



2017 SUMMIT *call for action*

SÃO PAULO / BRAZIL

Executive Summary & Pre-Summit Meetings Reports

November 19th, 2015

February 25th, 2016

Organized by:



Supported by:



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SUMMIT BIOECONOMY 2017 – *call for action*

Vision

To promote and articulate world-class ecosystems in Bioeconomy through the collaborative engagement of the main stakeholders fostering high impact world class entrepreneurship to the Global Market.

Mission

To foster a collaborative interaction of the stakeholders aiming to vision the future paths of the Bioeconomy, an affirmative topic, in a Global level and geared toward to united actions coordinated by multiple stakeholders that are involved with the emergence of Bioeconomy.

Value proposition

To the Stakeholders:

Relevant Brazilian and Global key stakeholders there will be involved in a community development process not only to give a personal contribution to the design of the future of the Bioeconomy but also to implement them, to provide a path for the building of a Bioeconomy community.

To the Industry:

To participate in a high value global market in a sustainable way promoting the birth of a new business era where startups will play an important role.

To the Society:

Participate in a new global economic cycle generating wealth and prosperity, where Brazil may be in the lead of this new great economic cycle, aiming a better world to live.

Executive Summary

Bioeconomy 2017 Summit

The Bioeconomy Summit is a joint initiative from FIESP- Industry Federation of the State of São Paulo, FAPESP- São Paulo Research Foundation, organized by ANPEI - Innovative Companies National Association for Research and Development and IBQP – Brazilian Institute for Quality and Productivity to promote and articulate world-class ecosystems in Bioeconomy through the collaborative engagement of the main stakeholders fostering high impact world class entrepreneurship to the Global Market. It aims to stimulate several meetings, bringing together key stakeholders from São Paulo State and Brazilian Bioeconomy sector that will strategically discuss, collaborate and build a world-class Bioeconomy ecosystem, considering new opportunities, development stage, collaborations, across several different areas related to Bioeconomy.

The Bioeconomy Summit – Call for Action - will be held in November 2017 to promote systemic collaboration, allowing early action, positive spread of learning and the massive engagement of human forces, based on Innovation-inspired Positive Organization Development (IPOD). The Summit is being designed by a group of experts aiming to:

- Explore the business opportunities coming from the technological revolution of the Bioeconomy. Learn and practice a whole new level of coordination between the national actors to capture these opportunities.
- Involve up to 400 actors from different economic sectors related to Bioeconomy with high readiness to exploit these opportunities.

- Define a set of positive actions for a program to capture the opportunities in the Bioeconomy and formalize the commitment of actors to perform these actions.

Bioeconomy is a relative new concept that offers an opportunity for Brazil to technological, economic and cultural development in a paradigmatic way. Brazil has had a prominent role in the discussions of sustainable development both for its biodiversity and its experience with biofuels, such as ethanol, and the success of agribusiness. Bioeconomy covers all the manufacturing sectors and associated services areas that develop, produce, process, handle or utilize any form of biological resources. Bio-based innovations also provide growth impetus for other traditional sectors, such as in the commodity and food trade, IT, machinery, plant engineering, automotive industry, environmental Technology, construction, services and others.

Brazil has one of the largest reserves of natural resources in the world and is the country with the highest biodiversity on the planet. Agribusiness accounts for about 25% of Gross National Product. However, it is still necessary to add value to products and establish balance between the maturity of the economy and the conscious and sustainable use of natural assets. We must put attention to relevant points, if we want to build an agenda in the Bioeconomy area, such as the national regulatory modernization, investment in the generation of new knowledge and fostering entrepreneurship and innovation.

