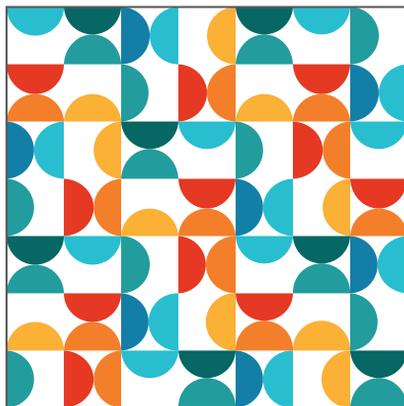


Welcome to the Activity Report of the Conscious Capitalism Institute Brazil – 2020/2022 Management



This report was conceived with an innovative design, capable of forming a large infographic with the main numbers and results of the Institute.

As you read, position sheets 01 to 07 side by side, with the back face up. Just below, place a new line with the leaves 08 to 14 and so on. By the end of reading, you will have created a square infographic of seven by seven sheets.

Datasheet

Chairman of the Board of Directors

Hugo Bethlem

General Director

José Dario Germano Neto

Operations Director

Daniela Garcia

Director of Education

Graziela Merlina

Writing and Review

Gabriel Monteiro e Daniela Garcia

Creative Direction

Lia Esumi

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Juliana Toledo e Alan Borges

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Printing and Handling

Interfill Gráfica

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(Instituto Capitalismo Consciente Brasil - ICCB)

ACTIVITIES REPORT

Management 2020 - 2022



ABOUT THIS REPORT

The Conscious Capitalism Institute Brazil (Instituto Capitalismo Consciente Brasil - ICCB) is committed to exercising transparency with people and associated companies, Deliberative Council, Emeritus, Employees and all other stakeholders.

This report summarizes the main actions and information about the management cycle that began in March 2020 and ends in February 2022. At the end of the document you find all ICCB contacts if you want to share any questions, compliments or suggestions for improvement.

PANDEMIC & AWARENESS

We closed another management cycle of the Conscious Capitalism Institute Brazil, which coincided with a very difficult moment for all mankind and even more serious in Brazil, with so many inequalities.

This administration, under my presidency, general direction of Dario Neto and a incredible team of collaborators and advisors, started in March 2020, while the first cases of Covid-19 were officially identified in Brazil, and ended in February 2022.

Unfortunately we cannot say the same about the pandemic, which has not ended. We have suffered the loss of thousands of lives and millions of jobs. Lots of companies could not resist and shut their doors. The economy colapsed, and it has never been more important for leaders to be aware of their impacts and exercise resilience.

We must change consumption habits in the face of the impact of the great wave

of perennial ESG (Ecoenvironmental Social and Governance). It also impacted companies and their attitudes on these three pillars.

Companies started to understand this urgent change. They must shift their focus from “profit at all costs” to a really significant purpose. To effectively practice the pillars of the ESG, they have to serve all stakeholders generating wealth and well-being in an equitable way, while maximizes the fair profit to the shareholder. We have a lot to contribute to this change. It’s never too late to raise your consciousness. Our purpose, as Institute, is to help transform the way to make investments and business in Brazil so as to reduce inequalities.

Let’s change?



Hugo Bethlem

Board Chairman

Conscious Capitalism Institute Brazil

HUGO BETHLEM



Co-founder and President of Conscious Capitalism Institute Brazil. Chief Purpose Officer at Bravo GRC. Counselor of companies and NGOs.

40+ years of experience as a C Level in retail companies GPA, Dico, Sé Supermercados, Hopi Hari and Carrefour, starting his career at Arthur Andersen. Graduated in administration and accounting by FMU SP. Specializations in Management - Cornell, Entrepreneurship - Babson, Management and Leadership and Blockchain - Oxford, Boards of Directors - IMD, Social Entrepreneurship - Stanford, Innovation - Harvard, Circular Economy and Sustainability - Cambridge and Leadership in Consulting Companies - PSF – Oxford. Voted Financial Executive of the Year 1991 - The Equilibrist - IBEF - SP.

ANOTHER IMPORTANT STEP

Looking back at the end of these two long pandemic years, nostalgia brings to mind feelings of pride, gratitude and joy for witnessing such growth and evolution of the Conscious Capitalism Institute Brazil, co-built by so many minds and hearts. Such a tremendous collective job!

If I could summarize the top three achievements that this report will describe and detail, I would say they are: identity, governance and cash.

The growth in 2020 brought questions and deep concerns. We decided to consult associates, councils and our movements brothers to revisit our unique role in Brazil.

Then enormous clarity and strength emerged with the certainty of a educational and inspirational vocation to help transform the way we do investments and business. Another fundamental foundation was to develop our governance and compliance project. ESG must start with governance, and so we did at the Conscious Capitalism Institute Brazil so as to ensure transparency, ethics and continuity to the organization.

Being clear about who we are and where we must guide our growth, and with an adjusted governance, we perform better as a business and we can guarantee financial health to professionalize our management and enable relevant investments that will guide us into the future.

Considering there are 20 millions companies in Brazil - and more than 400 listed companies -, we can rejoice in two years that symbolize another important step.

Meanwhile, the growing urgency of inequalities and the climate emergency cry out for more, much more. We will need to elevate our voice, grow our network and step out of the bubble. We are just starting, but Brazil - and the world - are in a hurry.

Let's go together!

Dario Neto
General Director
Conscious Capitalism Institute Brazil



DARIO NETO



Co-founder and CEO of Anga Group, a holding company of business and investments development aimed at positive socio-environmental impact which houses the operations of Triga, Qura, Eureka, in addition to the Anga Institute and a portfolio of investee companies. Dario was a deliberative counselor of the Conscious Capitalism Brazil from 2017 to 2019, and General Manager in 2020/22. He was also a global advisor of Conscious Capitalism to communities, columnist HSM and Época Business in conscious leadership and sustainability, along with leaders of Sistema B in Brazil and Latin America. It was also one of the two young people chosen by the government as official member of Brazilian delegation at Y20 in 2019 in Japan.

THE BEGINNING OF A NEW LOOK

Conscious Capitalism is a global movement originated in the United States, from an academic study by Raj Sisodia, Jaf Shereth and David Wolf. The study aimed to verify how some companies were able to maintain high reputation and customer loyalty without exorbitant investments in advertising and marketing.

Before being published, the study arouse the interest of John Mackey, CEO of Whole Foods, who identified in the manuscript many traits and attitudes that for many years already applied in his business. Posteriorly, with Mackey's contribution, the study evolved into the book *Firms of Endearment*, published in 2007, which explains how companies profit from passion and purpose. The practice is based on four principles:

Purpose: Companies conscious focus on their purpose beyond profit. By doing so, they inspire, engage and energize their stakeholders.

Conscious Culture: Culture is formed by the values, principles and practices established in the social structure of a company, permeating their actions.

Conscious Leadership: Conscious leaders are responsible for serving the purpose of the organization, creating value for all the stakeholders and cultivating a culture of trust and care.

Stakeholders Guidance: A business must generate different values for all interested parties or stakeholders.

Founded in 2013, the Conscious Capitalism Institute Brazil is a non-profit organization that represents the movement in Brazil.

OUR MANIFESTO



We exist to help transform the way of investing and doing business in Brazil, multiplying the pillars that lead to a more humane, more ethical and more sustainable way to reduce inequality.

We seek to connect businesses so that they can connect the dots between purpose, vision, strategic and social impact.

Conscious businesses must have a higher purpose, treat all stakeholders equitably, create culture and values that guarantee its perpetuity and have a conscious leader who cares for people and our planet.

We believe a deal is good when it creates value, it is ethical because it is based on voluntary exchange, it is noble because it elevates the existence and it is heroic because it takes people from poverty, generating prosperity.

We understand that capitalism is still the best way to generate wealth and social inclusion of people, raising their dignity.

We are the Brazilian chapter of Conscious Capitalism. Join us on this transformative journey.

INSTITUTIONAL VIDEO



Check out our new institutional video. To watch it, scan the QR code with the camera on your cell phone.

