

# A Guide for Higher Education Institutions

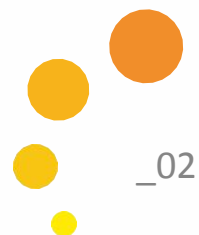
*How to Strengthen the Bridge between Universities and the Ecosystem Supporting Impact Businesses,  
With Examples and Good Practices to Bolster the Entrepreneurial Journey in Teaching, Research and  
Extension, Enhancing the Work of a Network of More Than 200 University Professors*

Co-realisation



Strategic Partnership





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**Entrepreneurship is  
not all the same.**

**Higher education  
institutions can make a  
difference.**

Higher education institutions (HEIs) are at the forefront of the country's intellectual, scientific and technological production. They have the responsibility and opportunity to train new generations of entrepreneurs, researchers and professionals committed to generating positive socio-environmental impact.

Teaching entrepreneurship is not all the same, so higher education institutions can be leaders in social transformation by including the topic of impact businesses in teaching, research and extension.

This guide was developed to support higher education institutions in navigating this transformation journey. It provides insights, strategies and practical examples of how to integrate social impact into their curricula and projects.

The journey to becoming an impact institution is continuous and evolving, and this guide is here to show you the first steps along the way.

**Enjoy your journey!**

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**impacto**

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# Businesses with Positive Socio-Environmental Impact

## CONTEXT

- Brazil has serious, recurring environmental and social challenges, which affect people and territories disparately.
- Public policies and the third sector already deal with these challenges directly but cannot resolve them.
- It is necessary to commit more people and resources to resolving these challenges.
- There is an opportunity to stimulate a new economy that rethinks market logic to combine entrepreneurship, technology and innovation to solve social and environmental problems.

## PROPOSAL

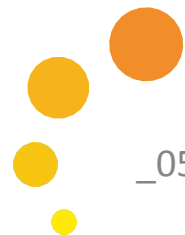
- It is necessary to stimulate and strengthen more business models committed to solving social and environmental problems.

**IMPACT BUSINESSES ARE ENTERPRISES THAT USE BUSINESS LOGIC TO IMPROVE THE LIVES OF PEOPLE AND THE PLANET.**

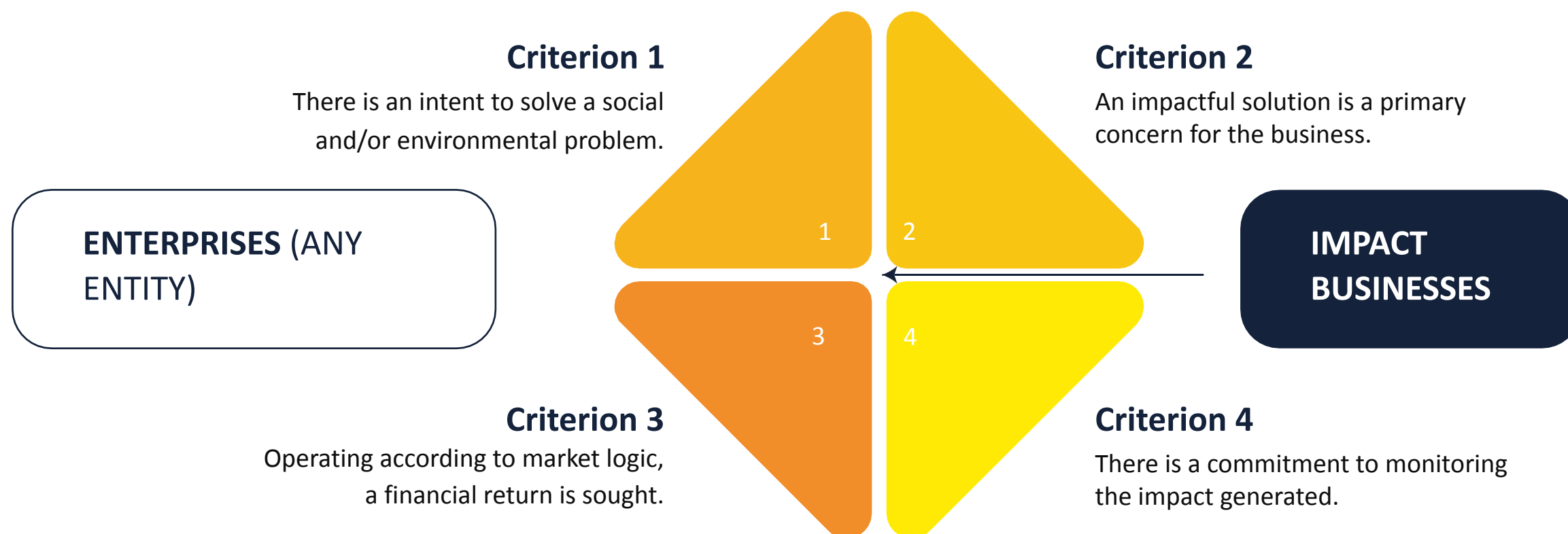
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# Businesses with Positive Socio-Environmental Impact