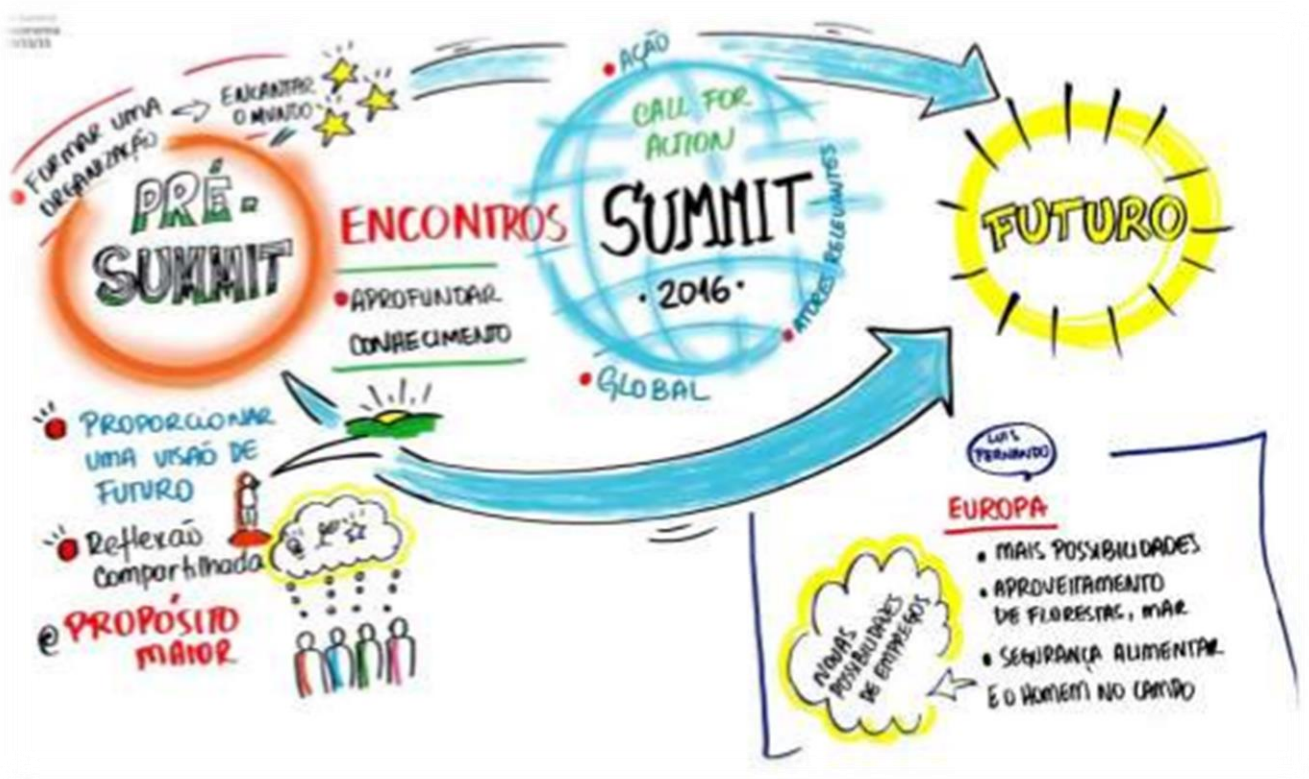
Pre - Summit 2016

Prior to the Summit, 120 Bioeconomy experts, from several regions of the São Paulo State and other States from Brazil, were invited to form a Pre-summit Collaborative Committee. The Committee is jointly building the Summit concept and agenda during five preparatory meetings (Pre-Summits). Two of them already occurred in November 2015 and February 2016 and it is planned to occur three more others preparatory meetings during the following months (April 19th, June and August).

The wealth of experience of these 120 people gathered at the pre-summit is being very useful to provide, a path for a new

Bioeconomy Community. According to testimonials from European Community representatives, Bioeconomy is already no longer a niche topic and becomes mainstream and European countries are investing heavily in it. Our mission during the Pre-Summit, is to organize and promote interactions during the next 12 months to foster high impact world class entrepreneurship to achieve the Global Market and enchants the world.

This report contains an executive summary of what is being discussed and designed on the first two pre-meetings and will briefly introduce what are the work in progress.





November 19th, 2015
Pre-Summit Meeting

November 19th 2015 Pre-Summit Meeting

The november 19th 2015 pre-Summit meeting was placed at FIESP Head Quarter building in São Paulo, with an audience composed by 120 Bioeconomy experts from different specialties and areas related to Bioeconomy. It was an one day agenda comprised by lectures, round tables, workshops, networking and the following objectives were discussed:

- Understanding why Bioeconomy will contribute to the future of São Paulo State and Brazil;
- Identify unique skills and capabilities from the Bioeconomy ecosystem to be leveraged;
- Set up a working group to define a Strategic plan to prepare the Summit;
- Map key stakeholders of the Bioeconomy Innovation Ecosystem to be invited to the Summit;

See a compiled video from the November 19th pre-summit meeting at:

https://www.youtube.com/watch?v=xl_D7pUKpWk&feature=youtu.be

Introduction - The Bioeconomy Summit 2017 - *call for action*

Speaker:

- Rodrigo da Rocha Loures – Bioeconomy Summit 2017 Chairman and President of Conic-FIESP
- *Audience: 100 participants*

Mr. Rodrigo da Rocha Loures opened the day mentioning that companies have two non-delegable functions: - one is to serve the market and the other is to innovate. The other functions serve to compete with these two main functions. A company, even private, has a public service role because it is based on the Market, where everything happens. This new transcendent corporate consciousness and the global vision is one of the great challenges.

