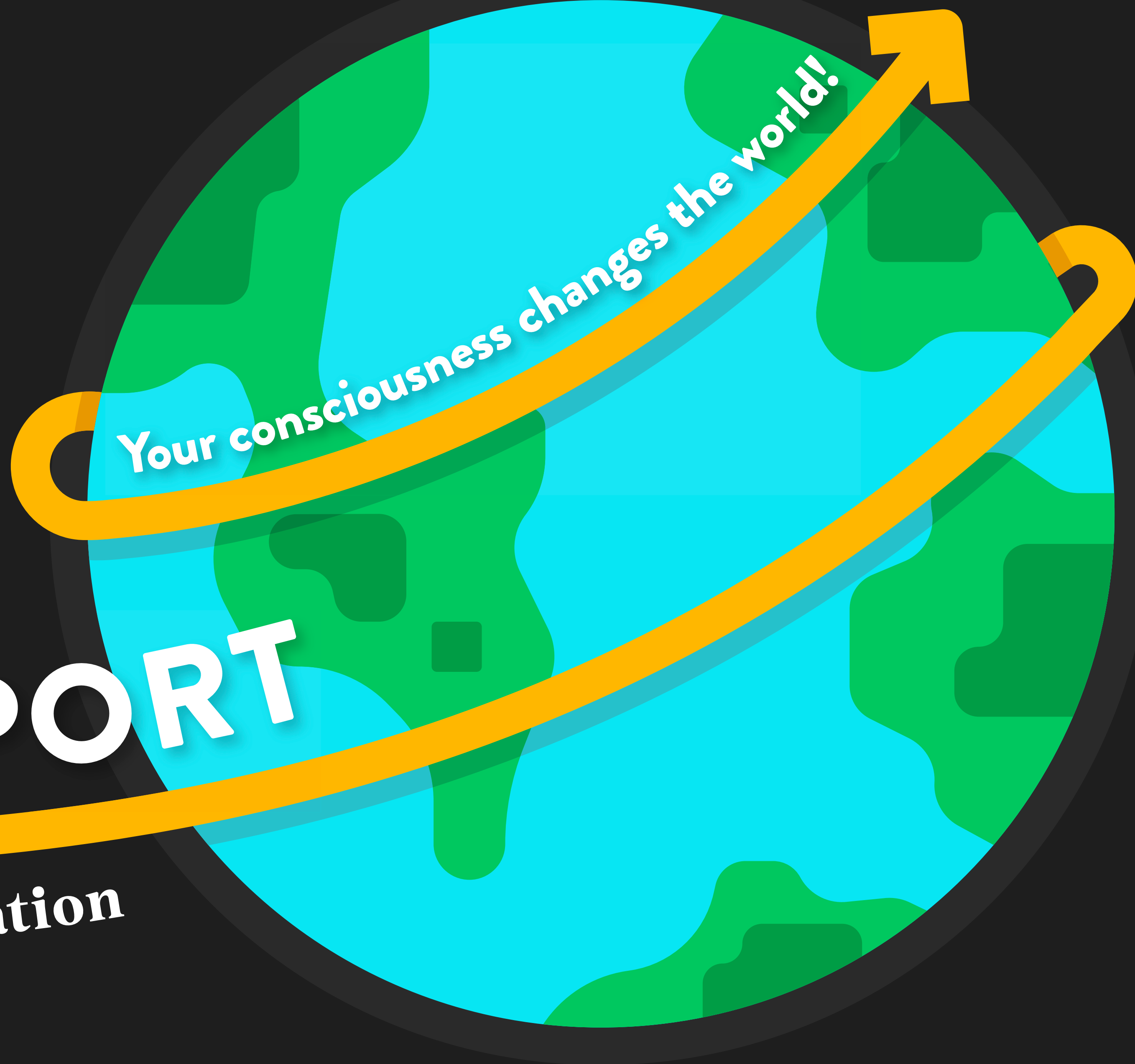




**CAPITALISMO
CONSCIENTE®**
BRASIL

ACTIVITY REPORT

2022-2024 Administration



Your consciousness changes the world!

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ABOUT THIS REPORT

Commitment to transparency

This report presents the achievements, challenges and transformations experienced during the 2022-2024 management of Conscious Capitalism Brazil (CCB). It serves as a comprehensive record of the activities carried out over this period and provides transparency and accountability to our stakeholders. In it, we share in a clear and accessible way the impact generated by the actions of the Brazilian headquarters of Conscious Capitalism and its 11 branches distributed throughout the country, in data not only translated into numbers and statistics, but also contextualized in our commitment to a more conscious and sustainable economic model.



MESSAGE FROM HUGO BETHLEM, CHAIRMAN

From Purpose to Action: Conscious Capitalism Brazil's Commitment to Transformation

The 2022-2024 administration was remarkable for Conscious Capitalism Brazil, especially because the biennium included the celebrations of our 10 years in the country.

From the beginning of the work, the question that hovered was: "How would we mark the year of the celebrations of this very important moment for CCB, month by month, and not just on one date?". After all, we're living, learning and evolving every day of our lives, as well as CCB itself.

We then chose to involve the 11 Regional Chapters (branches) of CCB in the country. We created the Regional Forums of Conscious Capitalism, with the theme "(Dez)igualdades" (Ten Inequalities), to explore and seek positive solutions to 10 inequalities that impact people, businesses and society.

Each Regional branch was responsible for analyzing an inequality to be tackled, such as access to education, culture, food, fair remuneration, infrastructure, credit, income distribution, opportunities, technology and health.

All perfectly aligned with our Purpose, which at the time was "To transform the way of doing investments and business in Brazil, to reduce inequalities".

The events, held during the first half of 2023, were successful and, in addition to the more than 200 regional volunteers who supported us, we also impacted thousands of people and their companies. But management remained challenging. Although

we looked back and were very proud of the road we paved, and that allowed Capitalism and Consciousness to share the same phrase, making CCB a national reference on topics such as Purpose, Stakeholder Interdependence, Conscious Culture and Values, Conscious Leadership and ESG; when we looked ahead, we were still faced with a world of challenges and opportunities to form Conscious and Inspiring Leadership.

We needed to practice the motto "Intention to Action", after all, this was the feedback from the various audiences that are in the ecosystem of Conscious Capitalism Brazil. We seek external and professional support to review our purpose and manifesto. And we came to the following definition: **"We are accelerators of the cultural transformation that your company needs to implement better practices in terms of strategy and consciousness, developing a broader and more humane Leadership"**.

Therefore, our new Purpose is: **"Accelerate the cultural transformation of companies to ensure a Conscious Leadership"**, after all, we believe that **"Your Consciousness Changes the World"**.

In September 2023, we held, at Amcham, the III Brazilian Forum on Conscious Capitalism, with a lot of diversity, equality and inclusion. We gathered about 500 participants to translate into real cases our challenge of transforming Intention into Action into real cases. From this event, several insights emerged and, based on them, we completed the material for our Strategic Planning 2024 - 2029 with new products for leaders, a new Deliberative Council and a

new support formation called Senior Advisory Board.

Finally, the 2022-2024 management concretized our 10 years in the country, and also directed how we will work in the next five years to continue impacting leaders and raising their awareness, to transform the way of doing investments and business in Brazil, ensuring more ethical, humane, sustainable and transparent attitudes.

I would like to thank all our member companies and to the signatories, who ratify the belief in the Conscious Capitalism Brazil. 2024 has already started and we are eager to show the results. Stay with us. Together we go further and we are stronger!

Have a good reading!

Hugo Bethlem
Chairman of Conscious Capitalism Brazil



MESSAGE FROM DANIELA GARCIA, CEO

Contemporaneity and Consciousness

Being contemporary is to live in the present time, to be an individual belonging to one's time. Consciousness refers to awareness, to perceive our actions in all senses, to understand. Our time needs us to be both: conscious and contemporary beings. People who consciously understand and feel the ecosystem and at the same time act in time, in a practical and active way with that same environment. People adapted to the times, acting here and now, aware.

We spend years evolving and changing, but the further we go in time, the more we return to the primary connection with nature. We look at our world through the lens and speed of technology, but the truth is that it continues to be primarily

water, earth, fire, and air. We live a fast-paced day-to-day life that demands attention and agility, we talk to robots, but we continue to be, in essence, emotional and spiritual intelligence.

That's what Conscious Capitalism is about: being aware of the ecosystem and active in contemporaneity. It's about knowing how to use our intelligence and skills to change whatever it takes, aiming at the preservation of society and the planet. It's about working to make good transformation happen.

In times of overpopulation, climate change, artificial intelligence, our concept continues to be based on trust, sharing, acting together, attention and transparency in relationships.

We are contemporary in the delivery and co-creation of innovative solutions, but we keep our values at the structural level: truth, ethics, love and care that are essential for our survival and for all relationships.

Looking at business through the same lens is not being romantic. It's being human.

Over the last 10 years, Conscious Capitalism Brazil has transformed businesses and leadership, creating a true community of people oriented towards positive impact; and all of them

They are now highlights wherever they go and operate. Their companies and businesses are a reference and example of cells that perpetuate legacy and profit based on purpose and win-win-win relationships.

Since the day it arrived in the country, our institution has been committed to being at the side of and strengthening the private initiative responsible for the generation of wealth and prosperity in our society.

We collaborate daily so that these companies are prepared for the new challenges of a world that increasingly needs conscious eyes and hearts full

of purpose. We hope that the next biennium will always be current, conscious and energetic towards the solutions that both our country and planet need. For everyone who believe in this, we will be by your side, hand in hand, following the same journey.

Have a good reading!

Daniela Garcia
CEO of Conscious Capitalism Brazil

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BRASIL



MANIFESTO

Our Purpose is to accelerate the cultural transformation of companies and ensure that conscious leaders guide the business change.

Conscious *businesses* must have a *Higher Purpose*, treat all *Stakeholders* equally, create *Culture and Values* that guarantee their perpetuity and have a *Conscious Leadership*, which focuses on the *Purpose* with performance and takes care of people, operating on the planet with *ecologically correct, economically viable, socially fair and culturally diverse actions*.

We believe that a *Business* is good when it *Creates Value* for society and the planet, it is *Ethical* when it is based on voluntary exchanges, it is *Noble* when it elevates our human existence with dignity, it is *Heroic* when it lifts people out of poverty and generates prosperity.

Your consciousness changes the world!

We are *Conscious Capitalism Brazil*, catalysts for positive changes in society, seeking to connect business and social impact. If you believe this, join us on this transformative journey.

OUR ECOSYSTEM



FOUNDERS

Pioneering and innovation

The founding group of Conscious Capitalism Brazil is made up of visionary entrepreneurs determined to challenge the status quo, who found the answer in the global Conscious Capitalism movement in the US to transform their businesses. In 2013, Conscious Capitalism Brazil was born, chaired by André Kaufmann and directed by Thomas Eckschmidt. The second administration, which began in 2017, was chaired by Rony Meisler, under the general direction of Hugo Bethlem.

During the second term, the position of Director of Operations was also created, occupied by Daniela Garcia.

In 2020, Hugo Bethlem assumed the presidency of the Board in the

Institute's third term, while Dario Neto became director-general. The position of Director of Education was established with Graziela Merlina. In 2022, Daniela Garcia became the first woman to take over the chapter of Brazilian Conscious Capitalism.

Throughout these years, the consistent and innovative leadership of the founders and managers of Conscious Capitalism Brazil shaped not only the Institute's trajectory, but also the country's business narrative. Their bold vision continues to inspire community, challenge convention, and build a future where Conscious Capitalism is the cornerstone of a fairer, sustainable, and humane society.



