



# International Seminar Business Opportunities for a Sustainable Rural Economy: the contribution from forests and agriculture

## International Seminar Business Opportunities for a Sustainable Rural Economy: The Contribution from Forests and Agriculture

### Date

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May 14<sup>th</sup> and 15<sup>th</sup>, 2019

### Venue

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Ipea - Instituto de Pesquisa Econômica Aplicada  
Institute for Applied Economic Research  
Setor Bancário Sul, Quadra 1, Bloco J, Edifício BNDES/Ipea  
Auditório Divonzir Gusso, Subsolo  
Brasília, DF  
Brazil

### Goals

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Connect renowned Brazilian and international experts, private sector representatives, and government officials, to debate on new sustainable business opportunities for the Brazilian rural sector as well as challenges and strategies to seize them.

### Seminar Structure

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Each panel will have 3 to 5 presentations, followed by 30 min. of Q&A and conclusions.

Each presentation will last 15 minutes.

There will be simultaneous translation service for this event.



# International Seminar Business Opportunities for a Sustainable Rural Economy: the contribution from forests and agriculture

## Day 1 – What are the new business opportunities for a sustainable rural economy?

8:30	9:00	<b>Welcome Coffee</b>		
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9:00	9:15	Opening session: workshop objectives and expected outcomes	Ipea, EDF, IPC-IG	<b>Aristides Monteiro Neto</b> , Director, Department of Regional, Urban and Environmental Policies and Studies/Ipea; <b>Ruben Lubowski</b> , Chief Natural Resource Economist/EDF; <b>Diana Sawyer</b> , Senior Research Coordinator/IPC-IG
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### Panel 1 – What should the future rural economy look like?

Moderator: Dr. Regina Sambuichi, Researcher, Ipea

9:15	9:30	<b>Towards Efficient Land Use in Brazil</b>	PUC-Rio and CPI	Juliano Assunção
9:30	9:45	<b>2030-2050 Vision: The Future of Forests and Agriculture in Brazil</b>	Coalizão Brasil and IPAM	André Guimarães
9:45	10:00	<b>Amazonia 4.0</b>	INPE	Carlos Nobre
10:00	10:30	Session conclusions and Q&A	Ipea	Regina Sambuichi

10:30	10:45	Coffee Break		
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## International Seminar Business Opportunities for a Sustainable Rural Economy: the contribution from forests and agriculture

### Panel 2 – How can Brazil benefit from emerging climate markets? The role of forest and carbon assets

Moderator: Dr. Rogério Boueri, Deputy Secretary of Agricultural and Environmental Policy, Economic Policy Affairs, Ministry of Economy

10:45	11:00	<b>International Markets for Carbon Emissions Reductions: Opportunities and Challenges</b>	EDF	Ruben Lubowski
11:00	11:15	<b>Remarks on Carbon Stocks and Biomass: Mitigating with biofuels, reforestation and soil carbon vis-à-vis reducing emissions from fossil fuel combustion</b>	Ipea	Gustavo Luedemann
11:15	11:30	<b>CONSERV: Enabling conservation in private properties</b>	IPAM	Marcelo Stabile
11:30	11:45	<b>INPE's monitoring systems capabilities for forest and agricultural policies.</b>	INPE	Cláudio Almeida
11:45	12:15	Session conclusions and Q&A	Ministry of Economy	Rogério Boueri

12:30	14:00	Lunch break
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### Panel 3 – How can Brazil and corporations build mutually beneficial large-scale sustainable supply chains?

Moderator: Dr. Camila Gramkow, Economic Affairs Officer, ECLAC - Brazil

14:00	14:15	<b>The PCI program in Mato Grosso (Produce, Conserve and Include)</b>	PCI Strategy	Fernando Sampaio
14:15	14:30	<b>Sustainability in the Brazilian Soy Supply Chain</b>	ABIOVE	Bernardo Pires
14:30	14:45	<b>The Beef Supply Chain</b>	MAPA	Mariane Crespolini
14:45	15:00	<b>Sustainability Indicators</b>	Ipea	Regina Sambuichi
15:00	15:15	<b>Economic and Environmental Challenges of the Beef and Soy Supply Chains</b>	FASE	Sérgio Schlesinger
15:15	15:45	Session conclusions and Q&A	ECLAC	Camila Gramkow

15:45	16:00	Coffee Break
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### Panel 4 – How can Brazil scale up existing opportunities from multilateral investments?

