



President Lula da Silva praised Rio's redevelopment programme

Photo © Ginga Foto

Rio leads Brazil into a new era of development

President invites delegates to visit the favelas

At yesterday's opening ceremony of World Urban Forum 5, President Luiz Inácio Lula da Silva said Rio was the embodiment of the new Brazil.

"We are proud of the redevelopment that is occurring in Rio de Janeiro, and the city can be seen as the image of the new Brazil," said President Lula da Silva. "We are proving that it is possible to build a new country. I encourage everyone to, not only visit our tourist attractions but also to visit the favelas and witness what is going on and the positive changes that are occurring."

As the country gears up to host the football World Cup in 2014 and the Olympics in 2016, an overhaul of infrastructure is taking place all over Brazil,



Newly renovated warehouses are hosting the Forum

particularly in urban areas, where 82 percent of the population live.

Luis Fernando Pezão, Vice Governor of Rio de Janeiro state, described how Rio is making significant improvements in urban areas, including issues relating to housing, sanitation and leisure. "People who were once walking in sewage are now walking on urbanized streets," said Mr. Pezao.

Rio de Janeiro is the first Latin American country to host a World Urban Forum and UN-HABITAT Executive Director, Anna Tibaijuka, expressed her delight at being in Brazil and praised the organizers and the city of Rio de Janeiro for its hospitality.

"It is so good to be in this beautiful city which is doing so much to bridge the urban divide," said Mrs. Tibaijuka. "Rio has redefined the issue of land ownership and is a recipient of an award from our land and housing programme."

But while Rio de Janeiro is making great strides with regards to urban development, there is still much work to be done in the region. The message of bridging the urban divide was emphasized by all the speakers at the opening ceremony. Eduardo da Costa Paes, Mayor of Rio de Janeiro, explained how Latin America was the region in the world where the biggest poverty gaps exist, according to the OECD, and this situation must improve.

"Twenty percent of Brazil's population live in poor human settlements and we are working closely with UN-HABITAT to try and improve this situation," said the Mayor.

Time for talking is over, says Minister of Cities

Brazilian Minister of Cities, Marcio Fortes, yesterday urged World Urban Forum delegates to actively interact in sessions and to exchange experiences with other cities.

Speaking at a packed press conference with UN-HABITAT Executive Director, Anna Tibaijuka, Mr. Fortes said delegates must take the opportunity to share knowledge and experience.

"I don't like to talk too much, I like to act," said Mr. Fortes. "We need to attack all problems related to urbanization. Everyone knows the problems and what to do but not how to do it. This Forum is one way to attack the problems to ensure sustainable development in the world and not just in poor countries. This is a global issue."

Mrs. Tibaijuka supported the comments by Minister Fortes that the Forum is an opportunity for a high level of engagement, from ministers, mayors, and other important decision makers.

"Business as usual is not good enough," said the Executive Director. "We must take the opportunity that the Forum provides as a campaign instrument to enable the political will to overcome rapid and chaotic urbanization."

Mrs. Tibaijuka also emphasized that the aim of sustainable urbanization is not to move people out from the slums from where they live, but to improve the conditions within the slums.

"Only as a last resort, such as for the public good or if the risk is great, do we want to move people from their homes," she said.

Mrs. Tibaijuka thanked the Minister for his personal hard work in organizing the Forum in the newly refurbished venue.

"UN-HABITAT is no stranger to Rio as our Latin American and Caribbean office has been based here for 15 years, so this is like our 'hometown' for the region," she added.

Before leaving to attend the Ministerial Round Table, Mr. Fortes announced that an agreement will be signed to place a new UN-HABITAT office within the Ministry of Cities in Brasilia.

"This is a first for a UN-HABITAT office to be placed within a Ministry, and we are happy to assist in increasing the importance and awareness of sustainable urbanization," he said.



