



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Insper

PAULO CUNHA
INNOVATION AND
ENTREPRENEURSHIP HUB



ENTREPRENEURSHIP | INNOVATION | CLIMATE LEADERSHIP

Better Futures Symposium

Saturday 08 November 2025



Welcome

To celebrate COP30 arriving in Brazil, the **Better Futures Symposium** focuses on how entrepreneurial thinking can drive climate action - transforming sustainability challenges into opportunities for innovation, growth, and systemic change.

About the hosts

Insper is a non-profit higher education and research institution dedicated to fostering the transformation of Brazil. Through applied research, cutting-edge technology, and new business models, **The Paulo Cunha Innovation and Entrepreneurship Hub** supports members of the Insper community to build business ventures with high economic and social value. Since 2021, start-ups founded by Insper students or alumni have raised over R\$ 8 billion.

The London School of Economics and Political Science (LSE) is the world's leading dedicated social science university. Situated in the heart of London, students come from across the world to LSE to study the most pressing challenges facing our global society. In 2025, LSE was ranked as the #1 university in the United Kingdom by **The Times and The Sunday Times Good University Guide** for a second year running.

Event partners



Global Programmes

Awarding Body



UNIVERSITY
OF LONDON

Academic Direction



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A Unique Academic Opportunity

Insper is a Recognised Teaching Centre of the University of London, under the academic direction of The London School of Economics and Political Science (LSE). Business and Economics students can earn two internationally recognised degrees, one from Insper and one from the University of London, while studying in Brazil.

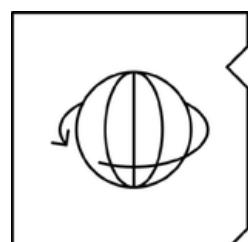
Why Choose the Parallel Degree



Begin directly at degree level without a foundation programme



Access a world-class curriculum and earn a prestigious degree affordably, without needing to relocate



Earn two internationally recognised qualifications valued by leading global employers and graduate schools

Roles of the Institutions



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Academic Direction

LSE designs the degrees and sets and marks all assessments.

Insper

Academic Delivery

Insper provides lectures, teaching, and campus experience.



UNIVERSITY
OF LONDON

Awarding Body

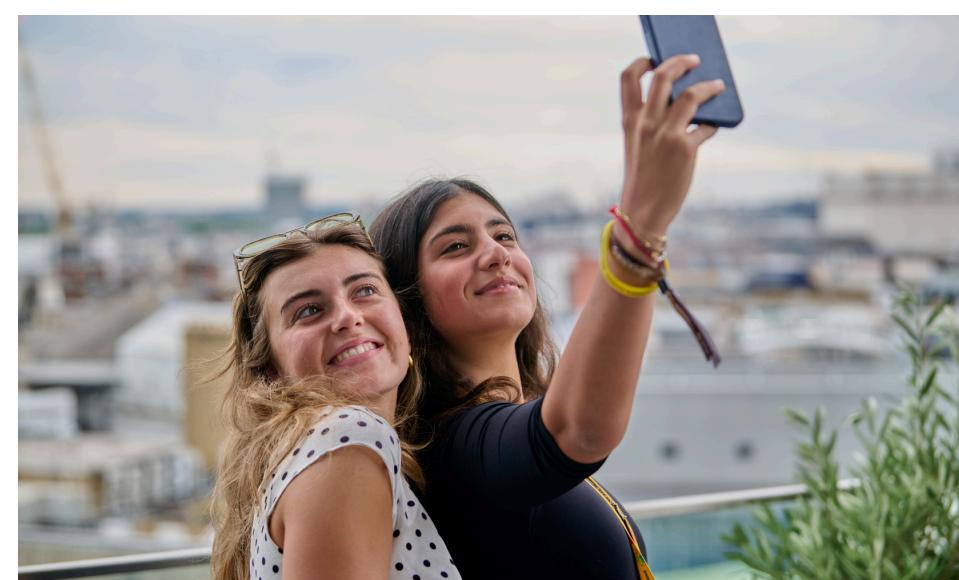
UoL provides student services and awards the degrees.



Professor Emma McCoy

LSE Vice President and Pro-Vice Chancellor

"LSE brings a research expertise honed over more than 100 years to the Programmes. LSE's central vision is to educate for global impact and these Programmes are a vital way through which we do this."



Programmes Available

- ✓ BSc Business and Management
- ✓ BSc Economics
- ✓ BSc Economics and Finance
- ✓ BSc Economics and Management
- ✓ BSc Finance

Find out more

- hub@insper.edu.br
- insper.edu.br/pt/quem-somos/internacional
- emfss.teachingcentres@lse.ac.uk
- lse.ac.uk/study-at-lse/global-programmes

Agenda



Saturday 08 November 2025

Insper

Quatá Street 200 - Vila Olímpia CEP: 04546-042 São Paulo – SP.



