



Brazil  
Chapter



# The Foundations of Humanistic Management

## Business for a more Equitable and Sustainable World

14th January 2016, 2:00pm - 6:30pm  
Instituto Pró-Cidadania de Curitiba (IPCC)  
Curitiba, Brazil



### Context

Humanistic management lays the foundation for a more active role of business in addressing some of the most pressing challenges we face as a global community.

To provide business with a supporting framework the Humanistic Management Center has developed an approach to Humanistic Management based on three steps:

- 1) Unconditional respect for human dignity
- 2) Integration of ethical considerations in management decisions
- 3) Active and ongoing engagement with stakeholders.

During this half day conference we provide a platform for exchange and discussion on how a humanistic management paradigm supports business success aligned to societal needs and expectations. We will assess theoretical insights as well as case examples for how business can co-create solutions for a more equitable and more sustainable world.

Please, register by e-mail:  
[curitiba@humanisticmanagement.org](mailto:curitiba@humanisticmanagement.org)

Further information under:  
[www.humanisticmanagement.org/events/upcoming\\_events](http://www.humanisticmanagement.org/events/upcoming_events)  
[www.humanetwork.org](http://www.humanetwork.org)  
[www.ipcc.org.br](http://www.ipcc.org.br)

Supported by:



## Program

---

2:00 - 2:15 pm	Welcome Address	Kelly Broliani (Pró-Cidadania), Ana Paula Maltauro Barddal (CAIS) Ernst von Kimakowitz (Humanistic Management Center, Switzerland)
2:15 - 3:00 pm	Foundations of Humanistic Management	Ernst von Kimakowitz
3:00 - 4:30 pm	Interactive Workshop	All Conference Participants
4:30 - 5:00 pm	<i>Coffee</i>	
5:00 - 5:15 pm	Reporting Back from the Groups	One Member of Each Group
5:15 - 6:15 pm	Panel Discussion: From Principles to Practice in Humanistic Management	Alvaro Borba - Municipal Social Media Director Marcelo Munaretto - Municipal Supply Agency Daniel Isfer Zardo - ABIS Daniel Thá - Kralingen Consultancy Ricardo Trento - Unicultura Moderator: Kelly Broliani
6:15 - 6:30 pm	Summary and Farewell	Kelly Broliani , Ana Paula Maltauro Barddal, Ernst von Kimakowitz
6:30 pm	<i>Cocktail</i>	

---

## Speakers

**Alvaro Borba** is a journalist educated at the Federal University of Paraná (UFPR). He worked as a reporter, editor, chief editor and anchor on radio and TV stations from Curitiba and Sao Paulo, including Radio CBN and TV Bandeirantes. Since 2013, he works in the Department of Internet and Social Media of the City of Curitiba, where he also established the capybara as the mascot of the city.

**Kelly Broliani** is Project Manager at Pró-Cidadania, department of Business Development and Innovation, specialist in sustainable projects related to Climate Change, leader of Humanistic Management Chapter Brazil, advisor at CAIS - Centro de Ação Integrada em Sustentabilidade.

**Daniel Isfer Zardo** is a Global citizen, and is the founder of the Brazilian Agency of Innovation and Sustainability. He is considered to be a world leader in sustainability by UNEP (the United Nations Environment Programme) and by Bayer, receiving the title of Global Youth Environmental Ambassador in 2010. Daniel is educated as an Environmental Engineer and has completed part of his Masters Degree in Energy and Environment in France. Daniel was also invited to represent Brazilian youth in 5 major conferences developed by the UN on the topic of sustainability which took place in Europe, the Middle East, Asia and America. Daniel's expertise lies in the topics of leadership development, solutions for a green economy, and ocean issues. He is currently a research consultant at UNITAR (United Nations Institute for Training and Research), working on policies for socio-economic development in Algeria and focusing on an entrepreneurial training program for youth.

**Ernst von Kimakowitz** is Director of the Humanistic Management Center, a think - tank, learning institution and advisory firm based in Switzerland. He also teaches at various universities around the globe and holds a series of reviewer and board member positions.

**Ana Paula Maltauro Barddal** is Co-Founder of CAIS (Center for Action on Integrated Sustainability), nutrition Specialist in Food Quality from CBES Curitiba PR and in Business Strategy from FESP Curitiba PR. She holds a Master in Business Administration from Universidade Positivo, where she studied innovations in sustainable family farming. Ana Paula has over 10 years experience in Hospitality and is owner of Higea Consulting, consulting in Quality services and food security. She teaches undergrad and graduate courses in the fields of Hospitality at the University Positive. She also teaches at the Curitiba European Centre on Chef de Cuisine, Restaurant, Hospitality and Events.

