



# 1<sup>st</sup> LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY

Curitiba, Brazil  
22<sup>nd</sup>-24<sup>th</sup> August 2022



## BACKGROUND

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Sustainability was in a way already discussed some centuries ago. In the 70's the term gained relevance after many environmental disasters that occurred worldwide. International organizations and scientists started discussing the topic as a way to determine opportunities for a sustainable world and identify barriers that prevented communities around the world to achieve a more sustainable way of life.

Thirty years after the Rio de Janeiro Earth Summit (1992), research in the field is growing every year, which makes sustainability very interesting in the academia. Nevertheless, the main research agenda has been carried out by the United States, China, United Kingdom, and Canada (Olawumi and Chan, 2018), showing to other regions the great opportunity to bring their agenda to the global discussion.

It is against this background that the “**1st LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY**” is being organized by the Pontifícia Universidade Católica do Paraná (PUCPR) in Curitiba, Brazil, the Research and Transfer Centre “Sustainable Development and Climate Change Management” of the Hamburg University of Applied Sciences (Germany), and the Inter-University Sustainable Development Research Programme (IUSDRP). The Symposium will be co-organized by UPB – Universidad Pontificia Bolivariana - Colombia, UNIFE – Università degli Studi di Ferrara – Italy, and UC – Universidad de Colima – Mexico.

The Symposium will be a truly multi and interdisciplinary event, mobilizing scholars, social movements, practitioners and members of governmental agencies and private companies, undertaking research and/or executing projects focusing on sustainability from across the world.

The “**1st LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY**” will focus on **“how society, businesses and organizations can operate in a responsible, socially inclusive and environmentally sustainable way”**, meaning that it will serve the purpose of showcasing experiences from research, field projects and best practice to foster social responsibility and sustainability, which may be useful or implemented elsewhere.



## AIMS

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Consistent with the need for more cross-sectorial and cross-cultural interactions among the various stakeholders working in the field of sustainability, the aims of the “1st LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY” are as follows:

- I. to provide research institutions, universities, NGOs, government agencies and enterprises from the region with an opportunity to display and present their works in the field of sustainability;
- II. to foster the exchange of information, ideas, and experiences acquired in the execution of sustainability projects, especially successful initiatives and good practice across the Latin America;
- III. to discuss methodological approaches and experiences deriving from case studies and projects, which aim to show how sustainability may be enhanced in practice;
- IV. to promote an open and productive regional dialogue.
- V. to network the participants and provide a platform so they can explore possibilities for cooperation.

Last but not least, a further aim of the event will be to document and disseminate the wealth of experiences available today. To this purpose, the book “Sustainability: addressing challenges and creating opportunities in Latin America” will be published, with all accepted papers. This will be a further volume of the award-winning World Sustainable Development book series published by Springer, which since its creation in 2015 has become the world’s leading book series on applied sustainable development. The decision of the editors as to which papers may be selected and undergo peer review for the book is final.



## ORGANIZERS

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### CO-CHAIRS

- Prof. Walter Leal, Hamburg University of Applied Sciences (Germany) and Manchester Metropolitan University (UK)
- Prof. Ubiratã Tortato, Pontifícia Universidade Católica do Paraná (Brazil)
- Fernanda Frankenberger Silva, Pontifícia Universidade Católica do Paraná and Positivo University (Brazil)

