

CITY CHANGER ROOM

Tuesday, April 8th, 2014.

04:00 p.m - 06:00 p.m
English/Portuguese/Spanish

THE "URBAN OPPORTUNITY" AND THE TRANSITION FROM THE MDG TO THE SDG

Speakers/Panelists

Francisco Gaetani (Executive Secretary of Ministry of Environment - MMA, Brazil)

Marcelo Barrale (Architect PhD. Professor of University of Rosário/Argentina)

Jose Luis Samaniego (Director of Department Sustainable environment and Human Settlements
Economic Commission for Latin America and the Caribbean – CEPAL)

Edgard Pieterse (Holder of the DST/NRF South African Research Chair in Urban Policy and director of
the African Centre for Cities and Professor in the School of Architecture, Planning and Geomatics,
both at the University of Cape Town /South Africa)

Jeroen Klink (Federal University of ABC/São Paulo/Brazil)

Rafael Tuts (Chief Urban Environmental Planning Branch UN-Habitat, Brazil)

Marcelo Neri (President Institute of Applied Economic Research IPEA/ Chief Minister of National
Secretariat of Strategic Affairs/Presidency of Republic/Brazil)



Event organized by: Ministry of Environment, Brazil

Partner: National Secretariat for Housing of the Ministry of Cities, Brazil and UN-Habitat

The new emerging urban world, which will be home to 6.2 billion people by 2050, poses both a challenge and an opportunity to the drafting of Sustainable Development Goals post 2015 (Revi & Rosenzweig, 2013). Extreme urban poverty and lack of infrastructure must be tackled more aggressively, as well as urban ecological footprints and disaster risk reduction. Urban policies and investments have been recognized by many experts as having a strategic role in unlocking sustainable development potentials. Nevertheless, drafting of global development goals does not seem, yet, to incorporate an urban focused approach to poverty alleviation, access to health and education, decent work and integrated social, economic and environmental sustainability, among other issues.

The preparation process of the Habitat Agenda to be adopted at Habitat III in 2016 is an excellent opportunity to place these debates within the proposal of Sustainable Development Goals. In support of advocacy of such a message, the Brazilian Government would like to put forward a debate, based on empirical data and indicators, about the impacts of urban policies and investments on the achievement of major global sustainable development goals.

El nuevo emergente mundo urbano, que hasta el 2050 será el hogar de 6.2 mil millones de personas, plantea al mismo tiempo un desafío y una oportunidad de diseñar Metas de Desarrollo Sostenible post-2015 (Revi & Rosenzweig, 2013). La extrema pobreza urbana y la ausencia de infraestructura deberán ser trabajadas de manera más agresiva, así como las huellas ecológicas urbanas y la reducción de riesgos de desastres. Políticas e inversiones urbanas han sido reconocidas por muchos expertos como detenedoras de una función estratégica para revelar los potenciales para el desarrollo sostenible. Aún así, el diseño de metas de desarrollo globales parece todavía no haber incorporado un abordaje de reducción de la pobreza, acceso a salud y educación, condiciones dignas de trabajo y sostenibilidad social, económica y ambiental integradas, con foco en el contexto urbano.

El proceso de preparación de la Agenda Habitat a ser adoptada en Habitat III en 2016 es una excelente oportunidad de traer estas discusiones para la proposición de Objetivos de Desarrollo Sostenible. Para apoyar la defensa de este mensaje, el Gobierno Brasileño propone una discusión, basada en datos empíricos e indicadores, de los impactos de políticas e inversiones urbanas sobre el logro de las principales metas globales de desarrollo sostenible.

CITY CHANGER ROOM

Wednesday, April 9th, 2014.

02:45 p.m. - 04:45 p.m.
English/Portuguese/Spanish

DISCUSSING SOCIAL-SPATIAL SUSTAINABILITY AFTER INFORMAL SETTLEMENTS INTERVENTION PROGRAMS: THE UPP SOCIAL PROGRAMME (MUNICIPALITY OF RIO DE JANEIRO, BRAZIL)

Speakers/Panelists

Eduarda La Rocque (President of Pereira Passos Institute - IPP- Municipality of Rio de Janeiro, Brazil)

Inês Magalhães (National Secretary for Housing, Ministry of Cities, Brazil)

Elkin Velasquez (Director at the UN-Habitat Regional Office for Latin America and the Caribbean)

Ruth Jurberg (Director at Rio de Janeiro State's Company for Construction, State Government of Rio de Janeiro, Brazil).

