube de
Mercado Financeiro
FEA-USP Ribeirão Preto

Financial Market Club

Mission: Enrich people – in pocket and mind. To positively impact society by disseminating knowledge about Financial Market and Personal Finance through our projects and events.

Vision: To guarantee CMF a prominent position among the financial market leagues around Brazil and to promote a culture of financial education in society in general.

Values: To think big, Commitment, Social Responsibility and Companionship.

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, lectures, discussions and projects, in partnership with market professionals and with FEA-RP / USP, they carry contents throughout the year for the most diverse public, both university students and young people and adults in Brazil.

Currently, CMF has a total of 37 members, allocated in areas as Marketing, Study Group, Sales, Human Resources, Accounting, besides the social project. During the whole year, the Club has weekly debates of economic and political issues, all coordinated by students. Examples: Brazil's economic policy, derivatives, electoral scenario, among others.





EVENTS

Registration Day: This is the first contact that the 212 students approved in the University entrance examination have with Financial Market Club. On the day that the new students attend the college to enroll in the course approved, CMF organizes a space to receive them with their parents and also to introduce the entity and to provide guidance on the places to settle in the city, like housing and other tips.

CMF Open: This event consists of a detailed description of the operation and of the Financial Market Club structures, in addition to announce the beginning of the selection process for the entry of new members in the organization.

Nest Egg Project Open: Free and open presentation of the the executive branch of the Pé de Meia project to everyone that is interested.

Study Group Open: This event opens the study groups that we have on a weekly basis to the university public, so that more students from FEA-RP can get to know financial market concepts.

Financial Market Week: 4 days in duration, is the biggest event held by CMF. Gathers professionals of the financial market area to talk about practice and the daily life of the market, as well as the current situation in Brazil and other relevant issues. The event already had names like Gustavo Loyola (ex-president of the Central Bank), Carlos Alberto Sardenberg (economical journalist of Rede Globo and anchor of Radio CBN), Samy Dana (Folha de São Paulo columnist and Globo News commentator), Hélio Beltrão (president of the Mises Brazil Institute), among others.

MAIN PROJECTS - THE PÉ DE MEIA TRIAD

	what?	when?	where?	why?	who?	how?	how many?
JUNIOR	The Pé de Meia Júnior Project takes financial education for young people and children through lectures and group dynamics.	PERMANENT	Regional and national schools; mainly focused on the public schools.	<p>Because its our main value 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.</p> <p>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.</p>	The agents involved with the project are mainly the Secretary of Education and the public schools, besides the members of Financial Market Club.	We use presentations about financial education that teach what is money, how to save money, how to plan financial life and also the mainly ways to invest.	<p>The target audience are children from the 3rd year of elementary school to the third year of high school.</p> <p>1.400 children impacted over the year (2018).</p>
EXECUTIVE	The Pé de Meia Executivo Project takes financial education for people over 18 years old through lectures and dynamics.	PERMANENT	Local organizations and college students		The agents involved with the project are, mainly, companies in general and student organizations.	Through a 2-hour presentation that teaches concepts of economics, financial planning, investment, financing, and credit card. In some presentations, a dynamics of family budgeting occurs.	<p>The target audience are employees of companies, public servants and young people over 18.</p> <p>900 people throughout the year.</p>
CONSULTING	A program of personal consulting that intends to advise people with big financial issues to achieve a wealthier financial life,.	PERMANENT	Local community		The agent involved is the the Medicine School of Ribeirão Preto that lends us a building so we can hold the meetings. In addition.	These part of the project acts in the format of a personal consulting that we meet a person one time per week through 6 meetings. We act like a real personal financial adviser.	<p>The major target are the economically active population of Ribeirão Preto.</p> <p>Nineteen people throughout the year</p>



Enactus FEARP/USP - We are a student body that promotes social entrepreneurship through the development of projects focused on people in social vulnerability in Ribeirão Preto/SP. Enactus was structured in 2014, and now we act with a body of 43 students from different campus units.

Our mission, for this annual management, is to promote a solid structure for the development of people through social and sustainable entrepreneurship projects.

enactus





enactus

MAIN PROJECTS - EMPOWERING COMMUNITIES

Parinama: Parinama is a project that promotes the social empowerment of the disabled through the connection between natural and individual skills and entrepreneurship.

Impactoarte: Impactoarte is a project that Promotes entrepreneurship in Ribeirão Preto communities through the valorization of art and creativity.

Roda de Saia: Roda de Saia is a project that promotes gender equality through the teaching of entrepreneurship in an accessible and inclusive way.

what?

when?

where?

why?

who?

how?

how many?

**PARINAMA
IMPACTOARTE
RODA DE SAIA**

The 3 projects aim to empower underrepresented groups through entrepreneurial empowerment

PERMANENT

Ribeirão Preto suburbs - Simioni community

To create a job for people in their community and increase their quality of life and prospects

The program is oriented to Young People, Women and Teenagers in the Simioni community

Creating a print shop at an NGO in Simioni district

10 entrepreneurs trained and working



Núcleo de Empreendedores

FEA-RP/USP



Founded in 1998, the Núcleo de Empreendedores is a non profit student organization, that was founded by students from FEA-RP / USP (business school) and now is open to all university students in Ribeirão Preto that are interested in becoming members. A pioneer in the country in its category, it established itself as a link between the University and the community, with the aim of disseminating entrepreneurship in order to inspire and develop people with the potential to change society.

Our **mission** is to disseminate entrepreneurship to inspire and develop people with the potential to change society. In order to achieve our mission, we organize several events about entrepreneurship during the year and also coordinate 3 social projects (PICE, Pontapé and StartYou)



Núcleo de Empreendedores

FEA-RP/USP



StartYou



MAIN PROJECTS - IMPACT THROUGH ENTREPRENEURSHIP



This project brings business management and entrepreneurship concepts to those facing difficulties in running their business and to those who will open a new business. It promotes entrepreneurship, reducing inequality and poverty. A project offered for those who can not invest in their managerial education and who can make a difference in the country, generating income and employment.

PERMANENT

City of Ribeirão Preto-SP

We believe that fostering the values of entrepreneurship is capable of promoting a more just and sustainable society. It is with this approach that we can combat corporate mortality, stimulate innovation and assist people in vulnerable situations to achieve financial independence.

Micro, small and future entrepreneurs of the region

Weekly classes in the university

180 people in 2018



In this project we give lectures, practical activities and promote debates on themes that engage the students to become agents of change and innovators.

PERMANENT

Public schools of Ribeirão Preto-SP

High school students from public schools in Ribeirão Preto

Weekly classes in the public school

24 teens in 2018.



StartYou is a startup pre-acceleration program which goal is to empower students in methodologies of management, entrepreneurship and agile innovation.

PERMANENT

City of Ribeirão Preto-SP

Startups founded by university students

Weekly classes in the university and mentoring sessions

9 startups in 2018





The CVU (University Volunteer Center) is a non-profit, non-religious and non-political association, founded in April 2011 in Ribeirão Preto-SP, composed of students and university professors. The purpose of the CVU is to promote volunteer work and human development in academia from events; training courses; social projects; partnerships; information and support for the volunteer, always having the values (love, abnegation, commitment, cooperation, organization, proactivity and respect) aligned with the activities.

The CVU's Mission is "to be a volunteer center aimed at the young public that can be replicated in any university, contributing to civil society organizations and developing projects that transform communities" and the CVU's View is "to be a model of a volunteer center that can be applied in any college or university area across the country, contributing to social entities and developing projects that transform realities".



MAIN PROJECTS - helping you to help

what?

when?

where?

why?

who?

how?

how many?

VIVÊNCIA VOLUNTÁRIA

The Voluntary Living Program focuses on the recruitment of university students interested in volunteer work. We assess your needs, potentialities and interests and allocate them to one of our NGO partners, which fits best with your profile, for a minimum of two months of work.

PERMANENT

Local community and specially NGOs

We believe that the benefits of academic volunteering are twofold. On the one hand, we develop the technical and socio-emotional capacities of students; on the other, we return to society the investment it makes in our university education.

Volunteers from USP and society around, partner NGOs of CVU and CVU members.

The volunteer registers and inform which audience they would like to work with and their availability. The CVU contact and evaluate your relationship with the chosen audience, following through the work.

More than 50 university volunteers and over 15 NGOs containing more than 20 children and adolescents each.

GIRA CONHECIMENTO

The Gira Conhecimento are actions planned by the CVU in partnership with students of Nutrition, Speech Therapy and Business schools of USP who carry out pedagogic and recreational activities in Organizations Non-governmental organizations (NGOs) of Ribeirão Preto.

PERMANENT

NGOs of Ribeirão Preto, partners of CVU.

We also believe that kindness, empathy and love are not "out of fashion" and need, more than ever, to be reinserted into the academic world.

Volunteers from USP and society around, partner NGOs of CVU and CVU members.

The GIRAS are planned by the students and approved by the teachers. After approval, the project is published and the volunteers recruited and trained to conduct the activities

Over 15 NGOs containing more than 20 children and adolescents each.

PROGRAMA SEMENTE

Through Semente Program the CVU offers the opportunity for university students to get to know the reality of NGOs, nurseries, asylums, and environmental organizations through these specific actions, such as the Social Trot, Easter Action, Christmas, such others

PERMANENT

Local community and specially NGOs

Volunteers from USP and society around, partner NGOs of CVU and CVU members.

The CVU organizes a one-day social action at a partner NGO, creates an event and disseminates it on Facebook; the volunteer can sign up for the application form and participate punctually in the action..

More than 100 university and society volunteers and over 15 NGOs containing more than 20 children and adolescents each.



The iTeam USP-RP is a student organization founded in 2013 with the objective of promoting internationalization on USP-RP Campus through:

- reception and assistance for the exchange students during their stay in Brazil
- integration activities that show Brazilian culture to foreigners
- assistance to Brazilians who wish to exchange
- organization of events with themes related to internationalization, seeking to inspire students.

Our organizational chart consists of 5 areas: Incoming, Outgoing, Content, Marketing and Human Development. Currently, the iTeam USP-RP contains 48 members from many courses of USP-RP Campus.



MAIN PROJECTS - the EX for the CHANGE

what?

when?

where?

why?

who?

how?

how many?

RECEPTION WEEK

During the first week of each semester, we organize reception week for the exchange students, creating different events so that they know the Campus, some tourist and useful points of Ribeirão Preto and the members of iTeam USP- RP

PERMANENT

University of São Paulo - Ribeirão Preto Campus

The internationalization of our university is no longer on the horizon. With each passing day, it integrates more into our day-to-day life. It is our mission to be part of this movement, promoting the values of the institution inside and outside our borders.

Newcomer exchange students.

Organization of a schedule of all days of the week, choosing tourist places, restaurants and others.

Approximately 30 exchange students in each semester.

TECLA SAP

A Facebook page "Tecla SAP" to help doubts about exchange announcements and all info students need. In addition, weekly postings are held with useful information related to internationalization and exchange

PERMANENT

Social Midia

Students from USP-RP Campus

The Outgoing team studies, researches and receives trainings with many topics related to student exchange

Students from USP-RP Campus

SOCIAL RESPONSIBILITY NUCLEUS

Monthly visits to an local NGO, where teaching and entertainment activities are carried out among children and adolescents

PERMANENT

Local community NGO "Seara do Amor"

Children and adolescents who visits the NGO.

