

PANELISTS

9:40 am – 10:00 am | Presentation - Strategic Path and Circular Economy Research



Marcelo Thomé, President of CNI's Thematic Council on Environment and Sustainability

Architect and Urbanist (graduated at UFRJ) and specialist in Business Management (FGV). He is currently president of the Federation of Industries of the State of Rondônia (*Federação das Indústrias do Estado de Rondônia - Fiero*) and president of CNI's Thematic Council on Environment and Sustainability. He is president of the Porto Velho Construction and Furniture Industry Union (SINDUSCON-PVH) and the Porto Velho Development Agency (ADPVH-RO).

10:00 am - 10:40 am | Opening Lecture



Lorraine Smith, Writer and Specialist in Regenerative Economy

Canadian writer and independent corporate consultant. Her goal is to promote the evolution of a regenerative economy, in which the society can thrive on a healthy planet. Among her reference works on Circular Economy, are the report co-authored in partnership with John Elkington, *Breakthrough Business Models*, including a focus on case studies of circular business models that meet the UN ODS; and support for Covestro, a global provider of high-tech polymers, development and advancement of its circular economy strategy.

10:40 am - 12:10 pm | Panel I - Public Policies

Objective: Dialogue on the quality of the regulatory environment conducive to the transition to the circular economy.



Moderator: Monica Messenberg, CNI's Director of Institutional Relations

Graduated in Economic Sciences and Master in International Economics (UnB), she is Director of Institutional Relations of the National Confederation of Industry, where she has been working since 2010. She has over 15 years of work in the areas of planning and control, development, implementation, and administration of Federal Government programs, in which she held senior administrative positions.

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Speakers:



Adriana Melo, National Secretary for Regional and Urban Development at the Ministry of Regional Development (MDR)

Architect and Urbanist, Master in Urban Planning and PhD in Production of Urban, Rural and Regional Space. Federal Public Employee, specialist in Public Policy and Government Management. Current National Secretary for Regional and Urban Development of the Ministry of Regional Development.



Fabricio Soler, professor and partner at the law firm Felsberg Advogados

Partner at Felsberg Advogados, Professor, Consultant at the World Bank and CNI. Master in Environmental Law (PUC), also holds an MBA in Infrastructure (FGV) and specializes in Energy Sector Environmental Management and Business (USP).



Marcelo Prim, Executive Manager of Innovation and Technology of the National Industrial Learning Service (*Serviço Nacional de Aprendizagem Industrial - Senai*)

Studying PhD in Industry 4.0 at ITA, he holds a Bachelor of Mechanical Engineering (UFSC) and a Master of Aeronautical and Mechanical Engineering (ITA). He is currently Executive Manager of Innovation and Technology at SENAI-DN. Has experience in Innovation Management, focusing on Product and Technology Development, working in innovation reference companies, such as Embraer and Natura.



Rui Ludovino, First Counselor of the European Union Delegation in Brazil

Specialist in zootechnics and agronomy, sanitary and phytosanitary issues and rural development. He has been an official of the European Commission since 2001 and an advisor to the Delegation of the European Union in Brazil on Health and Food Safety, Environment, Climate Action, and Energy since 2014.

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Tiago Braga, general coordinator of the Brazilian Institute for Information in Science and Technology (*Instituto Brasileiro de Informação em Ciência e Tecnologia – IbiCT*)

PhD in Information Science focusing on Information Management (UnB). He is coordinator and researcher of the Brazilian Institute for Information in Science and Technology (IBICT / MCTIC). He is part of the managing committee of the Life Cycle Initiative (LCI), an initiative promoted by the UN Environment.

1:30 pm - 3:00 pm | Panel II - Financing

Objective: Identify credit lines that stimulate investments in innovation and enable new business models.



Moderator: Davi Bomtempo, CNI's Executive Manager for Environment and Sustainability

Economist with a master's degree in Public Administration - Public Policy (EBAPE / FGV-RJ). He has been with the National Confederation of Industry since 2005 and is currently an executive manager of Environment and Sustainability. Leads agendas for water resources, biodiversity, environmental licensing, forests, solid waste, climate change, sustainable production and consumption, and Sustainable Development Goals. He is CNI's Executive Secretary of the Thematic Council on Environment and Sustainability and represents the Confederation in other environmental forums.

Speakers:



Carlos Mussi, Director of the UN Economic Commission for Latin America and the Caribbean - Brazil (ECLAC)

Bachelor and Master in Economics (UnB and PUC-RJ, respectively). He is an economist and director of the ECLAC Office in Brazil. His works and studies focus on the themes of macroeconomic and fiscal policies, and economic growth and development in Brazil and Latin America. He was Professor of Economics at the Rio Branco Institute of the Ministry of Foreign Affairs and gave lectures and classes at various Brazilian universities and abroad. He is one of the organizers of the publication "Policies for the Resumption of Growth - Reflections of Brazilian Economists" (IPEA, ECLAC).

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Henrique Vasquez, Manager of the Funding Authority for Studies and Projects (*Financiadora de Estudos e Projetos - Finep*)

He is a doctor of production engineering (UFF) and is the current manager of the Department of Chemistry, Metallurgy, Materials, and Sanitation of the Funding Authority for Studies and Projects (Finep). He coordinated the agency's programs for the basic industry: Inova Mineral; the joint FINEP - Norway call for the Oil and Gas sector; and the joint call with European agencies to support the circular economy, ERA-MIN.



