



Ingo Ploger

FIEE Smart Future

***Colaboração Brasil –Alemanha
Energia Limpa e Recursos Renováveis***



Jul 26, 2019 - São Paulo

GLOBAL MEGATRENDS what the CONSUMER PREFER?

They care about the state of the planet...

89% care personally about protecting the planet

They are trying to be more sustainable...

92% claim to be trying to live more sustainably

They accept their duty of care for the next generation...

57% know it's important to preserve the planet for future generations

They want to choose sustainable products...

83% would always pick the brand which had a better record of sustainability

They are not opposed to paying more for sustainability...

70% they protect the environment or don't infringe on human rights

They don't think sustainable equals luxury...

58% think sustainable products come across less as luxury and more "hippy"

They think that companies need to take responsibility...

90% of the planet and its people

...and they feel responsible

79% are increasingly conscious of their personal impact on the planet

...but there is always room for improvement

54% think they could probably do more

...and think brands should too

86% think that companies/brands that continue to deplete finite resources are stealing from the future

...but they don't know which ones are actually sustainable

86% believe there's not enough information on products for consumers to assess how sustainable they are

...but they are not happy about it either

77% say they should not have to pay more for sustainable products and services

...but tides could be turning

31% equate sustainable with quality

...otherwise there should be consequences

91% think companies/brands that pollute the environment should be fined

GLOBAL MEGATRENDS CONSUMER PREFERENCE

UN SUSTAINABILITY DE VELOPMENT GOALS

FIGURE 5: Consumer ranking of which UN Sustainable Development Goals are most important for companies to work towards, all countries

| Rank | UN goal | Rank | UN goal |
|------|---|------|---|
| #1 |  Ensure responsible consumption and production (including recycling) 12 | #6 |  Ensure availability of clean water and sanitation 6 |
| #2 |  Build resilient infrastructure, inclusive and sustainable industrialization and foster innovation 9 | #7 |  Combat climate change and its impact 13 |
| #3 |  Protect, restore and promote life on land (protecting plant and animal life/biodiversity) 15 | #8 |  No poverty 1 |
| #4 |  Good health and wellbeing (including air quality) 3 | #9 |  Ensure access to affordable and clean energy 7 |
| #5 |  Make cities and communities inclusive, safe, resilient and sustainable 11 | #10 |  Promote decent work and economic growth 8 |

