

Delivery on Human Needs in the 21st Century

Innovation ecosystems delivering solutions for a future where everyone lives flourishing lives on a flourishing planet with an expanded innovation & sustainability agenda

Format: Hybrid, linked to UNFCCC Global Innovation Hub, Belém

Date: 13–14 November 2025/ 09.00-16.45 (BRT)

Day 1 – Cities as solution providers

Goal: Explore how city-based innovation ecosystems (tech parks, incubators, accelerators, city officials, start-ups, companies, etc.) can turn cities into innovation leaders that deliver flourishing lives for their populations and become exporters of globally sustainable solutions.

Key Communication: Launch of “Gigatons of Climate Innovations from Brazil” report
+ Launch of the Brazil 2025 City Solution Declaration

Session 1: The urgent need for cities as climate solution exporters: 09.00-10.20

Keynotes: From climate and innovation experts + Q&A

- **Speakers:**
 - Massamba Thioye, Founder, UNFCCC Global Innovation Hub
 - Professor Diana Ürge-Vorsatz, Vice chair, IPCC
 - Pourya Salehi, Head of Urban Research, Innovation, and Development Team, ICLEI
 - Professor Charlie Wilson, Oxford University, Environmental Change Institute
 - Dennis Pamlin, Executive Director, FL4ALL & Senior Advisor, RISE
- **Outcome:** Establish why leading cities must expand their innovation agendas and become exporters of climate solutions and the opportunities that a human needs driven innovation agenda provides. Launch of the “Gigatons of Climate Innovations from Brazil” report.

Panel 1: Brazil as a gigaton exporter of climate solutions 10.30-12.00

Best and next practices from tech park/incubator/matchmakers that are at the heart of the gigaton export potential from Brazil + discussion

- **Speakers:**
 - Marcelo Nunes, Vice-Presidente de Novos Negócios – PIT, São José dos Campos Technology Park
 - Adriana Ferreira de Faria, CEO of tecnoPARQ; President of Anprotec-National Association of Entities Promoting Innovative Enterprises, President of IASP Latin American Division-International Association of Science Parks and Areas of Innovation.
 - Renato Lopes, Associate Professor, Inova Unicamp
 - Henrique Bussacos, Co-Founder and Director - Impact Hub São Paulo
- **Outcome:** Share best practice and “next practice” among key stakeholders in the innovation ecosystem that are supporting the next generation of solutions for the world.

Break: 12.00-12.30

Panel 2: City-led Innovation with global potential 12.30-14.00

Best and next practice from city leaders with practical experience + discussion

- *Speakers*
 - Mário Muniz, Secretary of Innovation and Economy Development, São José dos Campos, Brazil.
 - Adriana Flosi, Secretary of Economy Development, Technology and Innovation, for the Municipality of Campinas.
 - Maurício Guedes, Superintendent of Innovation and Sustainability, for the State Secretariat for Economic Development, Industry, Commerce, and Services, Rio de Janeiro
 - Alessandro Bender, General Coordinator of Secretaria do Verde e Meio ambiente de São Paulo (SECLIMA)
 - Camilla Jägervig Isaksson, Strategy Officer for Development, Umeå, Sweden
 - Ganesh Das, Chief - Collaboration & Innovation, Tata Power, India
 - Daniel Cabral, Deputy Secretary of Economic Development, Entrepreneurship and Innovation, for the Municipality of Viçosa
- *Outcome:* Highlight leading cities and how they approach innovation + launch of city solution declaration.

Break: 14.00-14.15**Panel 3: The next generation of frameworks/tools: 14.15-15.40**

Frameworks/Tools supporting a new generation of solution providers

- *Speakers*
 - Kumagai Seiji, Professor, Institute for the Future of Human Society, Kyoto University
 - Harris Eyre, Executive Director, Brain Capital Alliance
 - Seth Sheldon, Founder & Chief Scientific Officer, Rho Impact
 - Johan Falk, Founder, Exponential Roadmap
 - Adam Bly, Founder and CEO, System
- *Outcome:* Provide an overview of best and next proactive tools for acceleration of solution providers. Launch of solution categorisation mapping

Panel 4: Ways forward for cities as solution providers: 15.45-16.30

- *Speakers:*
 - Paul Westin, Senior Business Developer, International Markets, Swedish Energy Agency
 - Pourya Salehi, Head of Urban Research, Innovation, and Development Team, ICLEI
 - Nitin Arora, Project Leader, UNFCCC Global Innovation Hub
 - Jay Hennessy, Director, FL4ALL / Senior Project Leader, RISE
 - Dennis Pamlin, Executive Director, FL4ALL / Senior Advisor, RISE
- *Outcome:* To position cities as platforms for solution providers and system-level change.

