

Implementing the Porto Alegre Sustainable Innovation Zone (ZISPOA)

Global Urban Development (GUD)/Pulsar course description.

Mondays, 19:00-22:00, April 4-May 2.

*Paralelo Vivo Sustainable Innovation Hub, Pinheiro Machado 40, Bairro Independência,
Porto Alegre.*

A vital purpose of this course is to enable many new people to join the existing working groups and become actively involved in further organizing ZISPOA. This activity will include continuing to engage in the current Strategic Action Initiatives, as well as developing new Strategic Action Initiatives to be implemented beginning in May, June, and July.

Sustainable Innovation Zones and the RS 2030 Leapfrog Economic Strategy

Sustainable Innovation Zones are a key action step recommended by Global Urban Development (GUD) in the March 2015 World Bank-funded economic strategy for Rio Grande do Sul to become the most sustainable and innovative place in Latin America by 2030: http://www.globalurban.org/2015_RS_LEAPFROG_ECONOMIC_STRATEGY.pdf.

Sustainable Innovation Zones combine six key elements: 1) Innovation and Technology; 2) Entrepreneurship and Startups; 3) Sustainability and Resource Efficiency; 4) Creativity and Collaboration; 5) Participatory Community Management; and 6) Business-Friendly Environment.

According to the Leapfrog Economic Strategy's Executive Summary (pages 4-5):

“The focus on Sustainable Innovation is vital for the success of the Leapfrog Economic Strategy. The future of the world will be about finding ways for billions of people to live and thrive in peace with each other and in peace with nature. And the good news is that in the 21st century, people, places, and organizations can literally ‘get richer by becoming greener’ – earning and saving more money by conserving, renewing, and reusing resources much more efficiently.”

“Many of the major technological advances of the coming decades will involve enabling people to enjoy economic prosperity and quality of life in ways that conserve and reuse natural resources, and protect and enhance global ecosystems. The places in the world that Leapfrog into such a future, as some places already are doing, will have a huge economic competitive advantage over the rest of the world. And the first places among emerging economies in developing countries that can accomplish such technological breakthroughs definitely will Leapfrog into the front ranks of global competitiveness. This will happen for two main reasons. First, because their expertise and experience, reflected in their products and services, will be of enormous value to the rest of the world, as it will be to their own people.”

“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 this growing interest and the global resources that come with it will increase exponentially during the coming decade.”

“Rio Grande do Sul now has the opportunity, by committing in 2015 to become the most sustainable and innovative place in Latin America by 2030, to achieve exemplary, high-quality, and broad-based economic growth over the next 16 years. The following report outlines key strategies, and features many detailed examples and opportunities. One of the most important of these is Sustainable Innovation Zones.”

“Sustainable Innovation Zones are a centerpiece of the RS 2030 Leapfrog Economic Strategy. These many special areas in municipalities throughout the state will be among the leading centers for research and development of new technologies, entrepreneurial startups and business incubation and acceleration, state-of-the-art methods for improving sustainability and resource efficiency in business and daily life, reducing burdensome rules and regulations to create a more business-friendly environment, establishing public-private collaboration in strategic investments and participatory community management, and much more.”

“Sustainable Innovation Zones in Rio Grande do Sul will be located in mixed-use communities near colleges and universities, technology parks, and technology business incubators, with commerce, housing, and other key amenities and services. They will be magnets for international talent and experiments in 21st century technology.

New ZISPOA Course:

This new ZISPOA course builds on the foundations of the successful October-December 2015 GUD-Pulsar course at Paralelo Vivo on “Strategic Planning for an Independência-Floresta Sustainable Innovation Zone” (see POAdigital video: https://www.youtube.com/watch?v=My7jYLIsa_I).

In that previous course, many participants began organizing a Porto Alegre Sustainable Innovation Zone (ZISPOA) in these two neighborhoods of the 4th District. Course participants created working groups based on each of the six key elements: 1) Innovation and Technology; 2) Entrepreneurship and Startups; 3) Sustainability and Resource Efficiency; 4) Creativity and Collaboration; 5) Participatory Community Management; and 6) Business-Friendly Environment.

These six working groups each conducted an initial Asset Mapping and Network Analysis, and then developed Strategic Action Initiatives that they presented to a large audience of 75 people at the final class session on December 15. The working groups have been implementing their Strategic Action Initiatives since January, including solar trees in ZISPOA, partnerships with Junior Enterprise and AIESEC at UFRGS, Sustainable Innovation Seminars in collaboration with Net Impact (beginning with a well-attended March 12 seminar on Sustainable Entrepreneurship), the First Annual ZISPOA Festival at Vila Flores on May 21, sustainable urban geoinformation and ecocitizen mapping with several international partners starting with a webinar on April 11, Porto Alegre’s first-ever monthly Green Drinks on April 1 as part of Virada Sustentável activities, a business-friendly ZISPOA information website, a ZISPOA Facebook page, participatory sustainable community development planning with 3C, community-based recycling

with DMLU and Mãos Verdes, developing a ZISPOA marketing strategy and an electric car sharing feasibility study together with business management faculty and students at UFRGS, and much more.

