

UNIVERSITY COLLABORATION OPPORTUNITIES

JUNE 19-20, 2021

Institute of Social and Cultural Anthropology
Freie Universität Berlin
Germany





**ARE WE
READY FOR
2030?**

**WHAT ABOUT
2080?**

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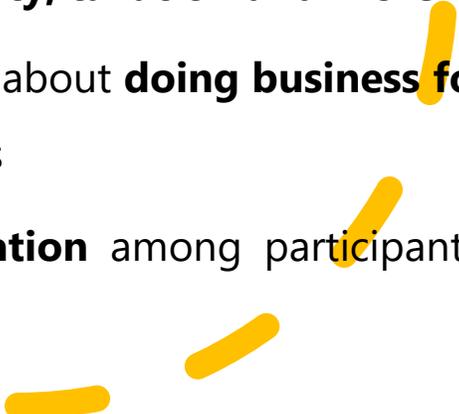
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BACKGROUND

- **The Global Business Anthropology (GBAS) Summit is:**
 - ✓ Holding it's third annual event with a worldwide reach, and will be held for the first time in Europe, at the Freie Universität Berlin
 - ✓ Featuring keynote speaker Dr. Joana Breidenbach, Founder of BetterPlace and Das Dach
 - **At previous summits held in Detroit and New York, USA:**
 - ✓ The summit attracted as many as 22 speakers, held 11 workshops and up to 250 people attended the GBAS
 - **GBAS' 2021 target is to attract:**
 - ✓ An international audience of 50% non-academic business participants, in addition to 50% academic and applied researchers, faculties, institutions and practitioners
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WHAT TO EXPECT AT THE 2021 SUMMIT?

The two-day Summit features **six sessions**. Each focuses on challenging sustainability practices, presented through specific cases. Six working groups that have been collaborating over the preceding year, come together during the Summit to tackle these challenges collectively. In the six sessions you can expect:

- Engaging, **moderated conversations, breakout workshops, and keynotes** by luminaries in business and business anthropology
 - Discussions about what we want tomorrow to look like, by bringing your ideas, concerns and interests regarding: **digitization, privacy, supply chain management, cultural change, technology, mobility, taxation and more**
 - To come away with new knowledge, tools and ideas about **doing business for a sustainable future**, that will inspire working teams
 - **Networking opportunities** and **further collaboration** among participants, that will last beyond the GBAS.
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PROGRAM

FRIDAY (18/6)

Welcome Activity and Excursions (TBA)

*Dinner and Mingling in Berlin, pay as you go
(TBA)*

SATURDAY (19/6)

Welcome and Opening Remarks

Keynote address (TBA)

Session 1: *Demystifying the Future & Building Action Plans*

Session 2: *Taxation & Social Responsibility*

Lunch (brownbag style)

Short Presentations by Businesses

Coffee and Meet the Businesses

Session 3: *Beyond Sustainability*

*Dinner and Expedition in Berlin
(TBA)*

SUNDAY (20/6)

Keynote: *Joana Breidenbach, Betterplace.org and DasDach*

Session 4: *Gender & Business Opportunities*

Session 5: *Change & Diffusing Behaviours within Organisations*

Lunch (brownbag style)

Session 6: *Business Anthropology for the Future & Building a Knowledge Commons*

Reflections & Rallying Cry for the Future

ABOUT THE SIX SESSIONS

Starting off broadly,

Session 1: Demystifying the Future + Building Action Plans

explores the models used in business to prepare future outcomes, e.g. exploring megatrends and cultural drivers and shifts.

Session 2: Taxation + Social Responsibility

takes a look at the role of taxation in shaping business decisions.

Then zooming in,

Session 3: Beyond Sustainability

explores the extent of human centricity in business models that have allowed the needs of the planet to be overlooked.

Session 4: Gender, Race, and Ethnicity + Equitable Business and Workplaces

explores learning with feminist approaches to marginalization and inclusivity

Lastly to prepare for the future,

Session 5: Change + Diffusing Behaviours within Organisations

explores shifts in complex behaviours within organizations.

Session 6: Business Anthropology for the Future & Building a Knowledge Commons

develops tools to make anthropological contributions, recognizable for businesses across cultures and locations.

