



EMEA AT COP27

# TOWARDS AN INNOVATIVE INTEGRATED TRANSFORMATIVE ACTION TO TACKLE CLIMATE CHANGE.

**EMEA Side Event – COP27 – Mediterranean Pavilion  
Sharm El-Sheikh – Egypt**

---

**Thursday 10th November 2022, 11:00 – 12:00 EET, Science Day**

The event presents the latest science- based innovative initiatives that are exploring how to align most recent pioneering scientific knowledge, research with sustainability to tackle decisively climate change challenges. The event is organised by EMEA and gathers founders from Fortescue Future Industries, Rebalance Earth, IMF research on Nature Based Solutions, Brain Capital Alliance, the Blue Green World, and Switchmed to accelerate sustainability, that tackles climate change challenges from a trans-disciplinary perspective, linking economy, biodiversity, neuroscience, urban planning and finance.

To respond to the climate change challenges faced by humanity, adaptation to climate change and decarbonisation of the global economy call for ground breaking transformation and accelerated action based on science and innovation. The last decades have provided clear evidence of the effects of climate change, presenting vulnerabilities in every corner of the planet. Actions have felt short in responding to the desperate calls to transform decisively. The intensity of climatic phenomena and natural disasters is relentless as they pass through villages, towns and cities, and every day the risk of preserving biodiversity and the well-being of people is becoming more fragile. The evidence reported by the scientific community (IPCC) leaves no doubt that climate change stems from human activity and that there is an urgent need to reduce greenhouse gas emissions while act endogenously to change our behaviour and to protect all species in the planet. This requires transforming the reference models based on unbalanced exploitation of resources, unsustainable behaviours towards planetary ecosystems that govern the patterns of leadership, production and consumption, the model of territorial occupation and the socio-economic model that organises 21st century society. IPCC also pronounced the fact of requiring a holistic approach for climate adaptation strategies. Great progress has been made in defining solutions and strategies ranging from a trans-disciplinary approach. The great challenge is therefore to undertake the transition to a low-carbon emissions scenario, that is resilient to the adversities of climate change and to the economic adversities that the transformation itself may bring to society. Science, innovation and action on the one hand, cooperation and collaborative approaches among countries, regions and communities on the other hand, become essential while being imbedded in an integrated science-based approach. The future must overcome the historical gap between territories and start building bridges based on knowledge transfer and alliances that care about equality and win-win solutions. Science allows us to address societal challenges based on experiments and evidence and to formulate solutions that are based on reality checks. Climate change challenges require scientific knowledge put into practice through innovative and transformative actions. It is necessary to identify the main elements to bring science closer to decision-making and the implementation of actions.

The aim of the event is to present ongoing initiatives that are exploring innovative ways of aligning scientific knowledge with sustainability and climate change policies. Nature and brain capital, clean energy, circular economy, and territorial resilience are presented as key vectors in the political agendas of the coming years. These vectors are alternatives to the reference models of wealth creation and economic development built on unrestrained resources extraction with no account to innovative solutions to accelerate a net zero carbon economy.

To this end, the objective of this event is to discuss the transformative action towards accelerated sustainability from a trans-disciplinary perspective, linking economy with technology-based clean energy, biodiversity, neuroscience, urban planning, and finance.



## Moderator:



### Prof. Rym Ayadi

#### President and Founder of Euro-Mediterranean Economists Association

Professor Rym Ayadi is the Founder and President of the Euro – Mediterranean Economists Association (EMEA). She is Founder and Director of the Euro-Mediterranean and African Network for Economic Studies (EMANES). She is Senior Advisor at the Centre for European Policy Studies (CEPS); Professor at the Bayes Business School, City University of London; and Member of the Centre for Banking Research (CBR); Academic member and Chair (2018-present) of the European Banking Authority – Banking Stakeholders Group (EBA- BSG). She is also Associated Scholar at the Centre for Relationship Banking and Economics (CERBE) at LUMSA University in Rome.