Anna Tibaijuka and Marcio Fortes

For Forum highlights go to www.unhabitat.org

Today's Schedule

08:00-09:00 CAUCUS MEETINGS

Canada **W3-13**

Uganda **W3-18**

African Parliamentarians **W3-20**

Women **W3-1**

Youth **W3-2**

09:00-11:30 DIALOGUES

1. Taking Forward the Right to the City **W4-1 26**

2. Bridging the Urban Divide: Inclusive Cities **W4-4 27**

09:00-11:30 TRAINING EVENTS

1. How to green large-scale urban design projects
Center for Development Research (ZEF), University of Bonn **W2-7 70**

2. How to assess cities' vulnerability and adaptation to climate change
United Nations Environment Programme (UNEP) **W2-14 70**

3. Towards preventive housing policies to mitigate informality
Lincoln Institute of Land Policy **W2-15 70**

4. UNICEF Urban Centre Platforms: participating methodology for local development
UNICEF **W2-2 71**

5. Gender budgeting in local governments *Metropolis Women International Network* **W2-3 71**

6. How Community Stakeholders can design safe, inclusive neighbourhoods
Canada Mortgage and Housing Corporation (CMHC) International **W2-4 71**

7. How to effectively incorporate sustainability into urban governance
United Nations Global Compact Cities Programme **W2-5 71**

8. Climate Smart Green City Planning for City Planners
International Urban Training Center **W2-13 71**

12:00-13:30 SIDE EVENTS

1. Social Inclusion from Urban Interventions
Caixa Econômica Federal, Brazil **W3-13 62**

2. United Nations Pavilion at Shanghai Expo 2010
United Nations Pavilion **W3-18 62**

3. Brazilian Challenges for the World Cup 2014
SINAENCO - Sindicato Nacional das Empresas de Arquitetura e Engenharia Consultiva, Brazil **W3-19 62**

4. Public Private Partnerships for Sustainable Urbanisation
Federation of Indian Chambers of Commerce & Industry (FICCI), India **W3-20 62**

5. Land Management in Brazilian cities, an expression of the Right the City
The French Development Agency (AFD) and Cities Alliance **W3-1 63**

6. National and State Reports on MDGs in Brazil
Institute of Applied Economic Research – IPEA, Brazil **W3-2 63**

7. The Right to the Ecocity
Montréal Urban Ecology Center, Canada **W3-3 63**

8. The users and citizens' participation as a component of the Right to the City
The French Institute for Public-Private Partnership (IGD) **W3-5 63**

9. The International Conference of Innovative Cities Results
Industrial Federation of Paraná State, Brazil **W3-6 63**

10. Launching the HIC publication: "Cities for All Now!"
Habitat International Coalition (HIC) **W3-12 63**

11. 12:30-13:30 Lecture on Madrid Manzanares River Park Project
Burgos & Garrido Arquitectos, Spain **W2-2 64**

12. Influencing Character Through Entertainment and Sports
Youth Initiative Canada **W2-3 64**

13. Sustainable Cities Programme/Localizing Agenda 21: Lessons for the cities and climate change initiative and sustainable urban development network (SUD-NET)
UN-HABITAT **W2-4 64**

14. Promoting Energy Efficiency in Buildings in Developing Countries
UN-HABITAT **W2-5 64**

15. Child Friendly Cities: Experience and Results of a Global Partnership
UNICEF Innocenti Research Centre, New York and Geneva **W2-7 64**

16. Municipal Platforms for Local Strategic Development
MASHAV - Israel's Agency for International Development Cooperation **W2-13 64**

17. Rehabilitation Plan of Salvador Old Downtown (PRCAS)-Bahia
Office of Reference for Salvador Old Downtown, Brazil **W2-14 64**

18. Violence Prevention through Urban Upgrading
German Federal Ministry for Economic Cooperation and Development (BMZ)/ KfW Development Bank **W2-15 65**

19. Cities and Climate Change Initiative Partners and Cities Meeting
UN-HABITAT **W2-16 65**

13:30-15:00 THEMATIC OPEN DEBATES

Whose City: Excluded Groups and the Right to the City **W4-1 26**

Income Inequalities in Cities **W4-4 27**

13:30-16:00 ROUNDTABLES

Global Parliamentarians on Habitat Climate Change and Human Settlements **W3-11 35**

