

THE FIFTH INTERNATIONAL BUSINESS SCHOOL SHANGHAI CONFERENCE
Antai College of Economics and Management – Shanghai Jiao Tong University

Profit and social improvement as part of the business schools' challenge through innovative practices

EMERSON DE ALMEIDA

Founder & President of the Board Committee

FUNDAÇÃO DOM CABRAL



DEVELOPING EXECUTIVES AND COMPANIES

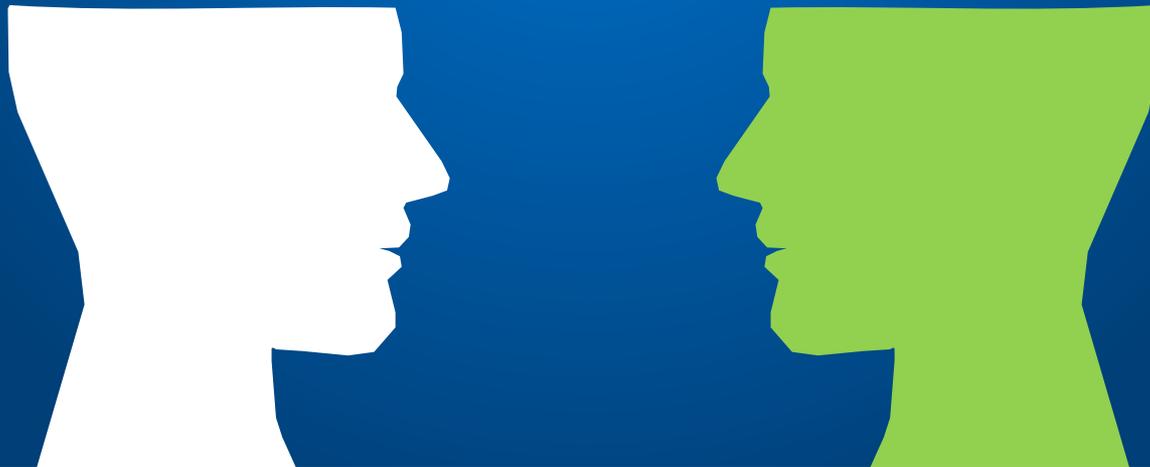
**INNOVATIVE
EDUCATION**

**SOCIAL
INCLUSION**

**SUSTAINABLE
DEVELOPMENT**



CONVICTION
CONVENIENCE



PROFIT



**SOCIAL
IMPROVEMENT**

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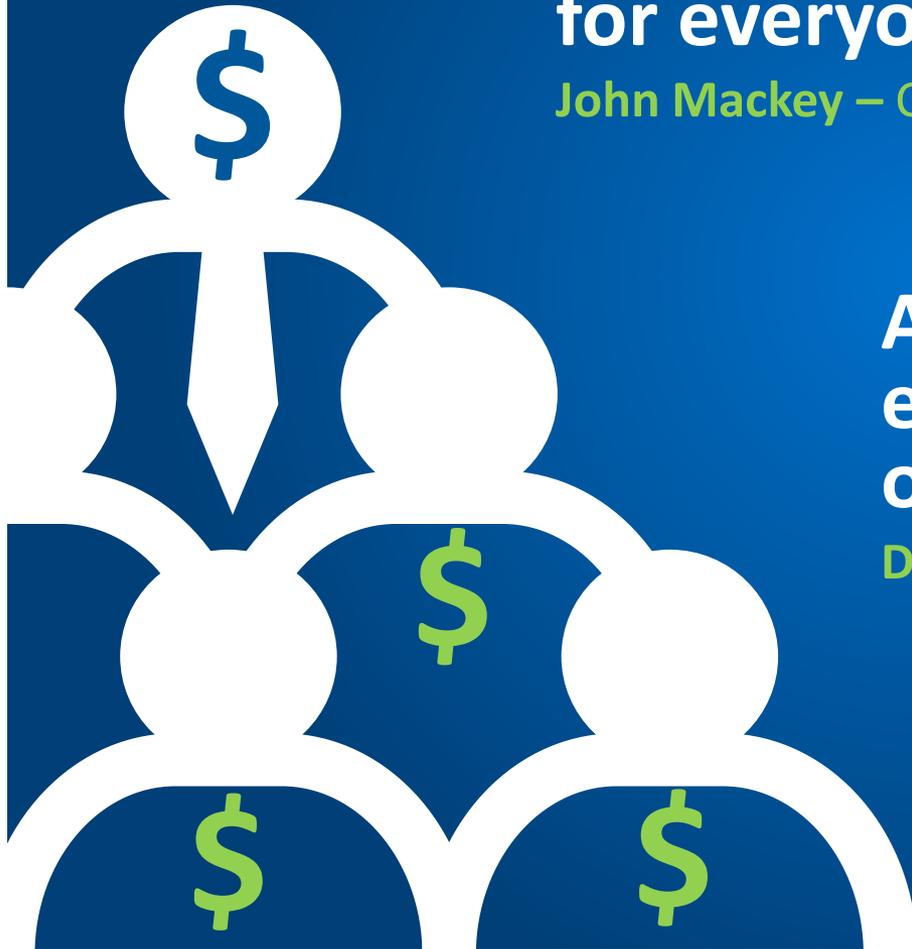
**RELEVANT
COMPANIES**