## Keynote Speakers:



### Dr Mark Hutchinson

#### CEO, Fortescue Future Industries

#### Innovations in sustainable philanthropy

Dr Mark Hutchinson commenced with FFI in July, initially in the role of Director of Projects, before assuming the role of Global Chief Executive Officer (CEO) of FFI in July 2022, reporting directly to the Fortescue Board. He brings extensive business and leadership experience at the senior executive level, having held various roles at GE over a 25-year career, the two most recent as President and Chief Executive Officer China and Europe. In these roles Mr Hutchinson led the efforts to strengthen GE's operations across China and Europe and developed and executed a shared growth strategy for all the GE businesses which helped to drive significant growth, year on year. Mr Hutchinson also led the integration of Alstom's power and grid businesses into GE following its €12.35 billion acquisition.

## Panellists:



### Dr Ralph Chami

#### Assistant Director, Institute for Capacity Development (ICD) International Monetary Fund

#### Topic 1: Towards a new paradigm of “Nature Capital” – Nature based solutions embedded in the capacity of wild species to sequester carbon dioxide and new pricing models.

Ralph Chami oversees the development and implementation of the internal economics training program for all IMF economists as well as the revamping of the Institute's external training program for officials from member countries. Most recently, he was Assistant Director and Division Chief in the Middle East and Central Asia Department where he oversaw surveillance and program work on fragile states: and was Mission Chief for Libya and Somalia. He is the recipient of the 2014 IMF Operational Excellence Award for his work on fragile states. His areas of specialization are climate, fragile states, remittances, banking regulation and supervision, and financial markets.



## Rick Fox

CEO, Partanna

### Topic 2 – Innovations to tackle climate change challenges in Islands

Mr. Fox is a serial entrepreneur and visionary that has built successful businesses from the ground up in the media, sports, entertainment industries and now in clean air technologies. In January 2020, Mr Fox co-founded Partanna, a Clean-Air Technology Company that is pioneering a new category of carbon negative surface products. After the devastation of Hurricane Dorian in 2019 Mr Fox founded the non-profit organization Bahamas Relief Foundation to provide relief to his home country of the Bahama

s



## Dr Harris Eyre

Co-founder of Brain Capital Alliance

### Topic 4: Brain Capital “Key advances in neuro-science to tackle climate change challenges and to contribute to changing human behaviours towards sustainable ecological approaches

Originally from rural Australia, Harris Eyre MD PhD is a global physician-executive and neuroscientist focused on advancing the field of brain capital. He is lead of the Brain Capital Alliance and co-lead of the OECD Neuroscience-inspired Policy Initiative. He is Fellow with the Baker Institute for Public Policy and Senior Fellow with the Meadows Mental Health Policy Initiative. He is an advisor the Euro-Mediterranean Economists Association and the Texas Medical Center Innova Institute. Harris maintains adjunct roles with the Global Brain Health Institute, Baylor College of Medicine, Deakin University, the Latin American Brain Health Institute and the University of Texas Health Sciences Center at Houston.



## Enrique de Villamore

Director, Medwaves

### Topic 3- Circular economy “Nature-based solutions to reduce environmental hazards of waste and chemicals”

Enrique de Villamore Martín has worked for MedWaves since 2002. He worked as project manager until 2010 when he was appointed as Director of the Center. MedWaves is an institution, hosted by the Catalan waste Agency, that was established as center to support the countries members of two international treaties, namely, the Convention of Barcelona for the protection of the environment of the Mediterranean region and the Convention of Stockholm on the fight against Persistent Organics Pollutants. The Center hosts the official mandate of promoting the shift to sustainable patterns of consumption and production. In the performance of its mandate, Medwaves has become a reference for international cooperation in the support to administrations and entrepreneurs in the transition to circular economies and the prevention of toxic chemicals.

Enrique has a Law degree from the Autonomous University of Barcelona, a Master in Environmental Law from the Basque Country University and two university graduates on Environmental Management, from the CEU Abad Oliva University and the Government of Catalonia.