The Pre-Summit has a purpose and strategic function to provide a vision of the future, an affirmative topic that serves to carry out the Bioeconomy Summit of 2017. Pre-Summits aims to enable the Summit. In the FIESP view, the Summit must be a Global Summit and geared toward a *call for action*. It is not a

capacitatio Summit, it is a set of coordinated actions of multiple stakeholders that are involved with Bioeconomy, with expectation to have the presence of 400 relevant Brazilian and global actors, the right people. These are people who will not only give a contribution to the design of the program for each moment, but also to take decisions and implement them. It is a community development process. We will utilize recognized group dynamics methodologies in order to build a common shared vision.

Between the Pre-Summit and the Summit it will have multiple intermediate meetings to deepen the understanding and knowledge of social network. The biographies of the participants shows a extraordinary wealth of

experience and competences, world class prospective experts, to understand the future. Brazil may lead this new great economic cycle. Next year there will be others relevant events like the International Bioeconomy Call for Action to take place in the Netherlands in

early April and the Anpei Conference 2017, with theme is World Class Innovation Ecosystems. Promoting world-class ecosystem is a prerequisite to provide an environment for the development of world-class startups communities.

Strategic Lecture 1 – Bioenergy and Sustainability

Speaker:

- Glauca Souza/IQ-USP –BIOEN/FAPESP Coordinator
- *Audience: 100 participants*

Dr. Glauca Souza commented about a international research created by the United Nations to advise the Council on environmental issues from human interference. In 2012, as coordinator of the Bioenergy program BIOEN from FAPESP, she was invited to coordinate the study and the final report was published in June 2015 (available at BIOEN site), wherein the major conclusion is that Brazil is seen as a pioneer in this area with enormous potential and enormous accumulated experience since the 70's with bioethanol and this succesful experience is worth to rest of the world. Brazil

already has a Bioeconomy, a renewable matrix, which has a significant contribution. The report also comprises recommendations for public policy and indicates knowledge gaps for the sustainable expansion of bioenergy. For FAPESP, there is already a very well articulated community, several Research Centers and Universities working in Bioeconomy themes, but it is still needed to bring all these sectors together, civil society, NGOs, scientists, leaders of institutions, industry, investors and entrepreneurs in a collaborative way.

Strategic Lecture 2-Bioeconomy in a Global Context

Speaker:

- Ricardo Abramovay, Economist – Institute for Energy and Environment / USP
- *Audience: 100 participants*

Mr. Ricardo Abramovay, pointed out the importance of the Summit initiative and that the Academic world have to get more involved with the business and social world, as shown recently by the Secretary of Strategic Affairs of

the Republic President ofice, SAE. It was also mentioned that we live in a time called "vertigo technological", as it was shown in the interesting book "The Second Machine Age", reviewed by Martin Wolf, which shows that:

- Changing in the scientific method, from trial and error to prototyping and simulation. The result is a enormously increase in the speed of science advance being applied to technology.
- Internet of Things changes the infrastructure of science, because it is bringing a fantastic transformation not only in social world, but in the science itself.
- Changing the funding system in countries where you can turn science into technology, private financing is much more important than public funding. Brazil and India have appeared recently as the only two major countries that were more public than private funding. Even in these countries, private financing is going to basic research.
- Innovation peers is a key element, but is not just about business cooperation. It is essential to have decentralized forms of innovation as Eric von Hippel, from MIT, has shown through the book ¹ "Governing Knowledge Commons", with several examples in this direction.

