



## MULTI-STAKEHOLDER WORKSTUDIO

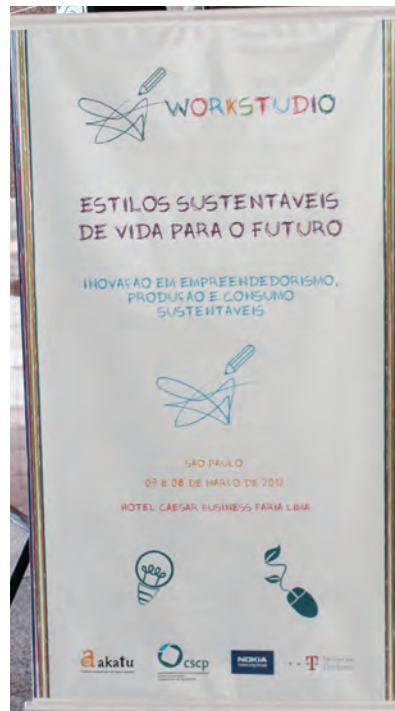
"INNOVATION TOWARDS SUSTAINABLE  
ENTREPRENEURSHIP, SUSTAINABLE CONSUMPTION  
AND PRODUCTION ON THE ICT SECTOR"

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OUTPUT DOCUMENT



# INNOVATION TOWARDS SUSTAINABLE ENTREPRENEURSHIP, SUSTAINABLE CONSUMPTION AND PRODUCTION



## AN OVERVIEW

With the objectives of identifying the needs and requests from consumers, the business community and governmental actors engaged in actions for introducing sustainable consumption and production in their agendas, the workstudio engaged ICT stakeholders in the dialogue and action planning for value creation in products and practices, including insights for shifting existing consumption patterns towards conscious consumption.

The 2-day gathering brought together experts and practitioners to co-create visions for future sustainable lifestyles, match their current strengths and needs, and work together in developing partnerships towards reaching their envisioned sustainable future.

*"Why to wait for tomorrow when we can start today to build a Local economy and lifestyles that include the creation of knowledge by the group and to the group?"*  
Victor Leon Ades.  
Global Eco-Village Network



## KEY ISSUES DISCUSSED

- Visioning our lives in the future help us to identify opportunities and challenges that can be addressed today and reinforce behaviors towards living more sustainably.
- Conscious consumption is about choosing among what companies have to offer and demanding wisely. If the consumer generates demand, policies are in place and production processes can be changed, new goods and services can be created without continue harming the planet.
- In order to share resources and information for re-shaping our lifestyles, societies need to be connected, to this end, the ICT sector plays a crucial role – provision of solutions for today's challenges and minimizing the impact of future ones.
- Sustainable procurement is an educational opportunity to raise awareness and motivate individuals towards sustainable consumption.
- New business models also function as tools to support individuals in their transition towards sustainable lifestyles, these models convey other ways of thinking and producing that bring more opportunities and challenges for the ICT sector and markets in general.

## WHY BRAZIL?

A window of opportunity has been opened for Brazil in the recent years, the country has plenty of natural resources and a thriving, multicultural population that inject dynamism to all aspects of economic and social development. In order to seize the opportunities the current global context offers to the country, understanding what sustainability means in Brazil is of paramount importance.