FIRST STEPS

More than entrepreneurs, founders are a group of nonconformists who refused to accept the unacceptable. When they contacted the Global Movement of Conscious Capitalism in the USA, they decided to strive to bring Conscious Capitalism to Brazil.

2013

The Conscious Capitalism Institute Brazil is founded in 2013, presided by André Kaufmann with Thomas Eckschmidt as General Director.

2017

The second administration started in 2017, presided by Ron Meisler with Hugo Bethlem as General Director. The position of Operations Director was created and held by Daniela Garcia.

2020

In 2020, the third administration started with Hugo Bethlem as President of the Council and Dario Neto as General Director. The position of Education Director was created and held by Graziela Merlina.

FOUNDERS OF CONSCIOUS CAPITALISM INSTITUTE BRAZIL

Abrão Melnik • Adriana Fellipelli

André Kaufmann • Artur Tacla • Benni Boruchowski

Carlos F. Bremmer • Celso Cintra • Eliana Tameirão

Fabio Cerquinho • Frederico Grayeb • Graziela Merlina

Hugo Bethlem • Janice Marques • José Luiz Weiss

Luiz Fernando Levy Filho • Maria Angelica Moretti

Mauricio Goldstein • Ricardo Glass • Sylvania Leão • Timothy Altaffer

Thomas Eckschmidt • Vicente Gomes • Ulisses Zamboni

TIMELINE

There were important events for the movement between 2020 and 2022. Check it out:



May/20
Book Conscious Entrepreneurship



Apr/20
Digital Transformation ICCB was created



Apr/20
New category for free membership of natural persons



Apr/20
Podcast



Jun/21
Conscious Capitalism in Practice



May/21
Conscious Capitalism Academy



Apr/21
ESG Journey in partnership with HSM



Sep/20
[RE]insights.



Aug/20
Book The Healing Organization



May/20
Utilization of CRM platform (RD Station)



Jun/21
Conscious Capitalism Game



Oct/21
II Conscious Capitalism Brazilian Forum



Oct/21
New website launch



Oct/21
Conscious App launch



Oct/21
Book Conscious Leadership



Dec/21
11 regional chapters in Brazil

DO NOT LOOSE YOUR TRAIN OF THOUGHT

Check out the origin and trajectory of Conscious Capitalism around the world and in Brazil. On the back of this page, you can visualize the main events of the 2020/22 Administration of the Conscious Capitalism Institute Brazil.



2007: The book *Firms of Endearment* and the article *Conscious Capitalism: Creating a New Paradigm for Business* were released



2008: The first conference to discuss Conscious Capitalism took place in America



2010: The Conscious Capitalism, Inc. was founded



2012: The book *Conscious Capitalism: Liberating the Heroic Spirit of Business* was released



2018: The association program and events began



2017: Second Administration, presided by Ron Meisler with Hugo Bethlem as General Director



2013: The Institute Conscious Capitalism Brazil was founded



2019: I Conscious Capitalism Latin-American Conference (CCLAC)



2020: Third Administration, presided by Hugo Bethlem with Dario Neto as General Director



2021: The Academy is founded, II Brazilian Forum and 11 new Regional Branches in Brazil

A STRONG TEAM

A strong, motivated and happy team always makes the difference, and this is a premise at the Conscious Capitalism Institute Brazil.

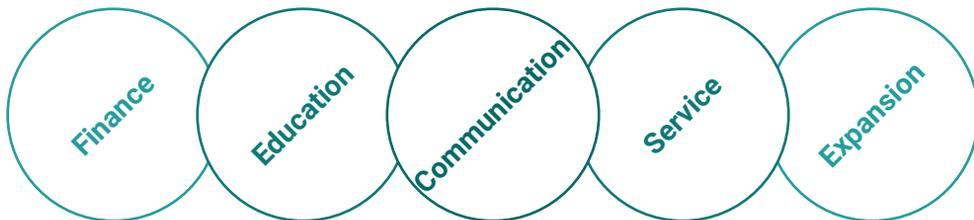
During the 2020/22 administration we created permanent spaces for discussion, sharing ideas, creativity and autonomy for all functions.

We doubled the number of people, considering the diversity in gender, race and age. Today we have a super qualified team so that we can deliver

to our associates and followers an excellent service.

In addition to the collaborators, an external team of communication partners, technology and service delivery also helps us daily with great competence and passion.

All of them were important to achieve an ethical, transparent and relevant practice, capable of generating a lot of positive impact.



TEAM



Hugo Bethlem
Council President



Dario Neto
General Director



Daniela Garcia
Operations and
Associations
Director



Graziela Merlina
Education
Director



Juliana Toledo
Operations and
Associations Manager



Gabriel Monteiro
National Expansion
Coordinator



Lia Esumi
Communications
Coordinator



Rodrigo Fagundes
Education
Coordinator



Alan Borges
Financial
Coordinator



Guilherme Ceballos
Coordenador do Líder
pro Mundo



Roberta Jordão
Administrative
Coordinator



Taís Araújo
Marketing
Assistant

THROUGH THE BEST PATHS

Governance is key in all business segments but for the third sector organisations (TSOs) it's vital.

Ever since its foundation, the Conscious Capitalism Institute Brazil counts on a Deliberative Council, composed of highly

qualified professionals - invited by the chairmanship of the council -, which comes together monthly to help make decisions and guide the Institute's direction. Our Deliberative Council is formed by 10 members, who accompanied us in the last two years.



**Ariolino
Andrade**



**Cassia
Messias**



**Giuliano
Marchiani**



**Graziela
Merlina**



**Izabella
Mattar**



**Leonardo
Lima**



**Ligia
Camargo**



**Ricardo
Glass**



**Ryoichi
Penna**



**Tarcila
Ursini**

TOGETHER FOR EDUCATION

Walking the Education path, we have a group of experienced and qualified people responsible for our educational curation and the creation of Basic and Advanced in Conscious Capitalism. Thanks to this group, we trained 280 people in Conscious Capitalism.

Ariolino Andrade
Triconsult

Augusto Júnior
Instituto Anga

Daniela Garcia
ICCB

Graziela Merlina
ICCB

Manoela Onofrio
Cause

Pedro Paro
Humanizadas

Renata Barbosa
Cause

Rodrigo Fagundes
ICCB

Sté Crispino
Tribo

A BRILLIANT EMERITUS COUNCIL

Composed of great Brazilian leaders, the Emeritus Council has the role of institutionally embracing the Conscious Capitalism Institute Brazil. Its engagement in campaigns and events amplifies the movement's message and engages thousands of people in actions that lead to a more conscious leadership.



Alexandre Birman



Alexandre Costa



Andrea Alvares



Andrea B. Cruz



Claudia Abreu



Claudia Sender



Cristina Palmaka



Daniel Izzo



Eduardo Gouveia



Eduardo Mufarej



Eduardo Ourivio



Fabio Alperowitch



Flavio Rocha



Gabriela Baumgart



Guilherme Setubal



Gustavo Werneck



Jandaraci Araujo



José Kanner



Juliano Ohta



Julio Campos



Lisiane Lemos



Luciana Ribeiro



Luiza Helena Trajano



Marcelo Miranda



Marco Aurelio Almada



Marcos Bicudo



Marcos Leta



Maria Fernanda Teixeira



Mayra Castro



Patricia Braille



Patricia Meirelles



Pedro Chiamulera



Rachel Maia



Renato Franklin



Rony Meisler



Sandro Gonzalez



Sergio Zimmerman



Silvio Genesini



CAPITALISMO CONSCIENTE
BRASIL

Luciana Brand
Diretora Executiva do
Instituto Capitalismo
Consciente Brasil

Capitalismo Consciente
pavimenta a jornada das
empresas que desejam se
alinhar com ESG



CAPITALISMO CONSCIENTE
BRASIL

Luiza Helena Trajano
Conselheira Emerita do
Instituto Capitalismo
Consciente Brasil

O Capitalismo Consciente é uma
nova forma de fazer investimentos
e negócios para reduzir as
desigualdades



CAPITALISMO CONSCIENTE
BRASIL

Luciano Miranda
Diretor Geral do
Instituto Capitalismo
Consciente Brasil

Governança com ética,
transparência e humanidade é o
primeiro passo para implantar os
pilares do ESG

AMPLIFYING THE MESSAGE!

