ZONA DE INOVAÇÃO SUSTENTÁVEL DE PORTO ALEGRE

Sustainable Innovation Zones and Global Smart Cities

Smart City Business America Congress and Expo 2017

Curitiba, PR, Brazil

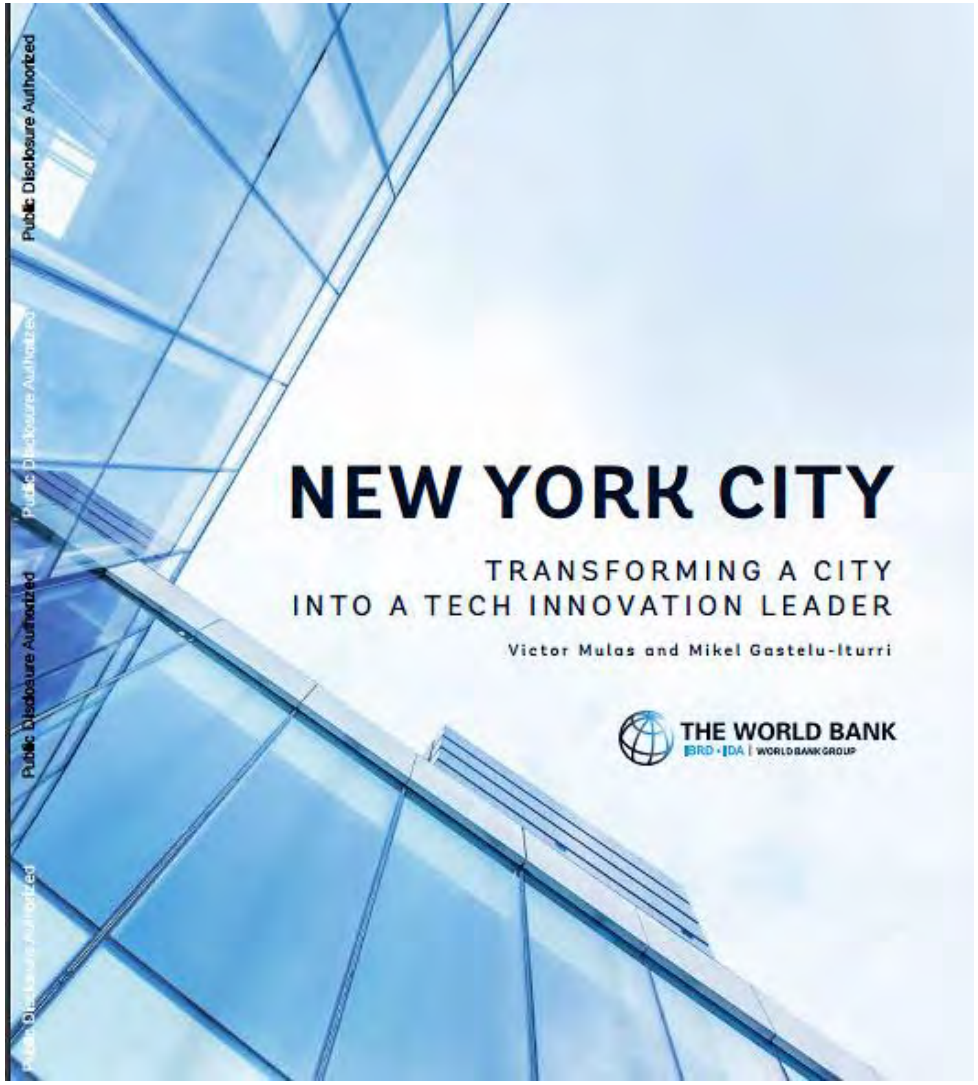
May 22, 2017

Dr. Marc A. Weiss
Chairman and CEO, Global Urban Development (GUD)
Coordinator, Porto Alegre Sustainable Innovation Zone (ZISPOA)


40

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



Tech Innovation Ecosystems – World Bank Global Research

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


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

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

by Marc A. Weiss[1] and Luis Felipe Nascimento[2]

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

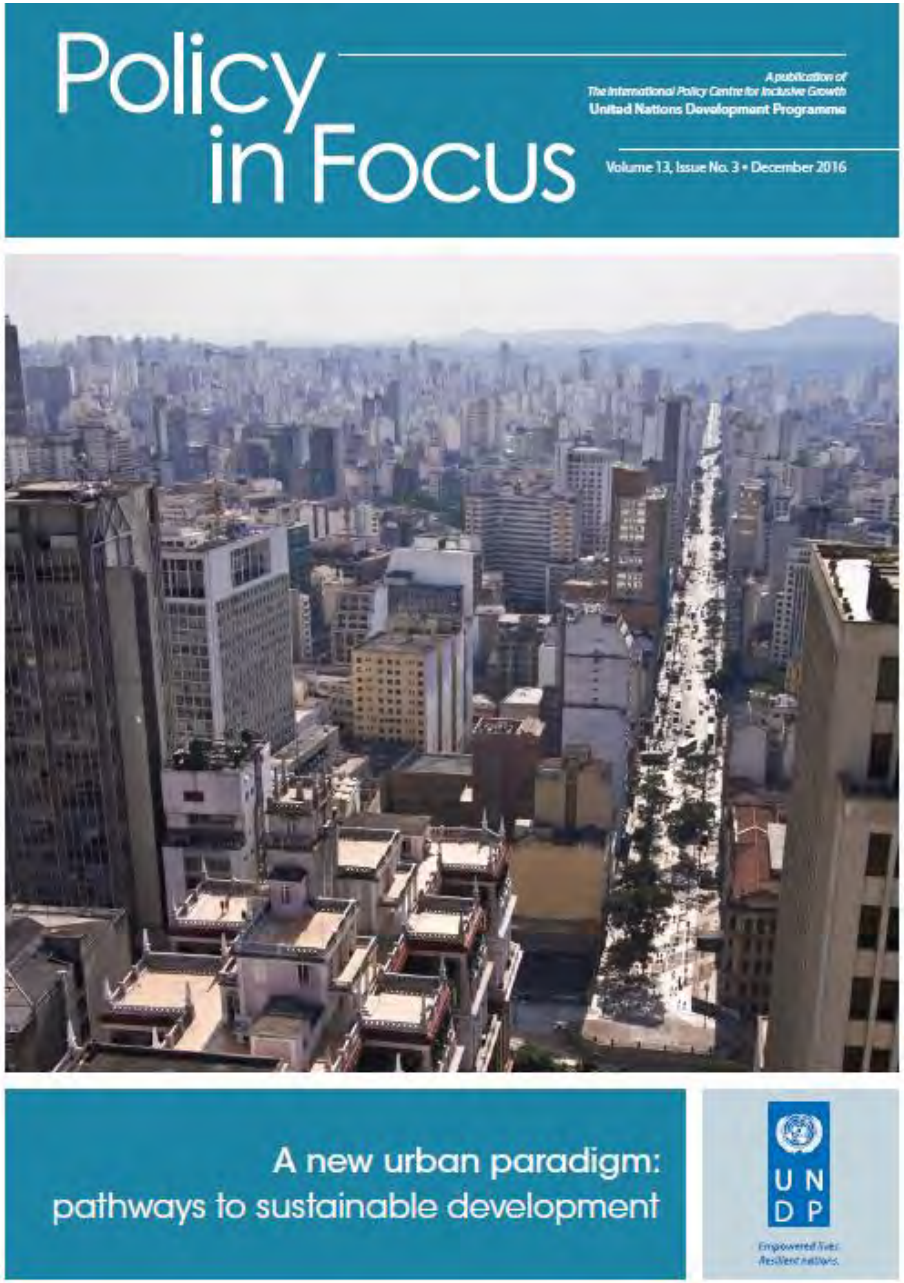
The state of RS has been an economic leader in Brazil for a long time. In the 20th century it became one of the first states in the country to successfully industrialise and urbanise, and today it remains the third biggest industrial economy among Brazilian states. More than a dozen RS industries are 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/uwU27V>.

> "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.


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
UNDP
Empowered lives.
Resilient nations.

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

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 TH

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

ENTREVISTA Marc Weiss

Fotos: Nadia Loiera

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 sustentabilidade 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.