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

Sylvia Leão

Timothy Altaffer

Thomas Eckschmidt

Vicente Gomes

Ulisses Zamboni

CO-FOUNDERS OF CONSCIOUS CAPITALISM BRAZIL

TEAM

Boosting the transformation

Throughout the 2022-2024 administration, the Conscious Capitalism Brazil team went beyond metrics and challenges, focusing on the collective force that drives transformation. During this period, despite the natural oscillations, we sought to build permanent spaces for discussion and sharing of ideas. The hubs directed to creative thoughts have been enhanced, providing a fertile ground for innovation. The growth of the team, in the qualitative sense, was remarkable, and contributed to the success of our initiatives. Now, we look forward with gratitude for what we have built together and with the certainty that the strength and commitment of our team will continue to drive the mission of the Conscious Capitalism Brazil.



TEAM DURING THE 2022-2024 TERM



Hugo Bethlem
Chairman



Gabriel Monteiro
Head of National Expansion



Milena Brito
Content Coordinator



Daniela Garcia
CEO



Gabriel Ávila
Graphic Designer



Roberta Jordão
Head of Relationships



Alan Borges
Head of Finance



Juliana Toledo
Head of Associations and Tech



Sheyla Xavier
Education Assistant



Amanda Malucelli
Head of Education



Júlio César Marinho
Editing Assistant



Taís de Araújo
Marketing Assistant



Beatriz Medaglini
Editing Assistant



Lia Esumi
Head of Communications



DELIBERATIVE COUNCIL

Governance and wisdom

Since our foundation, we have considered the Deliberative Council a foundation. Composed of 12 highly qualified professionals invited by the Chair of the Board, this body of leaders has met monthly for the past two years to guide and support our strategic decision-making. In partnership with the board of directors, they designed the direction of CCB, ensuring that the institution's decisions and actions were aligned with our mission and values, thus becoming

a precious source of wisdom. We thank each member for their dedication and strategic vision, and we recognize that their leadership is vital to sustaining the journey of Conscious Capitalism Brazil.

12 *Board Members*



DELIBERATIVE COUNCIL OF THE *2022-2024* ADMINISTRATION



in **Aline Locks**



in **Dario Germano Neto**



in **Onara Lima**



in **Ariolino Andrade**



in **Luciana Antonini Ribeiro**



in **Denise Hills**



in **Cassia Messias**



in **Graziela Merlina**



in **Ricardo Glass**



in **Claudinei Elias**



in **Leonardo Lima**



in **Ricardo Catto**

EMERITUS COUNCIL

Leadership that embraces the future

The Emeritus Council, composed of prominent Brazilian leaders, plays a fundamental role in embracing Conscious Capitalism Brazil institutionally. By actively participating in campaigns and events, this select group of leaders serves as ambassadors of the movement, sharing the vision of Conscious Capitalism across various sectors and settings. Their commitment strengthens the presence

of CCB, inspiring others to engage in building more ethical, sustainable, and impactful business models.

33
***Emeritus Board
Members***



EMERITUS COUNCIL OF THE *2022-2024* ADMINISTRATION

Alexandre Costa

Fabio Alperowitch

Luciana Ribeiro

Pedro Chiamulera

Andréa B. Cruz

Gabriela Baumgart

Luiza Helena Trajano

Renato Franklin

Claudia Abreu

Guilherme Setubal Souza e Silva

Marcelo Miranda

Rony Meisler

Claudia Sender

Gustavo Werneck

Marcelo Silva

Sandro de Castro Gonzalez

Cristina Palmaka

Jandaraci Ferreira

Marcos Campos Bicudo

Silvio Genesini

Daniel Izzo

José Carlos Kanner

Maria Fernanda Teixeira

Tarcila Ursini

Eduardo Gouveia

Juliano Ohta

Mayra Castro

Eduardo Mufarej

Julio Campos

Patricia Braile

Eduardo Ourivio

Lisiane Lemos

Patricia Muratori

INDIVIDUAL MEMBERS

Conscious Capitalism for All

During the 2022-2024 term, the ecosystem of Private Individuals of the Conscious Capitalism Brazil, previously composed of three categories of Ambassadors - E1 (free), E2 and E3 (contributors) - has been simplified. We maintained the E1 category, with full access to all the content produced by CCB, and unified the benefits of the E2 and E3 categories, offering to the former E2 access to the Basic Certification in Conscious Capitalism (current

Training in Conscious Capitalism). This initiative allowed more people to align their personal values with the values of Conscious Capitalism; better understand the history and evolution of the movement and learn how to apply the four pillars of the movement in practice. In addition, and equally significant, our group of Ambassadors plays a very important role in amplifying the message of our movement, sharing content on their social networks and exercising a positive and transformative influence on their social circles.



7059
Private Individuals Associations

6978
E1 Ambassadors

81
E2 Ambassadors

CORPORATE MEMBERS

Commitment to Responsibility and Transformation

In the diverse ecosystem of companies associated with Conscious Capitalism Brazil, there is a shared aspiration: to balance profit and higher purpose, aiming at a new approach in business leadership, where success transcends monetary values, embracing the positive impact on society. These organizations are committed to making a difference, adopting initiatives that promote the well-being of employees, environmental

preservation and business integrity. In addition to implementing conscious practices, they become catalysts for change, inspiring others to walk the path of a more ethical, sustainable and inclusive company culture. We currently offer four membership categories, allowing companies of all sizes, regardless of their stage of development or prior adoption of conscious practices, to join the movement.



126
Corporate Associations

79
Startups/MPE

35
Supporters

11
Mantainers

1
Patron

PARTNERS

The Path to Deep Connections

Our institutional partners play an aggregating role in our strategy to engage audiences aligned with CCB's mission and values, forming a vital link in our ecosystem. The relationship we have established is characterized by a mutual exchange of dissemination of various events and activities.



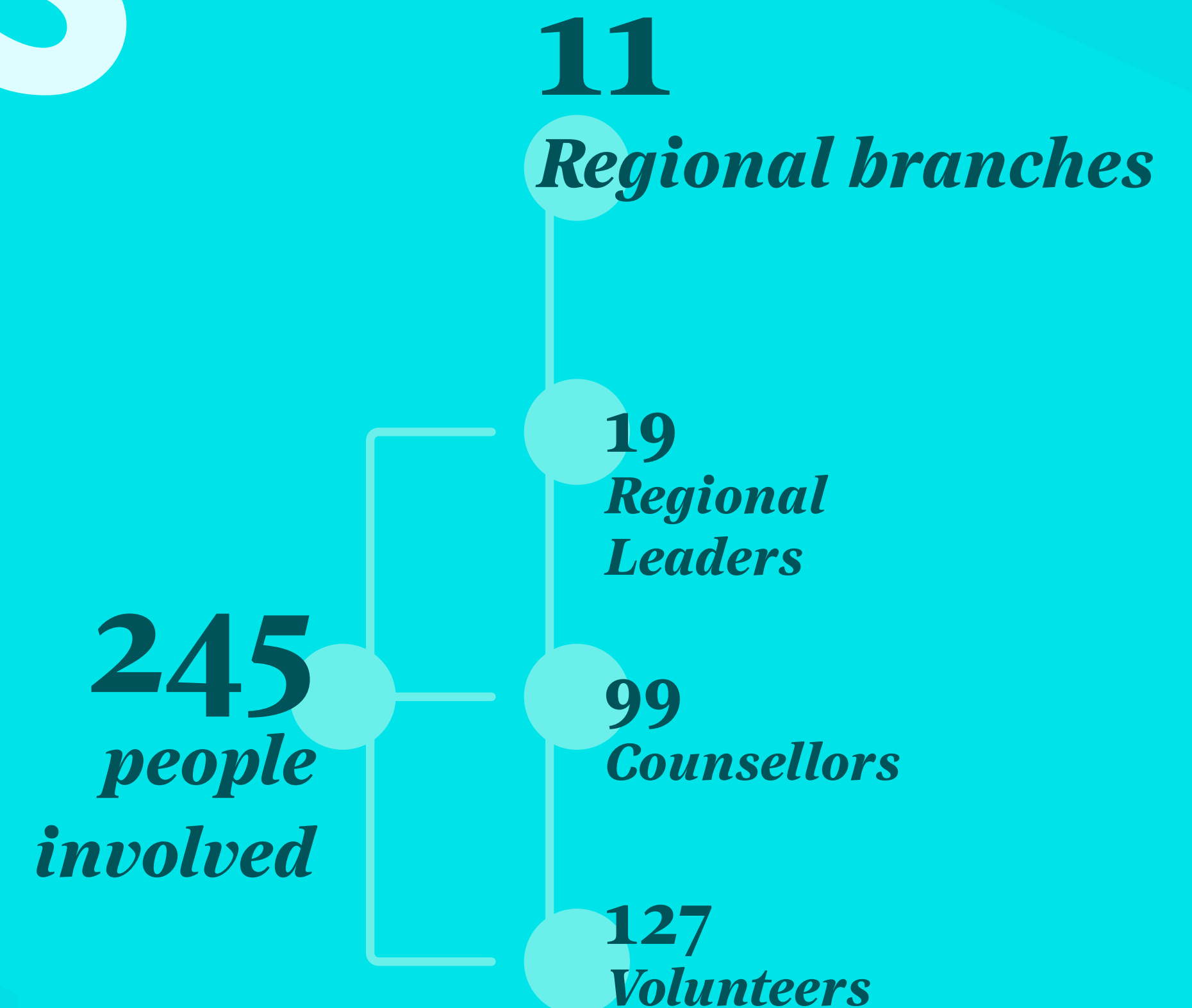
103
PARTNER ASSOCIATIONS



REGIONAL BRANCHES

Local Consciousness

The Regional Branches of Conscious Capitalism Brazil play a key role in the expansion and dissemination of the concept of the movement at the national level. Among its main actions, we highlight the organization of events and lectures aimed at local companies, universities and schools. In addition, the branches are dedicated to the development of educational materials adapted to the regional reality, willing to inspire and mobilize the local community to adopt more conscious practices. Their strategic roles contribute to building a solid network of companies and leaders committed to the principles of Conscious Capitalism, driving an effective transformation in the business and social landscape at the regional level.

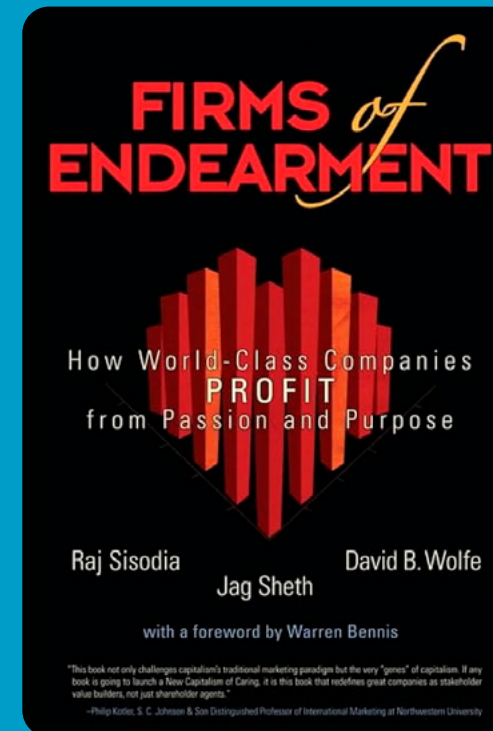




REGIONAL BRANCHES

10 YEARS OF CCB



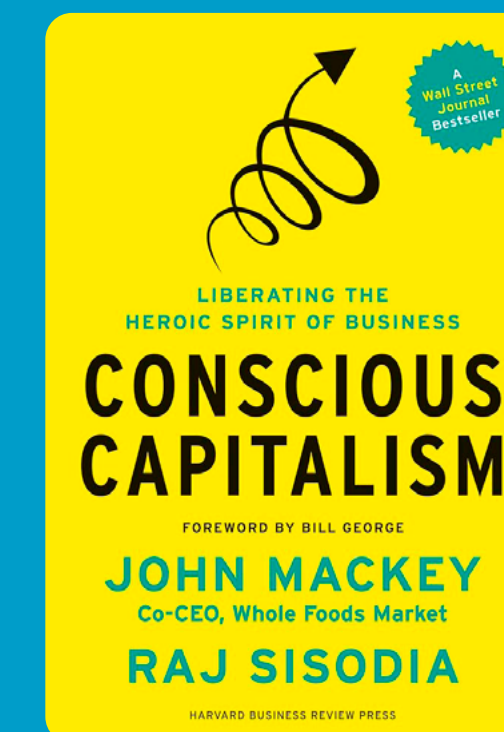


2007 ~ 2008

- The book *Firms of Endearment* and the article *Conscious Capitalism: Creating a New Paradigm for Business* are published.
- First Leaders' Gathering in Austin, Texas.
- First Conference on Conscious Capitalism in the United States.

