

Rio de Janeiro - Brazil

Urban Regeneration & Climate Change

2017





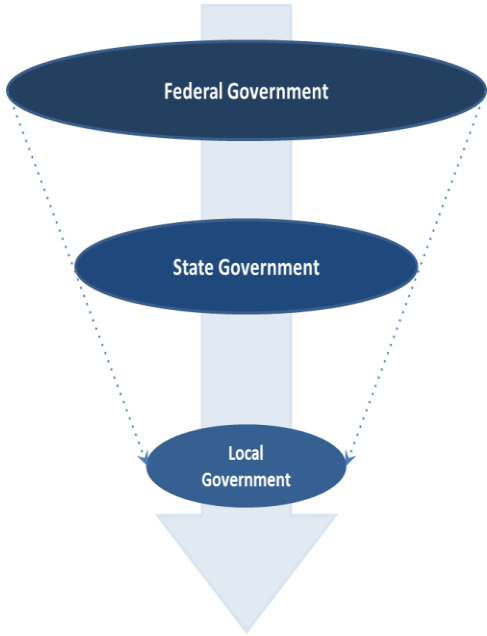
BRASIL
204.5 million inhabitants

RIO DE JANEIRO STATE
16.5 million inhabitants

RIO DE JANEIRO CITY
6.5 million inhabitants

1.255 Km2

160 Neighborhood



| Shared Responsibilities | |
|------------------------------------|--|
| Federal, States and Municipalities | Health and social welfare |
| | Historic, artistic and cultural preservation |
| | Assistance to disabled |
| | Culture |
| | Environmental Preservation |
| States and Municipalities | Tourism |
| | Water Supply and Distribution |
| Federal and States | Sanitation |
| | Sciences and Universities |
| Municipalities | Public transport (inner-city) |
| | Land Use and Construction Policy |

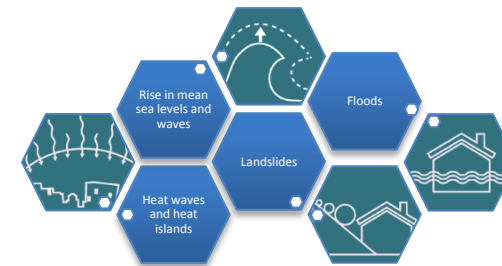
- . A coastal city and most important Brazil **touristic** destination
- . Second **economic** center of the country
- . Remarkable role in national politics, economy and culture
- . **Culture identity** strongly associated to its natural landscape including **bays and forest massifs**
- . Relationship between man and nature is an anchor for its title of first urban cultural landscape declared World Heritage by UNESCO

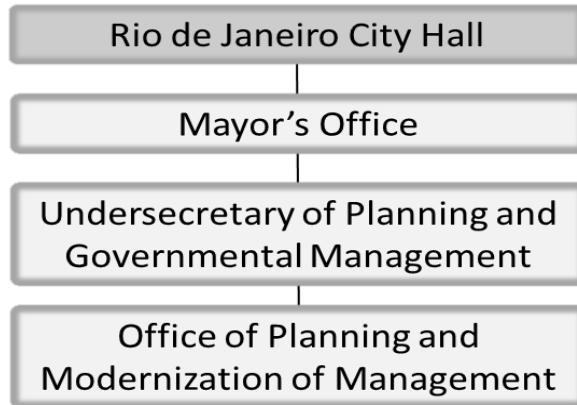


Municipal Policy on Climate Change Policy (2011)

- . Sets a GHG reduction target of 20% by 2020 based on 2005
 - . The adhesion of Rio to the C40 in 2007 sets goals, provides support and submits the city to an annual performance evaluation
 - . Involves transversality between all sectors and levels of government, solid academic and institutional partnerships for research and management innovation
- . sustainable management of solid waste
 - . environmental rehabilitation of rivers
 - . reforestation and green area increase
 - . environmental education programs
- . IPTU verde and Qualiverde
 - . sustainable mobility
 - . efficient urban lighting
 - . sustainable schools