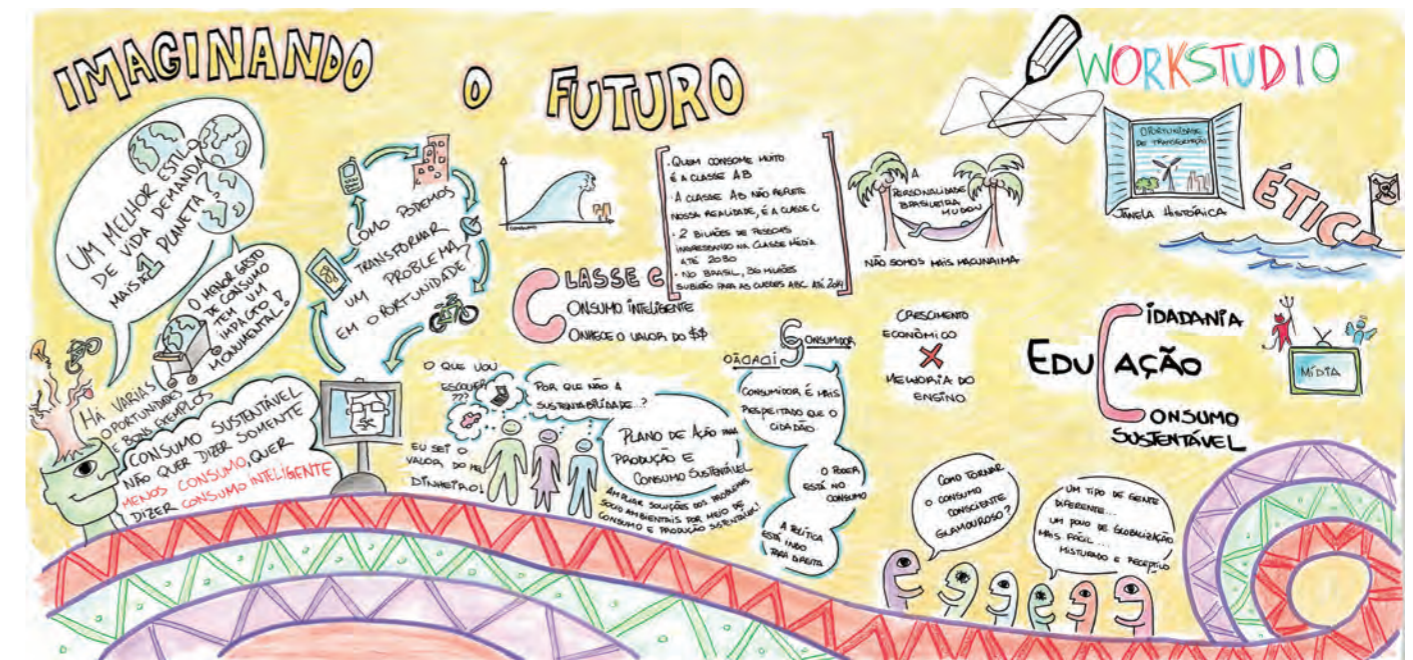
The new Brazilian consumer class (the "C" class, accounting for 52% of the Brazilian population) is still learning and developing their consumption habits, therefore it is possible to educate them towards conscious consumption if starting to do so now. The mindset of this new consumer class is looking for new glamour and proofs of income that not necessarily convey a replication of wasteful habits if the "right" products and services are in place. if their prices are competitive and proper political regulations are in place. Brazilians are increasingly reliant on IT-based forms of interaction which itself implies new social dynamics and the evolution of habits that will shape their lifestyles.

Special emphasis has to be made for the educational aspect, as there is an increasing competition for which more skills need to be honed. This education has to be built through networks of private-public partnerships where communication goes beyond informing by engaging action from consumers and producers alike.

To this end, activities such as the workstudio, allow participants to bring their ideas and experience from a personal perspective, adding up the value of the societal sector they represented.

*"We started from the willingness to support arts, journalism and cultural projects that were not developed because of lacking of money. We created this cooperative, online platform, joining good ideas and supporters spread around the world. We make people rethink their consumption forms and project execution. We have in our hands the possibility of starting micro-revolutions every minute"*

