

Organised by: *International Trade Centre*

Session Type: *TED talk*

Session Title

TED talk - Stories of climate action from real life entrepreneurs

Session Description

In this session, Fernando de Lucca Moreno from Ceres Seeding will present their pioneering approach to land restoration and environmental maintenance in Brazil, utilizing drones and mapping technology to combat environmental degradation. By focusing on mapping degraded areas, planting forest seeds, and monitoring restoration progress, Ceres Seeding is at the forefront of reforestation efforts, leading to a significant reduction in carbon footprints.

The session will address:

- The integration of technology in land restoration practices;
- The importance of biodiversity in sustainable land management.

Expected outcomes include increased awareness of the importance of biodiversity in land restoration, practical insights on leveraging technology for environmental impact, and motivation for young ecopreneurs to engage in sustainable practices that support nature and biodiversity.

Proposed Speakers and Moderator

- Speaker: Fernando de Lucca Moreno, Ceres Seeding