METROPOLITAN ECONOMIC STRATEGY, SUSTAINABLE INNOVATION, AND INCLUSIVE PROSPERITY

Aligned with 5 Worldwide Economic Trends

- **Knowledge and Information-Based**
- **Technology and Communications-Intensive**
- **Urban and People-Centered**
- **Resource-Efficient and Sustainable**
- **Globally Oriented**

"Getting Richer by Becoming Greener"

Sustainable Innovation and Inclusive Prosperity 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 Innovation and Inclusive Prosperity 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

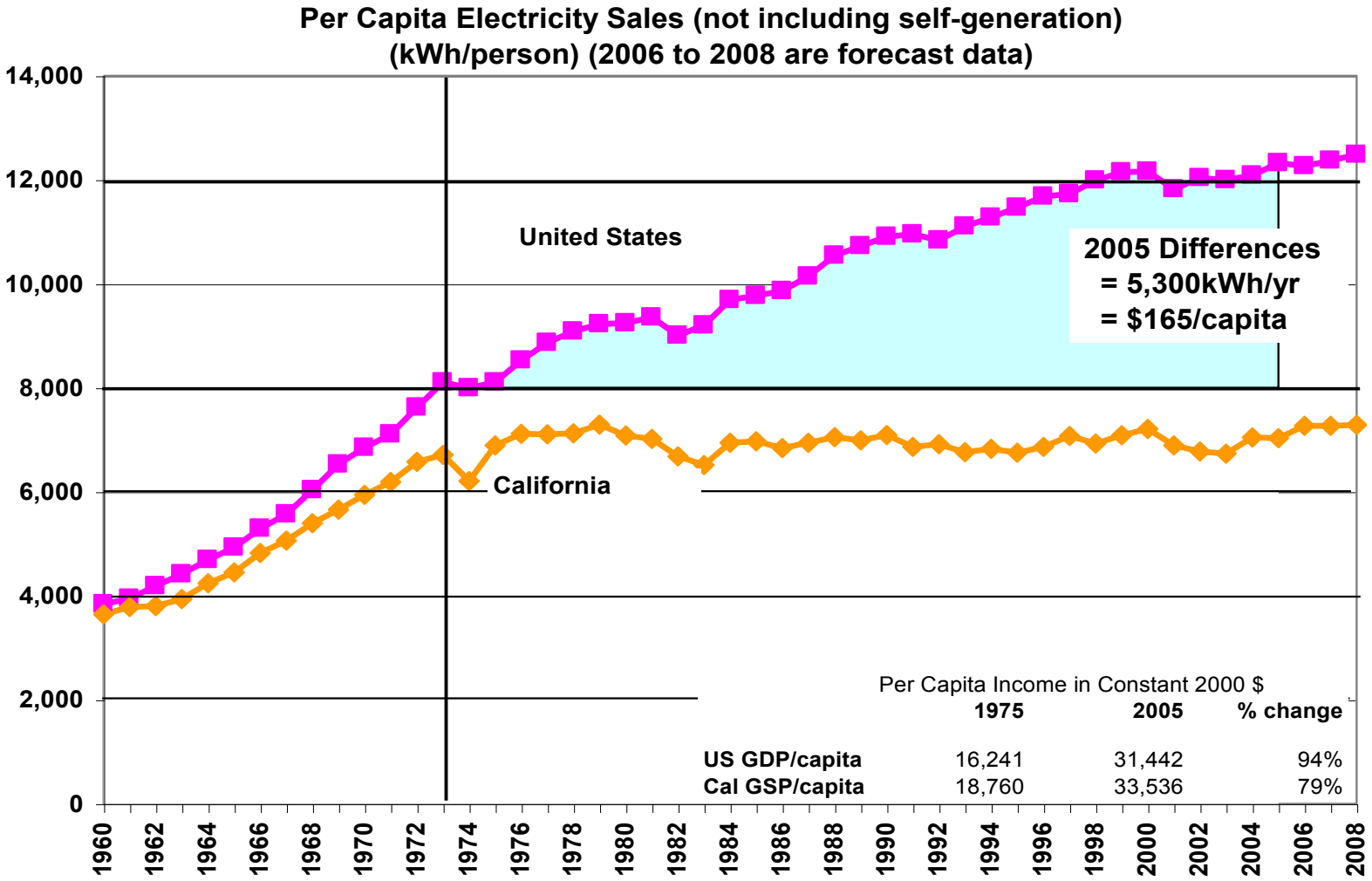
MARC A. WEISS

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

From the California Commission on Industrial Innovation to Sustainable Innovation and Inclusive Prosperity

California's $56 Billion Green Savings

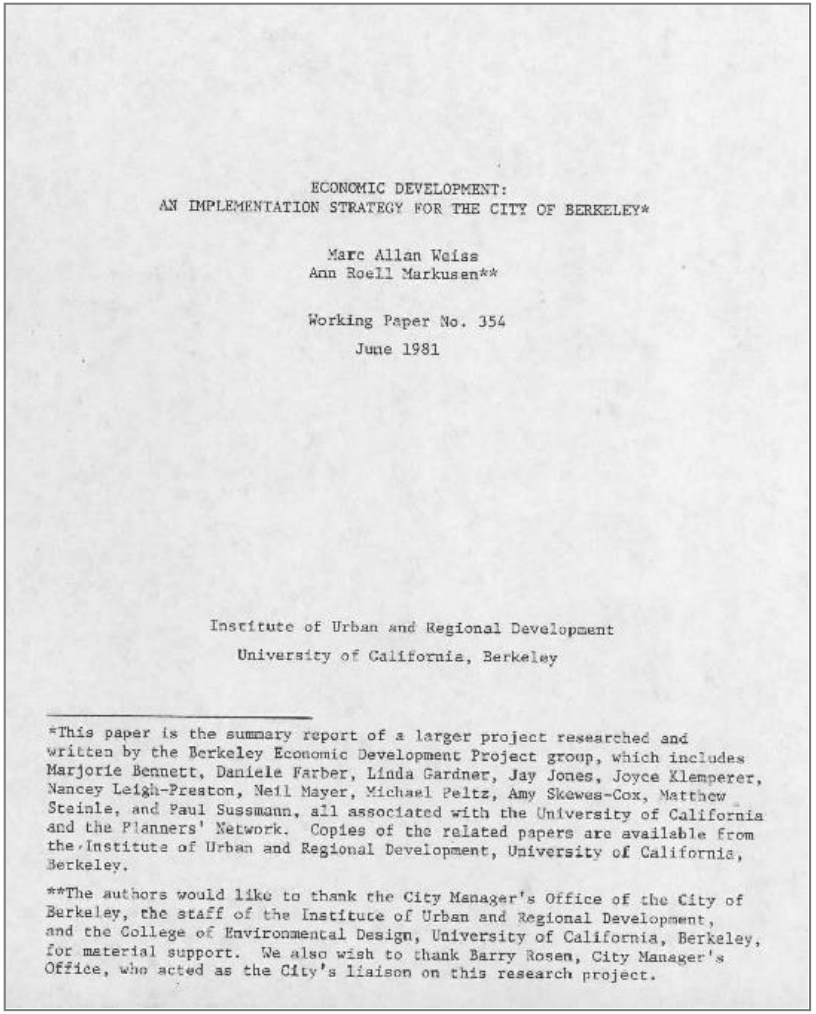


Per Capita Income in Constant 2000 $

	1975	2005	% change
US GDP/capita	16,241	31,442	94%
Cal GSP/capita	18,760	33,536	79%

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

Sustainable Innovation and Inclusive Prosperity 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 INNOVATION
BUSINESS ADVISORY SERVICES

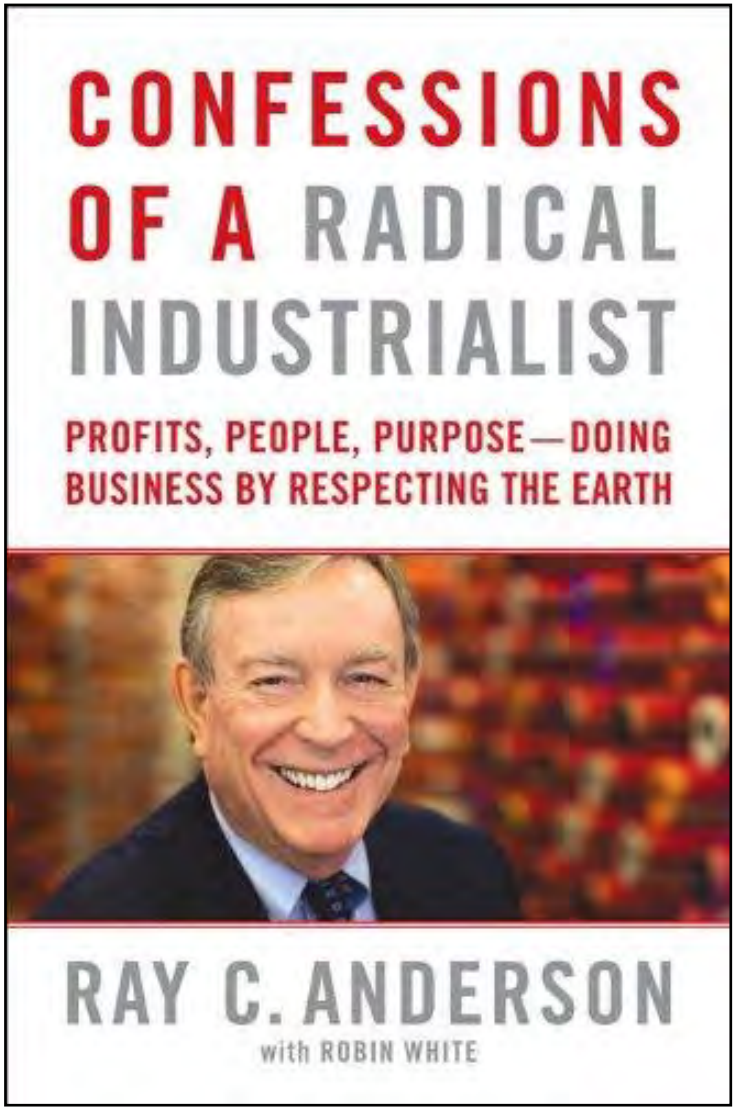
REV

FORMERLY

True Market Solutions

Participating small- and medium-sized businesses save $350,000 per year (on average)