Carlos Montoya (Director for Urban Operations at Medellín's Company for Urban Development, Colombia).

Jose Samper (Prof. PhD at Massachusetts Institute of Technology – MIT, USA).



Event organized by: Pereira Passos Institute/Municipality of Rio de Janeiro/Brazil
Partner: National Secretariat for Housing of the Ministry of Cities, Brazil and UN-Habitat

One of the biggest challenges of Governments is the sustainable consolidation of the new arising interventions in spaces of social housing projects or informal settlements. Such interventions generate positive expectations, new demands and some problems. Thus, the subsequent social work is critical. In Rio de Janeiro, due to the implementation of the UPP (State level government security program in territories of extreme violence and controlled by drug lords), the municipal government is developing a strategy for further action through a project called UPP Social. This project, supported by the UN-Habitat, has awakened the interest of other entities with similar challenges. This is the case of favelas upgrading municipal programs and programs led by the federal Ministry of Cities and Rio de Janeiro State level. In the event proposed the UPP Social methodology will be presented and theoretically discussed, comparing other best practices and its possible replication.

The UPP Social's goal is the articulation of policies, public services, private initiatives and NGOs, aiming to reverse the prevailing violence and social exclusion. The program can contribute to the repertoire of post-intervention social work, dialoging with actions to promote local development interventions, as those supported by the Ministry of Cities.

Uno de los mayores desafíos de los gobiernos es la consolidación de las nuevas intervenciones en los espacios de proyectos de vivienda de interés social ó en asentamientos informales. Estas intervenciones generan expectativas positivas, nuevas demandas y algunos problemas. Por lo tanto, el trabajo social subsecuente es crítico. En Rio de Janeiro, a causa de la implementación de las UPP (programa de nivel estadual para la seguridad en territorios de extrema violencia controlados por traficantes de drogas), el gobierno local esta desarrollando una estrategia para futuras acciones por medio de un proyecto llamado UPP Social. Este proyecto, que tiene el apoyo de UN-HABITAT, ha despertado el interés de otras entidades que enfrentan desafíos similares. Este es el caso de programas municipales de urbanización de favelas y de programas liderados por el Gobierno Federal por medio del Ministerio de las Ciudades y por el Gobierno Estadual de Rio de Janeiro. En este evento la metodología de la UPP Social será presentada y discutida teóricamente, comparando otras buenas practicas y discutiendo su posible replicación.

El objetivo de la UPP Social es articular políticas, servicios públicos, iniciativas privadas y organizaciones no gubernamentales, para revertir la violencia e la exclusión social predominantes. El programa ha contribuido para el repertorio del trabajo social después de las intervenciones, dialogando con acciones para promover intervenciones para el desarrollo local, como aquellos apoyados por el Ministerio de las Ciudades.

NETWORKING EVENT

Thursday, April 10th, 2014.

Nº 125, Yellow Pavillion, Room 10.

04:30 p.m. - 06:30 p.m.

English/Portuguese/Spanish

SUSTAINABILITY AND ENERGY EFFICIENCY IN SOCIAL HOUSING PRODUCTION

Speakers/Panelists

Jean Benevides (Director for Sustainability and Sócio-Environmental Responsibility of Caixa Econômica Federal, Brazil).

Júnia Santa Rosa (Director from National Secretariat for Housing, Ministry of Cities, Brazil).

Arab Hoballah and Soraya Smaoun (Representatives from The Sustainable Social Housing Initiative – SUSHI, United Nations Environment Programme – UNEP).

Andreas Gruner (Representative of Deutsche Gesellschaft für Internationale Zusammenarbeit – GIZ, International Cooperation Society, Germany).

Carlos Zedillo Velasco (National Fund for Housing for Workers Institute – INFONAVIT, Mexico).

Mtro. Homero Garza Terán (Institutional Relations for the Federal Mortgage Society of México).



Event organized by: Caixa Econômica Federal, Brazil

Partner: National Secretariat for Housing of the Ministry of Cities, Brazil and UN-Habitat

The main demand for social housing is currently located in developing countries, which face great challenge to implement public policies. Housing shortage is concentrated in the low income population and requires a short term large scale solution, in order to improve quality of life. Social housing units must be integrated in the city and include solutions for thermal comfort, energy efficiency, material management, water management and social practices. Sustainability can be achieved through innovative solutions of project and construction to use the best of local, climate, geographic and natural conditions, reducing construction's negative environmental impact.

