

Sustainable Innovation and Inclusive Prosperity for Santo Angelo and Rio Grande do Sul

Santo Angelo, November 19, 2018

Professor Dr. Marc A. Weiss

Federal University of Rio Grande do Sul (UFRGS)

Chairman and CEO, Global Urban Development (GUD)

Coordinator, Porto Alegre Sustainable Innovation Zone (ZISPOA)



Global Urban
Development

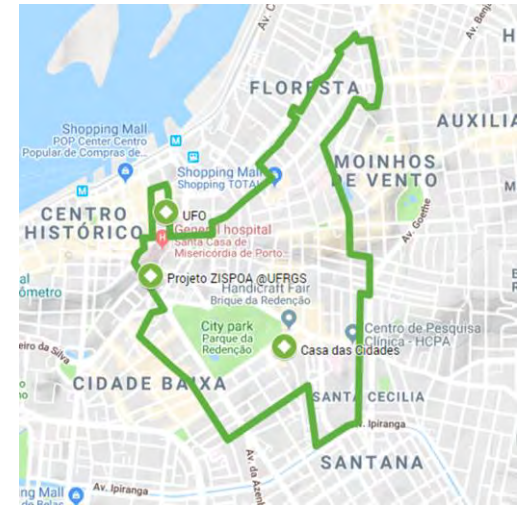
Porto Alegre Sustainable Innovation Zone (ZISPOA)



Rio Grande do Sul Leapfrog Economic Strategy: Most Sustainable and Innovative Place in Latin America by 2030

Sustainable Innovation Zones Combine 6 Key Elements:

- Innovation and Technology
- Entrepreneurship and Startups
- Sustainability and Resource Efficiency
- Creativity and Collaboration
- Participatory Community Management
- Business-Friendly Environment



Map of ZISPOA



Solar Electric Car Charging Station



Solar "Tree"



GLOBAL URBAN DEVELOPMENT



WHO WE ARE

PUBLICATIONS

GUD MAGAZINE

GUD HISTORY & EVENTS

ENERGY & CLIMATE PARTNERSHIP OF THE AMERICAS

FACING THE ENVIRONMENTAL CHALLENGE

ANALYZING GLOBAL URBAN DEVELOPMENT

ENVISIONING SUSTAINABLE FUTURES



What is our fundamental challenge for global urban development in the 21st century?

Can we possibly succeed in enabling every community to peacefully grow and thrive?

Why can't we all just get along?

Barcelona · Beijing · Belo Horizonte · Curitiba · Hong Kong · Istanbul · London · Porto Alegre · Prague · Rehoboth · San Francisco Bay Area · Singapore · Sydney · Toronto · Washington, DC

NEWS AND EVENTS

2015 GUD LEAPFROG ECONOMIC STRATEGY REPORT: BRAZIL'S STATE OF RIO GRANDE DO SUL BECOMES THE

METROPOLITAN ECONOMIC STRATEGY: ADVANCING INNOVATION AND PROSPERITY

GENERATING SUSTAINABLE ECONOMIC DEVELOPMENT

INCLUSIVE ECONOMIC DEVELOPMENT: TREATING PEOPLE AND COMMUNITIES AS ASSETS

IMPROVING GLOBAL HEALTH

BUILDING GENDER EQUALITY

CELEBRATING OUR URBAN HERITAGE



http://www.globalurban.org/2015_RS_LEAPFROG_ECONOMIC_STRATEGY.pdf

 **OBJETIVOS** DE DESENVOLVIMENTO SUSTENTÁVEL

1 ERRADICAÇÃO DA POBREZA



2 FOME ZERO



3 BOA SAÚDE E BEM-ESTAR



4 EDUCAÇÃO DE QUALIDADE



5 IGUALDADE DE GÊNERO



6 ÁGUA LIMPA E SANEAMENTO



7 ENERGIA ACESSÍVEL E LIMPA



8 EMPREGO DIGNO E CRESCIMENTO ECONÔMICO



9 INDÚSTRIA, INOVAÇÃO E INFRAESTRUTURA



10 REDUÇÃO DAS DESIGUALDADES



11 CIDADES E COMUNIDADES SUSTENTÁVEIS



12 CONSUMO E PRODUÇÃO RESPONSÁVEIS



13 COMBATE ÀS ALTERAÇÕES CLIMÁTICAS



14 VIDA DEBAIXO D'ÁGUA



15 VIDA SOBRE A TERRA



16 PAZ, JUSTIÇA E INSTITUIÇÕES FORTES



17 PARCERIAS EM PROL DAS METAS




OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL



“Faced with the global deterioration of the environment, I want to address every person who inhabits this planet. In this encyclical, I especially propose to enter into discussion with everyone regarding our common home.”

Pope Francis

ENTREVISTA Marc Weiss



Foto: Nick Lorenz

A ECONOMIA DA SUSTENTABILIDADE

GANHAR DINHEIRO, TORNANDO-SE MAIS SUSTENTÁVEL, É POSSÍVEL? MARC WEISS, PRESIDENTE DA ORGANIZAÇÃO INTERNACIONAL GLOBAL URBAN DEVELOPMENT (GUD), NÃO SÓ ACREDITA NISTO COMO TEM UM LARGO CURRÍCULO PARA PROVÁ-LO, NO ESTADO DA CALIFÓRNIA E, DEPOIS, COM O GOVERNO CLINTON. AGORA, ELE TRABALHA NA CRIAÇÃO DE UMA ZONA DE INOVAÇÃO SUSTENTÁVEL EM PORTO ALEGRE E ALMEJA TORNAR O RIO GRANDE DO SUL UMA REFERÊNCIA EM CRESCIMENTO SUSTENTÁVEL

A GLOBAL URBAN DEVELOPMENT TEM A AMBICIOSA META DE TORNAR O RIO GRANDE DO SUL O ESTADO MAIS INOVADOR E SUSTENTÁVEL DA AMÉRICA LATINA ATÉ 2030. COMO ISSO PODE SER FEITO? Parte do trabalho é mobilizar as pessoas sobre essa visão. Tivemos centenas de reuniões e visitamos 34 cidades no Estado para abordar desafios como produtividade, competitividade e investimentos em infraestrutura e educação, entre outros. Mostramos que o Rio Grande do Sul tem recursos fundamentais, sobretudo, pela população com alto grau de estudo e excelentes instituições de ensino superior. A demanda do mundo por comida vai crescer 50% até 2030. Isso é muito bom, pois a comida e a sua cadeia de valor, incluindo processamento e distribuição, representam cerca de um terço da economia do Estado. O Rio Grande do Sul não tem que mudar radicalmente a sua economia, é só pegar onde é mais forte e se modernizar, com sustentabili-

dade e inovação. O talento e a habilidade de desenvolver e aplicar novas tecnologias estão aqui, então, isso pode dar certo. Mas o sucesso depende, claro, do comprometimento das lideranças. O RS pode ser o primeiro Estado da América Latina em crescimento sustentável.

O SENHOR GANHOU DESTAQUE COMO ASSISTENTE ESPECIAL DO SECRETÁRIO DO DEPARTAMENTO DE HABITAÇÃO E DESENVOLVIMENTO URBANO DOS EUA E PARTICIPOU DO CONSELHO PRESIDENCIAL SOBRE DESENVOLVIMENTO SUSTENTÁVEL NO GOVERNO CLINTON. QUAL FOI A MARCA DO TRABALHO DESTE DEPARTAMENTO? Nos anos 1990, para o Governo Clinton, desenvolvi um projeto que comecei nos 1970, na Califórnia, que chamávamos de Estratégia Econômica Metropolitana. Basicamente, unimos quatro aspectos em uma iniciativa de âmbito nacional: desenvolvimento urbano e regional, inovação, sustentabilidade e inclusão. Aplicamo-los em



MARC A. WEISS

Metropolitan Economic Strategy: The Key to Prosperity

Metropolitan Economic Strategy is now essential for every nation and urban region to generate sustainable prosperity and quality of life.



“Getting Richer by Becoming Greener”

Sustainable Economic Development Strategies generate substantial economic and employment growth and sustainable business and community development by demonstrating that innovation, efficiency, and conservation in the use and reuse of all natural and human resources is the best way to increase jobs, incomes, productivity, and competitiveness.

In addition, Sustainable Economic Development Strategies are the most cost-effective method of promoting renewable energy and clean technologies, protecting the environment, and preventing harmful impacts from climate change.



The Four Greens

- **Green Savings** — cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste
- **Green Opportunities** — growing jobs and incomes through business development and expanding markets for resource efficiency, sustainability, and clean technologies
- **Green Talent** — investing in fundamental assets such as education, research, technological innovation, and modern entrepreneurial and workforce skills, because people are now the world's most vital green economic resource
- **Green Places** — establishing sustainable transportation and infrastructure, and protecting and enhancing the natural and built environment, to create more attractive, livable, healthy, vibrant, prosperous, productive, and resource-efficient areas and communities.