From intention to action

To mark a decade of Conscious Capitalism in Brazil, we dedicated the year 2023 to organizing truly special events in partnership with our Regional Branches. The result exceeded our expectations! We delivered high-quality content, aligned with the most pressing contemporary issues, to address the main challenges faced by C-level executives and entrepreneurs across the country, all within the context of Conscious Capitalism.

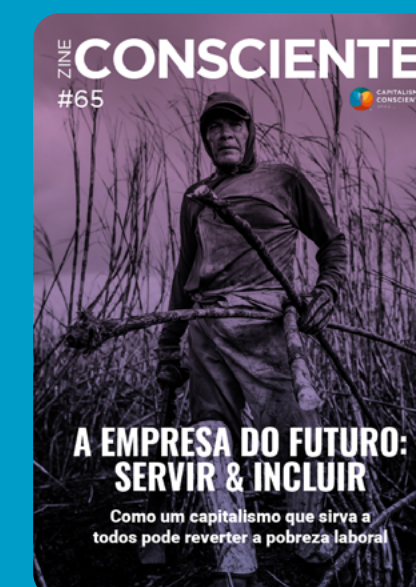


2010 ~ 2012

- Conscious Capitalism Inc. is founded, with headquarters in the United States.
- The book “*Conscious Capitalism: Liberating the Heroic Spirit of Business*” is published.
- The first chapter of Conscious Capitalism emerges in Australia.

**2013**

- Conscious Capitalism Brazil (CCB) is founded, led by André Kaufmann (President) and Thomas Eckschmidt (General Director).

**2018**

- CCB begins hosting events, creates the Zine Consciente, and launches the membership program.
- Release of the book “Liderança Shakti: O equilíbrio do poder feminino e masculino nos negócios” by Nilima Bhat and Raj Sisodia.

2017

- The second leadership of CCB begins, with Rony Meisler as President and Hugo Bethlem as General Director.

**2019**

- The Brazilian Conscious Capitalism Forum is held for the first time.
- Support is provided for the first edition of the Humanized Companies survey.
- Release of the book “Empreendedorismo Consciente: Como melhorar o mundo e ganhar dinheiro” by Rodrigo Caetano and Pedro Paro.



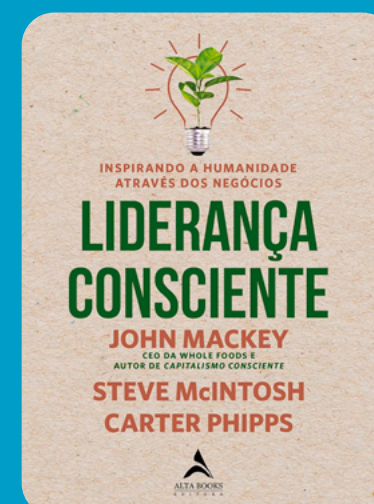
2020



- The third leadership of CCB begins, with Hugo Bethlem (President) and Dario Neto (General Director).
- Launch of CoVida20, in partnership with Sistema B Brasil, Trê Investimentos, and Dinamo: a financing program designed to help Brazilian micro and small impact businesses survive during the pandemic.
- Release of the book “Empresas que Curam” by Raj Sisodia and Michael J. Gelb.
- Creation of the Ambassador 1 category, a free tier for individual members.

2021

- The II Brazilian Conscious Capitalism Forum is held online.
- Launch of the Conscious Capitalism Academy and the Líder pro Mundo program.
- Release of the podcast #MaisConsciente, Conscious Capitalism in Practice, the Conscious Capitalism Game, and the Guide to Best Practices.
- Inauguration of 11 regional branches across the country.
- Release of the book “Liderança Consciente” by John Mackey, Steve McIntosh, and Carter Phipps.



2022

- The fourth leadership of CCB begins with Daniela Garcia as the first woman to be CEO of a chapter in Brazil. Hugo Bethlem remains as President.
- Launch of ICCB Play and the book “O ABC do Capitalismo Consciente para crianças”.
- Participation in various ESG discussion spaces and in over 50 third-party events.





2023

- Celebration of 10 years of CCB.
- Organization of 11 Regional Forums.
- CCB achieves:
 - 6,000 ambassador members
 - 1.240 associated companies
 - 11 regional branches
 - 250 volunteers across the country
 - 100.000 followers on social media
- Hosting of the III Brazilian Conscious Capitalism Forum.

REGIONAL FORUMS

In order to promote discussions around alternatives and actions aimed at reducing inequalities, considering cultural factors present in all corners of the country, the third edition of the Brazilian Forum on Conscious Capitalism was divided into two steps. In the first half of 2023, with a regional approach, 11 events were held by the branches of Conscious Capitalism in Brazil: Belo Horizonte (MG), Distrito Federal, Campinas (SP), Cuiabá (MT), Curitiba (PR), Northeast, Rio Grande do Sul, Santa Catarina, São José do Rio Preto (SP), Sorocaba (SP) and Vitória (ES).



11 *Regional Forums*

44
Supporters

84
Hours of contente

50
Suppliers

902
Participants

120
Speakers

28
Sponsors

REGIONAL *LEADERS*

Uniting voices for a more inclusive and fair future

The diversity of perspectives reflects our commitment to a more inclusive and equitable business environment, highlighting the importance of concrete actions to drive positive change.

We invite you to explore more deeply (links alongside) the experiences and contributions of our local leaders on tackling inequalities and their positive impact on regional business development.



Eliane Davila & Solon Stahl
Rio Grande do Sul Branch

[View message](#)

Diogo Tadei
São José do Rio Preto Branch

[View message](#)

Vitor Ungari
Campinas Branch

[View message](#)

Fabio Ban
Curitiba Branch

[View message](#)

Sharon Koepsel
Santa Catarina Branch

[View message](#)

Fernanda Carvalho
Vitória Branch

[View message](#)

Denise Baumgratz
Belo Horizonte Branch

[View message](#)

André Froés
Distrito Federal Branch

[View message](#)

Jana Ricarte & Marcos Queiroz
North East Branch

[View message](#)

Karine Borges
Cuiabá Branch

[View message](#)

Tatiane Paixão
Sorocaba Branch

[View message](#)

BEHIND THE SCENES OF *CHANGE*

“Beyond the Stage” Campaign

Every successful show has a team behind the curtains that commands and orchestrates what we don’t see, but that makes all the difference. To honor our backstage stars, we created the “Beyond the Stage” campaign, which presented impact cases directly from behind the scenes of the Regional Forums of Conscious Capitalism. In this special editorial, we highlight the work and valuable contributions of service providers, whose impact has been deeply felt in our journey against inequalities in the four corners of the country.

ALÉM DO PALCO

Histórias de Impacto dos
Fóruns Regionais do
Capitalismo Consciente

• Fórum Regional Belo Horizonte

INSTITUTO MANODOWN



↓ *Leia a legenda!*

[Click here and check out all the cases](#)

CCB AND CONNECTING FOOD AGAINST HUNGER

During the 11 regional events linked to the III Brazilian Forum on Conscious Capitalism, CCB teamed up with Connecting Food to promote awareness and collaborate to reduce the impact of hunger in Brazil. In addition to favoring information and mobilization actions in all the Forum's events, 50% of all income from ticket sales was reverted to training and expanding access to inputs and food in civil organizations linked to Connecting Food. Check out the results of this incredible partnership!

10
*Municipalities impacted
in 8 states*

10
*Social institutions
benefited*

+14 thousand
People impacted

connectingfood



Download



Download

III BRAZILIAN FORUM ON CONSCIOUS CAPITALISM

After the success of the Regional Forums on Conscious Capitalism, held by our 11 branches to discuss ways for the private sector to deal with ten impactful inequalities faced in our country, the III Brazilian Forum on Conscious Capitalism delved into an issue of great relevance for C-level executives and entrepreneurs: how to start from theory to practice when it comes to Conscious Capitalism. In September 2023, in celebration of CCB's 10th anniversary in Brazil, the host city of the Brazilian headquarters, São Paulo, brought together 398 participants to follow successful cases

(and some not so successful as well) presented by diverse professionals, from different sectors of the economy, who are on the front line, seeking to do business more consciously to promote sustainability in companies of all sizes. The event was attended by renowned international speakers, who further enriched the discussions and provided a global perspective on the theme of Conscious Capitalism.



398
Participants

23
Speakers

VOICES OF *CHANGE*

INTERNATIONAL



Lisa M. Coleman, Ph.D

Senior Vice President, Global Inclusion and Stratgic Innovation & Chief Diversity Officer



John Mackey

Co-Founder of Whole Foods Market (Video Guest)



Pascal Finette

Co-founder of be radical, Chairman of the EY wavespace advisory board (Video Participation)



Andrea Bisker

CEO and Founder of Spark:off



Andrea Rolin

President Kimberly Clark Brazil



Alan Soares

CSO and Founder of the Black Money Movement



Daniele da Mata

Founder of Damata Make-UP



Chef Edson Leite

Social entrepreneur and chef



Edvaldo Vieira

Advisor, Consultant and CEO



Elizabete Scheibmayr

Co-founder of Uzoma Diversity and Culture



Estevan Sartoreli

Co-Founder and Co-CEO at Dengo Chocolates



Fábio Barbosa

CEO at Natura & Co



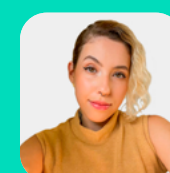
Grazi Mendes

Director of Diversity, Equity and Inclusion



Marcia Rocha

Businesswoman, lawyer and OAB/SP Counselor



Nyle Ferrari

Journalist and digital content creator



Patricia Camargo De Divitiis

Co-founder of CARE Natural Beauty



Renato Tucci Eid

Partner - Itau Asset Management



Rodrigo Santini

Executive Director at Sistema B Brasil



Thais Lopes

Consultant, Founder of Black Mothers of Brazil



Vanessa Reisner

Director of the Advanced ESG Program | Women in Innovation Brazil



Victor Lambertucci

CEO of Profissas and specialist in communication and diversity



Fernando Modé

CEO of Boticário Group



Gabriela Baumgart

CCA + and Chairman of the Board of IBGC and Track& Field

The Speakers

The III Brazilian Forum on Conscious Capitalism was a success because great professionals kindly gave their time and knowledge to enrich our event. We express our gratitude! We wish their voices will continue to echo, catalyzing positive change in our communities and the world.

STRATEGIC *DISCLOSURE*

21
Releases

+23 mil
Journalists reached

2
Exclusive Interviews

9
Interviews in general

50
Findings

1.223.179
*Projected Audience**

R\$8.394.834,41
Proportional media value

To promote the III Brazilian Forum on Conscious Capitalism, we focused on the promotion of exclusive interviews with the speakers, alignment with media partners, as well as a massive/quantitative disclosure in high-speed vehicles which editorials related to the event, such as business, ESG, Environment and Sustainability, Behavior, Human Resources etc.

*Approximate estimate of the potential audience, according to data provided by the media outlets themselves.



UNITED BY THE *CAUSE*

The participation of partner companies and supporters, as well as the contribution of sponsors, were of fundamental importance for the success of the III Brazilian Forum of Conscious Capitalism, after all, “no one does anything alone”. Their active participation has allowed us to create a space for dialogue and reflection on the principles of Conscious Capitalism, with debates rich in diversity of perspectives. Thank you very much for the commitment of our partners, supporters and sponsors to the realization of the event and the transformation of visions into tangible actions to inspire a brighter future for all.

