Cornell Engineering



Social Impact Trek: Rio de Janeiro



By Becky Cardinali, Jerica Huang, and Natan Vidra

Background

In Brazil, our schedule was jam-packed with cultural experiences and consulting activities like community visits and interviews with clients and employees.

IMMERSION SCHEDULE*								
	1/7/2017	1/8/2017	1/9/2017	1/10/2017	1/11/2017	1/12/2017	1/13/2017	1/14/2017
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 7:30 8:00	Arrival, transit, & hotel check-in (transportation coordinated by Emzingo)	Breakfast (INCILIDED at hotel)	Breakfast (INCLUDED at hotel)	Breakfast (INCLUDED at hotel)	Breakfast (INCLUDED at hotel)	Breakfast (INCLUDED at hotel)	Breakfast BNCLUDED at hotel)	
8:30		Transit	Transit	Transit	Transit	Transit Transit		
9:00 9:30 10:00 10:30 11:00 11:30		Downtown Rio Walking Noor	Design Thinking (continued from semester) Skills based workshop to prepare for projects work	Community walkingtour (will serve as context for project as well as cultural visit)	Social Immovation Workshop (Lands INCLUDID)		Beach - swim, walk or rent a bike Transit Lunch (INCLUDED - @ the hotel)	
12:30 13:00 13:30	Sunch / Nap / Call Home Kickelf: Logistics, About Brazil (cont.) and schedule	Lunch (INC (LI DED)	lunch on your own	Transit		Work on Fin af DeSwrabies Lunch PVCWOED)		
14:00 14:30 15:00		Transit	Project work / site visit 1. Weline questions for	Lunch (INCLUDED) Transit				Arrive in Ithaca
15:30 16:00 16:30		Project Kickoff: Meet with Julian's and Patrick @ StartupGrid	Interviews 2. Interview with Juliana, Patrick and Professionals 3. Refine plan for week (time permitting)	Christ the Redeemer			Sugariosf	
17:00 17:30						Present Deliverables to Juliana		
18:00	review	Transit	Transit	Transit	Transit	Transit	Transit / Get your	
18:30 19:00 19:30 20:00	Transit Welcome dinner	Daily reflection	Daily reflection	Project review & planning for final days	Free time or work time	Dinner with Project Partners in Lapa (INCLUDED)	luggage from hotel (by Van) Fly home	
20:30		Dinner	Dinner	Dinner	Transit	Transit		
21:00 21:30 22:00	Transt Sleep				Dinner			
22:30 23:00 23:30		Sleep	Seep	Steep	Sleep	Sleep		
	Workshops / Fadilitation	Included Meals	Meals on your own	Project Work	Cultural Activities	Transportation	Free Sime	

Project

We were working within the space of social entrepreneurship, with WORKAY!, a social startup offering repair and reform services by workers from low-income communities.



On our first night, we grabbed dinner with the Co-Founders, and learned more about our task to design a Quality Checking System to ensure that employees perform high quality work, so that the company can be scaled in the future.



Process

We used Design Thinking to generate a LOT of ideas. This way, we could really understand the people we were working with, and provide recommendations for solutions that would really be meaningful to them.



Results

Deliverables: We drafted an Employee Code of Conduct, created a Client Expectations Timeline, constructed mechanisms for gathering feedback, developed ideas to incentivize employees, and brainstormed ways to highlight WORKAY!'s social impact.

We pitched to the Co-Founders, and they were extremely satisfied!



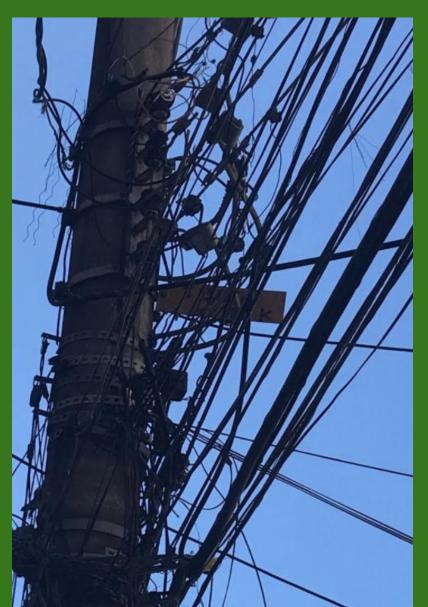
We also gained greater cultural competency, friendship, and family:)



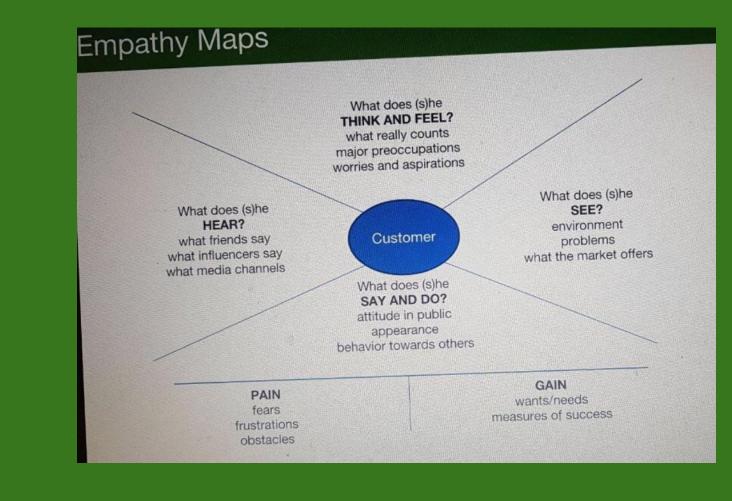
Immersion

There was a major cultural component to our project as well, as we visited a favela, and spoke to the people our work would be helping. Each day we reflected on our new perspectives.





The hardest part, however, was to avoid jumping to conclusions, and rather to focus on immersing ourselves with the culture, and the people, so we could really understand the problem.





Conclusion

Our work with WORKAY! in Rio de Janeiro taught us to learn and understand before jumping to conclusions. We valued the opportunity to collaborate across cultures, and we hope that our ideas contribute to continued success for WORKAY!

