

PARTNERSHIP OPPORTUNITIES

JUNE 14-18, 2021

in cooperation with
Institute of Social and Cultural Anthropology,
Freie Universität Berlin, Germany






**ARE WE
READY FOR
2030?**

**WHAT ABOUT
2080?**

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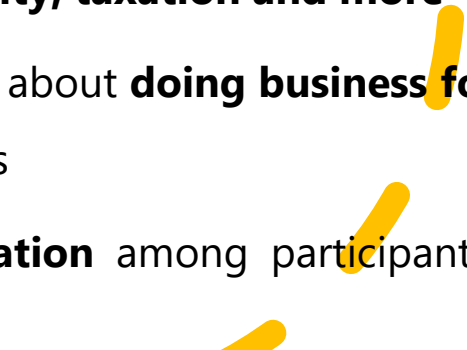
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BACKGROUND

- **The Global Business Anthropology Summit (GBAS) is:**
 - ✓ Holding its third annual event with a worldwide reach, and will be held online with the collaboration of the Freie Universität Berlin
 - ✓ Featuring keynote speaker Dr. Joana Breidenbach, Founder of BetterPlace and Das Dach and Carlo Colpo Head of Brand Marketing Communication from Lavazza
 - **At previous GBAS's 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
 - **The GBAS's 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 GBAS?

The week long GBAS 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 GBAS to tackle these challenges collectively. In the five 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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GBAS 2021 PROGRAM

MONDAY (14/6)

Keynote by Joana Breidenbach: *Founder, Better Place*

Keynote by Carlo Colpo: *Marketing Communication Director, Lavazza*

TUESDAY (15/6)

Session 1: *Making Sense of the Future: How Anthropologists "See" It*

Session 2: *Taxation + Social Responsibility*

WEDNESDAY (16/6)

Serendipity Wednesday: *Building Bridges and Networking*

THURSDAY (17/6)

Session 4: *Beyond Sustainability*

Session 5: *Change + Diffusing Behaviours within Organisations*

FRIDAY (18/6)

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

Summary Presentation: *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.

Serendipity Wednesday Building bridges and networking activities

we are in talks with other associations and business to set up specific dedicated activities, stay tuned on the website

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

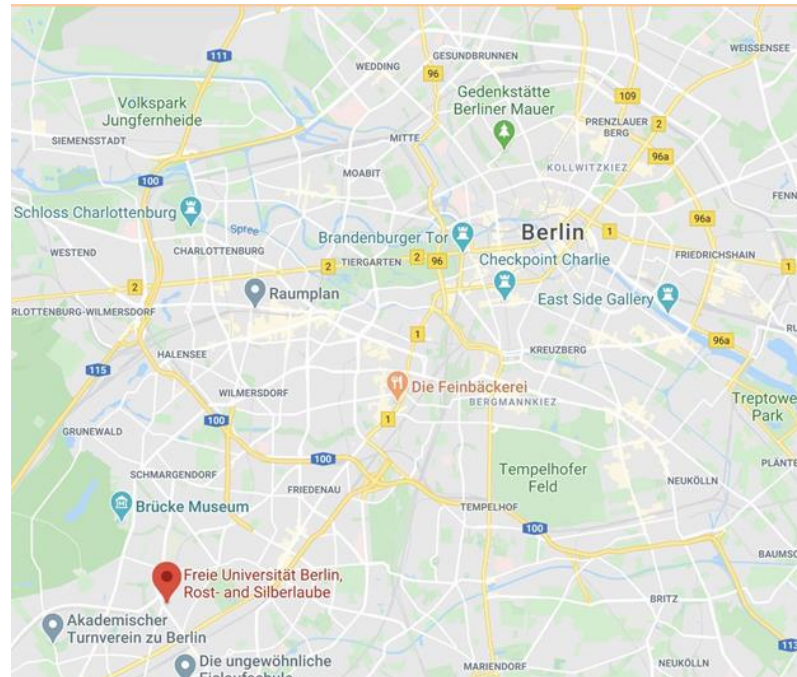




**ONLINE EDITION
IN COLLABORATION WITH**

**Freie Universität Berlin
Berlin, Germany**

**<https://www.fu-berlin.de/>
June 2021, 14-19th**





PARTNERING OPTIONS

The below are some excellent partnering opportunities and benefits for corporate business, technical, academic, governmental & organizational partners

Summit partner

- Primary visibility of your brand and logo on all video digital GBAS material and website
- Digital Booth displaying partner materials
- DEM emailing following the summit to all attendants
- Tailor made digital meet up or breakdown room with students/professionals' TBD

Session partner

- Brand and logo on all GBAS video-material and website
- Partner's digital booth/poster
- Primary visibility and speaking opportunities during your session of relevance
- DEM communications following the summit to session attendant

Technical partner

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



WHERE WILL THE FUNDING GO?

While the activity of Senior Team Berlin members is pro-bono, the money from funding will help to cover (the):

Organizational Costs

- Online platform: Incl. video and tech support
- Administrative and legal costs
- Digital promotion and visibility on social media, media relations

Global Black Lives Initiative Fund

The Global Black Lives Initiative Scholarship Fund is dedicated to students and young professionals who are discriminated against because of racialization in their lives, studies and work. The cost of registration for applicants will be waived (*A presentation detailing the Black Lives Initiative is available upon request*)

Internship project financing

Internship fees for student organizers of the GBAS

Online Reception events and activities

Workshops and information sharing sessions before and during the GBAS

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 business, functions, employees and departments the opportunities 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

CONTACT

For any questions and doubts:

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

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

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



**GLOBAL
BUSINESS
ANTHROPOLOGY
SUMMIT 2021**

doing anthropology in business

THANK YOU!