The Content - Projects team has intense contact with NGO coordinators, planning and organizing activities that connect with the demands of all age groups who visits the NGO

In each monthly visit we carry out activities with approximately 50 members of the NGO, being children or adolescents



The Club emerged from a simple gathering of friends who had a common aspiration: learning about liberalism and expand ideas about liberty beyond that small group. Thus arose the Caiapós Club as a student entity, whose name was chosen on account of the Caiapós or Kayapó indigenous tribe, who were the first inhabitants of the area today delimited as the city of Ribeirão Preto, so the name was a simple tribute to those who already lived our region.

After some time of activity, the group of students began to develop their goals of expanding the university experience and the critical thinking of the students, which were once restricted to a few schools of economic thought.

The expansion happened through events that promoted liberalism within the University and also study groups formed by the Club's members. After 4 years, the Club continues with its same initial goals, and is in constant prosperity, accomplishing more and more achievements in what concerns the propagation of ideas of liberty

Our mission is to make ideas that are little approached in Brazil accessible, especially inside the Universities and others public institutions, providing access to issues within topics as economics, politics, culture and innovation, that are little explored.

Besides that, the Club has also the duty to revert to society all that is invested in our University through taxes, via dissemination of knowledge, diminishing the distance between community and information, both inside and outside the institution.

clube
caiapós

MAIN PROJECTS - FOSTERING PLURALISM

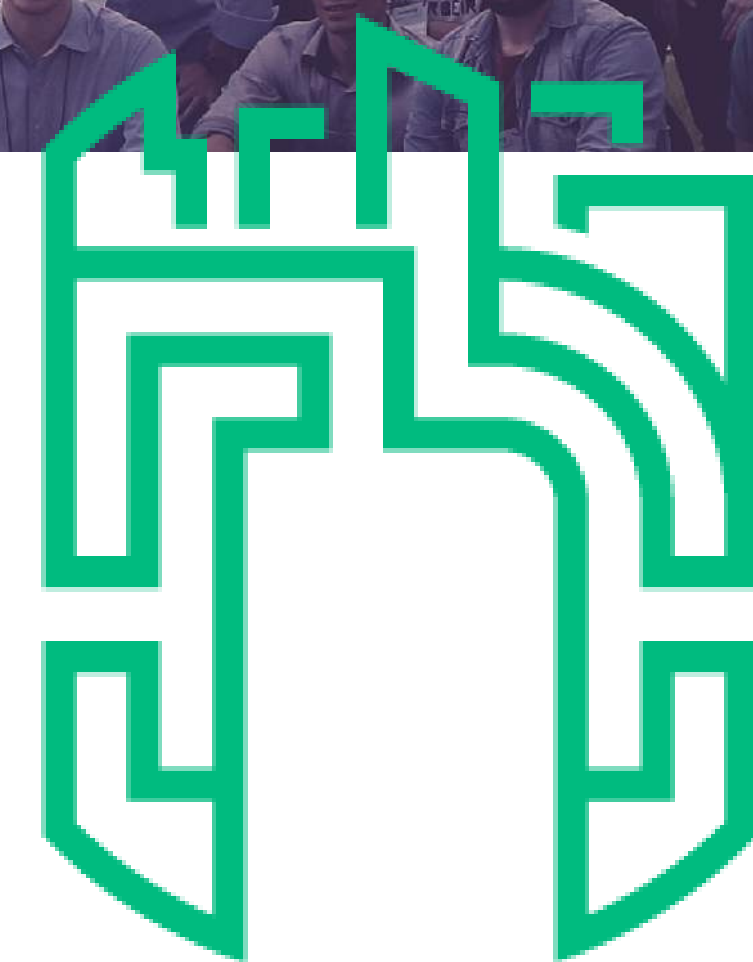
	what?	when?	where?	why?	who?	how?	how many?
RIBEIRÃO PRETO AUSTRIAN SCHOOL WEEK	The event aims to promote the Austrian School in our university, fostering pluralism among students.	ANNUALLY	FEA-RP/USP	Because its our main value aims to disseminate different ways of thinking in the university, making FEA-RP/USP as a reference of pluralism in Brazilian Academy.	The target of this project is mostly the students of the University of São Paulo, and we also receive a lot of students interested in Austrian School that came to FEA-RP from many cities of the interior of the state.	To reach the goal we have lectures about a lot of subjects, that always included the Austrian school thought as an important point of view.	The average audience of this project is something around of two hundred people.
LEADERSHIP IN SCHOOLS	The project aims to develop a work methodology that optimizes communication between educational institutions, students and entrepreneurship, as well as mapping and identifying possible youth leaders interested in deepening their knowledge	PERMANENT	Public schools of Ribeirão Preto-SP		High school students	The initiative aims to enter secondary schools with the use of activities that can stimulate the interaction of students with the entrepreneurial world and with the possibility of them becoming leaders in their careers.	In the last year, Caiapós Club have made more than fifteen lectures in more than ten different schools of Ribeirão Preto. We achieved more than three hundred high school students with the project.
LIBERALISM IN THE UNIVERSITY ENVIRONMENT	As a group of undergrad students who research and debate about everyday problems, such as culture, economics, philosophy and politics, from the Classical Liberalism point of view, we work for the pluralism and the debate in University.	PERMANENT	FEA-RP/USP		The target audience is mostly the University students, but there is no public restriction.	We realize lectures, events, debates and study groups.	All the FEA-RP community



Nexus is a Culture and Extension Group of the FEA-RP / USP, formed by the students of the faculty and active in the development of projects for public management. We have two major projects currently, Licity, which seeks to help companies who wish to participate in bids, and Educare, which intends to promote dynamic classes with tax students on subjects such as politics and taxation. In addition, we have two major events, the Public Management Week and the Hackbankirão.




Nexus was founded in 2016 with the objective of being a reference in the academic world as one of the main student organizations for the resolution and discussion of management issues and public policies, fundamental for the development of Brazil. Currently the entity has 30 members, and has expanded to Applied Mathematics for Business and Direct courses.

The mission of our organization is to help the population by establishing its connection with the three social sectors, in search of social development and improvements in the most varied sectors of society.



N E X O S
G E S T Ã O P Ú B L I C A

MAIN PROJECTS - CITIZEN EMPOWERMENT

	what?	when?	where?	why?	who?	how?	how many?
	The Educare Project: Fiscal Education has as main objective to develop the critical sense of high school students through the knowledge about fiscal education as the main axis in the public schools of Ribeirão Preto.	2018	Public schools of Ribeirão Preto-SP	We believe that the citizen needs to be empowered in the face of public management. Nexos intends to foster this connection, impacting on improving the provision of public services and facilitating the exercise of citizenship.	Public school students	The implementation has three stages: I) structuring of teaching tools; II) reproduction of previous activities; III) integration of the schools reached with the University.	Currently, third year students from a school in Ribeirão Preto
	The Licity project intends to convey in a didactic and objective manner how the bidding process works in municipal, state and federal governments in Brazil.	2018 - 2019	City of Ribeirão Preto-SP		Companies that are interested in participating in bidding processes	The project is based on the use of all the administrative processes in order to ensure the knowledge about the public bidding process that are of extreme importance for the acquisition of goods or services.	In the last year, Caiapós Club have made more than fifteen lectures in more than ten different schools of Ribeirão Preto. We achieved more than three hundred high school students with the project.
	Hackribeirão consists of a programming marathon that brings together to discuss, think and develop innovative ideas involving technologies that can contribute to the improvement of public management activities	ANNUALLY	SUPERA Innovation and Technology Park of Ribeirão Preto		Mostly college students, but the whole community is welcome.	Hackathon approach, focusing on the civic perspective.	60 participants per year.

A collection of various tools including hammers, axes, pliers, and gloves, arranged on a wooden surface. The tools are laid out in a grid-like fashion, with some tools like the hammer and pliers being larger and more prominent than others like the nails and screws. The background is a dark, textured wooden surface.

RESEARCH TOOLS AND COMMUNITY PERCEPTION

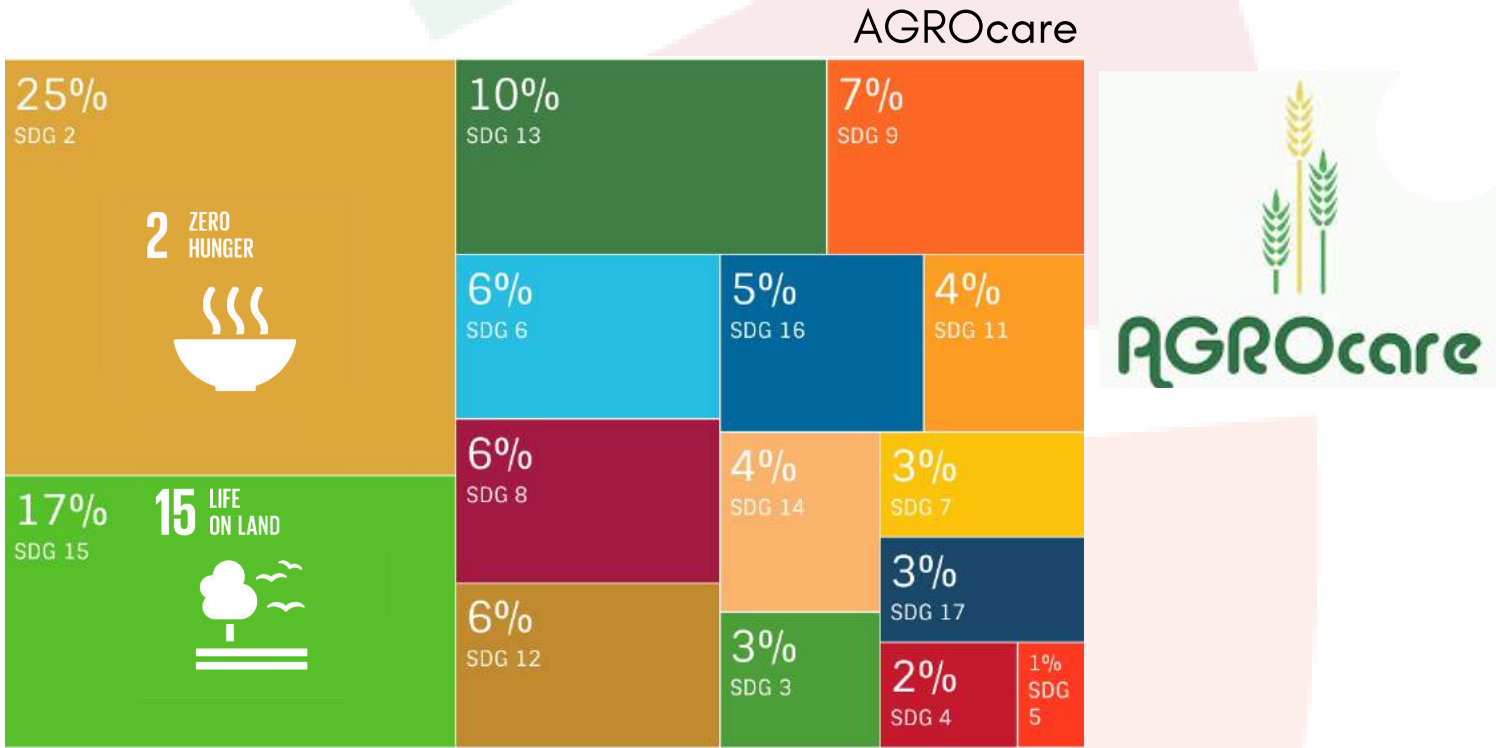
If all you have is a hammer, everything looks like a nail

