





Responsible Management Education in the heart of the Amazon forest: **an active-learning methodology proposal**

5th UN
PRME NE

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today's agenda

Who we are?

Presentation

Objective

Aim of the workshop

Introduction

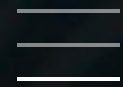
Framming of the issue

Action

Presentations are tools that can be used as lectures, speeches, reports, and more.

Summary

Presentations are tools that can be used as lectures, speeches, reports, and more.



WHO



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Fifth UN PRME NE Conference

Sustainable Development Goals:
Transforming Business Education and
Practice

October 26-29, 2020

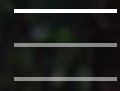


PRME Principles for Responsible
Management Education

Objective

This proposal aims to present a model for business teaching rooted in the SDGs framework and inspired in an experiential learning case with the Amazon forest themed value creation approach.





INTRODUCTION

MDGs to SDGs

The transition from the Millenium Development Goals (MDGs) to the Sustainable Development Goals (SDGs) indicates that although social advances are indispensable, it is essential that environmental concerns have greater prominence in the civilizational agenda (Sachs, 2012).

BIOSPHERE BOUNDARIES

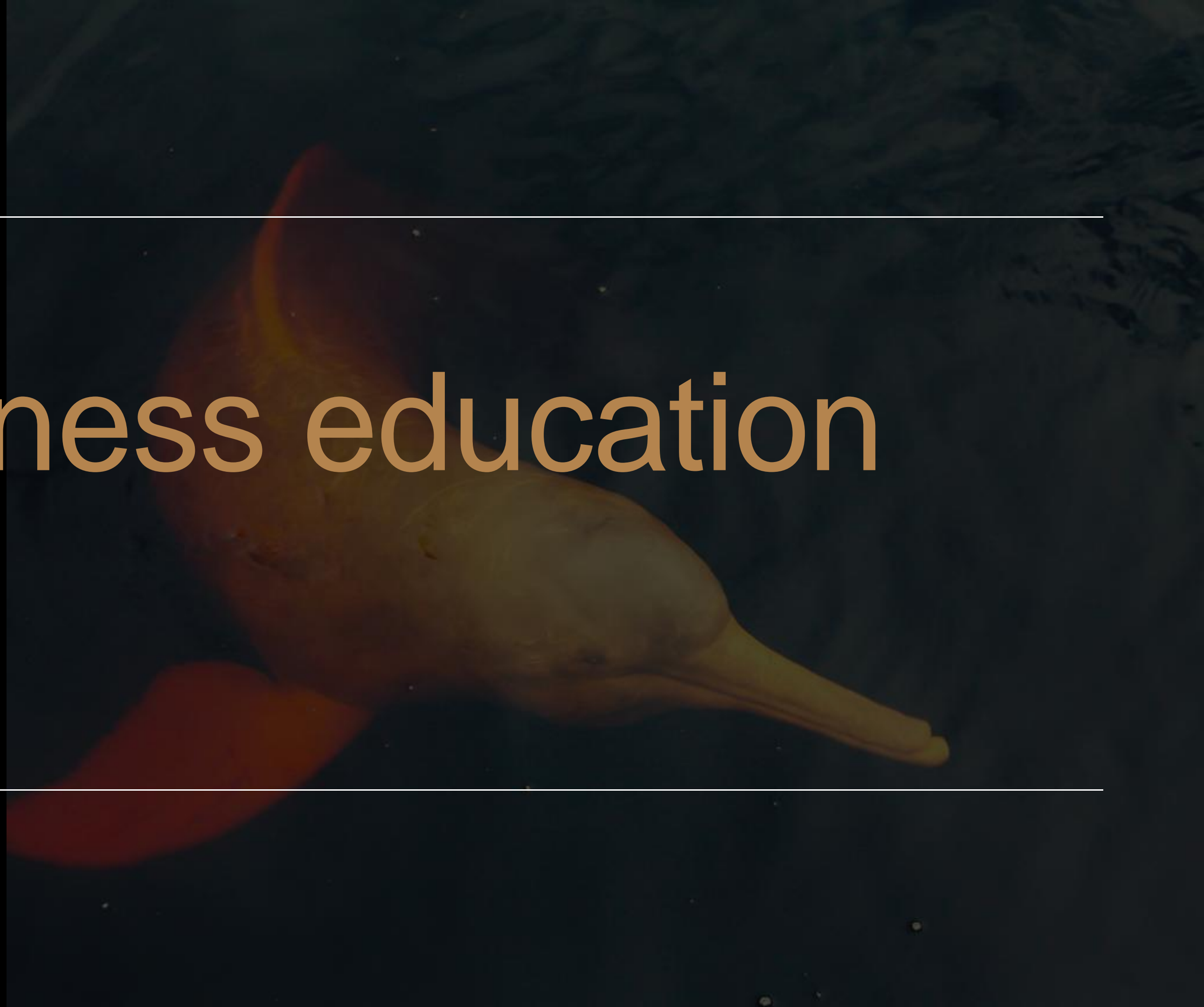
This fosters the quest for a safe operating space for humankind (Rockström et al, 2009; Hughes et al, 2013) in which the planetary boundaries act as beacons for social and economic development (Folke et al, 2016).

