



Rainforest „Continent“ Business School (RCBS)

For professionalization
in sustainable rainforest business

Project - AmazonIEA Program - Institute of Advanced Studies - University of Sao Paulo

for

Establishment - in Brazil - of a First Global

Rainforest Business School

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The Rainforest “Continent” Business School (RCBS) – a young project

2011: How to add value to standing Forests? “Economic Protection”?

2012: Rio+20

Human Resources?

Feb 2013:

IEA Roundtable of high level representatives from academia, government, private sector & environmental organizations: endorsement of 1st proposal

The IEA/AmazonIA program takes responsibility for initial “incubator” stage project implementation

March-October 2013

First “Academic collaborative” contacts
Basil, Europe, USA, Asia

Shared interest in Brazil’s
Ministry of Science &
Technology

Private sector consultations
& engagement

**Now ready to launch
dedicated USP/IEA
Incubation team**

2014

institutional structuring – first thematic courses – first business case studies – first field campus offered in Amapa & Jari/Pará

The world's under-researched *"Rainforest Continent"* ecosystems
3x Europe



3xEurope

A foremost biodiversity, water & climate resource awaiting „sui generis“ *science based development*

20th Century:

30% of global tropical forest cover lost
20% severely degraded

21st Century:

Destruction-more-slowly:

- Forest burnings & agro-industrial substitution continue (fortunately in some regions at slower pace)

Novel patterns of destruction:

- Increases in clandestine degradation, hidden from satellite monitoring

Forest Burning: Still the “Elephant in the climate shop”

Globally, 12%-17% of all CO₂ emissions still come from tropical forest burnings



21st century

New opportunities to do better for Planet & People & Economy

...and climate

?

R & D for sustainable economic rainforest development

at the level of research investments into lowering energy & transport emissions



The Rainforest Business School (RCBS)