## Speakers

**Marcelo Franco Munaretto** holds a degree in Visual Communication from the Federal University of Parana (2001). After being an independent professional, he started working in the Municipal Secretariat for Supply in 07/01/2005 developing projects on supply chains of food with a social benefit focus. In 2006 he did a specialization in Business Communication at PUC/PR and specialized in Didactics of Higher Education at UNIVALE (2009). He served as director of the Department Supply Units of SMAB in 2011 and 2012 and in January 2013 took over the Superintendence of Municipal Supply Bureau until March 2015.

**Daniel Thá** is an Economist with a master degree in environmental economics and international economics. As a consultant dedicated to environmental economics and socioeconomics, he has developed economic valuations of natural resources, integrated studies of solid waste management, environmental and economic studies for territorial planning, among others focused on plans, policies, programs and major investment projects. While teaching in undergraduate and MBA courses Daniel shows that the environment can no longer be treated as a "production factor", but rather as a complex network of inter- and intra-dependent elements, components of a larger system.

**Ricardo Trento** is Director of Unicultura - Free University of Culture, Non Governmental Organization (NGO) that aims to propose cultural, sports and environmental solutions by democratically spreading art, knowledge, culture and human values. He is a cultural producer, with a post grad in Contemporary Philosophy - Culture, Labor and Environment and a bachelor degree in Business Administration with emphasis in Finance.

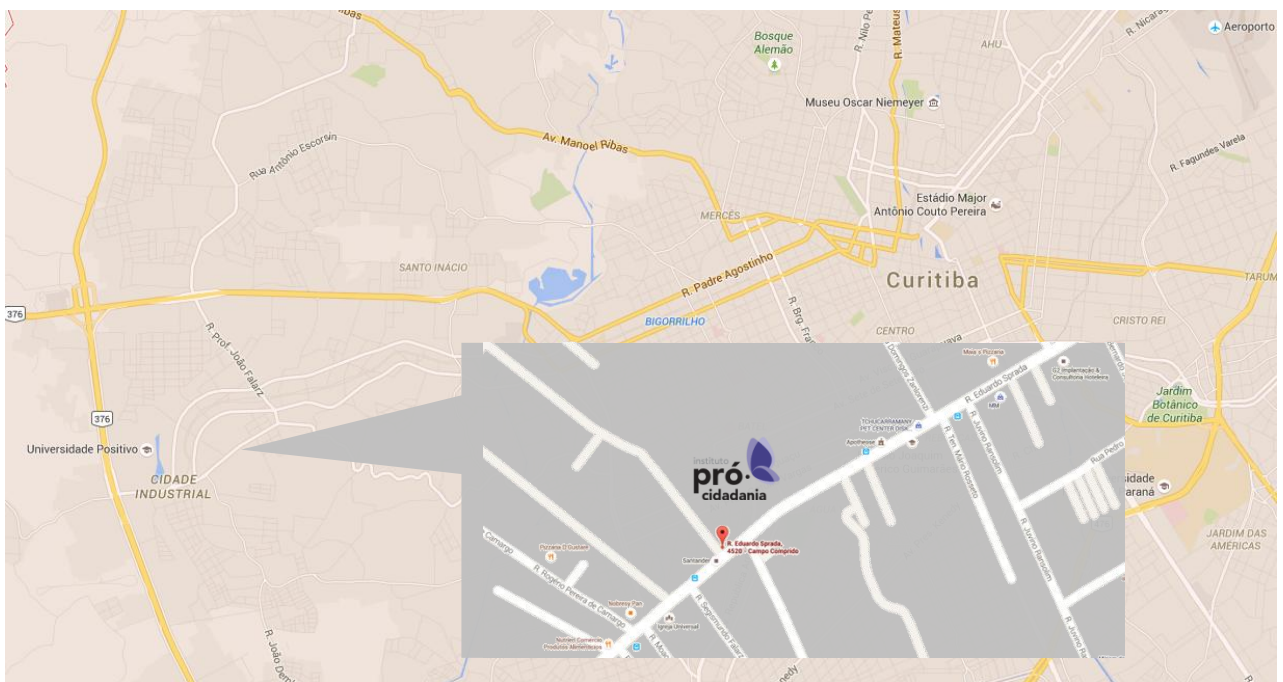
## Logistics

**Date:** 14th January 2016

**Time:** 2:00 pm - 6:30 pm

**Location:** Instituto Pró-Cidadania de Curitiba, Rua Eduardo Sprada, 4520, Curitiba - PR - Brazil

**Transport:** Bus Number 040 and 828 to *Cidade Industrial*  
[www.urbs.curitiba.pr.gov.br](http://www.urbs.curitiba.pr.gov.br)



## Registration

Thanks to our generous supporters this event is free of charge. To register please send an e-mail with your full name and affiliation to: [curitiba@humanisticmanagement.org](mailto:curitiba@humanisticmanagement.org)

Further information under can be found under the following links:

[www.humanisticmanagement.org/events/upcoming\\_events](http://www.humanisticmanagement.org/events/upcoming_events)

[www.humanetwork.org](http://www.humanetwork.org)

[www.ipcc.org.br](http://www.ipcc.org.br)