ABRAHAM MASLOW

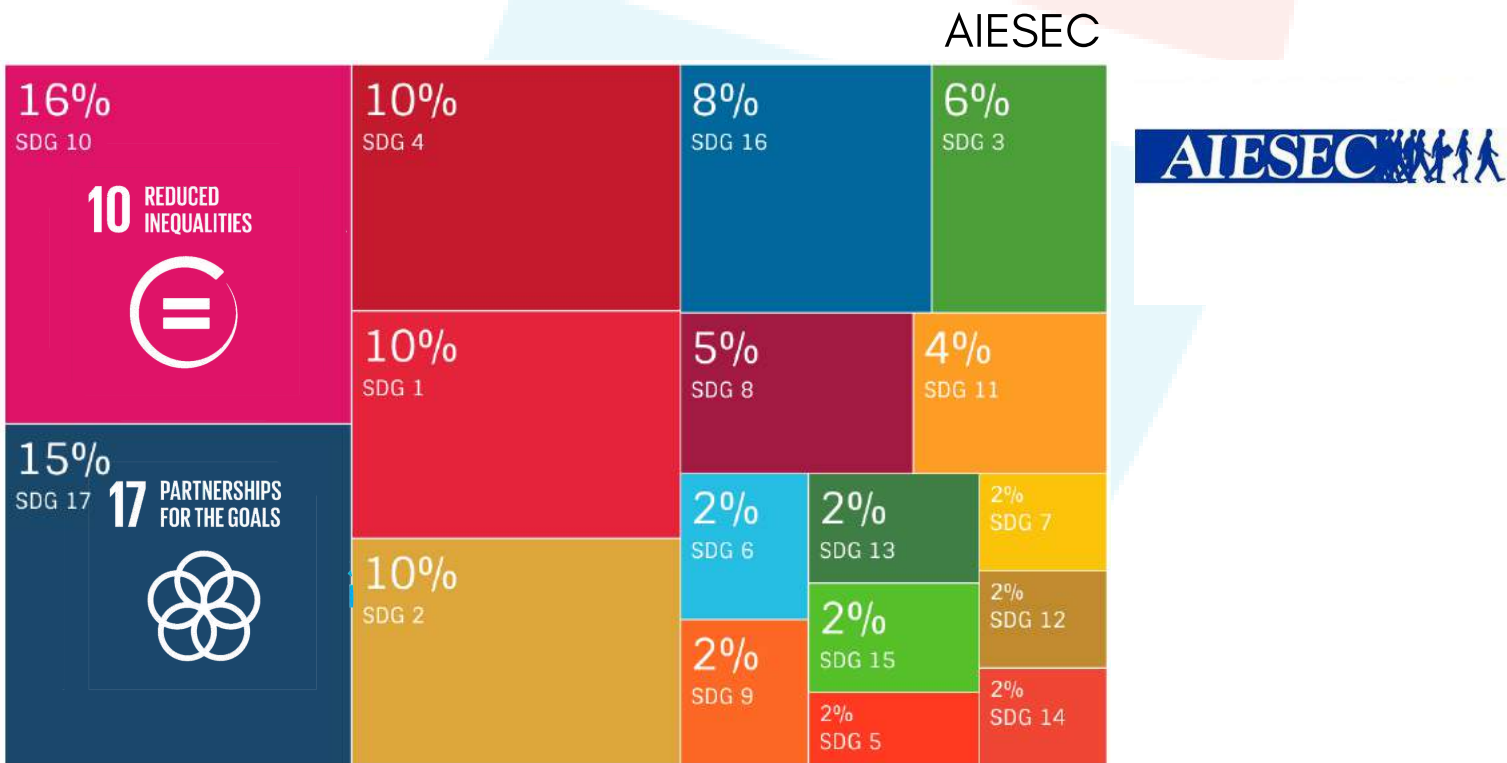
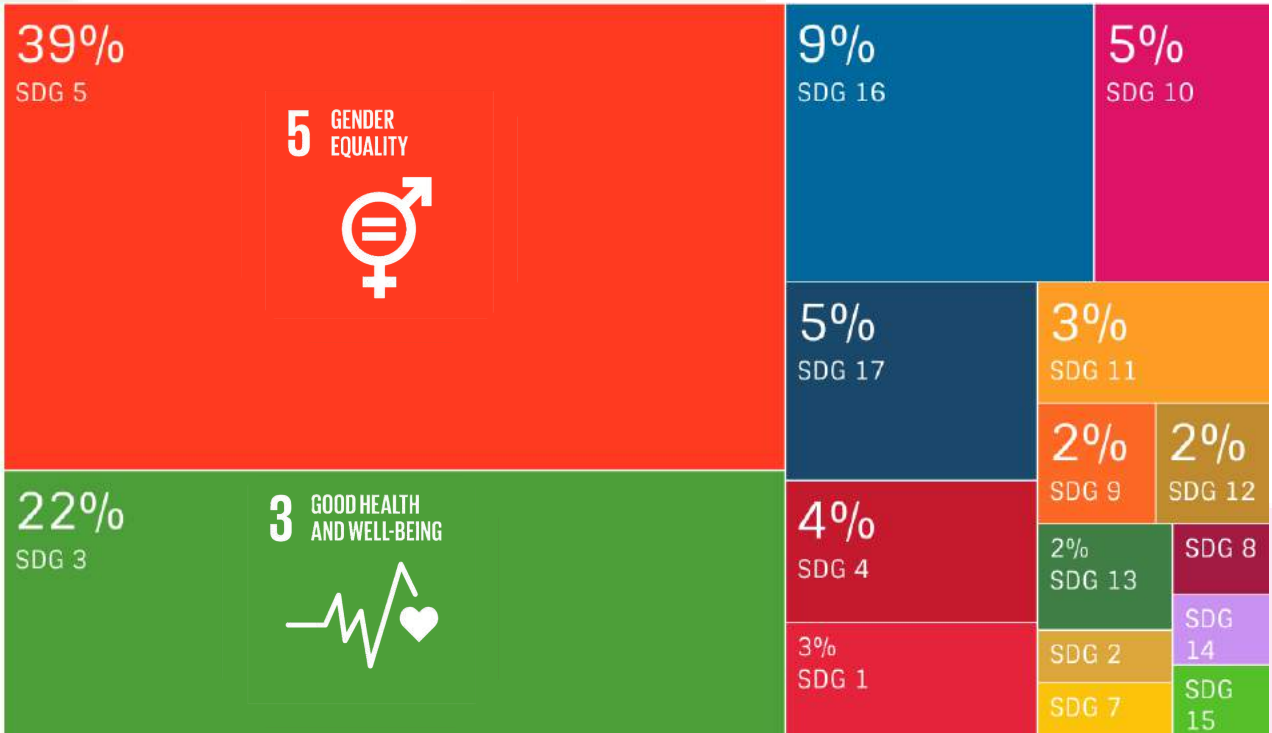
PERCEPTION OF THE COMMUNITY

Considering that the relevance that student organizations have in promoting responsible management within our institution, we applied a questionnaire with the whole community, in which respondents were asked to associate the SDGs with the most similar student entities of that specific theme.

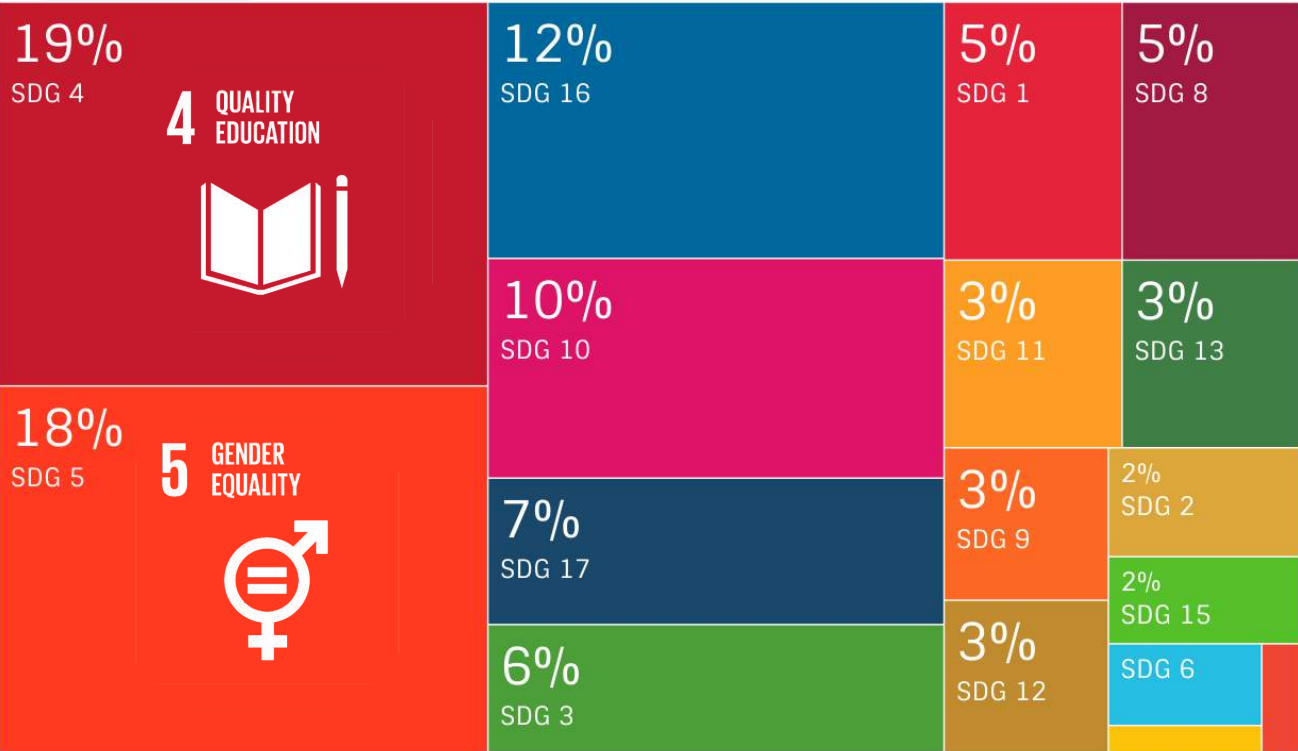
The results were plotted and are presented below in the form of treemaps of each entity, with the percentage indicated the association rate with each SDG.