California Commission on Industrial Innovation, 1981-82

High-technology industries and the future of employment

MARC A. WEISS

*How should high-technology be defined?
What type of employment does it create and
what is its effect on other employment sectors?
What part can economic development policy
play in the overall employment process?*

Discussions of deliberate government policy to subsidize and encourage the growth of high-technology industry confront three sets of problems: first, how to define high-technology industry; second, how to determine the goals and distributional impacts of an economic

Sustainable Economic Development Strategy for Berkeley, California, 1979-84

ECONOMIC DEVELOPMENT:
AN IMPLEMENTATION STRATEGY FOR THE CITY OF BERKELEY*

Marc Allan Weiss
Ann Roell Markusen**

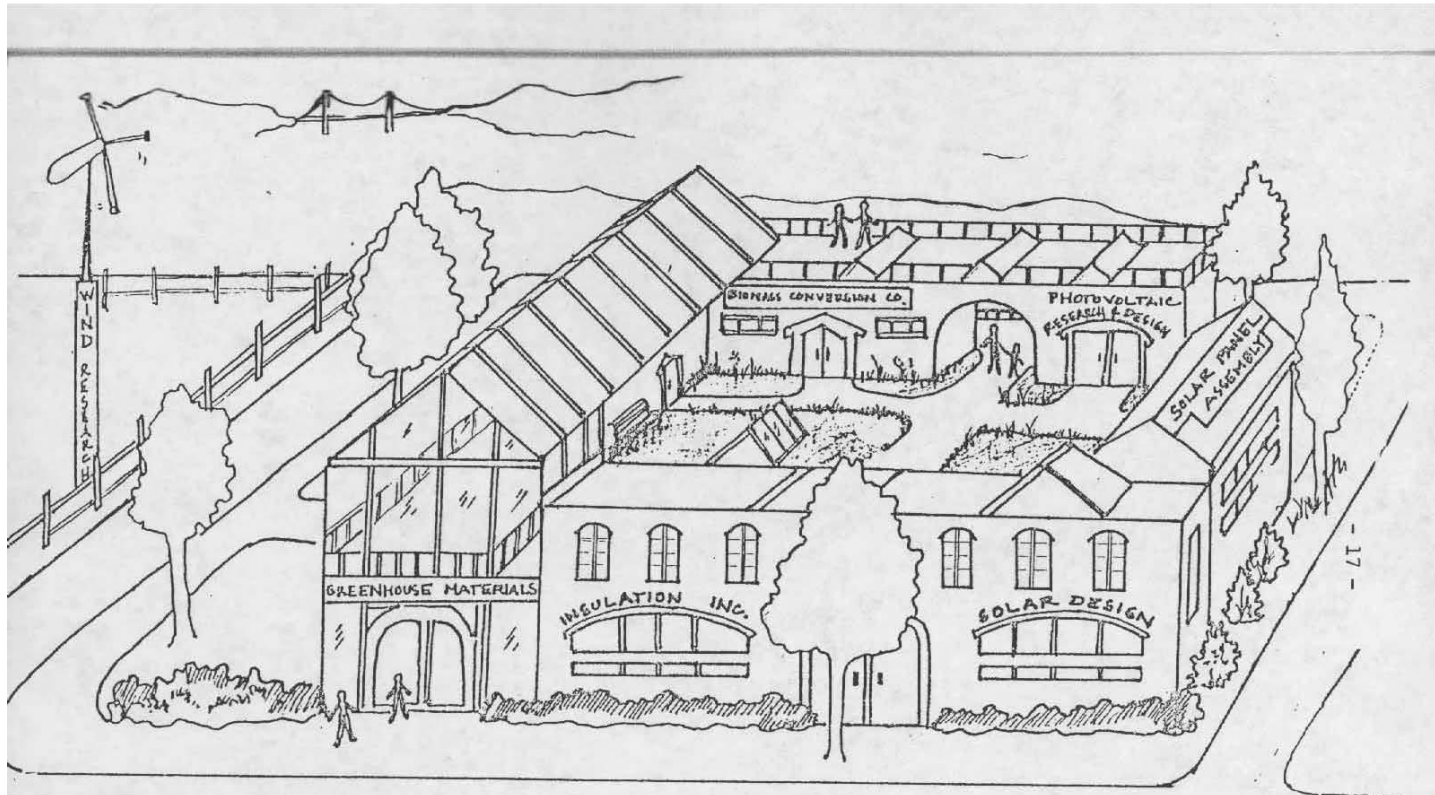
Working Paper No. 354
June 1981

Institute of Urban and Regional Development
University of California, Berkeley

*This paper is the summary report of a larger project researched and written by the Berkeley Economic Development Project group, which includes Marjorie Bennett, Daniele Farber, Linda Gardner, Jay Jones, Joyce Klemperer, Nancey Leigh-Preston, Neil Mayer, Michael Peltz, Amy Skewes-Cox, Matthew Steinle, and Paul Sussmann, all associated with the University of California and the Planners' Network. Copies of the related papers are available from the Institute of Urban and Regional Development, University of California, Berkeley.

**The authors would like to thank the City Manager's Office of the City of Berkeley, the staff of the Institute of Urban and Regional Development, and the College of Environmental Design, University of California, Berkeley, for material support. We also wish to thank Barry Rosen, City Manager's Office, who acted as the City's liaison on this research project.

Sustainable Economic Development Strategy for Berkeley, California, 1979-84



POTENTIAL USERS:

Research and Development
 Energy Auditor Services
 Weatherization (Sales and Installation)
 Renewable Energy Systems (Sales and Installation)
 Educational Center (General Education and Vocational Training)
 Architectural/Engineering Design and Consulting Firms
 Manufacturing (Solar Panels, Wind Systems, Measuring Devices,
 Prefabricated Greenhouses, Regulating Systems)

Figure 1:
BERKELEY'S ALTERNATIVE ENERGY
INDUSTRIAL PARK

Note: This is a conceptual illustration. It is not site specific.

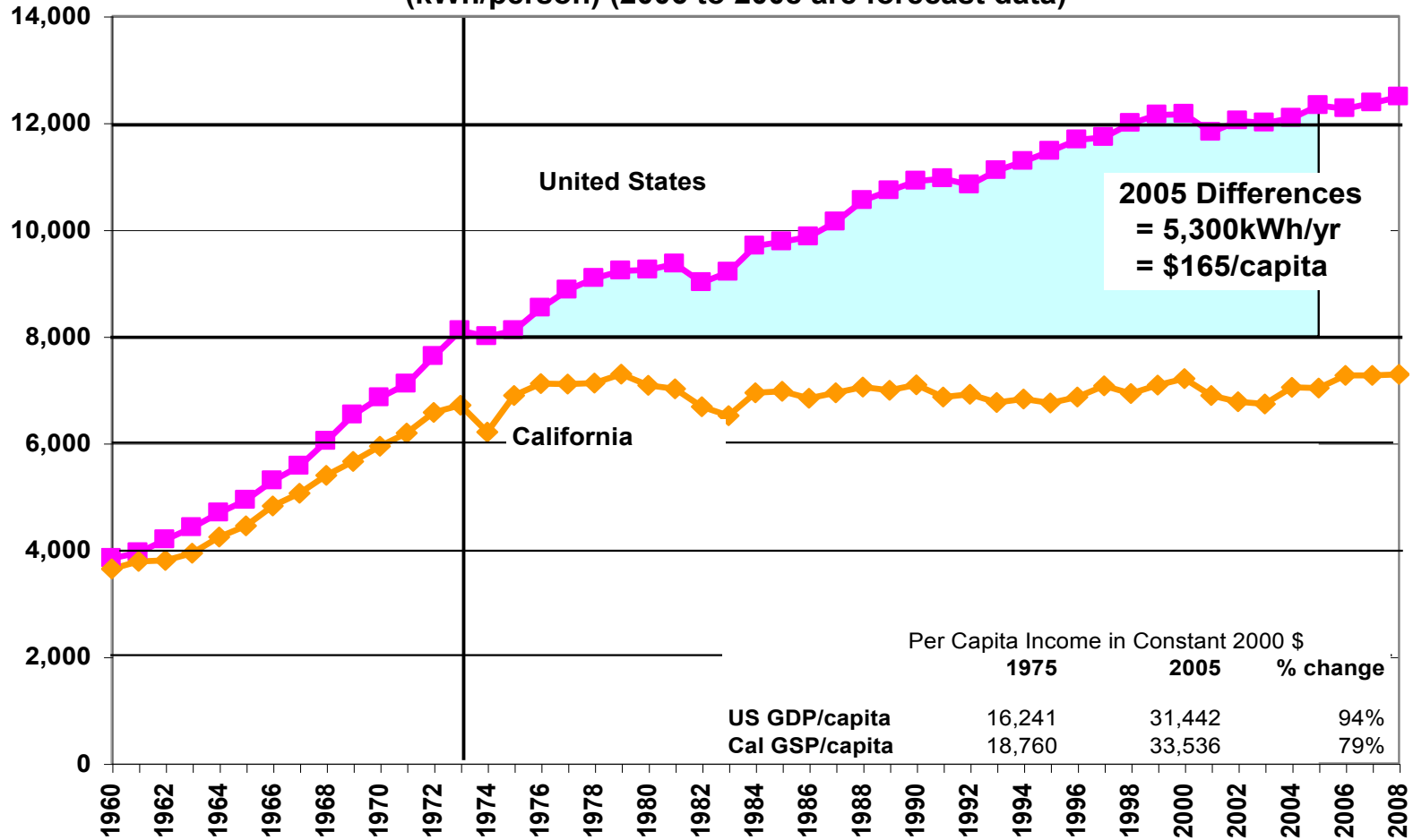
Illustration: Amy Skewes-Cox

From the California Commission on Industrial Innovation to Sustainable Innovation and Clean Technology