The campaign on ESG and Conscious Capitalism gained great repercussion on Social Networks thanks to the Emeritus Council's commitment to position itself, with the Conscious Capitalism Brazil, for business practices more aligned to the ESG parameters.

BUSINESS ECOSYSTEM

The Conscious Capitalism Institute Brazil started its program of association for companies in March 2018.

On that occasion, our goal was to bring together companies who wanted to dive into a knowledge journey about the concept of Conscious Capitalism, as well as companies that were willing to contribute to the growth of institution.

The proposed membership format was unheard of among all chapters worldwide and has been a huge success from the start here in Brazil. With this format, the Institute managed to influence positively the Brazilian business ecosystem, aligning its practices to the pillars of the movement.

We believe the leadership engagement is the first step in the Journey of Conscious Capitalism. The companies that join Conscious Capitalism are not necessarily born conscious capitalists, but they honestly want to transform themselves.

The Conscious Capitalism Institute Brazil is not a certification body, therefore we welcome all companies that want to expand its conscience to generate a greatest positive impact on our society.

There are currently eight categories so that companies from different ports can join the Conscious Capitalism. This journey is possible for any company, in any stage of maturity, with or without conscious actions.

JOIN US

You can join these companies and associate to the Conscious Capitalism Institute Brazil through the code below:



Scan the QR code with your cell phone camera.

LEGAL PERSON ASSOCIATIONS

89

Associations
in 2019

129

Associations in 2021
(▲ 45%)

LEGION OF AMBASSADORS

Until the beginning of this administration, only contributing members could participate of the conscious capitalism's ecosystem of capitalism. However, we believe that the transformation we are seeking in our ecosystem would be much more effective with the engagement of thousands of people, not just hundreds of them. Then we created the free membership program aimed at Individuals and launched in March 2020.

These ambassadors gain full access to all content produced by the Conscious Capitalism Institute Brazil. Paid categories, in the other hand, accumulate extra benefits, such as the possibility of content creation for our ecosystem and partner portals, such as One and Only Planet, and access to the Basic Certification in Conscious Capitalism.

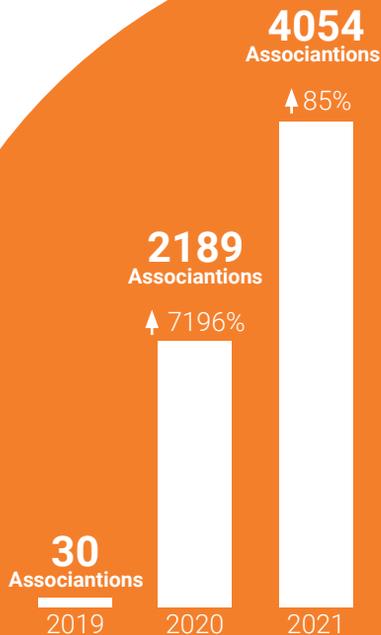
The adhesion to Conscious Capitalism by individuals is very important for several reasons.

Firstly, it's an opportunity of learning and education from an exclusive content that we provide. It is also a opportunity for each of these people to put in practice, with their teams and leaders, business actions that are aligned with the pillars of the movement.

Last but not least, our team of ambassadors helps us amplify the movement message by posting content on their social networks and exerting an positive and transformative influence on everyone around them.

NATIONAL COVERAGE

Our team of ambassadors is extremely diverse not only geographically speaking, but also because of its wide age and positions range. Check out our ambassadors' impressive growth rate.



NATURAL PERSONS' ASSOCIATIONS

ASSOCIATED COMPANIES

- 2W Energia
- 4 Hábitos para Mudar o Mundo
- A Desenvolver Consultoria & Educação em Saúde
- Adventures
- Agência A+
- Agroreset
- Alelo
- Ambipar Group
- Ana Carolina Vermelho Martins Consultoria
- Anga & Din4mo
- Appana
- Arapuru Gin
- Autoridade Fitness
- Base Viral
- BeeCorp
- BeHappier
- BeOnBoard
- Biowash
- Bittencourt Inteligência em Redes de Negócios
- Bom Consórcio
- Braille Biomédica
- Bravo GRC
- Bridge 3
- Cavazani Construtora
- CCLI Consultoria Linguística
- Cerveja Praya
- Chico Rei
- Coimbra e Chaves
- Conta Black
- Contábil Hub
- Copastur
- Cotidiano Aceleradora
- CreditCorp
- Cristalina
- Dengo
- Deploy It Group
- Dobra
- Docnix
- EB Capital
- Editora Mol
- Editora Voo
- Facens
- Fair
- Fazenda da Toca Orgânicos
- Forfuturing
- Fundo Agbara
- Gerdau
- Gooders
- GPV Brasil
- Grupo BZ
- Grupo Hinode
- Hairme
- Human-are by Cicclos
- Humanizadas
- ICTS
- Ideiaologia
- IISP
- Ilumina
- Impact
- Inova Ser
- Instituto Emaná
- Iônica
- Ipê Mineração
- Irani
- Kemparts
- Klabin
- KM Solidário
- Kunumi
- Legado Cafés
- Limppano
- Lince Humanização
- Locus Inc
- Mãos da Terra Brasil
- MDC Energia
- Menos 1 Lixo
- Movida
- Movimento Eu Visto o Bem
- Multiplike Soluções Financeiras
- Nuu
- Ocean Governança Integrada
- Olhar Humano
- Omni
- Panelinha Fit
- Peg Med
- Petz
- Pizza Prime
- Plastifama
- Plenamente Desenvolvimento Humano
- Poesis
- Porto Sudeste
- Positiv.a
- Propositiva Consulting
- Qwan Human Connections
- Reconnect Happiness at Work
- Rede de Ensino Apogeu
- Rede Monroe Olsen
- Refazenda
- Reserva
- Reserva de Ideias
- Reverse Solar
- Rudolph
- Sabesp
- Sacolão da Santa
- San Paolo Gelato & Café
- SAP
- SBTur
- Seve Ecomade
- Shirley Ortiz Desenvolvimento de Líderes
- Shopper Experience
- Sicoob
- Sicoob Credisul
- Sicoob Sul
- Sicedi
- Sicedi Pioneira RS
- Sintecsys
- Social Docs
- Special Dog
- Strategy Consulting
- Tecnosulfur
- Telos Transition
- Tia Sônia
- Tio Gu
- Transcota Logística e Transporte
- Viacredi
- Vitalk
- WZ Advogados
- Xtree
- ZenKlub
- Zodiac

- 4Daddy
- ABMEN
- ABRALOG
- ABRAPS
- ABRH-MG
- AC Mimas
- ADCE
- ASSESPRO
- Associação EO Rio de Janeiro
- Black Jaguar Foundation
- Blend Edu
- Cesar
- CLP
- Connection Comunicação
- CUFA
- Curadoria
- Diário do Comércio
- Endeavor
- Fatorial Investimentos
- FBN Brasil
- Federaminas
- Fellipelli
- Fundação Dom Cabral
- G10 Favelas
- Gouveia de Souza
- Great Place To Work
- Grupo Blend Edu
- HSM
- IB Consultoria Jurídica
- IBMEC
- IDIS
- Instituto Akatu
- Instituto Supereco
- IT Mice Travel Solutions
- Juniors Achivment Brasil
- Liga de Intraempreendedores Brasil
- Mercy For Animals
- OJC
- Okena
- Plan
- PocketBook4you
- Prefeitura de Catanduva
- Pro Criança Cardíaca
- Ramunno Advogados
- Rede Mulheres Empreendedoras
- Refúgio 343
- RV Mondel
- Saint Paul
- Santa Clara
- Senac
- State
- Triconsult
- Trustin

PARTNERS

NEW COMPENSATIONS

In March 2018, as we launched our membership program for companies, we only had two types of compensation: vacancy for our in-person events (Conscious Breakfast and Conscious Talk) and access to the Conscious Zine, our exclusive curated content on matters related to

Conscious Capitalism. Currently, the Conscious Capitalism Institute Brazil offers to its associates (natural and legal persons) almost 30 different counterparts.