### SCIENTIFIC COMMITTEE

- Bruno Henrique Rocha Fernandes - Pontifícia Universidade Católica do Paraná, Brazil
- Massimiliano Mazzanti - Università degli Studi di Ferrara, Italy
- Gianfranco Franz - Università degli Studi di Ferrara, Italy
- Rodrigo Lozano - University of Gävle, Sweden
- Ana Elena Builes Velez - Universidad Pontificia Bolivariana, Colombia
- Carlos Daniel López Preciado - Universidad de Colima, Mexico
- Bárbara Galleli Dias - UFPR, Brazil
- Marcos Ferasso - Universidad de Lima, Peru
- Guillermo Javier Diaz Villavicencio - UNILA, Brazil
- Carlos Olavo Quandt - Pontifícia Universidade Católica do Paraná, Brazil
- Nelson Amaro - Galileo Universidad, Guatemala
- Eric Pallant - Allegheny College, United States
- Diane Pruneau - Université de Moncton, Canada
- Joao Hoefel - UNIFAAT, Brazil
- Federica Doni - Università degli Studi di Milano, Italy
- Sonia Seixas - UNICAMP, Brazil
- Gricelda Herrera - Universidad Peninsula de Santa Elena, Ecuador
- Luis Vargas - Universidad de Chile, Chile
- Osiris Cancilieri Júnior - Pontifícia Universidade Católica do Paraná, Brazil



- Paulo Cruz Filho - Sistema B, Brazil
- Guilherme Francisco Frederico - UFPR, Brazil
- Cecilia M. V. B. Almeida - Journal of Cleaner Production and UNIP, Brazil
- Luciana Londero Brandli - UPF, Brazil
- David Chavez - PUCPR, Perú
- Danielle Denes - Universidade Positivo, Brazil

## SCIENTIFIC SUPPORT

- Dr. Mihaela Sima - Institute of Geography, Romanian Academy, Romania

## LOCAL SCIENTIFIC AND EXECUTIVE COMMITTEE

- Matheus H. Ramos - Pontifícia Universidade Católica do Paraná, Brazil
- Pablo Lucas Carpejani Farias de Lima - Pontifícia Universidade Católica do Paraná, Brazil
- Moriel Luidgi Lenhard Savagnago – Universidade Positivo, Brazil
- Bárbara Maria Fritzen Gomes - Universidade de Passo Fundo, Brazil
- Janaina Camile Pasqual Lofhagen - Pontifícia Universidade Católica do Paraná, Brazil

## COOPERATING ORGANISATIONS

- United Nations Environment Programme (UNEP)
- Inter-University Sustainable Development Research Programme (IUSDRP)
- German-Brazilian Science and Technology Network (GERBRAS-SCIENCENET)



## PROFILE OF PARTICIPANTS

Delegates attending the “1<sup>st</sup> LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY” will come from a cross-sectorial range of areas. These are:

1. members of NGOs;
2. researchers at universities and research centres;
3. representatives from public and private companies;
4. members of social movements;
5. project officers and consultants;
6. other people interested in the topic.

**The participation of doctoral students is warmly encouraged and supervisors/advisers are kindly requested to facilitate their participation.** The sort of international exposure and the rich content of this Symposium will be beneficial to their training and to their future careers.

It is believed that this wide range of participants will help to outline the need for and the usefulness of integrated approaches towards social responsibility and sustainability, and hence contribute to the further consolidation of this thematic area.

### MAIN TOPICS

<ul style="list-style-type: none"><li>▪ Green factory</li><li>▪ Green and sustainable supply chain</li><li>▪ Sustainable Energy</li><li>▪ Renewable Energy</li><li>▪ Industry 4.0</li><li>▪ Digital Transformation</li><li>▪ Reverse and green logistics</li><li>▪ Material Innovation</li><li>▪ Forest conservation</li><li>▪ Circular Economy</li></ul>	<ul style="list-style-type: none"><li>▪ Corporate Social Responsibility – CSR</li><li>▪ Social Innovation</li><li>▪ Sustainable Cities</li><li>▪ Sustainable Campus</li><li>▪ Sustainable Universities</li><li>▪ Sustainable marketing</li><li>▪ Greenwashing cases</li><li>▪ Social business</li><li>▪ Social Inclusion for Livable Societies</li><li>▪ Gender and diversity studies</li></ul>	<ul style="list-style-type: none"><li>▪ Climate Mitigation and Adaptation</li><li>▪ Health, Comfort and Well-Being for a Better Life</li><li>▪ Resilient Transport Systems and Mobility Solutions</li><li>▪ Urban Regeneration, Planning and Design</li><li>▪ Product Lifecycle Management</li><li>▪ Social innovation</li><li>▪ Other topics related with sustainability in a general view.</li></ul>
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## STRUCTURE OF THE EVENT

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The “1<sup>st</sup> LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY” will be organised in two main strands:

### Strand 1: the posters

Participants and organisations will be able to put-up posters describing their works and projects and to distribute the relevant information to the participants. The posters will be the backbone of the event and will allow close, one-to-one contacts between the participants and the exhibitors.