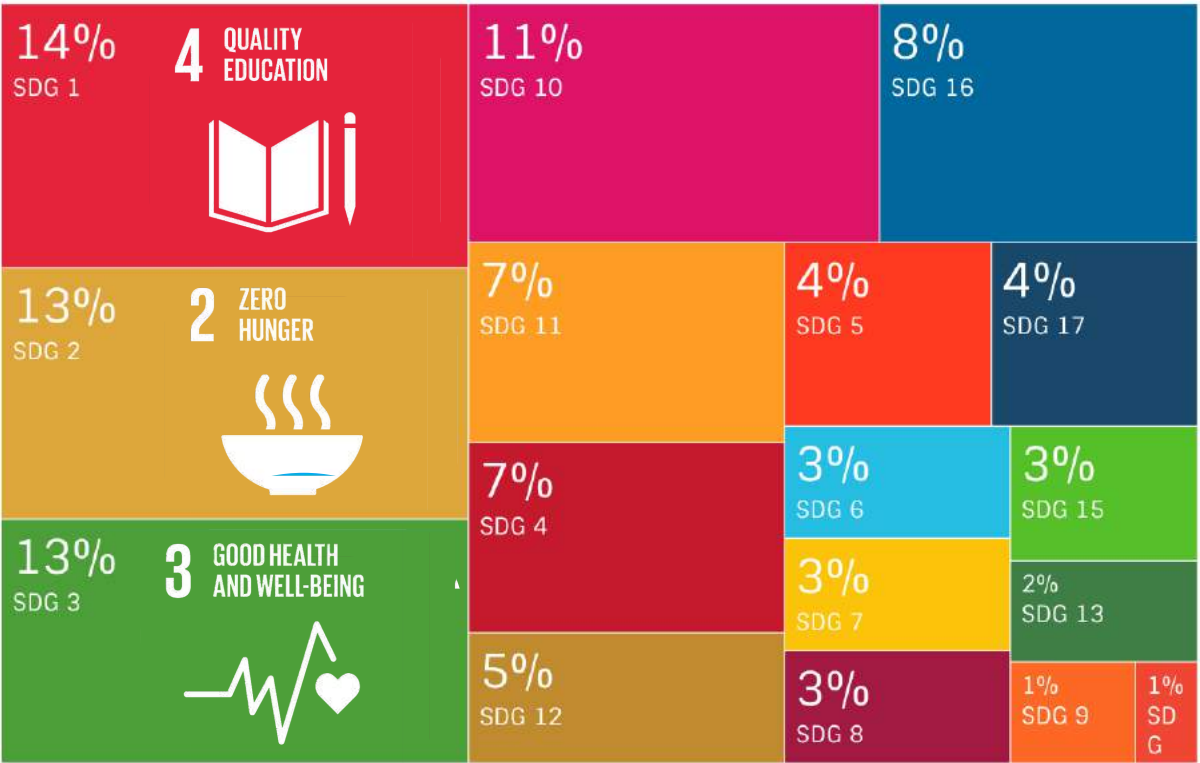
Academic Athletic Association “Flaviana Condeixa Favaretto”



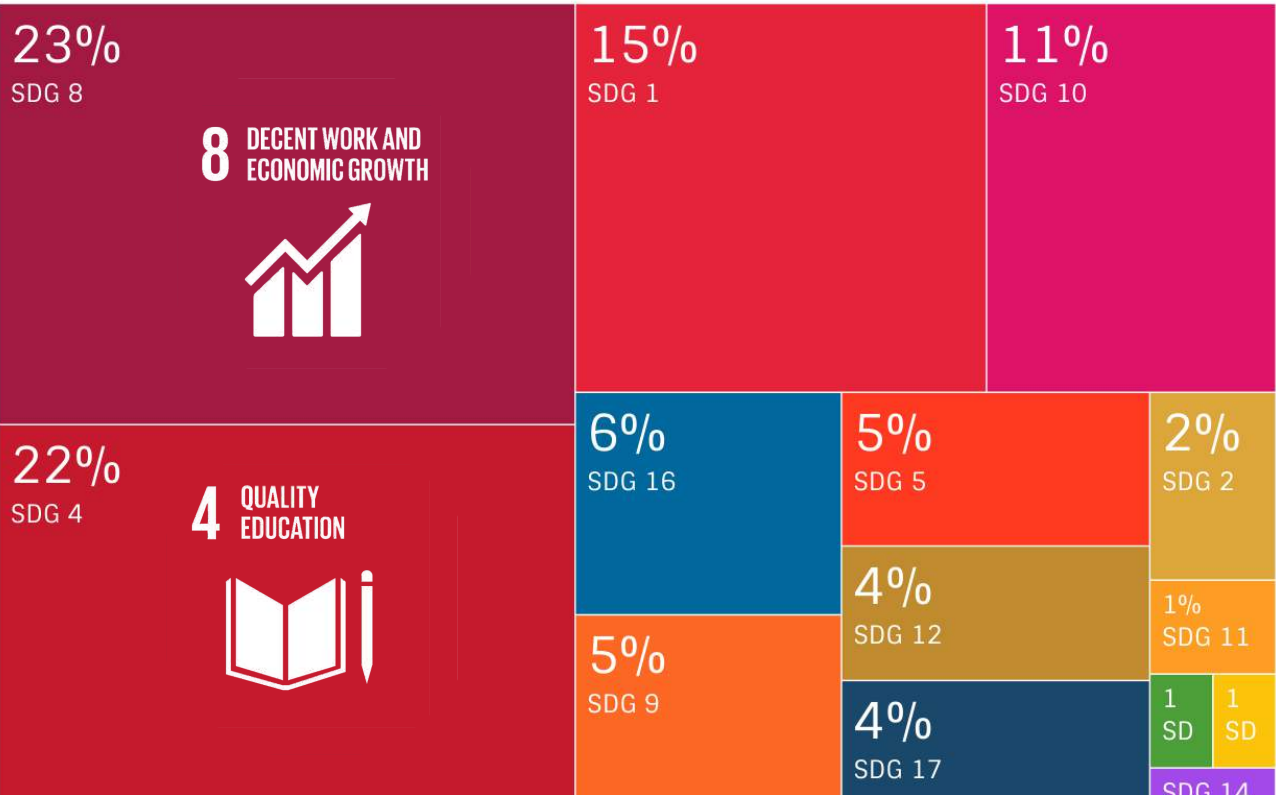
Academic Center “Flaviana”