13:30-16:00 SPECIAL SESSIONS

Special Session on Haiti: Building Back Better **W3-14 31**

14:00-16:00 SEMINARS

Evaluating results and impact of clusters in sustainable local development Coordination of Postgraduate Programmes in Engineering / Federal University of Rio de Janeiro (COPPE/UFRJ) **W3-7 74**

15:30-17:00 THEMATIC OPEN DEBATES

Innovative Approaches to Realizing the Right to the City **W4-1 26**

Beyond Income and Consumption Inequalities **W4-4 27**

16:30-19:00 ROUNDTABLES

Civil Society and Non Governmental Organizations' Roundtable on the Right to the City with Social Justice **W3-11 35**

Indigenous Peoples in Urban Areas Roundtable Indigenous Peoples, Sustainable Urban Development with Culture and Identity **W3-7 35**

16:30-18:30 SPECIAL SESSIONS

Sanitation, Wastewater and Solid Waste Management: Linking the issues for a liveable city **W3-14 32**

17:30-18:30 THEMATIC OPEN DEBATES

Thematic Concluding Session-Taking Forward the Right to the City **W4-1 26**

Thematic Concluding Session-Bridging the Urban Divide: Inclusive cities **W4-4 27**

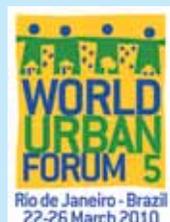
20:00-21:00 RECEPTION (Harari Award Dinner)

For networking events, please refer to the conference programme, which is updated on the screens around the venue.

PICK OF THE DAY

Special Session on Haiti: Building Back Better

This special event, hosted by the Government of Brazil, provides a forum for expert advice to the Government of Haiti on planning for a better, more resilient urban environment in reconstructed Haitian cities. Well-known experts on disaster risk reduction, preparedness, urban systems and the built environment will share their advice and guidance on the reconstruction process and ensuring a better, safer, more resilient urban environment in those cities affected by the earthquake. The keynote address will be from HE Mr. Jean-Max Bellerive, Prime Minister of the Republic of Haiti.



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UN-HABITAT
FOR A BETTER URBAN FUTURE

World Bank calls on governments to work more closely with city officials

World Bank Managing Director, Juan Jose Daboub, yesterday urged world governments to “put the urban poor on the map” by investing more to bridge the gap in access to basic infrastructure, social services and jobs in cities of the developing world.

Speaking at the World Urban Forum, Mr. Daboub told delegates: “The power of a city comes from its ability to bring people together, along with their ideas, their energy and their determination to succeed.”

While calling on governments to eliminate regressive policies and regulations on land and housing markets, Mr. Daboub said tackling climate change was a priority if cities are to ensure safer and sustainable urban environments.

“It is no longer good enough for national leaders to repeat how important cities are to the economic health of a country,” Mr. Daboub said. “They have to work more effectively with city officials to determine, implement and credibly measure the best policies so that all citizens can share in the benefits of urbanization and those policies have to be properly financed.”

Referring to December’s COP15 in Copenhagen, where a summit of big-city mayors agreed to launch a Task Force of Mayors to address the needs of the urban poor and the vulnerabilities they face, Mr. Daboub said: “We welcome the initiative of the mayors as it fosters South-South collaboration and learning among local government officials to take stock of emerging issues, identify best practices and propose new investment opportunities.”

“The task is not an easy one, but the dynamism of the cities and the ambitions of their inhabitants are driving innovation and economic opportunities.”

Mr. Juan José Daboub

Some 70 million are added to the world’s urban population every year, with almost all of this growth occurring in developing countries. Already, one billion people in developing-country cities live in slums, with limited or no access to quality schools, health and social services or affordable decent housing.

Mr. Daboub’s remarks reflected key elements of a five-point Urban Strategy recently adopted by the World Bank, which is being implemented through financing programmes, dissemination of new knowledge drawn from research and practice, new analytical tools and capacity-building for urban development officials.

