"A Dialogue for a Possible Amazon"

Name of the event: "A Dialogue for a Possible Amazon"
Date: September 22, 2019
Horário: 11am - 13pm
Local: UN Headquarters, NYC, SDG Media Zone

Concept Note
Through dialogue and engagement with Brazilian companies, civil society, governments, academia and the international community, we want to promote the sustainable development of the Amazon. We are convinced that it is possible to reconcile economic development and environmental preservation. We know that no single action will solve such a complex problem. It is therefore essential that the most diverse sectors of society work together to achieve the necessary transformation. We have a big challenge ahead, but the opportunities are even bigger. This event is an invitation from the Brazil, Climate, Forests and Agriculture Coalition, UN Global Compact Brazil Network and System B, with support from the Arapyaú Institute.

Scope of the Event
At the meeting, we will consider together the changes that could build an agenda for a "Possible Amazon", with perspectives from the business sector, civil society, governments, academia and the international community. The event is an opportunity to seek ways for the sustainable development of this vital region for humanity.

Participants
70 to 80 participants.
The event will be attended by large Brazilian companies, environmental voices, organized civil society, academia, governments, the international community and journalists.
Main pre-confirmed organizations: Ambev, Bunge, Engie, Klabin, Suzano, Unilever, Neoenergy, Natura, Votorantin Bank, BRZ Investments, ABAG, JBS, BNDES, World Bank, B Team, WWF, FAS, ISA, Engaging, CEBDS, WRI, TNC, Rainforest Alliance, CGF, WCSD, We Mean Business, TFA, WEF, RAPS, CLUA, Bloomberg Philanthropies, ICS.
Agenda

11h00 – 11h15: Accreditation

11h15 – 11h20: Introduction of the event – MC Candice Feio

11h20 – 11h25: Opening – Guilherme Leal

11h25 – 11h30: Presentation of the movie "Possible Amazon".

11h30 – 12h30: Panel: Development and Preservation. It’s possible!

  **Moderator:** André Guimarães, IPAM and Brazilian Coalition on Climate, Forests and Agriculture

  **Participants:**
  
  - **Agribusiness** – Marcello Brito, President Associação Brasileira de Agronegócio (ABAG)
  - **Private Sector** – Denise Hills, Sustainability Director Natura&Co
  - **Academia** – Carlos Nobre, Researcher at the Institute of Advanced Studies, Federal University of São Paulo (IEA-USP)
  - **Civil Society** – Fernando Meirelles, Film producer and co-founder of O2 Filmes
  - **International community** – Halla Tómasdóttir, CEO The B Team

12h30 – 13h00: Networking and closing
Opening
Guilherme Leal, Co-founder Natura &Co and Founder Instituto Arapyaú

- IT'S TIME FOR A POSSIBLE AMAZON!

- Brazil is a leader in the environmental agenda and is proud to have over 65% of its territory covered by forests and native vegetation. However, the country has a high rate of deforestation, which has been growing for the past 7 years.

- We believe that development depends on the standing forest. We are convinced that it is possible and necessary to reconcile economic development and preservation.

- That is why today we call, with the Brazil Coalition, Brazil Network of the UN Global Compact and System B, a dialogue for the collective construction of commitments for the sustainable development of the Amazon.

- We know that the loss of forest cover in the Amazon threatens the global environmental balance, undermines the country's image and negatively impacts our economy. In this context, we want to show that Brazil is serious, contrary to any illegal activity and committed to a prosperous future of the Amazon, a vital region for humanity and the planet.

- The best way to ensure preservation is to stop illegal activities immediately, to ensure traceability of forest products and to draw up a plan for sustainable development in the region.

- This plan should harness the potential of Brazil's ecosystem services and the biological resources of biodiversity by investing in cutting-edge technology.

- This is therefore a call for building concrete commitments on the road to COP-25 and beyond.

- We know that no single action will solve such a complex problem. Therefore, a constructive dialogue between the private sector, governments, academia, civil society and local communities is essential. We must all work together to make Brazil stand out as a leader in a low carbon and high biodiversity economy.

- The challenge is huge, but the opportunity is even bigger!
Panel: Development and Preservation. It's possible!

Opening from Moderator

This dialogue is the start of a process of engaging companies, sectors and economic groups in an effort to protect and develop the Amazon in sustainable ways. It is a process that begins today in New York, but should be expanded and consolidated in the coming months until the COP. This panel will bring perspectives from the business sector, civil society, academia and the international community around what we want for the sustainable development of this vital region for humanity.

Questions for Dialogue - André Guimarães asks Fernando Meirelles (2min)

You helped found UNI Amazonia, which aims to connect the 25 million Amazon residents with the world, and is also a spokesperson for our call today for the Possible Amazon Dialogue. In your view, what is the difference of this initiative that is starting today and how can we together build a movement until COP-25?

Fernando Meirelles, cineasta - Briefing (7min)

[PENDING WITH O2 FILMES]

Questions for Dialogue - André Guimarães asks Carlos Nobre (2min)

You are one of the creators of the ‘Amazon 4.0’ project, along with the IEA/USP. How can technology help create a bioeconomy from the biodiversity of the Amazon rainforest? What opportunities do you see for the private sector within this agenda? And how can the public sector and investors contribute to attracting more investment?

