

LET'S FLOW



IMPACT REPORT

Flowie's USC-MSSE Student Association
Social Immersion Trip in Brazil 2019

August 2019

www.flowie.org

ABOUT THIS REPORT



The purpose of this **report** is to describe, as much as it is possible in words and images, the qualitative and experiential journey lived and sensed during **Flowie's USC-MSSE Student Association Social Immersion in Brazil 2019**.

Co-created by the **Flowie's** team and the **MSSE Student Association** (*Master of Science in Social Entrepreneurship, Marshall School of Business, University of Southern California - USC*), the immersion brought together leaders from a diverse range of relevant American social impact sectors to visit three Brazilian hubs of social and environmental innovation, located in Fortaleza, São Paulo and Curitiba. From May 25th to June 5th, the participants dove into different impact models that promote positive social change, well-being and sustainability around the country. Over the course of the experience, the participants were invited to explore their inner selves, to explore new places, communities and organizations in Brazil, to meet new people, to collaborate across sectors and to generate new ideas and new projects for the world.

The structure of this report reflects the chronological order in which the major events and activities took place, drawing on participant quotes, photographs, facilitation tools and notes taken in the places visited. It is designed to bring you, the reader, further into the experience lived by the participants of the Flowie's USC-MSSE Social Immersion in Brazil 2019.

We wish you an inspiring reading,

*Flávia Feliz, Flowie's Team
Jannaina Nascimento, Flowie's Team
Paulo Cruz Filho, Flowie's Team
Roberta Domingues, Flowie's Team*

*Bracy Fuentes, USC-MSSE
Deena Saunders-Green, USC-MSSE
Elizabeth Cabrera, Harvard
Lisa Cain, USC-MSSE
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1. ABOUT FLOWIE



Flowie Impact Experiences is a social enterprise focused on raising the level of awareness, connection and contribution of people and organizations to improve well-being for all.

Through a combination of **experiential learning, conscious leadership** and **organization development**, we facilitate moments of individual and collective flow to encourage our participants to grow as human beings and to be leaders for meaningful positive impact.



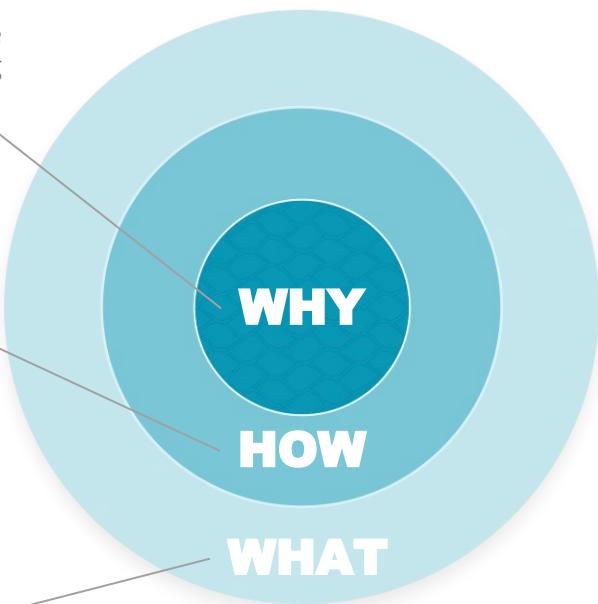
1. ABOUT FLOWIE



WHY? To raise the level of awareness, connection and contribution of people and organizations, improving well-being for all.

HOW? Facilitating moments of individual and collective **flow** to encourage our growth as human beings and our role as leaders for meaningful positive impact.

WHAT? A combination of experiential learning, conscious leadership and organization development, through: immersive experiences, facilitations, workshops, mentoring, consultancy, educational programs and lectures.



FLOW is a feeling of unity between us and the universe, time and space. We live a connection with ourselves, with others and with nature. A full experience of embodying our true nature. We feel that we are doing what we are born to do, our true purpose in this world!



1. ABOUT FLOWIE



FLOWIE has worldwide presence. Our team is located in Brazil, Hong Kong, Spain, USA and Sweden.



1. ABOUT FLOWIE



We are part of something bigger...

Together with AGS Impact - **Achieving Global Social Impact**, a social enterprise founded in 2014, we also focus on the creation, support and development of social and environmental systemic impact projects.

We have developed projects in South America, Europe and Asia. The social enterprise works through the direct execution of our own projects, and strategic consulting and training with partners aligned with our purpose and values. Our network of partners is connected through [SINE \(Social Innovation Network for Entrepreneurs\)](#), an emerging international network that connects social innovators and entrepreneurs.

Areas of expertise

The company is at the forefront of projects in the area of social innovation, fostering innovative education, sustainability and civic technologies, as well as promoting impact expansion, establishing partnerships and providing consultancy for the development socio-environmental impact programs.



1. ABOUT FLOWIE



MEET OUR TEAM!



1. ABOUT FLOWIE



MEET OUR TEAM!



Flavia Feliz
Brazil

Flavia Bachelor's degree in Public Relations (UFPR/BR), graduation in Entrepreneurship and Social Businesses (FAE/BR), specialist in Strategic Management and International Marketing (ULV/USA) and USC's MSSE candidate.



Paulo Cruz Filho
Brazil

Paulo Bachelor's degree in Business (FAE/BR), Master in Business (PUC-PR/BR), Ph.D. in Business Administration and Management on social enterprises (Université du Québec à Montréal/CA), Co-leader at the B Corp Community Paraná/BR.



Roberta Domingues
Singapore

Roberta Bachelor's degree in International Relations (PUC-RJ/BR), Master in Social Responsibility and NGOs (UFRJ/BR), certified in Gross National Happiness (Schumacher College/UK) and BVC Cultural Transformation Tools Consultant.



Alessandra Schmidt
Spain

Alessandra Bachelor's degree in Business (UFPR/BR), Master in Social Development Practice (UCL/UK), specialist in Social Entrepreneurship (INSEAD/FR) and Former Chevening Scholar at Foreign & Commonwealth Office - UK.



Marina Martins
Hong Kong

Marina Bachelor's degree in Business (FAAP/BR), certified in Social Business (Yunus Centre/BA) and certified in Green Education (Green School/IN), 17 years of experience in multinational consulting companies.

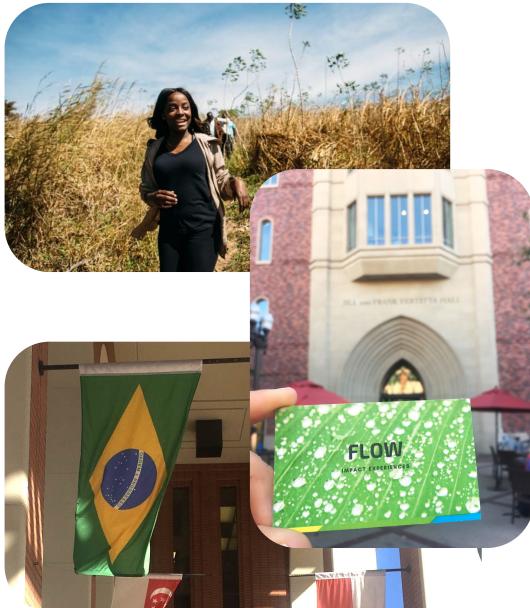


1. ABOUT USC MSSE



University of Southern California (USC) Master of Science in Social Entrepreneurship (MSSE)

"Sustainable organizations making sustainable change"



MSSE empowers students to participate in a new model of business leadership. The Master's Degree helps to build essential business and entrepreneurship skills to cause impact in many areas. The goal is for the students to create, grow and manage successful social enterprises as well as bring more meaning to their career.