“The task is not an easy one, but the dynamism of the cities and the ambitions of their inhabitants are driving innovation and economic opportunities,” said Mr. Daboub. “Solutions to these problems are coming from joint efforts of the urban leaders, private sector, civil society and affected communities themselves. By sharing their experience, working together and creating opportunities for people to reach their full potential, we can build better cities and better lives for all.”

Mr. Daboub is leading a delegation of World Bank experts at World Urban Forum 5, many of whom will make presentations and lead discussions on city financing, “green” growth, crime and violence, water and sanitation and urban infrastructure development.

World Urban Forum Exhibition



The World Urban Forum Exhibition opened yesterday. One hundred and forty entities had reserved exhibition booths with a mix of non-governmental organizations, government ministries, UN agencies, investment promotion authorities and private sector companies.

100 Cities Initiative launched through new web portal

UN-HABITAT and its partners in the World Urban Campaign will today unveil a new website to launch the 100 Cities Initiative, a key tool in promoting the Campaign on a global basis.

The website—which carries the strapline *Your City, Your Story*—is designed to allow any interested party with knowledge of a city to contribute their story so other cities can share the experience.

“The 100 Cities Initiative is the key means by which we can mobilise, include and engage cities in the World Urban Campaign,” says Nicholas You, senior policy advisor at UN-HABITAT, which is coordinating the Campaign. “It does so by providing a platform for cities to share their stories on how they are addressing current and future challenges and to learn from each other.”

Through the 100 Cities Initiative website, cities will gain exposure to a global network of partners that are promoting leading edge practices in sustainable urban development as well as gaining insight into new public-private partnerships and models for investment. A summit for the participating cities will also be launched in 2011 and together with the new web portal, these tools will allow cities to share know-how in sustainable urban development.

“The next 12 months are deliberately experimental, to test software, reporting templates and formats and procedures,” says Mr. You. “Once these are sorted out, the 100 Cities Initiative will be opened up to all cities



Nicholas You, UN-HABITAT Photo © UN-HABITAT

and communities that want to benefit from each others’ knowledge, expertise and experiences.”

100 Cities Initiative: launch of website and presentations from cities of Alicante, Livingston, Makati, Medellin, Philadelphia, Pushkino, Rabat, Rybnik, Rosario, Sao Jao da Barra and Vienna.

Tuesday March 23, 9.30-11.30, Room W3-13
www.100citiesinitiative.org



LEARN HOW TO CREATE SAFE, VIBRANT, AND SUSTAINABLE COMMUNITIES

Canada Mortgage and Housing Corporation, (CMHC) is offering two sessions at the World Urban Forum 5 (WUF5) in Rio de Janeiro, Brazil:

Monday, March 22, 2:00PM – 4:00PM, Room W3 – I

Mitigating Urbanization through Integrated Urban and Rural Strategies (Networking Session)

Canadian strategies that mitigate urbanization stresses by strengthening smaller and/or rural communities

Tuesday, March 23, 9:00AM – 12:00 PM, Room W2-4

How Community Stakeholders Can Design Safe, Inclusive Neighbourhoods (Training Session)

An interactive session addressing inclusive community design issues and introducing the charrette process

For more information on how CMHC International can develop customized sustainable community planning training for you and for information on other services in housing and housing finance contact Carmen Foglietta at cfogliet@cmhc.ca 613 748 2124 or visit the CMHC website at www.cmhc.ca/International.

Canada Mortgage and Housing Corporation is Canada's national housing agency.



Canada 



Useful information

Onsite accreditation

Delegates are requested to collect their badges, on arrival, at the registration desk in Warehouse 2 Entrance of the World Urban Forum Venue. Onsite accreditation is open at these times:

07:00 - 17:00 from Wednesday 17 March – Saturday 20 March;
07:00 - 19:00 on Sunday 21 March and Monday 22 March;
07:00 - 17:00 from Tuesday 23 – Thursday 25 March; and
07:00 – 12:00 on Friday 26 March.