SPONSORSHIP



RIACHUELO



SUPPORT



MENOS **U**MLIXO

INSPIRAÇÃO PARA INOVAR
EP&CA **NEGÓCIOS**

AMCHAM

INSTITUTIONAL PARTNERSHIPS



monai

vida simples



humanizadas



muça



MOL
EDITORA

connectingfood

EXCLUSIVE CONTENT

In order to enrich the experience of the III Brazilian Forum on Conscious Capitalism, we produced special content with influential leaders, which were made available to all participants of the event, with digital access via QR Code. We highlight the exclusive interview with John Mackey, CEO of Whole Foods, and Pascal Finette, from Be Radical, who offered insights into the transformative potential of Conscious Capitalism in business and society.

[DOWNLOAD REPORT](#)

Inteligência Artificial & Capitalismo Consciente são aliados?

Com
Pascal Finette
Cofundador da Be Radical

[CLICK HERE AND CHECK IT OUT!](#)

Cofundador da
WHOLE FOODS MARKET
e do Movimento
CAPITALISMO CONSCIENTE



ENTREVISTA COM
JOHN MACKEY

10 ANOS
CAPITALISMO CONSCIENTE BRASIL

[CLICK HERE AND CHECK IT OUT!](#)

ANGÉLICA MORETTI
COFUNDADORA DO IOG BRASIL

#01

CONFIRA!

SÉRIE ESPECIAL
**COFUN
DADO
RES**

[CLICK HERE TO LISTEN!](#)

ANDRÉ KAUFMANN
COFUNDADOR DO IOG BRASIL

#02

CONFIRA!

SÉRIE ESPECIAL
**COFUN
DADO
RES**

[CLICK HERE TO LISTEN!](#)

MAURICIO GOLDSTEIN
COFUNDADOR DO IOG BRASIL

#03

CONFIRA!

SÉRIE ESPECIAL
**COFUN
DADO
RES**

[CLICK HERE TO LISTEN!](#)

AUDIOVISUAL TRIBUTE OF THE III BRAZILIAN FORUM ON *CONSCIOUS CAPITALISM*

The closing video of the III Brazilian Forum on Conscious Capitalism captures, with mastery, the most important and inspiring moments of the event. From the gripping lectures to the thought-provoking dialogues, every moment has been carefully curated to provide a comprehensive and engaging view of what was discussed and experienced throughout the day. Watch and celebrate the success of the event with us!



[CLICK HERE TO WATCH](#)

OUR ESG EVENT

The III Brazilian Forum on Conscious Capitalism not only highlighted the journey of Conscious Capitalism in companies, but also incorporated the fundamental principles of sustainability at its core. With a holistic approach, we embrace ESG (Environmental, Social and Governance) in all aspects of the event. From waste management to environmental preservation, through the promotion of diversity and inclusion, to transparency in all our actions, every detail has been carefully planned to reflect our commitment to a fairer and more sustainable world. The image on the right visually represents these pillars, reinforcing our role as agents of change and the promotion of responsible practices in business and society.



SUSTAINABILITY *INDOORS...*

Do you know that expression widely used when we refer to the good practices of conscious companies, which go far beyond empty words: the famous Walk the Talk or, in good Portuguese, putting into practice what we say?

During the III Brazilian Forum on Conscious Capitalism, we practiced our Walk the Talk on sustainability, especially with regard to the responsible and sustainable disposal of all waste produced during the event.

Check out the results, brought by our partner MUSA - Garbage with a Future, waste management specialist, which guarantees 100% reuse and total neutralization of the carbon produced.

34 kg
*of garbage
collected (total)*

4,1 kg
*total volume of
organic waste*

16,41 kg
*total volume of
recyclable waste*

13,92 kg
*total volume of
other waste*

0,82 kg
of fertiliser generated from
the organic waste collected

8,21 kg
of recycled materials from the
recyclable waste collected

10,44 KWH
of energy fuel generated from
of waste classified as “other”

0,09 m3
of space saved in landfill
(equal to the space of a refrigerator)

30,79 kg
CO2 offset (equivalent to
162,03 km)

...AND *OUTDOORS*

In March 2023, we earned the BMV Sustainability Seal as a result of our investment in Sustainability Credit Units (UCS) and actions we incorporate into our business to meet ESG (Environmental, Social and Governance) criteria. These Credits remunerate environmental preservation and work in favor of forest biodiversity. The seal numerically attests to the positive social and environmental impacts of our activities, including the reduction of emissions, biodiversity protection and water cycling. The events of the III Brazilian Forum on Conscious Capitalism were held under this commitment to sustainability, endorsing our responsible governance.



[CHECK OUT THE REPORT](#)





POSITIVE IMPACT *MESSAGE*

During the III Brazilian Forum on Conscious Capitalism, partner companies left their marks with the distribution of their products in the participants' kits. The Imperfect Fruit, with its “bag of fruits”, and Menos1Lixo, with its “reusable retractable glass”, made clear their views on breaking standards and combating waste, while CCB reinforced its commitment to accessibility by translating all lectures into Brazilian Sign Language, with the support of the Verbo em Movimento Sign Language School. These messages reflect companies' commitment to promoting positive change and inspire awareness among their audiences.

ACADEMY



CCB ACADEMY CERTIFICATIONS

Building Conscious Leaders

CCB Academy is the educational foundation of Conscious Capitalism Brazil, offering a comprehensive training for committed leaders. During the 2022-2024 term, CCB Academy underwent a significant overhaul, providing a journey from levels of knowledge, to provide a more complete training towards

conscious transformation. This continued evolution reflects our commitment to providing a high-quality education that empowers individuals and organizations to adopt conscious practices across Brazil.

+ de 680 leaders
trained in the official CCB training

Customizing Conscious Practices

During the 2022-2024 term, we continued to offer customized Corporate Solutions within the scope of Conscious Capitalism Brazil. We developed exclusive content for companies from different sectors, adapting to the most varied challenges and needs. Our solutions include lectures, workshops, trails, conferences, in-company training and distance learning programs, providing a flexible approach.

+ de 650 people impacted
by CCB's corporate solutions

COMPANIES THAT HAVE BEEN WITH US



CORPORATE SOLUTIONS

ACTIONS WITH EDUCATIONAL INSTITUTIONS

ACTIONS WITH

Educational Partnerships

Conscious Capitalism Brazil has been strengthening its partnerships with educational institutions as part of a strategy to disseminate the principles and practices of the movement to future generations of professionals, preparing them to face the challenges of business management in an ethical, sustainable and inclusive way. During the 2022-2024 term, CCB was present in several educational institutions, through master classes, lectures, workshops, and production of co-branded courses, and approached many others (more than 20) with the aim of sharing the pillars of Conscious Capitalism and highlighting the importance of adopting a mindset aligned with the new economy and contemporary challenges.



AMCHAM



ănima



CREATION OF CO-BRANDED PROGRAMS

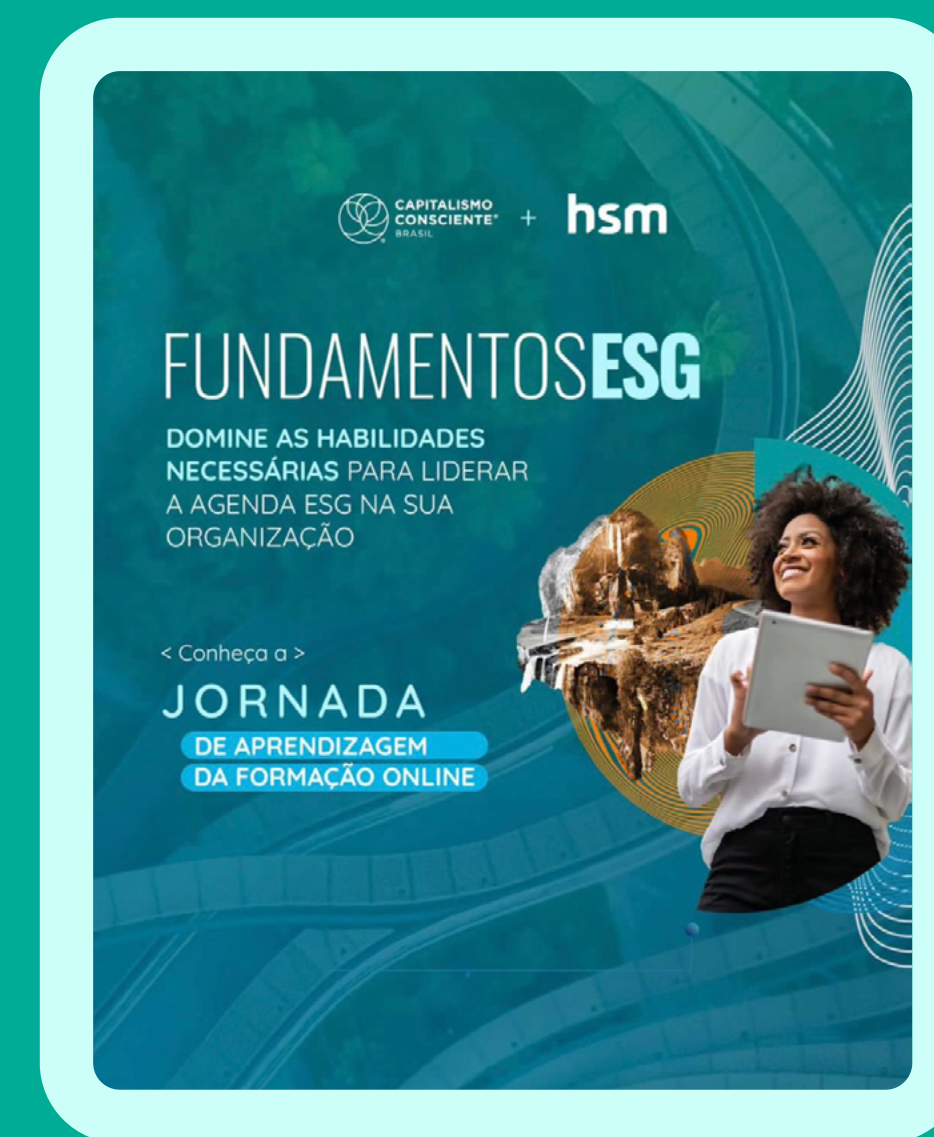
[FIND OUT MORE](#)

Education for a Sustainable future

As awareness of the importance of sustainability and social responsibility grows around the world, the commitment of companies and professionals with environmental, social and governance (ESG) practices becomes a more than essential requirement. In this context, the CCB, during the 2022-2024 administration, entered into strategic partnerships with leading

institutions in the field of education to offer co-branded courses that address ESG-related topics and high-level and relevant learning opportunities, with the aim of expanding knowledge and skills in areas that are fundamental to the sustainable future of business and society.