California's \$56 Billion Green Savings

Per Capita Electricity Sales (not including self-generation)
(kWh/person) (2006 to 2008 are forecast data)



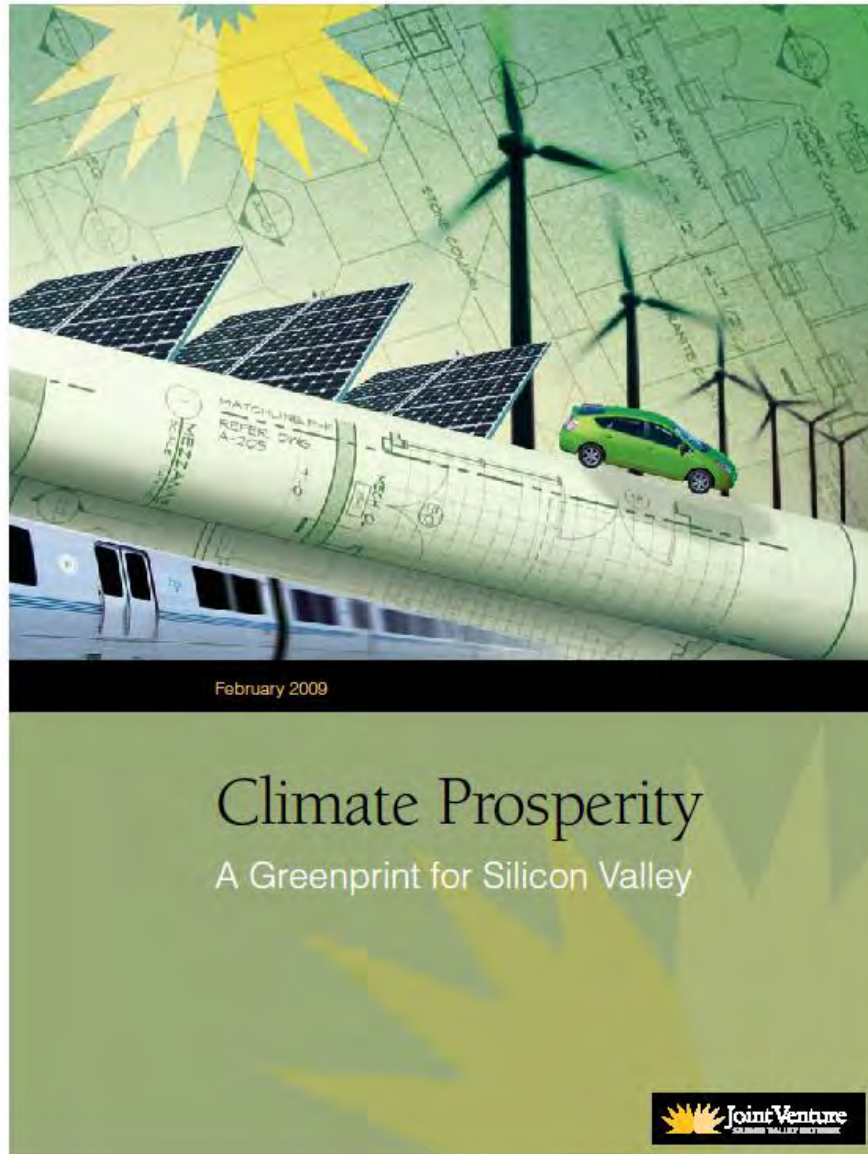
Source: *Energy Efficiency: The first and most profitable way to delay Climate Change*
 UCLA Institute of the Environment Oppenheim Lecture February 25, 2008
 Arthur H. Rosenfeld, Commissioner California Energy Commission

The Economic Value of Quality of Life

“Over the long term, places with strong, distinctive identities are more likely to prosper than places without them. Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any. [...] Livability is not a middle class luxury. It is an economic imperative.”

MIT Economics Professor Robert M. Solow

Winner of the 1987 Nobel Prize in Economic Sciences



CLIMATE PROSPERITY

*Green Savings, Green Opportunities, Green Talent, Green Places:
Generating Jobs, Incomes, Sustainable Innovation, and Resource Efficiency*

GLOBAL CLIMATE PROSPERITY AGREEMENT: “THE ONE TRILLION DOLLAR DEAL”

Dr. Tariq Bamuri, Director, Division of Sustainable Development, United Nations Department of Economic and Social Affairs, and Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development.

March 2009

The Global Climate Prosperity Agreement -- “The One Trillion Dollar Deal” -- can become the worldwide game-changer that will demonstrate the positive path forward for human civilization in the 21st century, namely the peaceful transition from the current globally unsustainable economy to an advanced technology-driven and environmentally sustainable industrialized society. Key private sector executives are organizing this completely voluntary, market-oriented, public-private investment and development strategy whereby corporations, financial institutions, insurance companies, pension funds, equity investment funds, and others will commit to invest one trillion dollars in developing countries over the next decade to build a new and modern infrastructure based entirely on renewable energy and clean technologies, including plug-in electric vehicles and “smart” and “super” electric grids. These investments and related projects will be supplemented and enhanced by additional funds, tax incentives, and regulatory policy support from governments, along with funds that will come from international donor agencies, official development assistance, and private philanthropy. The United Nations and World Bank, including various UN agencies and regional development banks, can play a key role in enabling these investments to succeed.

ENERGY AND CLIMATE PARTNERSHIP OF THE AMERICAS

THE GLOBAL FUTURE OF GREEN CAPITALISM

Dr. Marc A. Weiss, Chairman and CEO, and James Hurd Nixon, President
Global Urban Development

People around the world are embracing Green Capitalism because it is now possible to create a higher standard of living for every person and community by shifting from resource-wasting to resource-saving industrialism. In the 21st Century, people, places, and organizations will literally “get richer by becoming greener” – earning and saving more money by conserving and reusing resources more efficiently.

Global Urban Development (GUD) is designing and implementing Sustainable Economic Development Strategies to help enable Green Capitalism to succeed worldwide. This model adapts sustainable business concepts from experts including Paul Hawken, Amory and Hunter Lovins, Ray Anderson, Hazel Henderson, Peter Senge, Karl-Henrik Robert, Thomas Friedman, William McDonough, Daniel Esty, Elliott Hoffman, Aron Cramer, and the McKinsey Global Institute, as applied in various ways by companies such as GE, IBM, Toyota, Interface, IKEA, DuPont, Disney, Wal-Mart, Google, Nike, Stonyfield Farm, Seventh Generation, Siemens, Cisco, Philips, Applied Materials, and Johnson Controls. Sustainable Economic Development Strategies apply these concepts to sub-national economies, including states, provinces, regions, districts, counties, cities, towns, villages, and neighborhoods.