expansion areas
deforestation
climate change





- . Strengthening planning with metropolitan vision

- . Articulation among departments

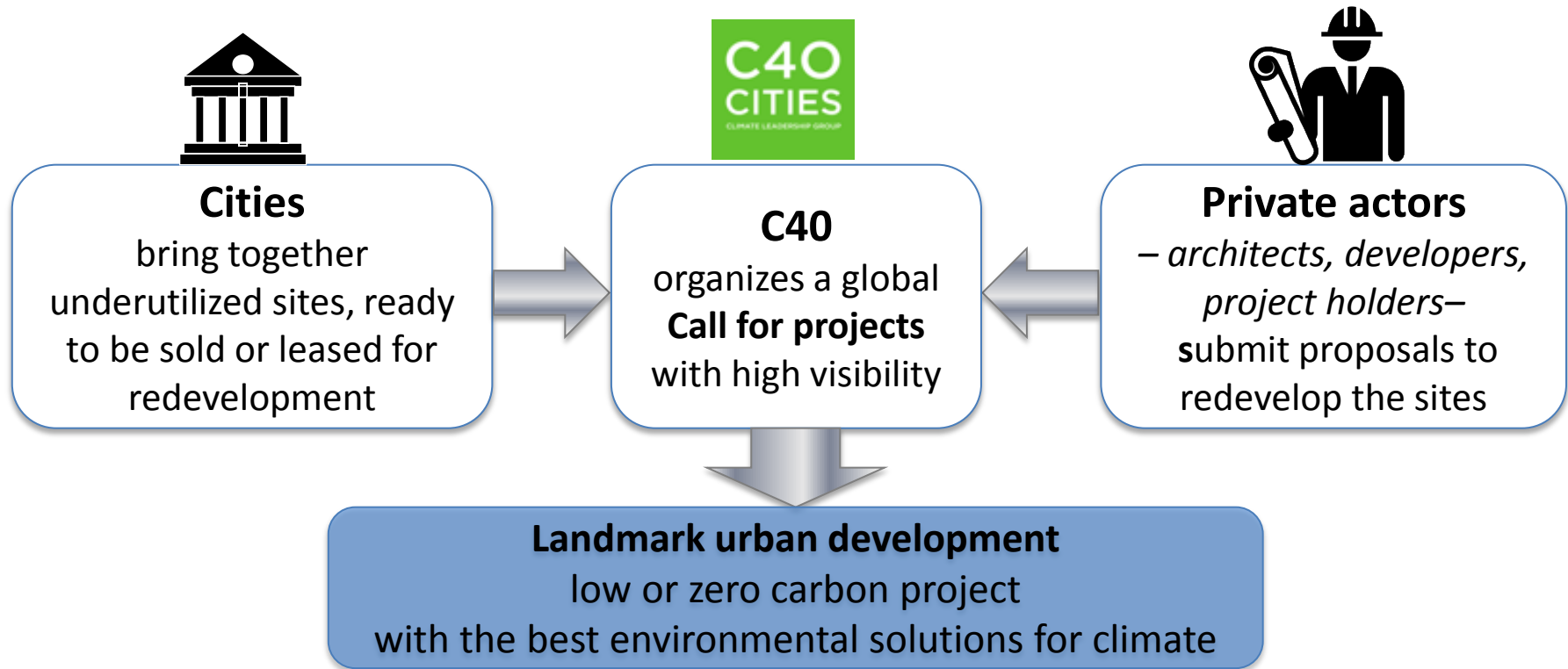
- . Sustainable lens to city management

- . **Strategic Plan**

- . **Sustainable Development Plan** - Alignment with the UN vision on (SDGs)

City by Climate Program - Strategic Plan

- . **Reinventing Rio Project**, stimulating carbon neutral development with new architectural and urban projects in empty or underutilized sites - **FOCUS ON PRIVATE INVESTOR**
- . **Complete Public Space Project**, integrating the implementation of strategic projects of different agencies, to adopt sustainable urban practices and solutions in renewal of public spaces; and the results monitoring based on indicators of sustainability and climate change - **PUBLIC INVESTMENT**



- . **Difficulties** - Complex legislation to transfer the rights of public owned sites
develop a viable legal and economic model and get all permissions
- . **Conflicts** - To deal with State and Federal government to include their ownership sites, and with the big amount of stakeholders with different interests on the same sites
- . **Conditions** - Large amount of undertutilized sites, new mass mobility axis, demand of restructuring of centralities and economic crises

COORDINATION AND INSTITUTIONAL GOVERNANCE

- Link the project to **international programs and commitments**
- Obtain **C40 support** for the complete organization of the call for projects
- Obtain the international **commitment of the Mayor** to accomplish the project
- A decree from mayor establishing a working group and prioritizing the project
- Set the project to a global scale
- Establishment of **clear timeline and steps**
- Set the main international **milestones and a solid communication**
- Establishment of weekly check list meetings with stakeholders