Currently ZISPOA is focused on becoming the most sustainable and innovative place in Latin America by 2020 through accomplishing five major goals: 1) Most Solar Powered; 2) Most Energy Efficient; 3) Most Digitally Connected; 4) Most Renewable Technology-Friendly; and 5) Most Bike-Friendly.

To achieve these goals, ZISPOA and Nós Coworking are collaborating with the Swedish Government's Smart Living Challenge global network on a series of technical expert webinars, beginning on April 28 with an international conversation about "Sharing for Sustainable Mobility" including electric car sharing, bike sharing, and garage sharing for Porto Alegre's Sustainable Innovation Zone.

One vital purpose of this new course is to enable many more people to join the six working groups and become actively involved in further organizing ZISPOA. This activity will include continuing to engage in the current actions, as well as developing new Strategic Action Initiatives to be implemented by the working groups and many other people and organizations beginning in May, June, and July. **Pulsar and GUD will provide mentoring in class for working group meetings.**

Also, Pulsar will be leading another new ZISPOA course -- Next Citizens"-- starting on May 9.

Class Schedule:

April 4: (in English): Welcome and introductions. Overview of ZISPOA and the course. Introduction and description of the six working groups and their current activities: 1) Innovation and Technology; 2) Entrepreneurship and Startups; 3) Sustainability and Resource Efficiency; 4) Creativity and Collaboration; 5) Participatory Community Management; and 6) Business-Friendly Environment.

(mostly in Portuguese): Class exercise for new participants to interact with each working group and choose which group to join. After everyone joins a working group, each group will meet together to create a vision statement and develop an action agenda for the course. Pulsar and GUD will serve as mentors for these working group meetings.

April 11: (in English): Lecture and discussion by Professor Marc Weiss about Sustainable Innovation lessons for ZISPOA from GUD's Rio Grande do Sul 2030 Leapfrog Economic Strategy report (http://www.globalurban.org/2015_RS_LEAPFROG_ECONOMIC_STRATEGY.pdf). Please read this 2015 report, especially pages 3-24, 67-70, 83-89, 96-106, 123-125, and 132-158.

(mostly in Portuguese): Working groups will meet to engage in planning and coordination for their Strategic Action Initiatives. Pulsar and GUD will serve as mentors for these working group meetings.

April 18: (in English): Lecture and discussion by Professor Marc Weiss about lessons for ZISPOA from the Sustainable Innovation economic growth and community development transformation of NoMa (North of Massachusetts Avenue) in Washington, DC. Please read GUD's 2008 OECD NoMa report http://www.globalurban.org/GUD_OECD_NoMa_Report.pdf, and pages 38-43, 125-131, 140-141, and 144-148 of the RS 2030 Leapfrog Economic Strategy report. A special focus of our discussion will be on applying in ZISPOA both the 12 Key Lessons for Economic Development from page 43 of the Leapfrog Strategy, and the three main lessons from page 6 of the NoMa report. Please take time to think about applying these lessons.

(mostly in Portuguese): Working groups will meet to engage in planning and coordination for their Strategic Action Initiatives. Pulsar and GUD will serve as mentors for these working group meetings.

April 25: (in English): Lecture and discussion by Professor Marc Weiss about lessons for ZISPOA from the Sustainable Innovation renewable/efficient energy-based economic development of Berkeley, California. Please read the 1981 Berkeley Strategy report http://www.globalurban.org/Berkeley_Economic_Development_Strategy.pdf, especially the section recommending A New Energy Industry for Berkeley and an Alternative Energy Research and Industrial Park on pages 10-17.

(mostly in Portuguese): Working groups will meet to finalize the details of their Strategic Action Initiatives to be presented on May 2. Pulsar and GUD will serve as mentors for these working group meetings.

April 19-May 1: (in English): Working Group mentoring sessions (not on Monday nights) with Professor Marc Weiss.

May 2: (in Portuguese): Lecture and discussion by UFRGS Professor Luis Felipe Nascimento on Sustainable Innovation in Business, and lecture and discussion by UFRGS Professor Julio van der Linden on Sustainable Innovation in Design.

(mostly in Portuguese): Final presentation of Strategic Action Initiatives by the six working groups, with discussion and feedback from faculty, students, mentors, and invited community guests.