Sustainable Innovation in Business



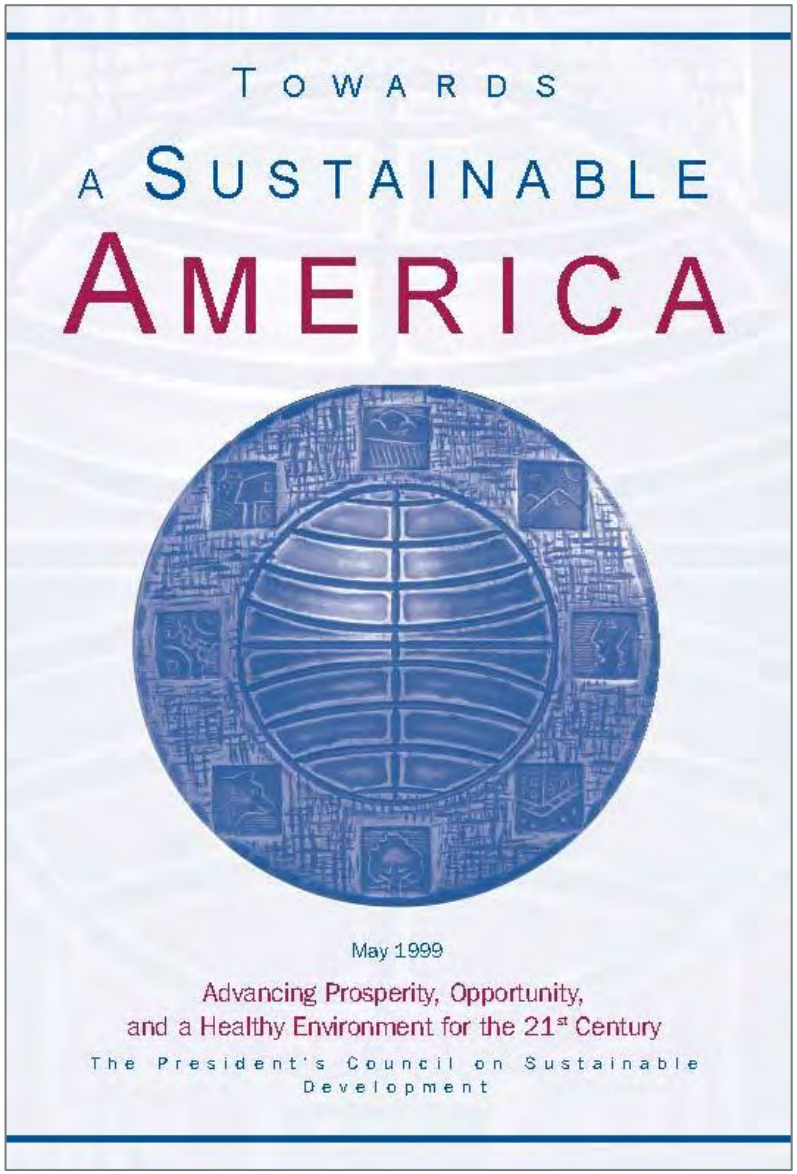
$8.1 Trillion Global Business Investment in Green Opportunities since 2007

GREEN TRANSITION SCOREBOARD®

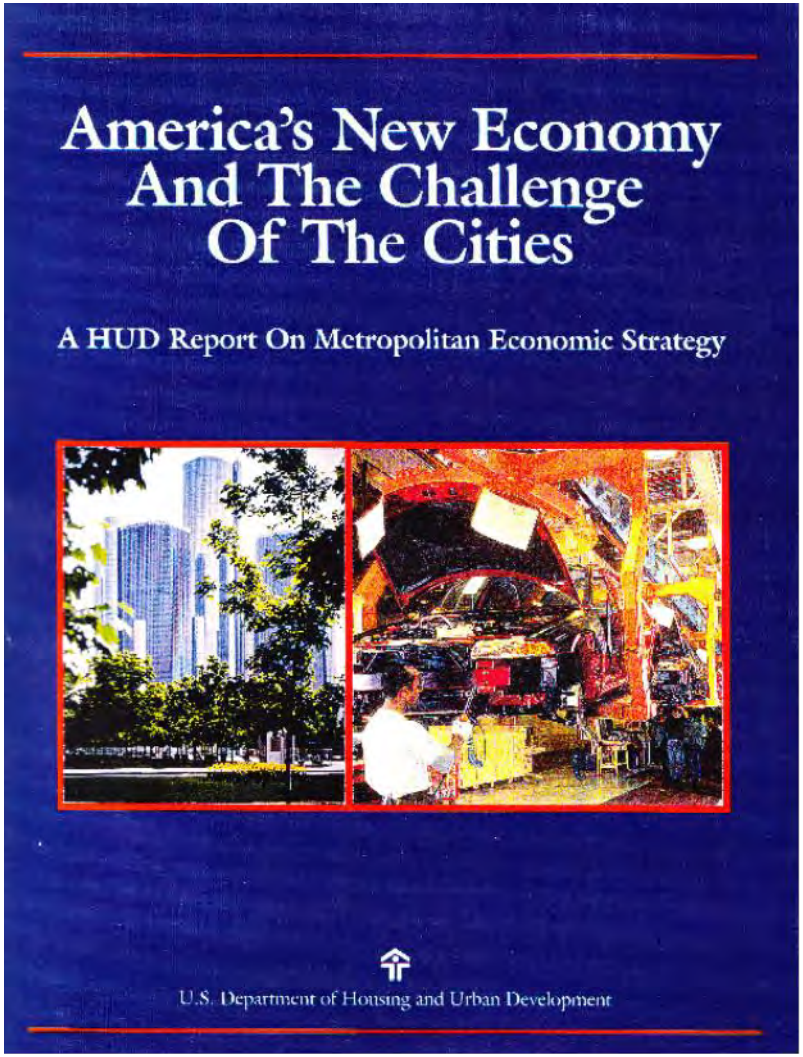
More than $8.1 trillion has already been invested by the private sector in sustainable companies and technologies globally since 2007.

www.greentransitionscoreboard.com

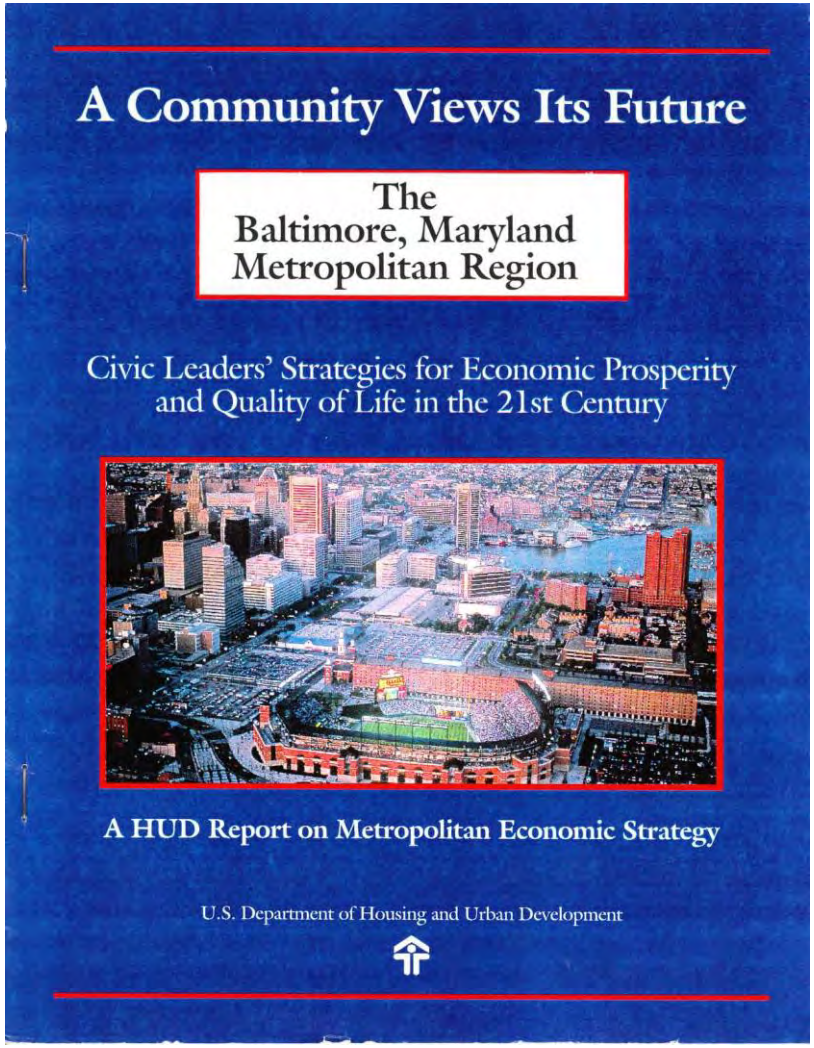
President's Council on Sustainable Development