Brazil is a rich country in terms of social entrepreneurship and social impact, due to the global context in which it is currently inserted. On the one hand, the country suffers from low levels of socio-environmental development. However, on the other hand, Brazilians have historically faced these challenges with a huge capacity for innovation, entrepreneurship and implementation of transformative initiatives.



2. OVERVIEW

Welcome to the **Flowie USC-MSSE Social Immersion in Brazil 2019 !**



We feel honored to design this experience and guide you, **MSSE students**, through an **immersion into consciousness, social innovation and leadership to social impact** in one of the most intriguing countries of the world.



Brazil is known for its incomparable joyfulness and exuberance, but also by its ubiquitous exiguity and inequality. At the same time Brazilians explore and unleash **creative and innovative solutions** to their pressing social problems, the immensity of challenges demands even more resilience and flexibility from them.



As a consequence, sharing, combining and merging **different views**, having **multicultural and multidisciplinary exchanges** and **co-creating solutions** with people from all over the world have become an extremely valuable opportunity. For them, and for you! How? Participating in the **transformation**, learning new solutions, **methodologies and ideas**, bringing your views and using the most of your intellectual capabilities and experiences.



All that combined with **visiting marvelous places, eating foods you never tried before, feeling the culture**, having deep discussions about your level of consciousness, your emotions, body, mind and spirit.



This is what Flowie is all about! We facilitate your personal and professional development for social impact through **life-changing immersive experiences**. We love to inspire and develop leaders for social transformation!



2. OVERVIEW

5 things you want to know about Brazil!

Culture: Brazil is South America's most influential country, a rising economic power and one of the world's biggest democracies. The country is a bubbling hotspot consisting of many different nationalities which makes Brazilian culture very unique and complex. Over 50% of the population is white, composed of European descendants, 40% of the population is mixed and 10% is black, as a result of the African immigrants. Brazilian people are known to be very generous and loving. Most of the population in Brazil belongs to the Roman Catholic religion, but the country is known to be very tolerant because of a rich mix of religions. A welcome and goodbye kiss on the cheek is a normal social custom!

Language: Portuguese is the official language in this country and some of its residents learn Spanish and English due to the requirements of the business industries. Brazilians may not speak English fluently, since the language is not commonly spoken. But don't worry: at our Flowie Impact Experience we will have english-speaking guides that are experts in social impact and passionate about it!

Weather: watch out, Brazil is not always hot! In the north and northeast (such as Fortaleza) the climate is tropical and warm throughout the year. As we are also visiting the southeast and south of the country, in winter it can get very cold and we don't want unpleasant surprises. So, please, do not pack only flip-flops, t-shirts and shorts ;) Check out the 'Items to bring' section below!

Safety: In general, Brazil is safe for visitors and tourists. However, it is not the safest country in South America. The reality behind these statistics is mostly due to criminal activities between the gangs that are based far away from the tourist destinations, but we must always be careful and attentive anywhere we go. For emergencies and special needs, all participants are covered by health and travel insurance.

Food: Brazilian cuisine is composed of various and different cooking practices and traditions, and is strongly influenced by African, Amerindian, Asian (mostly Japanese) and European influences. It varies greatly by region, reflecting the country's mix of native and immigrant populations, and its continental size as well. This has created a national cuisine marked by the preservation of regional differences. [Here](#) you can check some of the most traditional dishes! While in many countries the amount you tip is optional, a 10% service charge is normally included in the bill in Brazil. Three meals per day are provided by the package and one non-alcoholic drink is included in every meal. Bottled water is also included during our private transportation and transfers. We took care of searching for places with vegetarian and vegan options, when available!



2. OVERVIEW

ITINERARY

WHEN	WHERE	WHAT
May 08 th (Wednesday)	Online	Pre-departure: profile assessment and online conversations
May 25 th (Saturday)	Fortaleza (Brazil) <u>Hotel: Osheanic</u>	Arrival: Welcome activities at Osheanic International
May 26 th (Sunday)	Fortaleza (Brazil) <u>Hotel: Osheanic</u>	Flow.in activities + time at the beach
May 27 th (Monday)	Fortaleza (Brazil) <u>Hotel: Osheanic</u>	Banco Palmas + Amêndoa do Brasil (A Tal da Castanha) + In3citi + local fair and forró
May 28 th (Tuesday)	Fortaleza (Brazil) <u>Hotel: Osheanic</u>	Catarina Mina + Hubine + Selletiva + Total Cross
May 29 th (Wednesday)	São Paulo (Brazil) <u>Hotel: H3 Paulista</u>	Vedacit Lab + Civi-Co + Atina + Utopiar + Bem Te Vi
May 30 th (Thursday)	São Paulo (Brazil) <u>Hotel: H3 Paulista</u>	YouGreen + Lemann Foundation + Grupo Mulheres do Brasil + Amani Institute
May 31 st (Friday)	São Paulo (Brazil) <u>Hotel: H3 Paulista</u>	FGV (Fundação Getúlio Vargas) + 4You2 + Lygia Pontes + Ink Inspira
June 1 st (Saturday)	São Paulo (Brazil) <u>Hotel: H3 Paulista</u>	Aproximar and Vivenda da Criança (experience at the beach)
June 2 nd (Sunday)	Curitiba (Brazil) <u>Hotel: O Bosque</u>	Train tour to Morretes + visiting 5C Centro Cultural in Paranaguá
June 3 rd (Monday)	Curitiba (Brazil) <u>Hotel: O Bosque</u>	Badu Design + O Locavoresta + Instituto Atuação + Agência Curitiba / Vale do Pinhão / IMAP + Fab Lab
June 4 th (Tuesday)	Curitiba (Brazil) <u>Hotel: O Bosque</u>	IPPUC (Institute of Research and Urban Planning of Curitiba) + Instituto Legado + Ahorta Bike Café + Universidade Livre do Meio Ambiente with Flow.in activities + Ca'dore
June 5 th (Wednesday)	Curitiba (Brazil) <u>Hotel: O Bosque</u>	Farewell and back home!
Follow-up	Online	Joining our global Social Innovation Network for Entrepreneurs (SINE).



2. OVERVIEW



Meet the participants!



Liziane Silva: Ink Inspira's Founding Partner, MSSE's student and Impact Trip Director of USC's Student Association. With 14 years of professional experience in innovative organizations that have social entrepreneurship and sustainability as their impact drives.



Lisa Gordon-Cain: Professor of Psychology at Los Angeles Community College District and MSSE's student at USC. Therapist and Integral Coach, she has been a Professor of subjects related to Psychology, Gender, and Diversity for more than 17 years.



Elizabeth Cabrera: Director of Programs at PowerMyLearning, she holds a Bachelor's degree in Spanish from Harvard University and a Master's degree in Urban Education from Loyola Marymount University. Experienced Director of educational programs.



Deena Saunders-Green: child welfare social worker who left the field to become a writer and a full-time foster parent and mentor to teens. MSSE's student and founder at the social business Green Pines Media.



