

Rosa ALEGRIA

(Brazil – Sustainability & Foresight)

Biography

B.A. in Language and Literature USP University of São Paulo, Master of Futures Studies UHCL University of Houston Clear Lake. Co-founder and Vice-President of NEF (Futures Studies Research Group at Sao Paulo Catholic University); chair of the Brazilian Node of the Millennium Project. She worked as a business corporate executive for 20 years. Since 2000 as a professional futurist, has been developing strategic foresight workshops, offering consulting services attending corporations, governments, NGOs and several kinds of organizations.. Her main fields: sustainability, CSR, gender relations and media. Licensee of EBF Ethical Biomimicry Finance created by Hazel Henderson and works with Hazel in projects to foster ethics in the media. Started and co-developed the Millennium Project Women Foresight Study (2006/2007 State of the Future); Introduced and co-developed the Brazilian media platform Ethical Markets together with Hazel Henderson (since 2004); Awarded by the Gender Educational Program « Women Integral Health » (1991-1998 Avon Products and Sao Paulo Women Council)

Main works

Editor of the Urban Planning Manual for the National Mayors of Brazil (2012, Movimento Nossa São Paulo, Cidades Sustentáveis); Co-Founded the Movement Media for Peace 1999-2004); Columnist in the Brazilian newspapers and author of several publications and studies such as: a) Human Factor Trends in HR, 2012 Banco Santander b) The future of consumer relations 2006 GSMD c) Collaborative Advantage: trends, scenarios and strategies 2007 GSMD d) Sustainability trends of Small Business e) Living in the country of the future, Journal of Futures Studies, Tamkang University f) The appreciative perspective of the future Journal of Futures Studies, Tamkang University g) co-authored Latin American 2030 - The Millennium Project 2012, 62-69; h) Future Perfect: Foresight in Applied Research (Editora Campus)2012, 359-366; i) co-authored Foresight in Iberoamerica (Red Iberoamericana de Prospectiva RIBER) 2015, 49-64; Manual of foresight methods to implement the MDGs Millennium Development Goals in Brazil (2011, Fiep Curitiba);