### Strand 2: the presentations

A set of presentations, divided into four main themes will be organised, distributed over parallel sessions dealing with some of the issues of strategic value in the field of sustainability. These are:

1. Institutional organisation, structures, and corporate policies;
2. Approaches towards resource efficiency (e.g. energy, water, wastes, materials);
3. Community and Stakeholder relations;
4. Information, Communication, Education, and Training.

The plenary and parallel sessions, as well as the social events, will provide participants with an outstanding opportunity to interact face-to-face, network and learn about the latest ideas, projects, and practices.



## TIME-TABLE

The “1<sup>st</sup> LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY” will be held on 22<sup>nd</sup>-24<sup>th</sup> August 2022 on the Campus of PUCPR in Curitiba, Brazil.

The basic schedule is as follows:

<b>August 22<sup>nd</sup>, 2022</b>
<b>Afternoon:</b> Arrival and set-up of displays Opening ceremony Key note speeches* <b>Evening:</b> Reception and informal chats and networking
<b>August 23<sup>rd</sup>, 2022</b>
<b>All day:</b> Plenary Sessions Exhibition and visit to displays Key note speeches* <b>Evening:</b> Dinner
<b>August 24<sup>th</sup>, 2022</b>
<b>Morning:</b> Plenary Sessions Exhibition and visit to displays Conclusions with the handover of the awards for the best papers <b>Afternoon:</b> Excursions and Technical visits (optional)

\* Will be updated by February / 2022

In order to ensure an efficient use of the time, delegates are kindly asked to organise their travel in a way that allows them to fully take part in the Symposium.



## REGISTRATION AND CONDITIONS OF PARTICIPATION

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Registrations will be open soon and are possible until the July 15<sup>th</sup>, 2022. Regrettably, logistical limitations mean that registrations after the deadline will not be possible. Since the space for posters and the time for presentations is limited, **delegates are advised to register as soon as possible**. The organisers will notify any interested delegate or organisation in case there are any limitations with time for presentations or space for displays. Registered delegates will then receive further details on the payment of the fees and updated information on the preparations for the event. The decision as to which papers will be accepted for presentation will be taken by the Chairpersons, following consultation with the organising committee. Participants registering to the event will do so under the condition that they will cover their own travel, accommodation and incidental costs (e.g. visa fees) related to their trip to Curitiba. **This is a self-funded event and the organisers are unable to pay any travel or accommodation costs of any kind**. Letters of invitation can only be sent to bona fide, registered delegates, who have paid their fees and need a document to show their employers. For cancellations of registrations up to 45 days before the event, a 50% refund may be made. For cancellations, afterward no refunds will be possible.

### DEADLINES

- Deadline for abstracts: January 30<sup>th</sup>, 2022
- Deadline for papers: March 30<sup>th</sup>, 2022
- Deadline for all reviews: April 15<sup>th</sup>, 2022
- Deadline for registrations with discount: May 30<sup>th</sup>, 2022
- Deadline for registrations with full fee: July 15<sup>th</sup>, 2022

Since the conference book is expected to be launched shortly after the event, the deadlines need to be followed.



## FEES AND CHARGES

A discounted fee of Euro 200 for professionals, Euro 100 for students, and Euro 70 for listeners (no paper submission!) will be charged to those who register until May 30<sup>th</sup>, 2022 (early bird registration). After that, delegates will need to pay the full fee of Euro 250 / Euro 100 / Euro 70 respectively. The fee includes lunches and coffee breaks during the event, as well as the evening reception on 22<sup>nd</sup> August and dinner on August 23<sup>rd</sup>, 2022.

