

TOGETHER FOR A FUTURE OF HOPE: Estoril Conferences join forces with CEMS and McKinsey & Company to amplify the intergenerational dialogue on global challenges and engage with the Purpose Generation worldwide. Together, we offer a program designed to transform knowledge into action.

Portugal, 3<sup>rd</sup> February 2022

#### [CEMS & MCKINSEY & COMPANY Partnership](#)

Since 2009, the [Estoril Conferences](#) have brought to Portugal some of the most prestigious world leaders, Nobel Prize laureates, and current and former Heads of State to debate global issues under the umbrella "Global Challenges, Local Answers". More than a decade later, the Estoril Conferences have become one of the most renowned events in Portugal and have moved the debates far beyond the Portuguese borders. Now partnering with [CEMS](#) – The Global Alliance in Management Education - and [McKinsey & Company](#) to design a program to transform knowledge into action, by engaging with the Purpose Generation. CEMS, which comprises the top business schools around the world, is the Estoril Conferences' Strategic Partner, while McKinsey & Company, the world's leading management consulting firm, is its Knowledge Partner.

With the support of these two organizations, the [7<sup>th</sup> Edition](#) of the Estoril Conferences will become a global conference encompassing the academic world, led by Nova School of Business & Economics (Nova SBE), "to give stage to the Purpose Generation, and all who want to change and impact the world, to contribute to possible solutions to the world's most urgent challenges, towards a sustainable and inclusive common future", as expressed by Daniel Traça, Nova SBE's Dean.

#### **CEMS Partnership**

The conference sets the stage for interactive global discussions - a call to action for leading Business Schools worldwide, as independent institutions, to set the tone and lead the way forward to transform our societies. CEMS and Nova SBE, the CEMS Member School for Portugal and one of the Business Schools in the alliance with the biggest student cohort, are united by a shared mission of developing and training the leaders of tomorrow. CEMS and Nova SBE have come together with the Estoril Conferences to engage the Purpose Generation and inspire them to raise an active and global community of citizens, impassioned to take action and push the world forward. "We are looking forward to extending our network through a collaboration with Estoril Conferences to promote an open and impactful dialogue on global challenges and to engage with the changemakers of tomorrow", as highlighted by Greg Whitwell, CEMS Chair and Dean of the University of Sydney Business School.

The [7<sup>th</sup> Edition](#) of the Estoril Conferences will be held in several locations (and broadcasted online). While the main conference will take place on September 1 and 2, 2022, in Portugal, at Nova SBE's Carcavelos Campus, parallel joint-events will take place on the same dates in other CEMS schools with live virtual interactions:

- [Universidad de Los Andes](#) (Colombia): 2-day event covering the Estoril Conferences' program
- [London School of Economics](#) (United Kingdom): 1-day event dedicated to "Purpose & Economy"
- [Aalto University](#) (Finland): dedicated panel focused on "Climate & Action"

Additionally, other CEMS schools are collaborating to expand engagement within their local and global communities. These include: [SGH Warsaw School of Economics](#) (Poland), [Rotterdam School of Management](#) (Netherlands), [Stockholm School of Economics](#) (Sweden) and [Ivey Business School](#) (Canada).

## McKinsey & Company Partnership

McKinsey & Company as Knowledge Partner will also advance Estoril Conferences' discussions, with their renowned expertise and knowledge. Driven by a strong purpose of creating an enduring change in the world, McKinsey & Company will bring expertise on the following topics: "Climate & Action", "Economy & Purpose", "Inclusion & Access" and "Education & Skills". In the words of Sven Smith, Chairman and Director of the McKinsey Global Institute, "Conferences like this one, are great for everyone to debate global issues, to come up with ideas that will make us progress faster, because what can be better than a sustainable, inclusive, growing future for all, in the world?".

McKinsey & Company is leading a global, multi-university CEMS Business Project called #SpeedUpSustainability. The initiative focuses on identifying levers to push sustainability commitments in small and medium-sized enterprises in more than 10 countries. At the Estoril Conferences, the involved CEMS students will get exclusive access and the chance to pitch their ideas and network with the global #SpeedUp-community.