Diego Reeberg, Catarse




# AGENDA



## WORKSHOP AGENDA

### DAY 1: VISUALISATION AND ENGAGEMENT



09:30 – 10:00	Arrival
10:00 – 10:50	Welcome and Opening: CSCP, Instituto Akatu, Nokia, Deutsche Telekom
10:50 – 12:30	<b>The Green Economy in 2050</b> • Speaker 1 – Luis Neves. GeSI. Sustainability through ICT Innovation • Speaker 2 – Samyra Crespo. Minister of Environment. The SCP agenda for Brazil and the creation of a network for the green economy • Speaker 3 – André Torreta. Studies for Consumers. Future Scenarios for the New Consumer Market in Brazil 2014-2021 • Questions & Answers
12:30 – 13:30	Lunch
13:30 – 16:00	<b>Vision 2050 (in English)</b> CSCP will deliver its renowned visioning workshop that comprises discussion about lifestyles in 2050, joint visioning activities for action brainstorming and action mapping through identification of pathways towards the fulfilment of the vision.
16:00 – 16:15	Coffee break
16:15 – 16:45	• Speaker 5 – Aron Belinky. Vitae Civilis. Civil Society Joint and ICT's role in this scheme
16:45 – 17:20	<b>Debriefing</b> Discussion and elaboration of the day's summary
17:30 – 20:00	<b>Networking Event</b> Informal setup for participants to interact and discuss on the day's content and insights



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 Akatu Institute for Responsible Consumption and the  
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„Today's purpose is to discuss technological innovation, social innovation, innovation in public policies, abilities for the future and business models for a more sustainable life. We wish to know what you think about this future society.”  
 Michael Kuhndt, CSCP



“Education for sustainable consumption outlines which are the rights and duties of consumers, who are also citizens. Consumers are in a moment of transformation and a sense of urgency is needed”  
 Andre Torreta. A Ponte

## DAY 2: HANDS-ON TOWARDS A GREEN ECONOMY

09:00 – 09:30	Arrival
09:30 – 10:00	Welcome and Recap: CSCP, Instituto Akatu, Nokia do Brasil, T-Systems Brazil
10:00 – 10:30	<b>Today's actions towards tomorrow's Green Economy</b> • Speaker 5 – Kirsi Sormunen. VP and Head of Nokia Sustainability. Nokia's role to push innovations for the green economy forward
10:30 – 12:50	<b>Action towards a Green Economy – many actors, one objective</b> • Panelist 1 – Lala Deheinzelin. Crie Futuros: Desirable futures, making them real today • Panelist 2 – Mônica de Roure. Ashoka Brasil: From social entrepreneurship to sustainable innovations • Panelist 3 – Adilson Lessio. Head of Solution Architecture T-systems Brazil. T-systems Brazil's contributions to the flourishing of the green economy in the country. • Panelist 4 – Teresa Corção. Instituto Maniva: Feeding the new economy through networking • Panelist 5 – Valdemar de Oliveira Neto. Avina Foundation: Entrepreneurial partnerships and their role for the green economy • Panelist 6 – Tarcisio Peres. Eco2Web. Sustainable Social Media • Questions & Answers
12:50 – 14:00	Lunch
14:00 – 15:00	<b>Practitioners meet stakeholders</b> 12 different groups of practitioners have 5 minutes to present a pitch to the plenary their current activities on towards a green economy. Areas of practice: start-ups in sustainable entrepreneurship, policy makers, researchers, media, NGOs, SMEs and peers
15:00 – 16:00	<b>Matchmaking session</b> After the general presentation on stage, each practitioner will host a table and fully introduce their organization/group to the attendants, who will split by area depending of what they found more aligned to their interests. There are 6 rounds of 10 minutes
16:00 – 16:30	Coffee Break
16:30 – 17:10	<b>Wrap up</b> Open floor for reflections on the session, landscaping actions detected and commitments made – key issues to bring to Rio+20
17:10 – 17:30	<b>Closing</b> Review of the agenda, thanking to delegates and panelists. Closure of the workstudio and of SMART Start-up ICT. Participants of the training will be given their participation diplomas.



