

Meeting 1 | Innovation and governance

Community of practice: circular economy in Brazil

Anchoring Sustainable Value Chains in Brazil

October 18th, 2023



Agenda

10h00 - 12h00

- Opening ceremony
- Context: project and partner institutions
- Presentation | Innovation and governance for the Circular Economy with Beatriz Luz
- Discussions in breakout rooms
- To inspire | Presentation of a reference case
- Closing



Community of Practice: Circular Economy in Brazil

Group of people who share common interests and challenges regarding circular economy and sustainable value chains and see the value in deepening their knowledge through interaction in order to improve their professional practices.



Community of Practice: Circular Economy in Brazil



WHAT IS THE PURPOSE?

To share practices and knowledge about the circular economy from a value chain perspective in Brazil, with a focus on the strategic role of small and medium-sized enterprises (SMEs).

WHO IS INVOLVED?

Executing organisations, anchor companies and their partner SMEs in the project, players from the circular economy and SME-support ecosystems in Brazil.

WHAT IS THE DURATION?

7 months in the context of the project, with the possibility of continuing with other hosts.

“CP” Programme

MEETING 1

**INNOVATION AND
GOVERNANCE**

18 oct

MEETING 2

**REGULATORY
ENVIRONMENT**

13 dec

MEETING 3

**FINANCING FOR
SMEs**

2024 apr



Implementation Community of Practice



Proponent



Financing



Co-proponents



Institutional support



About the project:

Anchoring sustainable value chains in Brazil

Beatriz Brandão

Project Manager
FGV EAESP Center for Sustainability Studies



Execution

Proponent



Co-proponents



Financing



Objective

To promote sustainability management and circular economy practices among small and medium-sized Brazilian companies that integrate the value chains of anchor companies in Brazil.

Pillars



Capacity building

- Workshops on sustainability management for anchors' partner SMEs of anchor companies



Knowledge production

- Reports on circular economy and innovative technological solutions in Brazil and Europe
- Identification of references in circular economy



Networking and exchange

- Trade mission to Europe
- Community of Practice



Integration and dissemination

Integrating knowledge and tools to adopt sustainability and circular economy practices as a competitive differentiator in Brazilian value chains.

Expected impacts

Best practices in sustainability management

Adoption by SMEs and anchor companies of practices such as Life Cycle Assessment, reduction of greenhouse gas emissions, greater transparency, and management of social impacts in value chains.



Partnerships and business opportunities

The emergence of partnerships and business between SMEs, anchor companies and other organisations in the ecosystem, which remunerate investments in ESG management and boost associated gains.



Competitive advantage

Brazilian value chains with a competitive advantage due to their sustainability attributes.



Welcome and motivations



Ana Moraes Coelho

Coordinator of
Sustainability in Value Chains
**FGV EAESP Center for Sustainability
Studies**



Jaime Montalvo

International Director
Spanish Chamber of Commerce



Alejandro Gomez

Executive Director
**Official Spanish Chamber of
Commerce in Brazil**



Innovation and governance for the Circular Economy

Beatriz Luz

Founder of Exchange 4 Change Brasil
Specialist in Circular Economy



Discussion in breakout rooms



Groups of 4-6 people



1. Introductory round (who are you?)
2. What points caught your attention and why?
3. Record 3 points of connection between you based on the conversation (challenges, similarities, practices, questions, etc.)



25 to 30 minutes

How can an initiative/project become a **circular business model?**



TO INSPIRE...

PRESENTATION OF A REFERENCE CASE



Reference case:

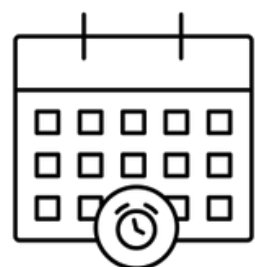
Ecopostes

Gabriel Venturoli

Commercial Director
Electra Pré Moldados



Messages



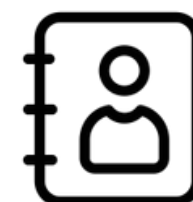
Next meeting via Zoom:
December 13th.2023 | 10am-12pm



Document repository.
Google Drive



Whatsapp group



Public contact list
Google Drive



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AL-INVEST Verde 

 Cofinanciado pela
União Europeia

Thank you for your presence!



Proponents



Co-proponents



Financing



Institutional support



