

hub-e[©]

@MILANO • ITALIA • 2021

LEARNINGS & COMMITMENTS



istituto **e**



redesigning sustainable thinking
in the design capital of the world

“

I remember the Rio 92 Conference, the most important meeting of leaders on the planet. We discussed the future of Earth and reached an agreement about it. Thirty years have passed, and our society has the experience, the knowledge and the economic instruments to guide us toward a better life in the millennium. We have to understand that we are the guardians of this planet. We have the heritage, the honor and the mission to keep it alive, to carry human experience toward the next century. We are the generation that is living in one of the most important periods of civilization this exact moment of transition, the turning point of a dying planet to a sustainable one. But this transition depends on us, we have the chance to save ourselves and the next ones.

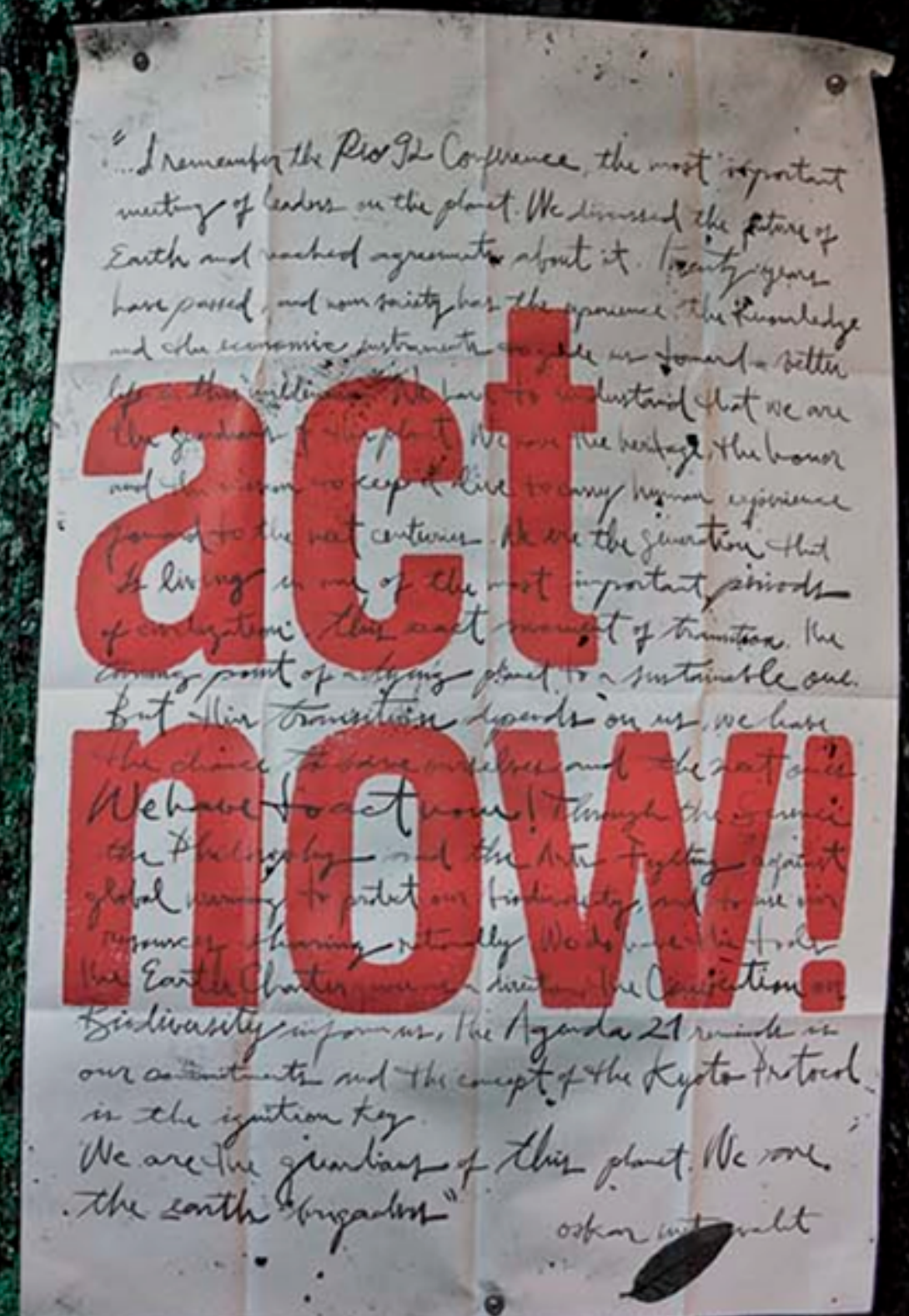
We have to act now!

Through the science, the philosophy and the Arts. Fighting against global warming, to protect our biodiversity, smart use of our resources sharing rationally. We do have the tools, the Earth Charter gives us a direction, The Convention on Biodiversity informs us, the Agenda 21 reminds us of our commitment and the concept of the Kyoto Protocol is the invitation key.