It is worth noting some of them, such as:



Free copies of our new books.



Free access to Workshops, Conscious Talks and many others online events each month.



Access and discounts on Basic and Advanced Certifications in Conscious Capitalism.



Free access to our mobile app and exclusive mini-courses.



Discounts on our online store's products and co-branded courses.



Participation in the Webseries Conscious Capitalism in Practice.

COMPENSATIONS

Welcome kit

Welcome Webinar

Free copies of our new books

10% OFF on books purchase

Restricted area access

Conscious App access

Best Practices Guide + Full access to our content collection

10% OFF on the Conscious Capitalism Game purchase

Curated Material + Full access to our content collection

Biweekly Conscious Zine + Full access to our content collection

Conscious coupon

Association seal

PocketBook4You access

Access to online workshops

Recordings of the Conscious Capitalism in Practice

Annual Forum free pass

In company

Free pass to Conscious Talks and face-to-face Workshops

Access to the six-hour Basic Certification

Discount on the 48-hour Advanced Certification

ESG Journey discount

Corporative Happiness Course

Hearthmath Leadership Course

Introductory Trail into Conscious Capitalism

Deepening Trail into Conscious Capitalism

Organization and productivity training course

Leadership routine course

THE VOICE OF OUR ECOSYSTEM



What a journey 2021 was! So great challenges and many achievements! It's wonderful to walk this path building relationships of deep respect for the people, who are always at the center of our achievements, for the communities where we operate and for the environment. Our management system has Conscious Capitalism as a main pillar, which was essential in the formation of our leaders and in the cultural evolution that we need. The partnership between Porto Sudeste Ipê Mining and the Conscious Capitalism Institute remains strong, since we know that 2022 will be an even more challenging year, and we have full understanding that our company's health depends on the health of our community.



Jayme Nicolato
CEO of Porto Sudeste do Brasil and Mineração Morro do Ipê – Associated Companies.



Joining the ESG Journey was a very remarkable experience, conducted by inspiring people who live theory in practice, counting on rich exchanges between participants and a methodology that combines lightness and depth. Thanks to it I gained enough awareness and security to act. I recommend the ESG Journey to everyone who decides to honor the responsibility to transform the world doing business.



Patrícia N. Arantes
Director at Abase -Covetrus Brazil

“

The advanced training was very important to explore the four pillars that uphold the principles of conscious capitalism. Discussions, concepts and practical exercises helped me to rethink the company processes and tools, generating improvements and new initiatives that reassured ourselves as a company with higher purpose and conscious leadership. Excellent teachers and team work were the high points of this formation!

Denise Paludetto

Director of People and Culture at Omni



“

Inequality needs to be tackled efficiently, and raising awareness of everyone involved is the first step. Profit shouldn't be the only purpose of a company and the administration needs to be increasingly humanized. The Conscious Capitalism Movement promotes this transformation through its pillars of action and its available contents, full of concepts and practices that support this new way of conducting business. If you believe this cause, it's worth getting involved!

Jorge Monteiro

Ambassador



THE VOICE OF OUR ECOSYSTEM



Joining the Conscious Capitalism Movement, Copastur's main objective was engaging everyone in a new mindset. We want to influence all of our stakeholders: competitors, customers, suppliers and collaborators.

We believe that companies don't exist just to make a profit, we need to have a greater purpose and the result will be a consequence of this great purpose. Let's reverberate the good examples.

When private companies engage on social and environmental well-being, it comes back to themselves. Today, we understand that we can grow much more in a humanized business environment, and we can also influence more companies to follow that same purpose.

Edmar Mendoza

Director at Copastur,
Associated Company



TESTEMONIAL

Francine Póvoa

Director at Legacy4Business
Ambassador



“

Integrating the Conscious Capitalism Institute Brazil, especially during the last two years, considering all the challenges that the pandemic has brought, it was very important for me. In a moment of so many uncertainties and insecurities, the initiatives and contents generated by the Conscious Capitalism Institute Brazil were a great source of encouragement, support and inspiration. I think one of highlights of this ICCB administration was the ability to mobilize, engage and work collaboratively with other movements and social sectors for a greater purpose.

ACROSS BRAZIL

It is no secret that Brazil, with its continental dimensions, presents a huge diversity of business challenges for business development and more conscious investments.

Embracing regionally each of these challenges was a strategy established at the beginning of this administration, which resulted in the creation of Conscious Capitalism's Regional Branches. With the help of Bittencourt -Business network intelligence, we've designed the entire administrative, accounting and legal structure so that the Conscious Capitalism Institute Brazil could launch its Regional Branches.

The process of creating a Regional Branch starts with the

mobilization of local leaders to choose a Regional Leadership and its Management Board. Once it's formalized, the Regional Branch starts its activities. The purpose of a Regional Branch is to expand the concept of Conscious Capitalism locally, promoting new cases and examples of conscious practices and leadership.

Among its activities, the Branch organizes events and lectures in companies, universities and schools, creates local content for social networks, articulates entrepreneurs within the society and develops educational materials and institutional relations with the press and local influencers. On the back of this page you can find the location of each of our 11 Regional Branches.

REGIONAL BRANCHES



CLOSER TO YOU!

With the opening and strengthening of the Regional Branches, we expect to open a new channel of interaction with leaders and companies located in the region impacted by the Branch. Therefore, we will list here each one of the subsidiaries, their leaders

Belo Horizonte

Denise Baumgratz
Renata Livramento Mendes



 @cc_mg_belohorizonte

Campinas

Augusto Jr
Luiz Eduardo Drouet



 @cc_sp_campinas

Cuiabá

Karine de Andrade



 @cc_mt_cuiaba

and co-leaders and their Instagram profiles. Identify the Regional Branch closer to you, make contact and participate in the actions and initiatives to spread the pillars of the Conscious Capitalism.

Curitiba

Simone Han Venancio



 @cc_pr_curitiba

Distrito Federal

Igor Martins
Magaly Lamounier de Jesus



 @cc_df_brasilia

Nordeste

Mel Oliveira



 @cc_nordeste

Rio Grande do Sul

Eliane Davila dos Santos
Solon Stapassola



 @cc_rs_riograndedosul

São José do Rio Preto

Daniel Fernando Rodrigues
Diogo Tadei



 @cc_sp_sjrp

Vitória

Fernanda Carvalho
Cibele Rigotti



 @cc_es_vitoria

Santa Catarina

Alex Marson
Elaine Schumacher
Fabiano Alves de Oliveira
Shirley Ortiz



 @cc_sc_santacatarina

Sorocaba

Alessandro Rabello
Beatriz Maia Lopes Police



 @cc_sp_sorocaba

CONTENT AUTHORITY

We believe that education is the starting point for any transformation. We also understand that no educational process is significant if the content is not relevant, inspiring and attractive, so that, since its foundation, the Conscious Capitalism Institute Brazil has been investing in creating relevant content to its ecosystem and, thanks to that, we built a strong authority in terms of conscious business.

To think and create our content, we have a exclusive curation team which is always attentive to trends and events related to Conscious Capitalism. We count on journalists especially dedicated to building our Conscious Zines, curators

attentive to the contents for the Blog and a team of partners to help us managing podcasts, videos and workshops.

Today, the Conscious Capitalism Institute Brazil is seen and recognized as the highest authority on Conscious Business in Brazil, as well as a source of numerous articles and reports for this knowledge construction.

Press, companies and business leaders have approached Conscious Capitalism thanks to the quality, reliability and relevance of the content we create. We are an omnichannel content hub!



OUR CONTENT



**Conscious
Zine**



**Conscious
Capitalism in
Practice**



**Best Practice
Guide**



Podcast



**Conscious
Talk**



Workshops



Forum



[Re]Insights



**Conscious
Breakfast**

CONSCIOUS ZINE

The Conscious Zine is a content from exclusive curatorship that analysis Conscious Capitalism themes, keeping all the members and associates of Conscious Capitalism Institute Brazil well-informed about trends and events related to the movement, as well as global and Brazilian business scenarios.

This material is produced from research and writing by Julia Coachman, journalist and partner of Conscious Capitalism Brazil, and its graphic design is created by our team with the contribution of many faithful and committed creative partners throughout these years.



