



FDC - IAC Regional
Meeting & International
launch of FDC's initiative
Imagine Brasil

*Imagine Brasil: a think action tank
for the country we can be*

NYC USA 2022



Development of society and the country is the main commitment of Fundação Dom Cabral- FDC: Imagine Brasil



Imagine Brasil is a think action tank that seeks to inspire and mobilize the development of a fairer, more prosperous Brazilian society.



For over 45 years,

the Brazil-based business school has been working to contribute to the sustainable development of society by educating, developing and building the skills of executives, entrepreneurs and public managers. For FDC, business schools must play a key role in the development of society and the country. Recently, FDC made it clearer in its strategic planning, highlighting its three strategic intents:

-  knowledge (about FDC reaching beyond its excellent reputation as a center for executive education and further developing itself as a thought leader, developing ideas at the forefront of business knowledge generation, distribution, and management);
-  integrated education (focused on FDC's strategy to extend its already wide-ranging portfolio of programs to achieve a comprehensive educational portfolio in three arenas: executive, academic and social programs); and
-  social inclusion (moving away from a model that focuses primarily on the top of the social pyramid and increasing FDC's social impact on the wider community).



One of the macro trends

that influences society today is the increase in inequality and the social and economic exclusion of a significant part of the population. This trend is particularly relevant in Brazil, which is the 12th largest economy in the world but, at the same time, a very unequal country.

FDC's key focus is to be a school positioned for the whole of Brazilian society – including contributing to public administration and the role it plays for social organizations. As part of this focus, FDC aims to consolidate knowledge generation, program content, degree programs, customized executive education, and reach out more proactively to the “base of the social pyramid”.

For many years FDC has directed part of its revenues for a series of social initiatives, and in recent years there have been discussions within the Institution about how FDC can have an even greater role in the reduction of social and economic exclusion in Brazil. These conversations have led to the creation of the Cardinal Dom Serafim Social Center focused on the education of low-income entrepreneurs; education of young adults in vulnerable social/economic situations; and organizational development of NGOs that are focused on social issues.



But Brazil needed more.




In June 2020, an initiative evolved in the face of Brazil's challenges including economic stagnation, social and economic inequalities, the devastation of the environment, pandemics, and Brazil's political crisis. FDC's Board of Trustees recommended that FDC, considering its experience and reputation, should play an even more decisive and leading role in society and become a protagonist using its convening power to influence companies, governments and NGOs to stimulate dialogue and develop programs and proposals to help Brazil overcome its present difficulties. The goal is to act on the problems, working with society, partnering with like-minded people and already established programs and institutions. The idea is to join forces to gather critical mass and thereby make good things happen. That vision led to the creation of an initiative called IMAGINE BRASIL, which FDC launched in Brazil in August 2021, inviting leaders of different segments of society to think and talk about Brazil Aspirations.



Through dialogue,

debate, and research, Imagine Brasil initiative looks for a convergence of ideas to more clearly elucidate and define an aspiration for the future of Brazil. The aspiration needs to include pluralistic views on the different professional and life dimensions of the country and, at the same time, expand knowledge on relevant themes to advance practical actions in the context of the sustainable and inclusive development of society.

Three principles were established that must be shared by all people who participate in the Imagine Brasil initiative:

-  Respect for representative democracy and independence of powers;
-  Defense of social inclusion as a fundamental need for the dignity of the Brazilian population; and
-  Need for environmental preservation/regeneration compatible with sustainable economic development.



From a conceptual

and methodological point of view, Imagine Brasil follows the “Aspiration – Performance” approach, based on the concept first developed by James G. March and Herbert A. Simon in *Organizations*, and with important contributions from Henrich R. Greve, [Organizational Learning from Performance Feedback: A Behavioral Perspective on Innovation and Change](#). On the one hand, it concerns talking about an Aspiration, and on the other hand, about Performance.

Performance is what makes these dreams come true. Carrying out this journey between ideas and actions should be the engine for the advancement of Brazilian society.

