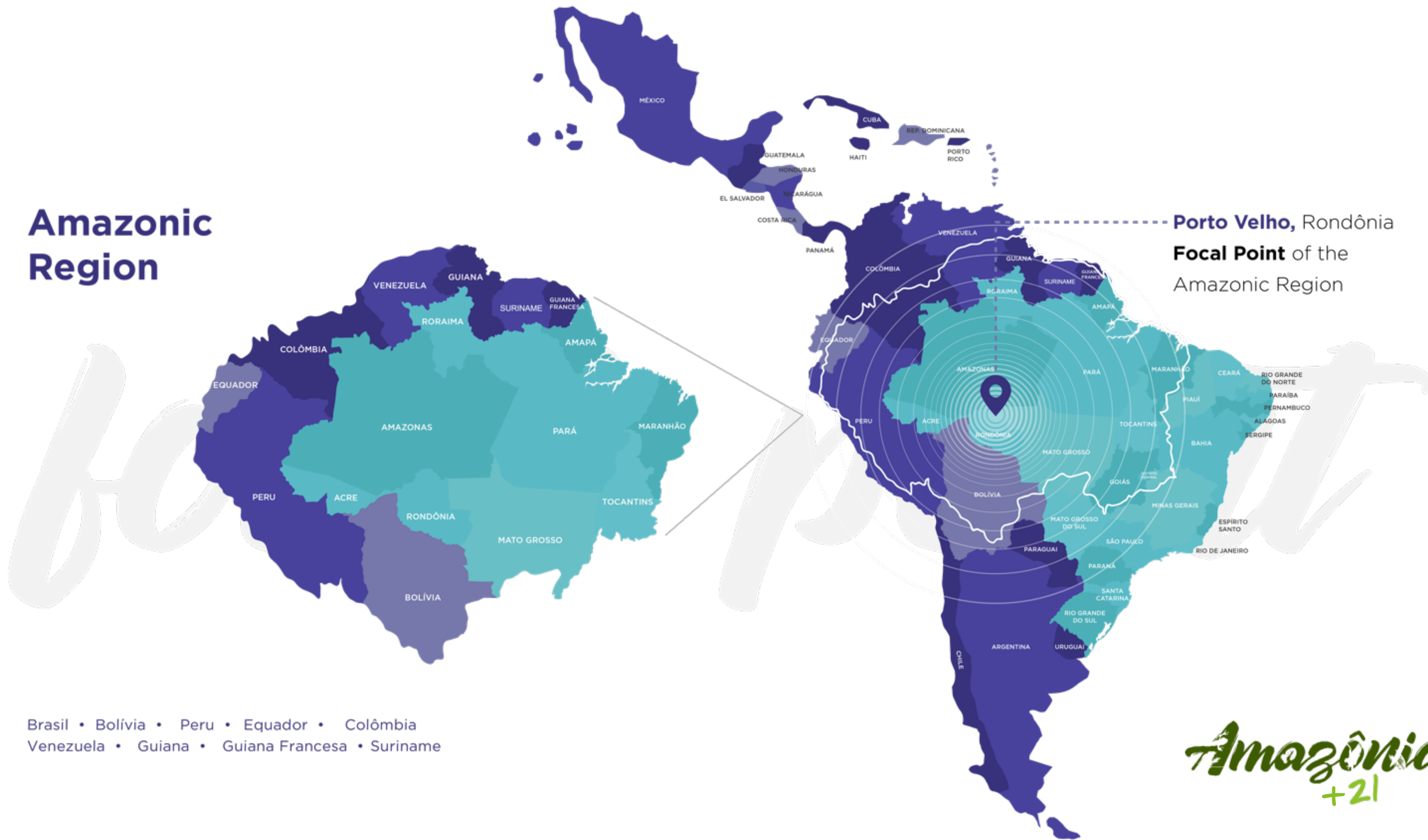


# Amazônia +21

World Forum  
**Amazon's Sustainable Development**

Porto Velho/RO  
May - 2020

# Amazonic Region



Brasil • Bolívia • Peru • Equador • Colômbia  
Venezuela • Guiana • Guiana Francesa • Suriname