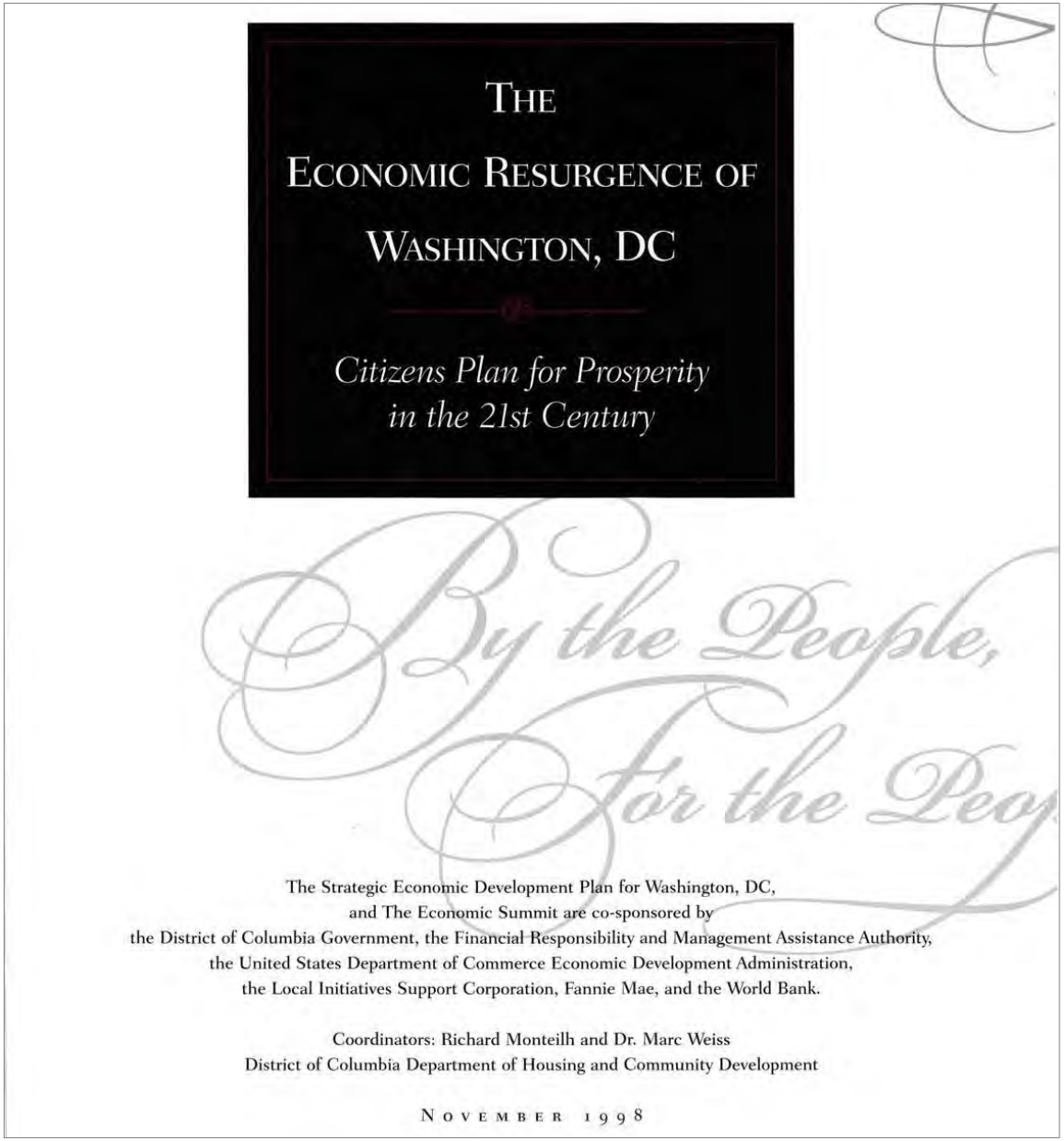


Clinton Administration *Metropolitan Economic Strategy* National Policy Initiative



Clinton Administration *Metropolitan Economic Strategy* National Policy Initiative





THE ECONOMIC RESURGENCE OF WASHINGTON, DC

Citizens Plan for Prosperity in the 21st Century

By the People, For the Peop

The Strategic Economic Development Plan for Washington, DC,
and The Economic Summit are co-sponsored by
the District of Columbia Government, the Financial Responsibility and Management Assistance Authority,
the United States Department of Commerce Economic Development Administration,
the Local Initiatives Support Corporation, Fannie Mae, and the World Bank.

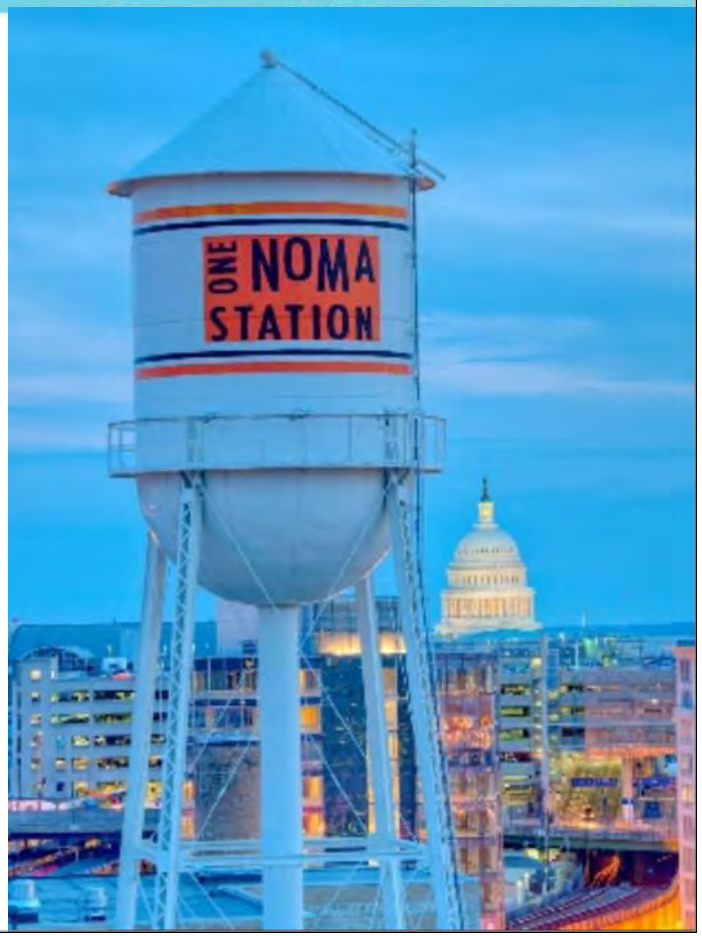
Coordinators: Richard Monteilh and Dr. Marc Weiss
District of Columbia Department of Housing and Community Development

NOVEMBER 1998

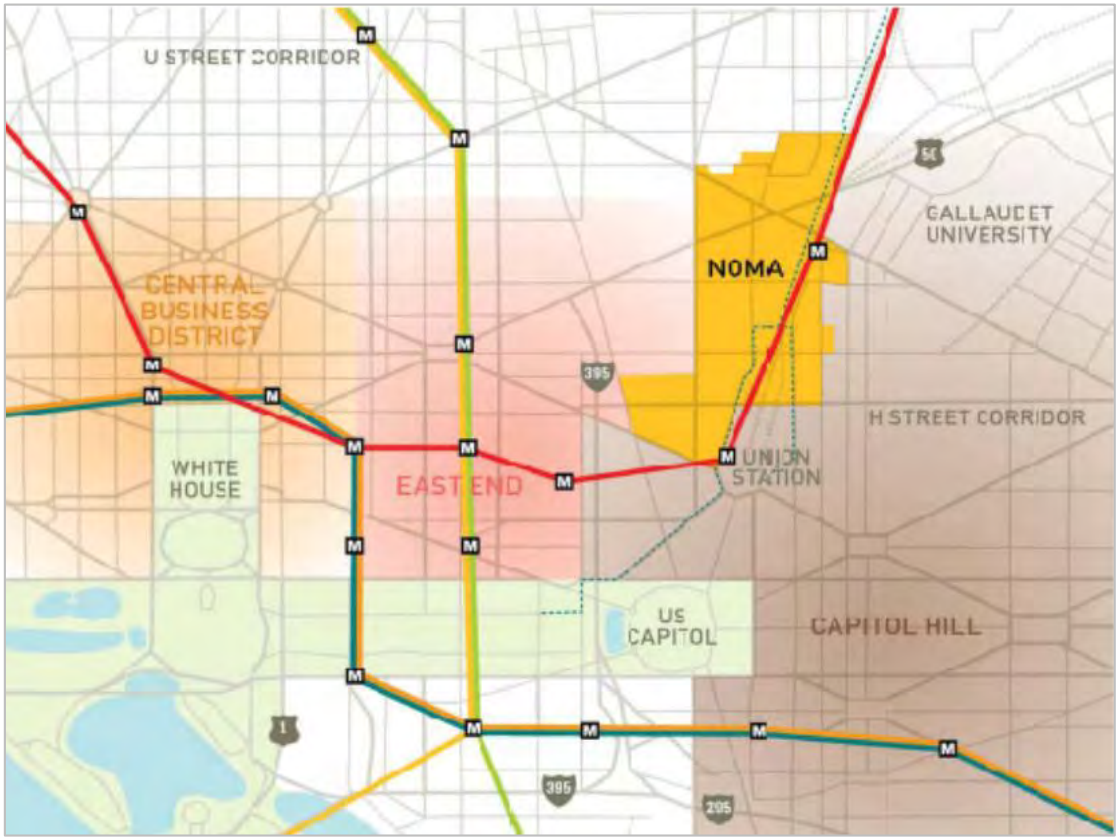
DC's Next Engine for Economic Growth

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



NoMa Metro Station



Private Sector, $35 million; DC Government, $44 million; US Government, $31 million