\$9.3 Trillion Global Business Investment in Green Opportunities since 2007



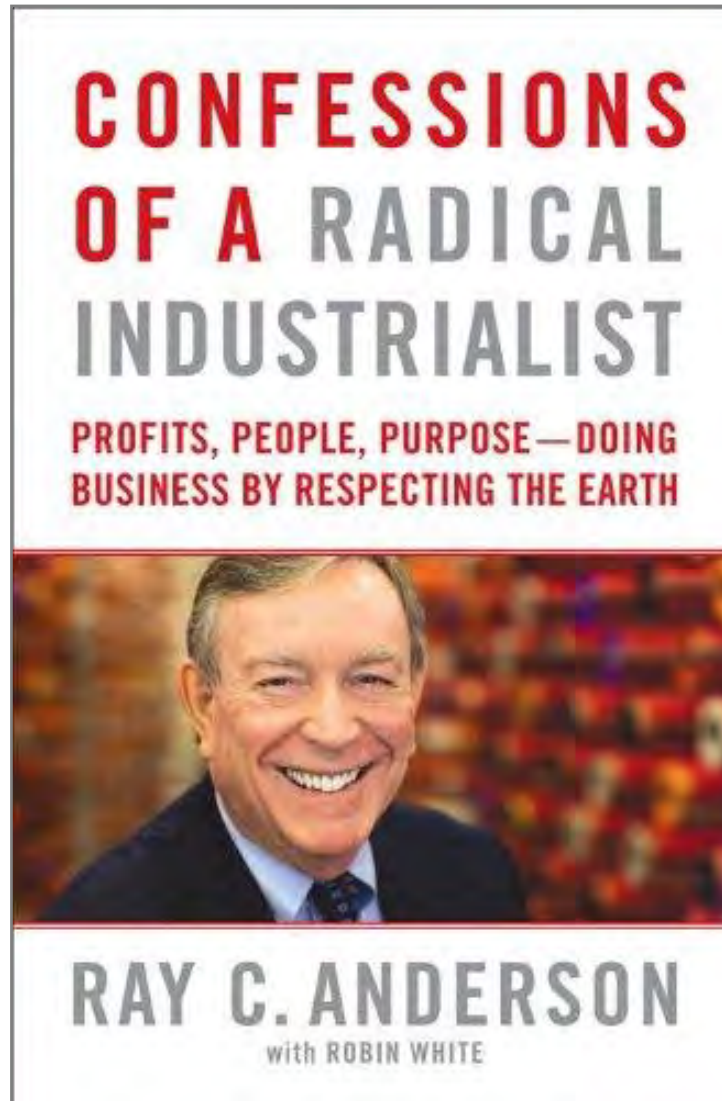
GREEN TRANSITION SCOREBOARD®

More than \$9.3 trillion has already been invested by the private sector in sustainable companies and technologies globally since 2007.

www.greentransitionscoreboard.com

Renewable Energy	\$3.9 trillion
Energy Efficiency	\$2 trillion
Life Systems	\$1.9 trillion
Green Construction	\$1 trillion
Corporate Green R&D	\$500 billion

Sustainable Innovation in Business



Estratégia Económica Leapfrog: O Rio Grande Do Sul Torna-se O Lugar Mais Sustentável E Inovador Da América Latina Até 2030



Investing in Fundamental Assets and Building Dynamic Industry Networks

A good economic strategy consists of two key elements:

- 1) building from strength — investing in the fundamental assets and activities that make people more productive and places more valuable;*
- 2) generating dynamism — promoting modern, globally competitive industry networks that accelerate the pace of innovation and growth.*

RIO GRANDE DO SUL FUNDAMENTAL ASSETS

- European Immigrant Craft Skills
- Independent Businesses and Family Farming
- Gaucho History and Traditions
- Educated Middle-Income Population
- Urban-Industrial Heritage
- Higher Education and Research Institutions
- Energy and Infrastructure, including Ports and Waterways
- Quality Health Care
- High Ranking on Human Development Index (HDI)
- Collaborative Business Support Organizations
- Workforce Development System
- Participatory Governance and Citizenship
- Creativity and Innovation-Oriented
- Pro-Sustainability
- Vibrant Culture and Quality of Life
- Temperate Seasonal Climate
- Fertile Land and relatively Abundant Water
- Strategic Location (Mercosul)

Rio Grande do Sul's Top Industry Rankings in Brazil

FIRST

Agricultural Machinery/Equipment
Automation and Controls
Biodiesel
Leather and Footwear
Rice
Transportation Equipment
Wine

THIRD

Wind Energy

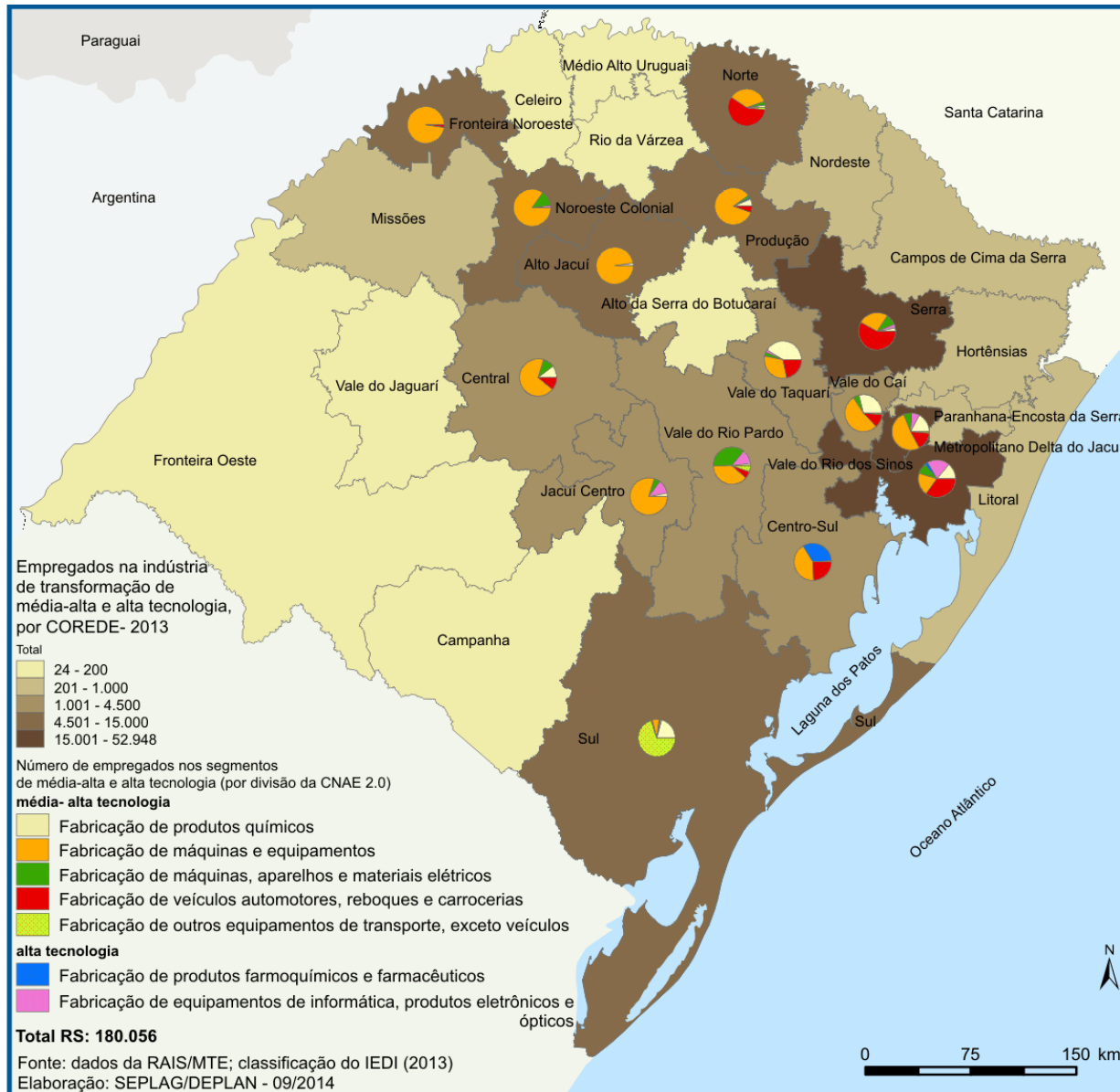
SECOND

Beverages
Chemical Products
Electrical-Electronic Products
Furniture
Industrial Machinery/Equipment
Metal-Mechanical Products
Naval and Offshore
Plastics and Rubber

FOURTH

Food Processing
Motor Vehicles

Rio Grande do Sul Technology Businesses



RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

Precision Production, Smart Machines, and Digital Technology



RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

Renewable Energy and Clean Technologies



**CONSTRUINDO UM
FUTURO SUSTENTÁVEL**



Energy
that comes
from the field

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Sustainable Innovation in Chemicals, Polymers, and New Materials



RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

Sustainable Innovation in Precision Agriculture and Biotechnology for Food, Health, and Environment



RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Advanced Manufacturing Sustainable Innovation Technologies

- Advanced Sensing, Measurement, and Process Control
- Advanced Materials Design, Synthesis, and Processing
- Visualization, Informatics, and Digital Manufacturing Technologies
- Sustainable Manufacturing
- Nano-manufacturing
- Flexible Electronics Manufacturing
- Bio-manufacturing and Bio-informatics
- Additive Manufacturing (including 3-D Printing)
- Advanced Manufacturing and Testing Equipment
- Industrial Robotics
- Advanced Forming and Joining Technologies

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Food Production Value Chain



Global Food Demand Will Increase 50% by 2030

Rio Grande do Sul Leapfrog Economic Strategy

KEY DRIVER:

Strengthening Value Chains

- Diversifying Products and Services
- Adding Value to Production
- Expanding Local and Regional Supplier and Distributor Networks