**Business must
create wealth
for everyone.**

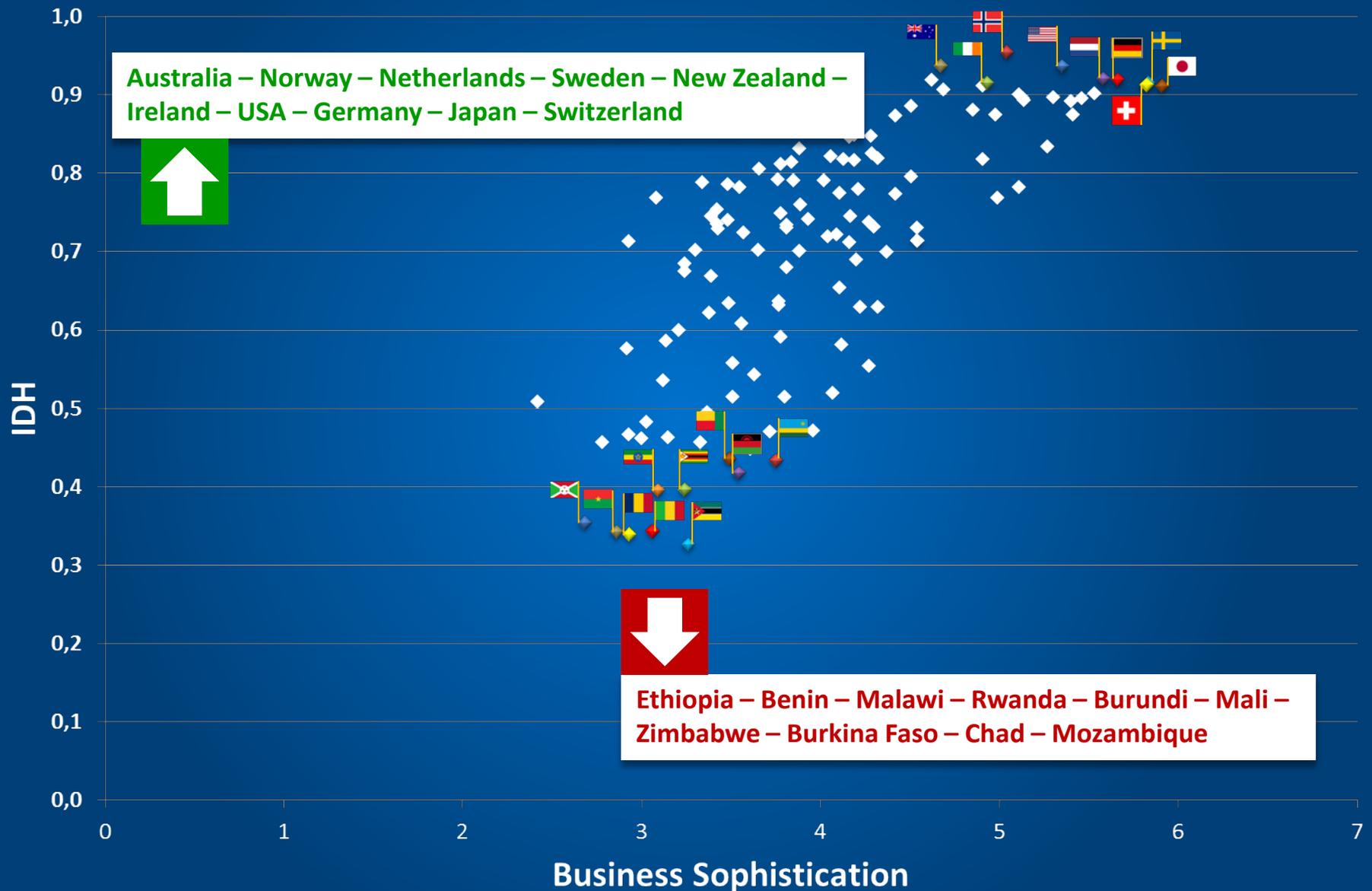
John Mackey – CEO of Whole Foods

**A crucial choice –
either step forward
or lose control.**

Dominique Barton – McKinsey Director



IDH x Business Sophistication



PRME Principles for Responsible
Management Education

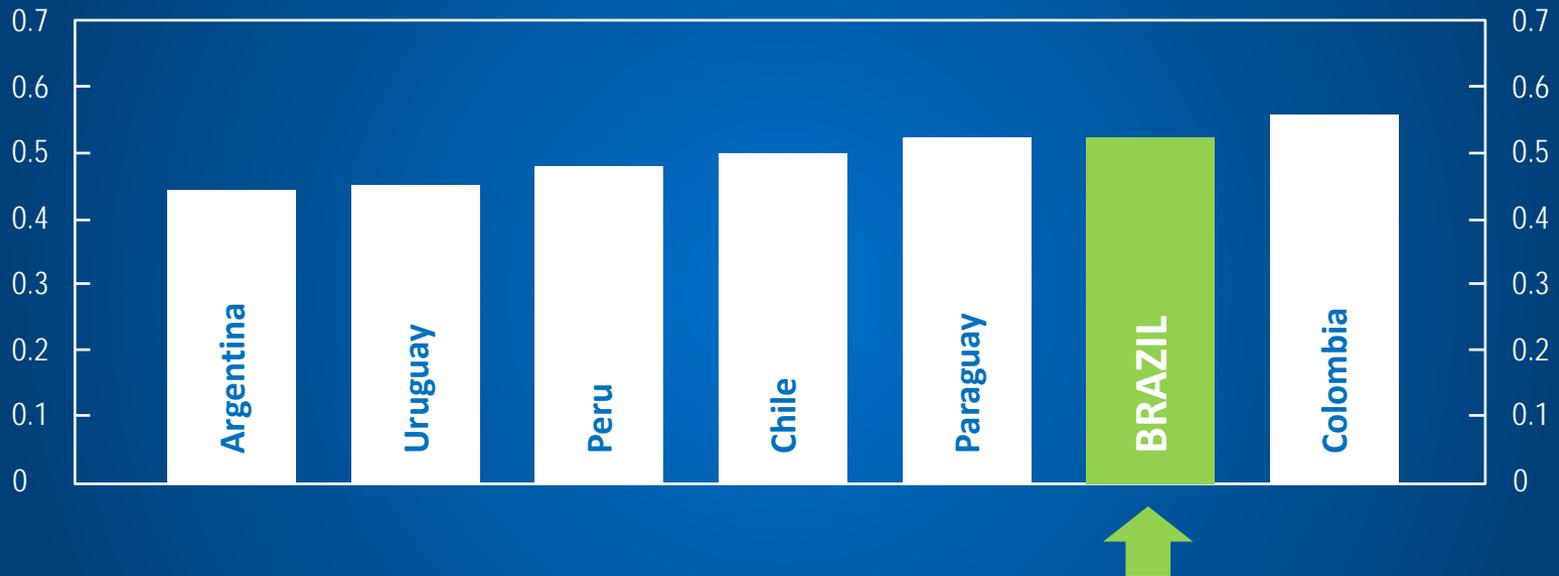


EFMD



Income inequality in Latin America

Gini coefficient, last available year



Note: The last available year for most countries is 2010.

Source: OECD inequality database, except for non-OECD countries. For Brazil, the source is IPEA (2013) and data refer to 2012.

FDC INITIATIVES

Dignity Program

4,000
children
benefited

Noisinho da Silva

42%
low-income
students

School House

450
youth trained

Graffiti BH

3,000
people trained to
produce low-cost
solar heaters

Gerasol

FDC INITIATIVES

Dignity Program