Abandoned buildings and vacant land in NoMa, 1997

New and renovated commercial and residential buildings in NoMa, 2011

REPORT FOR THE OECD AND THE GOVERNMENT OF WALES ON THE NOMA (NORTH OF MASSACHUSETTS AVENUE) STRATEGIC ECONOMIC DEVELOPMENT INITIATIVE IN WASHINGTON, DC

Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development

May 2008

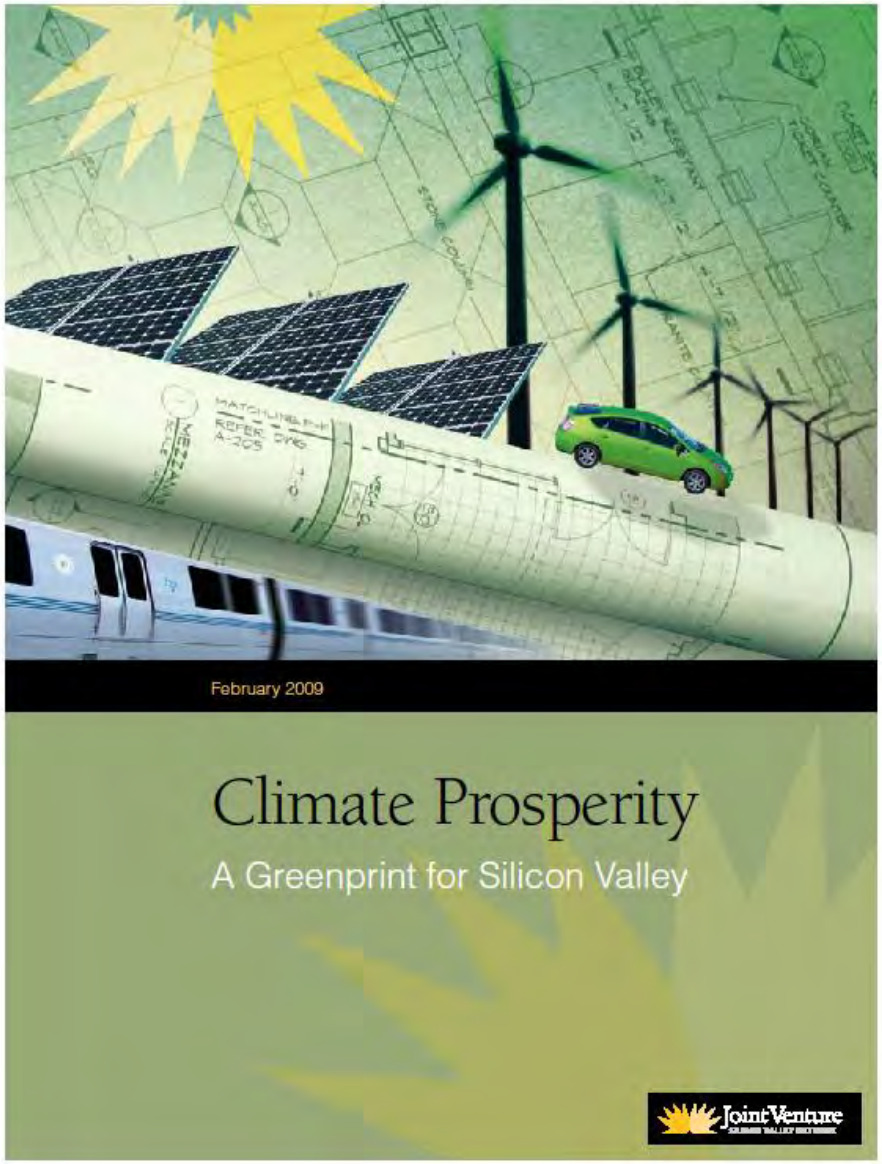
[Note: on June 18, 2012, the New York Avenue Metro Station was officially renamed as the NoMa Metro Station.]

1. Rationale for the initiative

Problem to address: In 1997 the city of Washington, DC was suffering from slow job growth, insufficient new investment and development, population loss, declining government revenues, and troubled low-income neighborhoods. Formulating and implementing a major new private sector-oriented economic development strategy had become a vital necessity.

Policy context: During August 1997, the US Congress passed legislation, signed by President Clinton, entitled the National Capital Revitalization Act. This law was primarily designed to address long-term structural fiscal imbalances harming the financial viability of the District of Columbia Government, such that it was running substantial budgetary deficits, unable to raise sufficient revenue to meet its expenditure obligations. Two years earlier, the federal government created the District of Columbia Financial Responsibility and Management Assistance Authority (the "Control Board") to order substantial reductions in personnel and spending, and to directly manage the DC government. In 1997 the Control Board was tasked by Congress with producing a strategic economic development plan designed to grow private sector businesses and jobs for DC residents, among other reasons, in order to increase the tax and revenue base.

Action concept: In the fall of 1997, Dr. Andrew Brimmer, Chairman of the Control Board, hired Richard Monteilh as the Director of the Office of Economic Development and Department of Housing and Community Development, and then hired me as the Senior Adviser to Mr. Monteilh, and as the Coordinator of the Congressionally mandated strategic economic development plan. Within one year Richard Monteilh and I, working with literally thousands of city and regional stakeholders from business, government, labor, civic, community, and faith-based leadership, including a 40-member steering committee, produced an Economic Summit held at the World Bank, attended by more than 2 000 people, and published *The Economic Resurgence of Washington, DC: Citizens Plan for Prosperity in the 21st Century*. The city's first-ever comprehensive, private sector growth-oriented economic development strategy focuses on three broad categories: strategic industries (six key industry networks/clusters, plus growing businesses and jobs across the private sector), strategic populations (workforce development, plus attracting and retaining residents) and strategic areas (downtown and neighborhoods). The centerpiece of the plan was 40 strategic actions whose implementation was committed to begin within one year of the plan's publication in November 1998. Among these 40 actions were two that are central to this report: Action 26—Develop NoMa (North of Massachusetts Avenue) as a Technology, Media, Housing, and Arts District; and Action 29—Build a Metro Station at New York Avenue to Spur Development.


February 2009
Climate Prosperity
A Greenprint for Silicon Valley
Joint Venture

The
Portland Metro
Climate Prosperity
Project

A GREENPRINT FOR THE METRO REGION

PORTLAND ECODISTRICTS

Metropolitan Economic Strategy: How Urban Regions Innovate and Prosper in the Global Marketplace

MARC A. WEISS
Woodrow Wilson International Center for Scholars

POINT ONE

America's future prosperity depends on the productivity and competitiveness of its metropolitan regions, the key centers of innovation and business activity, where over 90 percent of the nation's job growth is currently taking place, and where nearly 90 percent of the nation's Gross Domestic Product is now being generated.

The nature and volume of investment, production, and trade in and through America's metropolitan regions is one of the basic structural building blocks of our country's macroeconomic growth and global competitiveness, and thus is at least as important as fiscal and monetary policy, international trade, education, and other economic issues regularly considered and debated by the executive, legislative, and judicial branches of the federal government, including the Board of Governors of the Federal Reserve System.

Metropolitan Economic Strategy is vital for national economic policy in the new global marketplace, both in the USA and in countries throughout the world.