We are the guardians of this planet. We are the earth-brigaders.

Oskar Metsavaht

ACTIVIST, ENTREPRENEUR, UNESCO AMBASSADOR FOR SUSTAINABILITY



WHY:
EVENT'S MAIN OBJECTIVE

WHAT:
LEARNINGS&TAKEAWAYS

HOW:
COMMITMENTS

FOR THE FIRST TIME...

Instituto-E [a pioneer Brazilian institution that has been creating concepts and practices regarding Sustainable Design Thinking for more than the decades]

The British Commercial Chamber for Italy [a private, non-profit making entity that assists and encourages the development of trade and investment between the United Kingdom and Italy] and the

Industrie Cosmetiche Riunite [one of the most traditional Italian fragrance industry known since 1975 for its excellence and innovative thinking]

**JOINED FORCES TO CREATE AN INTERNATIONAL HUB
FOR EXCHANGING KNOWLEDGE, BEST PRACTICES AND
INSPIRING CASES OF SUSTAINABLE DEVELOPMENT WITH AN
ENTREPRENEURIAL POINT OF VIEW.**

Inspired on Instituto-E's concepts,

the Hub-e[©] was created with the goal to share strategic methodologies for implementing and inspiring a sustainability mindset change inside industries from different segments, all in pursuit of balance between environmental, social and economic pillars to achieve real change within the entrepreneurial point of view.

+16 hours of immersion in sustainability

+15 international organizations

promoting and exchange of concepts & practices towards sustainable development

TO CREATE REAL CHANGE

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Sustainability has been shown as a complex set of actions and concepts, almost impossible to achieve. This approach resulted in the creation of clusters inside the same society that don't talk to each other and as a consequence, don't improve together. But our planet needs cooperation in order to find balance.

During the Hub-e © conference, experts in their fields shared the main challenges they face and the purpose that keeps them moving forward:

01.
LISTEN ■

02.
BE DIRECT ■

03.
ACT TODAY ■

01

LISTEN

We are surrounded by intelligent forces with different experiences. **Learn how to listen before acting.**

Listen to nature.
Listen to the youth.
Listen to the elders.
Listen to the planet.

“All living things are integrated to form a single system”
- James Lovelock

02

BE DIRECT

In order to enhance the behavior of the society towards a more sustainable path, we need to demystify the concept of sustainability.

- // Talk about sustainability with simple words, expressions and concepts
- // Change complex explanations to direct and transparent sentences
- // Talk to your audience with sincerity
- // Be honest with your team and external stakeholders
- // Share your achievements and challenges
- // Help your consumer to see the value of sustainable products and services by explaining the impacts of their choices inside your supply chain

03

ACT TODAY

Don't let the will for perfection stop you from taking the first step.

- // Discover what your cause is
- // Define your priority and share the responsibility with your team
- // Understand that you are part of a huge process and be its protagonist
- // Don't wait for the next generation. Start making the difference today.

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No matter the segment or the size of a business, **entrepreneurs and their companies are real activists, fighting to promote a genuine mindset shift.** Every company representative that acted as a member of Hub-e® 2021 @Milano has committed to simple actions in order to get true results, instead of complicated protocols that have proven to be impossible to achieve:

EDUCATE

Inform audience about initiatives, projects, and all sustainability actions, especially their outcomes, even if they are not perfect. Remember to be: SIMPLE, DIRECT and TRANSPARENT.

INSPIRE

Measure your results. Show how your projects or initiatives make the difference within your community. Communicate to your stakeholders showing that sustainability is possible. Invite them to take the first step.

ENGAGE

Encourage your audience to give even more voice to your causes, to support your projects and initiatives. Invite your stakeholders to be part of these movements, no matter where in the world.

COURAGE

To be an entrepreneur and work towards a more sustainable path takes **courage** for it's a daily challenge that requires investment, technologies, innovation and great minds willing to work together and take the chance to improve.

“

I hope that this group of people becomes something strong as **the power of synergy can come from love, ideology and a entrepreneurial point of view.**

Oskar Metsavaht

ACTIVIST, ENTREPRENEUR, UNESCO AMBASSADOR
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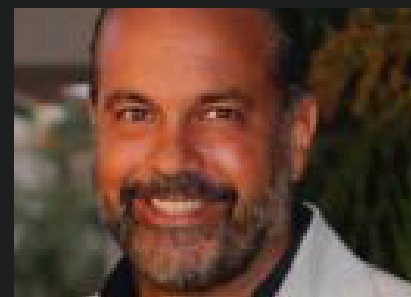
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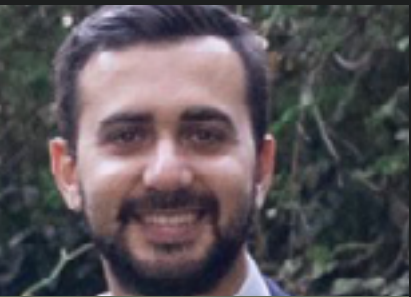
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Pinguim Filmes



our partners for change



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