



Prof. Patricia Almeida Ashley

Prince Claus Chair in Development and Equity – Sep 2009/Aug 2011

International Institute of Social Studies of Erasmus University Rotterdam

The Hague – The Netherlands

Adjunct Professor at the Department of Geoenvironmental Analysis

Institute of Geosciences – Universidade Federal Fluminense

Niterói, RJ - Brazil

Linkedin: <http://br.linkedin.com/in/patriciaalmeidaashley>

Email: ecocidades@gmail.com or ashley@iss.nl

Brazilian, 46 years old in 2010, mother of one daughter

Summary of Professional Experience:

Large academic and research experience in international and national trends on the concepts and practices of governance, social responsibility, ethical trade, responsible consumption and production at the organizational, institutional and territorial levels. Professional experience in higher education at the graduate and post graduate levels in areas of public and business administration, mainly management by values, knowledge networking, strategic participative planning and evaluation at organizational, interorganizational and territorial levels. Also, professional experience in Brazilian state and municipal government in Rio de Janeiro in areas of public policies, planning and budgeting and urban development and local governance. Adopting a multi-targeted audiences for publications, outreach services, teaching and research as to contribute for creating theory – practitioner knowledge building and sharing. The coordination and co-authoring of two editions of the textbook *Ética e Responsabilidade Social nos Negócios* - 2005 (2nd edition) - published by Editora Saraiva, which had its second edition awarded as the best Brazilian book in ethics and social responsibility in 2006. Selected in Latin America as the holder of the Prince Claus Chair in Development and Equity – 2009-2011, nominated by the Curatorium chaired by Princess Maxima, from Netherlands, as a guest of the International Institute of Social Studies of the Erasmus University Rotterdam (ISS/EUR), in the Hague, Netherlands, raising discussion on the need for refocusing theory and policies from corporate to stakeholder social responsibility that contributes development and equity, global care and justice.

Specialties: socially responsible markets; stakeholder social responsibility policies and practices; information management; public policies; governance

Link to complete CV Lattes at: <http://lattes.cnpq.br/4561821653031517>

Knowledge Development/Diffusion Goals:

- * the concept and practices of socially responsible markets and stakeholder social responsibility, involving business associations, supply networks, consumers, families, government, investors, financial institutions, non-state organizations, trade unions, funders and donors and educational institutions.
- * on public policies for the development of socially responsible and sustainable markets among countries, by means of promoting global cases of international coalitions between countries.

Education:

1998-2002 – PhD, Business Administration - Area of Change Management (PUC-Rio, Rio de Janeiro, Brazil)

PhD degree promoted in 2002 by Professor T. Diana Lee van Aduard Macedo-Soares. Thesis title in English: Ethical Food Trade trends in Strategic Management of Supermarkets in Brasil: A View on the collective praxis Researcher and Supermarkets National and Regional Associations.

1992-1994 - MSc, Public Sector Management (Aston University, Birmingham, UK)

MSc promoted in 1994 by Professor Anthony Bovaird. Dissertation on the capacity building strategies of local authorities in UK on the compulsory competitive tendering policies for white collar services in 1993.

1990-1991 - Esp, Information Systems Analysis and Project (IBAM, Rio de Janeiro, Brazil)

Development of a group proposal for an information system project on internal audit services management for Furnas - energy sector company in Brazil.

1982-1985 - BSc, Economics (Universidade Federal do Rio de Janeiro, Rio de Janeiro, Brazil)

Concentration on public policies for regional development and ecological economics.

Work Experience

Current Position:

1. Professora Adjunta III, Departamento de Análise Geoambiental - Instituto de Geociências at Universidade Federal Fluminense

From March 2010 onwards - Area of activities in research and teaching: sustainable development, governance, ethical trade, State, civil society, public policies for CSR and sustainability.

2. Prince Claus Chair in Development and Equity 2009-2011 at International Institute of Social Studies of Erasmus University Rotterdam]

September 2009 – Present – Workplan including public lectures, workshops, participation in events, stakeholder dialogue, publications, preparing research proposal and setting a Dutch-Brazil platform for collaboration in development and equity, including an international research program among ISS, Universidade Federal Fluminense and Universidade Federal do Amazonas.

Past Positions:

1. Professora Adjunta III at Universidade Federal de São João del Rei

April 2004 – February 2010 (5 years 11 months) - Teaching, researching and supervising functions. Coordinator of extension projects and program for fostering local sustainable development in Sao Joao del-Rei, combining the organization and delivery of events, short courses, consultancy and information. See more at www.ecocidades.org

2. Professora Colaboradora junto ao LATEC/UFF at Universidade Federal Fluminense

March 2007 – December 2009 (2 years 10 months) - Teaching Corporate Governance and Social Responsibility and supervision of Master Students at the MSc Programme in Management Systems in the research line of ethics, social responsibility and governance. Publications and coordination of the area of Ethics and Social Responsibility at the Congresso Nacional de Excelência em Gestão.