Will complement & bring to scale achievements already made

Nature Conservation

Environmental Policies , Institutions & Safeguards

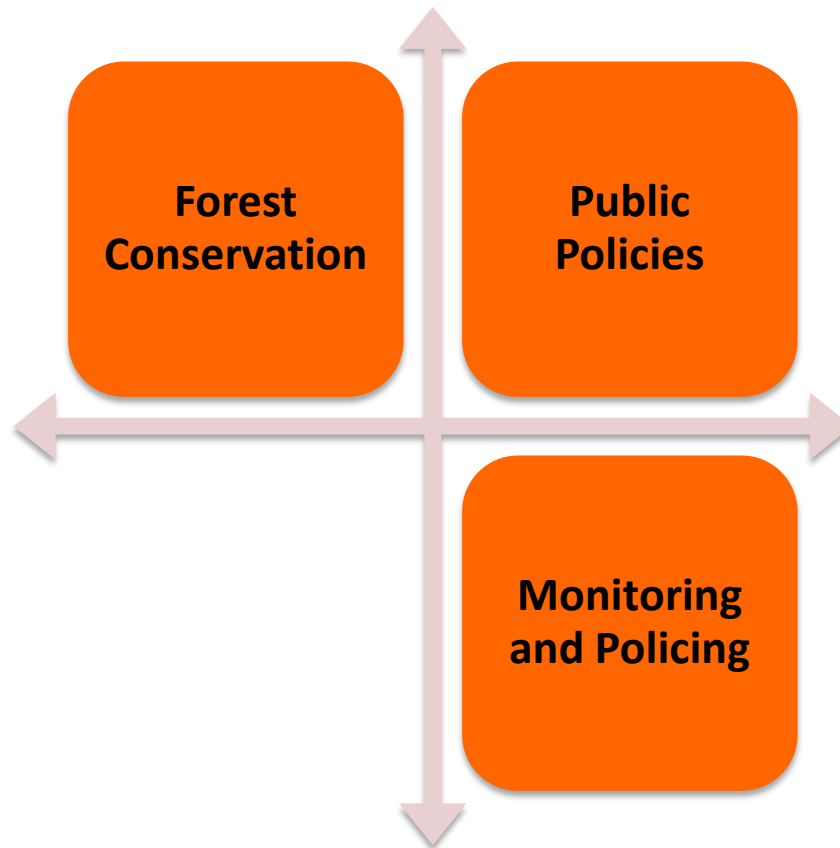
Monitoring & Policing

ARPA, REDD, Payments for Environmental Services, and more

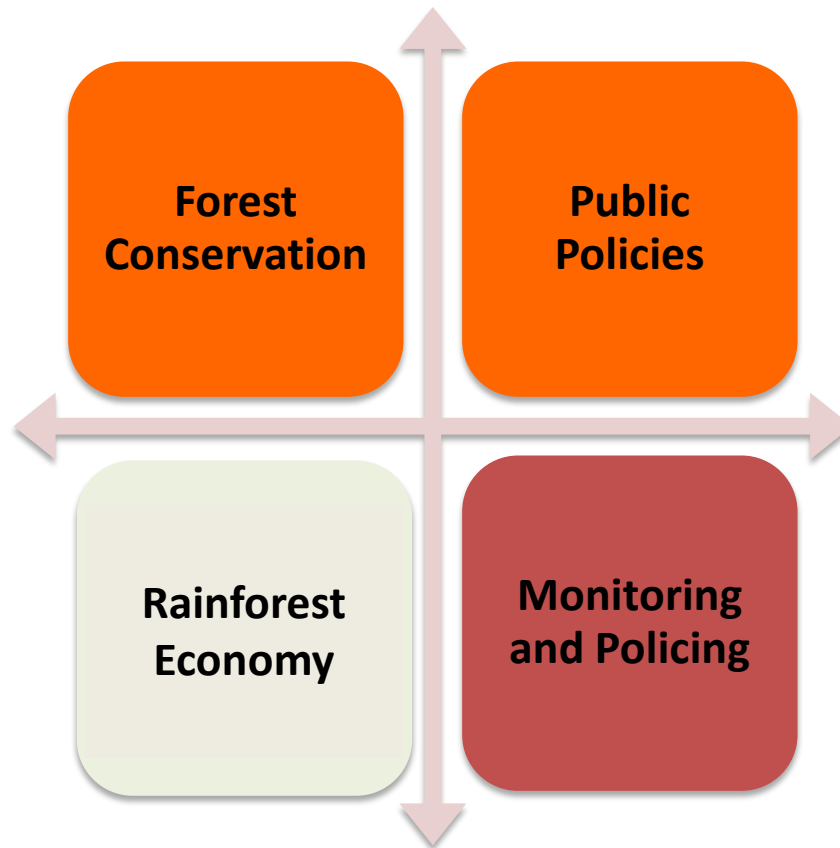
Rehabilitation/afforestation of degraded areas

Sustainable Rainforest Business (Brazil e.g. Natura, Boticario, Amata)

The RCSB fills a gap in the global rainforest agenda



It opens an additional window of opportunity



Timber & non-Timber Forest & Aquatic Product Areas

Rainforest Product Areas, e.g.

- Fruit
- Vegetables & Tubers
- Riverine Horticulture & Agriculture
- Spices & Aromas
- Nuts
- Precious Oils
- Resins
- Fibres
- Perfumes
- Colorants
- Vines
- Pharmaceuticals
- Fisheries
- Aquaculture
- Sustainably harvested & processed wood

Industries

- Food & Drink
- Fisheries
- Cosmetics
- Pharmaceuticals
- Industrial Oils
- Furniture
- Handicrafts
- Pulp & Paper
- Tourism
- Wood

To avoid overexploitation, local economic development from sustainable rainforest business will normally depend on a combination of products

“Forest Capital”: example Brazil: ~ 50% of its territory are forests

How to scale up forest-based sustainable business?