Bracy Fuentes: graduated from the first cohort of MSSE, she currently leads the Program Associate at the Network for Teaching Entrepreneurship, where she manages on-site school-based, grant-based, and entrepreneurial core curriculum-based programming efforts.



Pauline Martinez: MSSE's student, with a certification in Sustainability and Business, she has been working at the University of Southern California (USC) for 15 years and is currently assistant to a renowned university professor.



3. THE BRAZIL EXPERIENCE



FORTALEZA

May 24th to 28th



3. THE BRAZIL EXPERIENCE

FORTALEZA MAY 24TH

On our first day we welcomed the participants in a Brazilian way: many hugs, good food and a caring welcome kit with hand made social products created by our dear entrepreneurs from **Badu Design**, with recycled waste from the automobile industry. A sustainable kit, with the income reverted to this social business that contributes to the empowerment of women entrepreneurs.



The accommodations we chose to stay at in Fortaleza were very special. **Osheanic International** is one of the largest meditation centers in Latin America and operates in a sustainable way, integrated with nature and with people. It was the perfect place to start our personal development journey with Flowie's methodology for inner and integral development, Flow.in.



3. THE BRAZIL EXPERIENCE

FORTALEZA MAY 25TH

Flowie developed the methodology Flow.in to support participants in a journey to their inner selves and to encourage their conscious leadership to flourish!

According to Otto Scharmer, we live in a time of massive institutional failure, where we are collectively creating results that nobody wants. This time calls for a new consciousness and a new collective leadership capacity to face our common challenges in a more conscious, intentional and strategic way.

We need to foster conscious leaders that see the whole picture and change their perspective from "me", to a "we" systemic view. From pure self-interest to the common good, and from being the best in the world to be the best for the world.

Flow.in allows a deep dive into open our minds, hearts and wills, letting our common intentions and deeper levels of humanity and purpose emerge to build more life-sustaining and life-thriving societies. A path of inner transformation through continuous awareness, connection and contribution towards more and more social-environmental impact!



3. THE BRAZIL EXPERIENCE

FORTALEZA MAY 26TH



To guide us through our **Flowie's USC-MSSE Social Immersion in Brazil 2019** we used our methodology Flow.in, with different tools and theories developed over long periods by multiple individuals, organizations and traditions, in a way that learning is not separated from reality, but a way to change it.

In this sense, we supported the group around the common question of inner transformation and social change and how they are related.



Some of the tools experienced were Theory U, Contemplative Practices, Enneagram, MBTI, Integral Theory and the Levels of Consciousness, The Barrett Seven Levels Model and Nature Solo Time*. * please check all the references at the end of the document.

On the first and second days we began our Flow.in journey in this paradisiacal scenario, in contact with nature!



We started by focusing on self-awareness, as we believe that the quality of the results achieved by any system depends on the quality of the awareness with which people in the system operate. To bring wellbeing to communities and the Planet, first it is necessary to look within, to become aware of who we are, to understand our inner space from which we are operating, our disconnects (outdated paradigms and beliefs), our values and how we create our social reality.



In the second part we started the visits to the Brazilian social entrepreneurship initiatives. Those were experienced as "sensing journeys" or learning journeys that allowed participants to connect the experiences to their specific context, creating space for people to break through existing patterns of thinking and action, in order to explore new ideas and opportunities.



3. THE BRAZIL EXPERIENCE

FORTALEZA MAY 27TH

We visited **Banco Palmas** at **Conjunto Palmeiras**, a self-organized community that is known worldwide as a case of popular participation, democratic economy, female empowerment and culture. We've talked to Joaquim Melo, one of the founders of Banco Palmas and other important community leaders. This organization came from a region with displaced families who took community development to a whole new level. Over the years, Conjunto Palmeira transitioned from a slum into a low-income neighborhood. To strengthen their local economy and prevent wealth from leaving the community, they created a local currency which circulates alongside Brazil's official money. They also issued small low-interest loans to local entrepreneurs.



In Fortaleza, we also visited **Amêndoas do Brasil**, one of the largest exporters of cashew nuts in the world! In addition to being a B Corp, ADB was considered one of the best companies to work for in Latin America. With a rigorous quality process and innovative management practices with people, Amêndoas do Brasil is a company to be proud of! The most impressive aspect of the company is their commitment to the well-being of their employees. Among other things, they offer comprehensive health care (including pregnancy follow-up), literacy programs, continuous education, and organized activities like soccer. The staff of In3citi also accompanied this visit. The organization works with social investment and the promotion of the impact ecosystem in the state of Ceará.



At night, we had a lot of fun dancing local rhythms like Forró and participating in a "quadrilha", a typical dance from Brazilian "Festas Juninas".



3. THE BRAZIL EXPERIENCE

FORTALEZA MAY 28TH

Another visit we did as part of our sensing journeys was at **Catarina Mina**, a brand from the Brazilian State of Ceará. The organization produces handmade bags and crochet accessories in partnership with artisans from Fortaleza. The brand has been in the market for 12 years and nowadays is producing on three locations: Fortaleza, Itaitinga and Aracatiaçu. Their products are spreading widely throughout the United Kingdom, the United States and France, and they have been in fairs in Berlin, Paris and NY. All of our participants loved the visit and took the opportunity to make sustainable purchases that will be great souvenirs on their way back home!



Our last visit in Fortaleza was at **Hubine**, an Innovation Hub of the Banco do Nordeste. Created to encourage innovative entrepreneurship and to facilitate innovation management at the bank and companies in the region, Hubine today fosters the creative and innovative role that the Northeast needs to continue advancing. There, we talked to **Selletiva**, an innovative company in the field of intelligent waste management. They are also a B Corp and have a partnership with the United Nations, through the B Lab, helping create impact measurement tests for the Social Development Goals (SDGs). We also talked with Bruno from **TotalCross**, a mobile development platform that makes it easy to build apps. Both companies are global references in their fields, with innovative solutions that contribute to solve socio environmental problems and technological challenges!



3. THE BRAZIL EXPERIENCE

FORTALEZA'S HIGHLIGHTS

Check out this short video here or on **Flowie's YouTube channel** with the highlights of how we Flow in Fortaleza! These were our first four days of our social immersion trip in Fortaleza (Ceará):



SENSING JOURNEYS

WELCOMING

BUILDING A COMMON
INTENTION

CELEBRATING

INTERIORIZING

EXPERIENCING

SENSING JOURNEYS



3. THE BRAZIL EXPERIENCE

SÃO PAULO

May 29th to June 1st



3. THE BRAZIL EXPERIENCE

SÃO PAULO, MAY 29TH

Our first day in São Paulo was very special: we went to We Work Paulista and we met the case of **Vedacit Labs**, with the Head of Innovation and Sustainability Luis Fernando Guggenberger, who explained how social innovation is influencing a cultural change in the whole Vedacit Group for positive impact. An inspiration of how to generate shared value and work with projects at the base of the pyramid. We also did a walking tour along São Paulo's Main Street, Avenida Paulista, got to know MASP (São Paulo Museum of Arts) and Moreira Salles Institute!



We made a very special connection with **Civi-co**, a hub of civic-social business, where we talked to Ana (Civi-co's communications manager). We met some members of the coworking space such as Vinicius from **Atina** (an impact educational project), Renata from **Utopiar** (sustainable fashion and female empowerment) and Eduardo from **Bem Te Vi** (social impact investing). Amazing stories of entrepreneurs who manage to achieve a sustainable balance in their projects!