3. National Award Commission for CSR and Sustainability in the Retail Sector at Fundação Getulio Vargas

July 2008 – October 2008 (4 months) - Member of the Award Commission of the National Award for Social Responsibility and Sustainability in the Retail Sector as part of the Programme on Social Responsibility and Sustainability in the Retail Sector promoted by the Centro de Excelência no Varejo (Center for Excellence in the Retail Sector) of Fundação Getúlio Vargas (Getulio Vargas Foundation), in Sao Paulo, Brazil.

4. Member of the Commission on Sustainable Development and Energy at International Chamber of Commerce - Rio de Janeiro/Brazil

2006 – 2008 (2 years) - Contribution on knowledge sharing among business sector, layers, consultants, academia and public sector members on national and international trends and challenges for sustainable development policies and practices.

5. Academic Consultant at Centro Universitário São Camilo - Cachoeiro do Itapemirim, Espírito Santo

September 2003 – December 2003 (4 months) - Analysis and planning for a pedagogical proposal for a Graduation Course in Administration appropriate for the regional needs.

6. Municipal Secretary for Special Affairs at Prefeitura Municipal do Rio de Janeiro

February 1995 – June 1996 (1 year 5 months) - Responsible for the public policies of Rio de Janeiro City House on privatisation, contracting out, decentralization and human resources development on public services quality.

7. Project Coordinator at Instituto Brasileiro de Administração Municipal - IBAM

June 1994 – January 1995 (8 months) - Coordination of a team of 8 research fellows in a consultancy project of IBAM to the Prefeitura Municipal do Rio de Janeiro concerning analysis and recommendations for institutional development of municipalities in the Metropolitan Region of Rio de Janeiro.

8. Economist at Governo do Estado do Rio de Janeiro - Secretaria Estadual de Planejamento e Controle

January 1986 – April 1994 (8 years 4 months) - Planning governmental programmes; analysis of revenue and expenses of Rio de Janeiro State budget; analysis of performance indicators for projects concerning social and economic development; spatial planning in urban areas of Rio de Janeiro city concerning residential, commercial, industrial and services activities (during period spent at Secretaria de Desenvolvimento Urbano of Prefeitura Municipal do Rio de Janeiro).

Recommendations:

Member of the Commission on Sustainable Development and Energy at International Chamber of Commerce - Rio de Janeiro/Brazil

"Patricia is a highly qualified professional, focused on results. I strongly recommend her for complex cases." February 3, 2010. Werner Grau, Partner, Pinheiro Neto Advogados was with another company when working with Patricia Almeida at International Chamber of Commerce - Rio de Janeiro/Brazil

Municipal Secretary for Special Affairs at Prefeitura Municipal do Rio de Janeiro

"Patrícia is a long time friend. We have been working together since 1995 on public management. At the moment, we have projects together on stakeholder analysis and sustainability. Patricia is a senior researcher with special abilities to develop and carry on projects. She is also a respectful fellow teacher. Her work is

always carried out with precision and high quality standards." October 21, 2009. Ricardo Gomes , Professor, Universidade de Brasília, worked indirectly for Patricia Almeida at Prefeitura Municipal do Rio de Janeiro

Project Coordinator at Instituto Brasileiro de Administração Municipal - IBAM

"Patricia Almeida is a dedicated, insightful analyst of public sector issues, with a very good network of academics, policymakers and practitioners, who has proved an extremely helpful research partner in my work in Brasil." September 7, 2009. Tony Bovaird , Professor of Public Management and Policy , INLOGOV, University of Birmingham, was with another company when working with Patricia Almeida at Instituto Brasileiro de Administração Municipal – IBAM

Professor at the Professional Master Program in Management Systems at Universidade Federal Fluminense – UFF

"Patricia is not only an excellent teacher who encourages the students to think 'outside the box', but also an amazing human being who knows how to balance the academic approach and 'real life' situations." May 15, 2010. Cristina Figueiredo, British Petroleum in Brazil, Rio de Janeiro and Brazilian Petroleum Institute CSR Committee Member

"Patricia is a highly respected lecturer and researcher that does not lose the strategic view in business." May 15, 2010. Heitor de M Quintella, DSc. , Collaborating Retired Professor, UFF Universidade Federal Fluminense

Language skills: fluent in Portuguese and English; comprehends Spanish

Computer skills: webdesigner, webcontent management skills, information management development, office software, drawing and photo software, web network management experience

Personal traits: innovative, responsible with planned targets and budgets, highly collaborative, concentrated mind when doing tasks, cordiality and social skills for connecting and coordinating people, combining social/civic activities and projects for human and community development and sustainable living.

Hobbies: hiking, swimming, travelling, photography and singing