

Western University

Scholarship@Western

Inspiring Minds – A Digital Collection of
Western's Graduate Research, Scholarship and
Creative Activity

Inspiring Minds

September 2023

An unfinished tale about a storyteller focused on empowering others with economic knowledge

Arthur Bronzim

Western University, abronzim.mba2024@ivey.ca

Follow this and additional works at: <https://ir.lib.uwo.ca/inspiringminds>

Citation of this paper:

Bronzim, Arthur, "An unfinished tale about a storyteller focused on empowering others with economic knowledge" (2023). *Inspiring Minds – A Digital Collection of Western's Graduate Research, Scholarship and Creative Activity*. 474.

<https://ir.lib.uwo.ca/inspiringminds/474>

An unfinished tale about a storyteller focused on empowering others with economic knowledge

During my time as an Economic Researcher and endless hours of study, I was constantly thinking about how knowledge can change people's lives – especially when looking at my own story. Having my MSc's final paper recognized as the country's best dissertation in 2019 by the prestigious "Brazil Economics Award" was proof of that, since it pushed me to outstanding places that I've never thought I'd be. But how far could my complex and academic-erudite words go and how many of us could they really transform? That question led me to create [CIECO](#), a platform dedicated to translating economic concepts into everyday language for all. As the creator, editor, and writer, I passionately crafted articles to make economics accessible to every person, regardless the background. reaching over 1,300 visitors from 17 different countries.