CONSCIOUS ZINE

33

Published
editions



Scan the code below and access the latest 2021 edition of the Conscious Zine, which talks about the “Capitalism in Transition”.



OPEN MIC!

The #MoreConscious podcast is a new communication channel opened in April 2021. In its first season, Dario Neto (General Director) and guests talked about the role of companies

in the solution of the main problems worldwide within the context of Sustainable Development Goals – United Nations.



**Ana Flávia
Cabral**



**Angela
Donaggio**



**Angélica
Rotondaro**



**Daniela
Lerario**



**Gilson
Rodrigues**



**Gustavo
Dainezi**



**Gustavo
Werneck**



**Leonardo
Lima**



**Liane
Freire**



**Luciana
Quintão**



**Makerley
Arimateia**



**Marco
Gorini**



**Marcus
Barão**



**Rubens
Filho**



**Tatiana
Zanardi**

PODCAST

14

Published
episodes

WATCH EPISODES



Scan the code below.

CONSCIOUS CASES

Conscious Capitalism in Practice is a webseries that brings companies associated with the ICCB to share actions and practices aligned with the pillars that support the movement.

In this content, open to all community, it is possible to see that the implementation of conscious and humanized practices within companies already exists and has a lot positive reflection. More than

that: it proves that transforming the way of doing business is something palpable and tangible for companies of any size or maturity.

The purpose of this content is to inspire business leaders to take a fresh look at their companies and its value creation.

On the back of this page you will find the link to watch the 14 episodes.



CONSCIOUS CAPITALISM IN PRACTICE

14

Published
episodes

**WATCH
EPISODES**



Scan the code.

SHARED KNOWLEDGE

One of the most common pains that companies approaching Conscious Capitalism experience is about how to actually implement practices helpful in developing a more conscious business and a more humanized management.

Considering this demand, in 2020 we started planning a material that would help companies to advance on this issue. In 2021, the first Best Practice Guide for Conscious Capitalism was published.

We look for the main references within our ecosystem of associated companies and partners to create and distribute exclusively for all members a succinct and practical material. On the back of this page you can find the link to access our four published guides.



Blend Edu
Diversity
Strategy



4Daddy
Parenting &
Companies



Editora Mol
Philanthropy and
giving culture



Bravo GRC
Corporate
Governance

BEST PRACTICE GUIDE

4

Published editions

ACCESS OUR BEST PRACTICE GUIDES



#1 Blend Edu
Diversity Strategy



#2 4Daddy
Parenting & Companies



#3 Editora Mol
Philanthropy and giving culture



#4 Bravo GRC
Corporate Governance

Scan the QR codes with your cellphone camera.

GREAT NAMES, GREAT TALKS

Conscious Talk was one of the first contents idealized by the Conscious Capitalism Institute Brazil as a way to integrate and update our ecosystem on subjects related to Conscious Capitalism and, more than that, new market trends, so that our associated companies could turn into early adopters of more conscious and humanized practices.

Conscious Talks always counts with guests who concretely contribute to an expansion of concepts linked to Conscious Capitalism. Beyond developing a larger repertoire, the audience can also network.

At first, these events were face-to-face, but as the pandemic

spread, they were converted into virtual meetings capable of sharing knowledge worldwide.

Check some selected Conscious Talks on the back of this page.



Topics covered during the talks.

CONSCIOUS TALK

Access a special selection
of Conscious Talks, events
that had a total audience
of 6.500 people.



Scan the QR codes with
your cellphone camera.

EXCLUSIVE EXPERIENCES

Aiming to offer an exclusive experience for people and companies associated with the Conscious Capitalism, we carry out workshops to develop important skills and competencies for more conscious and humanized business practices.

During this administration, 10 times we reunited great experts to a small and exclusive group of associates for interactive and gamified activities, which provide significant knowledge building and Soft Skills development.





I was able to follow all the workshops that took place during this administration and it is remarkable how this experience has a positive impact on everyone. The immersion in an interactive activity allows accessing inner aspects, often unknown, which are very important for a more conscious and humanized leadership. Although I was there to support the event, I learned a lot and had the chance to develop skills that make a difference in my daily professional practice.

Gabriel Monteiro
Communication
Coordinator at
Conscious Capitalism
Institute Brazil



INTIMATE AND DEEP ENCOUNTERS

[RE]insights was born in 2020 as an intimate meeting between Daniela Garcia (Operations Director), Graziela Merlina (Director of Education) and Ariolino Andrade (Counselor).

Beyond its format, the event proposed a deep reflection on our role in transformation processes we wish to see. There were three successful seasons.

In the first one, the proposal was to REINVENT, REFUND & REBORN companies and people. The topics addressed New Economy, diversity, hierarchical distance, vulnerability and love. The built knowledge originated an e-book (link to download on reverse).

The 2nd season, [RE]insight Yourself, brought a provocation about

purpose and transition from a society of “pleasure and power” to a society of “sense and altruism”. We started 2021 with a third fully targeted season to the United Nations Sustainable Development Goals (SDG): [RE]SDG insights.

It is a fact that we are late on the UN 2030 Agenda and that companies and leaders can do more so that we can achieve the proposed goals for a future with fewer inequalities and fewer effects of climate change.

So as to engage the Conscious Capitalism ecosystem in this agenda, we promoted seven meetings to discuss how each leadership can act more effectively on this Agenda.

[RE] INSIGHTS

Watch the three seasons here.



Scan the QR code with your cellphone camera.



Download here the E-book based on the first season.

POWERFUL IDEAS

In all events promoted by the Conscious Capitalism Institute Brazil, guests, leaders and mediators build, collectively, content that has a high power of impact, inspiration and transformation.

As a communication strategy for the II Brazilian Forum of Conscious Capitalism, we adopted a new layout for social networks: Conscious Insights.

Graphic facilitation was used to illustrate each of the curated insights. In addition, they were adapted to a more clear and engaging layout.

This content performance was far superior on Instagram, when compared to other posts on other networks.



CONSCIOUS INSIGHTS

Access our Conscious
Insights.



Scan the QR code with
your cellphone camera.

CONTEÚDO COMO ESTRATÉGIA

The Conscious Capitalism Institute Brazil website is a real institutional and diverse content portal.

During 2021, a large study was conducted to optimize the site mechanisms and usability.

In October 2021, on the eve of the II Brazilian Forum of Conscious Capitalism, the new website was launched, incorporating much more technology, mainly for automation of associations.

In this administration, the page views were 126% higher compared to the previous one.

The Conscious Blog is the more active page. Weekly updated, it represents an important gateway to the website. As part of the planning strategy of the current administration, the article production

jumped from 15 (previous administration) to 154 in the current one.

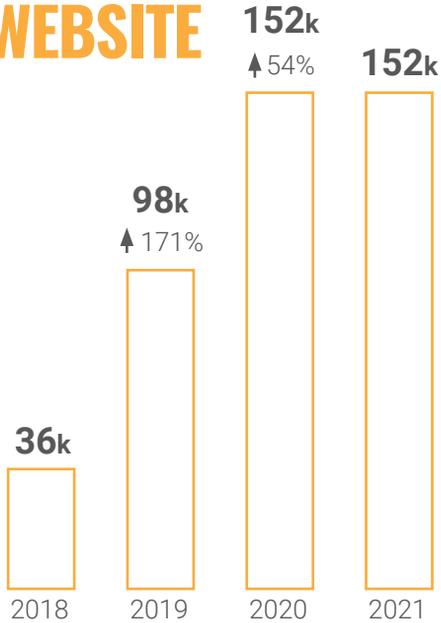
The articles views balance, comparing the same administrations, went from 519 to 18,903.

In addition to bringing all the movement historical contextualization, the site allows to understand our performance, knowing our associated companies and partners, and giving free access to a lot of information, such as our educational initiatives (Conscious Capitalism Academy) and all the ways to become an associate.



Scan the QR code with your cellphone camera to access our website.

