



# The Rainforest Continent Business School

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Rainforest Continent Business School



# Considerations for Establishment in Brazil

Wilson Center  
&

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# Climate & Biodiversity & Water

- Global CO<sub>2</sub> concentrations have reached 400ppm
- Some 12%-17% of global annual CO<sub>2</sub> emissions come from destruction & burning of forests
- In some regions percentages are far higher
- Rainforests are essential to life on earth: they harbour the world's richest biodiversity & water resources

# Better (not yet good) News

## Some deforestation rates have come down

*Strategies adopted over past decades make a difference*

- Conservation
- Environmental Policies , Institutions & Safeguards
- Monitoring & Policing
- ARPA, REDD, and more
- Payments for Environmental Services
- Afforestation of degraded areas
- Sustainable Rainforest Business (timber& non-timber)

**And yet: *destruction-more-slowly* is not good enough**



# More would be possible by

## „Adding Value to Standing Forests“, through

- Knowledge & science based sustainable rainforest development:

*The same sincerity applied in the search for low emissions energy & transport technologies must also be applied to the scientific discovery & sustainable economic development of rainforests*

- Competitive „Economic defense“ of standing forests, with a far more ambitious, yet sustainable scale of Rainforest Business



# THIS

Must become as profitable as

# THAT



A large herd of white zebu cattle with prominent horns is running from left to right across a dry, yellowish-brown field. In the background, a dense forest of tall, slender trees with green canopies stands under a hazy sky. A single, tall, thin tree trunk without leaves is visible in the center of the background. The text ".....and THAT" is overlaid in the lower right portion of the image.

.....and **THAT**



# Specialized human resources are a pre-condition

➤ Only simultaneous Rainforest Business Professionalization in

➤ Applied Science

➤ Governance

➤ Business

can effect *Science-Based Economic Development* coherently.



An aerial photograph of a lush, dense tropical rainforest. The canopy is a vibrant green, with sunlight filtering through the leaves. A prominent, light-colored tree trunk stands out in the lower center of the frame. In the background, the forest extends to distant, hazy hills under a bright sky.

Explorers for the

# Rainforest Continent ?

# The “Rainforest Continent”

- The world’s metaphoric *rainforest continent* comprises tropical forests in South & South East Asia, Central Africa, South and Central America, and in the world of tropical islands
- **Put together, the Earth’s remaining topical rainforest regions would add up to a huge continent – the size of “3 Europes” (EU)**
- To explore this “Continent” with the objective of sustainable economic development, an entire **school system** will be required, that reaches into all major rainforest regions on earth

# Let us talk about.....

- Contributions the proposed *Rainforest Continent Business School* could make
- Early concepts & plans for establishment



# Purpose

- The Rainforest Continent Business School (RCBS) will enable professionals to sustainably derive & increase economic gain from standing tropical rainforests
- Its role is to:
  - Train academics, executives, & entrepreneurs
  - Promote applied research
  - Implement new financial instruments & business models
  - Complement other existing strategies designed to reduce deforestation

# The Rainforest Continent Business School (RCBS)

**In addition to teaching, the RCBS will also promote:**

- applied research
- Systematized case study learning
- policy dialogue
- integrated value chain analysis and development
- Community-level and sub-regional business development
- Development of new financial instruments & business models