Civi-Co is a beautifully designed coworking space in São Paulo dedicated to civic and social enterprises. That means each of their members is committed to social impact and sustainability.

"Sharing resources and collaborating with like-minded individuals in a comfortable environment makes me happy. It felt like a second home the moment we entered the premises. I was especially enamored of their rooftop space—a laid-back urban oasis that offered peek-a-boo views of the city." **Deena Saunders-Green**



3. THE BRAZIL EXPERIENCE

SÃO PAULO, MAY 30TH

Our second day in São Paulo began with a visit to **YouGreen**, a B Corp cooperative that seeks to solve the problems of waste management, offering the most efficient environmental and economic solutions, through decent work, ensuring the fair distribution of wealth to the production chain. We learned about the operation of the cooperative and were able to follow closely the work of all of the professionals involved. It was a very inspiring time to get in touch with an unusual industry and realize how it is possible to bring about relevant changes in the value chain of large companies.



In São Paulo we also visited the **Lemann Foundation**, which works to ensure quality education to all Brazilian youth and supports leaders focused on the country's social development. The purpose of the Foundation is to make Brazil a fair and advanced country, where everyone has the opportunity to broaden their potential to make choices and create a positive impact in the world. We spoke with Tathiana Reis, consultant of the Lemann Foundation for strategic partnerships, who explained about the organization's actions and plans for the future.



We were kindly welcome on the **Grupo Mulheres do Brasil** (Women of Brazil Group), where we personally met none other than Luiza Helena Trajano, one of the most important Brazilian entrepreneurs who fights for gender equity and various other causes related to women. We had a very inspiring and pleasant conversation with incredible women like Barbara Elsbach, Ana Drumond and Roseli Machado who told us how the Group is stimulating women's participation to build a better Brazil!



3. THE BRAZIL EXPERIENCE

SÃO PAULO, MAY 30TH & 31ST

Our second day in São Paulo was intense until the end: we attended the **Amani Institute** event "Turning an Idea into a Program or Venture" with Teresa Chahine, the author of "Introduction to Social Entrepreneurship", the 12-step framework to building an impactful venture, based on her course at Harvard.

The Amani Institute prepares a new generation of leaders who approach or want to work with solutions to social problems worldwide, building much-needed talent for organizations addressing social problems, enabling more effective work across the social sector.



Our third day in São Paulo started with a real class on Social Entrepreneurship with Professor Dr. Edgard Barki from **FGV (Fundação Getúlio Vargas) University**. Coordinator of the Entrepreneurship Center of FGV EAESP (GVcenn) and professor of FGV EAESP in the department of marketing, Professor Barki is a Doctor of Business Administration and one of the leading Brazilian specialists in business with social impact and projects at the base of the pyramid. In our chat, Professor Barki presented the current scenario of the field of social entrepreneurship and social impact business in Brazil and we had rich discussions about the synergies and differences in the same area in the United States.



3. THE BRAZIL EXPERIENCE

SÃO PAULO, MAY 31ST

Do you know Gustavo Fuga? He is one of the most prominent social entrepreneurs in the Brazilian scene. The impact business he created in 2011, **4You2 Idiomas**, is receiving the largest financial contribution in the history of one of the most important impact investment funds in Brazil, due to the promising profile and traction for scalability. 4You2 wants to democratize the teaching of English and cultural exchanges in Brazil and its mission is to transform education through the teaching of languages and transcultural experiences in an accessible and high-quality way to people at the bottom of the pyramid at a global level.



Our last day in São Paulo city was very inspiring: we got to know **Ink Inspira** and participated in a workshop based on the PMDPro (project management for development) methodologies about the main problem that the group identified during the immersion in Brazil. To our surprise, the problem reported was our so-called "street dog syndrome," in which Brazilians tend to belittle the important work they already do for their positive socio-environmental impact. So, let's change this reality together!?

We had a very inspiring lunch with social entrepreneurs who are achieving global social impact and visibility in their respective areas. **Lygia Pontes** is a social entrepreneur and consultant on happiness and performance. Lygia is part of the **Magic Minas** movement, which encourages the occupation of public spaces in the city by women through sport. Her advice for entrepreneurs is "Just keep trying!"



3. THE BRAZIL EXPERIENCE

SÃO PAULO, JUNE 1ST



Do you remember how it felt to see the beach for the first time? The wind caressing your face, the texture of the sand, diving deep in the ocean, maybe trying to surf? It is through this sense of connection with nature, of trust and overcoming challenges that **Projeto Aproximar** works in the social-emotional development of children from communities in São Paulo and in the region. Along with other amazing partners, such as **Vivenda da Criança, ONG Projeto Ondas** and **Pomar Trip** that the Flowie group was part of that unique moment in the lives of these children that will be forever marked in our hearts.

When we let ourselves flow into a moment of connection and love we are impacting several lives in a subtle way, including our own. It was not only the children who had a lot of fun during the experience with **Projeto Aproximar**, the adults also had a blast! Being with these little ones is really contagious and we hope to have other opportunities together.



3. THE BRAZIL EXPERIENCE

SÃO PAULO'S HIGHLIGHTS

Check out this short video here or on **Flowie's YouTube channel** with the highlights of how we Flow in São Paulo! These were the next four days of our social immersion trip in São Paulo (São Paulo):



FEELING THE CITY

EXPERIENCING IMPACT!

CONNECTING

CONTRIBUTING



3. THE BRAZIL EXPERIENCE

CURITIBA

June 2nd to 5th



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 2ND

On the ninth day of our social immersion trip we finally got to Curitiba. Flowie headquarters, the city is the coldest capital in Brazil and also considered the best to live in the country. Curitiba offers a variety of opportunities in the areas of innovation, sustainability, development and also culture and tourism.

And that's how we decided to start our journey here, with the classic train ride, the "**Litorina**" from **Serra Verde Express** that connects Curitiba with the seaside.

It was a journey back in time, in nature and into ourselves. We were able to sense from the field and to connect with the source in a contemplative moment.



The final destination of our Litorina train ride was Morretes, a small historic city near the coast of the Brazilian state of Paraná.

Morretes is famous for its restaurants, especially a traditional dish called "Barreado". The city is also the home of many historical monuments that we had the pleasure to know.

Neither the cold nor the rain - typical of the city, which is very wet due to the Nhundiaquara river - prevented us from taking a walking tour around the city as well as tasting the traditional Barreado dish in its traditional and vegan versions.



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 2ND



Certainly one of the most exciting moments of our entire social immersion trip was the sincere and loving exchange we had with the staff of **5C Centro Cultural!**

After a countdown waiting for this moment, many English lessons to interact with our group and a warm reception, the kids and staff greeted us with welcome messages, a presentation made entirely in English by the founder João Costa Júnior. They also showed the movie *The Improbable* (*Os Improváveis*), made by the children of 5C and with an exclusive translation for this moment.

We had the chance to hear many exciting stories from everyone involved. Founder João Costa, his family and also the incredible volunteers who make all of this happen.

5C has its own methodology, based on the 5C's, which in Portuguese mean: Awareness, Knowledge, Culture, Cooperation and Community. And from our experience there, we would add another C that should remain with us: the Connection!

In addition to touching our hearts, one question was left hanging: how can we unite to contribute to the development of this organization, which impacts and transforms so many worlds?