Carlos Nobre, Researcher at the IEA-USP - Briefing (7 min)

The forest's natural resources are currently underused, and it is through technology that the Amazon can gain a sustainable economic mold. With the new technologies, we have, for the first time, the possibility of creating a bioeconomy from the forest biodiversity. This is the vision of “Amazon 4.0”. Using technologies such as artificial intelligence, nanotechnology, blockchain and the internet of things, the proposal is to create mobile production and capacity building laboratories for the local community - and thus transform the forest into a technology and sustainable entrepreneurship center. Most products from the forest are not processed in the region. We want to create a local economy based on new technologies.

The economic potential of Amazonian resources is immense. Acai berry has gained the global market, generates revenue of about $1 billion a year. The profitability of acai in Pará is four to six times higher than soybean in the state. With technology, we have the potential to
exploit natural resources sustainably without requiring large areas of exploration. And we can still increase productivity.

By 2022, the Rainforest Business School should be created, which aims to be the world's first virtual forestry sustainable business school. Brazil still does not invest enough in biotechnology. We have to start applying technology to the forest, because our economic differential is biodiversity.

Questions for Dialogue - André Guimarães to Marcelo Brito (2 min)

In the Vision for the Amazon Possible presented this morning, we have the best way to ensure the necessary protection is to stop illegal activities immediately, develop a plan for sustainable development in the region and ensure traceability of forest products. How to expand sustainable agricultural production in the Amazon? And what is your view on how agribusiness has contributed and can contribute to the fight against illegality and for Brazil to rise as an agro-environmental leader?

Marcelo Britto, ABAG - Briefing (7 min)

We believe that the protection of the Amazon, the world's largest rainforest, must be strengthened to avoid the risk of further degradation and we want to support sustainable development, preservation and production in Brazil. Brazil is proud to have over 65% of its territory covered by forests and native vegetation. However, the country has a high rate of deforestation, which has been growing for the past 7 years.

Loss of forest cover in the Amazon threatens the global environmental balance, undermines Brazil's image and negatively impacts the country's economy. We are united at this time to drive economic development that does not take place at the expense of the forest. The best way to ensure the necessary protection is to stop illegal activities immediately and develop a plan for sustainable development in the region.

This construction should harness the potential of Brazil's ecosystem services and biological biodiversity resources, ensure long-term economic development, improve security in the region, and contribute to meeting Brazil's commitments under the Paris Agreement.

Dialogue Questions - André Guimarães to Denise Hills (2 min)

The Vision for the Possible Amazon makes it clear that we believe that development depends on the standing forest. And that we stand for an economy sustained by our natural heritage as the basis for development that leaves no one behind. How has Natura been developing in the region and supporting the development of local communities, with the preservation of the standing forest?
Denise Hills, Natura - Briefing (7 min)

Natura has been in the Amazon for over 20 years. It was in the late 1990s that we made the decision to incorporate ingredients from our biodiversity into our products, with the launch of the Ekos line in 2000, pioneering a business model that values the standing economy. Motivated by the reflections when we participated in ECO-92, we wanted to contribute to sustainable development by transforming social and environmental challenges into opportunities, using sustainable technology.

Since then we have learned a lot. We have no doubt that forest sustainability is a shared responsibility. Maintaining biodiversity also depends on local people and communities, so we have decided to maintain direct relationships and management with communities through family farmer cooperatives. Today, our operations in the region contribute to the conservation of 1.8 million hectares, equivalent to half of the Netherlands. But it is not enough.

We have to work together with the people and peoples who live there, with companies, with civil society and with governments, to ensure the conservation and future of the Amazon. A future that reconciles environmental protection and economic development, as Natura has shown to be possible. Of course you can produce without clearing. But we must go further and also seek the regeneration of degraded areas.

We must together overcome this moment. In order to achieve sustainable development and a more balanced society, citizens and businesses must be heard in a constructive dialogue with the government. The participation of several voices, including and especially the dissonant ones, are fundamental to making better decisions on issues that are so sensitive to everyone. There is no standing forest if we sit. That is why this dialogue is so relevant, because we need to have firm commitments on the Possible Amazon. After all, on the fate of the Amazon we all depend.

Questions for Dialogue - André Guimarães for Halla Tómasdóttir (2 min)

The B Team brings together a global group of business leaders looking for a better way to do business for the well-being of people and the planet. In your view as CEO of B Team, how has the global business sector contributed and can further contribute to building a positive agenda that involves development and preservation? And how to make this agenda scale?

Halla Tómasdóttir, The B Team - Briefing

[PENDING WITH THE B TEAM]
We are nearing the end of a short event, but it has had very valuable discussions. Before concluding the event, we would like to point out that we have an ambition. This ambition is for this dialogue to become a movement for the Amazon Possible on the way to COP-25, to be held in December in Santiago de Chile, and beyond.

But this will only be possible if we have the support and involvement of all, representatives of civil society, the private sector, governments, academia, local communities and the international community. From a common vision, we want to discuss and create commitments for the sustainable development of the Amazon.

This is just the beginning. We need more companies and institutions with us to get stronger at COP-25.

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