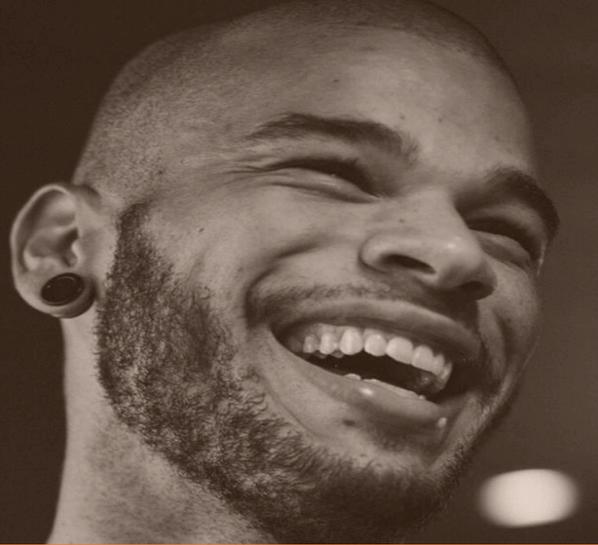


BLACK LIVES INITIATIVE

JUNE 14-18, 2021

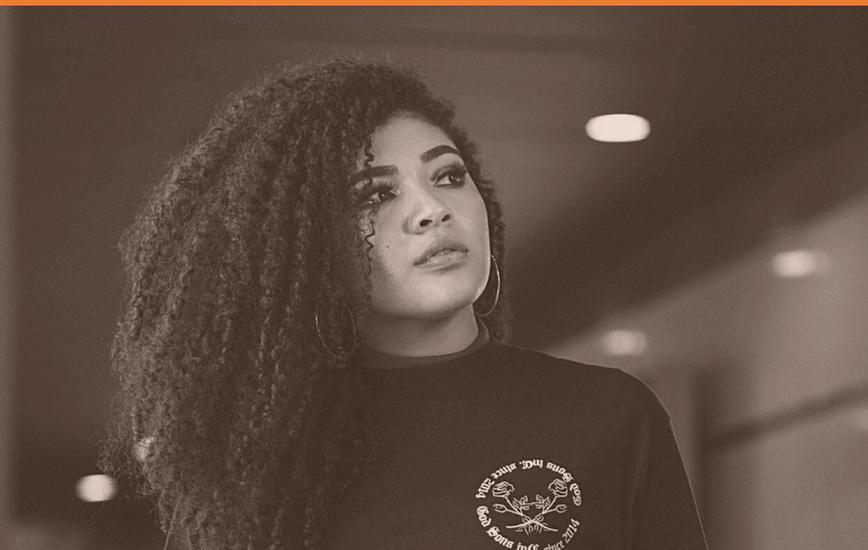
in cooperation with
Institute of Social and Cultural Anthropology,
Freie Universität Berlin, Germany





BACKGROUND

- In 2020 the Global Business Anthropology Summit (GBAS) launched its Black Lives Initiative to empower the next generation of Black anthropologists in business and to support Black communities more broadly
- Each year the GBAS hosts an annual event with a worldwide reach and the 2021 event will be held in Berlin, Germany
- The GBAS's 2021's target audience for the annual event is:
 - an international audience of 50% non-academic business participants
 - 50% academic and applied researchers, faculty, and practitioners
- The GBAS's annual conference is an essential forum for anthropology students to network, receive mentorship, and skills development
- The GBAS has created a scholarship for Black under-graduate and graduate students to attend the 2021 GBAS
 - Eligible students will be those who intend to pursue anthropology careers which will contribute to the fields of market research, insights, analytics, or UX for companies and organizations

