

Guidelines for a Low-Carbon Industry in the Amazon

COP30
BRASIL
AMAZÔNIA
BELÉM 2025

CLIMATE
WEEK
NYC

Building the Amazon of 2050, today



The world needs the Amazon, and the Amazon needs the world.

No global decision on climate will be complete if it does not consider the Brazilian Amazon, in all its Amazons, with its diversity of territories, cultures and, above all, people. And, as a productive sector, we know our responsibility to propose concrete solutions, based on decarbonization, socio-bioeconomy, and a development model that combines economic growth, social inclusion, and environmental conservation.

It was with this purpose that we created the Jornada COP +, a multisectoral initiative led by the Federation of Industries of the State of Pará (FIEPA), with support from the National Confederation of Industry (CNI), Ação Pró-Amazônia and the Amazônia+21 Institute, in partnership with several local and national institutions. From the beginning, the Journey has been contributing to promoting a just transition in the Amazon region, structuring programs and guidelines that point out concrete paths for the future.

As a result of this collective effort, we present the main Guidelines for a Low-Carbon Industry in the Amazon. Our goal has always been much more than preparing to host COP30. We see in it a historic opportunity to collectively build the new economic, social and environmental agenda of the Brazilian Amazon. After all, if we want a just transition, we need to start now on the path that will make it a reality in 2050.



Alex Carvalho
President of FIEPA

President of Jornada COP +

Governance of the Jornada COP +

President Jornada COP+:

Alex Carvalho

Vice president Jornada COP+:

Marcella Novaes

Executive Management

Cleide Pinheiro, Elen Nérís
e Thayana Araújo

Mobilization and engagement:

Adriana Ferreira, Fábio Contente, Lorena Dourado,
Lucas Sobrinho e Nara Bandeira.

Direction:

FIIEPA CNI

Instituto Amazônia 121

Institutional supporters:



CBIC

SENAI

SESI

Co-director:



Super Master:



Government



Class Entities



Academy



Third sector



Civil society



Industries

Socio-bioeconomy

Joanna Martins - Leader
Mauro Renan - Co-leader

Edane Acioli
Specialist

Circular economy

Priscilla Vieira - Leader
Marcella Novaes - Co-leader

Paula Pinheiro
Specialist

Digital transformation
and innovation

Adriano Lucheta - Leader
Felipe Freitas - Co-leader

Marco Aurélio
Specialist

Energy transition

Rodrigo Lauria - Leader
Patrícia Avelino - Co-leader

Juliana Falcão
Specialist

Traceability of value
chains

Deryck Martins - Leader
Francisco Viter - Co-leader

Raquel Costa
Specialist

Communication and
advocacy

Cleide Pinheiro - Leader
Nara Bandeira - Co-leader

Nara Bandeira
Specialist

Infrastructure and
logistics

José Mendonça - Leader
Hito Braga - Co-leader

Alexandre Araújo
Specialist

Investment attraction

Fernando Penedo - Leader
João Sichieri - Co-leader

Gustavo Silveira
Specialist

Low-carbon economy

Paula Marlieri - Leader
Percy Neto - Co-leader

Leonardo Almeida
Specialist

Women and traditional
communities

Clarisse Fonseca - Leader
Benedita Nascimento
- Co-leader

Edane Acioli
Specialist

Idealization and Methodology:

[TEMPLE]

Mirtes Morbach, Alan Cativo
e Maurício Siqueira

Technical coordinator:

Deryck
Martins

Technical curatorship:



Raniery
Branco

180

Participants
involved

56

Meetings
held

153

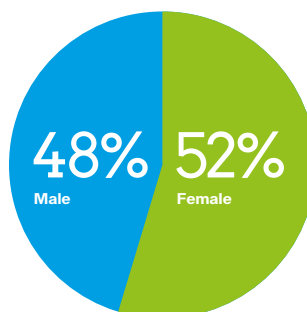
Organizations
and companies

30

Sectors
represented

50

Participants of the
Board of Trustees



20,000⁺

People reached
since May/2024

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A Commitment to Sustainability and Regional Development

Focus Areas

Within the framework of these guidelines, the Amazon industry will focus its efforts on the following strategic areas, which are key to advancing sustainability:



1 Decarbonize the Energy Matrix with Sustainable Biomass

Prioritize the transformation of the industrial energy matrix based on the use of biomass and local waste, such as açai seeds, sawdust and nutshells. This transition involves the detailed mapping of resources, the strengthening of technical capacity, and the creation of specific funding lines, including tax and financial incentives for biomass conversion technologies, ensuring predictability and scale in supply. It directly contributes to the reduction of emissions, energy efficiency, the attraction of sustainable investments and technological innovation.