AmBev

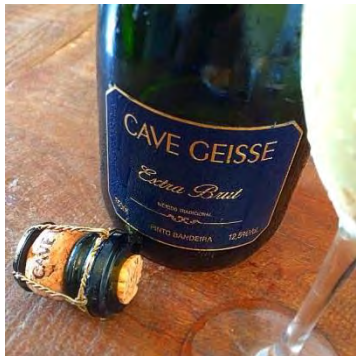


RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Global Branding and Marketing

- Fashion and Design
- Culture and Creativity
- Arts and Tourism
- Sports and Entertainment



TRAMONTINA





RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

INFRASTRUCTURE, TRANSPORTATION, AND LOGISTICS





RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

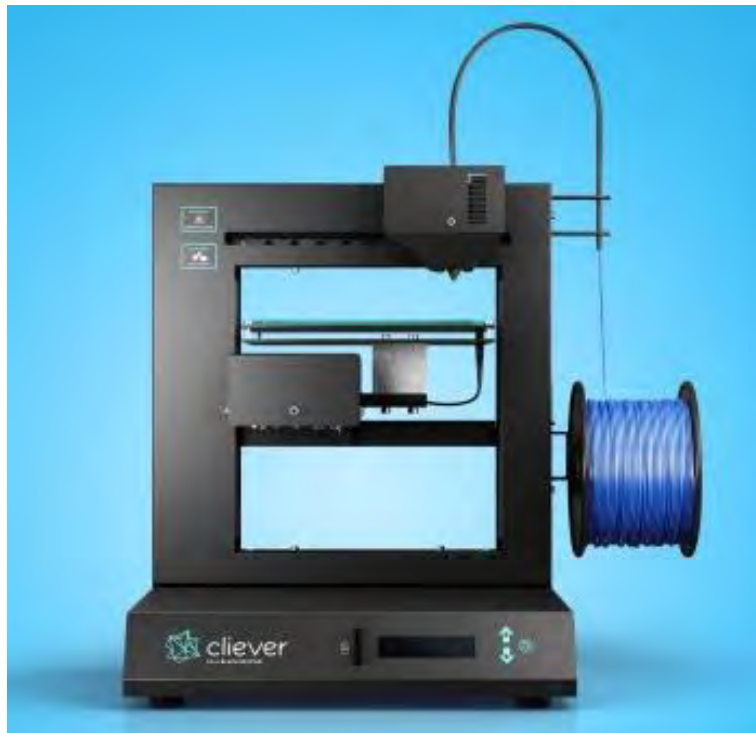
HIGHER EDUCATION, RESEARCH, AND WORKFORCE DEVELOPMENT



SENAI Centro Tecnológico de Mecatronica, Caxias do Sul

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER: ENTREPRENEURSHIP AND STARTUPS



RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER: SUSTAINABLE INNOVATION ZONES



Sustainable Innovation Zones Combine 6 Key Elements:

- Innovation and Technology
- Entrepreneurship and Startups
- Sustainability and Resource Efficiency
- Creativity and Collaboration
- Participatory Community Management
- Business-Friendly Environment

Sustainable Innovation Zones as Innovation Ecosystems

4 Distinctions:

- Focus on Sustainability and Resource Efficiency
- Emphasizes Community as Place-Based Experiment
- Adds Sustainability/Social Entrepreneurs and Innovators
- Grassroots Citizen-University-Private Sector Movement

SUSTAINABLE INNOVATION ZONES



Freiburg



London

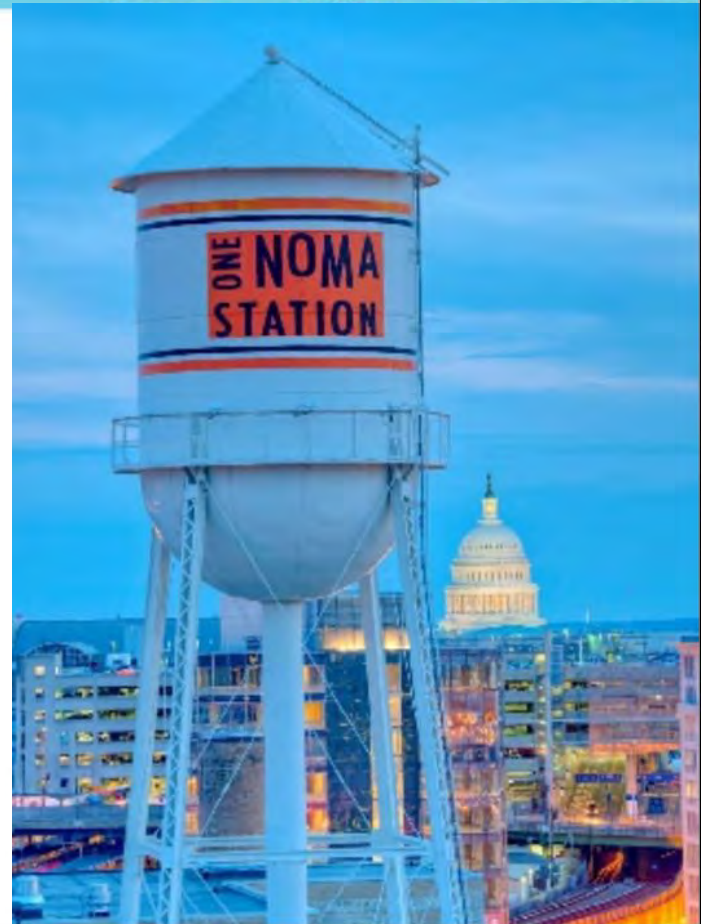


Barcelona

DC's Next Engine for Economic Growth

NOMA

- \$9 billion private investment
- \$6 billion net new tax revenue
- 41,000 permanent jobs
- 28,000 construction jobs
- 12,000 new residents
- 26 million square feet of new and renovated office, residential, hotel, and retail space





Abandoned buildings and vacant land in NoMa, 1997

FIRST STREET/PUBLIC REALM



*Above: DC Boose behind 1200 First Street, NE.
R: First Street, NE before construction started.*



PORTLAND ECODISTRICTS

TARGET CITIES

HOME / TARGET CITIES



PROJECTS
PARTNERS
COLLABORATORS
UPDATES

"The transformation of the Sun Valley neighborhood is a top priority for the City of Denver and the Denver Housing Authority. We are excited about the Target Cities initiative because we believe the EcoDistricts Protocol provides a framework for this to happen at a scale that is the most sustainable, inclusive, and ultimately replicable for other City neighborhoods." - Michael B. Hancock, Mayor, City of Denver