Time	Activity	Location
10:00	Reception and Welcome Coffee	Foyer
10:30	Opening remarks	
10:45	How entrepreneurship, innovation, and social impact can work together for a better future. Speaker 1 – Sustainability for a Better Future Speaker 2 – Technology for a Better Future Speaker 3 – Agro and a Better Future Speaker 4 – Innovation and Entrepreneurship for a Better Future	Room 511 + 512
11:30	Keynote Guest's Panel	
12:15	How can we measure impact?	
12:45	Lunch and networking	Quatá, 300. 5th Floor
2:00	Entrepreneurship as a Driver of Change	Room 212
	Innovative Solutions to Real Design Challenges	Room 511
	ESG Thought Leadership	Room 512
2:45	Break	
3:00	Theory of Change	Room 212
	City +2°C	Room 511
	Studying Globally	Room 512
3:45	Closing	

Main Events

Keynote Panel Discussion

How entrepreneurship, innovation, and social impact can work together for a better future.

10.45am
Room
511 + 512

The discussion features the following speakers:

- **Daniela Stump** | Sustainability for a Better Future
- **Marcel Jackowsk** | Technology for a Better Future
- **Alberto Pfeifer** | Agro and a Better Future
- **Rodrigo Amantea** | Innovation and Entrepreneurship for a Better Future

Keynote Guest's Panel

Speakers:

- **Host Rodrigo Amantea**
- **Denis Ramon**
- **Roberta Danelon Leonhardt**
- **Dr. Maria Rita Villela**
- **Felipe Brescancini**

11.30am
Room
511 + 512

How can we measure impact?

Speaker:

Fernanda Lemos

12.15pm
Room
511 + 512

Drop by
during
the day

Information stands

Representatives from the hosts and event partners will be set-up in the main foyer to answer your questions. This is a great chance to learn more about further opportunities at Insper, LSE and beyond, as well as get more information about study abroad programmes and scholarships.

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Panel 1

2.00 -
2.45pm

Choose one session to attend...

1.1
Room
212

Entrepreneurship as a driver of change
Hosted in Portuguese

A discussion about how entrepreneurial practices can be the solution for social impact problems, featuring perspectives from both professors and students who actively experience this approach.

Thomaz Martins - Entrepreneurship Professor at Insper

Lucas Filizzola - Insper Entrepreneurship League

Filipi Tieppo - Entrepreneurship Professor at Insper

Innovative Solutions to Real Design Challenges

Hosted in Portuguese

A talking session about how we can innovate to solve real everyday problems, presenting the methodology used by Sugar Network

Luiz Durão - Professor at Insper, Innovation

1.2
Room
511



1.3
Room
512

ESG Thought Leadership Roundtables
Hosted in Portuguese

A highly interactive session to brainstorm Environmental, Social, and Governance (ESG) challenges with three thought leaders from different industries, rotating and networking between discussion groups.



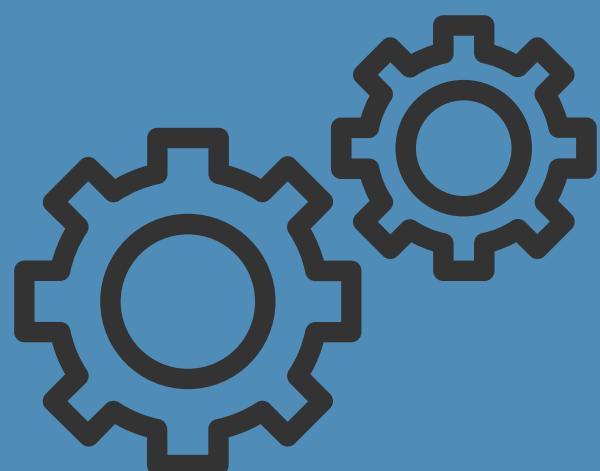
*Dr. Maria Rita Villela, Co-founder - Instituto EVA
Veridiana Abdo Nakad, Project Manager at Agni
& more!*

Panel 2

3.00-
3.45pm

Choose one session to attend...

2.1
Room
212



How the Theory of Change can be used as a methodology to boost the creation of impactful solutions, with support from Insper Metrics

Theory of Change
Hosted in Portuguese

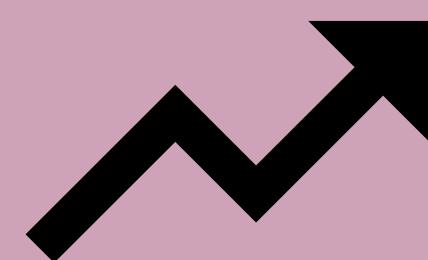
Frederik Felix - Insper Metrics

City +2°C
Hosted in Portuguese

A discussion to present the study 'City +2°C', conducted by Insper Cidades, about how we as a society can contribute to reducing the climate impact in urban areas

José Elcio Batista - Insper Cidades

2.2
Room
511



Studying Globally: Discover international education opportunities at Insper and LSE
Hosted in combined Portuguese and English

Expand your horizons and explore what it means to study and think beyond borders. Hosted in partnership with Fundação Estudar, join us for an interactive session introducing international education opportunities at Insper and LSE. This session will introduce everything you need to know about studying globally.



Nathan Brennan - London School of Economics

Flávia Piazza - Insper Global Team

Matheus Moraes Matos - Insper Global Team

Camila de Cunha Marques - Fundação Estudar

Notes