In this context, he proposed a provocative reflection about why Bioeconomy and why Bioeconomy in Brazil. In the last 10 to 15 years China and India entered the border of these movements in a comprehensive way in which we are latecomers for a number of reasons. In his view the Bioeconomy has two key aspects. First, we need to move from an economy of destruction of the nature to the knowledge economy of the nature, expression of the wistful Prof. Bertha Becker²: "The Brazilian Amazon has been the

"warehouse of Brazil", the place where we get energy, commodities, agricultural and raw material with very low added value". Second, we need to move this model to a lean model knowledge of nature. This model assumes a lot of researchers training. We have fewer doctors in the Amazon than at the University of São Paulo. According to him, the fascinating part of the Bioeconomy is that it is a form of engineering, a form of products design from the nature learning, and therefore involves a philosophical dimension and decisive cultural doubts. We need a regenerative economy and the Bioeconomy is the basis for this. In this sense, Brazil has privileged conditions to do this in nature, knowledge, but not yet in the business models and innovation systems. Our concern today is economic growth, but the recovery of growth can not be based on what we did in the last 15 years led by a reprimarization and low innovation level.

¹ GOVERNING KNOWLEDGE COMMONS Governing Knowledge Commons, edited by Brett M. Frischmann, Michael J. Madison & Katherine J. Strandburg (Oxford University Press, 2014)

² Bertha Koiffmann Becker, importante geógrafa brasileira, falecida em 2013.

Strategic Lecture 3- Experience Report on Technology Based Entrepreneurship in Biotechnology

Speaker:

- Dr. Taila Lemos, entrepreneurship in biotechnology and founder of Gentros
- Audience: 100 participants

Dr. Taila Lemos began by saying that everyone has an entrepreneurial spirit and the question is how to awaken it. She also commented that the Startups Association of Campinas, who helped to found, has more than 100 startups, especially of IT companies and little female presence. Although she went by the classic way of education, her greatest learning occurred when she worked with startups, specially with a team of young graduates. The Bioeconomy is a global issue. The Bioeconomy and the Internet will change the world. Also highlighted the importance of a collaborative society. There is wealth and Bioeconomy in everything we do. In Bioeconomy we have four pillars:

1. the knowledge generated in universities, which are educating people and should do edge basic science to dream and create the new;
2. private capital near where knowledge is generated;
- 3- the environment, where the government has to play a facilitating role, including the regulation that allows innovate in bioeconomy area, especially on issues related to biodiversity, and
4. market where collaboration and building networks of cooperation are key.

Strategic Lecture 4- The Industry view on the Bioeconomy

Speaker:

- Ruy Baumer / Baumer, Bioindustry Committee Chairman
- Audience: 100 participants

Mr. Ruy Baumer spoke about the role of the industry as a part of the full Bioeconomy process and a user of knowledge generated in the academia. On the other hand, the industry

transforms this knowledge into wealth. In FIESP, there is two bodies directly related to Bioeconomy: the Supply Chain Committee of Health, created in 2007; and the Committee of

the Productive Chain of Biotechnology in 2010, both reaches all sectors of the economy. The objective of the committees is to join the actors and look at the market demands. Biotechnology is a sector in which Brazil still has a chance to be a world leader and be competitive with the more advanced countries. But time is passing and we need to act fast to not lose the created value from our resources and knowledge. The challenge now is how to make both academic and business worlds to live in a unique world seeking only create and capture value, speeding up the process. We need tranquility to innovate, which requires a number of actions to be implemented. We need clear rules and legal certainty. We do not have them. We need to use the biodiversity with responsibility to create value. Forming knowledge bridges with innovative and more agile countries like the Netherlands, Korea,

Belgium, Germany, Israel and Ireland, with whom we already have partnerships. We need to solve legal problems in achieving partnerships with researchers or even companies. We need a laboratory infrastructure for testing and approvals more accessible and less costly. Entrepreneurs have to focus on the global market. The Brazilian entrepreneur only focuses on Brazil and the Brazilian market is not that big. The companies must already be born with global vision. There are several demands on the side of the companies that we have to attack and that a forum like the Bioeconomy Summit as what is being created here. It is a starting point for constant meetings for a specific period for each of the areas to be defined, what it should be done, by whom and when. We must have a leader in each group of targets, numbers to measure the progress, otherwise we can not double the targets.

Strategic Lecture 5- What the Europeans are doing in Bioeconomy

Speaker:

- Luis Cassinelli, Braskem
- Audience: 100 participants

The European Committee is working in Bioeconomy in terms of food, fossil energy, immigration and job creation to maintain the sustainability of the 37 Commonwealth countries, considering the Bioeconomy as fundamental in this process as a way to provide raw material either fuel or other applications such as fine chemical, pharmaceutical and others. Interestingly, Europeans are facing the opportunities of the Bioeconomy, unlike the US which until recently heavily encouraged the development

of alternative sources of non-fossil energy but radically changed after the advent of shale gas. The European Biotechnology Committee has three lines of action: 1) deals with the sustainable use of forests; 2) deals with use of the ocean not only for fish production but in the generation of biomass and; 3) food security not only to the production of food but the attachment of the man in the countryside generating new jobs. It would be great to be connected with this European movement.

