



INNOVATION WEEK 2025

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Manifesto for a Brazil where climate justice prevails and prosperity flourishes for us

We are at a decisive moment in history. Global warming has triggered torrential rains and severe droughts, particularly in the Global South. Climate change is no longer a distant threat: it is already impacting our daily lives, affecting ecosystems, cities, rural areas, economies, and livelihoods.

In this 21st century, we are witnessing the accelerated development of new knowledge and technologies. Yet, we also carry, within the roots of our communities, traditional wisdom that teaches us to live in harmony with nature. The path to a prosperous future lies in the union of innovation and ancestral knowledge; in overcoming an exclusionary development model based on the exploitation of people and the environment.

We, public servants, are strategic leaders in this transformation. We are agents of change, capable of creating the cities, rural areas, and communities of the future, guiding actions that promote both adaptation to and mitigation of climate change. Every policy, every project, every public service is an opportunity to turn climate challenges into innovation and economic, social, and human development.

This journey is not easy, but it is possible. And it is already underway. Innovations implemented around the world prove that we can reimagine our cities and rural areas, as well as our relationship with nature. Every small step we take today has the power to build a fairer, greener, and more abundant tomorrow.

Therefore, at Innovation Week 2025, we invite you to think big and dream big. May we be inspired not only by what is urgent but also by what is lasting. Let us be aware that our planet is unique and that we have only one chance to keep it as our home for the years to come. Let us move forward with determination, knowing that everything we build together has the potential to change the world and create a cycle of prosperity for future generations.

The future begins now. And it will be the result of the choices we make today.

ONE PLANET, ONE CHANCE: Innovate for a possible future