# About the Coalition for Impact



**R\$34 Million – 4 Strategic Objectives**

## Strengthen Local Infrastructure Supporting Impact Businesses

Provide technical and financial support to dynamising organisations.

## Promote Impact Businesses

Indirectly promote at least 600 impact businesses.

## Generate Investments in Impact Businesses

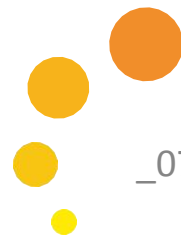
Stimulate public and private investments of R\$15 million for impact businesses.

## Generate Financing for Dynamising Organisations

Stimulate financing of R\$15 million from outside the Coalition for dynamising organisations.

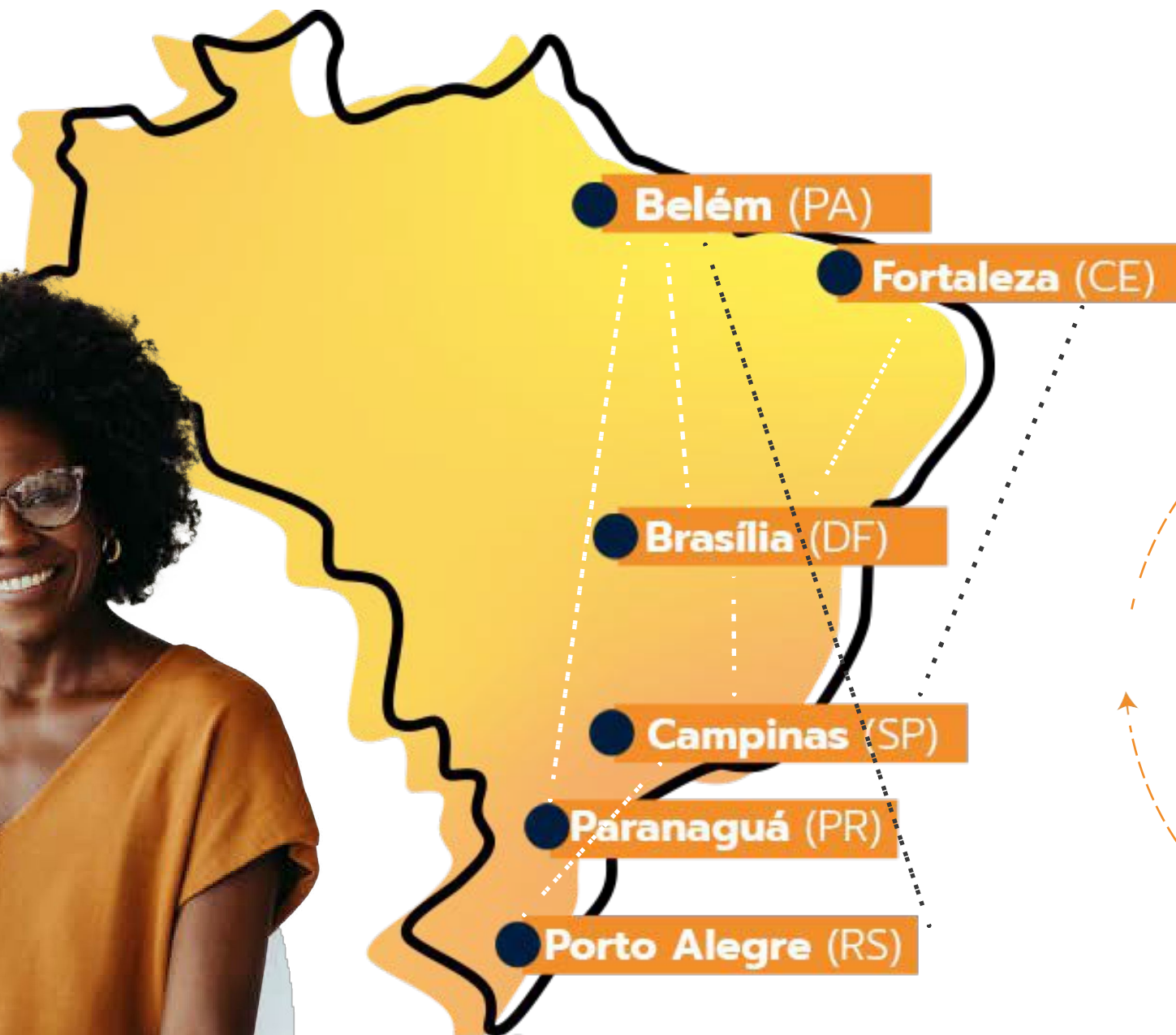
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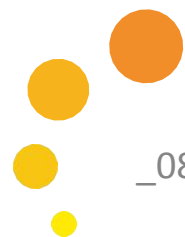