Strategic Lecture 6 - The Future of Technology

Speaker:

- Wilson Nobre, Professor -FGV
- Audience: 100 participants (Presentation available in pdf)

During the day, Mr. Wilson Nobre gave a talk referring Peter Diamond and Ray Kurzweil predictions about nanorobots inserted directly in mind and acting on neurons, via a wireless connection, allowing people to capture the knowledge in a network by 2030. From 147 predictions since 1990, Kurzweil hit 115 of them, 12 were absolutely correct (a margin of 1 to 2 years) giving a 86% success rate. The question behind this is what has to happen to our present world to take us to this reality? In short, we had a billion times speed increase in 40 years. We are living a moment in which the technologies are grouping and developing at exponential speed. Meanwhile, our mind set and our policies are linear. We usually do the past-based planning and correcting only a small delta, which is estimated. This is over and no longer works in many areas. Since the

beginning of the computer to 2003 were created 5 hexabytes of information in the world. From 2005 it was generated the same information amount in every 2 days. In 2013, this target was achieved in every 10 minutes. This is called Big Data and it changes a lot from now on, and may even undermine the statistics. Another emblematic example is digital photography. In 1976 Kodak made the first digital camera with 0.01 Mpixel, weighing more than 3 pounds and costing about USD \$ 10,000. Today a typical digital camera has 10 Mpixel, weighing 0.3 pounds and costs USD \$ 10. A billion times improvement. The challenge of this group of 120 people in the pre-Summit and the largest group of 400 people in the Summit is to ask what Brazil will do in front of such challenges.

Round Table 1 – Conexions in the Ecosystem

Moderator:

- Sérgio Salazar, Décimavisão Consulting
- Rachel Stefanuto, UNICAMP

➤ *Audience: 100 participants*

The participants got together in tables and started to share experiences truly collaboratives, aiming a construction of a connected net. The moderator asked the audience about a previous experience, wherein the participants had interacted in a real collaborative way, and asked the audience to think about two points: 1) what type of things the experiences brought to you; 2) what are the common experiences on the table.

After the discussions, each table representative shared a summary of discussions and conclusions, and the

remarkable common points in a collaboration experience are:

- Trust, Transparency, Dialogue and Negotiation are crucial;
- Complex results requires collaboration;
- Common goal is important and challenges to be defined;
- Global vision;
- Good communication tools to help understanding cultural factors;
- People doesn't innovate alone;
- Multidisciplinarity and different generations are productive.

Round Table 2 – Ecosystem Purposes

Moderator:

- Sérgio Salazar, Décimavisão consulting
- Rachel Stefanuto, UNICAMP
- *Audience: 100 participants*

During the second round table, moderated by Mr. Sergio Salazar and Ms. Rachel Stefanuto, the video *Wikinomics Murmurations* was shared, available at https://www.youtube.com/watch?v=YLLz5Cdrj_o8, which basically approaches the power of the coordinated collective against individual. After the video, the moderators promote the discussion with the different actors on the tables to identify a common goal involving ecosystem environment, innovation and entrepreneurship in Bioeconomy. After the discussions, each table representative presented the final result, which are listed below:

- Influence key stakeholders (governments, universities, companies, etc.) in a positive and sustainable manner;
- Create a Bioeconomy world-class ecosystem;
- Develop a reliable and articulated environment;
- Create a systemic and collective long range vision about the vocation, needs, opportunities and challenges of the Bioeconomy initiative;
- Identify and develop regional vocations;
- Create and distribute wealth, ethically, to build a better society;
- Change the culture and establish goals related to Bioeconomy that impacts GDP;
- Foster the development of new business of Bioeconomy, generating significant economic impacts in the Brazilian GDP through the creation of

technology-based startups with high added value;

- Attrack investments to Brazil Bioeconomy;
- Stimulate the generation of knowledge by joining companies, research institutes, govern and communities, to develop the Bioeconomy;