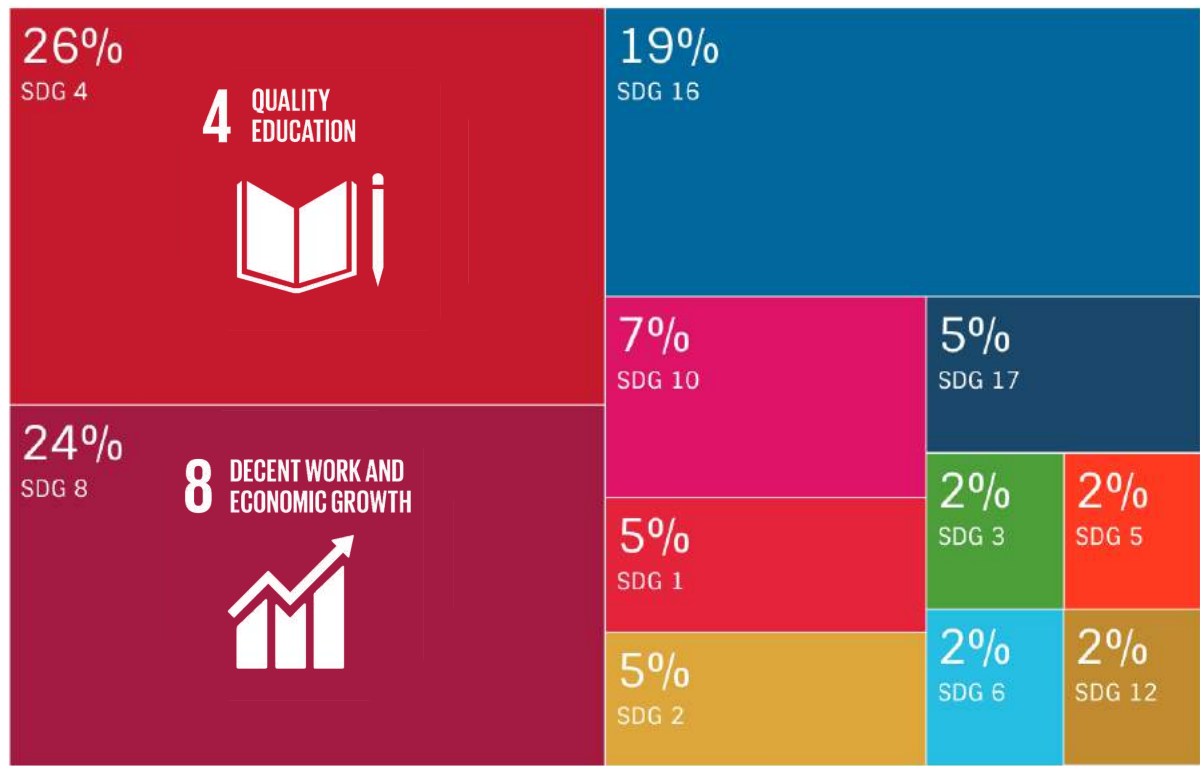
University Volunteer Center



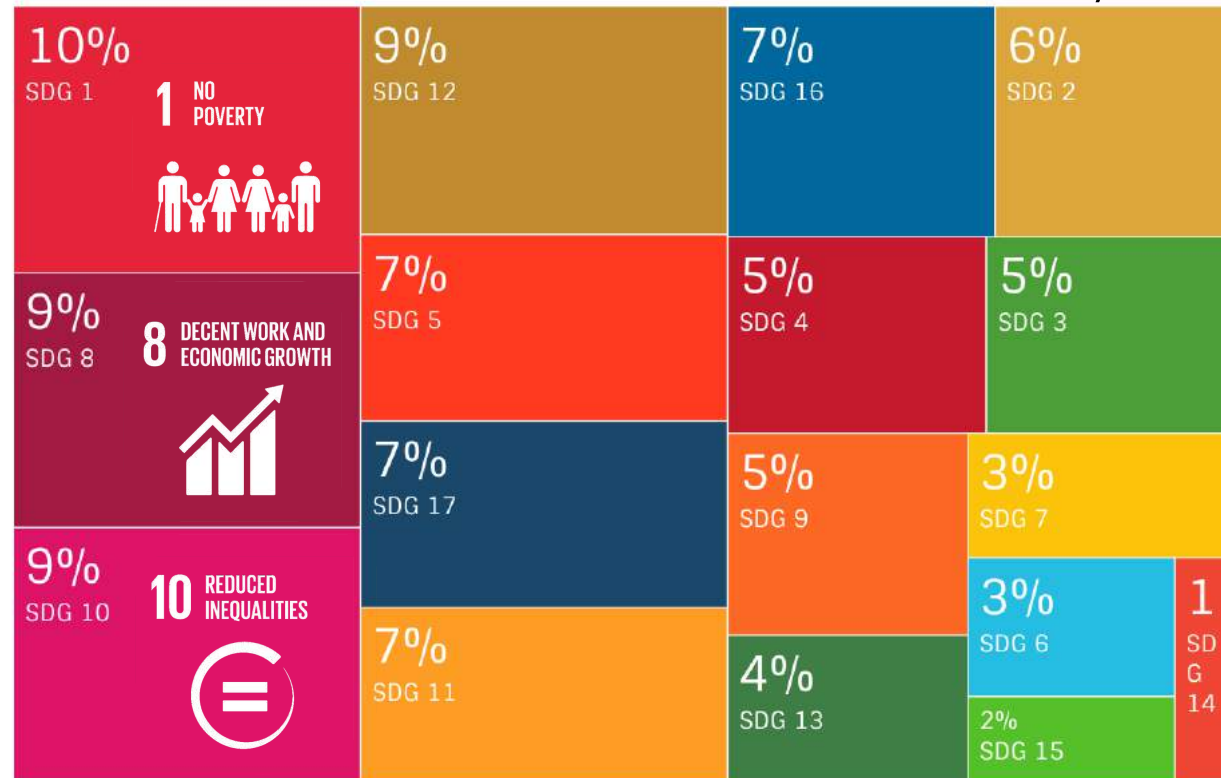
Financial Market Club



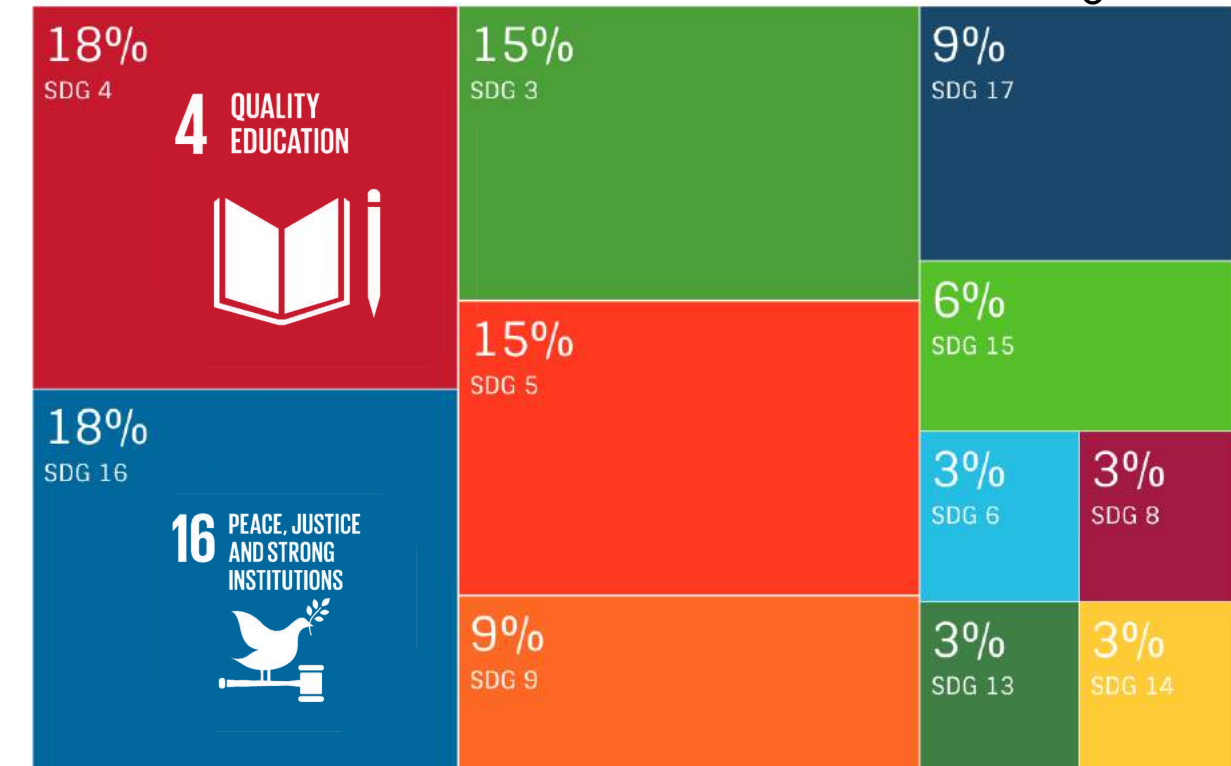
Caiapós Club



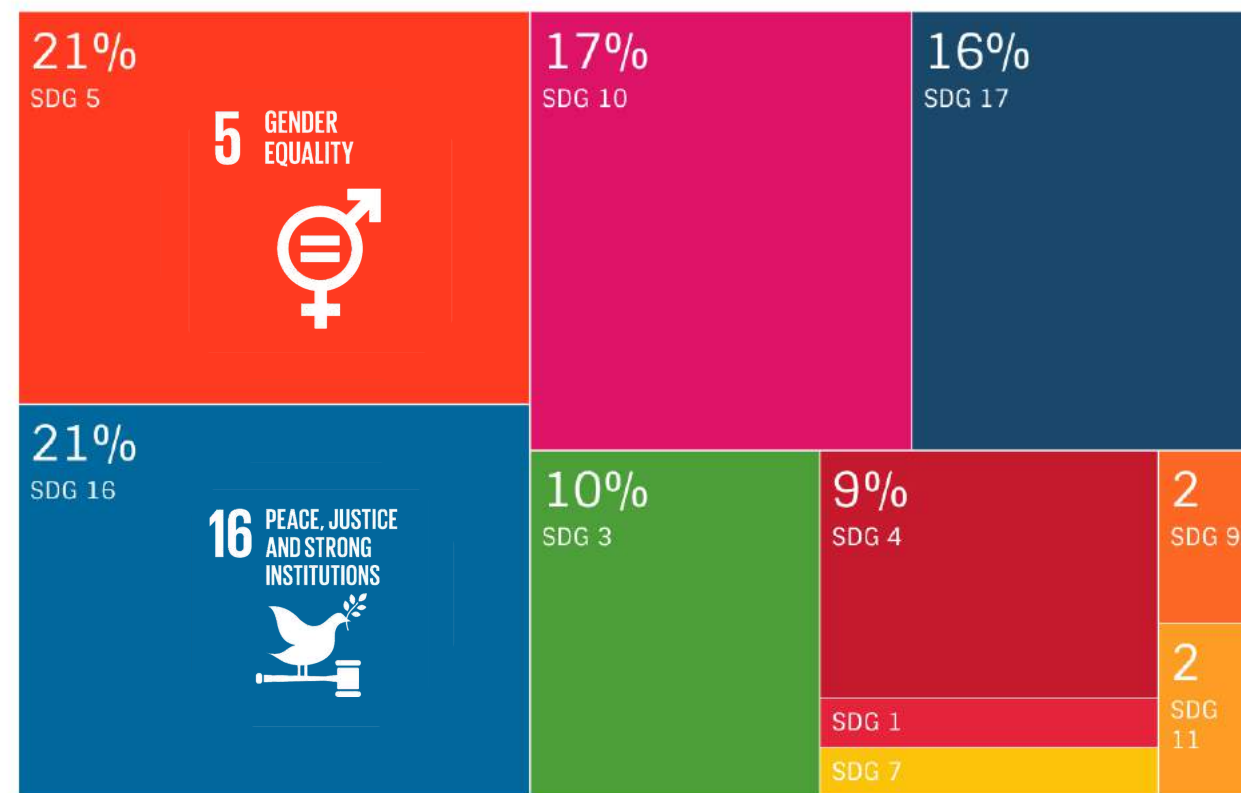
Enactus FEA-RP/USP



Gaming Club



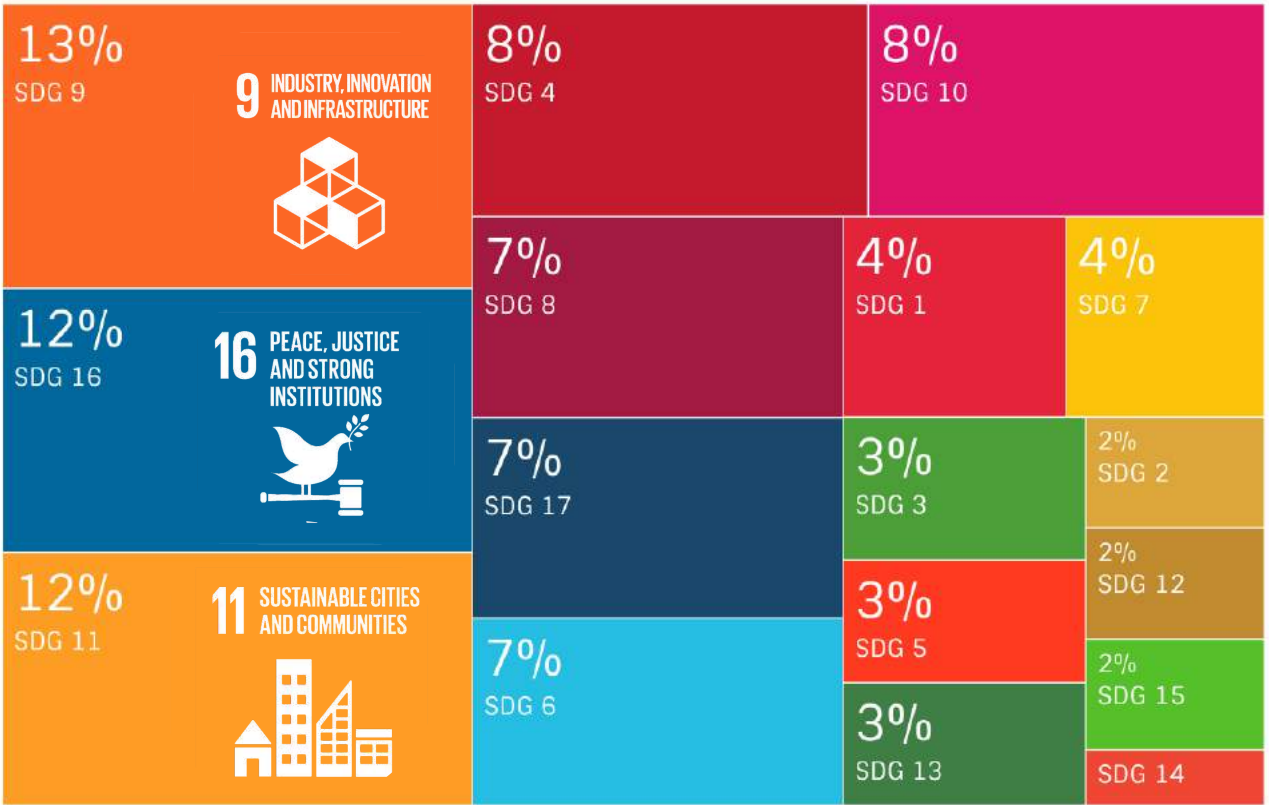
iTeam - USP/RP



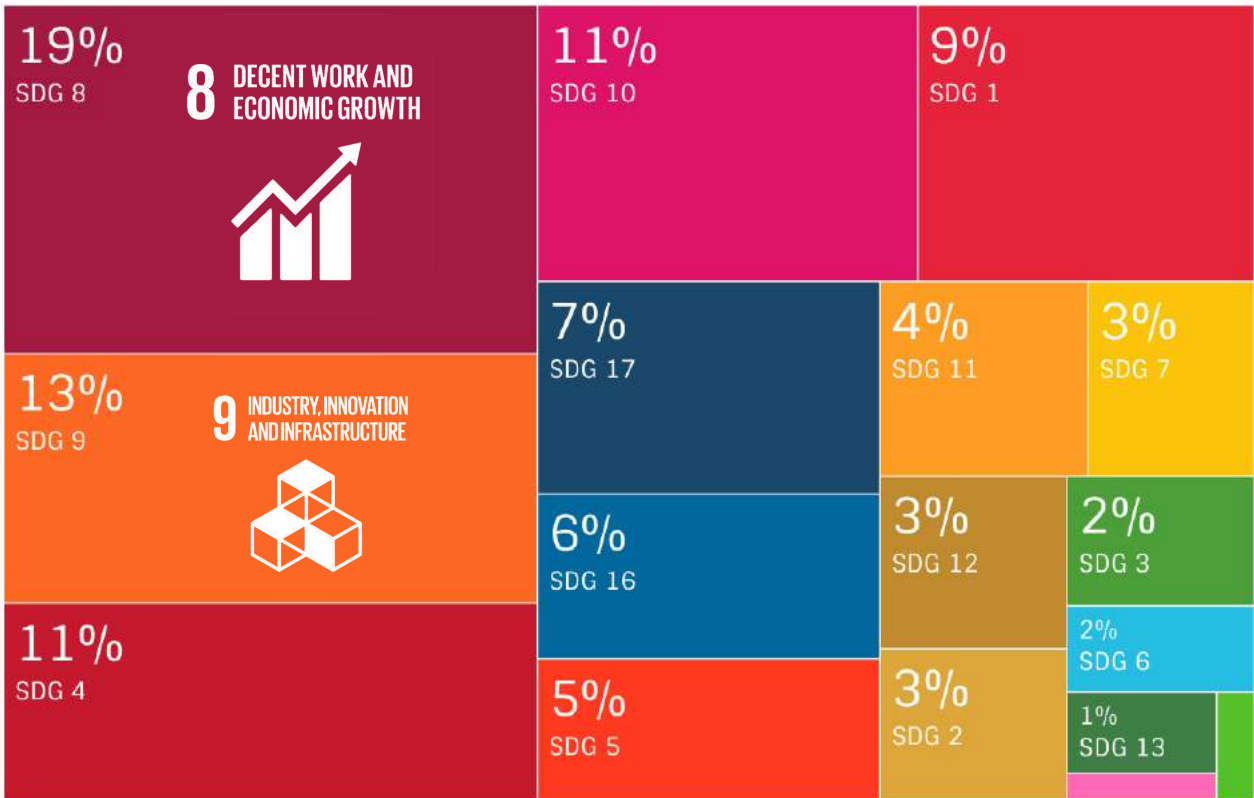
Junior Enterprise FEA-RP



NEXOS Public Management



Centre of Entrepreneurs - FEA-RP/USP



DISCUSSION

The perception of the community regarding the adherence of the work of the student organizations to the SDG showed some interesting points.