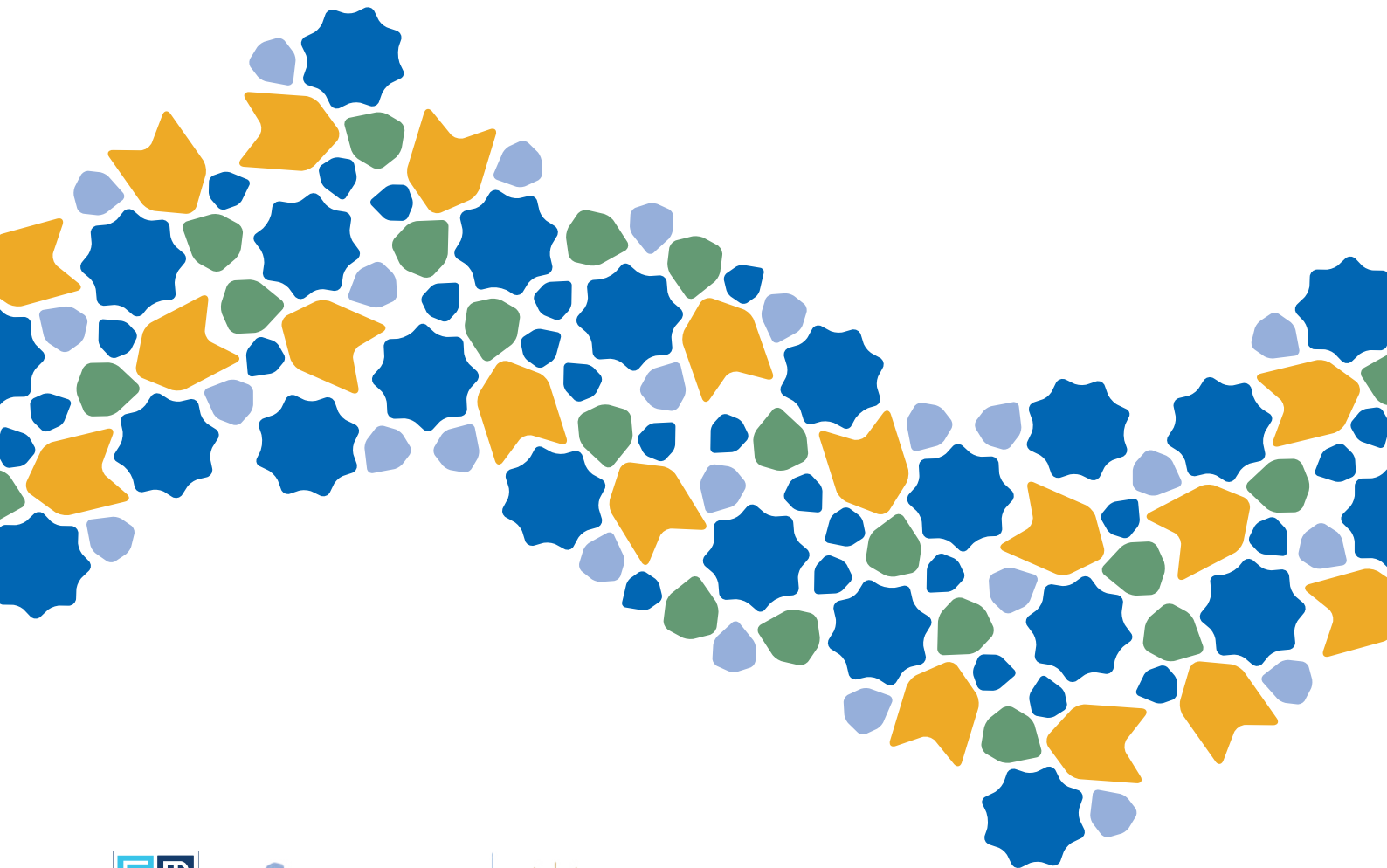


## Dr Cynthia Echave

Project Coordinator and Senior Researcher, EMEA

### Topic 5 – Territorial resilience and green living “A rural-urban approach and enhancement of green living areas towards new well-being approaches”.

Cynthia Echave is an architect & urban planner specialized in urban ecology. She carried out her PhD in Energy and Environment at the Polytechnic University of Catalonia. Her professional career is characterized by active participation in strategic urban planning projects based on resilience and liveability. At EMEA she is project coordinator and senior researcher in charge of transformative actions, knowledge transferring and capitalisation projects bridging systemic thinking around ecology, energy transition, territorial resilience and climate adaptation in the Mediterranean and Africa.





*The Euro-Mediterranean Economists Association (EMEA) is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in Mediterranean and Africa; and promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity*