- Revolution in the education system, since childhood to stimulate entrepreneurship generating high impact in the Brazilian and global society;
- Valuation of our biodiversity and impact on society

Workshop 1 – Future Vision

Moderator:

- Sérgio Salazar, Décimavisão Consulting
- Rachel Stefanuto, UNICAMP
- *Audience: 82 participants*

At the workshop section, Mr. Sergio Salazar and Ms. Rachel Stefanuto also moderated a foresight exercise discussing: What do we envision in 2030 considering the convergence purposes of the actors involved? What do you see in 2030? How do the institutions interact? Participants work in groups and as a results, they designed the followings scenarios:

Scenario 1- Agriculture

- Agricultural vocation was accentuated;
- The farmer has a "comfortable life", even living in the countryside. Many are returning to the countryside for organic agriculture;
- The evolution of Biophysics allowed to apply corrective procedures for detainees, which accelerated the social reintroduction of this citizen class, which had peaked in 2020;
- Innovation ecosystems that have formed systematically in 2016, grew rapidly;
- A large influx of young people complemented the academic study with the creation of high-tech startups. These entrepreneurs are clearly the holders of the new society paradigms and work;
- Children learn playing 3D games the honorable history of their ancestors and leaders of society, even before the discovery of Brazil. It emerged from the public perception that children are born with their precious ancestral baggage. The schools began to awaken in children their prenatal capabilities

and offer the youth development environment for entering adulthood "doing";

- Learning takes place "on the fly";
- Finally the State Governor, which inducts the deans of public universities, organized a productive workforce formed by the deans, presidents of business entities and the most beloved companies and began to collaborate productively;
- The Tietê river in São Paulo is clean and being used. In addition, the city of São Paulo recovered the Green Belt and reforested the city.

Scenario 2- Robotics

- Robots take on human tasks and low-paid Jobs; Machines talk to machines;
- There is an exoskeleton sensors and equipment;
- Robots enable repatriation of manufacturing;
- Jobs are created where new technologies dominate;
- School uses augmented reality, simulators, virtual learning environments, home schooling;
- Natural resources are scarce;
- Fundamentalist religions have major impact on applications of biosciences;
- Recycling everything.

Scenario 3- Bio High Tech

- High technology is applied in all services;
- Personalized medicine;
- Work in nets;
- Big data (Science, agriculture, etc);

- Individual isolation - Exacerbation of Religious Identities/Increased radicalism;
- Bioeconomy Improvement: knowledge of Nature increased promoting wealth

Scenario 4- Customization

- More conectivity and less mobility;
- From Global to Local and from Ego to Eco;
- Products and services are going to be customized;
- Prototypes in miniatures (3D prints);
- Customer to Customer relationships and business increased.

Scenario 5- Social and Cultural Changing

- Labor relationships has changed;
- Smart machines are everywhere;
- Radical changes happening faster as ever;
- Life style has changed;
- Disruptive innovations promote regulatory changes;
- Bioeconomy is the most important economy;
- Challenges related to natural resources;

Scenario 6 - Convergence

- Brazilian products have high added value;
- We are more criatives and education increased quality;
- Internet of things (more connection and open);
- Result oriented economy and industry;

Scenario 7 – Better Place

- More conectivity, efficiency and mobility;
- Spiritualism, interpersonal relationship and democracy has increased;
- We know and control our nature;
- People lives better: more health, education, culture, fun and food;

Scenario 8 – E-commerce

- No shop, Yes e-commerce (apps);
- IT and Small agriculture are together;
- Pressure for less waste, more urban agriculture, more quantity and quality and land;

Scenario 9 - Health Customization

- Health customization costing an increase of 20% GDP;
- Individualization of products & services;
- Demographics: increased life expectancy and falling birth rates;
- Technology impact on employment;
- Impact of religious intolerance.

Scenario 10 – Integrated Ecosystem

- Interdependence between companies, ICT and government working in an integrated manner;
- Organizations "without" hierarchy (leadership by purpose / emerging);
- Radical change of the intellectual property system;
- Brazil will have 40% of the agribusiness sector without poison. Robotics ensuring food security;
- Exponential deconcentration of the population of large urban centers returning to the countryside;
- Water consumption in closed loop (reduction / elimination waste);

Scenario 11 – Human Being Evolution

- Human being evolved to collective and collaborative Education;
- Teacher as facilitator - Ecological Literacy;
- Ethics, Confidence, Responsibility, Humility will be everywhere.

