Sinergia Program - 2026 Edition

This document presents the regulations establishing the terms and conditions for business participation in the Sinergia Program – Jornada Amazônia, 2026 edition, carried out by Fundação CERTI, Instituto CERTI Amazônia, and the Amazon Bioeconomy and Innovation Park (*Parque de Bioeconomia e Inovação da Amazônia*), with support from Bradesco, Santander, Fundo Vale, BID Lab and Amazonia Sempre.

By submitting their applications, applicants declare that they have read, understood, and fully agreed to the provisions set forth herein, committing to provide true and updated information.

The regulations and informative documents may be made available in Portuguese, Spanish, and English. The translations are intended to broaden the accessibility of the call for applications. In the event of a material divergence in interpretation, the Portuguese version shall prevail, without prejudice to the application of any mandatory legal rules that may apply.

For businesses headquartered outside Brazil, references in these Regulations to Brazilian documents, registrations, and corporate legal forms shall be understood to encompass equivalent documents provided for the legislation of their country of origin.

1. ABOUT THE SINERGIA PROGRAM

Sinergia is a free program that is part of the Jornada Amazônia Platform and aims to support the development of innovative bioeconomy businesses, contributing to the strengthening of the Amazonian innovation ecosystem and the generation of economic value associated with keeping the forest standing.

In this edition, the Sinergia Program is now developed in an integrated manner with the Amazon Bioeconomy and Innovation Park (PBIA). This integration combines Jornada Amazônia's follow-up methodology and connection network with PBIA's infrastructure, services, and technological capabilities, expanding the opportunities for technological, commercial, and strategic development of the supported businesses.

The joint effort seeks to offer businesses an integrated support environment that brings together diagnostics, personalized development plans, continuous follow-up, specialized mentoring, connections with market and investors, and, where applicable, access to the technological infrastructure of the Amazon Bioeconomy and Innovation Park and acceleration mechanisms.

The Program is not characterized as a traditional accelerator. Its proposal is to offer in-depth, customized support tailored to the needs of each business, especially for companies in early-stage sales, business model validation, traction, or preparation for scaling. The goal is to enhance their competitiveness, strengthen management and market practices, support their technological evolution, and facilitate strategic connections capable of accelerating their trajectory.

2. WHO CAN APPLY? (ELIGIBILITY CRITERIA)

Businesses with an already established legal entity that develop innovative solutions aligned with the Amazon bioeconomy and cumulatively meet the following eligibility criteria may apply to the Sinergia Program 2026:

I. Formalization: Be a formally established legal entity, including Individual Microentrepreneur (MEI), Individual Entrepreneur (EI), Limited Liability Company (LTDA), Single-Member Limited Liability Company (SLU), and cooperatives.

II. Alignment with impact thesis: Develop innovative activities, products, services, technologies, or business models that contribute to the sustainable development of the Pan-Amazon region, valuing biodiversity, promoting the sustainable use of natural resources, and/or strengthening economic activities compatible with keeping the forest standing.

For the purposes of these regulations, bioeconomy businesses are considered to include both initiatives that sustainably utilize Amazon biodiversity resources and those that develop solutions aimed at environmental recovery, provision of ecosystem services, regenerative economy, and application of technologies with positive socio-environmental impact.

III. Synergy potential with PBIA: Demonstrate interest and potential for articulation with the structures, technological capabilities, services, or production chains linked to the Amazon Bioeconomy and Innovation Park (PBIA). This synergy may involve research and development (R&D) demands, validation and prototyping, product development or enhancement, use of technological infrastructure and the Factory Lab (*Laboratório Fábrica*), or connection with production chains prioritized by the Park.

Businesses from different economic sectors may participate, provided their solutions align with the previously established criteria, including: Agribusiness; Water and sanitation; Food and beverages; Arts and crafts; Rubber and plastic; Civil construction; Cosmetics; Education; Electrical/Electronics; Packaging; Energy; Pharmaceuticals and Phytopharmaceuticals; Financial sector; Planted Forests; Wood and furniture; Metalworking/Mechanical; Fashion, textiles, and accessories; Paper and pulp; Fishing and aquaculture; Services; Information and Communication Technology; Transport and logistics; Tourism.

2.1 Pan-Amazonian Businesses

In addition to the general eligibility criteria, businesses competing for slots allocated to Pan-Amazonian enterprises located outside Brazil (Peru, Colombia, Bolivia, Venezuela, Ecuador, Guyana, Suriname, and French Guiana) must demonstrate interest and availability to participate in potential in-person activities linked to the Amazon Bioeconomy and Innovation Park (PBIA), located in Belém (PA), Brazil. A minimum of four slots will be allocated to businesses originating outside Brazil. There is a possibility of expansion to include more Pan-Amazonian businesses, which may be invited based on their ranking in the selection process, subject to resource availability.