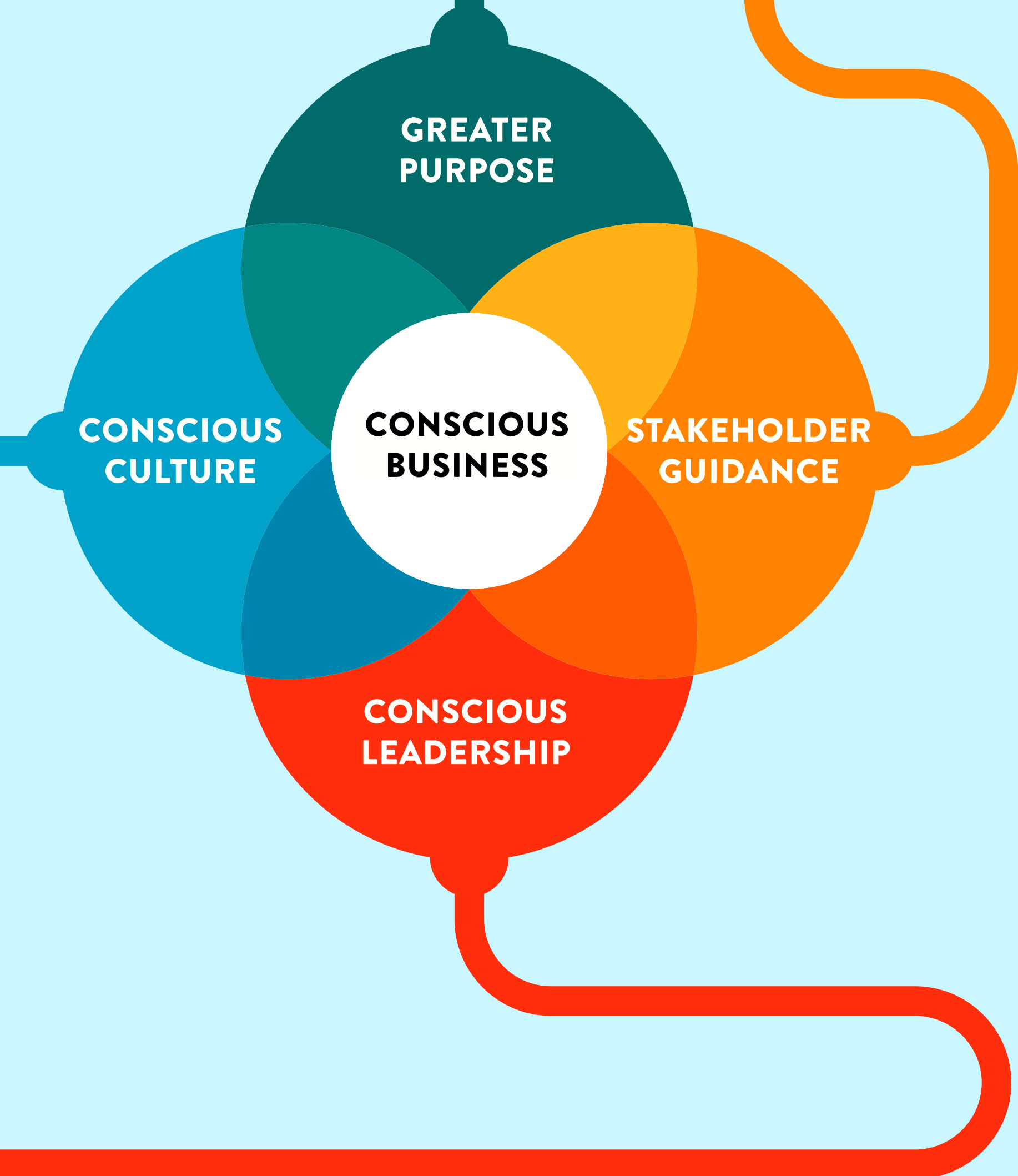
HSM is part of this hall of educational partners, with the ESG Executive Journey and the ESG Fundamentals program; ESPM, with the Marketing and ESG course; and Facens, with the Regenerar program. Get to know our courses!



Corporate Self-Awareness

Since 2022, when joining CCB, companies have undergone a Self-Assessment of Practices, which identifies not only their position in the journey of Conscious Capitalism, but also priority areas of attention. Based on the results of the self-assessment, we offer five self-guided material trails, designed to meet the specific needs of each organization in relation to the pillars: Higher Purpose, Conscious Culture, Stakeholder Orientation and Conscious Leadership.

KNOWLEDGE TRAIL



LEADER FOR THE WORLD

Our social project

The Leader for the World program, promoted by Conscious Capitalism Brazil, trains young people for the job market, based on the principles of the movement. Between 2022-2024, more than 18 thousand vacancies were made available free of charge to partner NGOs, benefiting 2874 young people.

2.874

Young people have taken the course

3.658

Vacancies offered by organizations

18.290

Vacancies in the social vacancy bank

16

Organizations that offered vacancies

9

NGOs involved

[LEARN MORE!](#)



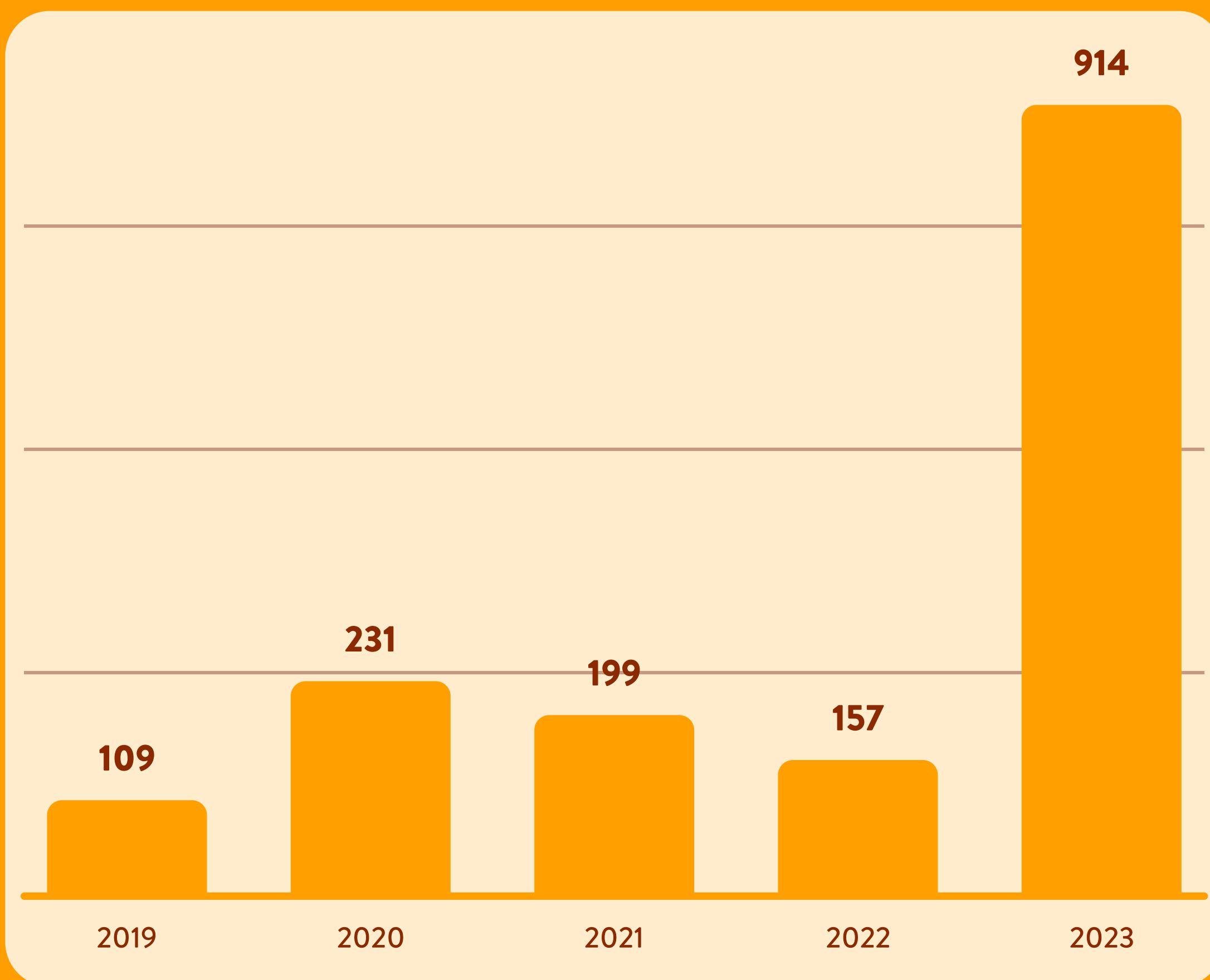
BRAND REPUTATION



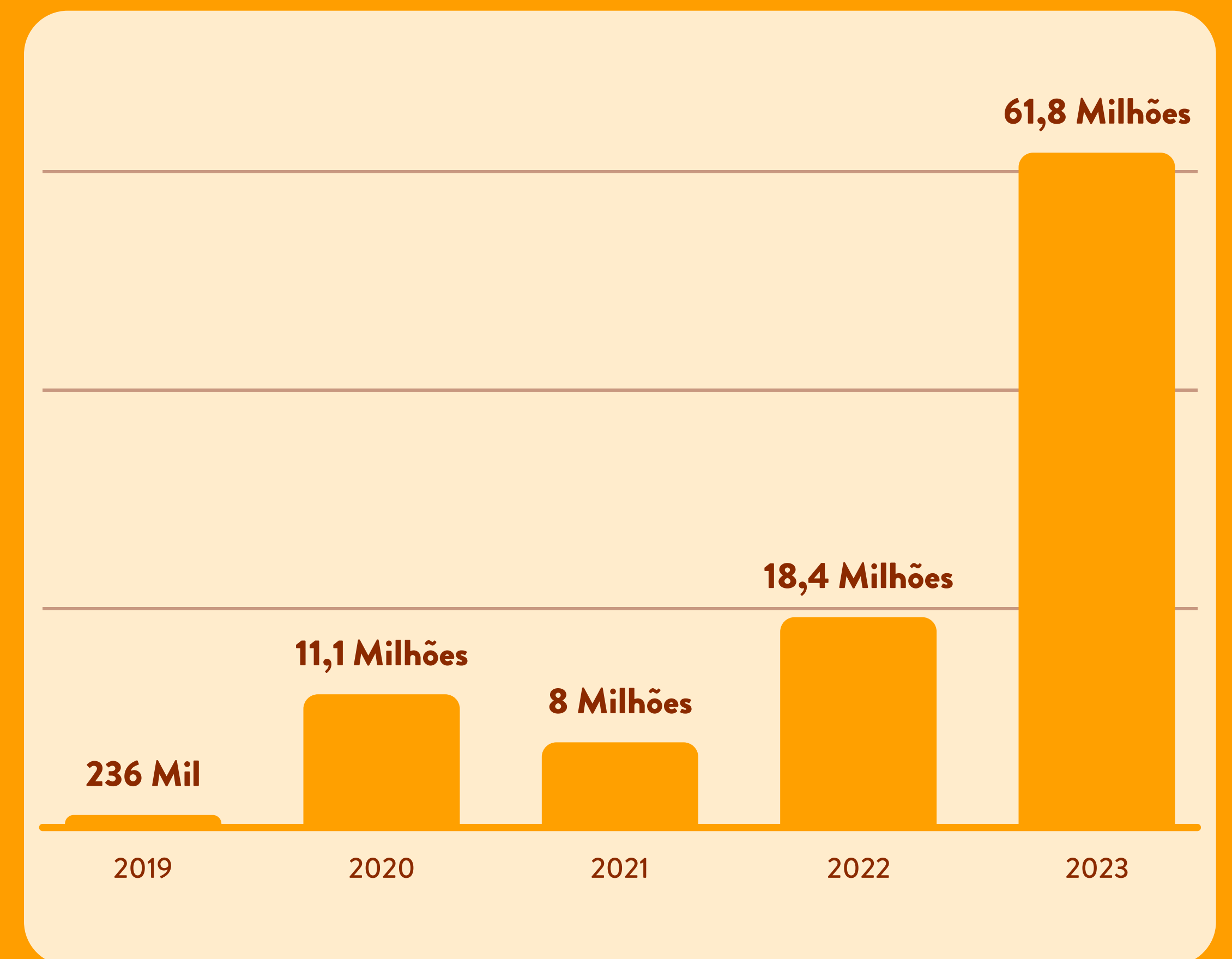
ESG BENCHMARK, IMPACT BUSINESS AND *CONSCIOUS LEADERSHIP*

During the 2022-2024 administration, Conscious Capitalism Brazil was present in a total of 1070 articles in the main media outlets, an increase of 149.07% in media presence - compared to 2020-2022 - appearing as an authority in business and conscious business practices, aligned with the New Economy. The proportional media value generated - which would be invested in advertising to conquer the same spaces - was equivalent to R\$80.2 million, the result of joint work with the Máindi Communication Agency. An increase of 319.8% in media return - when compared to the previous management.