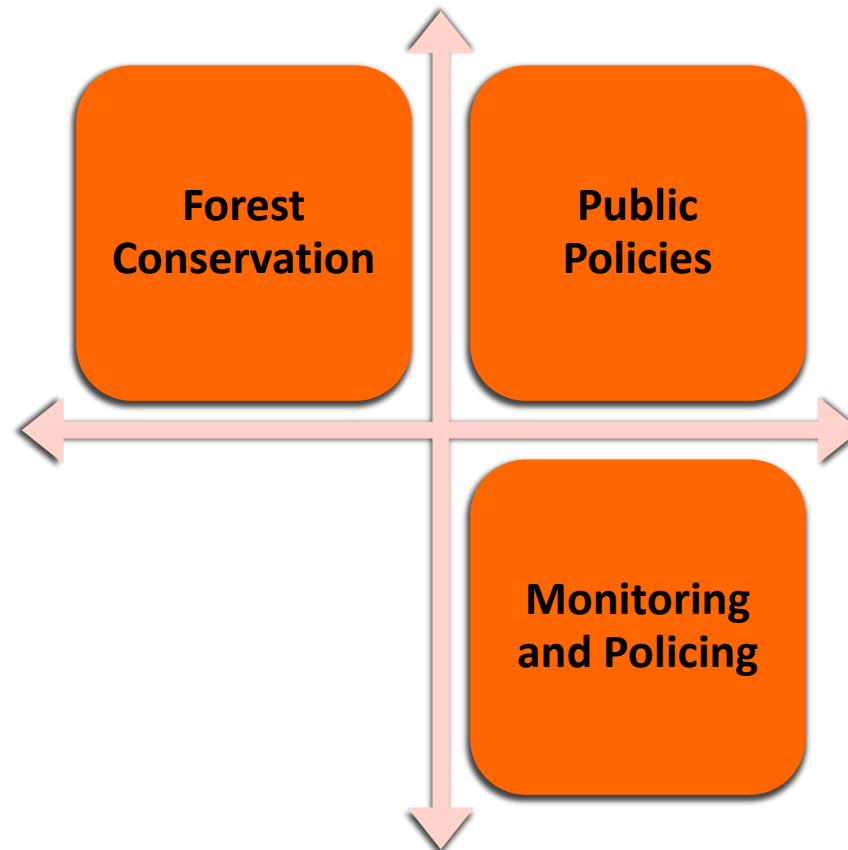
# A Private Sector Business School

*The RBS will be established as a private entity, with due institutional agility, professional excellence, strong socio-environmental mission, and independent oversight by high quality, independent scientific and ethical councils*

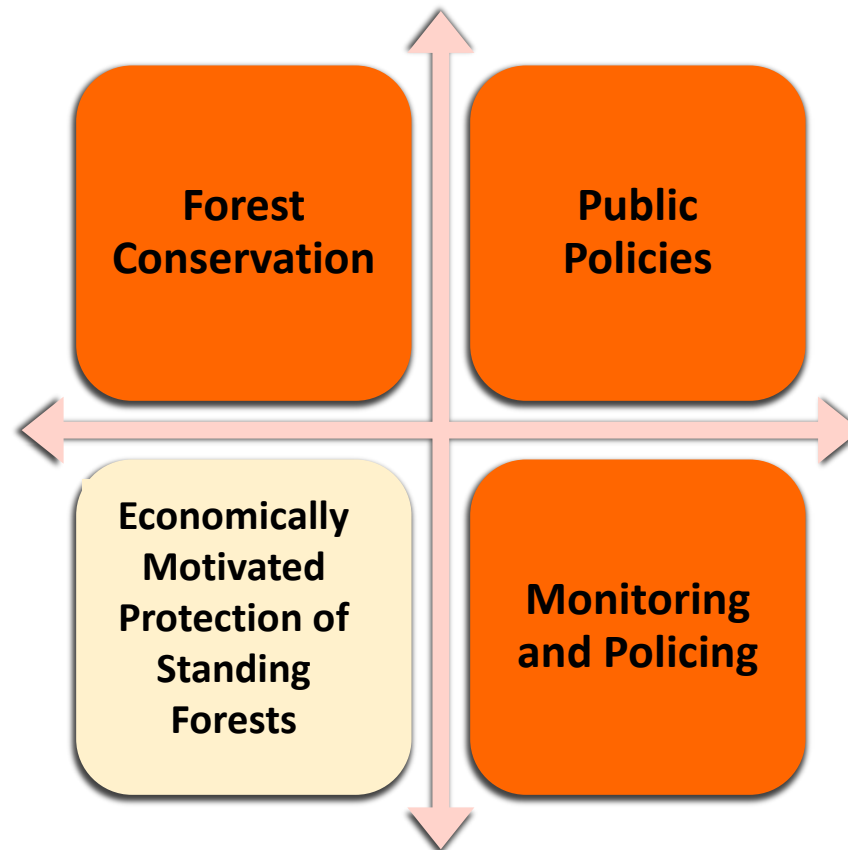
*It will be structured as a collaborative academic partnership, nationally and internationally*