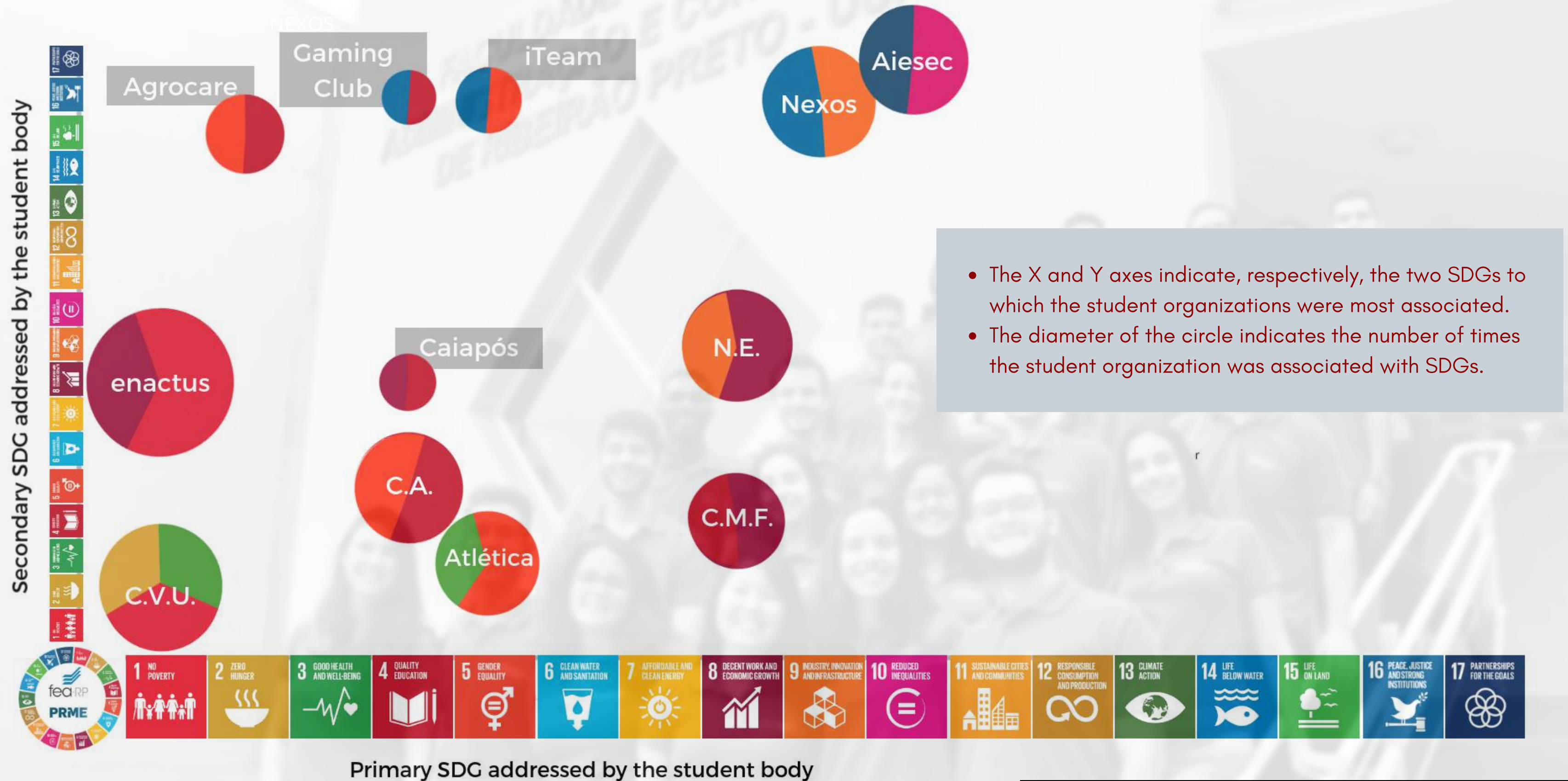
As might be expected, many entities appear aligned to SDGs related to education, largely because the most widespread projects currently in use such as the Nest Egg project are largely driven by the multiplication of knowledge through trained educators within the university .

It is also possible to identify the presence of SDG 8, aligned with the projects that promote sustainable economic growth, carried out by student organizations such as the Entrepreneurs Center, Enactus and the University Volunteer Center.

In addition, there is also a recent association between the Academic Athletic Association and SDG 5, resulting from the recent campaigns for women's empowerment and the fight against harassment in the university environment.

Compared to that identified in the publications and in the production of "formal" knowledge of the institution, SDG 16 appears only linked to the NEXOS Public Management entity, a recent organization and at an upward trend.

PERCEPTION OF THE COMMUNITY



SOCIAL NETWORKS APPROACH

NETWORK 1

MONOGRAPHS AND WORKS OF SCIENTIFIC INITIATION FOR UNDERGRADUATES

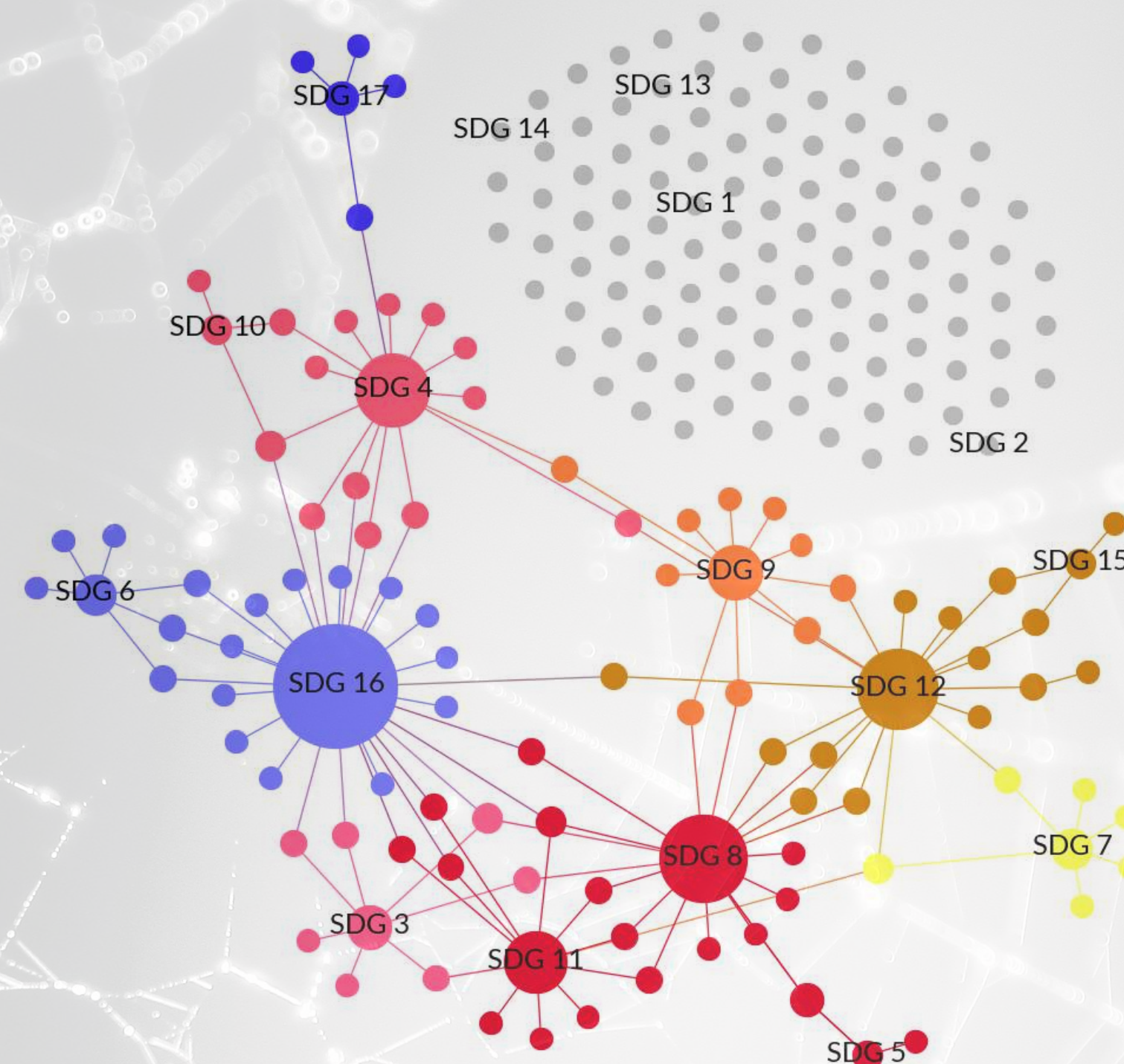
Buscamos mapear as ações da FEA-RP por meio da metodologia da análise de redes econômicas e sociais. Coletamos dados referentes a :

- Listagem de orientações concluídas de TCC;
- Listagem de orientações concluídas de Iniciação Científica;
- Trabalhos completos publicados em anais de congressos
- Trabalhos publicados em periódicos
- Organização de eventos, congressos, exposições, feiras e olimpíadas;
- Orientações concluídas de Doutorado;
- Orientações concluídas de Pós-Doutorado;
- Orientações concluídas de Mestrado;
- Atividades de Extensão

Através de análise comparativa dos títulos dos trabalhos com o texto base dos SDGs, as associações foram feitas.

Sempre que o título de um artigo está relacionado a um SDG ele é conectado por uma aresta. Os nós foram coloridos com base na medida de similaridade definida como Modularity Class.

O resultado obtido encontra-se na sequência.

