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

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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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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.
The transition from the Millennium 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).

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).

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

RESPONSABILITY
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?
The business education needs to be reviewed…

- Nature Immersion Models
- Strengths in 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?
The canvas
CHALLENGE
What is the problem faced?

WHY?
Why is it important to address this problem?

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?

REVENUE SOURCES
How we are paying for this?

WHAT ARE THE MAIN SDGS CONNECTED WITH YOUR PROPOSAL?
(indicate targets too if you feel like)

PARTNERSHIPS
What are the must have partners to make it happen?
I. How can local environmental problems foster awareness of global grand challenges?
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 Cláudio 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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