Badges will be issued to delegates upon presentation of their identification. For security reasons, delegates are requested to wear their badges at all times while in the venue.

List of participants

A list of participants will be posted on the World Urban Forum website www.unhabitat.org/wuf after the Forum. Delegates are requested to check the information on the list pertaining to them and notify wufregistration@unhabitat.org of any corrections.

Important information for speakers and presenters

To check that your presentations will work on the equipment used in the meeting rooms and to screen files for viruses, please go to the Speakers Lounge in Warehouse 2, Room W2-18 at least 30 minutes before the time of the presentation.

Internet Access

Free wireless internet access is available throughout the venue. Please select the “WUF” wireless network. No password is required.

Transport for delegates

A free metro pass is available in delegates' bags for the duration of the World Urban Forum. A shuttle bus will

take delegates from the Cinelândia metro station to the venue from Monday 22 March.

First aid

Medical Centres can be found in Warehouses 2 and 5, and the Annex between Warehouse 4 and 5.

DSA Payments

Daily Subsistence Allowance payments for delegates who received assistance to attend the Forum are payable in Warehouse 5, Room W5-31. DSA will be paid upon submission of an original passport, ticket and boarding passes and presentation of the sponsorship letter from UN-HABITAT. For more information, contact Karina Rossi on +55 21 8288-2905.

Restaurant

The restaurant is in Annex 2/3, between Warehouse 2 and 3.

Information

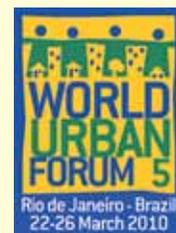
The main information desk is at the main entrance of the venue. Additional information desks can be found along the main walkway.

Bilateral meetings with the UN-HABITAT Executive Director

To make an appointment for a bilateral meeting with the UN-HABITAT Executive Director at the Forum, please call +55 21 3514-2834 or contact Ms. Portia Machancoses at: portia.machancoses@unhabitat.org

Bilateral meetings with the UN-HABITAT Deputy Executive Director

To make an appointment for a bilateral meeting with the UN-HABITAT Deputy Executive Director at the Forum, please call +55 21 3514-2829 or contact Ms. Jaana Mioch at: jaana.mioch@unhabitat.org



PRESS CONFERENCES TUESDAY 23 MARCH

9.00-9.30 Press Briefing by UN-HABITAT spokesperson

11.20-12.00 Signing of Spanish-UN-HABITAT agreement

12.00-12.30 Press Conference for Dialogue 2 Bridging The Urban Divide

12.30-13.00 ISTED Book Launch

13.00-13.30 Executive Director & Coca Cola press conference

13.30-14.00 IHS Press Launch

14.00-14.30 Book Launch by University of British Columbia

15.00-15.30 Nigeria Wind Energy Club-Book Launch

16.30 Press conference with Haitian Prime Minister Jean-Max Bellerive

For further details, please contact:

Sharad Shankardass Tel: 8288 2983; Zahra Hassan Tel: 8348 8587 or Manuel Manrique Tel: 8420 3071

Rio Highlights

SIGHTS

Ipanema Beach

Although the beaches of Ipanema and Leblon are one long beach, the *postos* (posts) along them subdivide the beach into areas as diverse as the city itself. Posto 9, right off Rua Vinícius de Moraes, is Garota de Ipanema, which is where Rio's most lithe and tanned bodies tend to migrate. The area is also known as the *Cemitério dos Elefantes* because of the handful of old leftists, hippies and artists who sometimes hang out there.

FOOD

Bazarr

Set on a peaceful, tree-lined street, this nicely designed restaurant serves a wide variety of cuisine, making it a good spot if you're not sure what you're in the mood for, but want something dazzling. Top choices are grilled *namorado* with whole-grain rice, citrus and pesto, and lamb with polenta and mushrooms. There's a smaller branch hidden on the second floor of Ipanema's Livraria da Travessa.