PAST EVENTS AND MEDIA COVERAGE





SUMMIT LOCATION

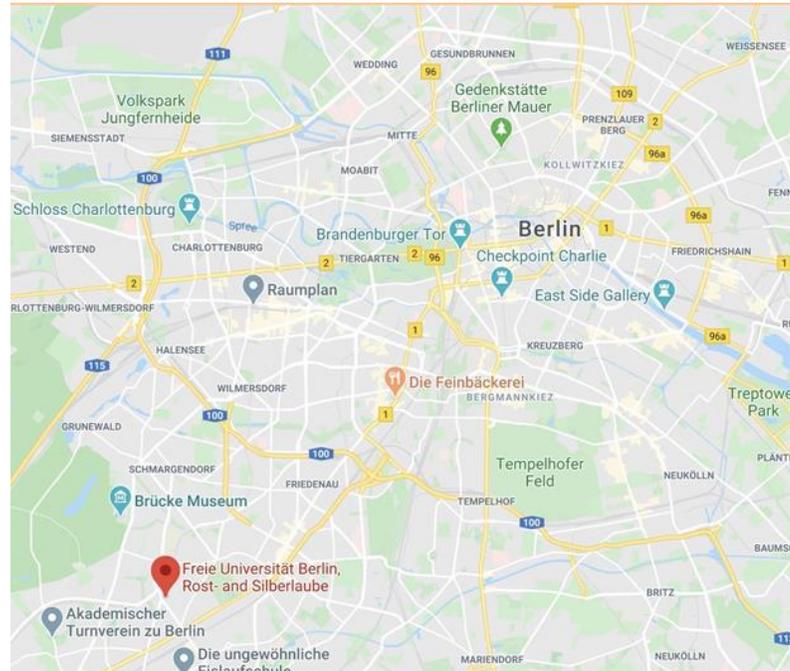
Berlin, Germany

Hosted at Freie Universität Berlin

<https://www.fu-berlin.de/>

June 2021, 18 - 21

*If travel restrictions or lockdown measures persist, the conference will take place as an online event





SUPPORTING OPTIONS

The below are some excellent supporting opportunities for technical, academic, governmental & organizational partners

Global Black Lives Initiative Scholarship Fund

Travel and per diem for Black students from around the world who intend to pursue careers that will contribute to the field such as market research, insights, analytics, UX, and innovation to name a few. The GBAS will help to create networking and speaking opportunities for Black students, with the aim to answer the call for equality.

(A presentation detailing the Black Lives Initiative is available upon request)

Student participation

Travel and per diem for participation and speaking opportunities at the GBAS

Internship project financing

Internship fees for student organizers of the GBAS

Reception events and activities

Workshops and information sharing sessions before and during the GBAS

PARTNERING OPTIONS

The below are some excellent partnering opportunities for technical, academic, governmental & organizational partners

Summit partner 1x 5,000€

- Primary visibility of your brand and logo on all printed, and digital GBAS material
- Keynote speaking opportunities at the GBAS
- Booth next to the conference room displaying partner materials
- Official press release to be distributed to media attendees

Session partner 6x 3,000€

- Brand and logo on all printed GBAS material
- Partner's materials to be distributed in a press kit
- Primary visibility and speaking opportunities during your session of relevance
- Desk at the conference entrance

Standard partner 1,000€, 500 €, .-

- Donations, in kind, of any amount, to be given in support of the GBAS's mission, goals and aims

WHY SUPPORT/ PARTNER?

In the face of globalization and its opposite (rising populism/nationalism), anthropology is becoming of more interest in business debates, media communication across the globe, and in different areas with different perspectives (product and service design, UX, supply chain and procurement, AI, organization, marketing communication). The global business anthropology summit will offer your Universities, Students, Institutes and Department's the opportunity to:

- ✓ be a part of the only business anthropology Summit worldwide
- ✓ engage with a growing community and network of academic and businesspeople bridging sciences and arts in business
- ✓ participate in an educational platform for future generations in social science and business education
- ✓ learn about a large and growing body of research, experience, and shared knowledge
- ✓ experience a prominent host university with a strong reputation in Germany and the world – FU Berlin
- ✓ converse about a critical and timely theme (*are you ready for 2030 ? What about 2080?*) with a clear focus on the future
- ✓ learn new methods and to be invigorated by provocative questions/debates/cases
- ✓ reconsider and learn about models for risk management without infringing on value creation
- ✓ understand diffusion of new behaviors in organizations in the face of change
- ✓ get a baseline of knowledge for integration and ethical business and societal governance
- ✓ learn how to answer students when they ask questions 'what's next?' or 'where/what can I contribute?' outside academia

CONTACT

For any questions and doubts:

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**To learn more please visit the links
below**

<https://www.businessanthro.com/>

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summit-berlin](https://www.businessanthro.com/2020-summit-berlin)



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BUSINESS
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SUMMIT 2021**
doing anthropology in business

THANK YOU!