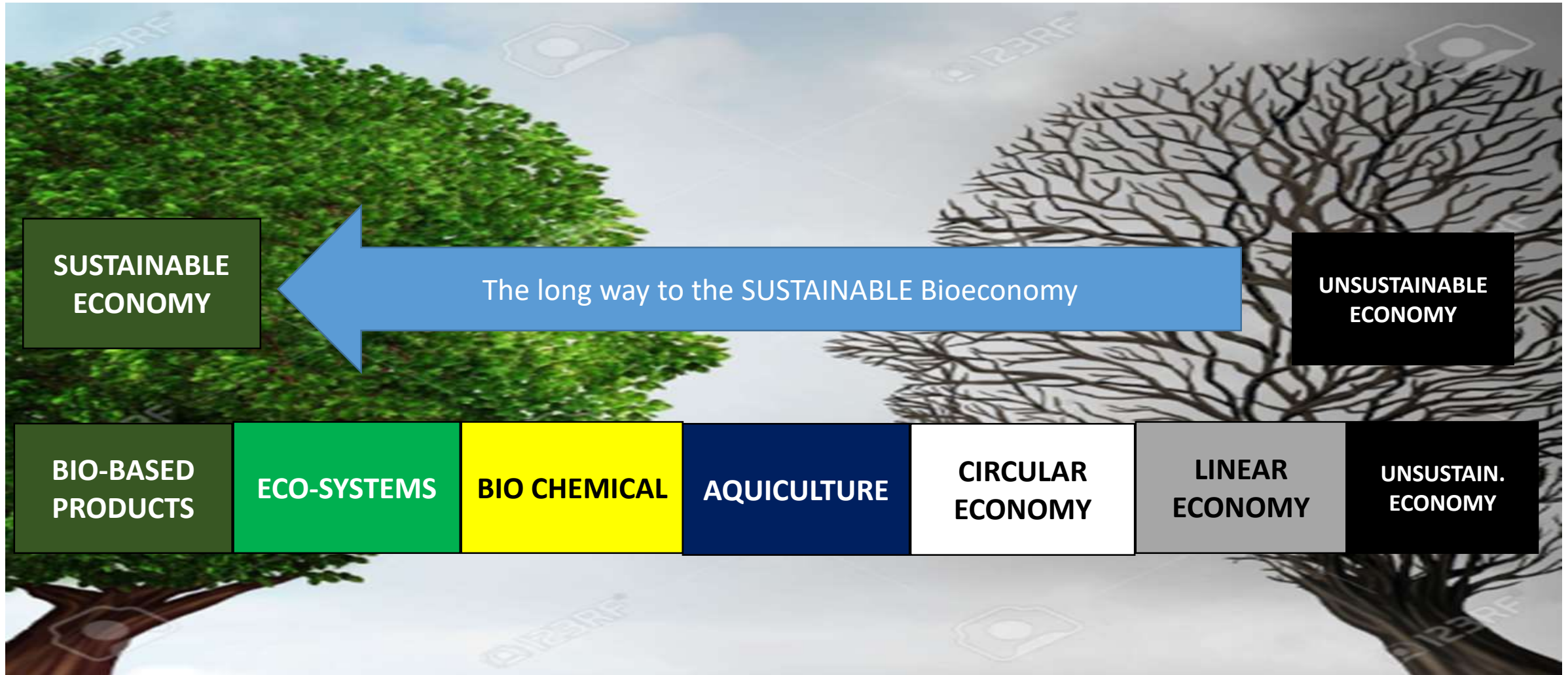
Megatrends Impacts on Latin America



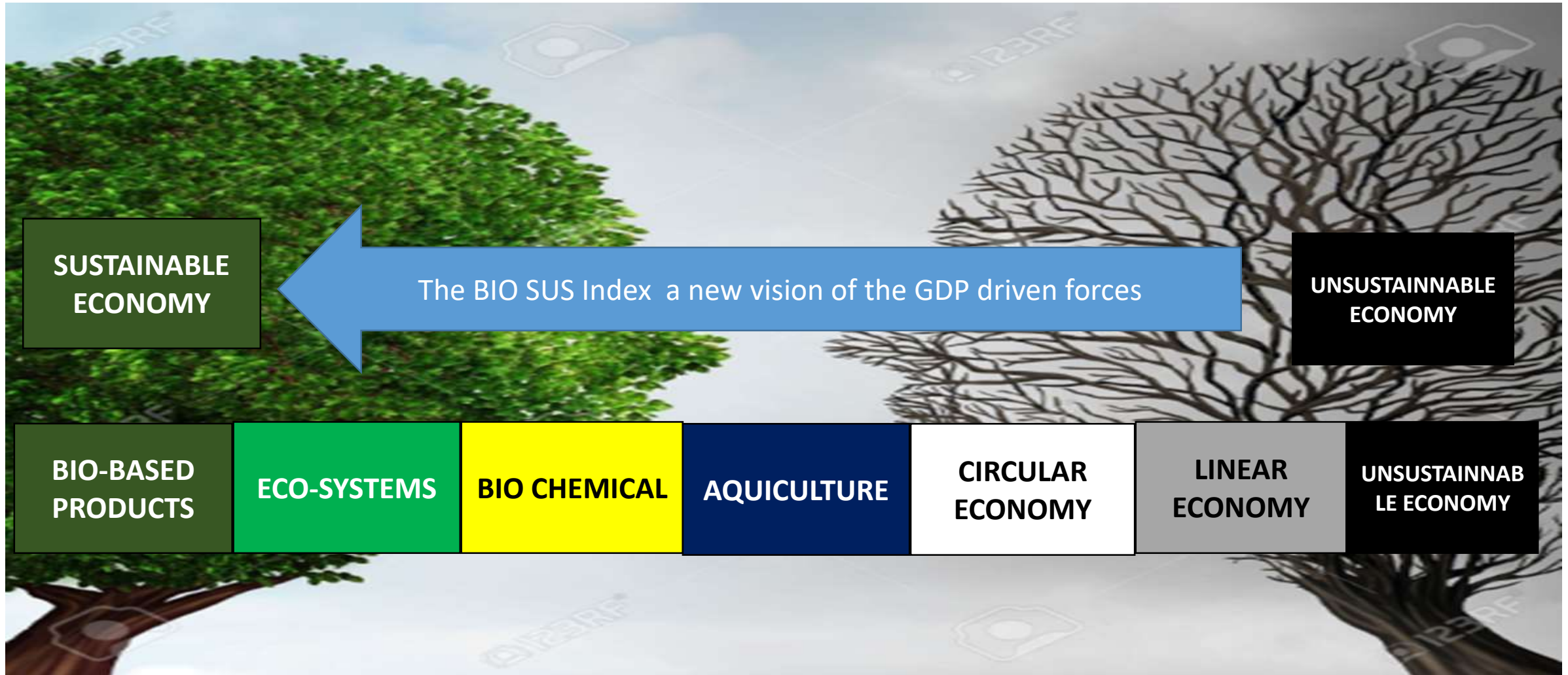
The Consumer want to live in a better World – more safe and sustainable