For businesses headquartered outside Brazil, a legal entity regularly established under the legislation of its country of origin will be accepted, upon presentation of an official document equivalent to the proof of CNPJ registration certificate and a document identifying its legal representatives.

At the application stage, foreign documents may be submitted in Portuguese, Spanish, or English, accompanied, when requested, by a simple translation. Sworn translation, legalization, or apostillation may only be required at a later stage when necessary for the formalization of a specific instrument or compliance with a legal obligation.

2.2 Ineligibility Criteria

Businesses fitting one or more of the following conditions shall be considered ineligible to participate in the Sinergia Program 2026:

I. Failure to meet the eligibility criteria established in these Regulations, including requirements regarding formalization, alignment with the Amazon bioeconomy, and synergy potential with PBIA.

II. Development of activities incompatible with the environmental and social safeguards adopted by the Program, including practices that promote environmental degradation, predatory exploitation of natural resources, or negative environmental and social impacts incompatible with its objectives.

III. A proven history of serious environmental violations that compromise their regulatory compliance or are incompatible with the Program's sustainability

and environmental conservation principles.

IV. Involvement in proven practices violating labor laws, including irregular child labor, conditions analogous to slavery, or other serious violations of workers' rights.

V. Development of activities or adoption of practices incompatible with the ethical, environmental social, and integrity principles established by Jornada Amazônia, the Amazon Bioeconomy and Innovation Park (PBIA), or the Program's funding institutions.

VI. Submission of false information, omission of relevant information, or provision of irregular documentation during the application and selection process.

Identification of ineligibility situations may occur at any stage of the selection process or during Program execution, following analysis by management and subject to the provisions of these regulations.

3. PROGRAM BENEFITS

The Sinergia Program is free and aims to catalyze transformative connections and contribute to increasing the competitiveness of innovative Amazonian businesses. Selected businesses will receive customized support throughout 2027 to develop processes that help them become more competitive. The Program was structured around *Startups Centered Design*, placing the needs of businesses at the center of the process. Accordingly, we develop an individualized action plan and prioritize improvement opportunities that impact each business's competitiveness.

Supported businesses may have access to the following resources throughout the cycle:

I. Diagnostic and practice improvement across 5 core areas: Every business will undergo an in-depth assessment at the beginning and end of the program. The goal is to create an Individual Development Plan (IDP / PDI) focused on the practical evolution of five fundamental pillars: Solution, Market, Impact, Financials, and Team.

II. Continuous follow-up (KS Facilitator): Each business will have a dedicated Keystone Species (KS). This specialist from the Sinergia team will act as the business's primary facilitator, supporting goal prioritization, action plan tracking, and the creation of strategic, customized connections throughout the entire period.

III. Specialized Mentorship: Access to specialists and experienced

professionals through targeted strategic mentorships (1 to 3 sessions) aimed at solving specific technical or market challenges, as well as continuous follow-up mentorships (6 to 8 sessions) focused on entrepreneur development, experience sharing, and strengthening strategic connections throughout the Program cycle.

IV. Connection with investment and market hubs: Access to exclusive events and business roundtables and matchmaking sessions to connect with potential investors from the Jornada Amazônia network (including credit, debt, equity, and angel investors), as well as B2B connections with large corporations.

V. Engagement with PBIA: Opportunity for practical involvement with the Amazon Bioeconomy Park ecosystem, including targeted support and connections to the Factory Lab (*Laboratório Fábrica*) based in Belém, for businesses requiring physical validation and prototyping.

VI. Technological Product Acceleration (ATP): For a selected group of businesses with mapped specific demands, focused support will be provided for new technological developments and product improvement based on the adoption of process technologies.

Selection guarantees the participant entry into the Program's monitoring cycle, but does not guarantee access to all modalities of support described in these Regulations. Specific resources and benefits will be defined based on diagnostic findings, stage and needs of the business, technical alignment, specialist availability, operational capacity, and Program resources.

4. SELECTION PROCESS STAGES AND CRITERIA

4.1. Application Flow

Applications for the Sinergia Program 2026 will take place through a single channel, via the launch of a call containing a mapping form for the database of businesses registered on the platform, or other interested businesses, allowing entrepreneurs to express interest and report their current challenges.

Expression of interest is free of charge. Applicants are responsible for the accuracy, completeness, and updating of the information provided, under penalty of disqualification or subsequent removal from the Program, with an opportunity for clarification guaranteed when inconsistencies can be remedied.