TECHNICAL AND ECONOMIC ASPECTS

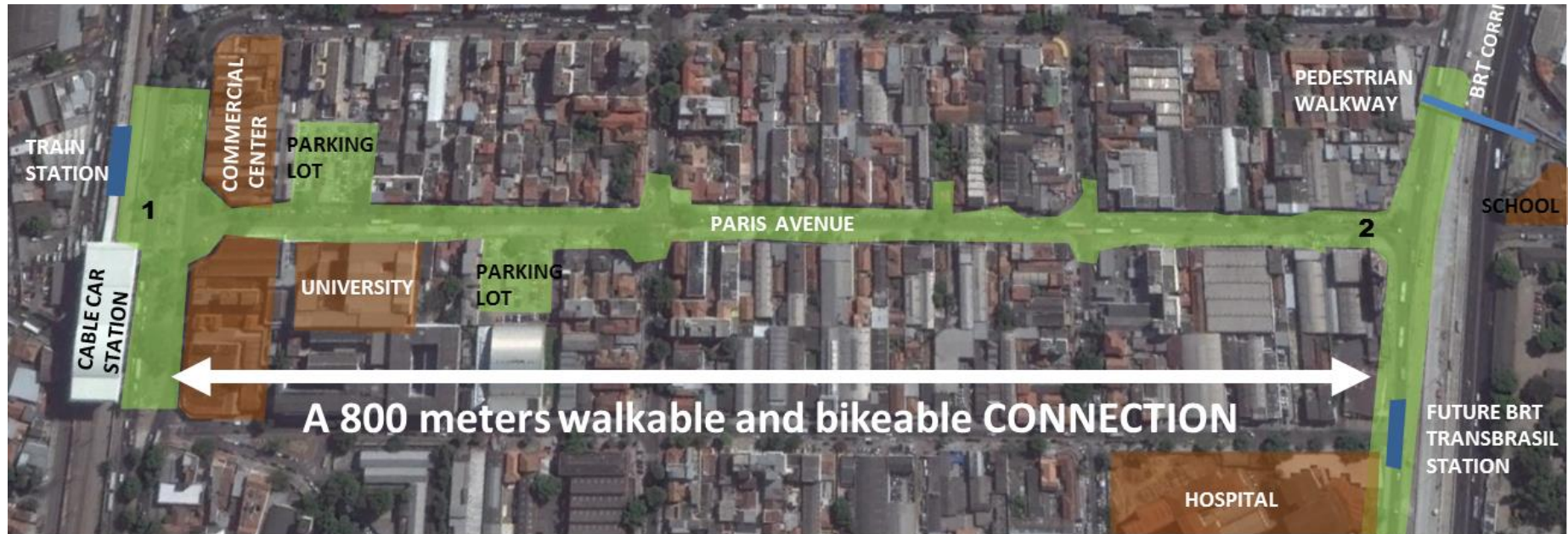
- Involvement of local technicians on the development of the competition framework and selection of the sites, ensuring **commitment from the beginning**
- Strategic selections of sites ranging different scales, typology, uses and regions to **attract large and diverse numbers of investor**
- ensure economic attractiveness sites

The **global competition** will help:

- to develop high quality and landmark projects
- to **mobilize local and international private actors to invest in the "green" development**
- to give an international exposure to your local urban projects
- to **highlight your commitment** in the fight against climate change



Healthy, Liveable Cities Designing walkable and bikeable places



- . **Difficulties** - Climate; funding, as we are facing a deep economic crisis
- . **Conflicts** - Land use, misuse of public spaces, bad infrastructure conditions
- . **Conditions** - Urban violence have increased the sense of insecurity and changed the relationship of citizens with the use of public space in the city. The project site is located in an great violence rates area, although it has a great potencial and it is a vibrant site. The BRT construction is a good opportunity to effective changes

- **Submitted the project to get technical support to C40** cities to boost climate actions with significant health benefits for citizens.
- To get technical assistance cooperation to collect and analyze **health data and broader benefits.**
- Support for **training and qualification** of City Hall staff involved in projects to improve walking and cycling through the city. (C40 and World Resources Institute)
- Include this site as a *Strategic* in the Government Plan, and set as a main City Program
- Joining efforts to **raise funds in different sources** to implement the interventions
- Involve several departments of the city's administration, under a **unique coordination**
- The project is **aligned with the guidelines of the city for sustainable** development and several other city programs as the City's Urban Tree Plan and Rio Capital Bike



Link the project to global scale and an international agenda was important to:

- get different sectors committed
- obtain support of an International organization, leading the guidelines, setting timeline and general scope
- to develop high quality and landmark projects
- to mobilize local and international private actors to invest in the "green" development
- to give an international exposure to your local urban projects
- to highlight your commitment in the fight against climate change

for the future

- To submit projects to technical assistance international cooperation to broader benefits
- To get support for training and qualification of City Hall staff involved in projects
- Strengthen the importance and better structure the Sector responsible for project coordination and integration among the other sectors.
- Create a consolidated monitoring system and strengthen the city database

we have missed

- State and Federal government partnerships

Rio de Janeiro - Brazil

Thank you !

ALINE ROMEU XAVIER

alinerxavier @ gmail.com