Over 10,000 people now benefit from the social actions undertaken by the entrepreneurs who have already attended the Dignity Program.



FDC INITIATIVES

Partnership with Social Organizations

Over 40
Social
Institutions



FDC INITIATIVES

General Management Program



FDC INITIATIVES

Partnership for Sustainable Growth

The CEO
champions
the partnership



FDC INITIATIVES

The Goldman Sachs/FDC 10,000 Women Program

Goldman
Sachs

800
female
entrepreneurs
trained

84
cities

8,916
direct jobs

R\$ 87,8
million
in remuneration

FDC INITIATIVES

The Goldman Sachs/FDC 10,000 Women Program

Goldman
Sachs

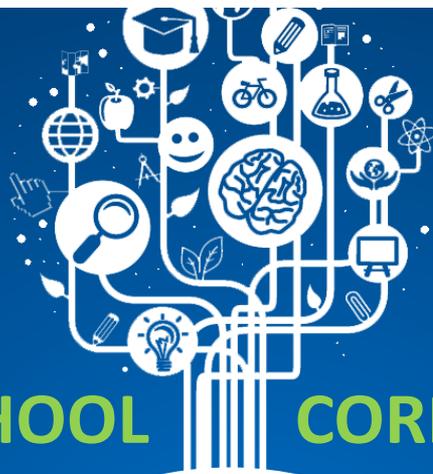


FDC INITIATIVES

The Goldman Sachs/FDC 10,000 Women Program

Goldman
Sachs





BUSINESS SCHOOL **CORPORATE WORLD**





**We must
put our best
foot forward**

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Thank You

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