The objective of this session is to discuss the relation between sustainability and quality, innovation and productivity in the civil construction chain within the low income housing segment, discussing the main challenges for emerging economy countries to produce sustainable social housing and the strategies used to overcome such challenges. The Brazilian experience will be shared regarding methodology and indicators used in social housing building projects.

Los países en desarrollo son hoy los mayores catalizadores de la demanda para la construcción de vivienda de interés social, pero tienen un enorme desafío para implementar sus políticas públicas. El déficit de vivienda, que está concentrado en las poblaciones de menores ingresos, requiere una solución de corto plazo y en larga escala para que la calidad de vida de estos ciudadanos pueda mejorar. La vivienda social debe ser integrada en la ciudad y debe tener soluciones para promover la comodidad térmica, la eficiencia energética, la conservación de los recursos materiales, la gestión del agua y prácticas sociales. Por lo tanto, la sostenibilidad se puede lograr a través de soluciones innovadoras de proyecto y construcción que permitan un mejor aprovechamiento de las condiciones locales, climáticas, geográficas y naturales, reduciendo los impactos ambientales negativos de la construcción.

El objetivo del evento es discutir la relación entre sostenibilidad y calidad, innovación y productividad en la cadena de la construcción civil para la producción de vivienda para segmentos de bajos ingresos, discutiendo los principales desafíos de las economías emergentes en la construcción de viviendas de intereses social más sostenibles y sus estrategias de enfrentamiento a estos desafíos. La experiencia brasileña será presentada para discutir metodologías e indicadores de sostenibilidad aplicados a proyectos para edificios residenciales de interés social.

CITY CHANGER ROOM

Tuesday, April 8th, 2014.

02:00 pm to 04:00 pm.
English/Portuguese/Spanish

BRASIL+20: A COLLECTIVE EFFORT FOR DEFINING A NATIONAL POLICY FOR SUSTAINABLE MUNICIPALITIES



The panelists for this event will be:

Silmara Vieira (Director – Executive Secretariat – Ministry of the Environment – Brazil)

Elkin Velasquez (Director - Regional Office for Latin America and the Caribbean – UN HABITAT)

Martin Durr (Policy Advisor on Urban Development- GIZ)

Samantha Naidu (Project Manager of the Cities Support Programme - South African National Treasury).

Event hosted by: Ministry of Environment, Brazil.

This event aims to discuss the proposal of a National Program for Sustainable Municipalities elaborated by the Ministry of Environment, namely Brasil +20. One of the main assumptions of Brasil+20 is the broad mobilization of stakeholders who have developed or develop actions aligned to the Sustainable Development Goals in a way to contribute raising awareness and promoting cooperation among society and public authorities on the issue. This program can be considered as an innovative initiative by proposing new ways to involve local governments in the conception and implementation of spacial policies that focus on sustainability. Thus, the Program intends to develop strategies for strengthening institutional capacity and also to improve existing tools for integrated multilevel spacial planning. Brasil+20 advocates the recognition and dialogue while respecting the social diversity of Brazilian municipalities

The panel will discuss the existing pressure of large urban agglomerations on the environmental dimension, the international debate related to that issue, the importance of attention to local specificities and empowerment of local governments and governmental initiatives related to the matter. On that note, the Brazilian Government would like to endorse such debate that aims to promote bilateral and multilateral cooperation with a focus on fostering sustainability through the alignment of the Post-2015 Development Agenda and the Habitat Agenda in the municipalities.

El evento objetiva discutir la propuesta del Programa Nacional de Ciudades Sostenibles, Brasil +20, elaborado por el Ministerio de Medio Ambiente de Brasil. Una de las principales premisas de Brasil +20 es la amplia movilización de los actores clave que han desarrollado o desarrollan acciones acordes con las perspectivas de los Objetivos del Desarrollo Sostenible con el fin de contribuir para el conocimiento y cooperación de la sociedad y el gobierno sobre el tema. Este programa es considerado como una iniciativa innovadora, que propone nuevas formas de involucrar a los gobiernos locales en el diseño e implementación de políticas espaciales centradas en la sostenibilidad. De este modo, el programa objetiva desarrollar estrategias para el fortalecimiento de la capacidad institucional y mejorar las herramientas existentes para la planificación espacial multinivel integrada. Brasil +20 defiende el reconocimiento y el diálogo, respetando la diversidad social de los municipios brasileños.