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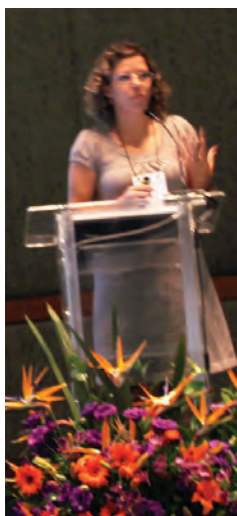




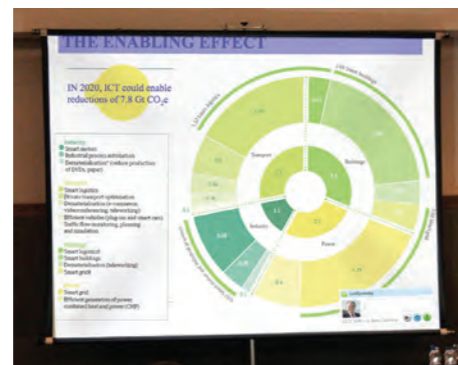

“Consumption is the final expression of behavior and individuals must decide what matters to them”  
 Helio Mattar. Instituto Akatu.



“There are three main ways which help to drive sustainable consumption: choice editing, choice influencing and choice creation. Business has a key role in all of them through innovation and influencing consumer behavior in using their products more sustainably.”  
 Kirsi Sormunen. Nokia



“When we talk about intelligent consumption, it means people know where they are investing their money, they plan their purchases”  
 Fernanda Daltro – Ministry of Environment



“IT is in all sectors of society. It has transformed our way of living, working and having fun; cooperation is an answer for a low-carbon economy in an information era”  
 Luis Neves - GeSI



“The principles for a Green Economy lie in a resilient and inclusive economy that provides better quality of life for all within the ecological limits of the planet and invests for the future”  
 Aron Belinky. Vitae Civilis



## PANELISTS AND PRACTITIONERS

These individuals and organizations are currently involved in actions and development of opportunities to support societies in their transition towards green economies. They hosted a series of open conversations through which all participants could identify activities that endorse innovation and can benefit from ICT solutions.



### PANELISTS:

#### ACTION TOWARDS A GREEN ECONOMY. MANY ACTORS, ONE OBJECTIVE

- *Panelist 1 – Lala Deheinzelin. Crie Futuros: Desirable futures, making them real today*
- *Panelist 2 – Mônica de Roure. Ashoka Brasil: From social entrepreneurship to sustainable innovations*
- *Panelist 3 – Adilson Lessio. Head of Solution Architecture T-systems Brazil. T-systems Brazil's contributions to the flourishing of the green economy in the country.*
- *Panelist 4 – Teresa Corcão. Instituto Maniva: Feeding the new economy through networking*
- *Panelist 5 – Valdemar de Oliveira Neto. Avina Foundation: Entrepreneurial partnerships and their role for the green economy*
- *Panelist 6 – Tarcisio Peres. Eco2Web. Sustainable Social Media*

### PRACTITIONERS:

Topic	Speaker	Organization
Crowdsourcing and creative networking	Suzana Pamponet	It's noon
Alternative methodologies for education	Célia Maria Piva Cabral Senna	Escola Lumiar
Integrative Medicine	Paulo de Tarso Lima	Clínica Ânima
Sustainable Housing	Victor Leon Ades	GEN-Global Ecovillage Network
Sustainable Cities	Maurício Broinzi	Plataforma Cidades Sustentáveis
Mobility	Thiago Benicchio	Ciclocidade
Culture	Lais Bodanzky	Cine Tela Brasil
Youth engagement	Ricardo Montero	Um Teto para meu País
Crowdfunding	Diego Reeberg	Catarse
Fashion and social inclusion	Julia Toro	Bengira
Entrepreneurial networks	Florentine Versteeg-Vedana	The Hub Sao Paulo
Games for lifestyles	Marcus Ghedini	Beehave
Activating youth leadership	Emanuel Antonio & Daniel Zardo	ABIS - Agência Brasileira de Inovação e Sustentabilidade



# BRAZILIAN LIFESTYLES IN 2050

Through the interactive workshop on Vision 2050, the participants discussed lifestyles in the future and debated on intergenerational standpoints, values' systems and every-day processes of decision making as consumers and producers. These discussions enabled them to create various scenarios for the life in Brazil in 2050.