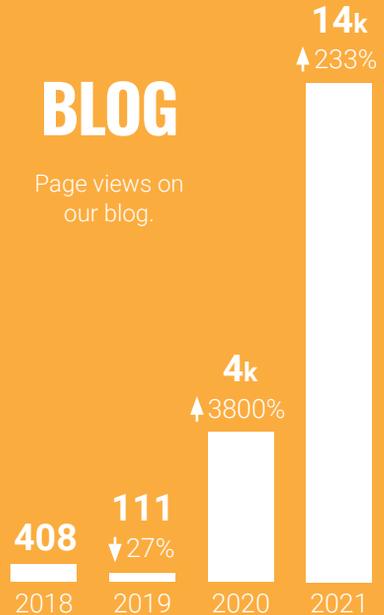
WEBSITE



Page views on the Conscious Capitalism Institute Brazil website.

BLOG

Page views on our blog.



OUR VOICE, OUR MESSAGE

The Conscious Capitalism Institute Brazil's social networks are important communication channels with the community interested in understanding and deepen its knowledge about our concept.

With complementary profiles, Instagram and LinkedIn keep our audience well-informed about our events, educational content and news.

During this administration, more than 500 posts were produced for each social network.

These contents were considered relevant by the audience and we achieved important results in terms of growth and engagement. We currently have 28,938 followers on Instagram and 16,169 followers on LinkedIn. This represents a growth of respectively 117% and 118%.



♥ 540
Likes



♥ 1010
Likes



♥ 665
Likes



♥ 379
Likes

ALL WE HAVE TO SAY

In this administration we promoted important campaigns, checksome of them: Best Practices to mitigate the impacts of the Pandemic, #HealingCompanies, Be Antiracist, CoVida20, Stimulus 2020, Imperative 21, SOS Araguaia, Maternal Empowerment, Giving Tuesday, The ABC's of ESG and more. Access our Instagram on the QR code below and follow our campaigns.



A CONTENT THAT FEEDS

The Conscious Breakfast is a face-to-face event that brings together a group of people interested in learning more about the Institute and at least one associate company who shares their practices aligned with the pillars of Conscious Capitalism. It is an exchange and networking time.

Since it's a face-to-face event, the Conscious Capitalism Institute Brazil suspended its performance until the arrival of the second dose of Covid-19 vaccine to most of the population.

In this administration, we had an event early in 2020, in São Paulo, and another at the end of 2022 in São José do Rio Preto, under the coordination and realization of our Conscious Capitalism Regional Branches.

Our partners were Inovabra and Braile Biomédica, both companies associated with the Conscious Capitalism.

All in all, about 90 business leaders were impacted by these events. A new presentation format of associate cases was created throughout the pandemic and it was named Conscious Capitalism in Practice, a webseries you can also



Conscious Breakfast in São José do Rio Preto.

CONSCIOUS BREAKFAST

Hugo Bethlem opening the
Conscious Breakfast at InovaBra
Habitat.



AUTHORITY AND MEDIA PRESENCE

In this administration, the Conscious Capitalism Institute Brazil was author or source of information for a total of 127 materials in the main communication vehicles. Today, the Conscious Capitalism Institute Brazil is considered an authority on business and conscious business practices aligned with the New Economy. Presence in offline and online medias, television and radio reinforces the value perceived in the work performed by the Institute and helps to amplify the communication about the four pillars that support the movement.

The proportional media value, fruit of these two years of work by Máindi Communication Agency, was equivalent to R\$19.1 millions. Check out some of the main vehicles that published articles about Conscious Capitalism.



MEDIA PRESENCE

R\$ 19,1

millions
media value

CBN

CNN
BRASIL

ESTADÃO 

exame.
o melhor investimento do seu tempo

ESTABELECIDO PARA O BRASIL
NEGÓCIOS

FOLHA DE S. PAULO
★ ★ ★

ISTO É
Dinheiro

NEGÓCIOS
**Empresas
& Negócios**

REVISTA
PODER
#REVISTA


PLANETA

Valor ECONÔMICO

veja

você/s/a

PLAYING TO TRANSFORM

The Conscious Capitalism Game is a project that we are proud of having idealized, created and produced. It's not just a game, it's a transformation tool!

This game helps to identify which moment an organization is living and even contributes to understand the challenges of a project which is about to be started.

All of us have, to some degree, the intention, predisposition, energy and desire to transform our surroundings, our organizations and our society. The first step is understanding the pains of your business or profession.

This game brings uncover its real possibilities of influence and action to transform your ecosystem.

It is worth remembering that the Conscious Capitalism Institute Brazil is a non-profit organization and 100% of the profit of the product sales are reversed to the cost of our operations.

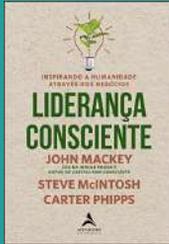


The Conscious Capitalism Game consists of 55 cards with reflection and insights questions, divided into 5 major topics: Conscious business, greater purpose, conscious culture, stakeholders orientation and conscious leadership.

KNOWLEDGE FOR ALL BRAZIL

The Conscious Capitalism Institute Brazil has an important role at the launch of the main books on Conscious Capitalism in Brazil. We curate international works and we articulate with book authors (co-founders of the global movement and authorities in related matters) the launch of texts in Portuguese.

Our partners for these releases are Alta Books Editions and Voo Editions. We also encourage the national content production by Brazilian experts.



The three titles launched in the 2020 - 2022 management.

Access the QR code to visit our web store and check all titles.



DIGITAL TRANSFORMATION

The pandemic has accelerated changes in organizations around the world. It is not uncommon to hear that some processes “evolved ten years in just one”.

Anyway, the Conscious Capitalism Institute Brazil was already planning to carry out its digital transformation, and this process was accelerated with the arrival of Covid-19.

Our office went virtual. We created all the work infrastructure in the cloud and computerized all institute processes.

We started using productivity tools and a CRM platform for better relationship with all associates.

We quickly understood that the

world has turned online and all our events, previously in person, became digital. We transformed our way to expand the Conscious Capitalism Brazil message.

In addition, we adapted our entire database for comply with the General Protection Law of Personal Data and provided more mobile channels for access to our content.

It is worth noting the positive impact regarding sustainability in fully adopting digital processes.

Not printing physical documents, for example, saved 5,760 liters of water*.

*data calculated using Cataki Impact Calculator

UPDATED COMMUNICATION CHANNELS



Our website (www.ccbrasil.cc) was completely reformulated to be aligned with organic search tools and deliver more efficiently every content produced about Conscious Capitalism.

In addition, we developed the Conscious App, an app for cell phones available for Android and IOS system exclusive for members of the Conscious Capitalism Brazil. It allows access to exclusive content, such as the Conscious Zine, mini-courses and events calendar.

OUR EVENTS, OUR IMPACTS

We are proud to offer to the entire Conscious Capitalism ecosystem a wide variety of events that address relevant topics for leaders and companies that want to adopt more humanized, ethical and impactful practices, aligned with the pillars that support the movement.

In this administration, we held 113 events. In this sense, the Regional Branches of Conscious Capitalism play an important role bringing their regional customs to our contents. It is through the regionally held events that we address challenges and

solutions that are local, but often replicable nationally.

Conscious Talks, [RE]insights, Conscious Breakfast and the Brazilian Forum of Conscious Capitalism are some examples. By the way, the forum will be analysed in this report further up.

We also offered exclusive Workshops for members and associates of Conscious Capitalism during the 2020-2022 administration.

15.500

event registrations during the
2020-2022 administration

113

proprietary events during the
2020-2022 administration

EXPANDING THE MESSAGE

In order to further publicize the pillars that support the Conscious Capitalism, President and Directors committed to participate in events relevant to the Brazilian business scenario, representing the movement and disseminating its pillars with organizations and events below.



(Mato Grosso)

OUR GREATEST EVENT

Following the First Latin American Conference in Conscious Capitalism, the Conscious Capitalism Institute Brazil promoted the II Brazilian Forum of Conscious Capitalism in October 2021.

The greatest Conscious Capitalism event in Brazil had 2.600 entries, 51 inspirational speakers, 20+ CEOs on stage and 7 international speakers.

Under the central theme “Awakening of Conscious Leadership”, each of the three days of the event addressed: Leadership of Self and Others, Leadership in Organizations and Leadership in Society.