Moderator: Renato Leonardi, Adviser, Department of Environment, Ministry of Foreign Affairs of Brazil

16:00	16:15	<b>The Amazon Fund</b>	BNDES	Daniela Baccas
16:15	16:30	<b>KfW - REM (REDD Early Movers)</b>	KfW	Miguel Lanna
16:30	16:45	<b>Forest Investment Program (FIP)</b>	SFB	Jaine Ariély Cubas Davet
16:45	17:15	Session conclusions and Q&A	MRE	Renato Leonardi
17:15	17:45	Key messages from day 1	PUC-Rio and CPI, Coalizão Brasil and IPAM	Juliano Assunção, André Guimarães



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## Day 2 – How can Brazil use its current policies to seize new business opportunities?

### Panel 5 – What are the opportunities from the Forest Code?

Moderator: Dr. Flavia Witkowski Frangetto, Ipea

9:00	9:15	<b>The 2012 Forest Code: Institutional and Legal Framework</b>	CPI and PUC-Rio	Joana Chiavari
9:15	9:30	<b>Cracking Brazil's Forest Code</b>	UFMG	Raoni Guerra Lucas Rajão
9:30	9:45	<b>The Market for Forest Certificates (CRAs)</b>	BVRio	Beto Mesquita
9:45	10:15	Session conclusions and Q&A	Ipea	Flavia Witkowski Frangetto

10:15	10:30	Coffee Break		
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### Panel 6 – What are the opportunities from the Nationally Determined Contributions?

Moderator: João Francisco Adrien Fernandes, Head of the Socio-Environmental Affairs

Advisory Office, Ministry of Agriculture, Livestock and Food Supply - MAPA

10:30	10:45	<b>Paris Agreement and NDCs: Insights from the GLOBIOM-Brazil Model</b>	IIASA	Aline Soterroni
10:45	11:00	<b>Forest Restoration Cost in Brazil and the Compliance with the Forest Code</b>	IPAM	Felipe Lenti
11:00	11:15	<b>Restoring Degraded Pasturelands and Integrated Cropland-Livestock-Forestry Systems</b>	EMBRAPA	Luiz Adriano Maia Cordeiro
11:15	11:30	<b>The RenovaBio Program</b>	MME	Miguel Ivan Lacerda
11:30	12:00	Session conclusions and Q&A	MAPA	João Francisco Adrien Fernandes

12:00	13:45	Lunch		
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## Panel 7 – What are the existing financing mechanisms in Brazil?

Moderator: João Ferrari Neto, Department of Regulation, Supervision, and Control of Rural Credit Operations – Derop/Diore, Brazilian Central Bank

13:45	14:00	<b>Rural Credit and Insurance</b>	CPI and PUC-Rio	Priscila Souza
14:00	14:15	<b>ABC Program: Low-Carbon Agriculture</b>	Agroicone	Leila Harfuch
14:15	14:30	<b>Challenges of the Banking Sector</b>	FGVces	Camila Yamahaki
14:30	14:45	<b>Rural Credit in Brazil</b>	Ministry of Economy	Francisco Erismá
14:45	15:15	Session conclusions and Q&A	Central Bank	João Ferrari Neto

15:15	15:30	Coffee Break		
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## Lecture with Dr. Sandra Verônica Cureau, Attorney General's Office, Brazilian Federal Public Ministry (MPF)

Moderator: Dr. Flavia Witkowski Frangetto, Ipea

15:30	15:50	<b>Rights and Guarantees in the Forest Code and in the Republic Constitution</b>	MPF	Dr. Sandra Verônica Cureau
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## Panel 8 – What are the biophysical feedbacks of forest protection on agriculture?

Moderator: Breno Pietracci, Economist, Environmental Defense Fund

15:50	16:05	<b>Valuing Local Benefits Provided by Native Vegetation to the Agricultural Sector in Brazil</b>	Tufts University	Avery Cohn
16:05	16:20	<b>Spatially explicit valuation of the Brazilian Amazon Forest's Ecosystem Services</b>	World Bank	Jon Strand
16:20	16:35	<b>Climate Change Adaptation in Agriculture</b>	EMBRAPA	Giampaolo Queiroz Pellegrino
16:35	16:50	<b>The magic of the Amazon: A river that flows invisibly all around us</b>	INPE	Antonio Donato Nobre
16:50	17:20	Session conclusions and Q&A	EDF	Breno Pietracci



# International Seminar Business Opportunities for a Sustainable Rural Economy: the contribution from forests and agriculture

17:20	17:40	Key messages from day 2	EDF, Ipea	Steve Schwartzman/EDF, Ipea Representative
17:40	18:00	Workshop final remarks, conclusions and next steps	Ipea, EDF	Ipea Representative, Ruben Lubowski/EDF