

The Estoril Conferences announce their new Partners and Strategic Boards members at a time that where more than ever the Purpose Generation is on the spotlight to take the lead for our common future.

The most renowned event in Portugal addressing global challenges is already engaging with the Purpose Generation and top-level leaders for an intergenerational dialogue and sustainable development purposes in anticipation of the next edition in 2022.

Portugal, 16th June 2021 – The Estoril Conferences, managed now by Nova SBE, are proud to announce the **members of the different Boards** created to support the strategic overview, adding expertise, knowledge and different perspectives, to prepare the 2022 impactful agenda towards a sustainable, inclusive and peaceful future common to all.

Strategic Partnership with CEMS

The Estoril Conferences announce their strategic partnership with CEMS, The Global Alliance in Management Education, to lead an interactive global discussion with the schools of the future, led by Nova School of Business and Economics.

CEMS is a global alliance of 34 leading business schools and more than 70 multinational companies and NGOs jointly delivering a pre-experience Master's in Management programme that prepares future generations of responsible leaders. The CEMS community also includes 1 294 students from 83 nationalities, and 16 840 alumni from over 108 nationalities, working in over 75 countries.

In an increasingly interconnected world, this partnership will elevate the Estoril Conferences initiative worldwide by exploring joint solutions with CEMS to create a “sense of belonging” and commitment in society with younger generations. This partnership is also a ‘call to action’ for leading Business Schools - as independent institutions - to set the tone and lead the way forward to transform our societies.

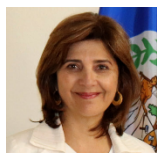
Several initiatives will be designed in the scope of this partnership and more news will be announced soon.

Advisory Board

With the role to inspire the Purpose Generation worldwide, and all of those who look forward to bring an impact for a better world, we are delighted to welcome **Alberto Alemanno**, Legal scholar and public interest advocate director of The Good Lobby, **Anja Ringgren Lovén**, founder of Land of Hope, **António Simões**, CEO of Santander Spain and Regional Head of Europe, **Luís Amado**, former Minister of Foreign Affairs and Minister of Defense of Portugal, **María Ángela Holguín**, Former Minister of Foreign Affairs of Colombia, **Paulo Portas**, former Minister of Foreign Affairs and Deputy Prime Minister of Portugal, **Pia Cayetano**, Senator of the Philippines, **Solveigh Hieronimus**, co-leader of McKinsey's global Center for Government in Munich, and **Xavier Prats Monné**, Special Advisor of Teach for All and Board Member of Teach for All in Spain and Belgium, as [Advisory Board](#) Members. (More names will be announced soon).



“Always have the courage to learn, try new things, be ready to fail and be vulnerable. Remember to be human, empathetic and above all relax and enjoy the ride”, said António Simões, Santander Regional Head of Europe.



“The planet needs new leaders who will unite people, who will listen to those who think differently, who can restore confidence in each society’s institutions. It is no longer about what they may inherit, but about what they may build today”, highlighted María Ángela Holguín, Former Minister of Foreign Affairs of Colombia.

Academic Board

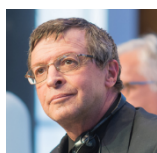
In addition, the Estoril Conferences engage in the [Academic Board](#) a group of faculty and experts in different related topics. It is composed by: **Arie Kacowicz**, Professor of International Relations and Chaim Weizmann Chair in International Relations at the Hebrew University of Jerusalem, Israel, **Catherine da Silveira**, CEMS Academic Director and Lecturer at Nova SBE, **Cátia Batista**, Associate Professor of Economics at Nova SBE and Co-Founder and Scientific Director of NOVAFRICA, **Claire Bright**, Assistant Professor in Private Law at Nova Law School, **Dirk Van Dierendonck**, Professor at Rotterdam School of Management and co-founder of the Erasmus Centre for Leadership, **Julia von Maltzan Pacheco**, Associate Dean for Global Affairs at Fundação Getulio Vargas's São Paulo School of Business Administration, **John Luiz**, Professor at the Graduate School of Business at the University of Cape Town, **Milton de Sousa**, Associate Professor at Nova SBE and Visiting Professor at KEIO Business School, SASIN and American University in Cairo, **Nuno Severiano Teixeira**, Professor of International Relations at NOVA University, and **Ricardo Ernest**, Professor of executive education at Georgetown University’s McDonough School of Business in Washington, D.C.. (More names will be announced soon).



“Contributing to the organization of the Estoril Conferences is an opportunity to empower a new young generation to discuss and promote policies that have actual impact in making the world a better place. Global knowledge and dialogue can go a long way in promoting opportunity and sustainable development for all throughout the world.”, referred Cátia Batista, Associate Professor of Economics at Nova SBE and Co-Founder and Scientific Director of NOVAFRICA.



“Our world asks for all of us to collaborate with an openness of what may be, with trust in the outcomes of a process of people working together with courage and compassion”, shared Dirk Van Dierendonck, Professor at Rotterdam School of Management and co-founder of the Erasmus Centre for Leadership.