Jorge Ball, Santander Bank's Project Finance and Asset-Based Finance Superintendent

Civil Engineer (USP) with MBA in Finance from Insper (IBMEC-SP), Executive Program in Corporate Finance (Kellogg Management Graduated School - Northeastern University) and postgraduate degree from FGV-SP. He currently leads Santander Bank's Asset Based Finance team in Brazil. He has led the Acquisition Finance in Brazil and financial structuring teams for local and international products at Santander. Ball has also worked at Itaú BBA and at Société Generale in the Corporate & Investment Banking area.



Pedro Dias, Manager at the Base and Extractive Industry Department of the National Bank for Economic and Social Development (Banco Nacional de Desenvolvimento Econômico e Social - BNDES).

Economist with a degree from UFRJ, postgraduate in Financial Management, Controlling and Auditing at FGV/RJ, and Master in Public Policy, Strategy, and Development also at UFRJ. He is market intelligence and studies manager at the Base and Extractive Industry Department of the National Bank for Economic and Social Development (BNDES). Pedro worked in the preparation and execution of programs for fomenting innovation in FINEP.



Sergio Resende, advisor and co-founder of the Rede Dinheiro e Consciência

Business manager. He is one of the founders of Parsifal21 (business creation with awareness and purpose) and the Money and Consciousness Network (facilitating the conscious flow of money). Has contributed to identity alignment processes, strategic team alignment and mentoring culture implementation in multinational companies such as Votorantim, Liberty Seguros, Midea Carrier, Kimberly Clark and others of different sizes and sectors.

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3:00 pm - 4:30 pm | Panel III - Business Models

Objective: Share innovative business experiences that seek to make the most of resources.



Moderator: Aldo Ometto, Professor at the University of São Paulo

Chemical Production Engineer (UFSCar), Master in Environmental Engineering Sciences and PhD in Hydraulic and Sanitation Engineering on Life Cycle Assessment (both, USP). He is a professor at USP, coordinator of USP's Pioneer University Program in Circular Economy at the Ellen MacArthur Foundation and the CNPq Research Group on Life Cycle Engineering and Management, and a member of USP's Advanced Manufacturing Center. Works in the subjects Circular Economy, Engineering and Life Cycle Management; Environmental Management of Companies; Cleaner production; Ecodesign; among others.

Speakers:



Claudia Leite, Shared Value Creation Manager, Nespresso Brazil

Nutritionist (USP), postgraduate in hospitality (SENAC), MBA in business management (ESPM), master's degree (USP) and training courses in Brazil, Switzerland, and Austria, as well as specialization in sustainability (Ibmec). She has been responsible for sustainability at Nespresso since 2017, focusing on sustainable management of coffee, climate, and aluminum. She began his career at Nespresso in 2006.



Douwe Joustra, Director of Circular Transformation at the C&A Institute
Specialist in ecology, sustainability, Cradle2Cradle and Circular Economy. He was a pioneer in introducing the concept of Circular Economy in the Netherlands and has since held leadership and advisory positions with governments, financiers and companies to facilitate circular business models. Since 2017, Joustra has been director of Circular Transformation at the C&A Institute, leading the organization's innovative strategy to accelerate the global apparel industry's shift toward circular and regenerative business models.

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Edison Terra, vice president of Braskem's South American and European Polyolefins Unit

He holds a degree in Production Engineering (USP) with a master's degree in Business Administration from EAESP-FGV / SP. He is currently vice president of Braskem's South American and European Polyolefins Unit, where he also leads the organization's initiatives in Circular Economy. He is president of the Latin American Petrochemical and Chemical Association (*Associação Petroquímica e Química Latinoamericana* - APLA) and the National Institute of Plastics (*Instituto Nacional do Plástico* - INP).



Guilherme Corrêa Abreu, General Manager of Sustainability at ArcelorMittal

Graduated in Mechanical Engineering, Guilherme Corrêa Abreu is the general manager of Sustainability at ArcelorMittal Brasil, where he has been working since 1997. He has a master's degree in Environment (UFMG); specialization in Administration (FDC) and a doctorate in Transmission and Conservation of Energy (Unesp).



Leandro Santos, Managing Director and Vice President of Flextronics in Brazil

Eternal apprentice for over 20 years, working intensely with unrivaled people in diverse environments, from low-cost manufacturing to the highest technology and innovation, always with the purpose of turning ideas into businesses, generating growth and opportunities. Mechanical engineer, postgraduate in Quality and Master of Engineering (Unifei), Specialist in Administration (FGV) and graduated from the Executive Business and Administration Program (Stanford), he is currently Vice President and Managing Director of Flex Brazil.



Sergio Baptista, Managing Director of Signify in Brazil

He is the director in Brazil of Signify, formerly known as Philips Lighting. Business executive with a history of working in general business management, sales, and marketing in both B2C and B2B environments for leading brands. He worked for over 10 years at Philips in the audio, video and then lighting division, marketing and sales.

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