## ENVISIONING TOMORROW

### HOUSING

- In cities, houses will be small due to the need of optimizing spaces, with many common areas;
- Houses are also used as workspaces;
- Self-sufficient buildings with energy collection and generation;
- Public spaces with collective vegetable gardens, strengthening community living; historically excluded places will have to adapt.



### WORK

- More people works from home than from office spaces
- Companies formed as knowledge factories that work as cooperatives and sell their knowledge for the execution of projects;
- Concepts will evolve from projects and build on each other
- Cooperative production and grouping of people per areas of interest;
- Learning exchange;
- Offer of solutions rather than products.

### FOOD

- Overlapping of industrialized and organic food models, the war in prices will mark the difference;
- More expenditure in health services due to bad eating habits, even for those eating healthier food;
- Favoring of local production;
- Production of new sources of protein to substitute meat (insects and algae).



### COMMUNICATION

- Search for personal contact in communication, however mediated by technological tools;
- Distances are shortened through technological gadgets
- Interpersonal communication is spread throughout cities in platforms that are not yet known or have been invented.

### EDUCATION

- Individualization movement: search for knowledge in the Internet, growth of distance education;
- Crowdsourced information for learning programs
- Knowledge exchange and more value attributed to practice experiences in education.



### HEALTH

- Possibility of preventing diseases by early detection
- Population suffering due to impact of non-healthy habits of the past, specially the elders;
- Appearance of new social and psychological diseases, increased depression/addictions;
- Presence in medical appointments substituted by virtual self-diagnosis with easier Internet access;
- Pharmaceutical industry will have to be rethought and make solutions accessible to all population.