# The RCSB fills a gap in the global rainforest agenda



# RCBS opens an additional window of opportunity



# RCSB – conceptual origins

2011: Workshops on “Adding Value to Standing Forest” at the Institute of Advanced Studies(IEA) of São Paulo University (USP), consultations with various stakeholders

2012: Preparation of first conceptual proposal for a global Rainforest Business School -with core curriculum & specialization for different biomes globally - by AmazonIEA program

Feb 2013: IEA Roundtable of high level representatives from academia, government, private sector & environmental organizations: discussion & endorsement of draft proposal

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



# 2-Pronged Implementation

## Academic Development

Development of content, methodology, identification of institutional partners  
Preparation of financing proposals for incubation & start-up project development

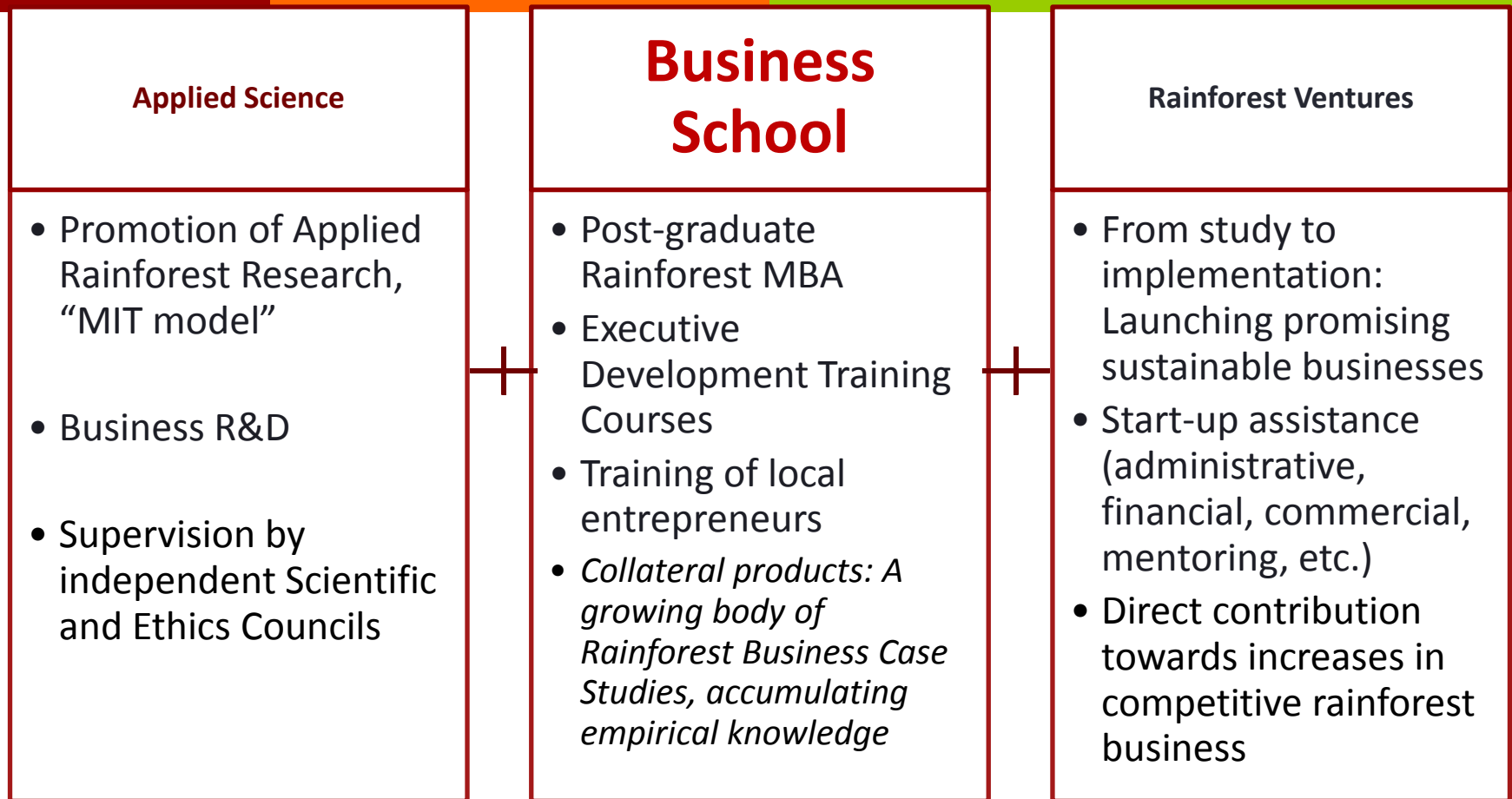
Establishment of independent Scientific & Ethics Councils, protocols of academic, technical and financial cooperation, pilot operations/tests of academic modules

