



Max Planck Institute  
for Innovation and Competition



Universidade Presbiteriana  
**Mackenzie**



1952 – 2022

**\*\*\* AGENDA UPDATED on December, 1<sup>st</sup> \*\*\***

## **“Data Sharing and Climate Action in Brazil”**

**(15-16 December – São Paulo)**

Rua da Consolação, 930 - Consolação, São Paulo - SP, 01302-907, Brazil

### **Thursday 15 December**

**Registration (8:00 – 09:00)**

**Opening Remarks (09:00 – 09:40)**

- Confessional speech – Presbyterian Church
- Mackenzie
- German Consul in São Paulo

**Intro to the MPI project (09:40– 10:30)**

- Regulation of the Data Economy in Emerging Economies: Shaping Data Sharing Policies to Promote the Sustainable Development Goals. Prof. Josef Drexl (15min)
- Previous experiences in Senegal and India, MPI Team (20 min)
- Brazil, Data Economy & Climate Action: methodology overview, UPM & MPI Team (15 min)

**Coffee break (10:30 – 11:00)**

**PANEL 1 - The role of the SDGs and data sharing to better address climate change (11:00 – 12:45)**

**Summary:** The validity of the SDGs framework for law and policy design, as well as the interconnection between the different SDGs in the world and in the specific context of Brazil, will be discussed in this panel. The project’s primary focus is on Climate Action (**SDG 13**) due to its relevance for Brazil and the world. Given the scope of the topic, the project is narrowed down to address environmental issues from a territorial perspective, considering the interrelation between agricultural production, transportation processes, and product consumption in cities. This opens up questions on how agribusiness and (city) consumption impact climate change, a matter related to economic growth (SDG 8) and responsible consumption and production (SDG 12). It also raises questions about the impact of climate change on rural and urban life, which connects to deforestation and life on land (SDG 15), and how to promote sustainable and clean cities (SDG 11).

**Moderator:** Vicente Bagnoli (UPM)

- Giovanni Napolitano (WIPO, Director Intellectual Property and Competition Policy)
- Pilar Fajarnes (UNCTAD - Trade and Development Board Intergovernmental Group of Experts on E-commerce and the Digital Economy)
- Paulo Furquim de Azevedo (Insper and former Commissioner of CADE)

- Dashiell Costa (Secretaria de Controle Externo de Agricultura e do Meio Ambiente do TCU – SecexAgroAmbiental – e coordenador técnico da Iniciativa Global ClimateScanner)
- Leonardo Capeleto (USP, Brazil)

**Lunch break** (12:45 – 14:00)

**PANEL 2 – The current data-related legal framework to tackle climate change: what is there and what is missing** (14:00 – 15:45)

**Summary:** The focus of this panel is bringing together law and policymakers from relevant fields to assess the existing legal framework on data sharing and discuss the potential of the data economy for climate action in Brazil (and Latin America). Hence, we would like to invite relevant experts in the field of competition, consumer protection, environmental law, data policy and innovation. The idea is to formulate concrete hypotheses that can then be discussed considering the insights provided in the following panels.

**Intro / Moderator: MPI Mack Team – Carolina & Gérman**

- Juliana Abrusio (U. Mackenzie, Brazil) - Data protection framework in Brazil
- Nicolo Zingales (CTS-FGV, Brazil) – Governance of data collaboratives to promote data access and sharing
- Juan David Gutiérrez (U. del Rosario, Colombia) – Competition, environmental concerns and innovation in Latin America.
- Felipe Irrarrázabal (CeCo, Chile) – The importance of a regional approach in digital markets

**Coffee break** (15:45 – 16:15)

**PANEL 3 - Producing from the land: data-related business and technologies to tackle climate change** (16:15 – 18:00)

**Summary:** This panel focuses on the potential of the data economy to support a more environmentally sustainable use of the land. It brings together different stakeholders in order to show already existing market based solutions, better assess drawbacks and already glimpse (potential) policies in that regard. It has a particular emphasis on the Amazon and Sao Paulo regions and focuses mainly on agriculture. However, we would also like to bring in stakeholders that promote a transition to more innovative, profitable and less invasive business models.

**Intro / Moderator: MPI Mack Team – Giovanna & Germán**

- Tiago Reis (Trase, Brazil) – Tracing the origin of products
- Andressa Schmeling (Agrosmart, Brazil) – Precision agriculture
- Ary Fortes (Embrapa, Brazil)
- Tereza Carvalho (USP/Amazonia 4.0) – towards a bioeconomy

**Strategic meeting/dinner of the MPI/Mackenzie Team** (19:00 – 20:00)

## **Friday 16 December**

### **PANEL 4 – Consumption in the city: data-related initiatives to foster a sustainable consumption culture (9:00-10:45)**

**Summary:** the flip side of production in the land is consumption in the city. One of the major problems with respect to sustainable consumption is the lack of information along the product value chain as to whether it respects environmental standards. Research shows that traceability might be a tool for reducing the effects of climate change and it also addresses informational market failures and generate trust in public policies. Hence, from our methodological perspective, traceability will be a central concept. This panel narrows down to São Paulo city, and we would like to invite private and public initiatives that focus primarily on solving this information-related problem through data-based technologies.

#### **Intro / Moderator: MPI Mack Team – Christiane & Vladimir Maciel (UPM)**

- Bruno Flach (IBM Research Group)
- Andrea Malerba, Mariana Gonçalves Castro Thome Soares and Sheila Rosenberg Bekerman (ENEL)
- Anna Carolina Meireles de Oliveira (TIM)
- Marcela Santos (Sao Paulo Parcerias)

**Coffee break (10:45 – 11:15)**

### **PANEL 5 – Data-based initiatives to fight climate change: going beyond the market (11:15–13:00)**

**Summary:** Several data-related initiatives have been identified whose main objective is not to correct a market failure, but to produce a common good to fight climate change. Many of these initiatives come from organizations formed by private companies, research centers and public agencies, in a joint effort to create relevant inputs to fight climate change. Concerns about deforestation and greenhouse gas emissions are some of the main issues that will guide this panel discussion.

#### **Intro / Moderator: MPI Mack Team – Beatriz & Carolina**

- Marcos Rosa (MAPBIOMAS, Brazil) – mapping deforestation
- Felipe Barcelos e Silva (SEEG, Brazil) – measuring GHG emission
- Marcelo de Medeiros (IMAFLOA, Brazil) – open data & environmental authorities
- Carolina Andrade (IGARAPE, Brazil) – deforestation and criminal offenses

**Lunch (13:00 – 14:00)**

**Closing remarks (14:00 – 14:30)**

- Director of MPI (Prof. Drexl)
- Mackenzie (Prof. Bagnoli)

**Strategic meeting of the MPI Research group (14:30 – 16:00)**