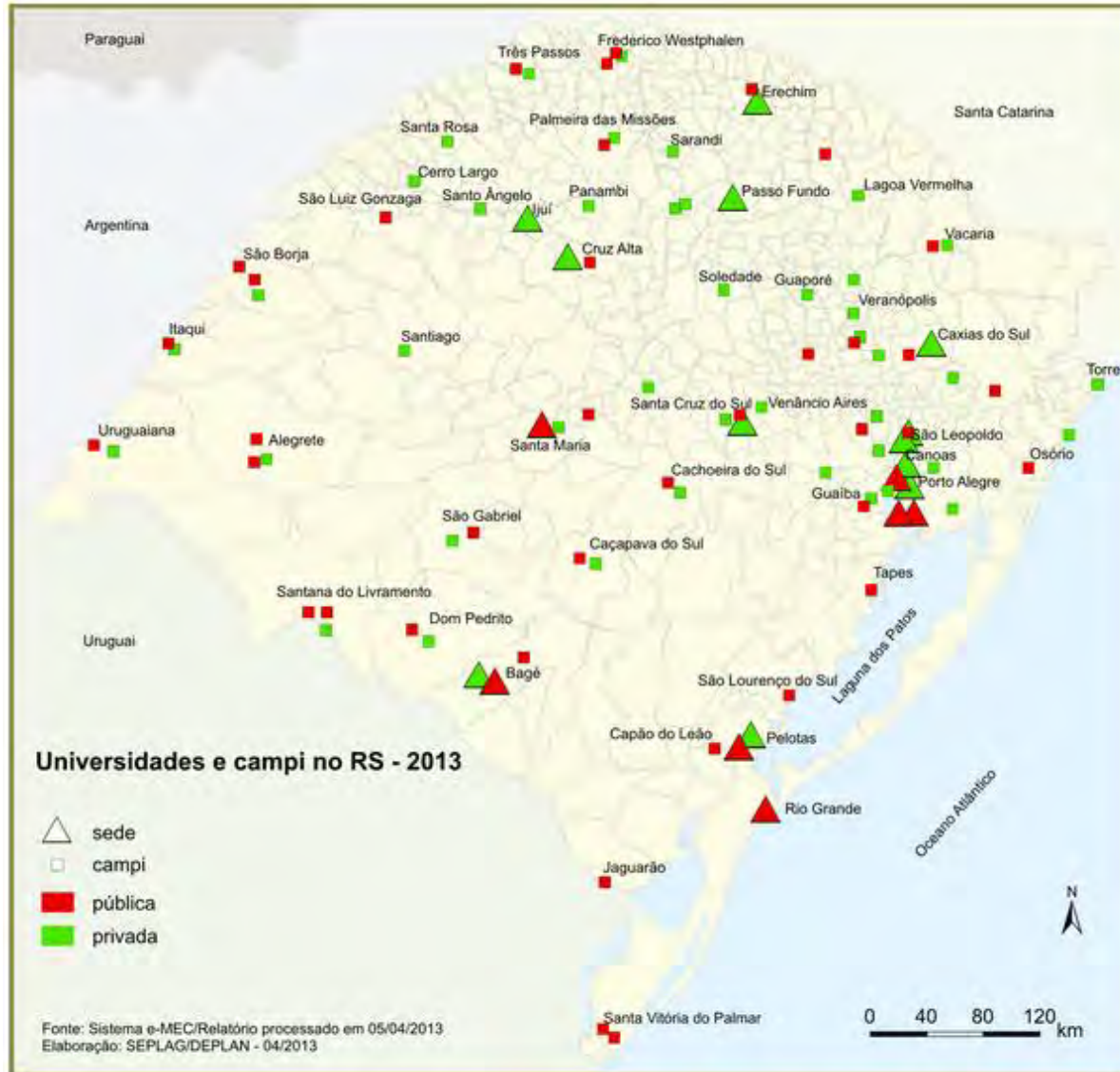
Introducing Target Cities

The pilot program, redefined.

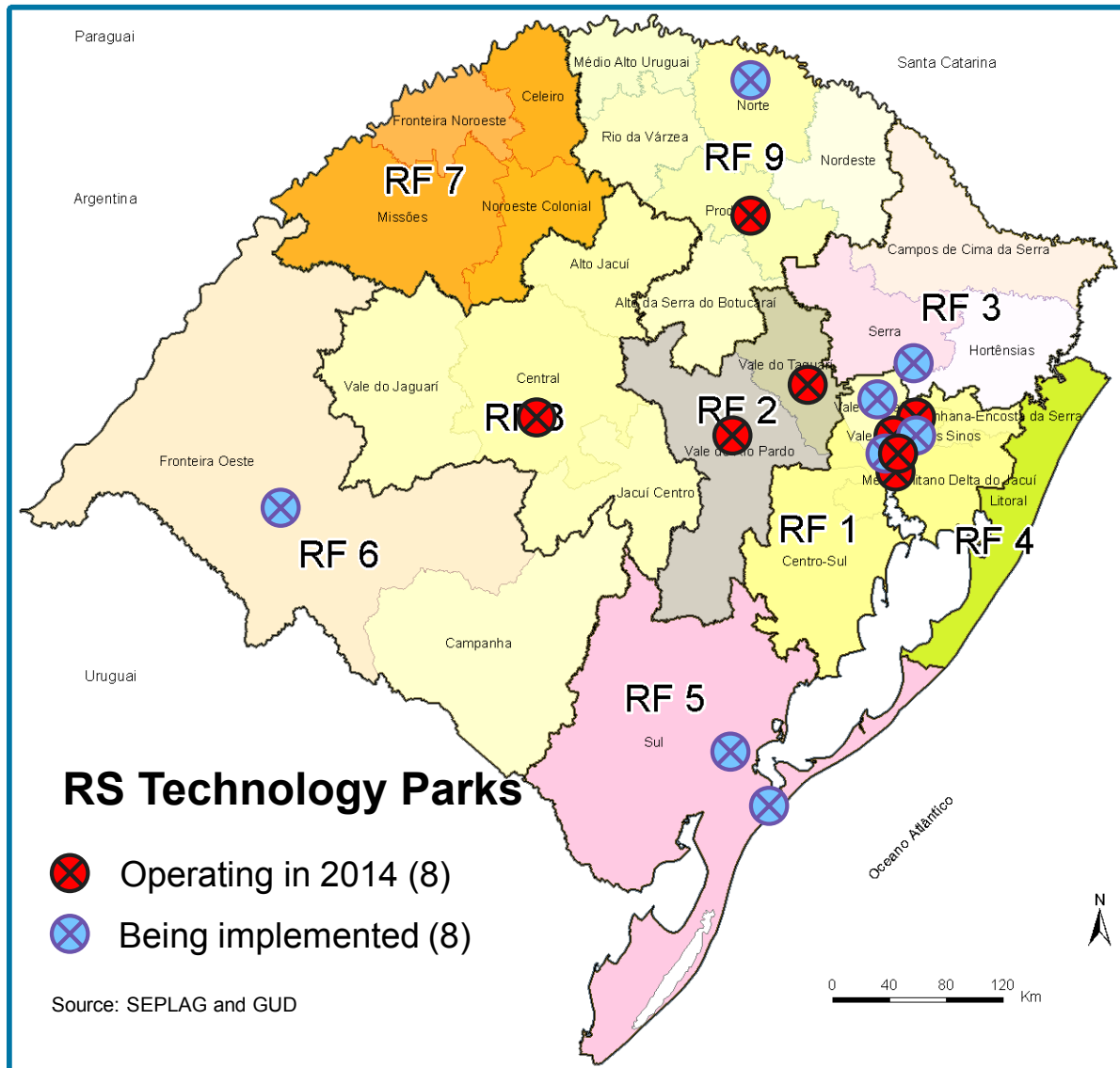
Target Cities is a new two-year partnership with nine development projects across seven North American cities to amplify and accelerate district-scale community regeneration and create replicable models for next-generation urban revitalization.

The program, launched as a [Clinton Global Initiative Commitment \(CGI\)](#) in June 2014, is a fresh approach to building

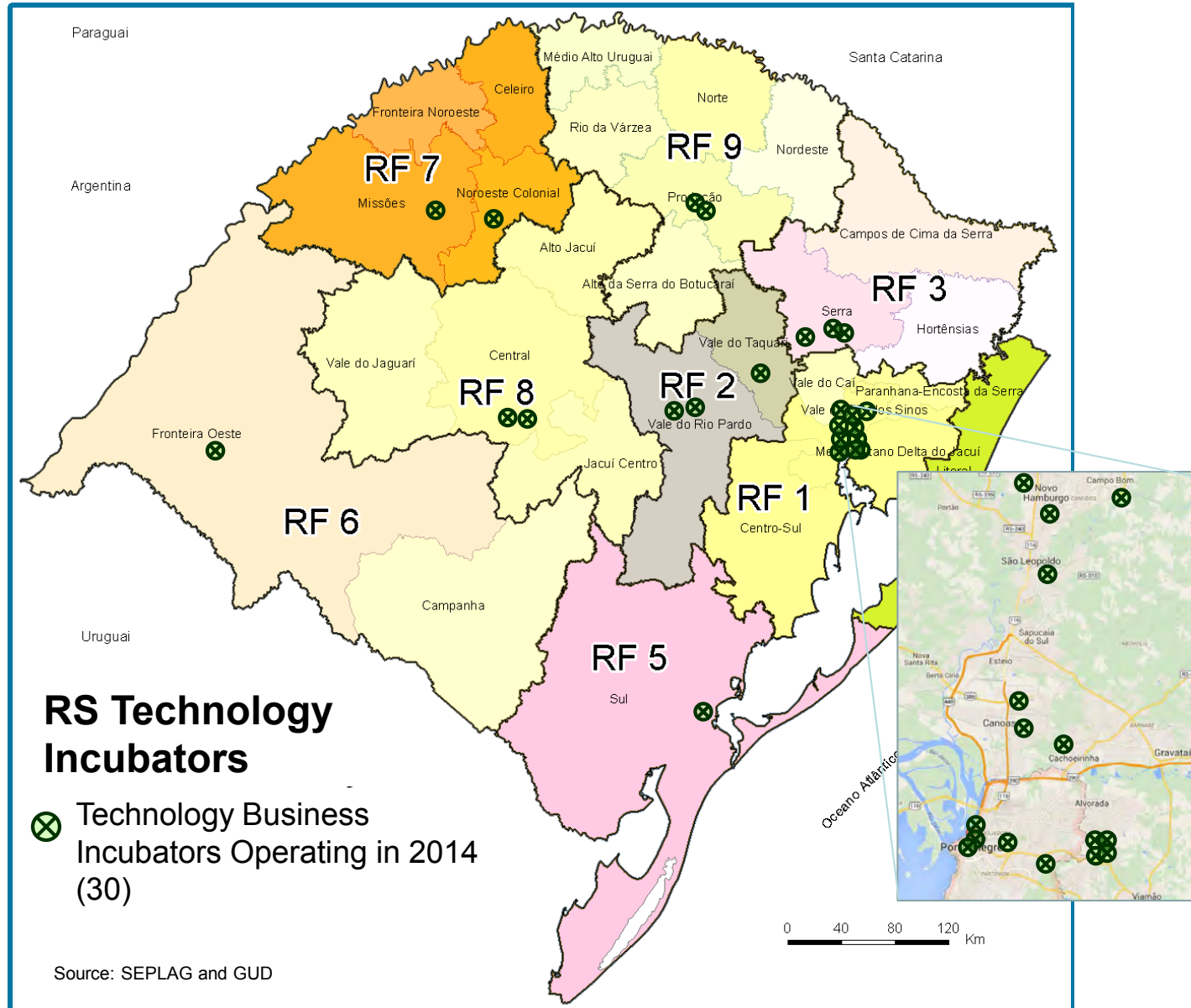
RS Universities as Resources for Sustainable Innovation Zones