AMAZON FOREST

The Amazon rain-forest is one of the perfect scenarios for this combination of a joint and integrated agenda that: considers social advances without shearing the limits of the biosphere.



the business education role





☰

It is not
just for
the
degree...

INNER VALUES

Desire to attain personal satisfaction

BE MEANINGFUL

the ability to solve local social problems

RESPONSIBILITY

a sense of responsibility for the community in which one lives, environment and sustainable development in general



how can we address
civilizational matters in
the business
classroom?



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The business education needs to be reviewed...

-
- NATURE IMMERSION MODELS
 - STRENGTHENS THE VALUES ALIGNMENT
 - WALK THE TALK IN SUSTAINABILITY
-



≡

action





HOW TO USE THE “AMAZON PARADOX” IN THE CLASSROOM?



HOW CAN NATURAL ENVIRONMENT FOSTER BUSINESS EDUCATION?

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The canvas

AMAZON LEARNING EXPERIENCE MODEL

CHALLENGE

What is the problem faced?

KEY RESOURCES AND ACTIVITIES

What do you need to fulfill your proposition?

SDG PROPOSITION

How does your proposal address the problem?

It must be related to amazon forest context

BARRIERS

What can hinder your value proposition?

PARTNERSHIPS

What are the must have partners to make it happen?

WHY?

Why is it important to address this problem?

REVENUE SOURCES

How we are paying for this?

WHAT ARE THE MAIN SDGS CONNECTED WITH YOUR PROPOSAL?

(indicate targets too if you feel like)