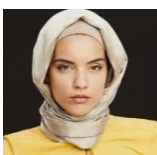
“I am particularly happy that the 2022 7th edition will focus especially upon the youth as the next generation, as they are the wave of the future”, said Arie Kacowicz, Professor of International Relations and Chaim Weizmann Chair in International Relations at the Hebrew University of Jerusalem, Israel.

Youth Ambassadors

To deeply connect with the younger generations and lead the way to include and amplify youth voices globally to make everyone feel included in society, the Estoril Conferences selected a specific group of Youth Ambassadors worldwide, as a vector of inspiration and change to the Purpose Generation. We are glad to have on board: **Aashish Beergi**, social entrepreneur and Co-founded MASH Project Foundation, **João Brites**, WEF Global Shaper and social and environmental entrepreneur, **Meg Pagani**, Founder of Impacton.org and entrepreneur Forbes 30 under 30, **Nondumiso Hlophe**, Queen's Young Leader and Director of Global Shapers Community: Mbabane Hub, **Vitorino Mello Oliveira**, 1st Secretary at the Portuguese Permanent Mission to NYC, and **Yasmine Ouirhane**, Young European of the Year 2019 and founder of We Belong. (More names will be announced soon).



"I am honoured to be involved in the Estoril Conferences. This edition, themed 'The Purpose Generation' could not be timelier. Increasingly, with our generation and the ones still to follow, we are not only heeding the call of our purpose, we are also leading with passion and action as change agents of today", said Nondumiso Hlophe, WEF Global Shaper, Queen's Young Leader and Director of Global Shapers Community: Mbabane Hub.



"My priority is to make sure that I am not just the first to achieve something, but most importantly that I am not the last. The most efficient way to build positive impact and contribute to gender and social equality is equipping the next generation with the right skills and tools to seize new opportunities", said Yasmine Ouirhane, founder of We Belong.

Students Board

Also, the Estoril Conferences have their [Students Board](#), composed by a selected group of Nova SBE students-run clubs promoting social and interactive initiatives with students around the agenda for 2022, anticipating the most relevant concerns of the youth, and adding new and different perspectives. The Students Board members are: **CEMS Club Lisbon, CEMS Students Board, NOMA Marketing Consulting, NOVA Economics Club, NOVA Junior Consulting NJC, NOVA SBE Social Consulting, NOVA SBE Students' Union, NOVA Tech Club, NOVAFRICA Student Group, Oikos, WIB Women in Business, and NOVA Awareness Club** who has the mission of spreading relevant content accessible for a broad public through their digital newspaper to *"demystifying the themes which will be discussed during the Estoril Conferences 2022, so that younger generations can fearlessly and informedly participate in the discussion"*, referred Ana Inês Pereira, Co-Founder and President of Nova Awareness Club.

The agenda for the Estoril Conferences 2022 is aligned with the mission of the institutional partners (today announced), aiming to respond to the urgent need to act and involve youth in the global challenges' discussions.

Within the scope of the organization of the Estoril Conferences, we are also proud to announce the **High Patronage of the President of the Portuguese Republic** and the institutional partnerships with the **European Commission's Representation in Portugal** and the **UNRIC - United Nations Regional Information Center**, aiming to respond to the urgent need to act and involve young people in the discussion of global and European challenges that are emerging today (and in the near future), addressing some of the most pressing challenges through concerted research and innovative initiatives.

In alignment with the strategy established with regard to the Next EU Research & Innovation Investment Programme 2021-2027: Horizon Europe, and with the **EU Youth Strategy**, it is our aim not only to engage with the younger generations, but also to empower them to become active citizens involved in democracy and society bringing a sense of belonging. *“We are pleased to see the 2022 edition dedicated to the purpose generation. We want to play a role in ensuring young people are engaged, connected and empowered citizens – and, most importantly, sit on the driving seat of a more inclusive and sustainable future”*, said Sofia Colares Alves, European Commission Head of Representation in Portugal.

Moreover, the Estoril Conferences are also aligned with the **UNRIC mission** of building a more sustainable and inclusive social approach common to all, having as a top priority to impact youth. Following the pledge to “Leave No One Behind” the partnership with the UNRIC will support in the achievement of the 17 Sustainable Development Goals (SDGs) which are the world’s best plan to build a better world for humanity and the planet by 2030. ”

It is with great pleasure that the United Nations Regional Information Centre (UNRIC) partners with the Estoril Conferences to promote a wide and impactful dialogue about our common future. In these very challenging times, it has never been so crucial to discuss how tomorrow’s leaders will address today’s global challenges that should have been solved yesterday. The United Nations will continue to engage with youth and liaise with the decision makers to ensure that, together, we find solutions to build back a world that leaves no one behind”, declared António Ferrari Communications Officer to the UNRIC.