General Underpinnings

1. Science
2. Product R&D
3. Value Chain Development
4. Competitive Commodity Markets
5. Certification (environmental & social)
6. Special Incentives
7. Tailored Financial Products
8. Transport, Energy, & Communication
9. Governance:
 - Landuse policies
 - Ownership rights
 - Preservation of Communal interests
 - Intellectual Property rights
 - Policy & administrative business environments

Human Resources Development

Rainforest Business Expertise needs to grow in **all** sectors of the economy

Simultaneously enabling:

- Applied Science
- Governance
- Business



THIS

Must become as profitable as

THAT



.....and
THAT

Brazil has more than 200 million cattle



The AmazonIEA Rainforest Business School Project



The Rainforest Business School (RCBS)

A Brazilian Academic Enterprise with a global Mission

Collaborative approach

The RCBS will:

- Form a collaborative of academic institutions, and public & private sector research centers
- Build-up a globally shared *rainforest business curriculum*
- Launch Rainforest Business Case-Studies & value-chain-analysis
- Quick-start teaching, adopting a modular approach
- As a non-profit enterprise attract public and private sector investment

Franchising approach

- Enable interested academic institutions to train Rainforest Business professionals
- **Target 3 Audiences**
 1. Academics
 2. Executives
 3. (local) Entrepreneurs

first in Brazil & later (through local partners) worldwide

RCBS - Academic Collaborative (National & International)

1. Providers

Contributors to the Curriculum

- Universities
- Primary Sector
- Industry
- Think Tanks
- Socio-environmental organizations

2. Central Curriculum Integrator

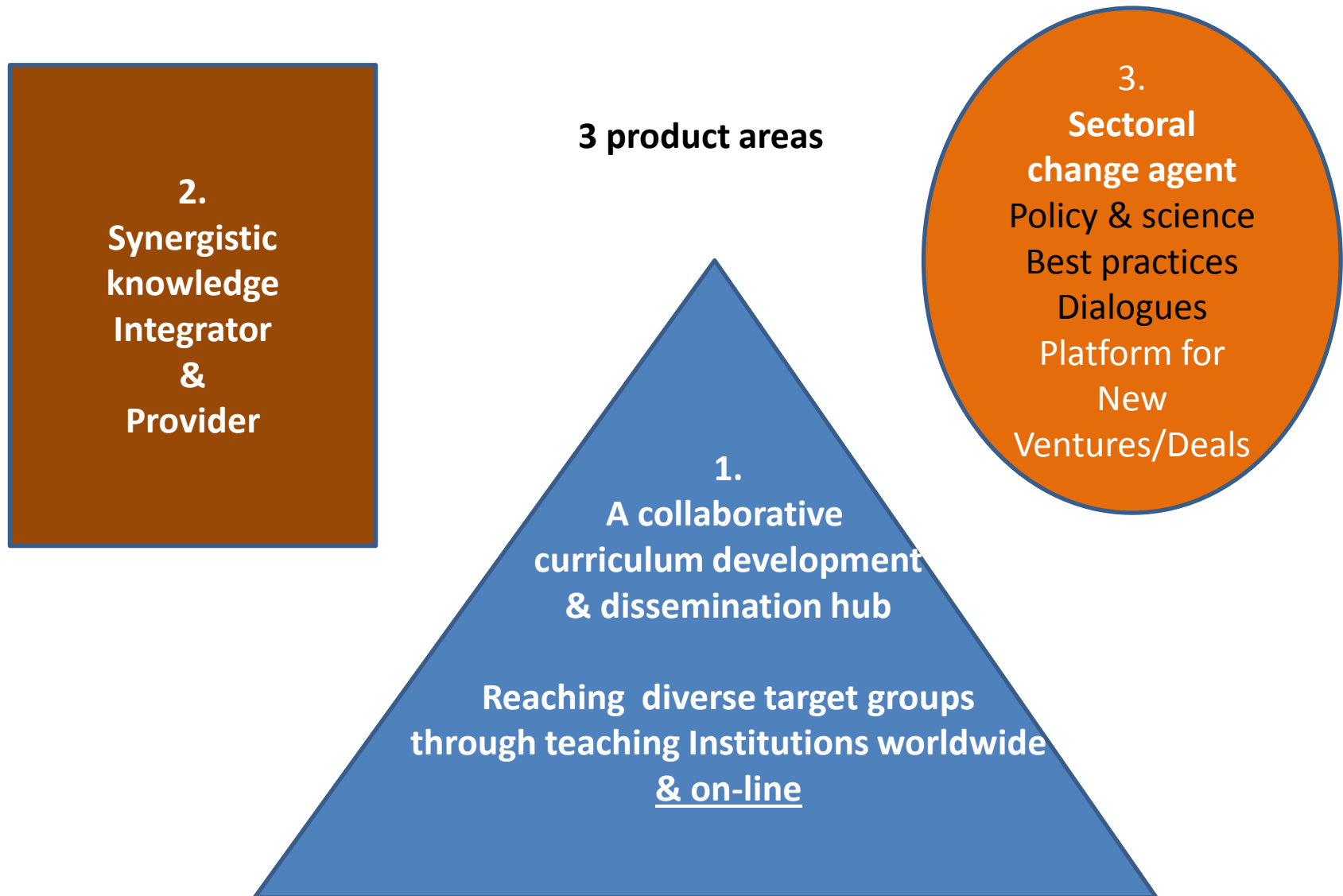
- Curriculum development
- Franchising
- Licensing
- M&E