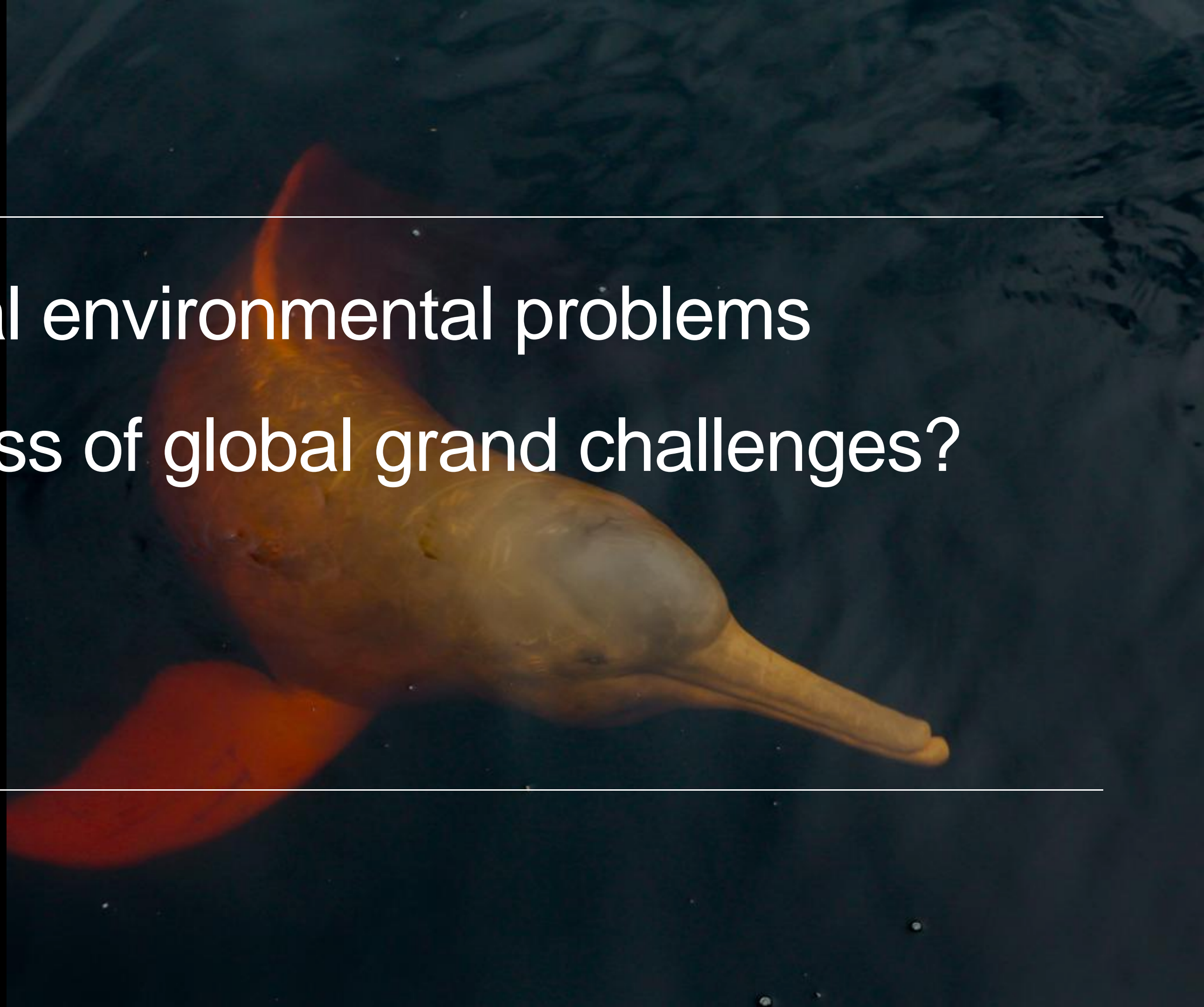




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I. How can local environmental problems
foster awareness of global grand challenges?





THEMATIC ROOMS

Chico Mendes

Francisco Alves Mendes Filho,[1] better known as Chico Mendes (December 15, 1944 – December 22, 1988), was a Brazilian rubber tapper, trade union leader and environmentalist. He fought to preserve the Amazon rainforest, and advocated for the human rights of Brazilian peasants and indigenous peoples. He was assassinated by a rancher on December 22, 1988

Dorothy Stang

Dorothy Mae Stang (7 June 1931 – 12 February 2005) [1] was an American-born, Brazilian member of the Congregation of the Sisters of Notre Dame de Namur. She was murdered in Anapu, a city in the state of Pará, in the Amazon Basin of Brazil.