*Amazônia*  
+21



*On the Amazon*

With more than seven million square kilometers (2,900,000 sq mi) the Amazonian Rainforest is one of world's largest tropical forests and is located in the Northern region of the South American Continent. The so-called International Amazon, comprises Brazil, Bolivia, Colombia, Ecuador, Guyana, Peru, Surinam, Venezuela, and French Guiana, and represents 40% of the whole territory of this group of countries. If only Brazil is taken into account, it occupies about 61% of the total territory and is present in nine states of the Union.

The Amazonian region has one of the largest biomes and tropical ecosystems on Earth and the diversity of fauna and flora is exuberant: it contains 10 to 20% of all plant species of the planet and 80% of the Brazilian fauna, besides the fact that the Amazonian Basin accounts for the largest reservoir of fresh water in the World.

The cultural wealth, promoted by the people of the Amazon, is impressive. Indigenous tribes, riverside communities and cities, bring to the world a gigantic social and environmental diversity, with emphasis on art, language, culture and traditions, dances, literature and preservation of the natural environment.



# Porto Velho



Focal Point  
of the **Future**





*About the forum*

## ABOUT THE FORUM | **Amazônia +21**

A Spanish explorer, Francisco Orellana, led the first known expedition to travel the whole length of the Amazon River between 1539 and 1541.

From the Andes Mountains to the Atlantic Ocean, his expedition inaugurated a chain of explorers of all nationalities in the continent, mainly Spanish, Portuguese, Dutch, French, and English.

The proposed forum seeks to materialize a 20-year horizon, at the 500<sup>th</sup> anniversary of Orellana's expedition, and is expected to establish a permanent forum with an international focus on dialog in favor of the strengthening and invigoration of a cultural and economic identity capable of creating new development models through innovation and in search of alternative and sustainable venues for the creation of value and generation of income. The forum has been thought of to become an independent, non-political, and no partisan initiative.



## ABOUT THE FORUM | **Amazônia +21**

In that sense, it is intended to take the discussion on the Amazonian natural and cultural wealth, as well as the preservation of diversity that characterizes the Amazonian biome, to a higher level.

At the same time, to bring out all the voices and interests that surround the sovereignty and natural reserves of all the affected countries, clarifying extant perceptions and understanding of the national and international scientific communities. The Amazonian Basin constitutes an axis for Latin-American integration and matters of conservation, climate change and sustainable development, while turning the region into the theme of strategic and international interest.



## ABOUT THE FORUM | Amazônia +21

### **MISSION**

To create, articulate, and mobilize communities capable of transforming the Amazonian environment in a positive way.

### **VISION**

To become the main forum for dialogs on sustainable economic transformation and cultural strengthening of the Amazonian Region.

### **CONTEXT**

To promote an international and permanent summit of discussions, in search of and with the purpose of strengthening a cultural and economic identity, by means of generating new regional sustainable development models, in line with a national (Legal Amazon. Federal Law 5.173/66) and an international (OTCA) character, in an articulated form as to reach out to government, productive sector, academia, organized civil society and funding institutions (quintuple helix). The expectation is to have biennial meetings with smaller summits in between.

## ABOUT THE FORUM | Amazônia +21

### **STRUCTURE**

Designed to take place over three days, with presentations, debates, case studies, and thematic workshops, distributed in four main themes: Science, Business, Funding, and Culture (Socio-environmental).