It is clear that Bioeconomy will be in the everyday life and it will be a very important economic activity generating innovations, better life quality and sustainability

Workshop 2 – Planning the Bioeconomy 2017 Summit

Moderator:

- Angela Okamoto, Simpleisgreat Consulting
- *Audience: 40 participants*

In order to discuss the key actions, topics and agenda related to the Bioeconomy Summit 2016, Ms. Angela Okamoto conducted the second workshop's participants to start a general discussion in small groups from 10-20 persons each. The participants focused on define relevant items to be further developed by 3 working groups:

- Planning
- Communication
- Content

In order to prepare the Summit in a collaborative way, engaging and listening the key stakeholders of the processes, the Planning Working Group presented the following summarized recommendations:

- Defining the Summit purpose, outcomes and completeness;
- Seeking Funding (business plan);
- Defining target audience: venture capital investors, startups, government, academy, business, entrepreneurs, researchers, public policy makers, service providers, lawyers, accountants, etc.
- Defining significant partners to produce the event;
- Defining cooperative work tools;
- Defining Summit format: moments of networking and integration, the modalities, business roundtables, Lectures, exhibitions and training.

During the presentation of the results, the Planning working group, highlighted the importance of a ongoing interactions and the definition of a event business plan.

Secondly, the Content Working Group also presented its achievements and basically

highlighting the need to map key stakeholders to take part of the Summit. Also, it was pointed out the importance to define emergent and urgent themes to approach during the sections of the event. As a summary, there was conveyed that all the Bioeconomy chain must be present, i.e. investors, universities, companies, traditional communities, society, governments, startups, educators, etc.. In addition to that, several themes should be further chosen by the working group to be part of a Summit agenda, i.e., sustainable agriculture, biomass, water, food, biodiversity, health; agricultural system and production chain; logistics; industry and urban mobility. The group also talked about the questions to be debated by decision maker stakeholders. i.e., researchers with entrepreneur vision, startups success cases, technology convergence, labor force qualification and education, etc.

The last group to present, the Communication Working Group, focused on create a strategic communication planning to be implemented from now until the Summit. In particular, they talked about the importance of having a digital environment to place all the Summit material and to have a good marketing strategy to empower each ambassadors aiming to attract the target audience. Finally, they propose a marketing plan that covers Pre-summit, Summit and Pos-Summit events.

As a collective commitment, all members of the three Working groups agreed to keep energy and connections to develop and review actions towards a successful Bioeconomy Summit.



February 25th, 2016
Pre-Summit Meeting

February 25th 2016 Pre-Summit Meeting

Summary

Since the November Pre-Summit meeting the Working Groups met three times in order to discuss the Summit planning process inviting members to work on a Business Plan, a collaborative platform and a communication plan. During the working meetings it was possible to make progress in develop a collaborative Trello platform and a Canvas to support the Bioeconomy Summit planning. During the meetings it was also developed the agenda of the February 25th second Pre-Summit meeting.

The February meeting had two main objectives. First, as a follow up of the Working Groups activities and to give to the community of stakeholders a status progress. Secondly, involve the stake holders in a collaborative way to work in the Canvas of the Bioeconomy Summit. Also it was planned to start an action plan.

In order to give one idea of the origin of the CONIC innovation and high impact entrepreneurship strategy, Mr. Wilson Nobre gave a presentation of the Conic reference paper, "Strategies for Innovation and Entrepreneurship" - Regional Innovation Ecosystem through the Technology Based Entrepreneurship and World Class Startups , "Future Vision 2022 - Competitiveness & Innovation" developed in order to leverage a new innovation wave in Brazil based in technology entrepreneurship. The main drives are cultivate local innovation ecosystems and potencialize high impact entrepreneurship or startups. Two strategies were adopted. One is to leverage regional ecosystems and the second is to leverage thematic ecosystem. Bioeconomy is the first of the sectors to be worked out.

Canvas

In the second part of the day the participants were asked to work on different aspects of the Canvas map. The main discussions were centralized in the topics value proposition and client segments of the Bioeconomy Summit.

As value proposition, three main values were developed:

- ✓ Brazil as an importante actor in the Global Bioeconomy;
- ✓ Create a network of transforming leaders;
- ✓ A shared future vision.

The decision makers, politicians, scientists, startups and investors are those that influence the system and should be convinced about the

idea and its value proposition. They must converge to the Summit agenda identifying it as a call for action to do business and wealth creation.