## It's a Coalition of Cities

Each city has local coordination and governance.



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\_08 The Path to Institutionalising the Topic

# The Journey to Broaching the Topic

## Training Days

Content, examples and good practices in teaching, research and extension

## Creating a Community

Connections, bridges, partnerships and exchanges

## Disseminating Content

Joint production and dissemination of articles, studies and research

## Institutionalising the Topic

Exchange programs with global actors

Professors, researchers and academics in general

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## Training Days

→ **Training Days** aim to offer instruction and materials focused on investments and impact businesses, social innovation, and entrepreneurship to professors who are part of the Academia Network.

### Teaching Day

CEATS, in partnership with the ICE Academy (Academia ICE), trains university professors from all over Brazil. In this edition, six regional multipliers will be trained in the cities where the Coalition for Impact operates.

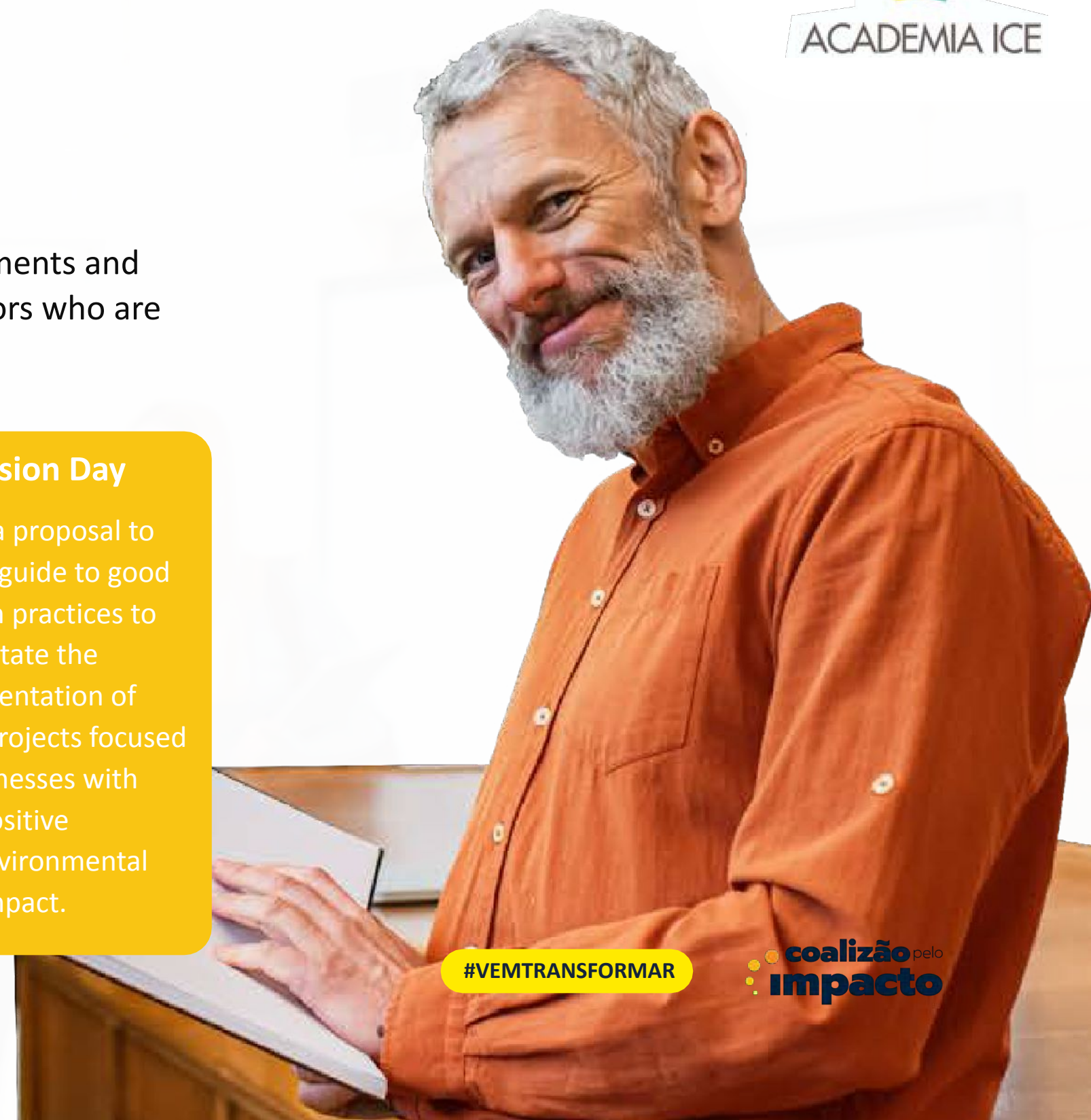
### Research Day

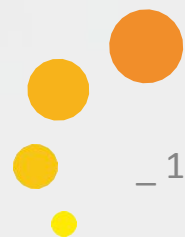
A partnership exists with research support foundations to create state notices that promote business projects with positive socio-environmental impact.

### Extension Day

There is a proposal to develop a guide to good extension practices to facilitate the implementation of extension projects focused on businesses with positive socio-environmental impact.

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## Creating a Community

### National Conference

This conference, held once a year, brings together all professors from the Network. Lectures, workshops and debates are held in a hybrid format. The first day is open to the public, and the second day is reserved for Academy Network members.

### Academy Conferences

These conferences focus on the axes of research, extension and internationalisation in universities through the lenses of positive socio-environmental impact and social innovation.

1<sup>st</sup> Academy Conference: Research in Service of Society

2<sup>nd</sup> Academy Conference: Curricularisation of Extension: Challenges and Opportunities

3<sup>rd</sup> Academy Conference: Internationalisation

### Academy Monitoring

The ICE Academy Network is monitored once a year. It maps professors' profiles, areas of activity, number of research projects and projects related to social innovation, businesses with socio-environmental impact, and other topics related to positive impact.



## Creating a Community

### → Participation in Events and Conferences

The Academy Network seeks to establish a connection between the field of socio-environmental impact and academia.

To this end, it curates academic and civil society events with the aim of organising delegations of professors and deans to participate in these conferences.



# Supporting Universities in Institutionalisation

## Focus on Institutionalising the Topic

This initiative aims to offer universities a journey of involvement with impact businesses, enhancing the role of social transformation that the university plays and the social function of training individuals with a positive socio-environmental impact lens.