INCREASE IN THE NUMBER OF ARTI- CLES *PUBLISHED*



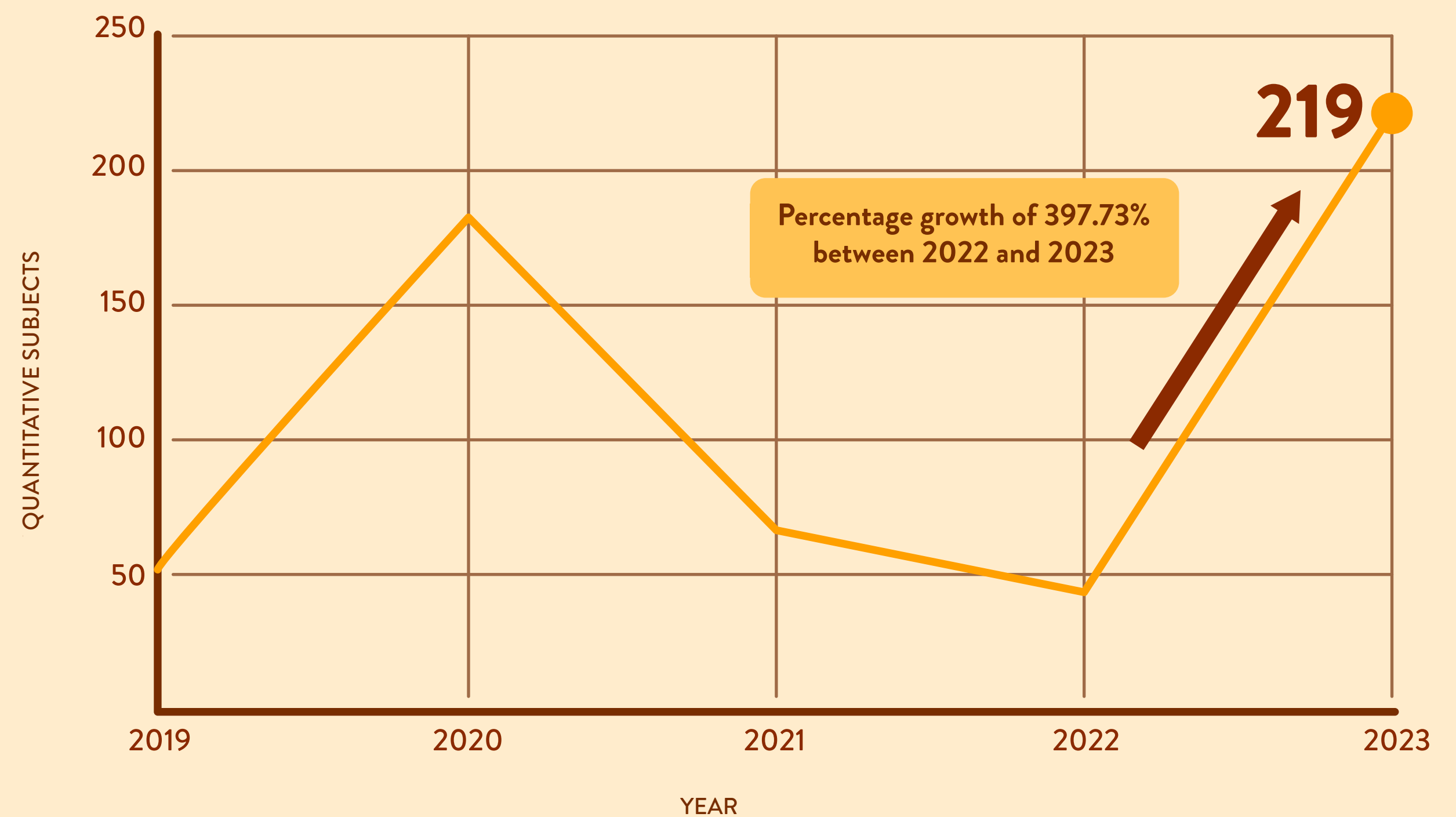
INCREASE IN MEDIA *RETURN (IN R\$)*



NATIONAL AND REGIONAL *INTEREST*

Considering the great visibility achieved with the work of Public Relations in the press, in which the CCB appears as a source for the discussion of critical issues for the future of business and society, we have achieved a significant qualitative expansion of our media presence. Now, we are recognized in vehicles of great national relevance (Tier 1), as well as in medium-sized media, including those with regional and specialized reach (Tier 2). We maintained our contribution in impact matters in small media outlets (Tier 3), which are essential to disseminate the brand's message. This progress translated into an impressive 397.73% increase in our media presence compared to the 2020-2022 administration.

ARTICLES' QUALITATIVE INCREASE



CONTENT



EDITORIAL DIVERSITY

CCB offers a wide range of editorial lines, carefully crafted to meet the varied needs and interests of our diverse audience. The topics range from in-depth analyses on topics related to conscious management practices to a series of approaches relevant to the corporate world, involving text, video and audio.

22
***Editorial
lines***

+ ***Texts and articles*** + ***Podcast***
+ ***E-books*** + ***Events*** + ***Curatorships***
+ ***Video content*** + ***Social media contente***

CONSCIOUS ZINE

[CHECK OUT ALL ZINES](#)

Exploring the Universe of Conscious Capitalism

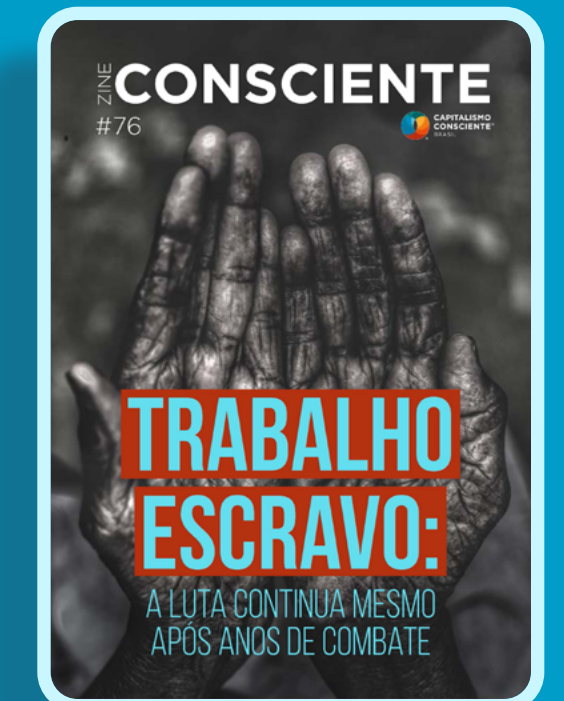
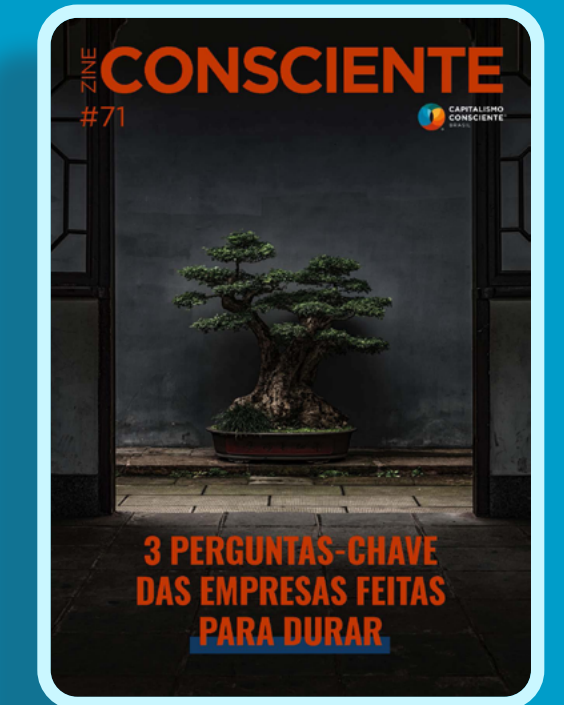
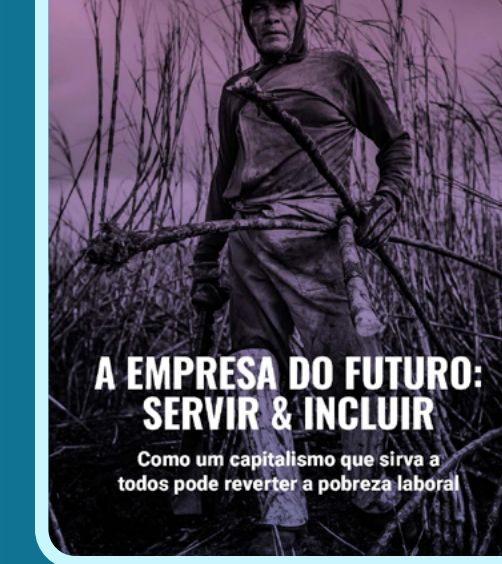
Based on the purpose of keeping the Conscious Capitalism community connected, informed and inspired, the Zine Consciente magazine was born. Acting as a beacon of knowledge, the publication delves into the fundamentals of Conscious Capitalism, highlighting trends, business practices and relevant events that impact the corporate scenario.

Throughout the 2022-2024 management period, the production of Zine Consciente was internalized by the CCB Communications team, which gave its pages more authenticity and alignment with the CCB's mission of involving its readers in a journey of business awareness. Also during this period, the

Zine Consciente collection, previously exclusive to members, was opened to all those interested in deepening their knowledge in the world of Conscious Capitalism. A significant step towards the commitment made by Daniela Garcia in 2022, when she took over as CEO of the CCB, when she stated that “Conscious Capitalism is for everyone” and that she was willing to “welcome both those who know what they came for, and those who want to discover a new way of acting for society and the planet”.

19

Zines published



GOOD PRACTICE GUIDE

Driving Conscious Transformations

Our journey towards a Conscious Capitalism is shaped and driven by the strategic partners who choose to walk alongside us. Between 2022 and 2024, we established meaningful connections with companies such as ACMinas, Humanare, Akatu Institute, Elos Foundation, Grupo Cria Brasil, Caregiver, International Institute of Psychological Safety, Reconnect, Domani Global and Impulso Consult, who worked with us as true architects

of the transformation we aim for for business and the society. With the strength of these partnerships, in the 2022-2024 biennium, we produced ten new Good Practice Guides, rich in tips for leaders who want to adopt more conscious and human practices in their business. By using our Guides, companies not only implement changes on a day-to-day basis, but also contribute to creating a business environment that values sustainability, social responsibility and the connection between people.

9
Published Guides



SDG E-BOOKS

Towards Sustainable Development

In April 2022, we launched an e-book series on the United Nations (UN) Sustainable Development Goals (SDGs). Based on the content of the first season of the #MaisConsciente podcast, conducted by Dario Neto, deliberative advisor of Conscious Capitalism Brazil, the e-books bring a comprehensive view of the challenges and opportunities to build a more sustainable and fair future.

4
Published E-books



PODCAST

A Journey of Reflection and Awareness

During the 2022/2024 biennium, the podcast #MaisConsciente established as a source of reflection and learning. We released 31 new episodes, featuring big names and resulted in three seasons full of inspiration.

In April 2022, we premiered the Second Season, based on the ESG Panorama Survey, developed by the ESG Working Group of Conscious Capitalism Brazil, which presented the implementation stage of the agenda in 128 companies associated with the CCB, in an unprecedented initiative carried out in partnership with Shopper Experience. The season had the participation of Valéria Rossi Rodrigues, Dante

Gallian, Lemaestro, Pedro Paro, Fabio Alperowitch and Carolina Piccin. In Season Three, we turned our attention to the heroes of the business world: Micro and Small Enterprises (MSEs). We explored the challenges faced by these organizations in in-depth, hands-on discussions with experts such as Thalita Gelenske, Célia Cruz, Mari Emmanouilides, Luis Lobão, Joel Dutra and Paulo Sardinha.