Day 2 – Start-ups: Where the future is born

Goal: Present world-leading start-ups, and stakeholders in the innovation ecosystem supporting the solutions of tomorrow and how clusters that delivers on human needs, not just “green products”, are ready to move into the centre stage.

Key Communication: Launch of “COP31 Count-down Platform” + Launch of “Human needs framework for start-ups”

Session 1: Solutions of tomorrow today: 09.00-09.50

Start-ups are ready to deliver

- **Speakers:**
 - Leandro Costa, PIT, São José dos Campos Technology Park
 - Dennis Pamlin, Executive Director, FL4ALL & Senior Advisor, RISE
 - Mariana Zanatta Inglez, Coordinator of Innovation and Entrepreneurship Environments, Inova Unicamp
- **Outcome:** Launch of “COP31 Count-down Platform” + Launch of “Human needs framework for start-ups”

Panel 1: Solutions already here: 10.00-12.00

Start-ups are ready to deliver (6 min pitches + discussion)

- **Speakers:**
 - Joyce Querubino, Founder, Lori Conecta (PIT start-up)
 - Nicola Isidoro Martorano Filho, Head of Technological Development, NM2 Tecnologia Ambiental Inovadora (PIT start-up)
 - Thiago Terada, Founder, Genera Bioeconomia (Impact Hub start-up)
 - Tatiana Yamamoto, CEO and Founder, Amazon Rhiira (Impact Hub start-up)
 - Jacson Hwang, CTO and Partner, Lemobs (UFRJ start-up)
 - Renato Novis, CEO and Founder, Repense (UFRJ start-up)
 - Lucas Nicoletti, CEO, Ecomiles (Unicamp start-up)
 - Dr. Doneivan Fernandes Ferreira, Co-Founder, Endlessgreen (Unicamp start-up)
 - William Pessoa, CEO and Founder, Lia Marinha (tecnoPARQ start-up)
 - Pia Malmström Lawson, Marketing Manager & Co-owner, Energy Opticon
 - Mikael Abbhagen, Head of Design & Co-founder, Altered
 - Sam Issa, CEO and Founder, Metaforfish
- **Outcome:** provide faces on solutions providers that can make the world a better place, their potential, their challenge, and possible ways forward.

Break: 12.00-12.30

Panel 2: Helping accelerate the solution providers 12.30-14.00

Better solutions for an even better world:

Speakers:

- Rosana Jamal, Co-founder and board member investor, Unicamp, BAITA
- Pedro Camarote, Technical advisor, GIZ Brazil
- Vanessa Ware, Key Partner Manager, Ignite, Sweden
- Manoj Kumar, Founder, Social Alpha
- Marco Duso, Partner, EMEA Sustainability Leader, Strategy & Transactions, EY-Parthenon
- **Outcome:** Elevate systemic change beyond product substitutions.

Break: 14.00-14.15**Panel 3: Even better solutions for an even better world: 14.15-15.40**

Research that can deliver the next generation of solutions

- *Speakers:*
 - Professor Sascha Nick, Business School Lausanne (BSL)
 - Professor Gonçalo Brave, University of Campinas (Unicamp)
 - Professor Jurandir Zullo Junior, CEPAGRI, Unicamp
 - Fu Jing, Hong Kong University of Science and Technology, Guangzhou

Closing Panel: Supporting a better future: 15.45-16.40

- *Speakers:*
 - Jefferson Cheriegate, President, São José dos Campos Technological Innovation Park (PIT)
 - Márcio Cabral, Managing Partner, Impact Hub Floripa/São Paulo/Porto Alegre/Cuiaba
 - Nitin Arora, Project leader, UNFCCC Global Innovation Hub
 - Dennis Pamlin, Executive Director, FL4ALL
- *Outcome:* Commitments toward COP31 and *count-down platform* tracking start-up clusters.