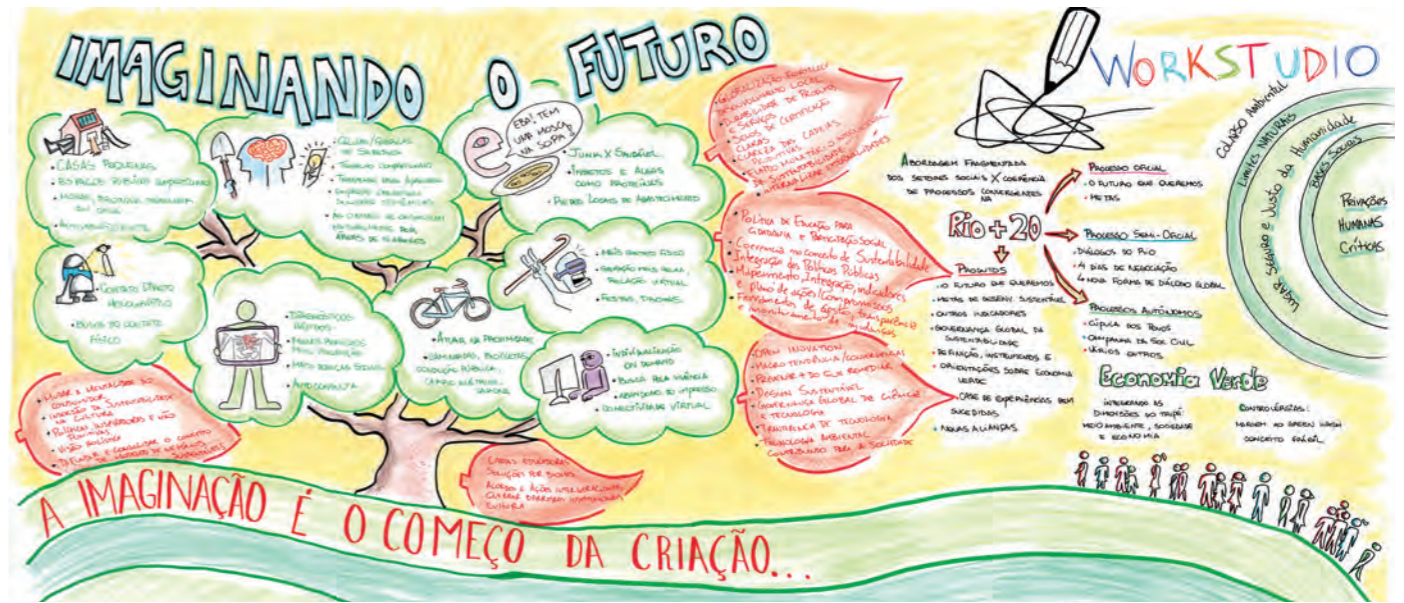


### MOBILITY

- We live closer to the community and we walk much more;
- Stronger local economy and investment in means of transportation such as bicycles and electric cars;
- We are collaborative; we use public transportation and hitchhiking. Car sharing and other internet-enabled means of transport sharing are the most efficient.

### LEISURE AND CULTURE

- Search for contact and experiences outside of the cyberspace;
- Hybrid (analog and digital), but with a digital prevalence.
- Return to vintage, children enjoy public, open spaces.



## ACTING TODAY – RECOMMENDATIONS FOR RIO+20

### ICT INDUSTRY MESSAGE

*"We recognize the role of information and communication technologies (ICT) in enabling the green economy and providing the intelligent products that support solutions in the areas of resource efficiency, water resources, energy efficiency, sustainable cities, transportation optimizations, sustainable biodiversity and ecosystems and education. We call for policy actions that encourage the development and deployment of ICT-enabled solutions to achieve sustainable development goals."*

### MAKING EFFICIENT VALUE CHAINS

- Globalization, product disposability, lack of visibility of the life cycle and role of the final consumer (understanding processes allow the evaluation and decision making) are among these most notorious barriers for making value chains more efficient;
- In order to overcome the challenges to have more efficient value chains, policy makers, businesses, organized society and even individuals, should focus more on local development, consumers more likely to choose durable products, social networks to promote new means of consumption;
- Recommendation for Rio+20: to address the opportunities for making value chains more efficient, it is important to join efforts towards the creation of labels and certifications that are easily understood by consumers; bringing more clarity of the supply chains to consumers helps to involve them in the life cycle of products; these process are means of optimizing international funds by supporting sustainable value chains.



*"The development of a green economy is also based on the creation of desirable futures. We are living a phase of change in perception, from the economy of scarcity to an economy of abundance. Strengthening sustainability is matter of cultural change. We need to imagine the future we wish and to promote habits and mindset changes directed to this future. The future is fruit of our past dreams and present choices. Sustainability is not an adjective but rather a way of understanding our relationship with the world".*  
Lala Deheinzelin. Crie Futuros.



*"Building on the spark of the youth helps channeling efforts towards innovation as we need to work through empathy, learning to look at others as we look at ourselves."*

*Awake solidarity is the new entrepreneurial culture"*  
Mônica de Roure, Ashoka Brasil.

### BRINGING SOCIAL INNOVATION FORWARD

- For Brazilians in general, the perception of being "stuck" has a cultural connotation that opposes the flourishing drive for innovative thinking, either from the technological or the social aspect and these innovations are mainly driven by the youth, which makes hard to "older" generations to catch up and implement changes.
- On the same line, Brazilians identify themselves as an open-minded society with strong potential for sharing knowledge, this dynamism is an opportunity for finding ways to overcome other barriers to innovation.
- Recommendation for Rio+20: the creation of educational policies that will allow cities to apply local priorities classification is an important milestone for engaging individuals into innovative solutions that can be applied locally and per region; social innovations must be perceived as a shared responsibility among countries that require of simultaneous presence of the old and the new (ideas, ways of working, systems...) as means to reinforce each other.



*"ICT has the potential to cut carbon and support efforts towards dematerialization of consumption, it is important to observe the changes of a society in transformation and inform about means to improve people's lives"*  
Adilson Lessio. T-Systems do Brasil

### TECHNOLOGICAL INNOVATION

- Beyond generational obstacles, a hurdle for technological innovation is the lack of logic of competition and non-cooperation among stakeholders; there is also a lack of public investment in Innovation and technology as well as missing basic education to make the best out of technologies available.
- Availability of global information and macro-trends that change the thinking about the system supporting technological developments is an opportunity that generates more room for innovations to arise.
- Recommendation for Rio+20: A way to drive technological innovation starts by having a productive chain management; support environmentally- friendly designs; add social and environmental aspects to technology, including aspects of governance and coordination of science and technology in different policies and intersectoral cooperation.



