

# **Innovation for Creating Sustainable Value: Understanding Global Value Chains in the Amazon**

## **10-11 June 2025, Manchester**

The University of Manchester is hosting an academic workshop from June 10-11, 2025, for the research project *Innovation for Creating Sustainable Value: Understanding Global Value Chains in the Amazon*, part of the Amazônia+10 Initiative. This project brings together academics from UoM with colleagues from various Brazilian universities. It focuses on sustainability challenges in global and local value chains sourcing from the Brazilian Amazon region and seeks to identify innovative strategies that promote sustainable development in the cosmetics, fisheries, and beef sectors. The workshop's aim is to provide critical and constructive feedback on research papers from the project and identify potential publication strategies, including contributions to possible journal special issues.

**Venue: Penthouse, 10<sup>th</sup> Floor, Alliance Manchester Business School, University of Manchester**

### **Agenda:**

#### **Day 1 – Tuesday June 10, 2025**

#### **Morning (9:00 AM – 12:00 PM): Workshop Opening & Project Overview**

#### **SESSION 1 (9:00 AM – 10:00 PM) – WELCOME AND INTRODUCTION**

Welcome remarks – Khalid Nadvi, Phil Shapira and Jose Puppim de Oliveira

Presentation on the Innovation for Creating Sustainable Value project and its three focal sectors  
Discussion on project objectives and alignment with the Amazônia+10 Initiative – José Puppim

#### **COFFEE BREAK (10:00 AM – 10:30 AM)**

#### **SESSION 2 (10:30 AM – 12:30 PM) Value chains – innovation, sustainability, and governance**

- 1. How do national and subnational factors influence sustainability approaches in Southern-led global value chains?**

*John James Loomis, FGV EAESP and GDI UoM; Khalid Nadvi, GDI UoM; Philip Shapira, UoM; José Antonio Puppim de Oliveira, FGV EAESP and GDI UoM*

- 2. Extending Global Value Chain Governance: Addressing Grand Challenges in the Amazonian Rainforest**

*Lucas Gabriel Bezerra, FGV EAESP and SEBRAE-SE; Luciana Marques Vieira, FGV EAESP*

- 3. How does the EUDR land in the Global South? The case of Brazilian Beef**

*John James Loomis, FGV EAESP and GDI UoM; Khalid Nadvi, GDI UoM; José Antonio Puppim de Oliveira, FGV EAESP and GDI UoM*

4. **How to build an innovation-based value chain for the pirarucu fish in the Amazon: An approach using artificial intelligence and systematic literature review**

*Matheus Duarte Matos Fernandes de Freitas, FGV EBAPE; José Antônio Puppim de Oliveira, FGV EAESP and GDI UoM*

**Lunch (12:30 PM – 1:30 PM)**

**Afternoon (1:30 PM – 5:00 PM): Paper Presentations**

**SESSION 3 (1:30 PM – 3:00 PM) - Traceability and sustainability in Amazonian value chains**

1. **How traceability drives sustainability in the Amazon value chains?**  
*Luciana Marques Vieira, FGV EAESP; Michel Xocaira Paes*
2. **Performative traceability? Digitalization, exclusion, and sustainability in the Amazon beef value chain**  
*Aarti Krishnan, AMBS, UoM; John James Loomis, FGV EAESP and GDI UoM; Khalid Nadvi, GDI UoM; Philip Shapira, AMBS, UoM*
3. **Multilevel governance and cattle-associated deforestation in the Brazilian Amazon: A quantitative analysis of interventions and local capacity**  
*Ana Paula Santos, FGV EBAPE; John James Loomis, FGV EAESP and GDI UoM  
Diogo Vallim, CBS, Copenhagen; José Antonio Puppim de Oliveira, FGV EAESP and GDI UoM*

**COFFEE BREAK (3:00 PM – 3:30 PM)**

**SESSION 4 (3:30 PM – 5:30 PM) - Innovation, branding and production in the Amazon**

1. **Made in the Amazon: How region-of-origin cues shape sustainability perceptions and purchase intentions (online)**  
*Yan Vieites, FGV EBAPE; Larissa Elmor, FGV EBAPE; Eduardo B. Andrade, Imperial College, London*
2. **Business and community-based production: The case of pirarucu**  
*Umesh Mukhi, FGV EAESP; Michel Xocaira Paes, FGV EAESP*
3. **Due diligence regulation impact on the Global South: Understanding interaction between horizontal and vertical governance structures in the Brazilian cosmetics sector**  
*Sandrine Phemius, FGV EAESP and Sciences Po; John James Loomis, FGV EAESP and GDI UoM; José Antonio Puppim de Oliveira, FGV EAESP and GDI UoM*
4. **Technological capability upgrading in the biocosmetic industry: An exploratory study in the Brazilian Amazon (online)**  
*Paulo N. Figueiredo, FGV EBAPE; Pedro C. Gomes, UNICAMP*

**Day 2 – Wednesday, June 11, 2025****Morning (9:00 AM – 12:00 PM)****SESSION 5 (9:00 AM – 10:30 AM) – Bioeconomy, climate resilience, and innovation in Amazonian development**

- 1. Impact of Climate Change on Amazon's transport logistics in value chain**  
*Claudio Fabian Szlafsztein, UFPA – Federal University of Pará; Wallace Rafael Chaves Freire, Universidade Federal Rural da Amazônia, Instituto Ciberespacial, Milena Marília Nogueira de Andrade, Universidade Federal Rural da Amazônia, Instituto Ciberespacial*
- 2. The drama and the gift of Amazonian sociobioeconomies**  
*João V. Campos-Silva, Instituto Juruá; Maira Julia Ferreira, Instituto Juruá  
Eduardo S. Brondízio et al., Instituto Juruá*
- 3. From Commodities to Communities: Rethinking Brazil's Development Choices**  
*Michel Xocaira Paes, FGV EAESP; João V. Campos-Silva, Instituto Juruá; José Antonio Puppim de Oliveira, FGV EAESP and GDI UoM; Luciana Marques Vieira, FGV EAESP*

**COFFEE BREAK (10:00 AM – 10:30 AM)****SESSION 6 (10:30 AM – 12:00 PM) Feedback Session with Professors Rudolf Sinkovics & Roberta Rabellotti**

Q&A session and discussion on publication strategies for the special issue

**Lunch (12:00 PM – 1:30 PM)****Afternoon (1:45 PM – 5:00 PM) Workshop Wrap-up & Next Steps**

Consolidation of feedback and action plans for paper revisions

Discussion on timelines, future collaborations, and project deliverables, workshops with stakeholders in Brazil and UNFCCC COP-30

Closing remarks and acknowledgments