TEACHING

RESEARCH

EXTENSION

INTERNATIONALISATION

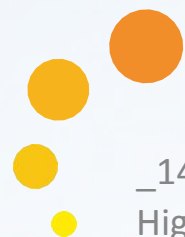
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# Universities Engaged

City	Higher Education Institutions
Belém	- UFPA   Federal University of Pará - CESUPA   Pará State University Centre
Fortaleza	- UFC   Federal University of Ceará - Unichristus   Christus University Centre
Brasília	- CEUB   Brasília University Centre - UnB   University of Brasília
Campinas	- PUC Campinas   Pontifical Catholic University of Campinas - Mackenzie   Mackenzie Presbyterian University of Campinas
Paranaguá	- IFPR   Federal Institute of Paraná
Porto Alegre	- PUC RS   Pontifical Catholic University of Porto Alegre - UNISINOS   University of the Valley of the Sinos River



\_14 What Impact Has to Do with  
Higher Education Institutions

# What Impact Has to Do with Higher Education Institutions



Prepare professionals  
and citizens connected  
with a new economy  
that combines jobs and  
income generation with  
improvements for  
people's lives and the  
planet

The goal is to strengthen the role of HEIs in investment and impact business ecosystems. Students are seen as important players in training a new generation of agents of change who will contribute to the community. By introducing activities in the three axes, HEIs in Brazil can become leading centres in this area.

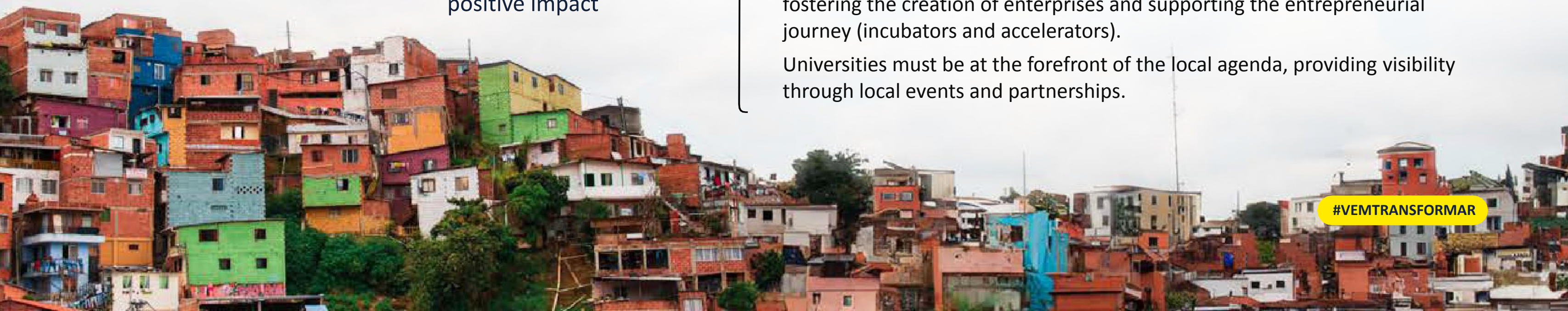
Discussing the need to redefine their role and performance within today's social challenges is essential, both in terms of training people, potential agents of social change, and for the communities that surround them and benefit from their work.

Position the Academy as a  
leader in the  
conceptualisation,  
qualification and  
dissemination of the  
concept of generating  
positive impact

The Academy is a strategic player in generating knowledge and authorities on this new sector of positive impact (research); training professionals committed to positive impact, whether as entrepreneurs, public managers, professionals in large companies, etc. (teaching); connecting students to local social and environmental challenges (extension); and fostering the creation of enterprises and supporting the entrepreneurial journey (incubators and accelerators).

Universities must be at the forefront of the local agenda, providing visibility through local events and partnerships.

