

# IoTWeek

Dublin — June 20-23, 2022

## IoT FOR CLIMATE CHANGE Smart Agricultural Track

GABRIEL MARÃO

**GLOBAL VISION:**

**IoT TODAY AND BEYOND**



BRAZILIAN  
IoT  
FORUM

**IoTForum**

# IoT FOR CLIMATE CHANGE - Global Cooperation

**Chair:** Gabriel Marão

**Speakers:** Cristina Martinez  
Nicola Thorn  
Marcelo K. Zuffo

**Debate between speakers**

**Q&A with the audience**

**Final Remarks**

## Chair and Speakers

**GABRIEL ANTONIO MARÃO** - Brazilian IoT Forum President, Electronic Engineer, over 50 years in activities related to innovation in information technology. He was an executive at companies such as IBM, Banco Itaú, Itaútec and Itaucom. Responsible for Itaútec's operations in the USA, Portugal, Argentina, Mexico, Ecuador and Spain.

**Dr CRISTINA MARTINEZ** started in the United Nations working on an IT track and trace software project for Africa, Asia and Latin-America. Then joined the Andersen Consulting company in 1998 as a consultant in the eCommerce group of the Technology department. She became a member of the staff of the European Commission in 2002. Her policy and managerial responsibility spans from the Enterprise Interoperability to Knowledge and Change Management areas. She helped launching the European Open Science Cloud in the 'eInfrastructure and Open Science Cloud' unit and is now the deputy of the 'Smart Technologies for Communities' unit in DG CONNECT dealing with Smart solutions for cities and communities, placing greater emphasis on environmental and sustainability aspects.

**Dr NICOLA THORN** is CEO at AND Technology Research. After completing her PhD in Mathematics at the University of Reading, she joined award winning ANDtr as an executive engineer specialising in software, mathematics and product scaling. Now CEO of the purpose-led technology and product development consultancy, Nicola and the team are trusted by hundreds companies and engineers all over the world, delivering ‘tech-for-good’ innovative software and electronics products with IoT, Energy, Medical and more. ANDtr uses 40 years of know-how and two revolutionary technology platforms, c2 and Tento, to deliver market-ready products that are fully tested – supercharging end-to-end product development.

**Dr MARCELO KNORICH ZUFFO** is the Director Consumer Technology Society Region 9, Latin America. Full Professor at the Department of Electronics Systems Engineering from the Polytechnic School of the University of São Paulo. Researcher at the Laboratory of Integrated Systems (LSI). Coordinator of the Interdisciplinary Center for Interactive Technologies at USP. Is also Director of innovation at the university of São Paulo (INOVA-USP)

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# IoT FOR CLIMATE CHANGE - GLOBAL COOPERATION

