

The Amazon Many want?

Talking points - Maritta Koch-Weser

Programa Amazônia em Transformação/Amazônia 4.0 IEA/USP

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May be you advocate „Zero Deforestation“ ?

science & technology advances

bioeconomy sophistication & competitive growth

smart recovery of degraded lands & waters

new industries & markets

better lives & incomes for local people (rural & urban)

Such „intelligent Zero Deforestation“ strategies

depend on massive investment in
Rainforest Business Education

To accelerate & professionalize sustainable “socio-bioeconomia” in Amazônia

3 critical target groups need Rainforest Business Education:

1. Local producers – for local „value added“ production & market access
2. Actors all along the value chain(s) (entrepreneurs, industries, financiers, traders, etc.)
3. The larger Investment Community

The 2030 Decade needs a Rainforest Business Education System

- offered „to all“ and „all over the place“, by as many institutions as possible (local NGOs, Universities & Business Schools, specialized enterprises, demand driven Executive Training programs, etc.)
- Content can be fed from collaborative sources and communities:
 - research & development,
 - Industry, commerce, markets
 - Experts in government, law, trade & economics
- Efficiency can be achieved „online“ & via a growing, shared „core curriculum“

„Assemble the Wheel“ - do not reinvent-

Make best use of available knowledge, project experience, and teaching materials

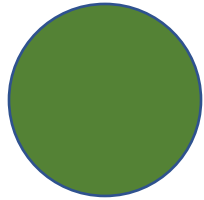
Engage existing teaching facilities, in Brazil and internationally

Underway so far in the Rainforest Business School System.....

- A first **“Rainforest Social Business School”** has been launched in 2020 in **Manaus** at the University of the State of Amazonas (UEA), where a first Graduate Course of 18 months has come underway in 2021.
- The **Bioeconomy Teacher Training** Program – CapGestão - also at UEA Manaus, under a collaborative agreement mit GIZ (German Bilateral Cooperation)
- Under the **IEA/USP Amazonia 4.0 program** (and at the newly established Amazonia 4.0 Institute) longer term work is underway on an in-depth multi-disciplinary curriculum for sustainable Tropical Rainforest Business.
- **As a first step, a curriculum with 19 core courses** is being developed, to be co-authored & shared by interested institutions, especially in the framework of the future *Amazon Institute of Technology (AmIT)*. In addition to business and market expertise natural sciences, social, medical, pharmacological, legal, administrative, engineering themes are addressed.
- **The “Amazonia Business School online” (AmazonBiz) is being developed by Amazonia 4.0 & Green Rio**, to serve a wide, varied clientele in the business community. It is designed to offer an open access knowledge highway on bioeconomy in Amazonia, keynote lectures, and demand driven special courses and executive training programs. It will liaise with business schools and online platforms interested in offering courses in Tropical Rainforest Business.

Time is short – these years are critical to avert „Tipping Points“

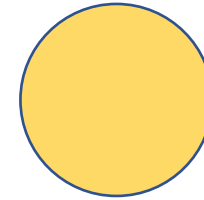
Online access to Rainforest Business Education *is Key*



**Amazonia Bioeconomy
Knowledge Highway**

AmazonBiz

The Amazonia Business School Online
Amazonia 4.0 & GreenRio



Amazônia Business School online

building BioBusiness capacity for

- **Existing teaching materials**
- **New emerging information**
 1. Science & Product Development (AmIT e outros)
 2. Value chains
 3. Markets
 4. Regulatory Frameworks
 5. Geographic Referencing
 6. Finance Innovations

1. Amazonian Communities & Cooperatives
2. Executive Training for Commerce & Industry
3. Academic Curricula

Rainforest Business Education ? Measurable Performance Indicators?

1. Access to information & training?

shared knowledge highway (Internet)

2. Entrepreneurs trained?

3. Entrepreneurial Outcomes

4. Regional economic outcomes?

weight/growth in sub-regional incomes from
Amazonia's standing-forest-flowing waters based economy

Medium term

Relevance for “Zero Deforestation”

For the Amazon Many want Massive Investment in Rainforest Business Education is a MUST

Thank You

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