With CEMS and McKinsey & Company, the Estoril Conferences takes an important step towards its vision of contributing to a more open, inclusive, and sustainable future, a stepping-stone in opening a world of possibilities to engage with the Purpose Generation worldwide and embrace global challenges in a program that will transform knowledge into action.

Additionally, with the High Patronage of the [President of the Portuguese Republic](#), the support of the [Municipality of Cascais](#), the [Tourism of Portugal](#), institutional partnerships with the [European Commission's](#) Representation in Portugal, and [UNRIC - United Nations Regional Information Center](#), the Estoril Conferences aim to respond to the urgent need to act and involve young people in the discussion of global challenges that are emerging today (and in the near future), addressing some of the most pressing issues through concerted research and innovative initiatives. This effort to empower the youth to become active citizens in democracy and society, increasing their sense of belonging, aligns with the strategies of the Next EU Research & Innovation Investment Programme 2021-2027: Horizon Europe, and with the EU Youth Strategy.

In expectation of the next 2022 edition, the Estoril Conferences is promoting a series of conversations with past speakers entitled "The Best of the Estoril Conferences", featuring some of the most impactful contributions 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 were conducted by the Estoril Conferences' youth ambassadors and Nova SBE students, consistent with the Conferences' mission to proactively involve the younger generations in discussions on the world's challenges. [Check out the interviews with:](#)

- [Jorge Quiroga](#), Former President of Bolivia
- [Benedetta Bertj](#), Head of Policy Planning Unit at NATO
- [Edit Schlaffer](#), Founder of Women Without Borders
- [Jamie Susskind](#), Barrister and author
- [Shirin Ebadi](#), 2003 Nobel Peace Prize
- [Erik Kirschbaum](#), Correspondent at Reuters
- [Henrique Cymerman](#), International Journalist

The 2022 edition is also partnering with [LEYA](#), one of the world's main institutions operating in Education in Portuguese speaking countries, [LUSA](#), the largest news agency in Portugal, as well as [The Good Lobby](#), [Amnesty International](#), [Teach for Portugal](#) (Teach for All) and [NOVAFRICA](#).

## Detailed Information

### About the Estoril Conferences: [www.estorilconferences.org](http://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, Sergio Moro, and Fareeda Khalaf. It is a disruptive, 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](http://www.novasbe.unl.pt/en)

Nova SBE is the most prestigious school of Business & Economics in Portugal and one of the leading Business Schools in Europe. Prof. Dr Daniel Traça (PhD, Columbia University) is the current Dean. Nova SBE has been a member of CEMS since December 2007 and 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.

### About CEMS: <https://www.cems.org/>

CEMS is an internationally renowned strategic alliance of leading business schools, multinational companies, and NGOs. Together, they offer the CEMS Master in International Management (CEMS MIM) to over 1350+ students, from 80+ nationalities, preparing future generations of responsible leaders, with a community of 16.000+ alumni from over 100+ nationalities, working in over 75 countries.

### About McKinsey & Company: <https://www.mckinsey.com/>

McKinsey helps organizations across the private, public, and social sectors create the [Change that Matters](#) most to them. McKinsey's firm is designed to operate as one—a single global partnership united by a strong set of [values](#), including a deep [commitment to diversity](#), and making positive social impact through our work and [the way we run our firm](#). From the C-suite to the front line, McKinsey partners with their clients to [transform their organizations](#), [embed technology](#) into everything they do, and build enduring capabilities. They take a consistent approach to recruiting and skills development regardless of where their people are located, so that they can quickly deliver the right team, with the right experience and expertise, to every client, anywhere in the world. With exceptional people in 65 countries, McKinsey combines global expertise and local insight to help their clients solve their toughest challenges. They see their purpose as creating positive, enduring change in the world. A future that is Sustainable and Inclusive and Growing. They are not mutually exclusive.

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

The SDGs represent 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 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, which will result in a high societal benefit in the longer term.

For further press information please contact: Estoril Conferences: [press@estorilconferences.org](mailto:press@estorilconferences.org)