In celebration of the 10th anniversary of Conscious Capitalism Brazil, Season Four was dedicated to exploring 10 impactful inequalities that affect our country. Each episode, starring names such as Claudia Costin, Gilson Parker, Luciana Curvello, Bia Diniz, Estela Alves, Izis Ferreira, Dirlene Silva, Arlane Gonçalves, Bianca Kremer and Matías Mrejen, was a call to action, in which listeners were invited to

reflect on social disparities and explore ways to create a more equal and fair future.

At the end of 2023, we inaugurated a new phase of collaboration in the production of the episodes, with the participation of our Regional Branches. The premiere was on account of the Regional Branch of Cuiabá. With 5 episodes published on the application of Conscious Capitalism in different market sectors, we added even more value to the content of the podcast #MaisConsciente, which continues to challenge, inspire and connect minds in a collective journey towards a more conscious and sustainable business model.



ACCESS PODCAST





3
Seasons

31
Episodes

4.149
Downloads



CONSCIOUS CAPITALISM IN PRACTICE

Inspiration to Transform Businesses

The web series Conscious Capitalism in Practice shares experiences of companies associated with the CCB, proving that the implementation of practices aligned with the pillars of Conscious Capitalism is not only a possibility, but a reality with tangible positive impacts. Throughout the 2022-2024 administration, we recorded 58 new episodes with companies that demonstrated, in different ways, how they are embracing Conscious Capitalism and contributing to a world where business not only thrives financially, but also generates lasting positive impact on society and the environment.

58
Episodes

[CHECK WEBSITE](#)

A space for Reflection and Connection

Considered a meeting point for conscious minds, the Conscious Blog has strengthened itself as an information platform, captivating weekly readers and professionals interested in exploring the principles of the movement. Between 2022 and 2024, there were 197 articles published, including detailed coverage of all presentations made during the III Brazilian Forum

on Conscious Capitalism. In addition, three open letters on issues of national interest fueled the debates on our Blog and on social media, where open and transparent dialogue is always welcome. Each new article is a piece of the puzzle that contributes to the collective understanding of how we can transform the business world.

197

Published Articles

GO TO BLOG

CONSCIOUS BLOG



Connecting, Educating and Transforming

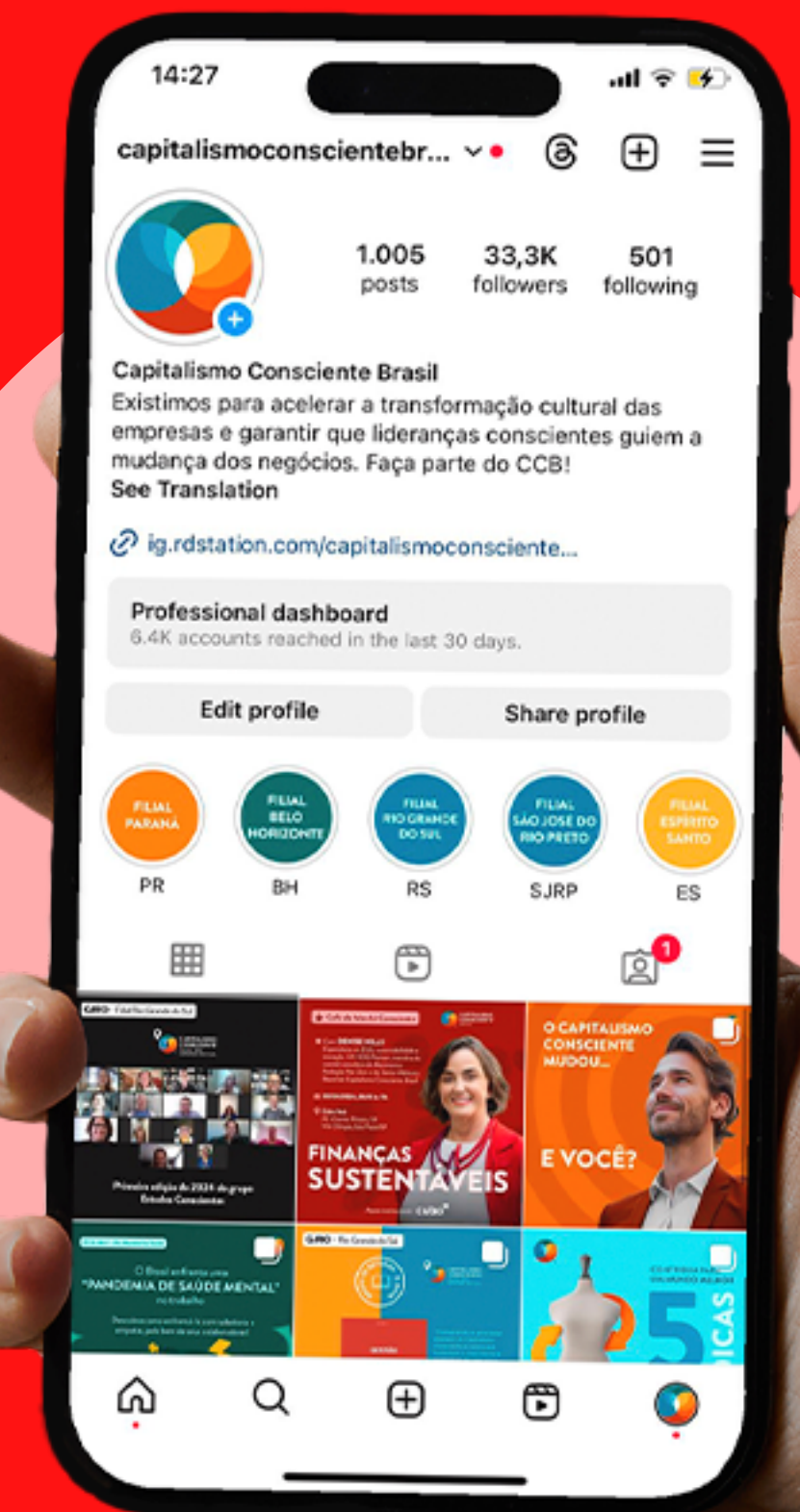
During the 2022-2024 administration, we expanded the digital presence of Conscious Capitalism, through our social networks. More than 680 posts were produced with inspiring, educational and catalyst for change content, which kept our community engaged and informed about the principles, events and news of Conscious Capitalism Brazil. We also focused on the main ephemeris related to the causes that Conscious Capitalism defends, which further

strengthened our connection to the community and reinforced our commitment to core values. We have developed a series of campaigns to promote CCB products, such as Leader for the world, ESG Executive Journey, PDCO 2022, Advanced Certification, ICCB Play, among others. In addition, to meet some of the needs of our ambassadors, we invested in the production of educational content in campaigns such as: 1001

CC's Viewpoints, ESG's Beaba, ESG with all the letters, and others, which brought clarification on important topics and solidified the role of Conscious Capitalism Brazil as a relevant voice for the transformation of the business paradigm towards more conscious and sustainable practices.

POSTS & CAMPAIGNS

684 **15**
Posts *Campaigns*



PARTNERSHIPS FOR CONTENT PRODUCTION

More reach and more diversity

In the last two years, Conscious Capitalism Brazil has strengthened partnerships for content production. Companies such as Pocket Book 4You, Akatu, Menos 1 Lixo, 4Daddy, HandTalk, Humanizadas, Education for Kindness and Generosity, Connecting Food, Cristalina, 1.5oC and AgroReset played a fundamental role in the diversification of themes and approaches worked by CCB.

25
Partnerships



EVENTS



Breakfast, Conscious talk, workshops and others

Conscious Capitalism Brazil promoted a series of events in the 2022-2024 biennium. On each occasion, we brought together visionary leaders, recognized by their power of impact, inspiration, and transformative capacity. The events not only boosted our mission to promote positive change in society and business, but also marked the celebrations of the movement's 10th anniversary in the country.

The **Conscious Breakfast** is a networking event we created to bring together members, those interested in the association and people who want to know more about the movement. Between 2022-2024, we brought together several participants interested in learning about the challenges and opportunities of companies such as Dengo Chocolates, ZenKlub, Special Dog and Ypê in the journey of Conscious Capitalism.

Conscious Talk continues playing a key role in updating and integrating the ecosystem on topics related to the movement. In addition to addressing

transformation trends in the market, allowing member companies to position themselves as pioneers in more conscious and humanized practices, each Conscious Talk provides greater free knowledge repertoire for participants and networking opportunities.

The **Workshops**, on the other hand, brought together experts in an exclusive environment, to facilitate interactive and gamified activities for a select group of associates. We provide a unique learning experience, with a focus on building meaningful knowledge and intensive improvement of soft skills.

The highlighted initiatives represent a part of the actions carried out by CCB to fulfill its ongoing commitment to promote a positive transformation in society.

In addition to the aforementioned events, throughout the 2022-2024 biennium, we also held a series of other proprietary events that contributed in a unique way to the dissemination of ideas, practices, and values of Conscious Capitalism.

24
Events

1.217
Participants

PROPRIETARY EVENTS



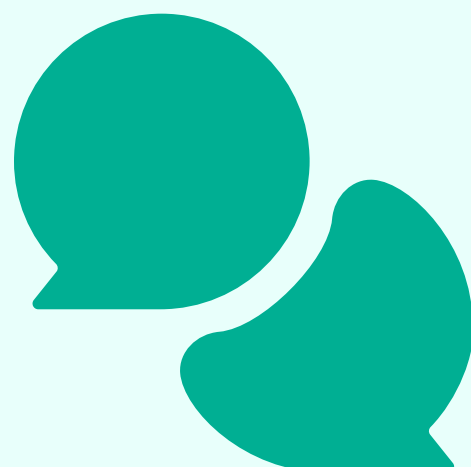
**Conscious
Breakfast**

8

Events

87

Participants



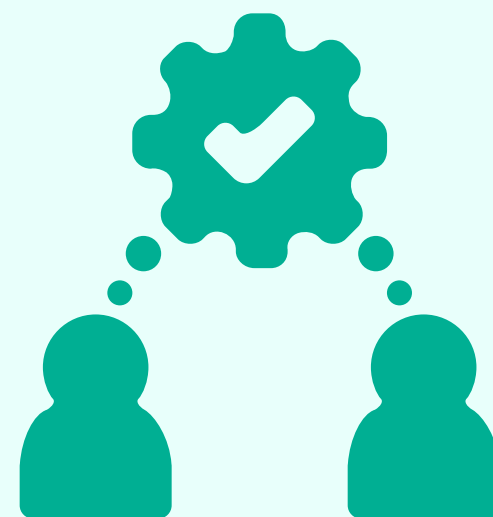
**Conscious
Talk**

6

Events

212

Participants



Workshop

7

Events

358

Participants



**Other
events**

6

Events

560

Participants

MEETING WITH RAJ SISODIA

In August 2022, associates and members of the CCB, from the E2 category, had the opportunity to participate in “A Meeting with Raj Sisodia”, co-founder of the Conscious Capitalism movement. In an exclusive event, full of inspiring speeches and surprising stories, Raj showed the importance of the role of companies in curing the pains of society and the planet, to an audience that also brought together important representatives of our ecosystem, such as founders of Conscious Capitalism and

leaders of our Regional Branches. At the end of the event, Raj distributed smiles and chatted with each of the participants in an exciting autograph session, which touched the hearts of all present. Subsequently, the complete recording of the lecture was also made available to ambassadors in the E1 category, through a “Popcorn Session” broadcast with subtitles in Portuguese, on our Youtube channel.