4.2 Stages

I. Phase 1 - Screening and eligibility: Technical analysis of applications based on the pillars of: impact (alignment with the impact thesis described in eligibility

criteria), market (competitive advantage, maturity, and solution uniqueness), execution capacity (team), and synergy potential with the Amazon Bioeconomy and Innovation Park.
Note: if there is a need to clarify questions regarding the solution or technical capacity of the team, a brief conversation will be conducted with the business before the the deliberation committee.

II. Phase 2 - Deliberation Committee: Collegiate meeting for final approval of business admission, evaluating scale potential and alignment with offered benefits.

III. Phase 3 - Start of the cycle and diagnostic: The approved business begins the Program by completing the intake diagnostic and co-creating its IDP with its KS, in addition to filling out the socio-environmental safeguards declaration.

Although the diagnostic occurs after formal selection, it will serve to verify objective compatibility between business needs and Program capabilities. Discontinuation at this stage must be grounded in failure to satisfy an eligibility requirement, material incompatibility with the Program's proposal, or proven lack of commitment to essential activities, following prior communication to the participant and a reasonable opportunity to provide clarifications, unless a serious situation justifies immediate action.

5. MACRO SCHEDULE

Stage	**Start**	**End**
Call Launch	October 26, 2026	January 20, 2026
Announcement of Selected Participants	January 27, 2026	

Dates are estimates and subject to change upon notice published through official Program channels.

6. TERMS OF CONDUCT

By submitting their application to this Call, applicants declare knowledge of and full agreement with the Code of Ethics and Conduct of the Jornada Amazônia Business Community, aimed at ensuring an ethical, safe, inclusive, and collaborative innovation environment, as well as the evaluation of environmental and social safeguards.

Participants commit to grounding their actions in the following fundamental pillars:

I. Professionalism and Respect: Maintain respectful dialogue, practice active listening, and ensure that any disagreements are addressed with a focus on technical content, refraining from personal attacks.

II. Valuing Diversity: Respect the plurality of perspectives, race, color, gender, sexual orientation, religion, age, and other individual characteristics, combating any form of discrimination.

III. Integrity and Security: Safeguard personal data protection, confidentiality, intellectual property, and digital environment security, refraining from fraud and disinformation.

Strictly prohibited conduct within the community and this call includes: any form of harassment (moral, sexual, political, or religious), intimidation, or hate speech; use of community channels for unlawful purposes, spam, ideological propaganda, or partisan political campaigns; unauthorized disclosure of sensitive data or breach of digital security in Jornada Amazônia environments.

Non-compliance may result in a warning, suspension, or exclusion, depending on severity and circumstances of the case, without prejudice to applicable legal measures. Except in severe or urgent situations, the participant will be notified in advance and given a reasonable opportunity to present explanations or remedy the conduct.

7. REMOVAL FROM THE PROGRAM

The Sinergia Program reserves the right to suspend or terminate the participation of any business in the event of non-compliance with these Regulations, the Code of Conduct, recurrent absence from proposed activities, provision of false information, or situations that compromise p the Program's objectives.

Except in serious cases justifying immediate removal, the participant will be notified in advance of potential non-compliance and given a reasonable opportunity to present explanations or remedy the situation. The removal decision must be substantiated and communicated to the participant.

8. DATA AND CONFIDENTIALITY

I. Personal data collected under the Program will be processed to receive, register, and validate applications; verify eligibility criteria; evaluate and select

participants; communicate results and operational details; execute and monitor activities; elaborate diagnostics and development plans; organize mentorships, events, and connections; fulfill legal, regulatory, contractual, and reporting obligations; prevent fraud; protect Program security and integrity; and generate indicators and reports, preferably in aggregated or anonymized form.

II. Fundação CERTI will act as the primary controller responsible for decisions concerning personal data processing, without prejudice to joint action or performance on behalf of Instituto CERTI Amazônia, PBIA, and other institutions involved in Program execution, as detailed in the Privacy Notice of the call.

III. Processing will comply with Law No. 13,709/2018 – General Data Protection Law (LGPD) – and, where applicable by reason of the data subject's residence, collection location, Program offering, or other connecting factor, data protection laws in force in other jurisdictions covered by the Pan-Amazonian call.

IV. Essential processing required for application, selection, and Program execution will be based on applicable legal grounds. Optional processing requiring consent, particularly promotional communications, sharing related to specific opportunities, and use of image and voice, will be presented separately, prominently, and optionally.

V. Data may be shared, as necessary, with executing and organizing institutions, technology service providers, hosting and communication vendors, evaluators, experts, mentors, supporters, auditors, and funders. Data sharing with investors, companies, or commercial partners to form connections and opportunities will occur transparently and, where applicable, following notice or specific expression of interest by the participant.

VI. Recipients must use data solely for purposes compatible with those informed to the data subject and observe confidentiality, security, and data protection obligations. Each recipient shall be responsible for the processing operations performed under its own determination, in accordance with applicable law.