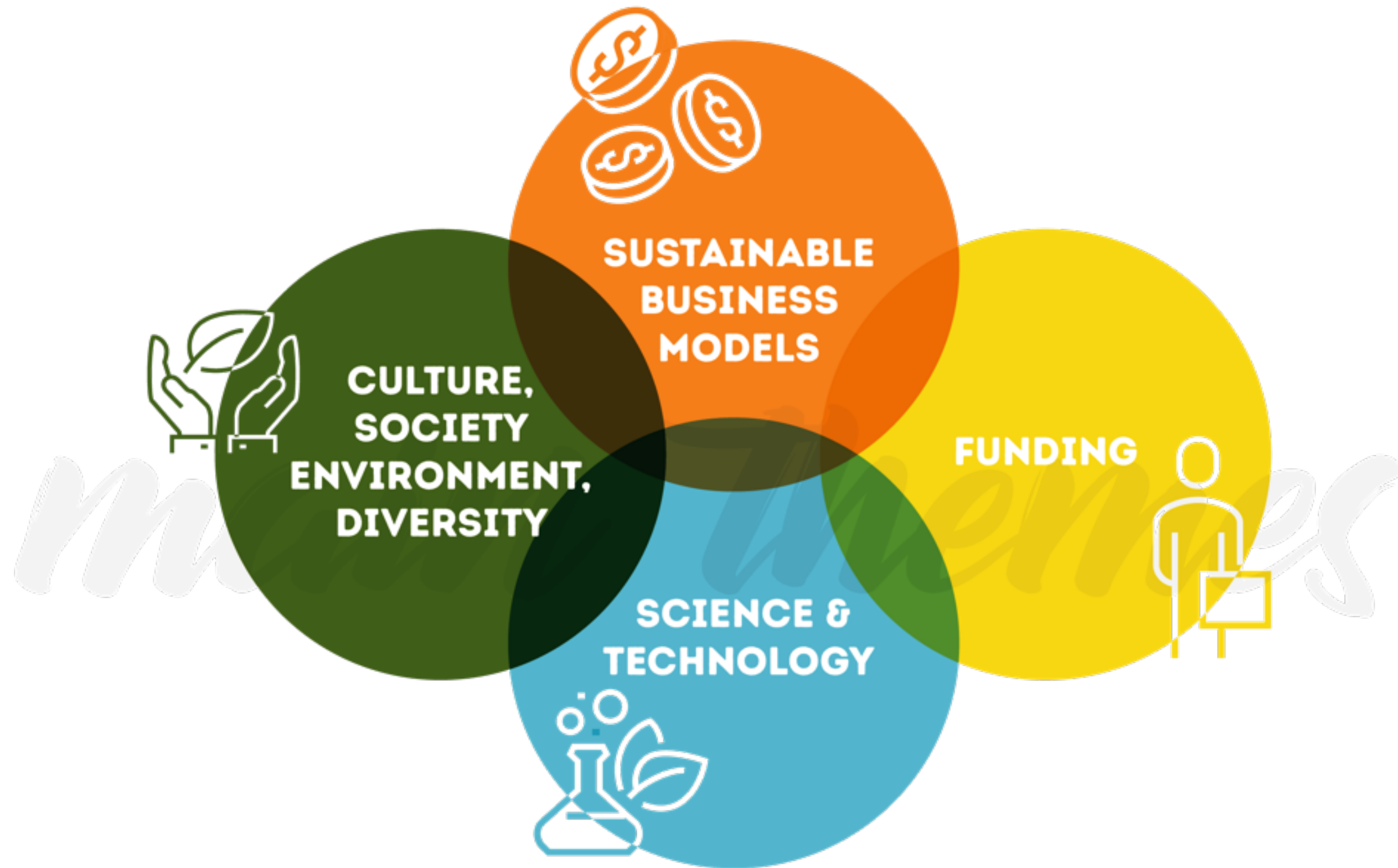
### **WHO WILL PARTICIPATE**

Scientists, Researchers, Specialists, Businesspeople, Entrepreneurs, Investors, Development Agencies, Governmental Actors, and Heads of State. It is estimated that two to three thousand people will attend and the on-line transmissions will reach an audience estimated at more than 100 thousand participants.