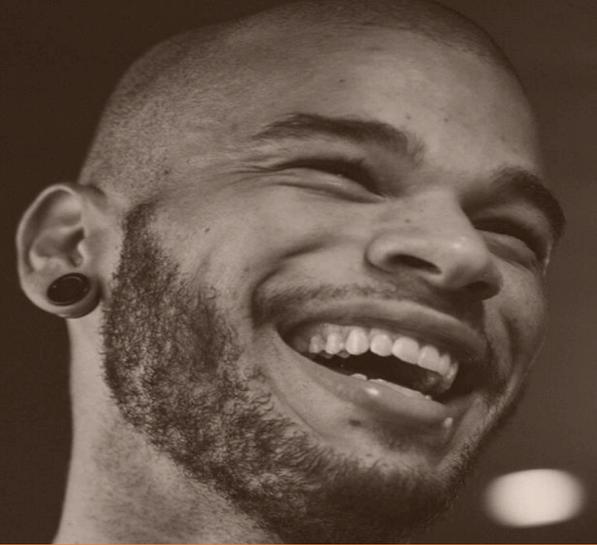


2021 ANNUAL EVENT: PROGRAM CONTENT

- Models used in business to prepare future outcomes
 - Exploration of megatrends, cultural drivers and societal shifts
 - The role of taxation in shaping business decisions
 - The extent of human centrality in business models
 - Essential business practices for access and inclusivity across gender, race, ethnicity, and identity
 - Innovative views to prepare for future and urgent needs of business
 - Understanding shifts in complex behaviors within organizations
 - Making contributions of anthropology recognizable for businesses in different cultures and countries
 - Presentation by student winners of the Black Lives Initiative
 - Networking coffees, lunches, dinners
 - Berlin city immersive excursions
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**ANTHROPOLOGY + BUSINESS =
INSIGHTS THAT HELP BUSINESSES & SOCIETIES THRIVE**



WHY COLLABORATE?

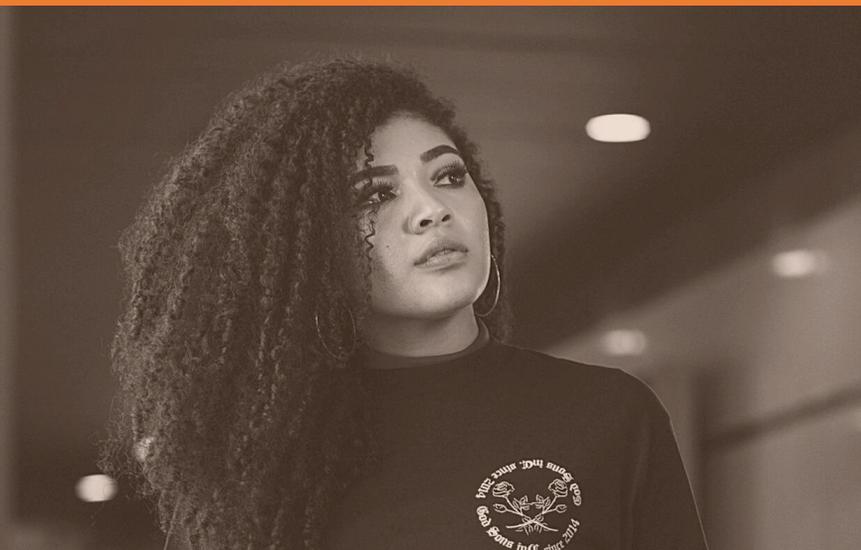
The scholarship will fund registration for Black under-graduate and graduate students around the world to attend the 2021 GBAS conference. **Attending the conference empowers the next generation of BIPOC anthropologists in business who will pursue careers in the fields of market research, insights, analytics, and UX.**

Special event dedicated on Wednesday 16th June to talk directly with Team Berlin organizer and C-Level business managers

The Global Business Anthropology Summit will offer student scholarship winners the opportunity to :

- be a part of the only business anthropology Summit worldwide
- engage with a growing community and network of academic and business leaders bridging the social sciences and business
- participate in an educational platform for social science and business education
- learn about a large and growing body of research, experience, and shared knowledge
- experience a prominent host university with a strong reputation in Germany and the world – FU Berlin
- converse about critical and timely themes in business with a clear focus on the future
- learn new methods and be invigorated by provocative questions/debates/cases
- reconsider and learn about models for risk management without infringing on value creation
- understand diffusion of new behaviors in organizations navigating change
- obtain a baseline of knowledge for integration of ethical business and societal governance

In addition, **your company will benefit by having direct access to the talent pool of scholarship winners and by having your company's support featured on the event website, social media, and program materials.**





THANK YOU



To learn more about the GBAS Black Lives Initiative, please contact:

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To contribute to the GBAS Black Lives Initiative Scholarship Fund, please contact:

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To learn more about GBAS, please visit:

<https://www.global-business-anthropology-summit.org/>

<https://www.businessanthro.com/>

