

## BAWB Brazil – A Historical Report

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### ***Birth of BAWB Brazil***

The Center for Business as an Agent of World Benefit Brazil (BAWB Brazil) started in 2003 as a branch of The Center for Business as an Agent of World Benefit, USA. Professor David Cooperrider started BAWB USA at Case Western Reserve University with a passion for developing awareness of the important role that business has had and can have on positively impacting society. Cooperrider had previously worked on change efforts with Brazilian food company, Nutrimental, by facilitating large scale appreciative inquiry summits.

Mr. Rodrigo da Rocha Loures, CEO of Nutrimental, had expressed his intention to host a BAWB Brazil International Conference to help uplift stories of businesses' positive societal impact and mobilize groups to combat poverty. The challenge was launched and in 2003 the conference was a complete success with a global presence and more than 1200 attendees attending the first event of its kind in Brazil.

Latter this same year, Mr. Rodrigo Loures continued his journey to develop the region by heading the Federation of the Industries of Paraná State (FIEP). In this position, Mr. Loures represents the industry of the state of Parana.

In this new role, Mr. Loures' agenda was extremely full and a new department of Organization Development was created at FIEP with the coordination of Dr. Ilma Barros to assist the president on FIEP's subsequent major changes. Dr. Barros worked around the world with David Cooperrider during her Ph.D. studies in organizational behavior at Case Western Reserve University.

In the beginning of 2004, FIEP's OD Department elected an executive team of about 30 passionate and talented FIEP members from various areas of the region to organize a second international BAWB conference with a date set for November of the same year. This executive team had weekly meetings throughout the year to organize the details of the conference.

By April 2004 the BAWB Brazil and met with BAWB USA Executive Director Judy Rodgers, and Mr. Bauback Yeganeh, a Ph.D. student from the Organizational Behavior department at Case Western Reserve University who works with Dr. Cooperrider and Executive Director Rodgers at BAWB USA, for the first time in Cleveland, Ohio to discuss the project's structure, its goals and possible achievements. In July of 2004, Mr. Yeganeh directed a workshop in Curitiba, Brazil, with design feedback from Dr. Barros, where he facilitated the executive BAWB Brazil team to help them more formally establish the norms of BAWB Brazil. Participants of the three-day workshop participated in an

appreciative inquiry (AI) design to develop world inquiry interviewing skill-sets, create standards of selection for BAWB Brazil exemplar stories (to be showcased at the conference), flesh out the purpose of the 2<sup>nd</sup> BAWB International Conference, absorb theory behind the AI approach, review recent global AI interventions, and design follow-up steps.

The BAWB workshop resulted in a team headed by Dr. Barros that was ready for action. The following provocative propositions emerged from the workshop participants:

#### PROVOCATIVE PROPOSITIONS – BAWB BRASIL 2004

1. Through the experience obtained by BAWB, our conclusion is that practicing sports in the work environment enables happiness and a peaceful relationship between people by making volunteers feel valued and by integrating competencies and diversity.
2. BAWB-Brasil is a large network, recognized worldwide as a source of inspiration with a record of successful experiences whose results have generated wealth for our nation.
3. BAWB-Brasil is a reference as a channel for collecting and disseminating businesses' successful experiences for promoting social well-being.
4. Through Appreciative Investigation, carried out by BAWB agents in Paraná, we have made available to the world 19 Golden Innovations which have inspired a search for sustainable development. The impact of these innovations was measured by new indicators that have changed the concept of prosperity and the generation of wealth.
5. Today BAWB is closing its activities, because the greatest success story of innovation is BAWB itself, which has spawned a network of organizations acting for world benefit. There are no social barriers, there is respect for diversity and the greater common good is humanity's well-being.

By May of 2004, the BAWB Brazil executive team started its interviews throughout the state of Parana, while conference preparations such as media, budget, and agenda were diligently attended to.

By June 2004, the BAWB Brazil team split into two parts, conference logistics, and developing content by formatting the interviews, facilitating interviews, finding the context and choosing success stories for the conference.

At this point, the theme for the 2004 BAWB Brazil Conference was set as “Alliances for Prosperity”. So the marketing materials were created with this theme as an inspiration.

By July 2004, the new team was working full time on the preparation of the conference and identifying important cases to be presented. At this time the team established a BAWB Brazil web site ([www.bawb.org.br](http://www.bawb.org.br)) and a BAWB Brazil e-mail ([bawb@fiepr.org.br](mailto:bawb@fiepr.org.br)) and consolidated the involvement of other directors from FIEP.

## ***The 2<sup>nd</sup> BAWB Brazil International Conference***

On November 25 and 26 the BAWB conference launched with an international presence (Cooperrider, Yeganeh and others). The journey had developed this conference into a very organized event where key innovations were presented, and follow up groups mobilized. The BAWB Brazil work had culminated into a successful event with approximately 600 representatives of the public per a day.

Below is abbreviated conference agenda:

AGENDA Day 1: 11/ 25

### Morning

-Registration

Participants will receive CD with stories' summary

- Sessions Tai chi and Aromatherapy

-Opening Ceremony -Rodrigo Loures - President

-Keynote Speaker - Dr. David Cooperrider

- Discovery

- Interview protocol - *Alliances for prosperity*

### Afternoon

-Dream

-Start Design phase

- Provocative propositions

AGENDA - Day 2: 11/26

### Morning

8:00 - 8:30 - Sessions Tai Chi and Aromatherapy

8:30 - 9:30 - CEO talks about the most inspiring story of all BAWB stories collected

9:30 - 12:30 - Stories will be presented according to themes simultaneously in different rooms. The themes are:

1. Technology & Education

2. Health & Environment

3. Citizenship

4. Community Development

-Video: images collected from cases (10 min)

### Afternoon

-Design Phase: go back to the data collected the day before during David's session

-Presentation of the outcome and future collective actions

### ***Post-Conference***

11 topics emerged around action toward prosperity from the conference and an agenda is been developed to follow each topic to its maximum capability.

On December 2004, a BAWB Brazil 2005 conference challenge was made. Mr. Vinicius Gasparetto at FIEP was elected a project leader for this conference and is developing another executive group for this matter. He works closely with Bauback to bridge BAWB Brazil and BAWB USA.

On Jan 2005, the new date for the BAWB 2005 conference was set by Mr. Yeganeh, Mr. Gasparetto, and Dr. Cooperrider.

### **BAWB Brazil International Conference 2005**

**Theme: “Partnerships for Regional, Federal and Global development”.**

**Date 5<sup>th</sup> - 7<sup>th</sup>**

**Place: Curatiba, Brazil**

Oct 3<sup>rd</sup> Pre-conference – AI training

Oct 4<sup>th</sup> and 5<sup>th</sup> Conference – Presentation of Cases