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\_15 Examples of Connections Between Impact Businesses and Higher Education Institutions

# Impact Businesses and Education Institutions

*Examples of Connections*

## Challenge

## Opportunity

## Impact Business

## Program/HEI

Improve access to water for people in the Amazon through the sale of rainwater harvesting systems

Create a low-cost rainwater filtration system



Federal University of Pará – Project winner of the ENACTUS award and the World Water Race, a global challenge for SDG 6

Expand and promote the use of Amazonian products in Brazilian cuisine

Value the culture and biodiversity of the Amazon to ensure a sustainable future



Federal University of Pará – Thesis project for the company's expansion with the involvement of CESUPA and Mauá Institute of Technology

Reduce the cost of materials for renovating affordable housing; financial mechanisms for affordable housing renovations

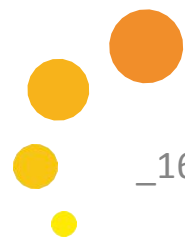
Design a project for renovating affordable homes to improve decent housing



USP/FEA – Developed in the Master's program

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## Impact Businesses in HEIs—North

### Challenge

### Opportunity

### Impact Business

### Program/HEI

Improve access to water for people in the Amazon through the sale of rainwater harvesting systems

Create a low-cost rainwater filtration system



Federal University of Pará - Project winner of the ENACTUS award and the World Water Race, a global challenge for SDG 6

Expand and promote the use of Amazonian products in Brazilian cuisine

Value the culture and biodiversity of the Amazon to ensure a sustainable future



Federal University of Pará - Thesis project for the company's expansion with the involvement of CESUPA and Mauá Institute of Technology

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## Impact Businesses in HEIs—Northeast

### Challenge

Promote circularity in the waste produced by large clothing companies

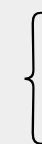
### Opportunity

Specialised collection of waste, mainly textile waste from industries, to transform it into new sustainable items



### Impact Business

UPDesign



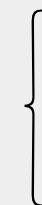
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Offer customised engineering solutions and tools that are ecologically and financially viable for the target audience

Agricultural segment targeting small and medium-sized rural producers who aim for sustainable activity





Engineering Green

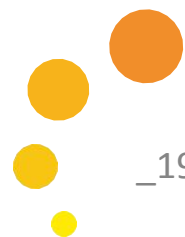


Empreende  
UFC

# Impact Businesses in HEIs—South

Challenge	Opportunity		Impact Business	Program/HEI
Minimise the environmental impact of improper disposal	Reuse old clothing, generating new designs with used pieces, promoting “circular fashion”	➔		{ Environmental Technical Course at IFPR - Paranaguá
Minimise food waste	Create a zero-waste bakery and implement local flavours	➔		{ Environmental Management Technologist at IFPR - Paranaguá





## Impact Businesses in HEIs—Southeast

### Challenge

Reduce the cost of materials for renovating affordable housing; financial mechanisms for affordable housing renovations

### Opportunity

Design a project for renovating affordable homes to improve decent housing



### Impact Business



### Program/HEI

USP/FEA - Developed in the Master's program

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# How Higher Education Institutions Can Connect with the Agenda of Businesses with Positive Socio-Environmental Impact

## 1 Including the Topic in Class

Whether in specific subjects or as a module in related subjects, several references are available on how to approach social innovation and entrepreneurship in education. This practice should go beyond business schools (administration) and involve engineering and the areas of health, education, architecture, etc.

## 2 Encouraging Research on the Topic

Create research fronts or study centres to gather references on impact businesses and organise data and concepts that may be useful for local entrepreneurs and investors.

## 3 Providing Extension Activities

Connect students with impact businesses and the ecosystem that supports these businesses, so they can have direct experience with the topic.

## 4 Supporting Student Entrepreneurs

Organise days that will encourage students interested in undertaking impact businesses, by creating or directing them towards incubator or accelerator structures within the institution or external partners, providing an environment for prototyping these ventures.

## 5 Raising Visibility and Recognition for the Topic

Structure and support events, awards, hackathons and fairs that can make the topic more visible to students and teachers.

## 6 Being a Leading Centre for the Topic

Academia is the ideal space to produce and disseminate knowledge to local and national actors. The university can guard the connection between the culture and the social and environmental characteristics of the locality, providing a solution with positive impact.