### **WHEN AND WHERE**

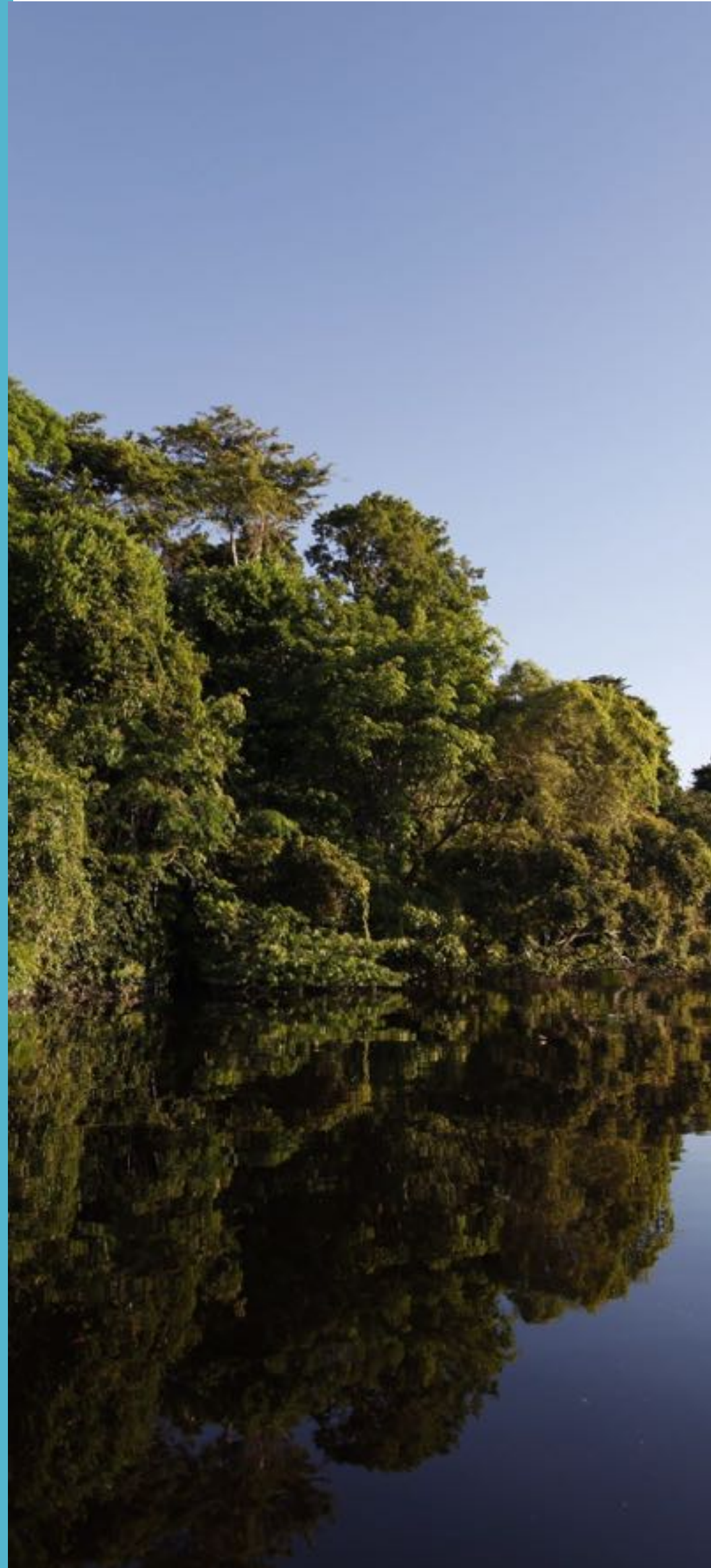
It will be held in May/2020, in Porto Velho, the Capital City of the Brazilian State of Rondonia, Gateway to the Amazon, where the first three editions of the Forum will take place.

# Main Themes





SCIENCE &  
TECHNOLOGY



## The Amazonian Biome

Converting research on the Amazon into new business opportunity and entrepreneurial initiatives as well as generating scientific content to guide policy making about the sustainable use of the Forest and its relation to the World.