Beijing, China

points for individuals trying to thrive in the global economy. Yet the greatest barrier to regional coordination, cooperation, and collaboration is the lack of a common metro-

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 Banuri, 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

Planning for

Sustainable Economic Development Across the Americas

schedule

07th June | Tuesday

08h30 | Registration

09h00 | Opening and Welcome
Cid Blanco Junior, Cultural Infrastructure Director, Ministry of Culture
Stewart Sarkozy-Banoczy, Department of Housing and Urban Development Washington, DC, USA
W. Paul Farmer, American Planning Association – Washington, DC, USA
Luciano Ducci, Mayor of Curitiba
Edson Ramon, President, Associação Comercial do Paraná (ACP) – Curitiba, Brazil
Eduardo Guy de Manuel, President of the Regional Council on Administration, Amcham Curitiba
Odone Fortes Martins, Coordinating Vice-President of Concex-RI, ACP – Curitiba, Brazil

10h00 | Coffee Break

10h30 | Keynote Speaker: A Vision for Urban Sustainability
Jaime Lerner, Urban Planner

11h30 | Sustainable Economic Development: An Overview
Panelists
Marc Weiss, Global Urban Development – Washington DC, USA
Emilia Queiroga Barros, President, Brazil 2020 Agenda – Lauro de Freitas, Bahia, Brazil

Moderator: **Eduardo Guimarães,** Municipal Secretary for International Relations and Ceremonies – Curitiba, Brazil

14h30 | Case Studies: Planning for Sustainable Economic Development in the Americas – Part 1
Panelists
Rob Bennett, Executive Director, Portland Sustainability Institute – Oregon, USA
Stephanie McLellan, Clean Energy Economy Policy Advisor, Office of the Secretary, Department of Natural Resources and Environmental Control, State of Delaware – Dover, Delaware, USA
Gil Polidoro, President, Coordenação da Região Metropolitana de Curitiba (Comec)

Moderator: **W. Paul Farmer,** CEO, American Planning Association

16h00 | Coffee Break

16h30 | Case Studies: Planning for Sustainable Economic Development in the Americas – Part 2
Panelists
Larry Zinn, Chairman, San Antonio Green Jobs Leadership Council – San Antonio, Texas, USA
Paul Krutko, President and CEO, SPARK, (former Chief Development Officer of the City of San Jose, and current Secretary-Treasurer of the International Economic Development Council) – Ann Arbor, Michigan, USA
Ken Heatherington, Executive Director, Southwest Florida Regional Planning Council Fort Myers, Florida, USA

Moderator: **Rodrigo Rocha Loures,** President, Industrial Federation for the State of Parana (FIEP) – Curitiba, Brazil

18h00 | Cocktail Reception

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

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Precision Production, Smart Machines, and Digital Technology

altus
evolution in automation

imply

MICRON

FISL15
15º Fórum Internacional
SOFTWARE LIVRE
A tecnologia que liberta

boxbrazil

CEITEC S.A
semiconductors

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Renewable Energy and Clean Technologies

fundação PROAMB
conhecimento e tecnologia em soluções ambientais

fiemabrasil
FEIRA INTERNACIONAL DE TECNOLOGIA PARA O MEIO AMBIENTE

GERDAU

BS BIOS®
RENEWABLE ENERGY

JOAL TEITELBAUM
ESCRITÓRIO DE ENGENHARIA

GREEN BUILDING COUNCIL BRASIL

CONSTRUINDO UM FUTURO SUSTENTÁVEL

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

Sustainable Innovation in Chemicals, Polymers, and New Materials

COFIP RS
Comitê de Fomento Industrial do Polo

SENAI Cetepo

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:

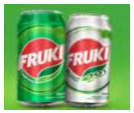
Advanced Manufacturing Sustainable Innovation Technologies

- 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:

INFRASTRUCTURE, TRANSPORTATION, AND LOGISTICS

RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

KEY DRIVER:

HIGHER EDUCATION, RESEARCH, AND WORKFORCE DEVELOPMENT

TECNOPUC

CETA
Centro de Excelência em Tecnologias Avançadas

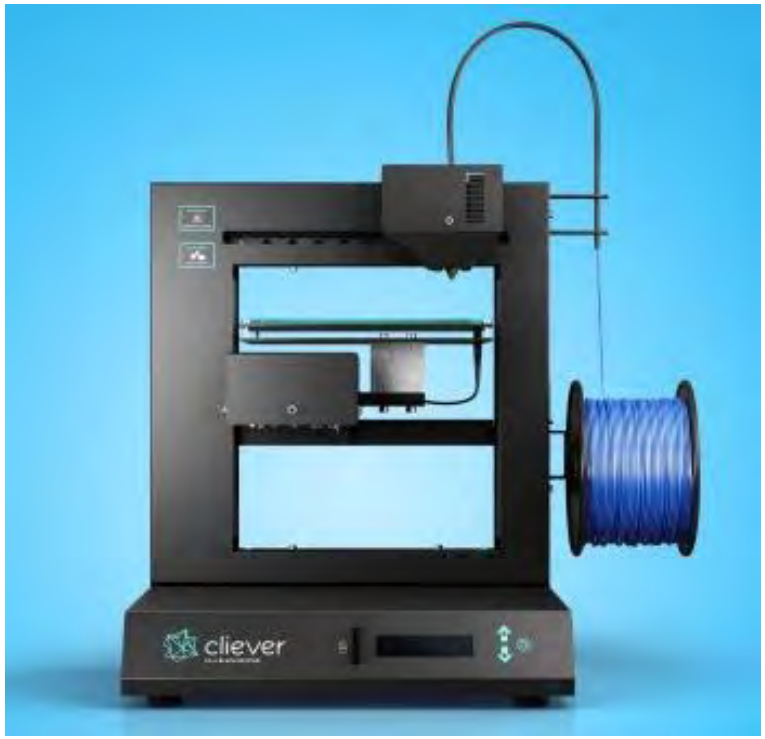
TECNOSINOS
Parque Tecnológico São Leopoldo