"There's a special place in my heart for people who see a need within their community and take action to fill it. This is the case with João Costa Junior, the founder of 5C. He realized that the kids in his neighborhood needed safe spaces and an effective child development center, so he created one - in the home of his parents! Using the essential values of the 5C's, they engage in a number of amazing activities (including filmmaking). I also love the fact that they encourage teens and young adults to serve as volunteers for younger kids."

Deena Saunders-Green

3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 3RD

Our second day in Curitiba was very touching too! We started the morning with a maker experience at **Badu Design**, a social business that aims to connect people through art, design and entrepreneurship. Badu produces handmade stationery materials, handbags and accessories with textile waste from the industry. We got to know personally the Badu seamstresses, who together with the staff of the organization make this magic happen. We listened to their personal stories and touching testimonies, which created a genuine connection early on in our experience there. Badu Design's incredible team provided us with a maker experience, teaching us how to sew and mainly to reconnect us in this great "web of life"! Badu was also responsible for producing Flowie's welcome kits, made with the reuse of materials from the automotive industry. Hiring impact suppliers is one of the premises of the Flowie impact model.

"This organization truly captured my heart. Before my trip to Brazil, four of our artists expressed an interest in merging their art with fashion. My limited vision immediately conjured images of t-shirts (which I didn't want to do), so I filed the idea away in my mental rolodex for future reference. Meeting Ariane Santos literally changed the trajectory of my company. Not only does Badu Design create amazing bags and accessories from textile waste, they also hire women as a way to foster empowerment. To top it off, their offices are used for creative coworking and workshops. I shared this innovative approach to fashion with our artists and they were immediately smitten. Our next goal? Collaboration!"

Deena Saunders-Green



Even our lunches are special and productive! We had the opportunity to have lunch in a fantastic place, **O Locavórista**, which encourages the consumption of local producers of Paraná and serves a very unique cuisine! The person accompanying us in this gastronomic experience was Jamil Assis, program manager of the **Instituto Atuação**, who told us about the work they have been doing, especially with the City Model Program, whose objective is to transform Curitiba into a reference in democracy and in a laboratory democratic practices through the participation of civil society.



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 3RD

We were pleased to be welcomed by Cris Alessi and Alessandra Reis of the **Agência Curitiba**, whose purpose is to promote and lead the economic, technological and innovation development of Curitiba in a sustainable way. In this visit, we learned more about the entrepreneurship, innovation and impact ecosystem of the city and had the chance to know projects of international relevance.

In addition, we spoke with Alexandre Matschinske about **IMAP**, the Municipal Institute of Public Administration, and about the Fala Curitiba project whose main goal is to bring citizens closer to the City Administration, creating a communication channel to listen to the main demands of all the neighborhoods of the city.



This day in Curitiba ended with the visit to **Fab Lab Curitiba** Cidadania Cajuru, a laboratory of digital manufacture and prototyping in which students, companies, and community can share knowledge and put innovative ideas into practice.

Curitiba is the first Fab City in Brazil, an international initiative launched in 2011 to stimulate the creation of self-sufficient and globally connected cities, where it is possible for digital manufacturing to change the way we produce food, energy, and even industrial manufacturing.

The concept was created by the Institute of Advanced Architecture of Catalonia (IAAC) - with which our partner Alessandra Schmidt works -, the Center for Bits and Atoms of the Massachusetts Institute of Technology (MIT), Barcelona City Administration and the Fab Foundation.



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 4TH

Our last day started with typical Curitiba winter weather, a very cold and sunny day in the city! We visited **IPPUC (Institute of Research and Urban Planning of Curitiba)**, where we had an incredible explanation about the city's long-term urban planning. IPPUC's main strategic goal is to order the growth of the city with the appropriate distribution of urban activities. From its creation and until today, many of the concepts that make Curitiba a smart and sustainable city are attributed to IPPUC.



Our last sensing journey closed the immersion with a cherry on top: we visited **Instituto Legado** of social entrepreneurship at **Legado Socialworking**. Legado is a non-profit organization that believes in social entrepreneurship as an evolutionary path that can transform the world. The organization believes in a Mass Transformative Movement and the exponential power of innovation, understanding that empowered people have the power to change the world and that working together produces more and better results. On this occasion, the vice president of Legado, Gláucia Marins, told us a little about the organization's trajectory and also about the social entrepreneurship scenario in Curitiba and Brazil.



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 4TH

Our social immersion trip was a subject for Legado TV. An interview was recorded during our visit to **Instituto Legado**. Legado TV is an online audiovisual channel that covers institutional actions and broadcasts unedited content about the universe of social entrepreneurship and transforming impact. The content is developed by **De Propósito**. In the interview, journalists asked about Flowie's story, about how this impact experience was designed and also wanted to hear from participants about their perception of Brazil and the field of social impact in the country. Flavia Feliz, Deena Saunders-Green, Pauline Martinez and Liziane Silva were interviewed.



o legado
pelo mundo

INTERCÂMBIO
ALUNAS
BRASIL/EUA



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 4TH

Our last lunch happened in a very special place: **aHorta Bike Café**. This business is an incredible example of the sustainability tripod combination: balancing economic gain with social development and positive environmental impact. In the space - besides the 100% vegetarian cafeteria / restaurant with delicious food - there is a communal vegetable garden, green roof, construction in recycled containers, bike workshop, as well as activities such as yoga, meditation, dance and other cultural attractions. A place that is transforming the entire surrounding region!

"In June of 2002, I participated in a 7-day bike ride from San Francisco to Los Angeles (approximately 575 miles). The experience left me with a very sore posterior and a very deep respect for cyclists. The Ahorta Bike Café in Curitiba resonated with me because it was founded by a cyclist who wanted to provide a place of refuge for riders. They also served the best vegan hamburger that I've ever tasted. Finally, it was made from five wonderfully-designed shipping containers - something that I've been thinking about using as a building material for several years." - **Deena Saunders-Green**



Our farewell party could not happen in a better place. We were warmly welcomed at **Ca'dore Comida Descomplicada** with a typical welcome drink from **Bar Boulevard**. Ca'dore is the first gastronomic villa in Curitiba, with more than 35 food and beverage options and a sustainable structure of recycled containers. The business was built on the land of one of the first industries of Paraná and has a combination of historical preservation and modernity. Bar Boulevard also has principles of sustainability such as reverse logistics, use of aluminum straws, an organic vegetable garden and social impact businesses as suppliers. It was a delightful and emotional moment as we knew we would feel a lot of "SAUDADES" from now on!



3. THE BRAZIL EXPERIENCE

CURITIBA, JUNE 4TH



The last part of our inner transformation journey within **Flow.in** methodology was a solo walk in nature experienced at **UniLivre (Universidade Livre do Meio Ambiente)** - Bosque Zaninelli, in Curitiba, allowing time outdoors and creating room for silence, reflection and integration.

Silence is a condition that enables people to dive into themselves and really explore where they stand in terms of their own inner transformation process, as well as in the journey towards positive impact.

Being in nature is a powerful experience, stimulating a natural reset in our lives, allowing us to reconnect with a greater sense of vitality & renewed purpose. Slowing down, breathing pure air and relaxing, to deeply re-connect to the refreshing, revitalizing, calming and balancing elemental energies of nature, help us to re-engage our senses, think and see in new ways. When we're in nature, we're able to step outside of ourselves and see ourselves as part of a larger whole. Somewhat paradoxically, we do so in order to listen to our innermost voices.