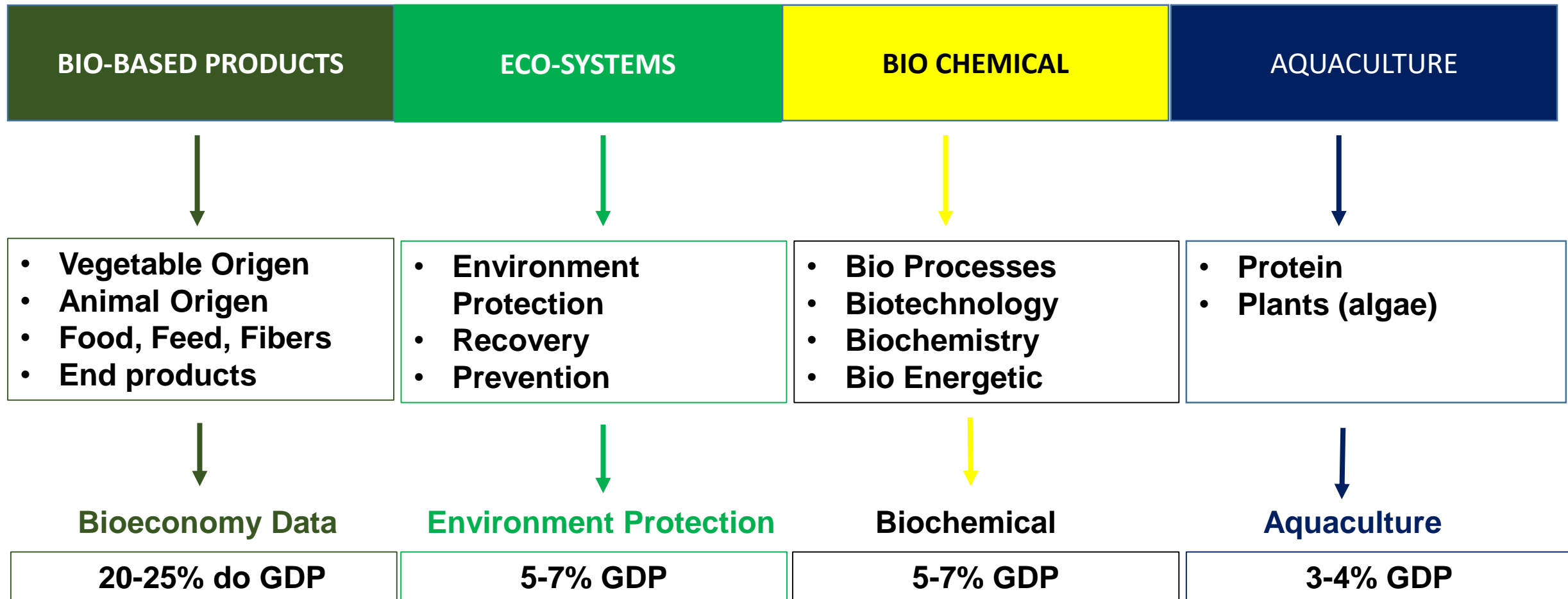
FROM the OLD ECONOMY to a new one - the Sustainable BIOECONOMY -