RS Technology Parks as Resources for Sustainable Innovation Zones



RS Tech Business Incubators as Resources for Sustainable Innovation Zones



SUSTAINABLE INNOVATION ZONES



Resilient Cities 

A Post-Industrial Brazilian Neighborhood Aims to be Latin America's Silicon Valley

BY GREG SCRUGGS | NEXT CITY | JUNE 19, 2014

On June 9, Nós hosted its latest working group on the 4^o Distrito and invited Dr. Marc Weiss, international professor of economics and business management at Unisinos Porto Alegre. Weiss is chairman and CEO of Global Urban Development, a network of urban affairs leaders, and currently advising the Rio Grande do Sul state government on metropolitan economic strategy.

In 1998, he authored a strategic economic development plan for Washington, D.C. that fingered the area north of Massachusetts Avenue, which he coined "NoMa," as a potential development opportunity in a blighted area, anchored by media companies and accessible by a new Metro station. The results today are total assessed real estate values in the billions of dollars and 40,000 workers daily, which have injected activity into the neighborhood.



TODA
GRANDE
JORNADA
COMEÇA
COM UM
PRIMEIRO
PASSO



Policy in Focus

A publication of
The International Policy Centre for Inclusive Growth
United Nations Development Programme

Volume 13, Issue No. 3 • December 2016



A new urban paradigm:
pathways to sustainable development



Empowered lives.
Resilient nations.

The Rio Grande do Sul leapfrog economic strategy and the Porto Alegre Sustainable Innovation Zone (ZISPOA)

by Marc A. Weiss¹
and Luis Felipe Nascimento²

The Porto Alegre Sustainable Innovation Zone (*Zona de Inovação Sustentável de Porto Alegre—ZISPOA*), located in the Independência and Floresta neighbourhoods of the Brazilian city of Porto Alegre (Weiss 2016),³ represents the first major step towards the implementation of Global Urban Development's (GUD) 2015 World Bank-funded Leapfrog Economic Strategy (LES) for the state of Rio Grande do Sul (RS) to become the most sustainable and innovative place in Latin America by 2030 (Weiss et al. 2015). Both the LES and the development of Sustainable Innovation Zones, starting with ZISPOA, offer excellent opportunities for the city and the state to successfully achieve both the United Nations Sustainable Development Goals (SDGs) and the New Urban Agenda, and can perhaps highlight ways in which other regions may be able to do so as well.

Sustainable Innovation Zones in Rio Grande do Sul

doing, will have an economic competitive advantage over the rest of the world. The first places among emerging economies in developing countries that can accomplish such technological breakthroughs will leapfrog into the front ranks of global competitiveness.

This will happen for two main reasons. First, because such successful places will have expertise and experience, reflected in their products and services, of enormous value to the rest of the world. Second, because many global resources will flow to such places from elsewhere: talent, technologies, investors, entrepreneurs, students, scholars, traders, tourists, developers, donors and much more. The world has a huge interest in supporting places committed to sustainable innovation and inclusive prosperity, and this growing interest and the global resources that come with it will increase exponentially during the coming decade.

Sustainable Innovation Zones are a centrepiece of the RS LES (ibid., 132–156). These many special areas in municipalities

serve as magnets for international talent and experiments in 21st century technology.

The RS Leapfrog Economic Strategy

The state of RS has been an economic leader in Brazil for a long time. In the 20th century it became one of the first states in the country to successfully industrialise and urbanise, and today it remains the third biggest industrial economy among Brazilian states. More than a dozen RS industries are either the largest or second largest among similar industries in other states in Brazil (ibid., 62).

However, RS is facing considerable economic challenges in the coming decades: relatively slow economic growth, a decreasing working-age population, modest productivity improvements, increasing global competition, and insufficient resources to upgrade infrastructure and education, among others.

An alternative to this projected slow growth in the future is one of dynamic, high growth characterised by broad-based



Photo: Felipe Valduga. Air view of Porto Alegre, Brazil, 2015 <<https://goo.gl/uvU27V>>.

“The future of the world will be about finding ways for billions of people to live and thrive in peace with each other and with nature.”

GLOBAL URBAN DEVELOPMENT (GUD) IN BRAZIL: THE PORTO ALEGRE SUSTAINABLE INNOVATION ZONE (ZISPOA) AND URBAN THINKERS CAMPUS



ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE



GLOBAL URBAN DEVELOPMENT: THE PORTO ALEGRE
SUSTAINABLE INNOVATION ZONE (ZISPOA): TWO
YEARS OF ACCOMPLISHMENT AND PROGRESS



The Porto Alegre Sustainable Innovation Zone (ZISPOA): Two Years of Accomplishment and Progress



www.zispoa.info



Os Membros de Hub de Inovação Sustentável Paralelo Vivo



Pulsar e Desafio Empreendedor, UFRGS



Cursos de ZISPOA

Zona de Inovação Sustentável de Porto Alegre -- ZISPOA



ZISPOA



6 ELEMENTOS **zispoa**



OBJETIVOS **ZISpoa**

TORNAR-SE O LUGAR MAIS INOVADOR E SUSTENTÁVEL
DA AMÉRICA LATINA ATÉ 2020



CONEXÃO
DIGITAL



ENERGIA
SOLAR



EFICIÊNCIA
ENERGÉTICA



TECNOLOGIAS
RENOVÁVEIS



AMIGÁVEL
ÀS BICICLETAS

**SMART
LIVING
CHALLENGE**



- Invitation -

As a key influencer within the Smart Living Challenge network,
we welcome you to participate in a

VIRTUAL MEETUP

Sharing for Sustainable Mobility in Porto Alegre, Brazil

April 28 at 12.00 - 14.00 BRT
(Brasilia Time), UTC/GMT -3 hours

In this virtual meetup, you will learn more about the Sustainable Innovation Zone in Porto Alegre,
and be able to share your insights regarding electric car sharing, bike sharing and garage sharing.

Moderator: Susanne Fuglsang, Another Tomorrow

Porto Alegre presentators:

Marc Weiss, Global Urban Development
Ricardo Pierozan, Webike
Lucas de Paris and Julia Froeder, MVM Technologies
Nicole Cerato, Federal University of Rio Grande do Sul
Eric Feddersen, EasyBox

Participating experts:

Jeppe D. Larsen, MOVEBYBIKE, Stockholm
Mattias Goldmann, Fores, Stockholm



Focusing on one key topic at a time, the ambition is that a global network of smart people can make it happen.

bit.ly/portoalegrezine

smartlivingchallenge.com



Um plano de compartilhamento de carros elétricos para a ZISPOA



ZISPOA: Primeiro ponto de recarga solar para carros elétricos em Porto Alegre



ZISPOA: Primeiro ponto de recarga solar para carros elétricos em Porto Alegre



ZISPOA: Primeiro ponto de recarga solar para carros elétricos em Porto Alegre



Semanas de Inovação Suécia-Brasil em Porto Alegre 20 e 21 de outubro de 2016

**“Desenvolvimento Urbano Sustentável,
com foco em transporte e energia sustentáveis”**





ZISPOA Dia Mundial do Meio Ambiente Festival em Vila Flores



ZISPOA Dia Mundial do Meio Ambiente Festival em Vila Flores



Espaço Floresta: ZISPOA-DMLU Horta Comunitária e Compostagem Urbana



ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE



31/03 às 19h

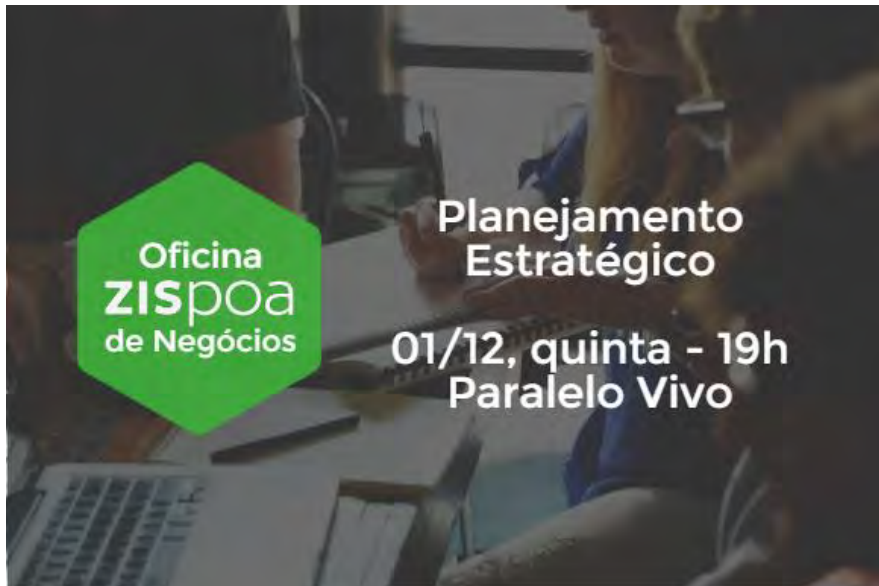


POA SOLAR

OFICINA COLABORATIVA DE NEGÓCIOS

Marketing e Vendas

25/04 - Prédio Centenário UFRGS





Curso de engenharia da UFRGS faz um estudo de gestão ambiental para Vila Velô em ZISPOA