The solo walk in nature allowed participants to deepen their reflection and look honestly at questions regarding the purpose of their work, their role, and their contributions. Some participants gained new insights, clarity, and had very personal experiences. Others used the space for deep reflection, and enjoyed the beauty of nature.

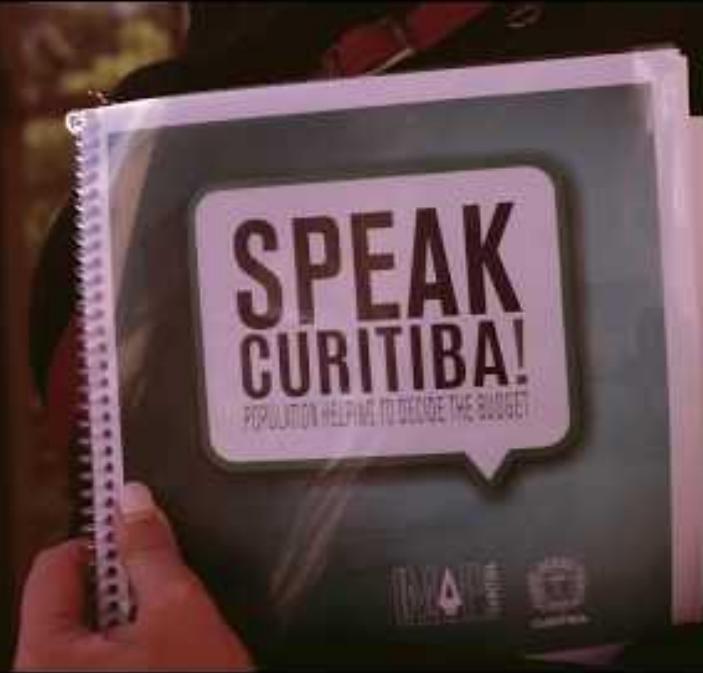
In the end, participants shared their feelings and thoughts in a circle and were invited to crystalize their own projects and their own inner transformation in a document and encouraged to prototype it in the near future.



3. THE BRAZIL EXPERIENCE

CURITIBA'S HIGHLIGHTS

Check out this short video here or on **Flowie's YouTube channel** with the highlights of how we Flow in Curitiba! These were the last four days of our social immersion trip in Curitiba (Paraná):



flowie
FLOW IN YOUR WORLD

EXPLORING

TRAVELING

FLOWING

SHARING

NURTURING A
NEW PATH

INTEGRATING

OPENING TO THE NEW

LEARNING



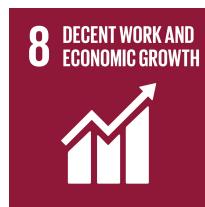
4. OUR IMPACT

FLOWIE AND THE SDGs

We are all being impacted by the challenges that the **United Nations' Sustainable Development Goals** addresses. Business cannot succeed in societies that fail. Investing in the achievement of the SDGs supports pillars of business success.

The 17 Sustainable Development Goals call on business everywhere to advance sustainable development through the investments they make, the solutions they develop, and the business practices they adopt. Flowie's immersions directly or indirectly contribute positively to the implementation of one or more of the SDGs.

We recognize the UN Sustainable Development Goals as an important initiative for a fairer world focused on the welfare of all beings. Therefore, we are inspired by this initiative to conduct our work and believe that our work is specifically linked to the following objectives:



To understand how a company impacts the SDGs, it is important to realize how business activities translate into economic, environmental and social impacts. A five-step process, often referred to as a **Logic Model**, traces the path from inputs through activities, outputs, outcomes and impacts to implement the **Theory of Change**.



4. OUR IMPACT

FLOWIE'S THEORY OF CHANGE

Impact:	A new stage of awareness in a sustainable society, focused on common well-being, human values and the creation of a fair system.
Outcome:	Participants becoming conscious leaders, on one hand practicing self-mastery, compassion, and systems-thinking and on the other hand applying caring, social entrepreneurship and sustainability in their lives and work. Strong social entrepreneurship and sustainability ecosystems.
Products/Services :	Capacity and skill building in conscious leadership. Promotion of social entrepreneurship and sustainability.
Activities:	Preparation, organization and facilitation of impact experiences.
Inputs:	Organizers and Facilitators Methodology Networking/social entrepreneurship ecosystem Collaborating organizations Accommodations Internet Materials

The achievement of the **Sustainable Development Goals (SDGs)** requires an evolution of our consciousness. This is central to Flowie's work. All our decisions made individually or collectively will have long lasting impact that will continue affecting the well-being of people and the planet. Flowie's Impact Experiences give the participant the opportunity to develop key leadership in understanding, promoting and supporting efforts that help the world to achieve the SDGs.

We understand as rooted obstacles to implementing the UN's SDGs the lack of the necessary mindset, human values and ethical and sustainable actions. We grow and develop in stages, and our reality and systems are reflections of our values. If we want to improve the well-being of humanity, we need to look inside first and transform from within. For that, an inner process is required, in which a leader must first be grounded in an understanding of self and a relational view of the world and act focused on what is best for the common good. All of that in order to embrace values such as compassion, humility, wisdom, empathy and collaboration.



4. OUR IMPACT

SOCIAL ENTERPRISES AND THE SDGs

These **conscious leadership** skills and capacities will be essential for organizations of all sectors to integrate these development goals into strategic plans and operational activities in order to attain the 2030 aspirations. Flowie's work encourages leaders to:

- **manage resources** while being ethical and inclusive, having a strong vision for making a difference and focusing on long-term goals without compromising values and principles;
- **apply systemic understanding**, or understanding of the root cause of the problem and efforts towards creating systemic change;
- **develop emotional intelligence**, a caring attitude and dialogical abilities;
- **renew their own energy** and that of others around them while helping people embrace a relationship with uncertainty, chaos, and emergence;
- **show willingness to innovate**, recognizing complex problems which require creative solutions;
- **integrate long-term perspective** into impacts.

In order to pursue shared objectives and to address systemic challenges, we increasingly engage in partnerships, especially with social enterprises.

Social enterprises are critical to achieving the Sustainable Development Goals because collectively they represent a new generation of energized leaders, focused on change at scale. They balance sustainability and impact, paving the way to materialize a long-term vision with measurable short-term steps, dedicated to improving the human experience for all. It allows society to act with smart, market-oriented solutions to global problems. It brings stakeholders together to think and build impact in a viable way.

The entrepreneurs we support generate positive social and environmental impact throughout their value chains. This includes, for example: during the input stage, choosing ethical sources of products; in their operations, the employment of individuals from marginalized populations; offering affordable products and services; reinvesting their profits in the business or in direct programs and interventions e.g. educational outreach, the construction of water infrastructure, etc.



4. OUR IMPACT

FLOWIE'S IMPACT MODEL IN 3 PILLARS

Flowie is a young organization in a stage of development. We are aware of the importance of good governance: ethics, transparency, equity, accountability and social and environmental responsibility. We understand our model is in progress, but we are committed to constantly tracking the impact of our structure and operations. We value responsible and inclusive business practices, and focus on sustainability performance.

