

SCIENTIFIC AND GASTRONOMIC DIPLOMACY TO SUPPORT BIODIVERSITY AND BIOECONOMY IN THE AMAZON

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Gastronomy serves as an effective tool for promoting change, as seen in countries like Thailand, Peru, South Korea, and Malaysia

In Brazil, the Amazon is a vast and diverse region : challenges and opportunities - (Smeraldi & al.)

1. Geography/Diversity: various gastronomic cultures / regions include Pará, Acre, Rio Negro and the meta region (East Colombia, Roraima, Venezuelan Amazon), as well as Peru's Madre de Dios and High Jungle, and the Ucayali and Marañón basins.

2. Production Costs /Suggested Solutions:

1. Shared sectoral resources infrastructures
2. Pre-competitive agreements



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**Proposed guidelines for a Brazilian soft power plan focused on gastrodiplomacy:
(Smeraldi & al.)**

1. Share the diverse aspects of Amazonian gastronomy with various audiences, highlighting its scientific, cultural, and culinary significance.
2. Facilitate technical, cultural, and entrepreneurial exchanges.
3. Collaborate with entrepreneurs to establish 3 to 4 “Amazon Houses” in key global locations, along with incentives for Amazon-inspired restaurants and gastro bars.
4. Host Amazon-themed events and festivals in influential cities.



GASTRONOMY LAB AMAZONIA

WHAT ?

This initiative aims to promote the creation of **innovative food products, concepts, and social businesses** through collaboration between Brazilian and Walloon stakeholders.

The focus is on **enhancing Amazonian biodiversity and bioeconomy**, with the goal of integrating these products and businesses into both **local and global markets**, using innovation and gastronomy as **soft-landing** instruments.

Through the valorization of local biodiversity, this initiative promotes familiar and traditional agriculture, **preserving the environment and fighting deforestation**.



GASTRONOMY LAB AMAZONIA

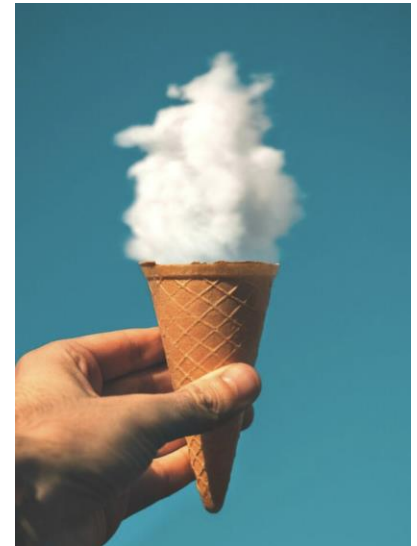
WHO ?



Smart Gastronomy Lab ULiège - Pr. Eric Haubruge

Innovative Living Lab and Platform that:

- provides services and access to infrastructures, articulating a diverse ecosystem linking companies, producers, consumers, researchers, designers and nutritionists to address actual and future food challenges
- develop basic and applied R&D projects with the support of the Science Gastronomy Laboratory of Gembloux Agro-Biotech – ULiège in the fields of new technologies applied to food, internet of food (connected devices and applications), gastronomy health and consumer/ trends monitoring.



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WHO ?

Brazilian Stakeholders

Pilot phase (Pará)

Chef Saulo Jennings + 2 other chefs

Local cooperatives - farmers

Universities

Companies

Incubators

Public agencies



GASTRONOMY LAB AMAZONIA

HOW ?

“**Food Hackathon**” with food producers, chefs, researchers and entrepreneurs Br-Be

- exchange of traditional, scientific and business knowledge
- valorization and dissemination of the amazon biodiversity and culinary heritage in the local and global bioeconomy
- biodiversity and social impact

IN PRACTICE:

- prospection and **pilot project**
- **characterization of selected amazonian ingredients** (characterization and analysis, aromatic profiles, nutrition qualities, processes studies and design of the food products specification sheets → products quality guarantee
- **hackathon** (8-10 days) in 4 phases:
discovery of the products, brainstorming, prototyping and testing, restitution and evaluation - **tasting event(s)**



GASTRONOMY LAB AMAZONIA

PROSPECTION PHASE / PILOT

Pará : Santarém / Belém

River / Forest connection

Shared sectorial resources:

MuCA, Casa 1, FLONA Tapajos, Bioeconomy District

Research partners: UFOPA, UFPA, IFPA

Chefs and companies

Indigenous - family farmers / coop



FUNDING

IDB - AWEX

BNDES

EU Programs

National agencies/programs



OTHER PROJECTS RELATED TO GASTRONOMY

- **Workshop with ULiège - MuCA / Casa 1 / FLONA**
 - Vegan Cheese and other fermented products
 - Collaboration on the production processes and training of local producers
- **Collaboration between SMEs Living Forest and Homci**
 - Working with ULiège and UFPA
 - Collaboration on innovative kombuchas : flavors and health properties
- **Collaboration between ULiège and UFPA - Erasmus +**
- **Possible extension of the Gastronomy Lab Amazonia Project**
 - geographical extension or through the inclusion of other Amazonian culinary traditions
- **Prospective large scale R&D project**
 - merging gastronomy, food technologies, health aspects, and circular economy (recycling and valorization of raw materials)

CONCLUSION: SCIENTIFIC AND GASTRONOMIC DIPLOMACY TO ENHANCE BIODIVERSITY AND BIOECONOMY IN THE AMAZON

- **Integrating traditional, scientific, and business expertise**
- **Using existing resources and infrastructures** (cf Smeraldi & al.)
- **Leaving a legacy through training and infrastructure development**
- **Need and opportunity to articulate different fundings / agencies**
Development Banks, mobility funding, EU R&D programs, Global Gateway, national, local funding agencies (WBI, FNRS, CAPES, CNPq, FAPESPA, FAPESP...) as well as innovation and education partners (incubators, HEI...)
- **Establishing long-term partnerships to tackle global challenges**



OBRIGADA /THANK YOU !

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