VII. Due to the international nature of the call and the use of technology services, personal data may be stored, accessed, or processed in Brazil and other countries. International transfers will comply with applicable legal requirements and be accompanied by legitimate transfer mechanisms and adequate technical, organizational, and contractual safeguards.

VIII. Participants must avoid including third-party personal data, sensitive data, trade secrets, or confidential information in the form and submitted materials unless strictly necessary. When a participant provides data of

partners, employees, representatives, or third parties, they declare to possess a legitimate basis to do so and commit to informing them about the processing.

IX. The Program will not request sensitive personal data, except when strictly necessary for compliance with a legal obligation, safeguard assessment, diversity promotion, accessibility, or impact measurement. When collected, the data subject will be informed of the purpose and whether the response is mandatory or optional, and restricted access and heightened protection measures will be implemented.

X. Technical, commercial, financial, strategic, or technological information identified as confidential by the participant, or which, by its nature and disclosure circumstances, should reasonably be treated as restricted, shall be considered confidential. The obligation does not cover public information, previously known information, information lawfully obtained from third parties, independently developed information, or information required to be disclosed by law or competent authority.

XI. Responsible institutions will adopt technical, administrative, and organizational measures proportionate to risks, aimed at preventing unauthorized access, loss, alteration, disclosure, or inappropriate/unlawful processing. Security incidents will be evaluated and reported to data subjects and competent authorities when required by applicable law.

XII. Within the limits of applicable law, the data subject may request confirmation of processing, access, correction, update, deletion, opposition, restriction, portability, information on sharing, and review of automated decisions, as well as revoke previously granted consent via sinergia@certi.org.br.

XIII. Data will be retained for the period necessary to fulfill informed purposes, execute and evaluate the Program, render accounts, comply with legal/regulatory obligations, and exercise rights. Upon conclusion of purposes and in the absence of legal grounds for retention, data will be deleted or anonymized.

XIV. Additional information regarding data controllers, legal bases, sharing, international transfers, retention periods, relevant suppliers, and rights exercise will be available in the Program Privacy Notice, in Portuguese, Spanish, and English.

9. IMAGE RIGHTS

I. Applying to the selection process does not imply automatic authorization for the promotional use of the image or voice of persons associated with the

applicant business.

II. Selected businesses authorize, free of charge and on a non-exclusive basis, the use of their corporate name, trade name, logo, institutional description, email address, and public information to identify their participation in the Program, institutional communication, reporting, and maintenance of historical records.

III. The applicant declares to possess legitimacy to authorize the use of distinctive signs and materials provided, remaining the owner of respective rights. Application and participation in the Program do not imply assignment or transfer of intellectual property.

IV. The capture and use of image, voice, name, or testimonial of representatives, members, or employees shall depend on specific authorization from the respective individual, presented in a clear, prominent, and optional manner.

V. Participants may be invited to grant interviews, provide testimonials, or participate in media coverage and communications actions related to the Program. Participation will be pre-arranged and contingent on participant availability and consent.

VI. Authorized materials may be published across institutional channels of organizing and supporting organizations, print, audiovisual, and digital media, social networks, reports, events, and reporting materials, respecting previously disclosed purposes.

VII. Data subjects may revoke authorization for future uses via sinergia@certi.org.br, except for already published materials, historical records, reporting materials, and cases where withdrawal is technically unfeasible or disproportionate, provided there is no use incompatible with the original authorization.

VIII. It is prohibited to use materials out of context, in a discriminatory or offensive manner, or in a way that suggests non-existent support, endorsement, partnership, sponsorship, or commercial tie.

IX. Any joint developments or specific projects that may generate intellectual property assets will be subject to a separate legal instrument.

10. FINAL PROVISIONS

I. The call does not guarantee participants access to all modalities of support, nor does it guarantee commercial results, investments, hiring, or partnerships arising from promoted connections. Any negotiations taking place will be conducted directly between interested parties under their sole responsibility.

II. The Program will be coordinated and executed in Brazil, applying Brazilian

legislation to these Regulations, without prejudice to mandatory legal rules that may apply due to the residence of the participant or data subject.

III. Potential disputes shall preferably be resolved through direct, good-faith negotiation. If a consensual solution cannot be reached, the jurisdiction of the Judicial District of Florianópolis, State of Santa Catarina, Brazil, is elected, reserving non-waivable territorial jurisdictions provided for by applicable law.

IV. Omitted cases will be decided by Program coordination, observing principles of good faith, transparency, reasonableness, equal treatment, and protection of legitimate expectations.

V. Material changes to these Regulations will be announced through official channels. When a change affects the essential rights, obligations, or participation conditions, applicants will be informed through appropriate means.

Florianópolis, November 26, 2026.