The 2022 edition is also partnering with **LEYA**, one of the world’s main institutions operating in Education in Portuguese speaking countries through digital platforms and contents, and leader in the Portuguese, Angolan and Mozambican publishing markets, and **LUSA Portuguese News Agency**, the largest news agency in Portugal, as well as the largest news agency in Portuguese Language, member of the EPA European Pressphoto Agency, Alliance of Mediterranean News Agencies, and the Alliance of Portuguese Language Information Agencies, with several awards and recognitions.

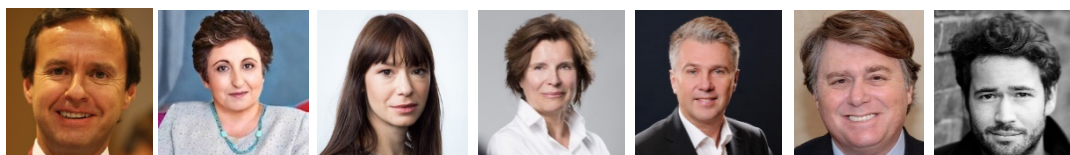
Nova SBE is the host and leader of this initiative, with the support of the Municipality of Cascais and the Tourism of Portugal. (More partners will be announced soon).

More news to come about the “Best of Campaign”

In anticipation of the next 2022 edition, the Estoril Conferences are promoting **a series of conversations and interviews with past speakers**, recovering some of the most impactful interventions since 2009, connecting them to the current global situation, anticipating future concerns, and sharing a message of inspiration to the younger generations worldwide.

The interviews conducted by the Youth Ambassadors and Students from Nova SBE, reflects the mission to proactively involve the younger generations in the discussion of the challenges that the world faces. This intergenerational exchange will see as guests: **Benedetta Berti**, Head of Policy Planning Unit at NATO, **Edit Schlaffer**, Founder of Women Without Borders, **Erik Kirschbaum**, Correspondent at Reuters, **Henrique Cymerman**, International Journalist, **Jamie Susskind**, barrister and author, **Jorge Quiroga**, ex-President of Bolivia, and **Shirin Ebadi**, 2003 Nobel Peace Prize, are some of the names already confirmed, and more to come.

The interviews will be available at the Estoril Conferences Social Media platforms, website, and YouTube channel.



Detailed Information

About the Estoril Conferences: www.estorilconferences.org

The Estoril Conferences is an international platform that, since 2009, brought to Portugal some of the most notorious world and national leaders to debate global issues. With over 9 000 participants, from 100 different nationalities, and more than 300 world-renowned speakers, has encompassed several Nobel Prize laureates and more than 30 current and former Heads of State, such as Tony Blair, Frederik De Klerk, Edward Snowden, Joseph Stiglitz, Mary Robinson, Mohamed Elbaradei, Rajendra Pachauri, and Fareeda Khalaf. It is an open, intergenerational, and impactful dialogue platform, which involves high-profile international leaders in inspiring new generations, to find possible solutions to global challenges, through action coalitions and innovative partnerships that are committed to creating effective changes towards a sustainable, inclusive, and liberal future for all.

Social media channels [Facebook](#), [LinkedIn](#), [Instagram](#), [Twitter](#), and [YouTube](#).

Hashtags: #purposegeneration #changemakers #leadersoftomorrow #futureofhope #globalchallenges #changetheworld #education #estorilconferences #cascais #portugal

About Nova SBE: www.novasbe.unl.pt/en

Nova SBE is the most prestigious “Business & Economics” school in Portugal and one of the leading Business Schools in Europe. It is the faculty of economic, financial and management sciences of Universidade NOVA de Lisboa. Prof. Dr Daniel Traça (PhD, Columbia University) is the current Dean. Nova SBE has been a member of CEMS since December 2007 and it is one of 77 Business schools with the attribution of being a Triple Crown institution worldwide, which implies accreditation by EQUIS, AMBA and AACSB. It was the first Portuguese Business School to acquire international accreditations and world-renowned recognition in higher education. Nova SBE's international vision is also reflected in the adoption of English as the main language of instruction. More than half of the undergraduate courses and all master's, MBA and PhD programs are taught in English.

This initiative contributes to the Sustainable Development Goals (SDGs):



The SDGs represents an unprecedented political and international consensus on what world's greatest challenges are and the level of progress and collaboration that is desired on a global scale, explicit in SDG 17 – Partnerships for the Goals. Estoril Conferences offers invaluable insights on this urgent coalition, as it not only brings together academics and practitioners, experts in a variety of SDG-related fields – such as climate action, purpose economy, artificial intelligence, corruption, racism, social inequalities, international governance, health, and prevention; but also adds youth, tomorrow's future leaders, to the discussion. It is time to organize efforts that bring into the discussion universities' specialized talent and highly motivated students, ready to immerse themselves in the most complex and interdisciplinary topics of the sustainable development discipline. Complemented by formal education, this kind of practical work, enriched by top-notch debates, is rewarding for them and results in a high societal benefit in the longer term.

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