Professores Conselheiros da ZISPOA



UFRGS-ZISPOA Solar Post, School of Administration

Poste Solar

Professor Luis Felipe Nascimento

Carregue seu celular com energia solar

INSTRUÇÕES DE USO:

- ϕ Conecte seu celular plugando o cabo às saídas USB.
- ϕ Caso haja mais pessoas esperando para utilizar o carregador, utilize no máximo 15 minutos.
- ϕ Cuide bem dessa estrutura, ela é um bem precioso da comunidade e da Escola de Administração.



Ganhadores do Prêmio Marc Weiss
Gestão Socioambiental

Arthur Blauth
Carolina Collares
Lucas Chagas

ZISPOA Project, UFRGS School of Engineering





ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE



zistalks[®]



Engª **ALESSANDRA A. BOTH**
Gerente de Projetos e Estudos
de Mobilidade **EPTC**

15/05 às 19h

PRÉDIO CENTENÁRIO/UFRGS
Sala anexo 104 F(ICE)



**Estratégias para
uma ZISPOA
mais amigável
às bicicletas**



ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE

Stakeholders
meeting®

Edição Workshop de Co-criação

30/05 às 19h30

PRÉDIO CENTENÁRIO/UFRGS | Sala 106



**Venha conhecer os
projetos da ZISPOA,
co-criando soluções
para seus problemas!**

The logo for Green Drinks consists of a stylized green leaf on a black stem, with a black arc above it. To the right of the graphic, the text 'greendrinks' is written in a lowercase, sans-serif font, with a small green hexagon containing a white 'Z' above the 's'. Below this, 'PORTO ALEGRE' is written in a smaller, uppercase, sans-serif font.

greendrinks^Z
PORTO ALEGRE



ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE

Órbita
Coworking

A photograph of a social gathering at night, with people standing and talking in an outdoor setting. The scene is illuminated with green light, and a diagonal green line separates this photo from the white background of the text.

01.09.17 // 19h
ÓRBITA COWORKING



Membros ZISPOA Vencedores do Prêmios por Fundação Gaia e Virada Sustentável, 2016



GLOBAL URBAN DEVELOPMENT (GUD) IN BRAZIL: THE PORTO ALEGRE SUSTAINABLE INNOVATION ZONE (ZISPOA) AND THE PARALELO VIVO SUSTAINABLE INNOVATION HUB

The Porto Alegre Sustainable Innovation Zone (ZISPOA – Zona de Inovação Sustentável de Porto Alegre) and the Paralelo Vivo Sustainable Innovation Hub have made extensive progress since GUD’s previous World Urban Campaign Newsletter article in October 2015. The excitement and energy of this rapidly growing movement for Sustainable Innovation and Inclusive Prosperity is highlighted in this brief video produced by the Porto Alegre City Government (POAdigital):





Monday, April 11, 2016, 12:00 to 2:00 pm
Paralelo Vivo Sustainable Innovation Hub
Rua Pinheiro Machado 40, Porto Alegre, RS, Brazil

Moderator:

Welcome – Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development (GUD), Porto Alegre

Speakers:

Introduction – Dr. Fernando Echavarría, Foreign Affairs Officer, Office of Space and Advanced Technology, Bureau of Oceans, Environment, and Science, US Department of State, Washington, DC

Geoinformation for Sustainable Urban Management and Resilience – Dr. Marsha Goldberg, Program Manager, GeoSUMR Partnership, American Association of Geographers, Washington, DC

Ecocitizen Mapping and Urbinsight – Kirstin Miller, Executive Director, Ecocity Builders, Oakland, California

ArcGIS, GeoDesign, and 100 Resilient Cities – Dr. Carmelle Terborgh, Lead Account Manager, Nonprofit and Global Organizations, Esri, Washington, DC



Move Smart POA

Semana de Inovação Suécia-Brasil 2017

October 1 – October 8, 2017



ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE



7 Day Move Smart Challenge Launch Event, October 1, 2017



ZISPOA Bike-Friendly Festival, October 1, 2017



ZISPOA Bike-Friendly Festival, October 1, 2017



**Mattias Goldmann lecture, Sweden-Brazil Innovation Week,
October 2, 2017**



**Glocal Climate Challenge Bike Tour with Swedish Officials,
Porto Alegre, November 5, 2017**



UN-Habitat Urban Thinkers Campus, Porto Alegre, Brazil, November 10-12, 2017

Sustainable Innovation Zones (ZIS) as Catalysts for the New Urban Agenda, Sustainable Development Goals, and Paris Climate Agreement through Citizen Empowerment, Entrepreneurial Engagement, and Strategic Collaboration.

Organizers and hosts: Global Urban Development (GUD); Porto Alegre Sustainable Innovation Zone (ZISPOA); ZISPOA Project, Engineering School, Federal University of Rio Grande do Sul (UFRGS); Orbita Coworking; and Vila Flores Cultural Association.





ZISPOA UN-Habitat Urban Thinkers Campus, November 10-12, 2017





ZISPOA UN-Habitat Urban Thinkers Campus, November 10-12, 2017



APROVADA CRIAÇÃO DA ZONA DE INOVAÇÃO SUSTENTÁVEL DE PORTO ALEGRE



O Plenário da Câmara Municipal aprovou, por unanimidade, na última sessão deliberativa de 2017, o Projeto de Lei 293/17, do **Vereador André Carús**, que institui e delimita a **Zona de Inovação Sustentável de Porto Alegre (Zispoa)**. A área, compreendida em parte dos bairros Bom Fim, Farroupilha, Floresta, Independência, Rio Branco e Santana, visa favorecer a promoção de políticas públicas sustentáveis, com relevância urbanística, ambiental e empreendedora.

Conforme **Carús**, a delimitação da Zispoa visa promover atividades voltadas à inovação e à sustentabilidade, incluindo educação ambiental, integração social e comunitária, empreendedorismo e incentivo ao uso de tecnologias e ações que contribuam para a redução de emissão de gases do efeito estufa. “O desenvolvimento econômico e social passa, necessariamente, pela promoção da sustentabilidade. A Zispoa vem arejando as históricas bandeiras ecológicas do Estado, mostrando aos empreendedores sua importância dentro deste processo de inovação e sustentabilidade. O que estamos fazendo agora é reconhecer e incentivar a ampliação do trabalho que vem sendo desenvolvido pelo grupo desde 2015, além de garantir que esta área seja incluída na discussão do Plano Diretor de Desenvolvimento Urbano Ambiental, que iremos aprofundar ao longo de 2018.”

Atividades que serão incentivadas na Zispoa:

- Uso de inovação e tecnologia no desenvolvimento e aprimoramento da sustentabilidade e da eficiência na utilização de recursos tanto nos negócios quanto no dia-a-dia;
- Promoção da cultura empreendedora e o desenvolvimento de startups para incorporar soluções sustentáveis e eficientes aos negócios e para a sociedade;
- Fomento a iniciativas que visem conservar e reutilizar os recursos de forma mais eficiente, especificamente recursos renováveis, propondo mais harmonia e equilíbrio com os ciclos naturais dos ecossistemas;
- Incentivo à economia compartilhada, criativa e colaborativa para o desenvolvimento de negócios e comunidades, tanto quanto os valores de Inovação Sustentável;
- Promoção da gestão participativa e comunitária;
- Tornar a região amigável aos negócios colaborativos, sustentáveis e tecnológicos; e
- Buscar alternativas para demarcar visualmente a área.

Happy Hour Solar

QUER SABER O QUE ESTAMOS FAZENDO
PARA QUE PORTO ALEGRE TENHA MAIS
GERAÇÃO DE ENERGIA SOLAR?

13 de novembro

18h

Quintal Bar e Cultura

(Rua Luiz Afonso, 549)

TRAGA SUAS IDEIAS! JUNTE-SE A NÓS!





OBRIGADO

marcweiss@globalurban.org