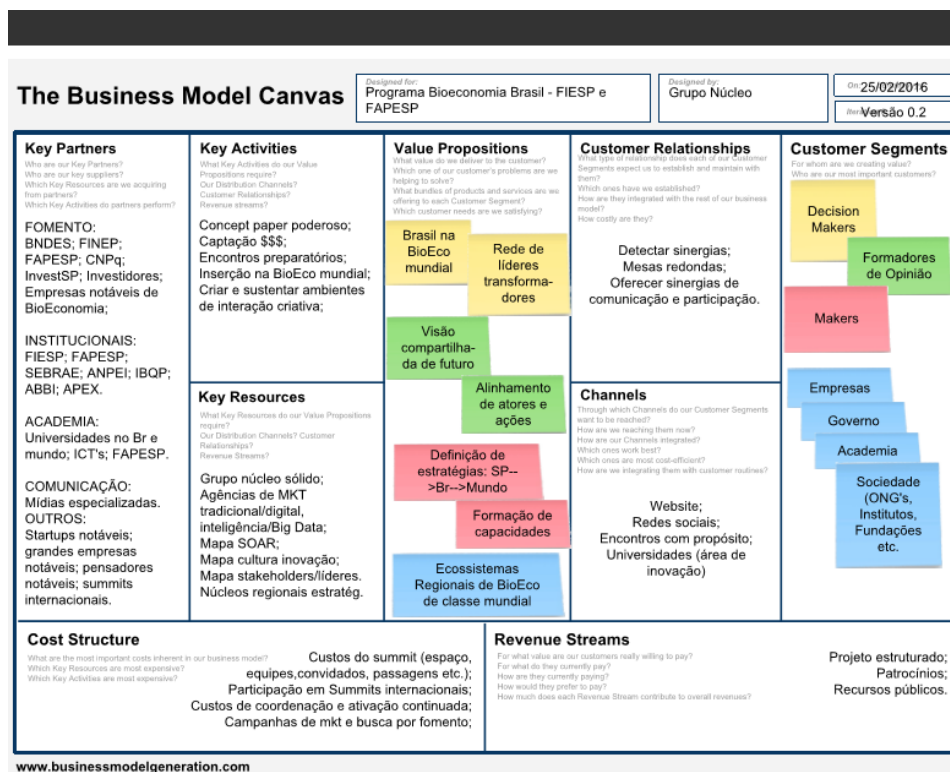
For the makers the main value proposition aspects discussed were the existence of ecosystems, collaborative networking, trust, a value chain in Bioeconomy, public and private policies, knowledge generation and a solid R&D infrastructure, among others.

As clients of the Bioeconomy Summit it was envisaged three clientes groups:

- ✓ Decision makers;
- ✓ Gate keepers;
- ✓ Makers.

The innovation in the scenario to be developed is the disruptive one and for that we must have ecosystems developed to make

this kind of innovation. We need to adapt the Summit agenda in order to fulfil the clients needs.



Also during the meeting it was disclosed to the participants the platform Trello, a centralized collaborative information tool where all Project informations can be found as one open space for ideas changing and tasks control.

Work in Progress

This report was last updated on April 18th, and it will be updated after the third Pre-Summit meeting to be held in April 19th at FIESP headquarter building at São Paulo, expecting to discuss the following topics: Bioeconomy reference paper prepared by a committee organized by FAPESP, North America experience in training scientists to develop business from science (iCorps program) and the next Summit organization steps.

About Organizers

ANPEI

The National Association of Research and Development of Innovative Companies (Anpei) is a representative entity of innovative companies and institutions to stimulate innovation in companies as a strategic factor for its competitiveness and productivity and

for the country's economic, industrial, scientific and technological policy.

IBQP

The Brazilian Institute of Quality and Productivity (IBQP) is a private, non-profit organization to promote excellence in management, productivity, entrepreneurship and innovation in private and public sectors.

About Sponsors

FAPESP

FAPESP is a public foundation, founded by the taxpayer in the State of São Paulo, with the mission to support research projects in higher education and research institutions, in all fields of knowledge.

FIESP

The Federation of São Paulo State Industries (FIESP) is the largest Brazilian industry professional association. Is about 130 thousand industries in various sectors, of all sizes and from different production chains, distributed in 131 company unions.

Download and Documents

All the material is available at IBQP website (<http://ibqp.org.br/bioeconomia>)

