



# Effectuation *in Rio*

The "Effectuation in Rio" conference will be held in Rio de Janeiro, Brazil from December 5th to 8th, 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-presence and is free of charge. Selected sessions will be hybrid, to allow virtual participation.

**Dec 5th to 8th**  
In-person  
Event in Rio

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 3 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**

10am to 10:30pm  
**Presentation by Professor Saras Sarasvathy**

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

12pm to 1pm  
**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 10:30am  
**Lecture by Professor Saras Sarasvathy about Effectuation**

10:30am to 12pm  
**Panel with entrepreneurs supported by FAPERJ Smart Favela project I**  
*Panel will be held with 2 entrepreneurs and Professor Saras Sarasvathy.*

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 with entrepreneurs supported by FAPERJ Smart Favela project II**

4:30pm to 5pm  
**Coffee break**

5pm to 6:30pm  
**Panel with entrepreneurs supported by FAPERJ Smart Favela project**

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 Women trajectories of innovative**

*Interactive meeting between 2 entrepreneurs supported by FINEP and Professor Saras Sarasvathy.*

12pm to 1pm  
**Lunch break at the venue**

*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.*

1pm to 2:30pm  
**Panel session Successful entrepreneurial trajectories**

2:30pm to 4pm  
**Panel session Social and Environmental Innovation**

4pm to 4:30pm **Coffee break**

4:30pm to 6pm  
**Effectuation Masterclass with Professor Saras Sarasvathy**

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

# Effectuation in Rio

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>

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

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