Our Impact Experiences model is formed by three main pillars:

- 1) **Walk the talk:** We believe that integrity and consistency are fundamental to our existence. In this sense, we are concerned with the sustainability of our immersions. We prioritize sustainable suppliers and partners such as social businesses, nonprofit organizations, and certified B Corps or organizations with positive impact.
- 2) **Giving back:** We aim to identify possibilities of cooperation so that the organizations and entrepreneurs that are visited might establish win-win partnerships with our participants or their network. It is very important for us that our impact experiences be inclusive, allowing equal opportunities and the participation of everyone. We count on different strategies such as offering places for local partners to accompany the immersions, creating opportunities of participation for individuals from underserved communities or through the offering of pro-bono work.
- 3) **Achieving global positive impact:** We foster positive transformation in the participants of our immersions. Those leaders will continue a ripple effect, positively impacting and benefiting their organizations and communities with ethical, caring and sustainable actions.



DAYS



33 ORGANIZATIONS
VISITED



10 PARTICIPANTS



STUDYING SOLUTIONS FOR
CARBON COMPENSATION



3 CITIES



102 HOURS OF
ACTIVITIES



> R\$7.500 INVESTED IN
SOCIAL IMPACT SUPPLIERS



OF REINVESTED
PROFIT



4. OUR IMPACT

IMPACT FOR THE PARTICIPANTS

We understand that social impact is not measured only by numbers. So we selected some nice stories and testimonials by our participants that show how they were impacted after the immersion. Here are some highlights:

Pauline stayed longer in Curitiba after the immersion and she met with the Brazilian congressman Goura Nataraj to discuss the possibility of a collaboration with smart city leaders in Curitiba and Los Angeles.



Deena has partnered her social business B Corp Green Pines Media with 5C Cultural Center. She transformed the drawings she received from the children the day we visited them in Paranaguá in social products with the income reverted to the organization. In addition, she is also connected with Badu Design to purchase some of the bags made by the organization to customize them with Green Pines patches and turn them into social products.



Lisa is buying necklaces made from natural and reused materials - such as plants and seeds - from a local producer that she met at Badu Design. Other impact business purchases were made by the participants such as at Amêndoas do Brasil, Badu Design, Catarina Mina and Utopiar.



Do you want to hear more about what the participants say about Flowie's social immersion trip? Check out our **final video** with the participant's testimonials clicking [here](#) or on **Flowie's YouTube channel**:



4. OUR IMPACT

TESTIMONIALS



What I learned in Brazil

To be honest, I didn't want to go to Brazil. As ridiculous as it sounds now, I felt too busy to take a 12-day trip (15 days with travel). Fortunately, my husband Terry took care of the arrangements. "You're going to Brazil," he declared after it was announced during my Student Association's Holiday Party. I remember hearing the excitement in the voices of fellow grad students from the Social Entrepreneurship program at USC, but I felt weighed-down.

I usually enjoy traveling, and I knew that spending time with other Trojans would be a wonderful experience, but I couldn't see past my growing To-Do list. In 2016, I started a company called Green Pines Media as a way to raise awareness about the challenges facing former foster youth. We accomplished this while helping emancipated youth showcase and monetize their artwork. The problem was, I knew nothing about running a company—particularly one that was trying to make a social impact. Fortunately, the University of Southern California had a program that was designed to help.

Grad school in the Marshall School of Business often felt alien when I compared it to getting a Master's Degree in Social Work a decade ago. On top of that, I was attempting to run a company while staying connected with the teens we had fostered over the years. I was also doing a radio show called Formerly Fostered, based on my podcast with the same name. Finally, I was months behind finishing the draft of my second novel. To summarize ... I was overwhelmed! So, as my husband was busy checking off each travel-related task, I was busy trying to figure out how much our travel insurance would reimburse us if I cancelled at the last minute.

I am a person of faith, and over the years I've learned that if I'm meant to travel a certain path, those doors usually open effortlessly. Brazil was no exception. To be fair, most of this was due to Flowie Impact Experiences (the amazing organization that took care of our travel arrangements) and our student association's International Connections Director; however, it felt like destiny as well. The dates lined up, the cost was reasonable, the flights were convenient, and I obtained a Brazilian Visa online for \$40! It was meant to be.

Behind the scenes, Flowie evaluated each of our interests to customize a meaningful experience. As a child welfare social worker, I'm passionate about causes related to family empowerment, child abuse, and trauma—particularly among teens and young adults. I'm also slightly obsessed with coworking spaces. To say that the organizations we visited reflected each of our interests is an understatement. At times, it felt like Flowie reached into my brain, found the areas marked "I wonder if this is possible" and located companies that were actively carrying out my thoughts.

Deena Saunders-Green

[MSSE's student and founder at the social business Green Pines Media.]



4. OUR IMPACT

TESTIMONIALS



How Flowie's social impact trip changed me

I can't express enough how much this trip was worth it. I was accepted as a special guest, because I wasn't able to participate in the whole journey, so I joined only a third of the trip – the São Paulo part. Even though I missed the first days when everyone got to meet each other and already shared a lot of experiences, I felt so welcomed by all of them. When I started meeting and talking a bit more to all the participants and getting to know their stories better, I realized how attentive the Flowie team was in choosing the places to go and people to meet. They were all very connected to each participant's aspirations and personal projects, so that the learning process could be the best possible. There were three specific moments that changed me:

The first one when Flavia (Flowie's co-founder) received the news that she was accepted to USC. In that moment I was certain that that wasn't a normal and typical social immersion trip. It was so much more. The way that everyone was touched and became involved by the news and her happiness was the most beautiful thing I have ever felt collectively. We were all so genuinely happy for her. In that moment, I was sure I also wanted to study social entrepreneurship at USC and Flowie gave me that: it changed my professional aspirations.

The second moment was when we were introducing ourselves to a host in one of our visits, and one of the participants didn't hesitate at all in explaining her project for the first time. In that moment, we realized that her idea was getting more and more concrete, more refined and that was the most beautiful thing to see: to see a project really coming to life.

The third moment was in one of the activities where I had a totally different view of myself and of Brazil. The American participants shared some of their points of view about the country and about Brazilian people. By seeing us from their perspective, I felt like we should be prouder of ourselves and our inheritance, as well as acknowledge our achievements. By sharing experiences with people from a different culture, I learned more about my own.

I have so much to thank Flowie for welcoming me into this impact experience and letting me live all of it. It was all very organized: the visits, conversations and discussions were very enriching, and all the team was so attentive, caring, nice and energetic! I can't wait for the next opportunity to be with them!

Luisa Mendes Brasil

[Environmental Engineer, Consultant in impact and innovation management . Organizer of acceleration programs for social businesses]



4. OUR IMPACT

IMPACT FOR THE ORGANIZATIONS AND PARTNERS

Our social impact trip has resonated on the social networks of various organizations visited and partners! Here are some highlights:



O Cortella, membro do nosso Conselho Consultivo, nos disse no início desse ano "vocês já fizeram sua lição de casa, estudaram e estruturaram um Negócio Social que impulsiona outros Negócios Sociais, agora é hora de divulgar", indicando que precisamos nos comunicar mais com a Academia, afim de ensinar o que aprendemos e repassar um pouco do que descobrimos de Negócios Sociais na prática. Por isso, ficamos muito felizes quando o civl-co o nos pediu para apresentar a Bemtevi para um grupo de mulheres estudantes da Universidade do Sul da Califórnia (University of Southern California) e de Harvard (Harvard University) que veio ao Brasil para uma experiência brasileira de autoconhecimento e impacto social, por meio da Flowie. Acreditamos em uma sociedade na qual dinheiro é meio e as pessoas são fim, e nós amamos quando mais pessoas se encantam com modelo que pode resolver desafios da sociedade de maneira sustentável: Negócios Sociais.



