

16–17 June, 2012

Pontifícia Universidade Católica  
do Rio de Janeiro (PUC)



## Confirmed speakers include:

**Izabella Teixeira** Minister of the Environment, Brazil

**Silio Boccanera** Journalist and Moderator, Funbio Dialogues

**Christian Friis Bach** Minister of Development, Denmark

**Johan Rockström** Director, Stockholm Resilience Centre, Sweden

**Ma Jun** Director of the Institute of Public & Environmental Affairs, China

**Andrew Mushita** Director, Community Technology Development Trust, Zimbabwe

**Bihunirwa Medius** Head of the Farmer Enterprise Development Unit, Uganda

**Tim Jackson** Professor of Sustainable Development, University of Surrey, UK

**Achim Steiner** Executive Director, UN Environment Programme

**Pavan Sukhdev** McCluskey Fellowship Yale University, USA

**Eduardo Braga** Senator and leader of the Senate, Brazil

**Ashok Khosla** President, Development Alternatives, India

**Camilo Capiberibe** Governor of Amapá State, Brazil

**Virgilio Viana** CEO Fundação Amazonas Sustentável

**Judith Rodin** President, Rockefeller Foundation, USA

**Fabio Feldmann** Executive Secretary, Paulista  
Forum on Global Climate Change and Biodiversity, Brazil

**René Castro** Minister of Environment, Costa Rica

**Ida Auken** Minister of Environment, Denmark

**Jan McAlpine** Director, UN Forum on Forests

**Édison Carlos** President, Instituto Trata Brasil

**Julia Marton-LeFevre** Director IUCN

**Serge Tomasi** Deputy Director, OECD

**Lindiwe Majele Sibanda** CEO, Food,  
Agriculture and Natural Resources Policy  
Analysis Network, South Africa



# FAIR IDEAS

SHARING SOLUTIONS  
FOR A SUSTAINABLE  
PLANET

# Taking stock



In 1992, the original Earth Summit in Rio de Janeiro ignited the search for solutions for a sustainable planet that reshape footprints to respect environments and improve the lives of the poor and marginalised. Twenty years later, the world has changed. Economic power has shifted, corporate influence has grown and political will has faded. There is a real need to take stock of what we have learnt and to examine how this can be most usefully applied to new contexts.

At IIED we believe there are two key imperatives. First is the need to reduce global resource consumption in ways that include the world's poor majority. Second is the need to strengthen local accountability and agency, recognising that better livelihoods and environments critically depend on effective local governance and organisations. Trade-offs and 'win-wins' in addressing these local and global priorities coherently are most often shaped through effective national level policy and practice.

Against this backdrop, and working closely with partners in Brazil and elsewhere, IIED will host an information-sharing event on the 16 and 17 June. Fair ideas will open up a space for researchers and practitioners working for a greener, fairer world to add important knowledge, experience and momentum to the official summit. Over the two days, the event will address four broad themes:

## Shaping Sustainable Development Goals

Fair ideas will point to practical ways in which the goals could work for specific countries and sectors.

## Urbanisation that improves lives

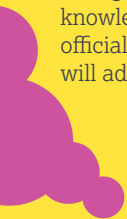
Fair ideas will identify examples of good practice and share ideas for promoting wider change.

## Business models for sustainability

Fair ideas will highlight examples that break the mould from a range of sectors, which can be replicated and learnt from.

## Transforming economic systems for people and planet

Fair ideas will showcase experiences in transforming systems to both reduce ecological footprints and more equitably distribute benefits.



# Provisional programme

Fair ideas will see a mix of plenary sessions, panel discussions, seminars, workshops and networking events focused on the four key themes. We also plan a strong media presence and will work closely with leading sustainable development journalists from around the world in the run-up to, and at, the event.

Key

- Shaping Sustainable Development Goals
- Urbanisation that improves lives
- Business models for sustainability
- Transforming economic systems for people and planet

## 16 June

	Auditorium	Room 1	Room 2	Room 3	Room 4
9.30–11.00	PLENARY: Shaping Sustainable Development Goals	No session	No session	No session	No session
Coffee break					
11.30–13.00	PLENARY: Better lives, smaller footprints	No session	No session	No session	No session
Lunch					
14.00–15.30	Business models for sustainability	Transforming innovation for sustainability Stockholm Resilience Centre; STEPS Centre	REDD+ in the Brazilian Amazon: accomplishments and next steps to conservation and poverty alleviation FAS, Brazil	Aid finance for the 21st century: catalysing change with locally-controlled funds IIED	Ensuring equity in global policy processes: lessons from the climate change regime? IIED and Oxfam
Coffee break					
16.00–17.30	Urbanisation and the green economy	Shaping a new economy: how can innovative governance work for sustainable development? Vitae Civilis, Brazil	Access to energy: beyond 2012 IIED and partners	Open space	North-South and South-South Dialogue: The role of key actors in achieving poverty eradication and green economy BCAS, Bangladesh
18.00–19.30	China's development trajectory and its implications for the world — good and bad	Locally controlled farm-forestry: a firm foundation for fair green economies? IIED, G3	Making it happen: implementing the principles for a green economy Green Economy Coalition	Agricultural biodiversity acknowledged Hivos, Oxfam Novib	Social enterprise for green economies Development Alternatives, India
18.00–19.30	Networking events				

Additional events happening in other spaces:

Energy focus (13.30 – 17.30), Christian Aid, Practical Action, IIED, Renewable World, Hivos, STEPS Centre, Heinrich Böll Stiftung, World Future Council, Friends of the Earth EWNI





Hosted by PUC, Fair ideas will take place within a range of meeting spaces that include an auditorium that seats up to 700 people, two lecture theatres which hold up to 150 people each, and a range of fully equipped classrooms with capacities of between 15 and 100.