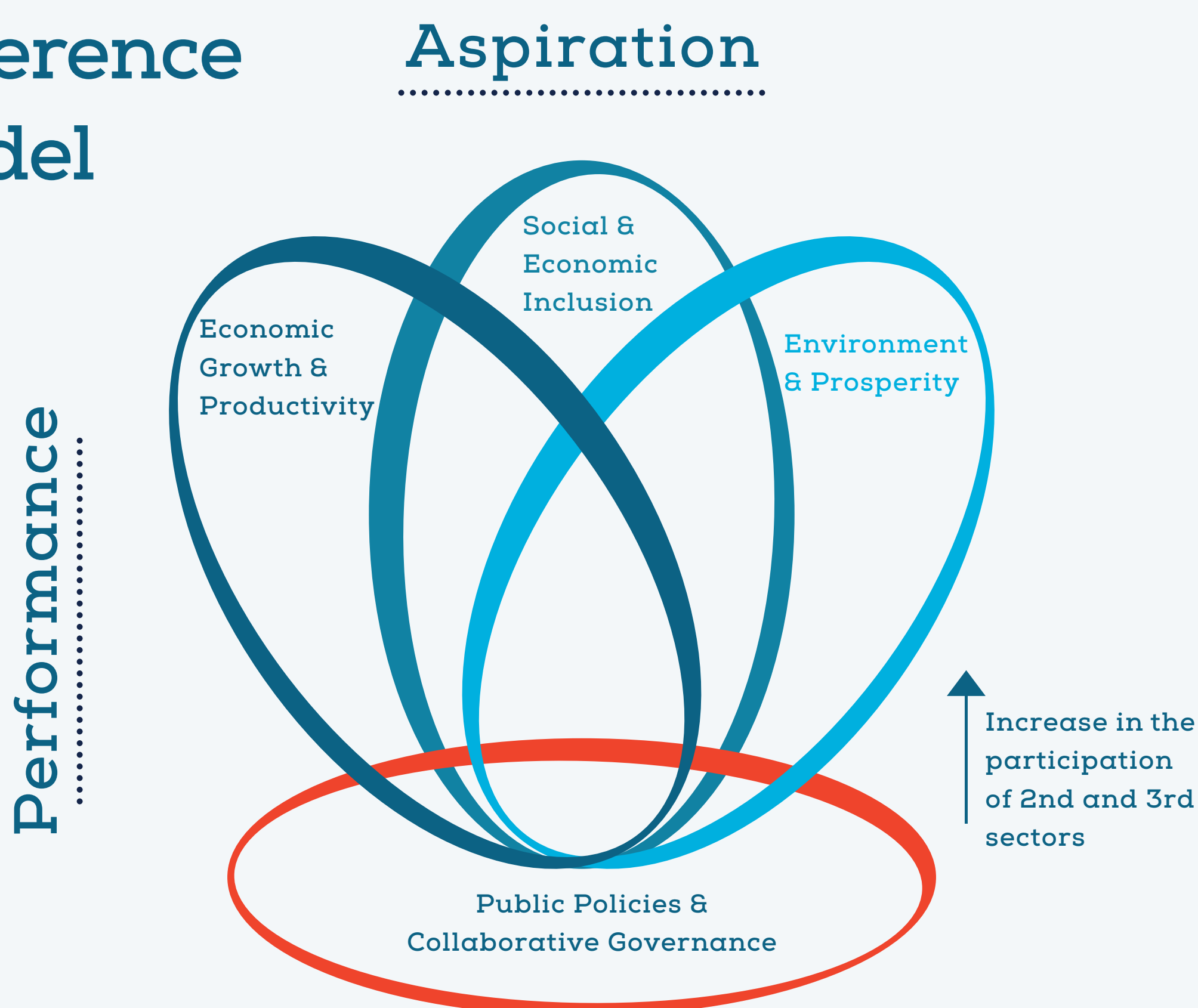


Through studies and research,

the team will formulate proposals along four axes, according to the Imagine Brasil Reference Model:

1. Economic Growth and Productivity;
2. Social and Economic Inclusion;
3. Environment and Prosperity;
4. Public Policies and Collaborative Governance.

Reference Model



The journey likely will be long and arduous, and FDC wants to call on everyone to join this opportunity to be part of it, either by sharing personal experiences, the experiences of your countries, supporting, advising, funding and giving international visibility to this initiative.





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