## Operational Development

Development of a differentiated business model, based on the creation of two interdependent entities

Establishment of (1) a NGO with open and collaborative participation and (2) a company with participation through capital shares

# RCBS Structure



# Academic Collaborative (National & International)

## Contributors - Organizers - Distributors

### **1. Contributors to the Curriculum**

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

### **2. Curriculum integration and quality control**

- Curriculum development
- Franchising
- Education licensing

### **3. Teaching in academic entities periodically licensed**

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

# Establishment in Brazil

- Among the world's Rainforest Nations, Brazil has become a sustainability leader developing:
  - a protected areas network in Amazonia, the Atlantic Forest, and other parts of the country
  - Environmental policies & institutions
  - Monitoring & law enforcement systems
  - Scientific research
  - Decades of Rainforest Pilot Programs in community based sustainable forest management, non-timber forest products, carbon sequestration, market development, etc.
- *Based on its leadership, profound experiences, and academic competencies, Brazil is best placed to launch a Rainforest Business School that will form new generations of specialized rainforest professionals – for Brazil **and beyond***

# Hybrid teaching, INTERNET based reach

- ▶ RCBS teaching will occur at participating academic centers of excellence, based on integrated curriculum development, management & quality control
- ▶ Expenditures for building a separate campus can be avoided by using readily available facilities at participating academic centers and various field campuses
- ▶ RCBS participating academic centers will share case studies, video-taped lectures, feedback, new research results, information on market developments, etc.
- ▶ The RCBS will be an “Intercontinental Academy”, combining direct teaching with distance training (strongly Internet-based) – especially in South-South Cooperation – reaching both, world class academic institutions and smaller, local universities



# RCBS expected Results

The RCBS core product will be development of the world's first specialized Rainforest Business Curriculum, for

- MBAs in Rainforest Business
- Executive Development Training
- Local Entrepreneurship Training

## The RCBS will in 5-10 years:

1. **Train Specialists in Rainforest Business able to develop the *sui generis* economic potential of rainforest biomes in Latin America, Asia, Africa & elsewhere**
  2. **Supply government, enterprises, the financial sector, consulting companies, academic institutions, & research with specialized human resources**
- **Enable & scale new, unprecedented economic incentives for Rainforest Protection accross countries of the *Rainforest Continent***

# “Incubation”

- RCBS will become an independent private sector academy
- The Institute of Advanced Studies at São Paulo University provides a home during an incubation period
- Partnerships among contributing, partnering and/or co-founding academic centers are at the core, from the start
- Modules & courses can be launched on a pilot basis already within a 3-5 year incubation period.
- A collaborative association, bringing together supporters from academia, business, the non-profit sector, and supportive public sector initiatives is beginning to form.