The auditorium sessions will provide the broad framing for each of the Fair ideas themes and will include presentations by high-level speakers from across the world.

Some of the provisional sessions for the five largest spaces — the auditorium and four meeting rooms — are listed below, alongside lead organisations. As the programme develops, further information about these and other sessions will be available at [www.fairideas.org](http://www.fairideas.org).

To receive regular updates on our plans for Fair ideas please email [rio@iied.org](mailto:rio@iied.org).



## 17 June

	Auditorium	Room 1	Room 2	Room 3	Room 4
9.30–11.00	Green economy and developing countries	Planetary and social boundaries: can we live in the safe and just space for humanity? Oxfam	Reflecting on a decade of mining, minerals and sustainable development IIED, ICMM	Mainstreaming climate change into sustainable urban planning CDKN and partners	Open space
Coffee break					
11.30–13.00	Making agricultural investments work for small-scale farmers	When one size is not enough: a South-South dialogue on PES experiences in Costa Rica and Brazil IIED; Fundação Amazonas Sustentável, Brazil; National Forestry Fund, Costa Rica	Sanitation: The key to helping cities and their communities achieve sustainable development Instituto Trata Brasil, SHARE consortium	Building inclusive green economies: Towards a shared policy agenda Poverty-Environment Partnership	Chinese supply chains China Dialogue
Lunch					
14.00–15.30	Spotlight: Brazilian priorities for Rio+20 (in Portuguese)	Changing mindsets: small-scale farmers in the globalised market Hivos, IIED	Environment and ecosystem services: improving lives ESPA, WAVES, PEI	Communicating Rio issues IIED, TVE	Defending the public: participation, future generations, and sustainable development FSDS, WRI, All China Environment Federation, Public Trust Doctrine alliance
Coffee break					
16.00–17.30	PLENARY: SDGs: looking to the future	No session	No session	No session	No session

Additional events happening in other spaces:  
 Is green growth different for developing countries? OECD (11.30 to 16.00)  
 PES workshop (14:00-15:30); Shaping Sustainable Markets workshop (14:00-14:45)



# Join us



Fair ideas will provide equal space for practitioners, policymakers, activists, business representatives, researchers and community actors to focus on the key contexts in which significant change is possible, and on what it will take to achieve it.

The two-day event will take place during the four 'sandwich days' between the final preparatory negotiations and the summit itself, and we will look to take its key conclusions into the summit, and follow-up discussions. Fair ideas will come immediately after a five-day Forum on Science, Technology and Innovation hosted by the International Council for Science (ICSU) in the same venue, PUC.

The university is easily accessible from all parts of the city and has space for many simultaneous meetings and informal conversations. We expect more than 2000 people to take part over the two days. Around 20 organisations are already committed to supporting sessions at Fair ideas. These include the International Council for Mining and Metals, Television for the Environment, Development Alternatives, the DELiVER coalition, the Costa Rican government, the STEPS Centre, the Poverty Environment

Partnership, China Dialogue, Oxfam, Organisation for Economic Co-operation and Development, Ecosystem Services for Poverty Alleviation Programme and Climate and Development Knowledge Network.

Various sessions will be led by our Brazilian partners, including Vitae Civilis, Fundação Amazonas Sustentável and PUC. To ensure that Fair ideas addresses issues particularly relevant to Brazil, a number of sessions throughout the two-day event will be hosted in Portuguese.

We are grateful for the support provided to this event by: PUC; the Rockefeller Foundation; Asahi Glass Foundation; session lead organisations; and IIED's institutional donors, Danida (Denmark), DFID (UK), Irish Aid and Sida (Sweden).



## Register now

Fair ideas is open to, and free for, all participants. We do however ask you to register your interest in advance so that we can plan for the numbers of attendees. To register for Fair ideas visit [www.fairideas.org](http://www.fairideas.org). When you register, please also indicate which sessions you are particularly interested in so that we can plan all sessions appropriately.



## Location

Fair ideas will take place at the Pontifícia Universidade Católica do Rio de Janeiro. The location is close to the main hotel

district and on the route to the official Rio+20 summit venue.



## In brief

Fair ideas will offer a series of presentations, discussions and networking events to build commitment to act on key issues on the Rio+20 agenda.

The two-day event, to be held on 16 and 17 June, 2012, will showcase the knowledge and experience of practitioners and researchers from across the world working in many different contexts. It will provide space for dialogue. And it will enable alliances of willing actors to explore options for working together.

IIED is a policy research organisation with 40 years of experience in linking environment and development. Based in London and working on five continents, we specialise in linking local to global. Through close collaboration with partners at the grassroots, we make our research and advocacy relevant to their needs and alive to their realities.

PUC-RIO is a not-for-profit private university that aims to create and spread knowledge that respects human values and Christian ethics, and delivers real benefits to society. Widely acclaimed for its excellence in fields ranging from law to economics, PUC-RIO is also renowned for its long-standing and far-reaching links with researchers and students across the world.