Zé Claudio e Maria Ribeiro

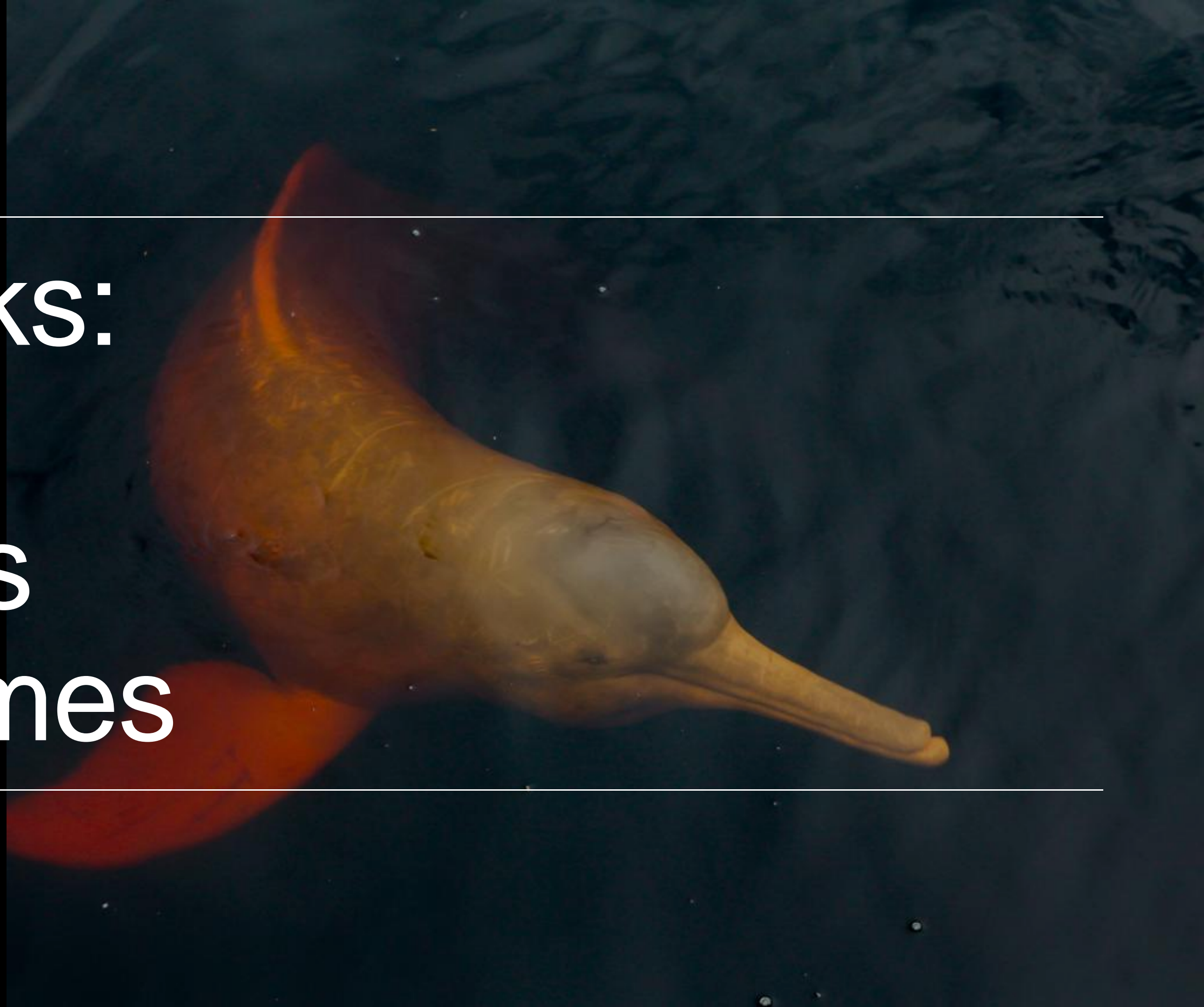
José Cláudio Ribeiro da Silva (January 22, 1957 – May 24, 2011) was a Brazilian conservationist and environmentalist who campaigned against logging and clearcutting of trees in the Amazon rainforest. José Cláudio Ribeiro da Silva, aged 52, and his wife, Maria do Espírito Santo, aged 51, were shot and killed in an ambush attack on May 24, 2011



Feedbacks:

I. Process

II. Outcomes





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