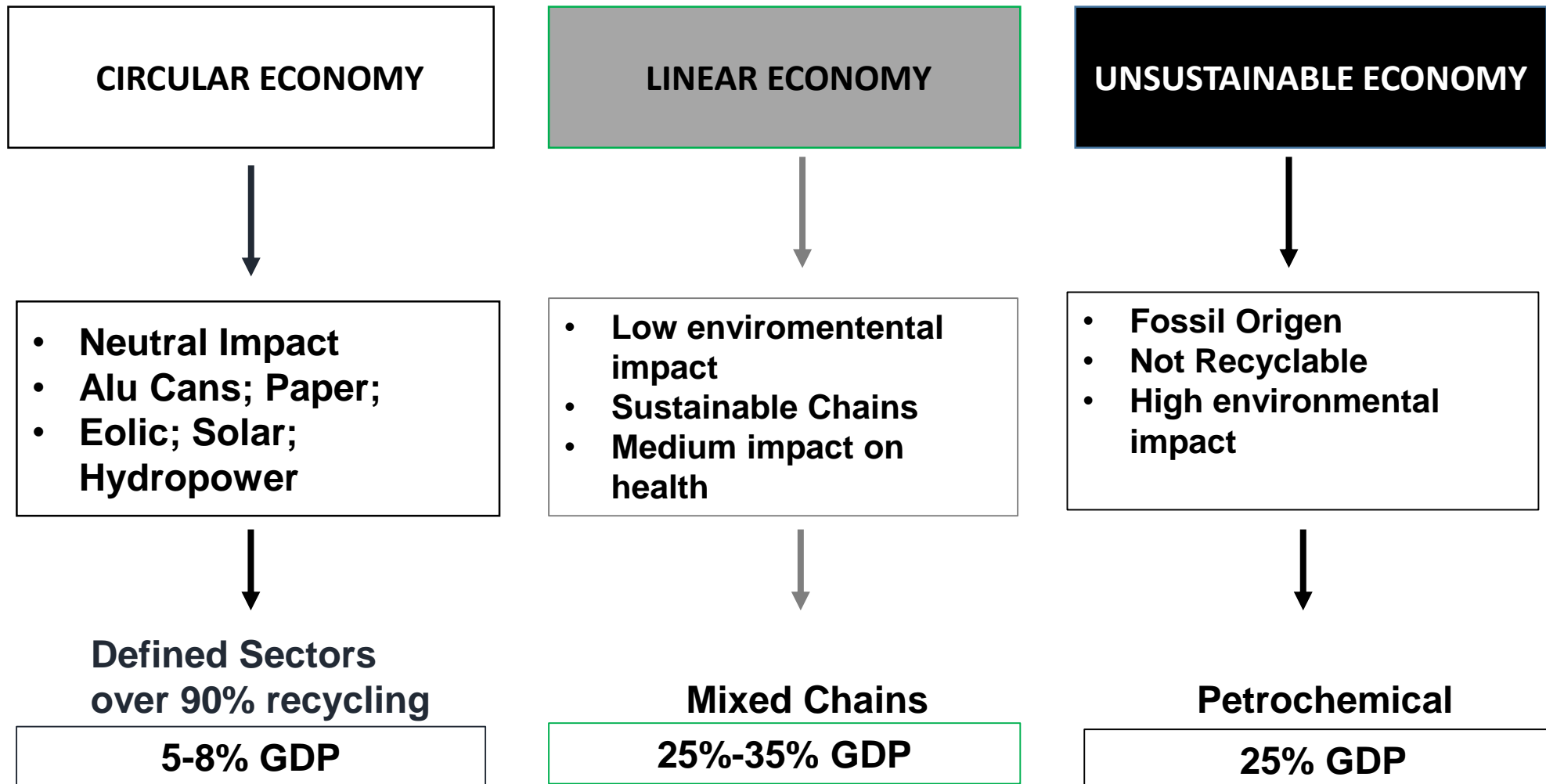
The different components to reach from now to a Sustainable Bioeconomy