- The Amazon and the World
- Amazon Biome
- Soil and subsoil
- Atmosphere
- Forest
- Water and Hydrology
- Fauna and Flora





## SUSTAINABLE BUSINESS MODELS



## Modeling of New Sustainable Businesses and Amazonian Potentials

To generate wealth and income for the peoples of the Amazon, regions and territories, with greater added value and ample protection to the biome.

- R& D + I applied for prospecting economic development: Bioeconomics and biotechnology
- Cosmetics
- Food
- Drugs
- Patents and defense of Interests
- Creative economy
- Tourism and Sustainability





FUNDING



## Sources and Agents Interested in Financing Projects

To identify and manage funding and resources directed to the Amazon Region in a coherent and convergent approach that recognizes the common interests of science and sustainability as well as the needs of local socioeconomic development.

- Funds aimed at the incentive and
- support of research, environmental preservation and socioeconomic
- development
- Funds for the Defense of Interests of the Amazon





CULTURE,  
SOCIETY,  
ENVIRONMENT,  
DIVERSITY



## Social and Environmental Issues impacting the Region

To value, preserve and communicate the roots and identity of the Amazon peoples.

### Culture and Art of the Amazon Peoples

- Language and Literature
- Music and dance
- Arts and Crafts

### Preservation

- Roots and Culture
- Natural Environment





# *Pre-event*

**JAN/2019 to APRIL/2020**

- Consultants - Coordinators, Staff and Support
- Curatorship
- Survey, Identification and Hiring of National and International Speakers
- Design, Communication and Marketing - Portal, Technical Publications and Media
- Prospective Tours - National and International
- Launching of the Event - PVH, BSB, SP

A photograph of a man in a dark suit and light-colored shirt, seen from the back, speaking into a microphone. He is addressing a large, blurred crowd of people in what appears to be a stadium or arena. The background is filled with many people, some with their arms raised. The lighting is dramatic, with the speaker in the foreground and the audience in the background.

# Event

**MAY/2020**

- Infrastructure - Spaces and Arenas, Audio, Sound, Translation, Secretariat, Other
- Personnel
- Speakers - National and International
- Guests and Participants
- Travel and lodging
- Infrastructure - Reception, Transfer, Tourism and Leisure
- Communication - Press, Marketing
- Technology and Online Transmission (web channel)

# Post-event

2020

- Publication about the Event
- Support to Scientific Publications and Thematic Papers
- Travel - Presentation of Results in Discussion Forums
- Creation of a Permanent Forum: Amazon + 21





# *Porto Velho*



## Porto Velho, Rondônia

Porto Velho is the most populous municipality in the state of Rondônia and stands out as the capital city with the largest territorial area. Its economic fabric is constituted by agribusiness, mainly with the farming of soybeans, corn, rice, manioc and more recently, coffee.

In the production of beef cattle, milk and fish farming, it is standing out as one of the main producers of the Country, with extensive investments in research, innovation and technology, always focusing on sustainability.





It is the Brazilian city with the largest volume of clean energy generation in the Country, and is characterized as an important logistics hub for the Midwest and North regions. It is the gateway to the Amazon, and has established public policies aimed at improving public management, infrastructure, wealth generation and the well-being of its citizens and the people who live in it.