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# Good Practices and Inspiring Examples of Impact Businesses for **Higher Education Institutions**



## REDEFINING IMPACT

This publication provides a historical overview of the meaning of “generating positive impact” through business accelerators and incubators, with case studies from current leading organisations.

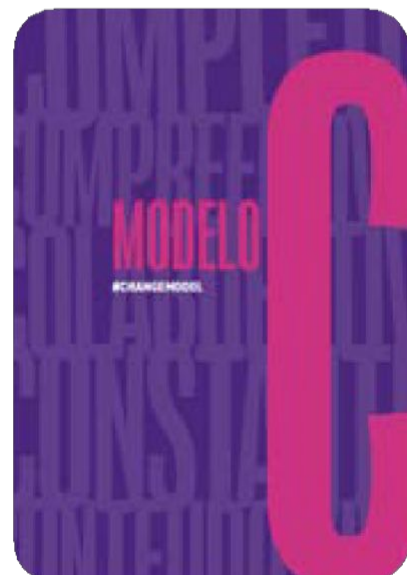
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## ASHOKA U

This practical guide brings experience in driving innovation and shaping leaders and schools of thought that favour social transformation.

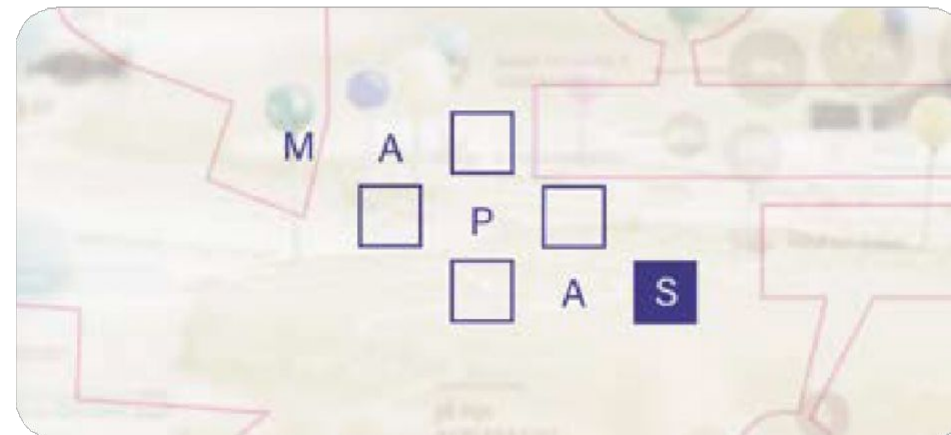
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## A BUSINESS MODEL WITH SOCIAL IMPACT

This step-by-step tool combines the traditional canvas and the Theory of Change, linking the logic of financial profitability with the goal of influencing socio-environmental challenges.

[Access here](#)



## PLATFORMS, SITES E GUIDES

[ICE Academy Program](#)

[ACCESS](#) >>

[Guide 2.5](#)

[ACCESS](#) >>

[Pipe Social Map](#)

[ACCESS](#) >>

[IPEA CSOs Map](#)

[ACCESS](#) >>

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## Next Steps on Your Journey with the Coalition for Impact

*Would you like to learn more about this topic and share it with your team, leadership and partners?*

### TRAINING COURSES

The Coalition offers the ICE Academy Conferences and the course “How to Support Impact Businesses” to organisations interested in learning more about the topic or improving their performance.

*Would you like to know how to create content and activities for your discipline?*

### REGIONAL TRAINING DAYS

In partnership with the ICE Academy Program, the Coalition offers the “Regional Teaching Day” course to professors who wish to expand their teaching possibilities.

*Would you like to pilot an initiative linked to impact businesses?*

### CALLS FOR FUNDING

The Coalition holds regular calls to offer financial resources and mentoring to programs that support impact businesses.

*Would you like to join the Academy Network?*

### CALLS FOR NEW PROFESSORS

Once a year, the Academy Program offers entry to new professors who wish to join a national network of university professors.

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**For more  
information,  
contact the  
Coalition's  
local  
coordinator in  
your city.**

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