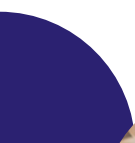
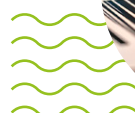
2 Strengthen Traceability of Value Chains

Consolidate a multisectoral traceability pact, promoting the standardization of information and the integration of systems to ensure socio-environmental compliance and expand the market valuation of Amazonian products. It includes the definition of unified technical criteria, the formalization of sectoral agreements and the creation of market differentiation mechanisms, with special support for small and medium-sized enterprises. Essential for socioeconomic strengthening and attracting sustainable investments.



3 Consolidate the Circular Economy as a Structuring Axis

In the circular economy: Making the circular economy a transformative model, capable of promoting the recovery of waste and fostering local innovation. To this end, it is essential to build a robust ecosystem that favors collaboration between the various actors, identifies and shares success stories, expands literacy, and strengthens technical training in society. In addition, it is essential to institutionalize governance through the implementation of state policies, the creation of innovation hubs, and strategic incentives. This model is directly aligned with the promotion of the circular economy, through the reduction of waste, natural regeneration, the advancement of technological innovation and the attraction of sustainable investments that drive economic and environmental development in an integrated way.



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4 Structuring the Amazon Socio-Bioeconomy

To structure sustainable and competitive production chains, with the socio-bioeconomy as an innovative and resilient territorial development model. Pará will be the pilot territory of the initial actions, with the prospect of replication to other states in the Legal Amazon.

The priorities involve strengthening technical training, formalizing suppliers, expanding access to credit and tax incentives, and creating accessible traceability and certification systems. Also defined as guidelines are the articulation between the productive sector, government, academia and civil society, the creation of a social seal to value good practices in small enterprises and the promotion of applied research connected to the real demands of the sector.



5 Protagonism of Women and Traditional Communities in the Sustainable Amazon

Recognize the central role of women and traditional communities in the soPromote the inclusion and appreciation of women and traditional communities as strategic pillars of a low-carbon industry guided by sociocultural diversity and ancestral knowledge of the Amazon. This knowledge is a fundamental asset for the creation of sustainable socio-productive chains in areas such as bio jewelry, functional foods, natural cosmetics, and community-based tourism. Gender equality with an intersectional approach is decisive to ensure the protagonism of indigenous, quilombola, riverside, extractivist and other traditional group women.

The guideline prioritizes access to credit, appropriate markets and technologies, as well as digital connectivity as a structural condition for productive inclusion and political participation. In addition to the strengthening of community collectives and networks as a strategy to expand representation in the sustainable development agendas of the Amazon.



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6 Attract Green Investments

Foster an environment conducive to attracting sustainable investments, strengthening enabling conditions, qualifying projects, structuring financial instruments adapted to the Amazonian reality and developing a think tank of sustainable business opportunities with active funding strategies. This central objective reinforces the attraction of sustainable investments and boosts all other strategic axes.



7 Expand Inclusion and Digital Infrastructure

Promote sustainable digital transformation in the Amazon, articulating technological solutions with a positive impact on the productive sectors. It includes diagnosing digital weaknesses in the industry, developing and adapting technological solutions, expanding digital sustainability literacy, and disseminating local success stories. It contributes to technological innovation, energy efficiency and socioeconomic strengthening.



8 Expand and Modernize Intermodal Infrastructure and Strengthen Renewable Energy

Ensure infrastructure as a vector of territorial development and regional integration, through solutions that respect the diversity of the territory and its logistical specificities. The strategy includes the valorization of alternative and complementary modes such as waterways and railways defined based on technical, economic and environmental criteria, in addition to the preparation of a long-term logistics plan, with a binding character, capable of guiding public and private decisions and ensuring greater predictability to the sector.

Priorities include the creation of inter-institutional governance mechanisms, the implementation of the Infrastructure and Logistics Observatory, the strengthening of the technical-scientific base with feasibility studies (EVTEA) and the creation of a green seal for sustainable infrastructure projects.



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9 Unity for the Reputation of the Amazon

The Amazon needs to present itself to the world in a united and consistent way, fighting stigmas and distorted narratives. It is essential to consolidate a voice of its own, capable of reaffirming the Amazonian identity in all its diversity. To this end, the Communication and Advocacy Committee will act on three fronts: creation of new narratives that value knowledge and innovations, social mobilization and communication, and Advocacy that translates data and political agendas into accessible and influential messages. These actions, supported by training, networks of communicators, collaborative campaigns, and multichannel and strategic partnerships, seek to increase the visibility of the Amazon, reduce stereotypes, attract sustainable investments, and strengthen the reputation of its territories and local actors.



10 Empower Business Owners and Teams in Low-Carbon Strategies

Boost the transition to a low-carbon economy by continuously improving the skills of the productive sector. It includes diagnosing needs, developing comprehensive capacity building programs, disseminating good practices, strengthening strategic partnerships, and articulating public policy proposals through a climate governance coalition. It directly impacts the reduction of emissions, energy efficiency, waste minimization, the promotion of the circular economy, technological innovation, and socioeconomic strengthening.



JORNADA COP+

**United for the Just Transition
in the Brazilian Amazon**

@jornadacopmais
www.fiepa.org.br/copmais