*"Cooking is a political act! Chefs are the last link in the production chain between the food and the consumer. We are opinion leaders in this field, we know how to add value to food, and we have the great power of transforming consumption habits, bringing family agriculture closer to us. By feeding the pleasure, the flavor, by adding value to the local culture and knowing how to make choices, cooking can be transformative"*  
Teresa Corção. Instituto Maniva

### POLITICAL TOOLS

- The persistence of a non-integrated concept of sustainability is a fragmentation that still appears in sector-based policies and plans and makes some actions from policy makers be incoherent with the demands from society;
- Educational policies to strengthen civic participation should be placed through people in councils that is more committed to sustainability and manage public funding, these supports the creation of political frameworks under a cohesive framework;
- Recommendation for Rio+20: Creation of a platform where all existing sustainability policies are presented and the synergies among them are highlighted; policy makers should focus on the creation of action plans with goals and indicators – based on what already exists – to effectively assure transversal knowledge; citizen participation and transparency;
- Integrating factors for scaling up, improving and/or replicating models of sustainable projects worldwide is crucial.

### SUSTAINABLE BUSINESS MODELS

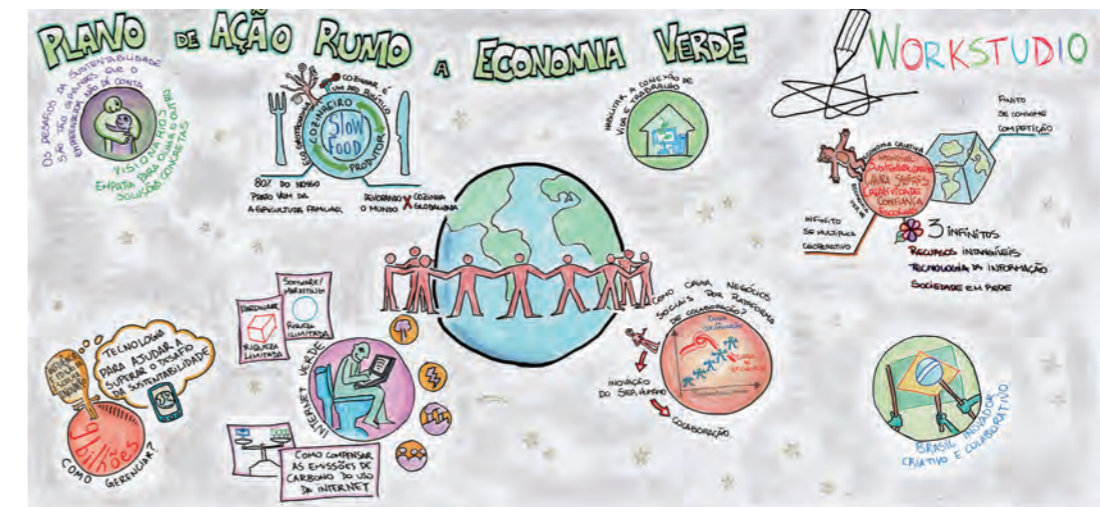
- The need to change the consumer's mindset to views in which more value is attributed to sustainable companies is an opportunity that will make sustainable business models more known; as in today's Brazil, sustainability is not a decisive factor in choices; reverse logistics is a cost rather than an investment;
- For businesses to grow, it is needed to have Innovation in public policies, which are still too much based on penalties rather than on stimulus for innovation towards sustainability
- Recommendation for Rio +20: There is a need rethink existing businesses models in order to make them sustainable; this conveys thinking around an end-to-end model: production, consumption and post-consumption; sustainability is still seen as something to avoid penalties but not as something that transforms realities



*"Innovation is very connected to science and technology, but it's not all, innovative entrepreneurship is collaboration between stakeholders. Companies have to build their plans using the efficiency curve and fostering creativity"*  
Valdemar de Oliveira.  
Avina Foundation.