El panel discutirá la presión de las grandes aglomeraciones urbanas sobre la dimensión ambiental, la pregunta relacionada con este debate internacional, la importancia de la atención a las especificidades locales y el fortalecimiento de los gobiernos locales y las iniciativas del gobierno relacionadas con el tema. Por lo tanto, el gobierno brasileño apoyará tal debate relativo a la cooperación bilateral y multilateral con un enfoque en la promoción de la sostenibilidad a través de la alineación del Programa de Desarrollo Global Pos-2015 y el Programa de Hábitat en los municipios.



Event organized by: MAS Urban Design ETH Zurich/Switzerland

Partner: National Secretariat for Housing of the Ministry of Cities, Brazil and UN-Habitat

NETWORKING EVENT

Tuesday April 8th 2014

Nº 38, Red Pavillion, Room No.15

04:30 p.m. – 06:30 p.m.

English/Portuguese/Spanish

Minha Casa – NOSSA CIDADE!

New Guidelines for Mass Housing in Brazil

Rainer Hehl (Architect PhD. Professor, Director of MAS Urban Design ETH Zurich, Switzerland)

Júnia Santa Rosa (Diretor from National Secretariat for Housing, Ministry of Cities, Brazil)

Sandra Kokudai (Coordinator for Housing Rights Programme at Bento Rubião Foundation)

Pablo Benetti (Prof. Dr. Dean of the Federal University of Rio de Janeiro, Brazil)

Alex Warnock-Smith (Professor at Architectural Association School of Architecture, London, United Kingdom)

With the network event 'Minha Casa, Nossa Cidade – New Guidelines for Mass Housing in Brazil' the MAS Urban Design program of the ETH Zurich is bringing together various actors from academia, governments, NGOs and the civic society in order to discuss the improvement of large scale mass housing for low-income populations. Based on the experience in elaborating guidelines for the improvement of the federal program 'Minha Casa, Minha Vida' in Brazil, an exemplary collaboration between diverse partners will be presented where academic research and design has been applied in practice. Mediating between top-down and bottom-up agencies the MAS Urban Design is reflecting upon the performance of university initiatives for the improvement of governmental housing programs. While including further presentations on other collaborations between academia and the Brazilian government (with contributions by the Federal University of Rio de Janeiro, and the Architectural Association in London) the network event will explore the potentials, drawbacks and impacts of cross-institutional cooperation.

Participating institutions:

MAS Urban Design ETH Zurich, Secretariat for Housing/Ministry of the Cities of the Federal Government of Brazil, Instituto CASA Rio de Janeiro, Fundação Bento Rubião, Fundação Vale, Faculty of Architecture and Urbanism University Rio de Janeiro, Architectural Association London

Respondents:

Prof. Dr. Philipp Misselwitz (TU Berlin), Prof. Christian Werthmann (TU Hannover), Leah Rüfenach (ETH Zurich/IAB) and others

A ETH Zurich, por meio do MAS Urban Design Program, e a Secretaria Nacional de Habitação do Ministério das Cidades (SNH/MCidades) do Brasil apresentam o evento de rede “Minha Casa, Nossa Cidade – Novas diretrizes para Habitação de Interesse Social no Brasil”. A discussão trará diversos atores envolvidos na discussão de melhorias nos projetos de habitação de larga escala para populações de baixa renda como, por exemplo, ONGs, academia, sociedade civil, profissionais arquitetos e poder público federal. Será apresentada a experiência desenvolvida com base no Programa Minha Casa. Minha Vida, uma colaboração entre esses diversos parceiros onde a articulação entre pesquisa acadêmica, projeto e governança foi colocada em prática. O evento tem a intenção de discutir, sobretudo, o papel da universidade e as iniciativas da academia como auxiliares aos processos de melhoria dos programas habitacionais públicos. Serão apresentados também os trabalhos colaborativos entre a SNH/MCidades e a Universidade Federal do Rio de Janeiro e a Architectural Association School of Architecture de Londres, seus resultados e impactos em cooperações técnicas entre instituições.