



# Effectuation *in Rio*

**Dec 5th to 9th**  
In-person  
Event in Rio

The "Effectuation in Rio" conference will be held in Rio de Janeiro, Brazil from December 5th to 9th, 2022 featuring **Saras Sarasvathy**. Professor Sarasvathy is a leading scholar of entrepreneurship and creator of the principles of the Effectuation method, based on research and learning about the decision-making logic practised by experienced entrepreneurs. Sarasvathy is the Paul Hamaker Professor at the Darden School of Business, the University of Virginia in the United States, and the Jamuna Raghavan Chair of Entrepreneurship at the Indian Institute of Management, Bangalore.

For the first time in Rio de Janeiro, Saras Sarasvathy meets with Brazilian entrepreneurs, innovation professionals from academia, industry, the public sector, researchers, and consultants in a unique event that aims to bring together people from all over the country for a fruitful debate on the logic of effectuation and the creation and development of social, environmental and technology businesses.

The Effectuation in Rio is organized by the Laboratory of Technologies, Dialogues and Sites (LTDS) of COPPE/UFRJ, under the coordination of Professor Roberto Bartholo, in partnership with FAPERJ, PEP/COPPE/UFRJ, FINEP, Ação da Cidadania and Municipal Secretary of Social Welfare. The conference will be in-person and is free of charge. Selected sessions will be hybrid, to allow virtual participation.

com  
**Saras  
Sarasvathy**



## DEC 5th | 9am – 12pm

9am to 9:30am  
**Welcome Coffee**

9:30am to 10am  
**Opening session**

10am to 10:30am  
**Lecture by Professor Saras Sarasvathy**

10:30am to 12pm  
**Panel session Interactive meeting with entrepreneurs**

*Interactive meeting between 2 creative economy entrepreneurs and Professor Saras Sarasvathy.*

Local:  
**COPPE/UFRJ**  
Business Incubator  
Auditorium - Ilha do  
Fundão - Cidade  
Universitária, RJ

## DEC 6th | 9am – 1pm

9am to 9:30am  
**Welcome Coffee**

9:30am to 10am  
**Opening session and presentation by Professor Saras Sarasvathy**

10am to 12pm  
**Panel session Entrepreneurship and social innovation**

*Interactive meeting between 4 social entrepreneurs and Professor Saras Sarasvathy.*

12pm to 1pm  
**Break for brunch and visit to the Galpão da Cidadania**

Local:  
**AÇÃO DA CIDADANIA**  
Galpão da Cidadania - Rua da Gamboa, 246, Santo Cristo, RJ

## DEC 7th | 9am – 6pm

9am to 9:30am  
**Welcome Coffee**

9:30am to 10am  
**Opening and presentation of the FAPERJ Smart Favela project**

10am to 11:30am  
**Lecture by Professor Saras Sarasvathy about Effectuation**

11:30am to 12pm  
**Questions and interactions with the audience**

12pm to 3pm  
**Lunch break and visit to the Torre Verde project in Rocinha**

*After the break, two interactive panels will be held with entrepreneurs and Professor Saras Sarasvathy. Each panel session will have 3 entrepreneurs supported by FAPERJ.*

3pm to 4:30pm  
**Panel session Entrepreneurs in Rocinha**

4:30pm to 6pm  
**Panel session Social and environmental innovation entrepreneurs**

Local:  
**RINALDO DE LAMARE AUDITORIUM**  
Av. Niemeyer, 776 - São Conrado - RJ

## DEC 8th | 8am – 6pm

8am to 9am  
**Welcome Coffee**

9am to 10am  
**Opening session and presentation by Professor Saras Sarasvathy**

10am to 12pm  
**Panel session Successful entrepreneurial trajectories**

*Interactive meeting between 3 entrepreneurs supported by FINEP and Professor Saras Sarasvathy.*

12pm to 2pm  
**Lunch break**

*After the break, two interactive panels will be held with entrepreneurs and Professor Saras Sarasvathy. Each panel session will have 3 entrepreneurs supported by FINEP.*

2pm to 4pm  
**Panel session Women trajectories of innovative deep tech**

4pm to 6pm  
**Panel session Social and Environmental Innovation**

Local:  
**FINEP - Praia do Flamengo, 200**  
Flamengo, Rio de Janeiro - RJ

## DEC 9th | 8am – 2pm

8am to 9am  
**Welcome Coffee**

9am to 10am  
**Presentation session of how FINEP works in entrepreneurship and innovation in Brazil and future challenges**

10am to 11am  
**Effectuation Masterclass with Professor Saras Sarasvathy**

11am to 12pm  
**Debate session with Professor Saras Sarasvathy and questions from the audience**

12pm to 2pm  
**Closing brunch**

Local:  
**FINEP - Praia do Flamengo, 200**  
Flamengo, Rio de Janeiro - RJ

The schedule is being updated as table guests and entrepreneurs confirm their attendance. The registration link will be available soon.

**Booking for the event:**  
<https://linktr.ee/ltids.ufrj>

For people from outside the city of Rio de Janeiro, we recommend accommodation at the **Windsor Flórida**

Rua Ferreira Viana, 81- Flamengo, RJ  
Phone: +55(21) 2195-6800  
<https://windsorhoteis.com/hotel/windsor-florida>