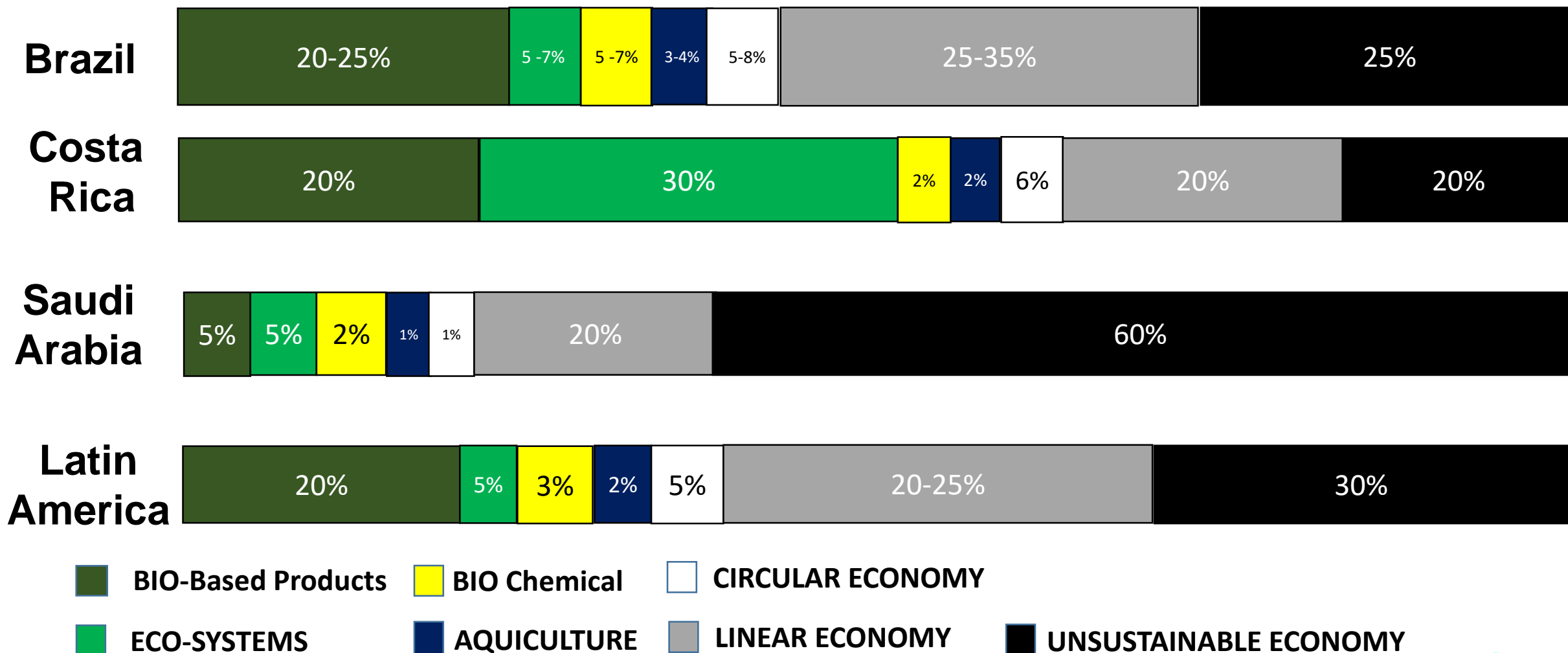
Example of BRAZIL Sustainable BIOECONOMY