REGIONAL BRANCH EVENTS

Connecting Communities

Committed to bringing the regional business community closer to the Concept of Conscious Capitalism, our Branches continue to hold events aligned with the main concerns and challenges of local organizations. These events have proven to be a valuable opportunity to engage communities, foster meaningful dialogues and inspire the adoption of more conscious and sustainable business practices throughout Brazil, based on the interconnection of the presented solutions with the pillars of the movement.

53
Events

2203
Participants

FOLLOWERS & ENGAGED

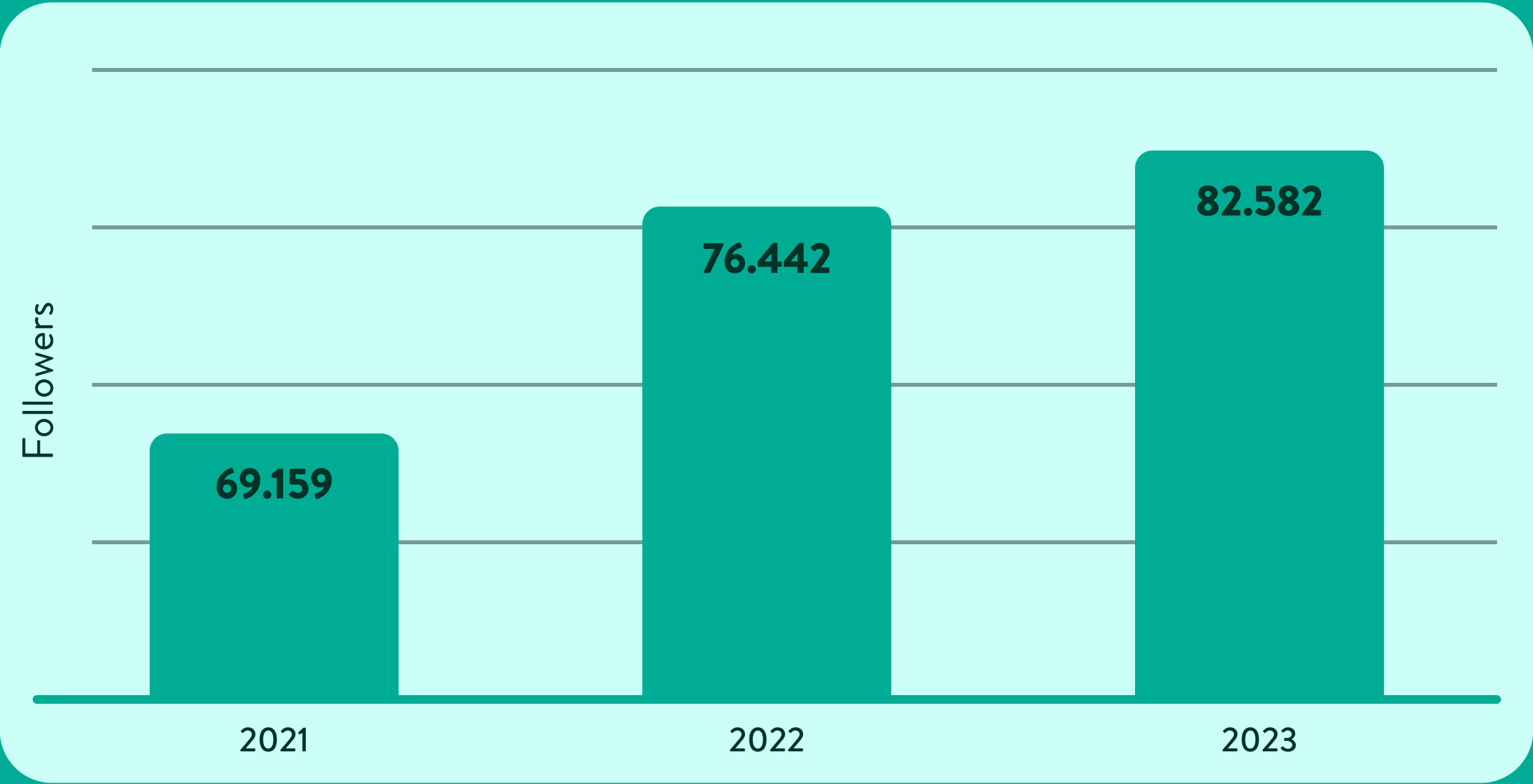


DIGITAL EXPANSION

TOTAL SOCIAL MEDIA FOLLOWERS
(INSTAGRAM, LINKEDIN, FACEBOOK E YOUTUBE)

Over the years, we have witnessed a remarkable growth in our digital reach. The numbers speak for themselves: in 2021, we reached the milestone of 69,159 followers. This movement continued in 2022, with a total of 76,644 followers, demonstrating a growing demand for our content and increased interaction with our online community. In 2023, we witnessed an impressive jump, reaching 82,582 followers, further consolidating our social media presence and impact.

Follow Conscious Capitalism on social media!



TECHNOLOGY



INCLUSION, TRANSPARENCY AND RESPONSIBILITY

Conscious Capitalism Brazil complies with the GDPL (General Data Protection Law) and adopts strict data governance measures to ensure the security and integrity of the information entrusted to it. It also invests in promoting accessibility across all its platforms and initiatives. In partnership with Hand Talk, it uses resources such as reading content in Libras and assistance for people with visual impairments; and, in its social networks, it develops the process of describing images, in order to ensure that content is accessible to all audiences. These actions are fundamental to promote a culture of responsibility and respect, aligned with the principles of Conscious Capitalism.



FINANCIAL



FINANCIAL

Sustainability of CCB's activities

The financial sector plays a fundamental role in the sustainability and continuity of the activities of Conscious Capitalism Brazil. By calculating revenues from book sales, membership fees, event tickets, and educational services over the 2022-2024 biennium, we understand the reach and financial impact achieved with our work.

Through this revenue, we guarantee the payment of our employees, the production and realization of events, the acquisition of institutional materials and all other operational expenses necessary for the CCB's efficient operation. As a non-governmental organization (NGO), the efficiency of the financial sector is essential for the continuity of actions to promote a Conscious Capitalism, disseminating knowledge and inspiring more ethical, sustainable and inclusive business practices in our society.



More than
R\$ 3.300.000,00
in Total Revenue

ADVOCACY



THE VOICE OF CCB IN ACTION

During the 2022-2024 administration, Conscious Capitalism Brazil (CCB) reinforced its commitment to Advocacy, actively speaking out on a variety of global and national issues. In a scenario marked by geopolitical challenges, CCB has positioned itself against the war between Russia and Ukraine, firmly advocating peace as a solution to international conflicts. In addition, CCB emphasized the importance of the integrity of the rights provided in the Federal Constitution, as the foundation of the Brazilian democratic regime. During the presidential election, CCB expressed support for inclusive and sustainable economic development, aimed at building a prosperous future for all citizens, under the leadership of President Luiz Inácio Lula da Silva. It demonstrated its

repudiation of the terrorist and anti-democratic attacks that took place in January 2023 at the Planalto Palace, reaffirming Reaffirming its commitment to the defense of democratic values and institutional stability. In addition, CCB highlighted the importance of collective action and shared responsibility in the fight against climate change, seeking to promote sustainable solutions to global environmental challenges. In addition, the members of CCB Board actively participated in events of global relevance, such as Climate Week, in New York, represented by Julio Campos, and COP 28, in the United Arab Emirates, with Claudinei Elias, strengthening CCB's engagement in international debates and initiatives on sustainability and climate justice.



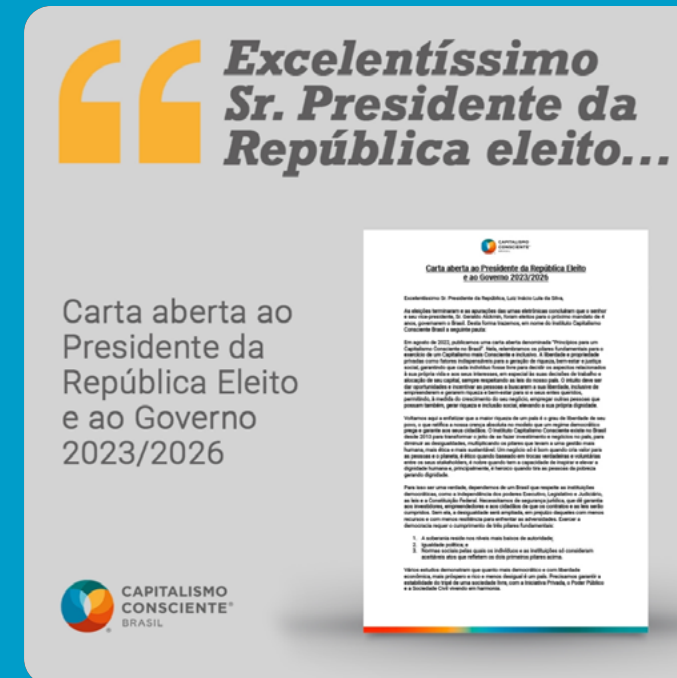
POSITIONING



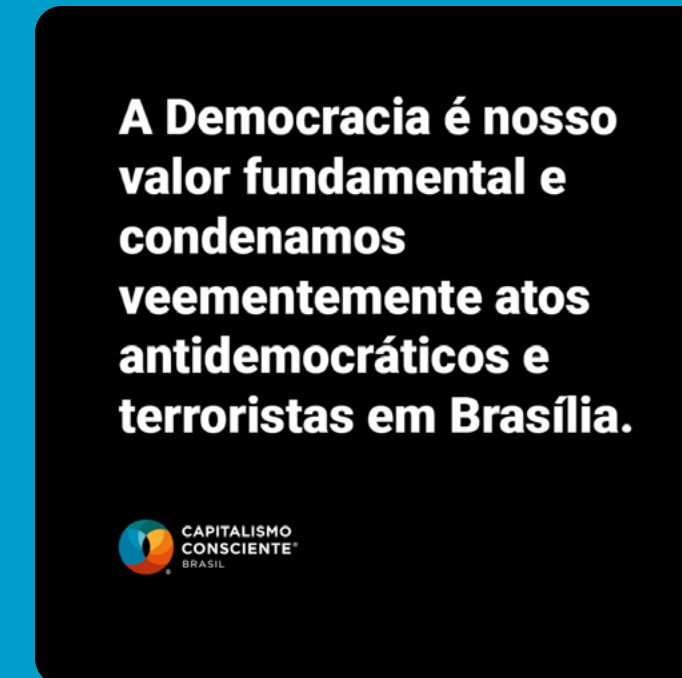
Against the war between Ukraine and Russia and in favor of peace.

[VIEW POST](#)

For the integrity of the rights provided for in the Federal Constitution, at the heart of the democratic political regime.

[READ LETTER](#)

Inclusive and sustainable economic development over the next four years.

[READ LETTER](#)

Against the terrorist and anti-democratic attacks of January 8, 2023.

[VIEW POST](#)

Collective action and shared responsibility against climate change.

[READ LETTER](#)

EVENTS



YOU ARE PART OF THIS SUCCESS!

We express our gratitude to all the companies associated with Conscious Capitalism Brazil for the results achieved so far. We recognize the importance of each one in driving our purpose of accelerating cultural transformation in organizations, aiming at the sustainability of business and the planet. At the same time, we invite other companies, of all sizes and industries, to join us on this transformation journey. In addition to strengthening the movement in the country, companies associated with CCB have access to unique opportunities for learning, networking and collaboration, enabling them to act in enhancing their growth and generating a positive impact on society.

Join us and find out how we can make a difference together!





TECHNICAL

Hugo Bethlem
Chairman

Daniela Garcia
CEO

Alan Borges
Finance Head

Amanda Malucelli
Education Head

Beatriz Medaglini
Editorial Assistant

Gabriel Ávila
Graphic Designer

Lia Esumi
Comunication Head

Milena Brito
Content Coordinator

Roberta Jordão
Relationship Head

Taís Araújo
Marketing Assistant

**Capitalismo Consciente Brasil ®
2024**



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