



 **Greenengineering** 

Innovate in a sustainable way





# GREENENGINEERING

Innovate in a Sustainable Way

**Date of the event:** Thursday 24 of October 2019

**Place:** Icesi University Auditories (Cali, Colombia)

**Expected attendance:** 1100 people

Icesi University is a private educational institution located in the city of Cali, Colombia. It was founded in 1979 by a group of entrepreneurs from one of the most important regions for the country's industry. As of today, having reached its 40th anniversary, Icesi is widely recognized as one of the best universities in the country, is accredited by the National Ministry of Education with a high-quality recognition, as well as other prestigious organizations like AACSB, ABET, and AMBA.

This organization offers 27 undergraduate programs, 25 master's degrees, 1 doctorate, 20 medical-surgical specializations and 18 specializations. Currently, it has more than 6000 national and international students.







# DESCRIPTION OF THE EVENT

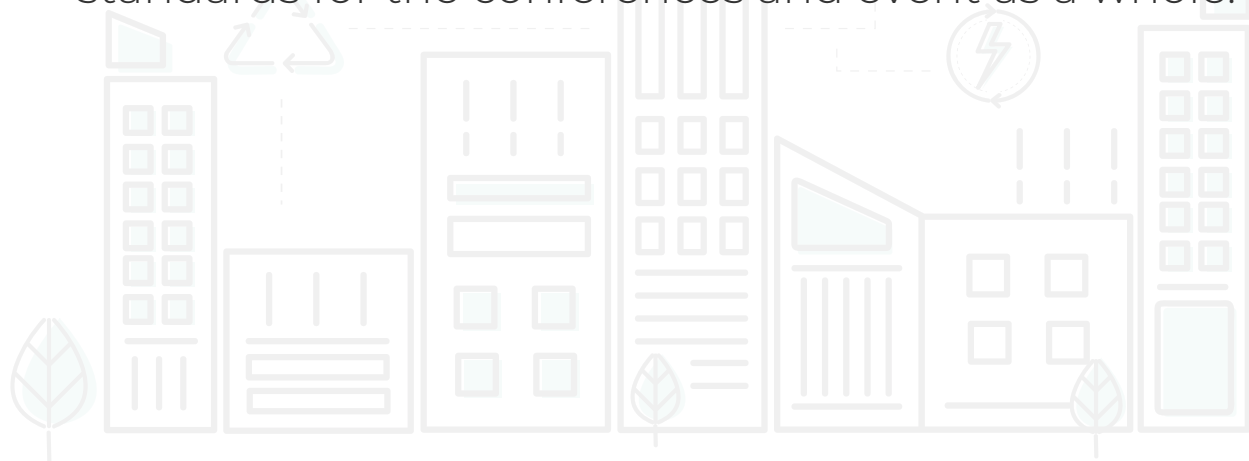
**EUDII** (which stands in Spanish for “Encuentro Universitario de Ingenieros Industriales”), is the most important free entrance symposium of the Colombian southwest region of industrial engineering. For the 37th time in the history of the university, a series of conferences conducted by experienced speakers of international class will come together to talk about this year’s selected subject: Green Engineering.

The USA agency for environmental protection defines ‘Green Engineering’ as “the design, commercialization, and use of processes and products that minimize pollution, promote sustainability, and protect human health without sacrificing economic viability and efficiency. (US EPA, 2019), the latter, being one of the pillars of Industrial Engineering.

This initiative, developed by the students of the program of Industrial Engineering from Universidad Icesi, is called **GREENENGINEERING**, an effort to provide an academic space for interaction and where innovative projects of the present, will shape

# DESCRIPTION OF THE EVENT

To achieve this, a group of students will assume the challenge of organizing the event with the interest of stakeholders such as speakers, sponsors, students, professionals, other external agents, and finally the totality of the academic community, gathering an assistance of more than 1100 people on Thursday 24th of October of this year in the main auditoriums of Icesi University. Those in charge of this version's planning and development will continue with the **EUDII 37** legacy, developing and strengthening the relationships with companies such as Google, Adidas, FI and Cirque du Soleil, which have taken active part in the symposium, ensuring the highest quality standards for the conferences and event as a whole.





# MAIN THEMES

## INNOVATION

Nowadays, global awareness in regard to preservation of the environment, has resulted in a constant pursuit for new solutions towards necessities which can no longer be satisfied using traditional methods. The life cycle analysis and the echo-design principals, are some of these key points. Creativity is playing an important role in this quest, not only to find the means for fixing existing problematics, but also as a preventive measure to avoid future complications. The vision and consciousness required to achieve this, are qualities that have become highly desired through companies of all over the world, since the application of this knowledge is a fundamental necessity for the correct growth and continuous progress required to reach significant objectives; offering new products and services, which can be reflected as added value at a socio-environmental level.

# MAIN THEMES

## THE SUSTAINABLE COMPANY

In today's global market, companies of all sizes and industries are including environmental care as one of their main objectives. This drive towards an equilibrium between economic, environmental and social impact, is a big factor for the long-term success of communities being able to adopt a sustainable development. To attain this, it's fundamental to establish a balance between profit and sustainability, through the use and implementation of tools, processes, and habits that stimulate designs of products and services which can be both economically effective as well as eco-friendly and it can contribute to the well-being of the society, for example circular economy.







Esperamos su colaboración:

A handwritten signature in black ink, appearing to read 'E. Pinto'.

**Efraín Pinto Brand**

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A handwritten signature in black ink, appearing to read 'María Andrea Vesga'.

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