Furthermore, the fee includes **an on-line copy of the book “Sustainability: addressing challenges and creating opportunities in Latin America”** to be made available to those authors whose papers have been peer-reviewed and accepted.

Interested people and organisations are requested to register by completing the online application form, available in the website of the event. This is a self-funded event and the organisers are unable to pay any travel or accommodation costs of any kind. They are however happy to issue letters of invitation to support delegates to request funding for their participation.

## CONTACT POINTS FOR SCIENTIFIC INPUTS AND STRATEGIC COOPERATION

**All questions related to scientific inputs and strategic partnerships, as well as the book, should be sent to:**

Professor Walter Leal

Hamburg University of Applied Sciences (Germany) and Manchester Metropolitan University (UK)

E-mail: [iusdrp@ls.haw-hamburg.de](mailto:iusdrp@ls.haw-hamburg.de)

## REGISTRATIONS AND ADMINISTRATION DETAILS

Fernanda Frankenberger

Business School - PUCPR - Curitiba, Brazil and Positivo University Curitiba, Brazil

E-mail: [ferfrank1@hotmail.com](mailto:ferfrank1@hotmail.com)

## 1<sup>ST</sup> LATIN AMERICAN SYMPOSIUM ON SUSTAINABILITY



### LOCAL OFFICE AND INFORMATION ON INVITATIONS AND LOCAL LOGISTICS

Fernanda Frankenberger  
Business School-PUCPR  
E-mail: [ferfrank1@hotmail.com](mailto:ferfrank1@hotmail.com)

### TRAVEL AND ACCOMMODATION IN CURITIBA

Curitiba (ca. 1,8 million inhabitants) is the capital city of the State of Paraná in the south of Brazil. Its airport hosts many national and international flights. It is a modern, vibrant city. In 2010 the Global Sustainable City Award was given to Curitiba. The award was introduced to recognize those cities that excel in sustainable urban development. Details of the city can be seen here: <https://turismo.curitiba.pr.gov.br/en/>. Details on accommodation will be sent to registered delegates.

### VISIT OUR WEBSITE AT:

[www.lassustainability.com](http://www.lassustainability.com)



## SUBMISSIONS

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### HOW TO SUBMIT AN ABSTRACT

An abstract should be up to 200 words, in English, it should describe the rationale and aims of the paper, and some of its results. General descriptions of broad contexts should be avoided. The full contact details about the author(s) need to be provided. Abstracts should be written in the third person and not in the first or second one (e.g. I, me, or my paper). Please see below a sample abstract. Authors whose abstracts have been accepted will receive further details about how to submit their full papers and further logistical information. Full papers also in English.

### PLEASE SEND YOUR ABSTRACT EXACTLY WITH THE FORMAT BELOW TO:

Fernanda Frankenberger  
E-mail: [ferfrank1@hotmail.com](mailto:ferfrank1@hotmail.com)

### Sample abstract

#### **Integrating Social Responsibility and Sustainability at Universities**

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## Abstract

The impacts of universities to the environment, and the consumption of natural resources as part of their activities and in support of their infra-structure, is significant. This means that the implementation of the principles of social responsibility as part of their sustainability efforts has become a pressing issue. Among other factors, the integration of social responsibility and sustainability initiatives at many universities is made difficult by the general lack of awareness and spread misconceptions about the meaning of social responsibility which, in turn, slows down the process of integration of social responsibility and sustainability initiatives. This paper presents an analysis about the misconceptions related to the implementation of social responsibility and sustainability initiatives at universities, describes the most widespread ones, as well as their implications. A special emphasis is given to the problems and barriers caused by misinformation, which – in turn- prevent the promotion of social responsibility and sustainability initiatives at the institutional level in an integrated manner. Finally, some concrete steps which may be taken in order to break the misconceptions and foster a closer integration of social responsibility and sustainability initiatives at universities, are outlined.

## HOW TO SUBMIT A PAPER

A paper should be up to 5000 words, in English, it should describe the rationale and aims of the paper, the methodology and theoretical references, results and final considerations. The full contact details about the author(s) need to be provided. A template will be available on January, 2022.