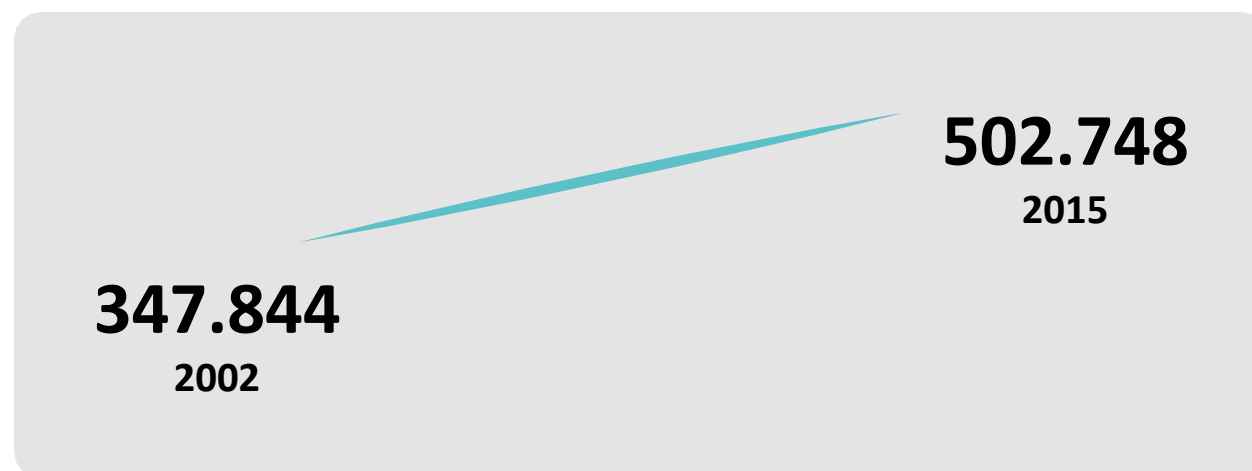
It seeks to promote a culture of peace, focused on work, social inclusion and happiness, and pursues the Goals and Objectives of the Agenda 2030 for Sustainable Development.



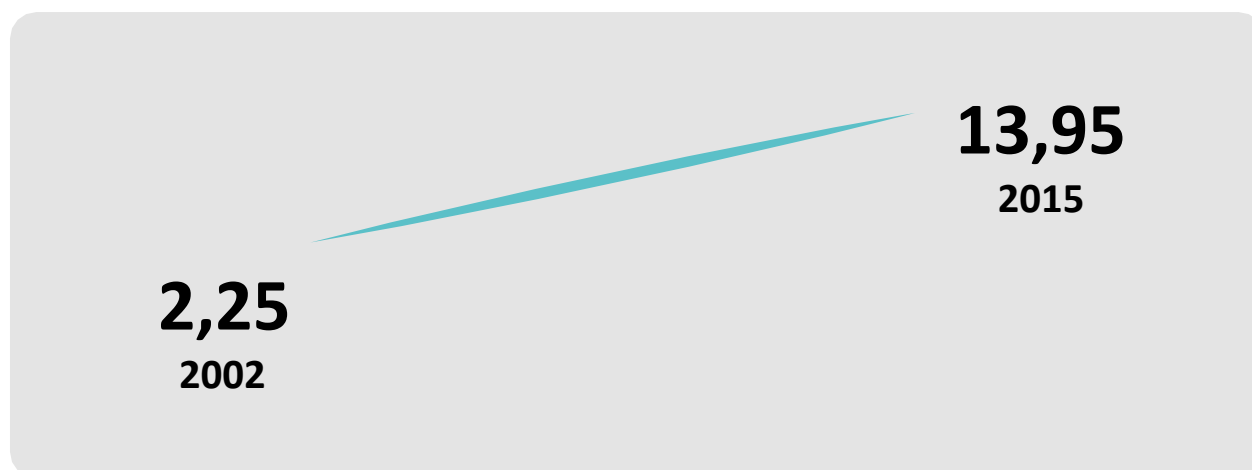


## DATA - POPULATION /GDP | Amazônia +21

### EVOLUTION OF POPULATION (INHABITANTS)



### PIB (R\$ Bilhão)



Source: IBGE - Brazilian Institute of Geography and Statistics.





SPONSORSHIP, FUND RAISING, INSTITUTIONAL  
SUPPORT | **Amazônia +21**

### VALUE PARTNERSHIPS AND SPONSORSHIPS:

- Government and Governmental Institutions - Brazil and Foreign
- Academic Institutions
- Funds for the Amazon / Sustainable Funds and others - Brazil and Foreign Agencies
- Financial Institutions - Public and Private
- Public Institutions
- Private initiative



# contact

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