GABRIEL MARÃO



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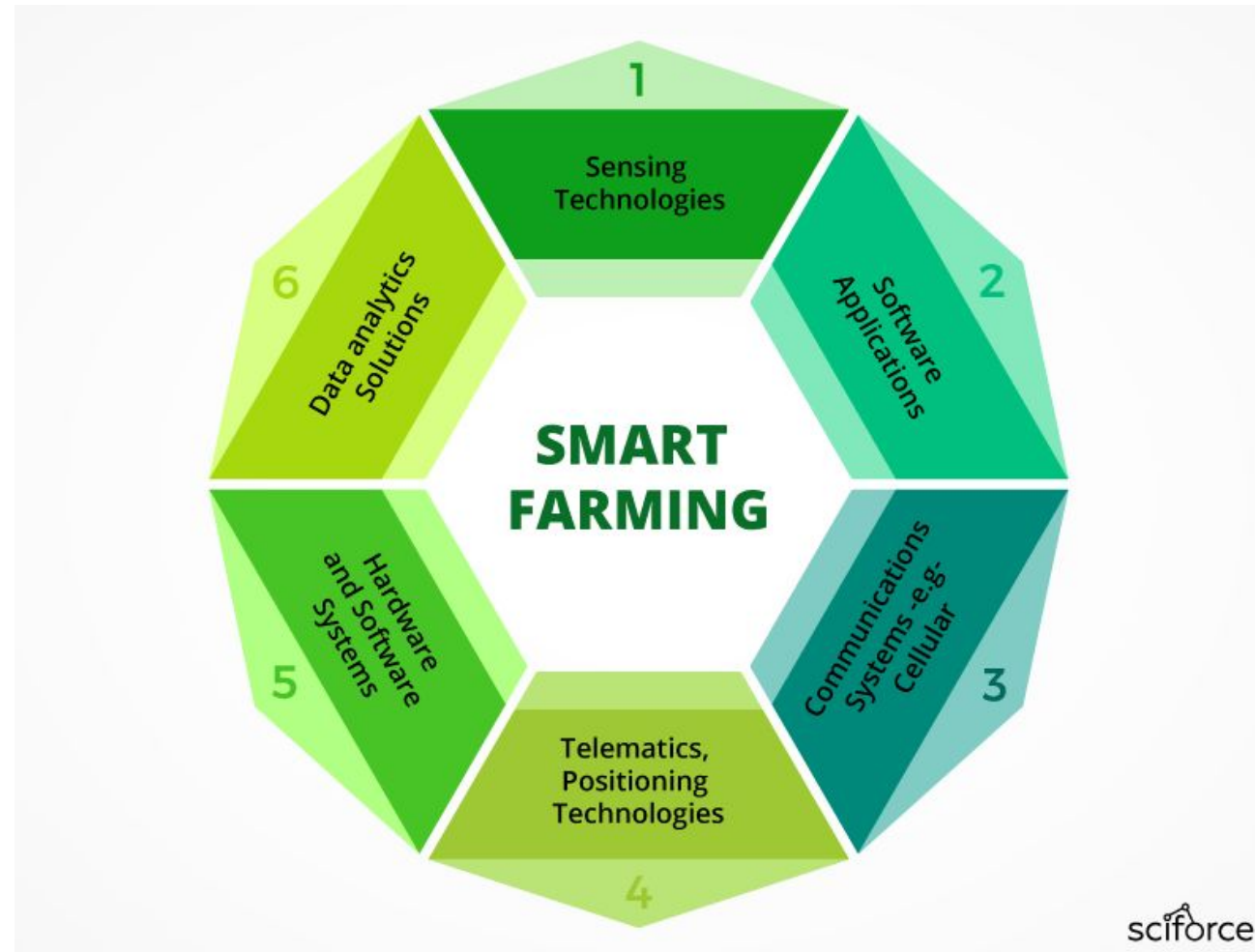
## Sustainable Development Goals – ESG

### Food and Agricultural Organization – of the United Nation

- End poverty in all its forms everywhere
- End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Ensure healthy lives and promote well-being for all at all ages
- Ensure inclusive and quality education for all and promote lifelong learning
- Achieve gender equality and empower all women and girls
- Ensure availability and sustainable management of water and sanitation for all
- Ensure access to affordable, reliable, sustainable and clean energy for all

- Promote inclusive and sustainable economic growth, employment and decent work for all
- Build resilient infrastructure, promote sustainable industrialization and foster innovation
- Reduce inequality within and among countries
- Make cities inclusive, safe, resilient and sustainable
- Ensure sustainable consumption and production patterns
- Take urgent action to combat climate change and its impacts
- Sustainable use of the oceans, seas and marine resources
- Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss
- Revitalize the global partnership for sustainable development

# IoT to foster Smart Agricultural Development



# Challenges in IoT to Smart Agricultures



## Some Examples by Brazilian actions lead by EMBRAPA



IoT for Smart  
irrigation



Block Chain for  
Farmer Planing



Controlling  
Stress



Connectivity and Coverage

# IoT FOR CLIMATE CHANGE - Global Cooperation



climate action by cities  
& communities



micro-grids and  
micro-generation



Internet of  
Turtles and the  
Internet of Trees

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# Thank you!



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