4. OUR IMPACT

IMPACT FOR THE ORGANIZATIONS AND PARTNERS

"When we exchange experiences with people from other countries we realize that many of the challenges we have in ours are similar to those faced in other parts of the world but the solutions applied differ and that is where the great value of sharing lies. This exchange is critical to learning from mistakes and teaching our own problem-solving techniques. It is always a two-way street. Other than that, developing a network outside your country adds unimaginable professional and personal opportunities."

Bruno Muniz - Total Cross

"Mayor Rafael Greca always says: 'that which is not shared is lost'. Sharing experiences, projects, and worldviews broadens our horizons and creates new connections. The experience with Flowie in Curitiba shows how a new network society becomes more powerful, transformative and impacts our current society; even with different realities, the search for joint solutions becomes more effective."

Cris Alessi - Agência Curitiba

"Impact work can often seem like an 'upstream' effort. Moments of interaction and connection with other leaders who are concerned about positive change have a very clear benefit in spreading examples and shedding more light on the theme of our work. But we also gain a lot from the suggestions, directions, questions and provocations that come out of those moments. I can say that the connection is very valuable as it helps us promote our work to more people around the world and also urges us to improve even more on what we are developing."

Jamil Assis - Instituto Atuação

"The value of this experience is a bridge. California and São Paulo were as close as a glance, a hug. Leaders with the purpose of making this the best of all worlds recognized each other and shared visions. Meetings and experiences are invaluable and in this impact business segment they motivate participants directly and indirectly, as we learn about other equally fantastic initiatives, we learn that we are not alone and we are increasingly sure that we are on the right track."

Rafael Athayde - YouGreen



4. OUR IMPACT

IMPACT FOR THE ORGANIZATIONS AND PARTNERS

"When I talked to Flowie about the possibility of 5C receiving an international visit I was ecstatic. Well, 5C is from a little known city which has so many difficulties and was chosen among thousands of other organizations to represent social entrepreneurship. An honor! At that moment I realized how great the transformation of a being is, how rewarding it is to do good. At that very moment I was startled: 'If they really come to 5C, what will we do?'

I don't know how to speak English, not one of our children can speak it, but in conversation with the volunteers I found that two of them were studying and could speak English and then came the first value of this experience. Every Saturday, our children had English, world geography and foreign culture classes. On the day of the visit one of our children told me: 'Mr. Costa, she said a lot I didn't understand, but when she asked my name I understood and answered in English!' This is a story of a child who might never have had this contact except through 5C.

It has been an intense three months with classes and activities to welcome the visitors in the best way. The children were very excited and anxious. Then, the big day came: all of the morning was dedicated to organizing the space, after all time would be short and everything needed to be perfect. All the children helped in this organization. Then, the second value emerged: the value of cooperation, plus a positive impact, among many others, caused by the Flowie experience.

When the foreign students arrived, along with them came a contagious and harmonious energy, a gigantic peace. We presented our facilities and our movie: 'Improbable', which was staged, produced, edited and subtitled by our children and volunteers. It was 'improbable' that 5C and the movie would be known internationally. 'Improbable' that Paranaguá would be recognized worldwide as a center for entrepreneurship, transformation and social impact. 'Improbable' that our children would speak and understand English. 'Improbable' that 5C would have partnerships in California and Massachusetts. 'Improbable' that our children would dream of living abroad or even dream of leaving their own neighborhood. Because these things were so unlikely to happen, we just have to thank Flowie, and all that you represent, for making the improbable happen.

This contact with Flowie Experience has further transformed our world, opened our minds and prospects for the future, broadened our vision of possibilities, and connected us with the best in human beings."

João Costa Júnior - 5C Centro Cultural



4. OUR IMPACT

IMPACT FOR THE ORGANIZATIONS AND PARTNERS

"The experience of exchange is what strengthens us and is one of the purposes of O Bosque Hostel! Being with international leaders raises questions about the way we follow, realizing what we could improve on, recognizing what we are doing very well, and establishing connections to the impact ecosystem. The value would be to expand horizons and being able to join hands in strengthening what we believe in! The most beautiful thing is to receive international leaders not only because they are our clients but because we believe that is possible to go beyond and established a real relationship. This connection is also a way of being recognized in the market as being able to transform a conventional business into an impact company, in the sense that we are moving towards this reality to flourish!"

Duda Guimarães de Almeida - O Bosque Hostel

"The synergy that comes from the exchange of knowledge between collectives that seek social justice and people's happiness, always energizes the journey and makes us feel more empowered. The group of international activists brought by Flowie to Banco Palmas, on the outskirts of Fortaleza, was a moment of pleasure, a fun exchange and appreciation of our work. We learned and taught from our practices and that was the purpose. In addition, we promoted Banco Palmas internationally."

Joaquim - Banco Palmas

"International experiences are always welcome, especially in the academic / business context, because the exchange of ideas and experiences with people from different cultures, strengthens any business model, especially ours, which focuses on sustainability. Thus, allowing the validation of some assumptions, corrections or new directions to align our services with new markets, especially the international one. "

Sérgio Clério, Ms. - Selletiva



4. OUR IMPACT

IMPACT FOR THE ORGANIZATIONS AND PARTNERS

"To promote positive social impact, the meeting between the different spheres of society is paramount. For us at Amani Institute to participate in the exchange of ideas, knowledge and experiences provided by Flowie in addition to being connected with our global vision and mission, adds value by increasing the possibilities for identifying synergies and connections between networks of highly qualified people and organizations."

Marta Castagno - Amani Institute

"Welcoming the international leaders at my home was a very interesting experience. The exchange of information has shown us that we are 'on the right track', in spite of all the difficulties. Visitors were interested in our story and confirmed our ideas that in order to run a sustainable business, it must be economically viable, taking into account business variables like any other business, such as taxes, legislation, labor issues and so on."

Leônidas Harger - Ahorta Bike Café

"For me this connection was very special! It was a possibility to exchange and to be partnering with someone outside Brazil. And that only happened because of Flowie, that opened doors for us and put us in touch with wonderful people who also had a higher purpose. Honestly, I was very happy! This project has enabled us to establish an international partnership and have the financial breath to go through a challenging phase."

Ariane Santos - Badu Design

"This experience is of fundamental importance, first because an outside view validating our work demonstrates that the strategic choices we made are going in a good direction. Secondly, it allows us to expand our view of what we are doing from the feedback gathered, leading them to create a cycle of continuous improvement in our initiatives."

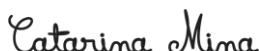
Luis Fernando Guggenberger - Vedacit



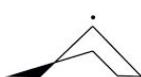
5. THANKS!



The **Flowie's USC-MSSE Social Immersion in Brazil 2019** only happened thanks to the friendship, affinity, solidarity, sense of togetherness and strong collaboration among all our beloved partners. Overwhelmed with gratitude, we would like to express our warm thankfulness to:



5. THANKS!



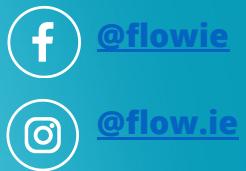
O LOCAVORISTA



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LET'S FLOW



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