BIOECONOMY X SUSTAINABILITY



Different BIOSUS INDEX per Country in % of the GDP

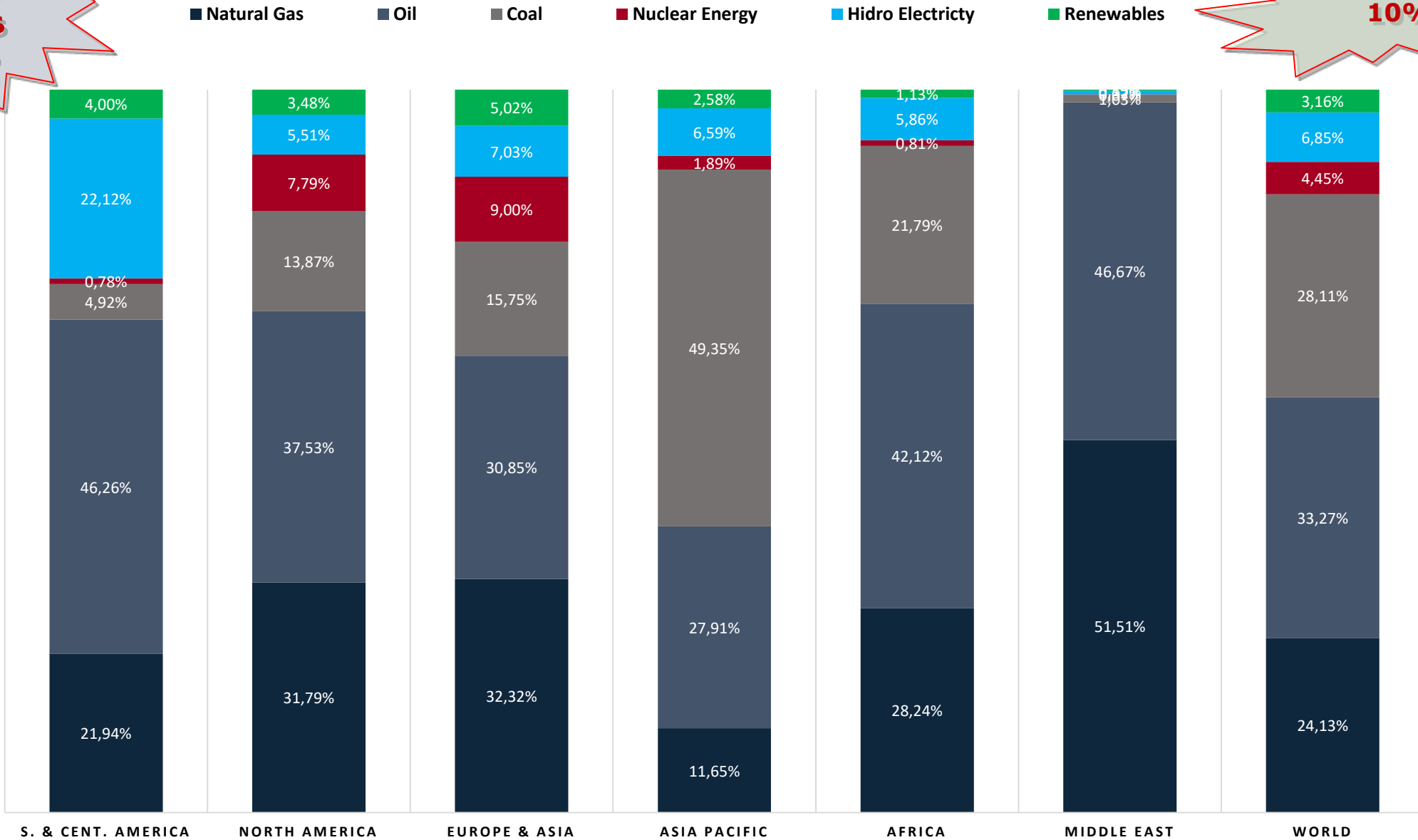


Latin America: Energy consumption by fuel

2016

Best in class
26%

Renewable
10%



BIOECONOMY POLICIES

Bioeconomy Policies around the World

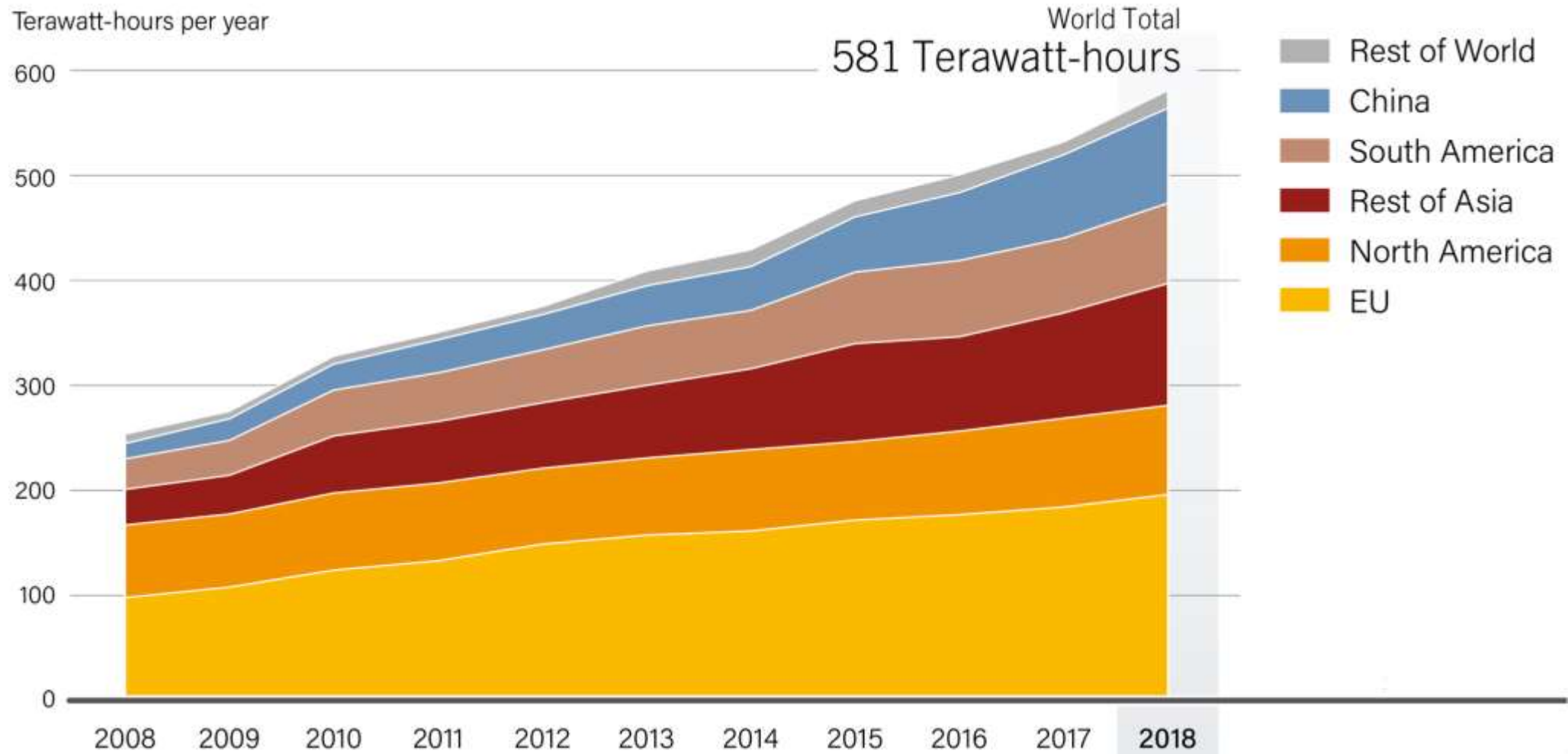
- dedicated bioeconomy strategy
- bioeconomy-related strategy
- be-related strategy; dedicated be-strategy is under development
- dedicated be-strategy is under development



As of May 2017

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Revised from: <http://ec.europa.eu/bioeconomy>

GLOBAL BIO-POWER



German Brazilian Strategic Agreement on Energy

with focus on renewables and energy efficiency

March 2012 Decreto 7.68/2012



- **Objective is stimulating production and use of renewable energy like solar, Eolic, bioenergy and water powered.**
- **Transfer of technology**
- **Efficiency on energy programs**
- **Inclusive programs on social development**
- **Micro generation and distribution**

***SUSTAINABLE BIOECONOMY CHALLENGE includes
Energy efficiency and Renewable resources***

- 1. Promoting Sustainable Consumption and Investments decision***
- 2. Ensuring Policy coherence in the Countries***
- 3. Promoting Convergent Regional and Global Policies***
- 4. Promoting better Quality of Life, food security, inclusion, biodiversity, health and aging agenda***
- 5. Sharing Innovation, encouraging Science and Technology***
- 6. Developing Forums and Platforms with relevant actors, for the open society dialog***
- 7. Enhancing SME, individuals, organizations, funding's, to scale business in the societies.***



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Thank you,

Muchas gracias,

Muito obrigado