SENAI Centro Tecnologico 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

nós
coworking

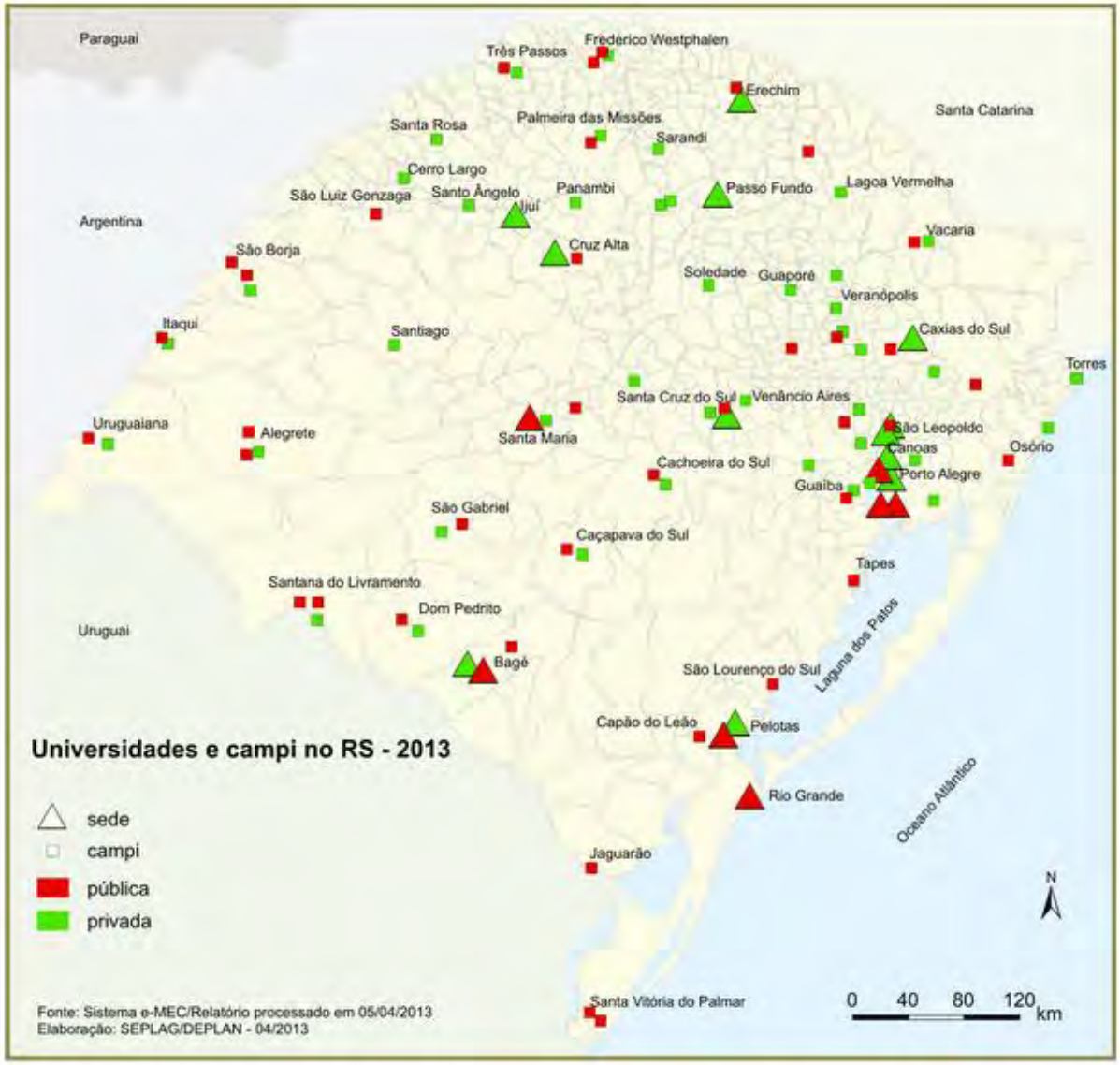
SUSTAINABLE INNOVATION ZONES

Freiburg

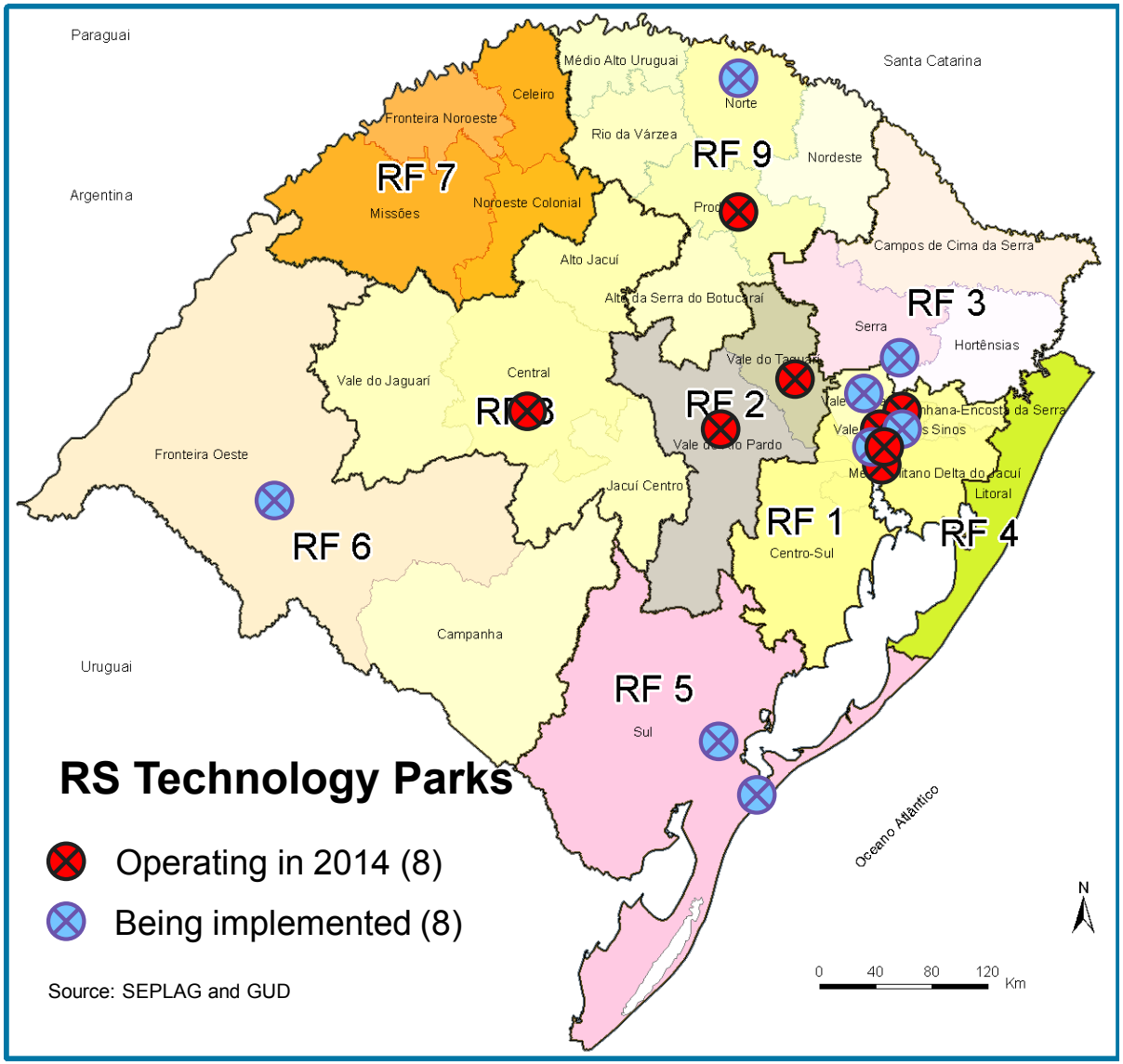
London

Barcelona

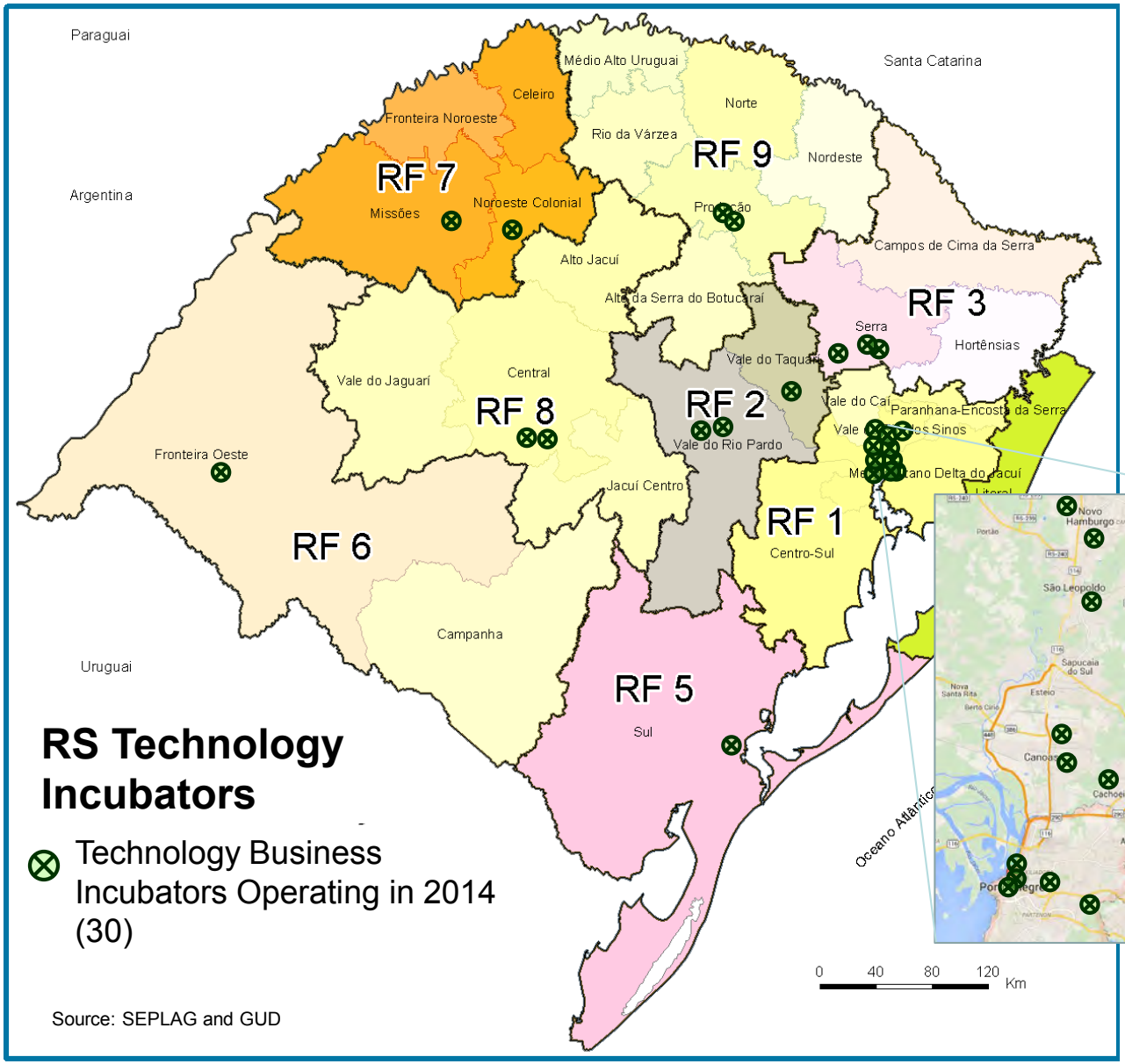
RS Universities as Resources for Sustainable Innovation Zones



RS Technology Parks as Resources for Sustainable Innovation Zones



RS Tech Business Incubators as Resources for Sustainable Innovation Zones



Source: SEPLAG and GUD

SUSTAINABLE INNOVATION ZONES

NEXT CITY Inspiring Better Cities.

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 4º 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.