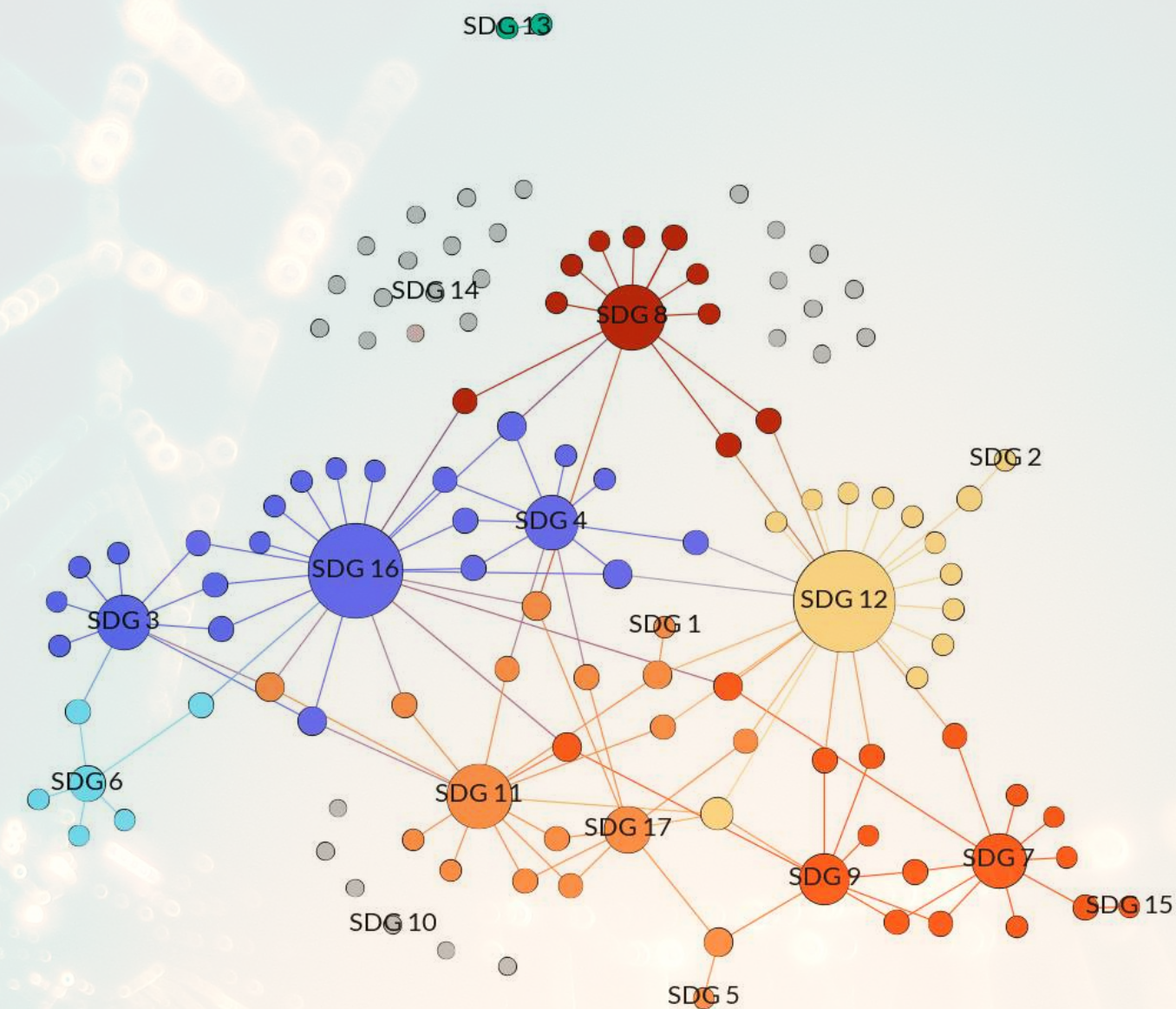
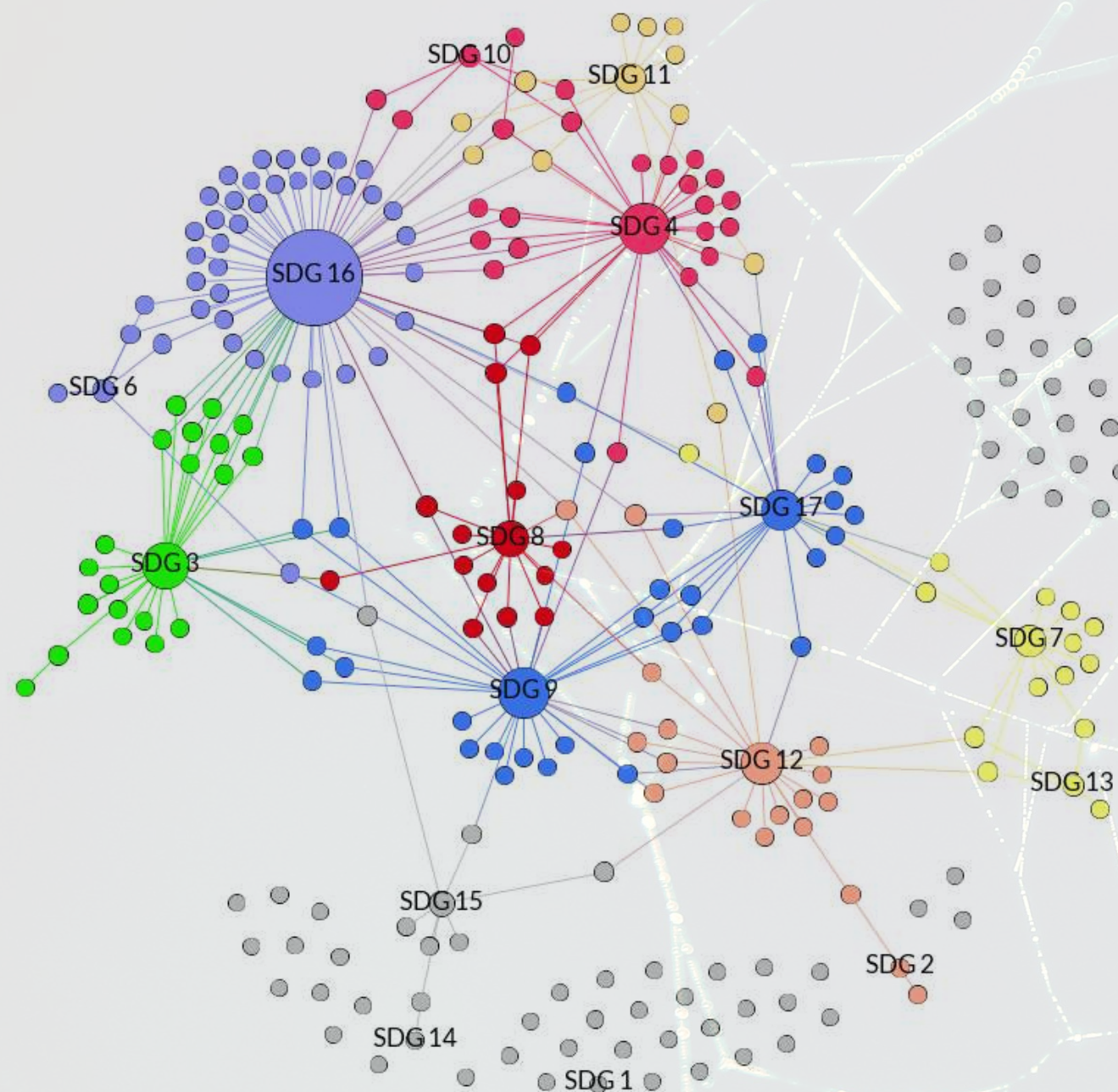


NETWORK 2

ORGANIZATION AND PARTICIPATION IN ACADEMIC AND SCIENTIFIC EVENTS.

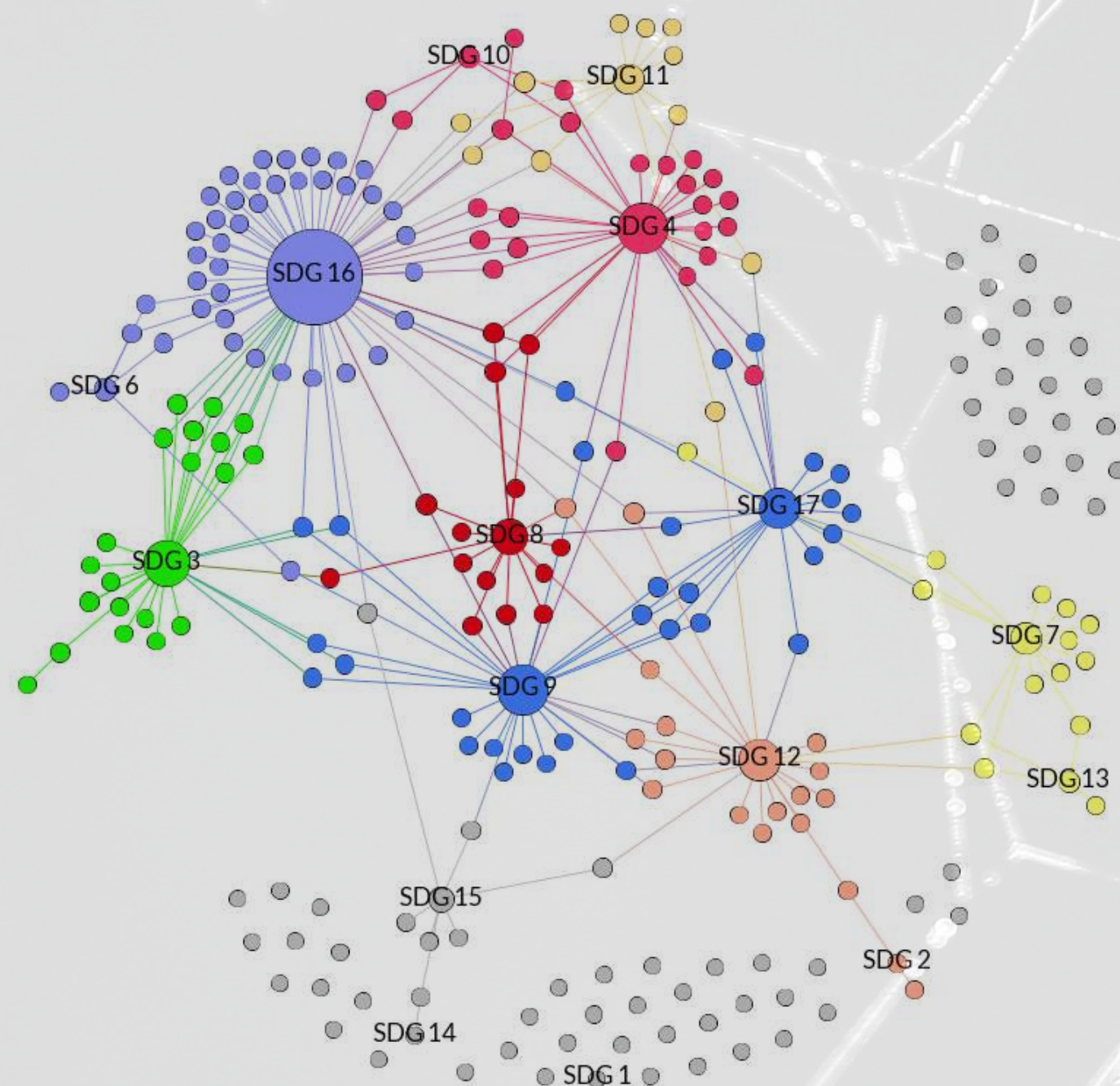
NETWORK 3

ARTICLES PUBLISHED IN SCIENTIFIC JOURNALS



NETWORK 4

MASTER'S DISSERTATIONS AND DOCTORAL THESES.



