



MEETINGS

CNI SUSTAINABILITY

Forests & Biodiversity: new business models
for the industry of tomorrow

22nd SEPTEMBER 2016

SOFITEL COPACABANA HOTEL | RIO DE JANEIRO

PROGRAM

8am – 9am

REGISTRATION

9am – 9.30am

OPENING

José Serra, Minister of Foreign Affairs

José Sarney Filho, Minister of the Environment

Robson Braga de Andrade, President of the National Confederation of Industry

Eliezer Batista, Ex-minister of the Mines and Energy Ministry and Strategic Affairs

9.30am – 10.30am

GUEST SPEAKER

Boyd Cohen, PhD and specialist in entrepreneurship, innovation and smart cities

10.30am – 1.30pm

PANEL I - HOW SOCIO-ENVIRONMENTAL VALUES INFLUENCE PRODUCTION AND CONSUMPTION'S PATTERNS

The partnership between the National Confederation of Industry (CNI) and the International Year for Global Understanding (YIGU) represents a valuable opportunity to advance in the debate on potential transformations in market patterns. The purpose of the panel is to highlight promising trends which take into consideration emerging ethical and sustainability aspects for market consumption, as well as , establishing links between the issues raised by YIGU's themes, market patterns and, consequently, the transforming drivers of production trends. Debating such transformations with the the YIGU patrons is a unique opportunity.

Facilitator:

Rosana Jatobá, Journalist

Panelists:

Benno Werlen (Germany), Executive Director for the International Year of Global Understanding

Klaus Topfer (Germany), Ex-minister for the Ministry of Environment, Nature Conservation and Nuclear Safety & Executive Director for the Advanced Sustainability Studies Institute (Potsdam)

Gordon McBean (Canada), President of the International Council of Science

Walter Dissinger (Germany), President of Votorantim Ciment

Ulisses Sabará (Brazil), President of Beraca

Isabella Wanderley (Brazil), Vice President of New Channel Development at Grupo Boticário

Marcos Troyjo (Brazil), Director of BRICLab at Columbia University

1.30pm – 2.30pm

BRUNCH

2.30pm – 5pm

PANEL II - THE MARKET'S ROLE IN THE VALUATION OF FORESTS & BIODIVERSITY

Brazil's natural capital sets the country as a leading actor worldwide. The country plays an important role by challenging the conciliation of sustainable use with the conservation of environmental assets such as forests & biodiversity. Those business sectors using as the basis of their value chains components from forests & biodiversity tend to be more receptive to emerging consumption patterns influenced by sustainable values. The panel aims to debate the potential that sustainability aspects have to assume consumption patterns status for markets based on forests and biodiversity.

Facilitator:

Rosana Jatobá, Journalist

Panelists:

Kim Carstensen (Denmark), General Director of the Forest Stewardship Council (FSC)

Rik Kutsch Lojenga (The Netherlands), Executive Director of the Union for Ethical Biotrade (UEBT)

Debaters:

Amy Fraenkel (Canada), Director of the Division on Mainstreaming, Cooperation and Outreach Secretariat of the Convention on Biological Diversity

Elizabeth Carvalhaes (Brazil), President of IBA-Brazilian Tree Industry and president of the International Council of Forest and Paper Associations

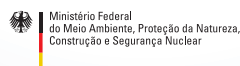
Pedro Luiz Fernandes (Brazil), Vice President of Corporate Affairs and Sustainability of Novozymes Latin America

Rui Pedro Ribeiro (Brazil), CEO of Agrocortex Florestas do Brasil

PARTNERS:



Por ordem do



da República Federal da Alemanha



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