

2024

ACTIVITY CALENDAR | BUSINESS FOR SOCIAL IMPACT

July 1st

Morning

The socio-environmental reality in the world and in Brazil

The role of society, professionals, and business in transforming realities.

Lunch | Aloysio Faria Campus
1:00 PM to 2:00 PM

Afternoon

Socio-environmental reality in Brazilian slums.

FDC campus tour, activities connecting students.

Evening

Brazilian cultural activity and networking

Happy hour

Return from Alphaville to hotel

July 2nd

Morning

Socio-environmental reality in Brazilian slums

Experiential visit - initiative in a local slum and conversation with local entrepreneurs.

Lunch | Seu Vizinho
2:00 PM TO 3:00 PM

Afternoon

Ways to generate positive impact via business

Business challenge: practical activity throughout the course.

Evening Off

Free evening

Suggestion: Cultural Circuit Liberty Square

July 3rd

Morning

Sustainable Business and how to Integrate Social and Environmental Values.

Presentation of real cases and panel with entrepreneurs

Lunch | BG
1:00 PM to 2:00 PM

Afternoon

Worldwide movements for positive impact through business

Panel with executives + Business challenge

Night at Mercado Novo

Guided cultural tour at Mercado Novo

Chat with an entrepreneur from Mercado Novo

July 4th

Morning

How to create impact through innovative business models.

Presentation of the impact seal created by FDC and cases of companies that have received the seal.

Lunch | BG
1:00 PM to 2:00 PM

Afternoon

Business Initiatives Impact investing and funding social impact business initiatives.

Visit to a business impact hub in Belo Horizonte

Free evening

July 5th

Morning

Impact ecosystems

Visit to a business impact hub in Belo Horizonte

Panel with resident social entrepreneurs

Lunch | BG
1:00 PM to 2:00 PM

Afternoon

Creating social impact business models

Workshop on a real socio-environmental challenge chosen as the focus of a practical activity throughout the course.

Evening

Preparation for the final presentations

July 6th

Morning

Presentation of Business Challenge Projects

(prize for the best performers)

Program Closing and certificates

Lunch | Alphaville
1:00 PM to 2:00 PM

Afternoon

**Tour Tastes of Brazil
Tour Experience to local culture and cuisine.**

Free evening