*"The revolution in ICT happens through three channels: marketing, media and advertisement. We need to explore ways to maximize the potential of the Internet and other media tools"*  
Tarcisio Peres. Eco2Web



## THE WAY FORWARD

Innovations emerge in all kind of contexts and conditions and the practitioners presenting their solutions proved that there are many ways to reach sustainable lifestyles and the different roles that consumers, producers and ICT solutions play – these are the pathways discussed, examples that constitute steppingstones towards building more cohesive, sustainable communities:

### DIFFERENT MEANS OF EMPOWERING...

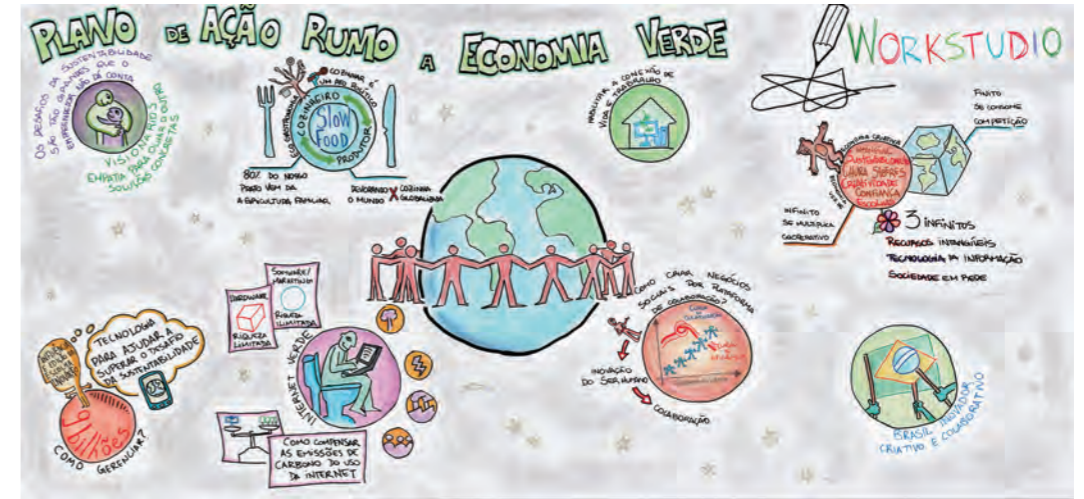
...**GROUPS** through actions such as crowdsourcing solutions to common challenges, either by exchanging ideas or even by building networks to co-finance projects of all sort. The provision of virtual and physical spaces for exchanging of ideas and putting initiatives into practices, allow individuals to share knowledge and support education in different ways. These activities are shifting the perceptions of consumption, as they encourage new sets of unique services and products.

...**INDIVIDUALS** by supporting the youth to develop themselves and strengthen their leadership skills. It is important to enable spaces and solutions for people to balance their activities in a holistic way, consumers should perceive well-being in a broader sense than being free from illness, but as consumers as such. A sustainable lifestyle begins with oneself.

### RECOGNIZING DIFFERENT NEEDS AND COMMITTING TO DEVELOP AND IMPLEMENT SOLUTIONS...

...**FOR COMMUNITIES** in precarious conditions and endorsing other ways of living. Efforts to support societies to improve living standards in an environmentally-friendly way, vary from helping marginalized communities to build decent housing to developing networks for safe-bike riding in urban areas and building villages.

...**BY VALUING ART AND OTHER EXPRESSIONS OF CULTURE** and using them as channels for behavioral change. Initiatives that bridge the income gap such as encouraging people to share their personal stories or awakening their creativity for acting fairly, preserving nature and recovering cultural values that were more friendly with the nature and with other people.





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Full details of the Workstudios for Sustainable Lifestyles can be found at: [www.scp-centre.org](http://www.scp-centre.org)

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