DISCUSSION

The analysis of the graphs allows the visual identification of some valid standards for the understanding of the scientific academic production of our institution regarding its adherence to SDGs.

The main aspect is the strong presence of SDG 16 in all the representations, reflecting the research that has for public administration or whose focus is the strengthening of institutions in general.

It is also identified that SDG 16 is always within the modularity of SDGs 3 and 4, which address health and education issues, respectively. This association is believed to be derived from the relevance of the issues to the realities of local development and, in the case of SDG 3, also influenced by local partnerships, considering that the Ribeirão Preto campus is mostly composed of health sciences faculties.

Also, in a second grouping level, SDGs 8, 12 and 9 are more easily associated with administrative and economic sciences.

In addition to these issues, a general pattern of distribution is observed in the four analyzed networks, with only a slight shift in Network 3, referring to Articles Published in scientific journals. In this network the pattern appears more heterogeneous, being possible to identify a greater number of clusters (color), which can be indicative of the diversity of the advanced research developed in the institution and a good signal, considering an adherence to a larger number of SDGs.



STRATEGIC OBSERVATIONS

	HELPFUL	HARMFUL
INTERNAL	<p>Students seem each day more favorable to integrate socio-environmental aspects in its management education.</p> <p>The number of research related to the Sustainable Development agenda has grown considerably.</p> <p>There is a great number of researches in the area of education, public health, as well as in the theme of innovation and RME, central themes in the contextual application of Agenda 2030.</p> <p>The new Board of Directors of the FEA-RP / USP indicated interest in continuing the socio-environmental projects of the unit.</p>	<p>Students point to a decoupling between the discourse of sustainability and practice within the university.</p> <p>Autonomy of teachers and departments sometimes creates difficulties in adopting top-down actions aimed at sustainable development.</p> <p>Because it is a public education institution, there are bureaucratic barriers that hinder innovation; a key vector for sustainable development.</p> <p>Impossibility to implement benefits and lack of differentiated recognition by the University and by the federal agencies of evaluation of higher education for the academic activities focused on Sustainable Development.</p>
EXTERNAL	<p>The socio environmental degradation and the depletion of the resources of the globe, make the leaders capable of dealing with sustainability issues are increasingly demanded by society.</p> <p>Our institution has considerably increased the number of external partnerships, in the development of research and the accomplishment of events related to sustainability.</p> <p>The Rectory of USP signaled an interest in strengthening the socio-environmental policy of the university.</p>	<p>The severe restriction of resources for research in Brazil has affected many areas, including sustainability; especially for granting scholarships to students.</p> <p>The change resulting from the electoral process generates uncertainties about Brazil's position on the environmental agenda.</p>



KEY OBJECTIVES 2016 - 2018

If all you have is a hammer, everything looks like a nail

ABRAHAM MASLOW

ARE WE THERE YET?

SURE!

ALMOST...

NOT YET... BUT WE GET THERE!

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

ACTION PLAN 2016 - 2018

- I. Hold new events for the discussion of sustainability in the reality of companies and communities.
- II. Intensify the dissemination of global values such as the Sustainable Development Goals (SDGs).

ACTION PLAN 2018 - 2020

- I. Make the PRME and Agenda 2030 widely known in our institution.
- II. Make RME meaningful for the context of our students, faculty and staff, through adjustments in our communication and more active presence in our institution.

PRINCIPLE 2 - VALUES



We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

- I. Create a new undergraduate 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)
- II. Intensify the effort to include Sustainable Development in other subject.

- I. Hold workshops on Agenda 2030 with incoming students.
- II. Make RME meaningful for the context of our students, faculty and staff, through adjustments in our communication and more active presence in our institution.

PRINCIPLE 3 - METHOD



We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

- I. Complete the ecological footprint project.
- II. To recognize and value the initiatives of the student organizations in the promotion of Responsible Management Education and Sustainable Development Goals.
- III. Recognize and value the teachers who dedicate their work to Sustainable Development.

- I. Support the structuring of the Environmental Master Plan of the USP Campus of Ribeirão Preto.
- II. Complete and report the projects started in 2016-2018.
- III. Institutionalize the formal participation of graduate students in the Sustainability Office.

ARE WE THERE YET?

SURE!

ALMOST...

NOT YET... BUT WE GET THERE!

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.

ACTION PLAN 2016 - 2018

Promote new events with exponents researchers on Sustainable Development in Business Administration, Economics and Accounting.

ACTION PLAN 2018 - 2020

I. Conduct a general evaluation of the integration of RME in our school, with a specific focus on the issue of decoupling.

II. Participate in the main national events related to sustainability research, whenever possible submitting work of our students.

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.

I. Hold new events with CEOs and representatives of civil society organizations committed to Sustainable Development.

II. Encourage new visits to partner companies and Sustainable Development study centers.

I. Organize with partners at least one more major event, like the 4th RME Conference.

II. Active participation in meetings of the Brazilian chapter, presence and transmission.

III. Develop our partnerships, especially with companies and the public sector.

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.

I. Maintain communication channels created and always be aware of new social media opportunities.

II. Encourage the dialogue of students and teachers with vulnerable communities and groups promoting citizenship and defending human rights.

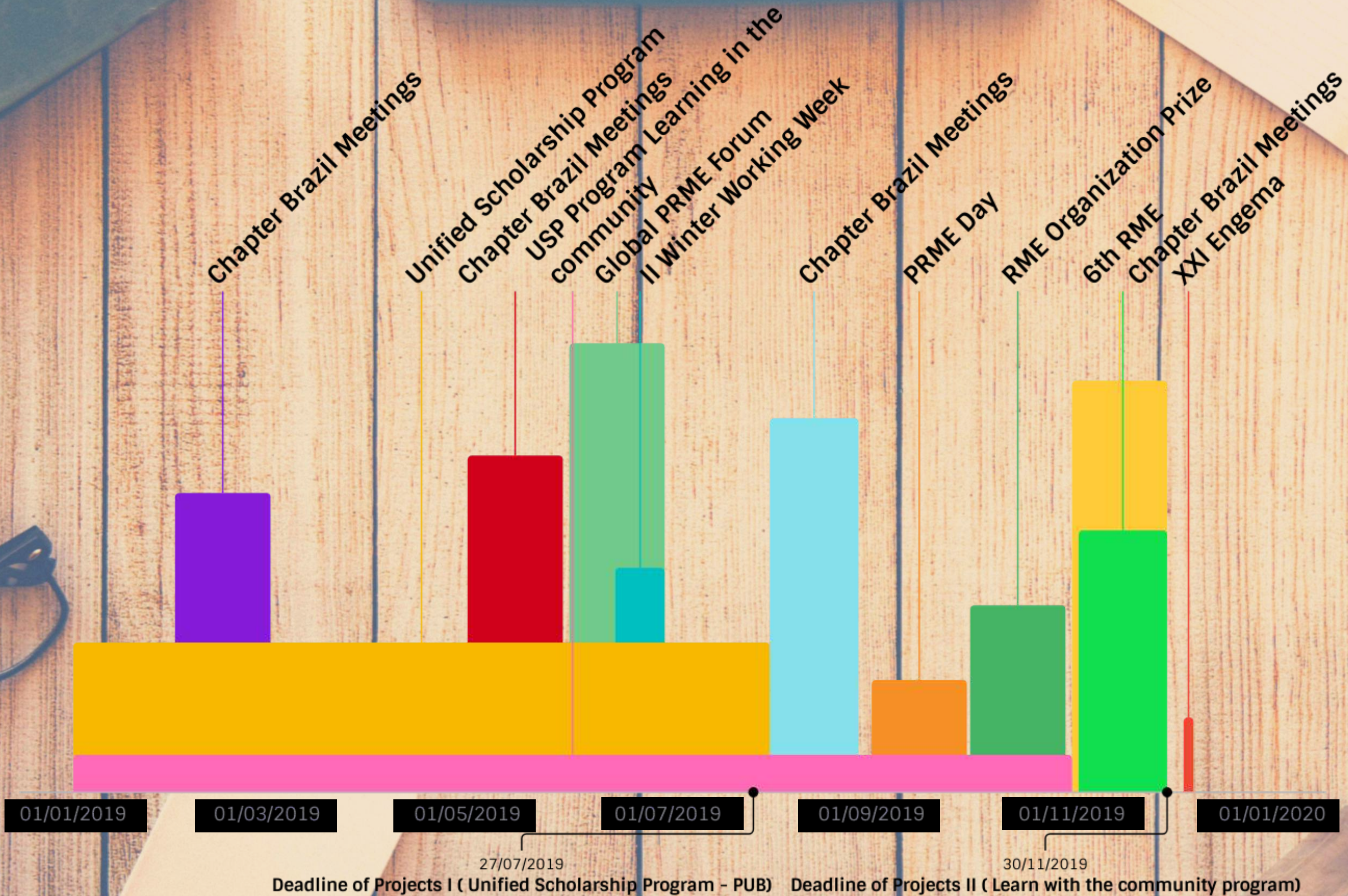
III. Maintain current and relevant discussions for the future of the planet and the academic community.

I. Develop a framework capable of listening to the students' call for RME.

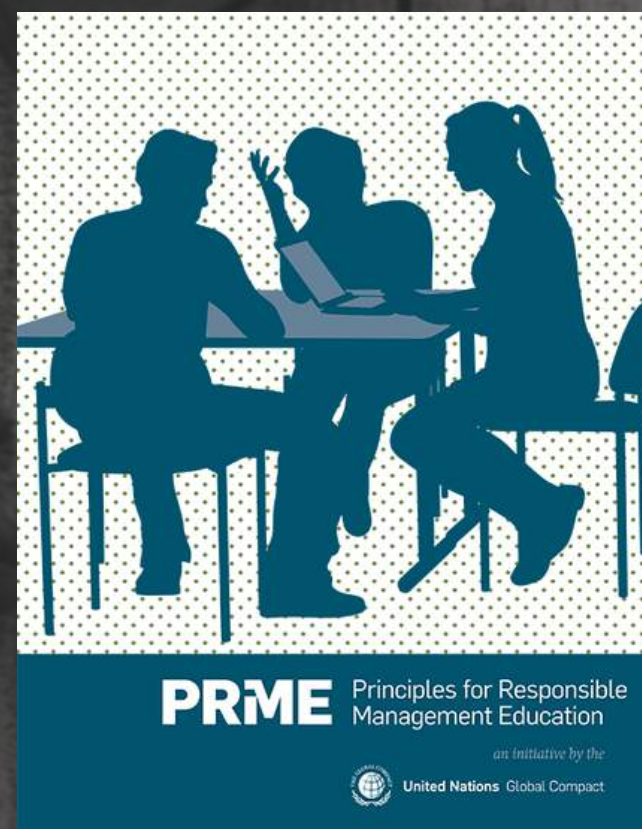
II. Obtain at least one scholarship for the communication of sustainability in the university.

III. Extend participation in meetings open to PRME. With the goal of achieving an average of 15 participants per meeting.

AGENDA 2019



THANK YOU!



Faculdade de Economia,
Administração e Contabilidade
de Ribeirão Preto
UNIVERSIDADE DE SÃO PAULO



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

Imagens and photos

USP Stock Photo Library
FEA-RP / USP Stock Photo Library
Canva.com free galery
Archives of Student Organizations
Personal archives