We gathered, for the first time in the same Brazilian event, the co-founders of the Conscious Capitalism Global movement Raj Sisodia and John Mackey, and inspiring Brazilian leaders like Rony

Meisler, Renato Franklin, Luiza Helena Trajano and many others.

The positive impact of this event was not limited to shared knowledge by experts. Each ticket sold, plus to voluntary donations participants, contributed to the availability of more than 5,000 vacancies to be distributed free of charge to young people in vulnerable or low-income situation to join the program Leader for the World: First steps.



II Brazilian Forum of Conscious Capitalism Disclosure.

II BRAZILIAN FORUM OF CONSCIOUS CAPITALISM

Watch
the event
videocase



Scan the QR
code with your
cellphone camera

The II Brazilian Forum of Conscious Capitalism guests were Nilima Bhat, Bob Chapman, Luiza Helena Trajano, John Mackey, Raj Sisodia, Ron Meisler and R. Edward Freeman.



THE IMPORTANCE OF EDUCATION

The Conscious Capitalism Academy was created to support the Conscious Capitalism Institute Brazil business guideline in this administration. We realized that our role was educational with the leaders and we should build content and tools to provide the alignment of values, deepening in the pillars of Conscious Capitalism and instrumentalization of leaders able to amplify actions of Conscious Capitalism within companies.

This education hub is responsible for creating three types of content: (I) free and open to all forms of association, (II) exclusive for contributing members and (III) exclusive for certified ambassadors.

In addition to targeted content to

the public that is already part of our ecosystem, the educational core produces content and custom designs destined to external stakeholders. This is the case of Corporate Solutions of Plug & Play contents: Basic Modules on Conscious Capitalism that can be inserted into major education projects as an extra credit.

Still looking at the external audience, our core created cobranded projects: Innovative projects, developed with partners involving our brand associated with other brands.



CONSCIOUS CAPITALISM ACADEMY



Access the QR code to
visit the Academy page

280
certified
people

93
people
formed in
ESG Journey

15
certification
classes
open

8
online
courses
available

4
education
institutions
impacted

7
external companies
impacted
by the corporate
solutions

CONSCIOUS CERTIFICATION

We understand that awakening of conscience in practices business is a process. The Journey into Conscious Capitalism has three stages and was created to guide leaders through each of these transformation stages.

Our introductory track in Conscious Capitalism is a close-up video set to introduce the leadership to concepts about the movement, its pillars and its importance for the moment we live.

Any membership category gives access to this content in the Conscious App. The Basic Certification is composed of two virtual meetings of three hours each, totaling six hours of experiences that provide an immersion into the

role of conscious leadership and how it can wake up to new ways of leading. Only 3 Ambassadors and member companies have free access to this certification.

Launched in the last semester of this administration, Advanced Certification presents exclusive methodology application of concepts about Conscious Capitalism that allows the creation and conduction of transformation projects in companies.

This certification has 16 online meetings and totals a workload of 48 hours. This certification is available to anyone who has completed the Basic Certification.

BASIC CERTIFICATION

14

open classes

3

exclusive classes

134

class hours

202

ambassadors

272

certified people in 13
Brazilian states + Portugal

ADVANCED CERTIFICATION

1

open
class

48

class
hours

8

certified people in 4
Brazilian states

ON DEMAND COURSES

Deepening trail into Conscious Capitalism

Discover the pillars of the Conscious Capitalism movement, deepen your knowledge and see how to apply these concepts in your day-to-day life.

Leadership routine

Leading involves specific practices that need to be placed into the daily routine. In this mini-course you will learn how to organize your leadership routine to support consistently the people you lead.

Organization and productivity

When you don't organize the best way, you may end up blaming the lack of time when things don't happen as expected. In this mini-course you will learn how

to organize and increase your productivity through simple and effective practices.

HeartMath Leadership - The Power of the heart coherence

Here you will learn the HeartMath concepts and techniques applied to the development of a more conscious leadership.

Corporate happiness

Find out why happiness at work represents one of the three most important sources of happiness in our life. It is the best antidote to stress.

ON DEMAND COURSES

 CAPITALISMO CONSCIENTE
MINI CURSO



TRILHA DE APROFUNDAMENTO EM CAPITALISMO CONSCIENTE

 CAPITALISMO CONSCIENTE
MINI CURSO



ROTINA DE LIDERANÇA

 CAPITALISMO CONSCIENTE
MINI CURSO



ORGANIZAÇÃO E PRODUTIVIDADE

 CAPITALISMO CONSCIENTE
MINI CURSO



HEARTMATH NA LIDERANÇA | O PODER DA COERÊNCIA DO CORAÇÃO

 CAPITALISMO CONSCIENTE
MINI CURSO



FELICIDADE CORPORATIVA

FOR ALL COMPANIES

Organizations looking for Conscious Capitalism Institute Brazil may have demands and specific challenges that can be addressed through the development of our concepts and practices.

In order to support the organizations with their challenges, we developed corporate solutions for the most diverse contexts, markets and company sizes.

Our solutions include exclusive and customized content, workshops and

videotrails that can be produced with our standard visual identity or the customer's brand.

To hire this type of content, the company does not necessarily need to be associated to Conscious Capitalism.

In this administration we were able to meet companies from different branches acting as a consultant, mining, logistics, banks, financial cooperativism and commercial association.



CORPORATE SOLUTIONS

+2.140
people impacted in
4 Brazilian States

1
lecture

13
workshops

7
companies
attended

1
Videotrail

46
class
hours

OUR ESG JOURNEY

The ESG Agenda is a hot topic in the business world. It's our role as official representatives of Conscious Capitalism to show the impacts that good practices in Corporate, Social and Environmental Governance, can bring to the companies.

We understand that the way we do business and investments directly impacts the ESG results.

Businesses are looking to solve the big problems of society and fight inequalities, in addition to become

more efficient, competitive and more valuable to investors.

The Conscious Capitalism Institute Brazil and HSM, an international reference on management and business education, created the ESG Day.

An immersion in key ESG and Conscious Capitalism elements to support managers, leaders, companies and investors in decision making and business strategic.

Quer entender, se preparar, obter talentos, fidelizar consumidores e ter ações mais valiosas?

A Jornada ESG da HSM em parceria com o Capitalismo Consciente te inspira!

inscreva-se

hsm.com.br

22/03

ONLINE E AO VIVO

Governança Ambiental, Social e Corporativa

Saiba como aplicar as melhores práticas na sua empresa

**+ lucratividade
+ valuation ao longo do tempo
+ impacto positivo**

inscreva-se

hsm.com.br

19/04

curso online e ao vivo

Sem gerar impacto positivo, o ESG acaba sendo um voo de galinha, um greenwashing 2.0.

MARCEL FIRATAMA
Reconhecimentos de Impacto & Sustentabilidade

22/03



Joining the ESG Journey helped me understand the importance thinking of a new capitalism, able to reduce inequalities, with a business model that generates values for all, which regenerate the planet and build a more equitable society. New horizons lead us to think of new lessons and individual/collective commitments as human beings.

Eliane Davila

Conscious Capitalism
Regional Branch
Leader in Rio Grande
do Sul



ESG JOURNEY

46
experts
involved

2
classes

102
class
hours

93
people
impacted
in

11
brazilian
states

TEACHING & CONSCIOUS CAPITALISM

In a strategic move, the Conscious Capitalism Institute Brazil is approaching universities and teaching centers in order to take the movement concepts for future professionals. Present in the master class format, lectures and

workshops, our Institute promotes the pillars of Conscious Capitalism and shows the importance of adopting a mindset towards the new economy and the new global scenario.



TEACHING & CONSCIOUS CAPITALISM

3

institutions
impacted

+1.600

People Impacted in
2 Brazilian States

2

speeches

2

workshops

6

class hours

FOSTERING TRANSFORMATION

Since its foundation, the Conscious Capitalism Institute Brazil has increased its presence in business circles and won the trust of companies, leader and CEOs who decided to support our cause, contributing to our operations as well as encouraging more humanized practices.

There was a 87% increase in revenue, in comparison to the previous administration.