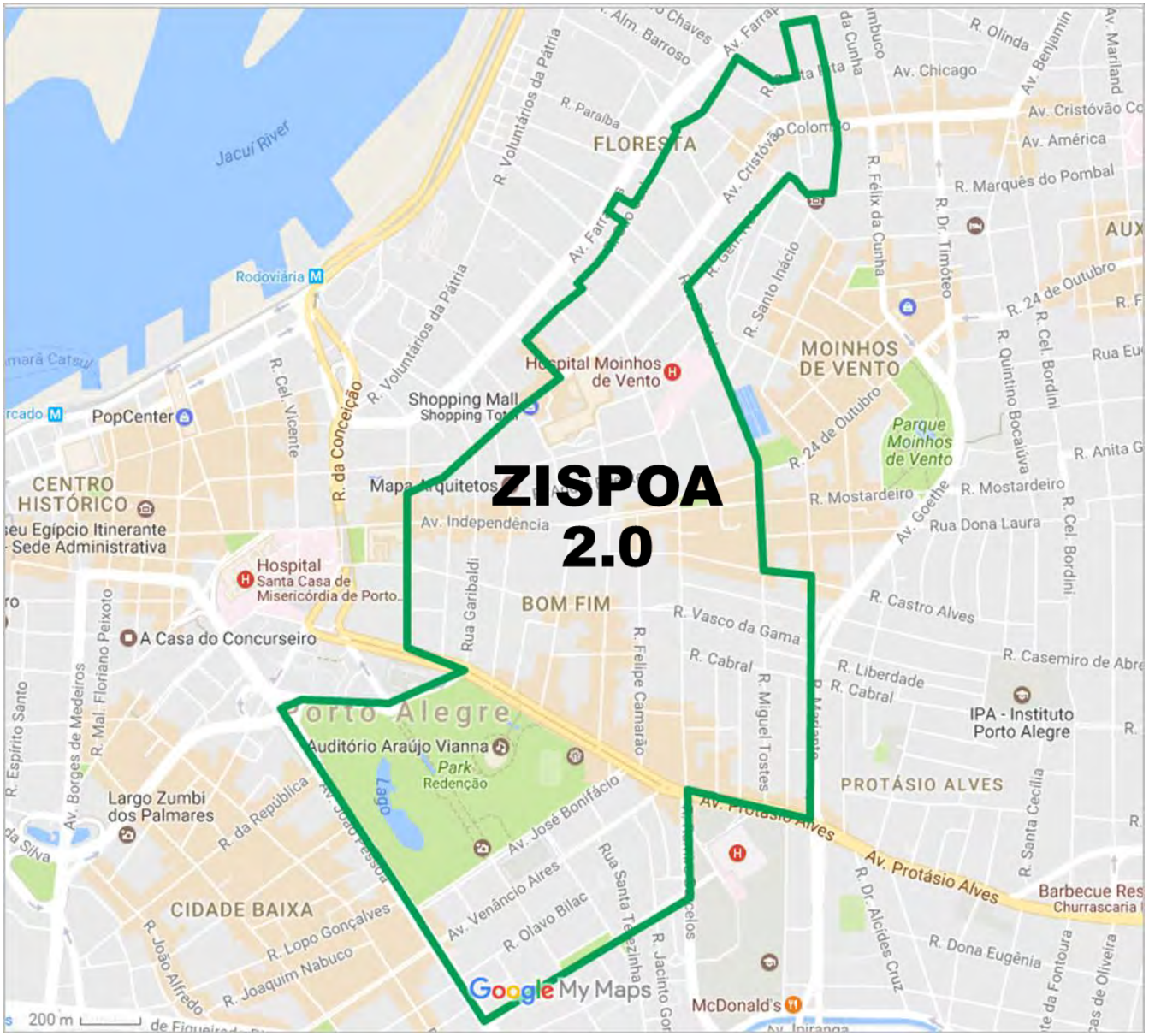

zispoa
TODA
GRANDE
JORNADA
COMEÇA
COM UM
PRIMEIRO
PASSO

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
2.0
Jacuí River
FLORESTA
MOINHOS
DE VENTO
CENTRO
HISTÓRICO
BOM FIM
CIDADE BAIXA
PROTÁSIO ALVES
Porto Alegre
Rodoviária
PopCenter
Shopping Mall
Hospital Moinhos
de Vento
Parque
Moinhos
de Vento
Hospital
Santa Casa de
Misericórdia de Porto...
A Casa do Concurseiro
Auditório Araújo Vianna
Park
Redenção
Largo Zumbi
dos Palmares
IPA - Instituto
Porto Alegre
Barbecue Res
Churrascaria
McDonald's
Av. Protásio Alves
Av. Independência
R. da Conceição
R. Voluntários da Pátria
R. Marquês do Pombal
R. Mostardeiro
R. Vasco da Gama
R. Cabral
R. Castro Alves
R. Liberdade
R. Olavo Bilac
Av. Venâncio Aires
Av. José Bonifácio
R. Lopo Gonçalves
R. Joaquim Nabuco
R. Dona Eugênia
Google My Maps
200 m

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


6 ELEMENTOS ZISpoa
INOVAÇÃO E TECNOLOGIA
EMPREENDEDORISMO E STARTUPs
AMBIENTE AMIGÁVEL AOS NEGÓCIOS
ZISpoa
SUSTENTABILIDADE E EFICIÊNCIA DE RECURSOS
GESTÃO COMUNITÁRIA PARTICIPATIVA
CRIATIVIDADE E COLABORAÇÃO


SMART LIVING CHALLENGE
ZISpoa
- 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
SI.
SWEDISH INCUBATORS & SCIENCE PARKS
EMBASSY OF SWEDEN
GUD
PARA LELO VIVO
nós coworking
#ZISPOA
Focusing on one key topic at a time, the ambition is that a global network of smart people can make it happen.
bit.ly/portoalegrezone
smartlivingchallenge.com

Um plano de compartilhamento de carros elétricos para a ZISPOA

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”

EMBASSY OF SWEDEN
Embaixada da Suécia
Brasília

GUD Global Urban Development

nós coworking

ZISpoa

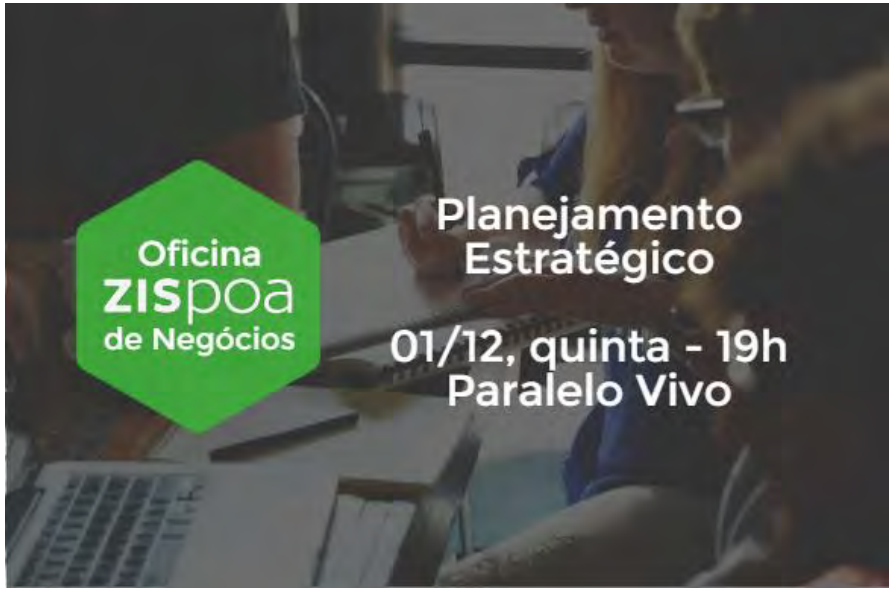
SEMANA LIXO ZERO PORTO ALEGRE

ZISPOA Dia Mundial do Meio Ambiente Festival em Vila Flores

Espaço Floresta: ZISPOA-DMLU Horta Comunitária e Compostagem Urbana

Oficina POA SOLAR, ZISPOA e Virada Sustentável 2017


OFICINA COLABORATIVA
DE NEGÓCIOS
Marketing e Vendas
25/04 - Prédio Centenário UFRGS
ZISpoa


Oficina
ZISpoa
de Negócios
Planejamento
Estratégico
01/12, quinta - 19h
Paralelo Vivo


ZISpoa

zuni
ZISPOA NAS UNIVERSIDADES

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

ZISPOA Conexões Sustentáveis

ZISpoa
ZONA DE INOVAÇÃO SUSTENTÁVEL DE PORTO ALEGRE

EPTC
EMPRESA PÚBLICA DE TRANSPORTE E CIRCULAÇÃO

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)


ZISpoa
ZONA DE INOVAÇÃO
SUSTENTÁVEL DE
PORTO ALEGRE
Reunião de Stakeholders
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!


Essa gente boa da foto são os proprietários e mão na massa lá do Vidal!
Além do cardápio que oferecem sempre eles vão servir:
• Pretzel com manteiga
• Pastel integral
• Alfajor
• Brownie
• Quentão
• Cervejas e Chopes
Green Drinks
Nessa sexta, 05/08 às 19h!
zispoa
planeta
VIDAL
green drinks


Te programa!
Saindo do mutirão da horta
vem direto pro Green Drinks!
É amanhã, dia 1° de julho às 19h,
na Casa Cultural Tony Petzhold!
Horta da Verena
MEU COPO
TYR
ZAPATA
green drinks
CASA CULTURAL
TONY PETZHOLD

green drinks
Porto Alegre


IGS

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

UN HABITAT FOR A BETTER URBAN FUTURE

WORLD URBAN CAMPAIGN

September 2016 Newsletter

ABOUT PARTNERS WHAT WE DO JOIN THINK SHARE ACT

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 Echavarria, 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

Incubadora Tecnológica Hestia: Inovação Sustentável e Empreendedorismo na UFRGS

ZISpoa
ZONA DE INOVAÇÃO SUSTENTÁVEL DE PORTO ALEGRE

ZIStalks **22/05** ás **19h**

Professora Carla Schwengber ten Caten
Vice-direção da Escola de Engenharia, UFRGS
Diretora da Incubadora Tecnológica Hestia

PRÉDIO CENTENÁRIO/UFRGS
Sala anexo 104 F(ICE)


TEDx

OBRIGADO

marcweiss@globalurban.org