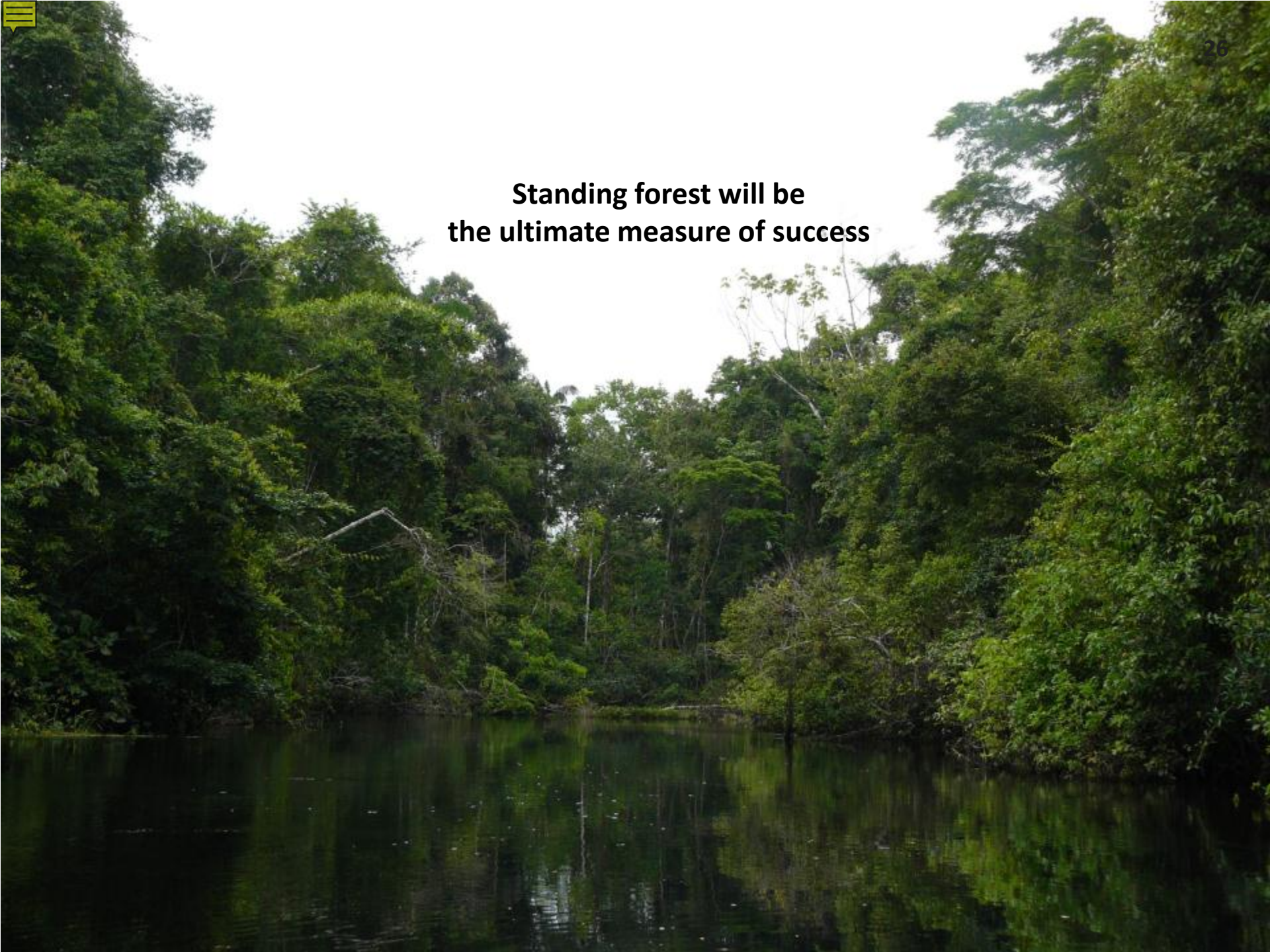
## Rainforest Business is about People

*Unless Communal  
Business significantly  
improves lives locally,  
the RCBS will not  
succeed*





**Standing forest will be  
the ultimate measure of success**





It is late

**Some 30% of the world's forest cover were lost  
over the past century**

**+**

**another 20% have been severely degraded**



An aerial photograph showing a large, irregularly shaped cleared area in the center of a dense green forest. The cleared area is divided into several rectangular plots of different shades of green and brown, suggesting different stages of agricultural use or different crops. The surrounding forest is a deep, uniform green.

# THIS

Must become as profitable as

# THAT



An aerial photograph of a vast, dense tropical rainforest. The canopy is a thick layer of green, with some taller trees visible. A prominent, light-colored tree trunk curves through the lower part of the forest. In the background, the forest extends to a hazy horizon under a bright sky.

**How can we get there?**

# Rainforest Business School Brasil



## Contact

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