Most of the our revenue is due to voluntary companies and people;

a second revenue source was the sale of 1,872 books in this administration.

We are a nonprofit organization, so all revenue is reverted to the cost of our operations and expansion project through our Branches Regionals.

Through the associations and books purchase, companies and people strengthen all Conscious Capitalism actions and contribute to a greater ecosystem awareness.

TOTAL REVENUE

BRL 669,710.38

in 2018

BRL 995,346.77

in 2019

BRL 933,079.88

in 2020

BRL 2,173,983.17

in 2021

216

Contributing Associates

+1.800

Books Sold

ESG > GOVERNANCE FIRST

When the acronym ESG emerged as one of the most important in the business world in the last two years, we wondered how we should interpret it from the perspective of Conscious Capitalism.

Our first reading is that the acronym should be initiated by the G, for governance. We believe that a good, transparent, ethical, and aligned with values governance underpins a good management and, consequently, practices, projects and a journey towards positive impacts on Social and Eco-environmental areas.

Without governance you can't make decisions, planning and operations

to move forward. In line with this focus, we decided to reorganize our governance and deliver by the end of this management a great project of review and reformulation of our practices.

In partnership with Bravo GRC we rebuilt all our internal areas, revised bylaws and councils, created internal committees and updated our policies.

We will start the next administration fully structured with our complete Activity Report.



The Conscious Capitalism Corporate governance program raises the bar of transparency, equity and accountability. It will take the Conscious Capitalism principles to all stakeholders and, as a result, it becomes an example that not only the large companies can have a structured and accessible governance. Above all, there is the determination to do the right thing, even if no one is doing or charging. For Bravo GRC, the cooperation with the Conscious Capitalism Institute Brazil for Governance means raising the level of consciousness of organizations across the Institute ecosystem.

Claudinei Elias
CEO and founder
of Bravo GRC

GOVERNANCE



Suggested governance structure
by Conscious Capitalism
Institute Brazil.

ESG > SOCIAL

The Conscious Capitalism Institute Brazil believes that Education is the basis of any transformation. With that in mind, we created the educational program “Leaders for the World: First steps”, a certification based on the pillars of capitalismo directed to young people, especially those looking for their first job or facing difficulties entering the job market.

We understand that income generation is a structuring factor for a young person to maintain, develop as a leader and generate collective impact to which it belongs.

We promote the certified individuals on an internship platform so that companies can recruit them for positions aligned with their profiles.

For each space sold, five free social accesses were created.

We have more than 7,500 vacancies available for free distribution among partner NGOs.

The program was sponsored by Gerda, Klabin and Movida. Taking care of future leaders who will impact Brazil and the world is an initiative of the Conscious Capitalism Institute Brazil aligned with social aspects, being considered an ESG practice



LEADERFOR THE WORLD: FIRST STEPS

+7.500

Vacancies available for
distribution among NGOs
partners



Scan the QR code with your
cell phone to access the
program web page.

ESG > ENVIRONMENT

We understand that Global Climate Change is one of the main human impacts on the planet. Fossil fuels comprise 80 per cent of current global primary energy demand. As a result, tons of carbon dioxide are being dumped into the atmosphere every day.

Planting trees is a simple way to fight and minimize climate impacts, in addition to reducing the use of fossil fuels.

Even better if this planting is based on scientific studies for environmental restoration and protection of the biodiversity of plants and animals. This is the greatest mission of the Black Jaguar Foundation (BJF), a partner of the Conscious Capitalism Institute Brazil.

We connect associated companies to Conscious Capitalism and the Black Jaguar Foundation so that we could invest in this project and, at the same time, be able to compensate the emission of greenhouse gases from their activities.

Symbolically, the Conscious Capitalism Institute Brazil made possible the planting of one tree per associated company and invited all its ecosystem do the same.



SOS ARAGUAIA

During the dry period and fires in the swamp, the newly planted seedlings ran the risk of being impacted by fire. Immediately, when triggered by the Black Jaguar Foundation, the Conscious Capitalism Institute Brazil mobilized its communication team that, in partnership with Welight, set up in less than 48 hours a whole donation campaign for equip firefighters in the project region.



Scan the QR code with your cell phone to access the Black Jaguar Foundation web page.



CARING FOR PEOPLE AND BUSINESS

CoVida20 was a financing program for business impact committed to job and income maintenance during Covid-19 pandemic.

The program benefited 47 impact businesses and mobilized R\$7.35 million, between direct investment and fund philanthropic, which had the direct support from Conscious Capitalism Institute Brazil and associated companies.

Peer-to-peer investment is a modality where several investors join forces, in form of capital, to finance loans requested by companies for the most diverse objectives such as payment of debts, investments in business expansion etc.

The ICCB invested R\$50,000 in 27 impact companies through CoVida20.

This investment ensured the direct maintenance of 539 jobs.



COVIDA-20

BRL 7.35 mm

mobilized by the program

BRL 50 k

invested

539

jobs direct
maintained

27

companies
impacted



Scan the QR code with your cell phone to access the Covida-20 web page.

Creators:



NEW HORIZONS

The Conscious Capitalism Institute Brazil is heading towards a new important consolidation cycle and initiatives that lead to action. It's time to transform inspiration in actions, inertia in movement.

With the arrival of the next administration, the Conscious Capitalism Institute Brazil is committed to strengthen its Regional Branches, investing in prospecting commercial support and promoting operational development with actions in 10 areas.

We will have an exclusive diagnostic instrument for associated companies to track the implementation of better conscious practices. Regarding the Academy, it is expected a fast growing of

courses and corporate solutions for companies and ambassadors all over Brazil.

Our educational vocation will be strengthened as we instrumentalize our ecosystem's leaders and companies to play a increasingly important role.

Daniela Garcia, the first woman to take over an international Conscious Capitalism branch, will be the next CEO of Conscious Capitalism Institute Brazil.

We wish you a beautiful and prosperous journey of leadership and hope the Conscious Capitalism purpose will be exercised in each one of the 730 days of the next administration.

2022-2024 ADMINISTRATION

The new Conscious Capitalism Institute Brazil administration will feature Daniela Garcia as CEO and Hugo Bethlem as President of the Council.



JOIN THE MOVEMENT

The Conscious Capitalism Institute Brazil has a special program of associates from which you or your company can take part.

There are eight categories with exclusive benefits.

We emphasize that we are not a certifying entity.

We exist to welcome all companies willing to broaden their awareness to generate a greater positive impact in our society.



Check all the membership categories and their benefits.

Scan the QR code with your cell phone to access the Conscious Capitalism Institute Brazil web page.

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THE NEW CEO

Daniela Garcia is a journalist and specialist in articulation of partnerships and advocacy. Her 25 year-old career is heavily based in integrating communication with business. Enthusiast of impact entrepreneurship, she specialized in strategic partnerships between the second and third sectors, in addition to the research about “tone of voice” of brands and causes. She is also a Communication Consultant and Business Designer for Micro and Small entrepreneurs and organizations of the third sector. Daniela worked in big advertising agencies, specializing in the construction of brands’ reputation in the digital environment. In 2012, she deepened getting to know popular markets (class C and D) and their relationships with brands; the content power and influencer marketing for companies. Previously she worked as an

executive in the areas of Corporate, Relations with the market ,external and internal Communication, building a “360 degrees” experience in communication skills.

Daniela joined the Conscious Capitalism Institute Brazil in 2017, as a volunteer for communication strategies creation and institutional discourse expansion. Then she became responsible for launching the associations and partnerships, as well as the Institute national expansion, helping directly the presidency of the Council and providing the institution general management.

She was Operations Director for 4 years and took over, in March 2022, the CEO role of the Conscious Capitalism Institute Brazil, being the first woman to drive a branch of Conscious Capitalism in the world.

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May the Conscious Capitalism gather the most diverse people, companies and leaders who are willing to turn the world into a fairer and more equal place.

Daniela Garcia

CEO of the Conscious Capitalism Institute Brazil
2022-2024 Administration



OUR GRATITUDE

We thank all the people and companies that believe in our cause and in our work.

We remain committed to helping transform the way investments and business are done in Brazil

CONSCIOUS CAPITALISM INSTITUTE BRAZIL

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