3. Disseminators

Teaching in academic entities and on-line academies periodically licensed

- Brazil/Latin America
- USA & Europe
- Asia
- Africa

RCBS: Academic Enterprise beyond teaching



A “Virtual” Private Sector Business School

“Virtual” Reach/Coursera-type:

RCBS will make every use of modern communication technology, bringing the world’s best lectures to faculty & students, wherever they are.

It will combine direct teaching with distance training (strongly Internet-based) – especially in South-South Cooperation – *reaching both, world class academic institutions and smaller, local universities*

Business Model:

The RCBS will be established as a private entity/non-profit company, with due institutional agility, professional excellence, strong socio-environmental mission

Synergistic Approach:

It will be structured as a collaborative academic partnership, nationally and internationally. RCBS participating academic centers will share case studies, video-taped lectures, feedback, new research results, information on market developments, etc.

Ethics:

Checks & Balances are needed. RCBS will seek (1) strict franchising rules, & (2) independent oversight by high quality, independent scientific and ethical councils

Brazilian Experience Matters

Three decades as sustainability leader:

- a Protected Areas Network
- Pioneering Environmental Policies & Institutions
- Exemplary Monitoring & Law Enforcement
- Significant Scientific Research
- Decades-long Rainforest Pilot Programs in community based sustainable forest management, non-timber forest products, carbon sequestration, market development
- Private sector expertise in sustainable rainforest business

Next - 2014 onwards?

Joint Development Plan of Academic + Institutional Incubator

Academic Collaborative Development

led by
IEA-USP

1. Content, methodology, first teaching modules
2. Commissioning of first Rainforest Business Case studies
3. First Executive Management Course(s)
4. Start of Academic Collaborative Partnerships

Non-profit private sector Operational Development

Led by
Private Sector Partner*

1. Development of a differentiated business model & first “institutionalization”
2. Coalescing Business & Investment Partnership

Could we discuss ?

In 2014 we hope to continue dialogues with:

1. **Business Schools** interested in Rainforest Business Teaching
2. **Distance learning systems** that could integrate Rainforest Business teaching modules
3. **Science programs** – land use, agriculture, forestry, biology , chemistry, law, economics, social sciences - able to contribute towards sustainable rainforest business curricula
4. **Public sector programs** - regional, national, & multi-lateral - related to innovative rainforest initiatives
5. **Innovators in industry & finance**

The Rainforest Business School can make a start in 2014

**As
a collaborative think tank
that integrates, produces
and disseminates knowledge,
influences policies,
and fosters business opportunities
related to rainforests**

RESULTS over time....

- Trained Specialists in Rainforest Business able to develop the *sui generis* economic potential of rainforest biomes in Latin America, Asia, Africa & elsewhere
- Rainforest expertise in government, enterprises, the financial sector, consulting companies, academic institutions, & research
- Realization of a “new frontier” of rainforest-based economic opportunities

THANK YOU