Rua Visconde de Pirajá 572, Ipanema

CULTURE

Biblioteca Nacional

Inaugurated in 1910, the national library is the largest in Latin America, with more than eight million volumes. It was designed by Francisco Marcelino de Souza Aguiar. On the ground floor, the periodical section is to the left, and general works are to the right. On the 2nd floor are many rare books and manuscripts, including two copies of the precious Mainz Psalter Bible, printed in 1492. Owing to their fragility, most of these rare books can be viewed only on microfilm.

Av Rio Branco 219, Centro

DRINK

Adega Flor de Coimbra

In the same building that was once the home of Brazilian painter Cândido Portinari, the Adega Flor de Coimbra has been a bohemian haunt since it opened in 1938. Back in its early days, leftists, artists and intellectuals drank copiously at the slim, old bar looking out on Lapa. Today, it draws a mix of similar types, who drink wine and sangria with Adega's tasty *bolinhos de bacalhau* (codfish croquettes) or *feijoada*.

Rua Teotônio Regadas 34, Lapa



The streets of Lapa

Photo © Gabriela Petit

SHOPPING

Bossa Nova & Companhia

This new, well-lit music shop is a nice addition to the neighbourhood, with a fine assortment of Bossa, choro and samba CDs and LPs as well as coffee-table books, sheet music and biographies of top Brazilian composers.

Rua Duvidier 37A, Copacabana

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Message from Lagos

Lagos, the erstwhile capital of Nigeria, has grown rapidly from about 200,000 inhabitants in 1950 to 18 million in 2009 and, projected to reach 24.5 million by 2015 and, in the process has become the 3rd largest mega city in the world. Lagos is the commercial centre not only for Nigeria but also for West Africa. Like similar cities in the world it is faced with a myriad of urban challenges which tend to deepen the divide between the affluent few and the poor majority.

Noted for gross urban decay in the 1980/90s, the mega city is currently being transformed steadily and steadfastly into a modern city, friendly to its inhabitants and attractive to visitors and investors alike. Major progress has been achieved through the adoption of innovative spatial planning using participatory and democratic approaches.

The World Urban Forum provides a good platform for the City of Lagos to share experiences with similar cities. We have attempted in the last few years to show that with determination, and responsible and responsive government in partnership with the people across the urban divide, it is possible to bridge that divide.

His Excellency Mr. Babatunde Raji Fashola, a Senior Advocate of Nigeria and governor of Lagos State, Nigeria hosted a networking event on Monday 22nd March 2010 at 4.30 p.m. in Room W3-6. The event was attended by eminent personalities and experts on urban issues. He will also be participating with other eminent personalities at the Dialogue Session 5- Governance and Participation on Thursday 25th March 2010 at 9 a.m.

The City of Lagos has also mounted an exhibition for the duration of the WUF 5 at Booth E154, to showcase its achievements in reducing the disparities between the haves and the have nots of its citizenry. The three events promise to be revelations about the unfolding positive thinking, actions and change currently going on in Lagos.

It will be our pleasure to welcome you to these events and interact with you.

COME AND VISIT US AT BOOTH E154 IN THE WORLD URBAN FORUM EXHIBITION



For more information please visit
www.future-megacities-2010.org
or the German pavilion (E91-92; E99-100)

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How can new alliances for sustainable development be forged?

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New Alliances for Energy- and
Climate-efficient Solutions



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at the World Heritage Site Zeche Zollverein
Essen, Germany

RUHR.2010
European Capital of Culture

**Gender
and Race:
Building an
inclusive urban
space**

Tuesday 23 March
4:30PM Room W3-5

Speakers: Epsy Campell,
Schuma Schumacher and
Angela Fontes

Igniting ideas!



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These concrete initiatives value mainly the cultural diversity, children's rights and marine biodiversity. If the future is a challenge, Petrobras is ready.

Urban transport is key to the development of Brazilian cities

As Rio de Janeiro welcomes the fifth session of the World Urban Forum, Jonathan Andrews talked to Marcio Fortes, Minister for Cities in Brazil, about his expectations for the city and the experiences Brazil can offer to other governments.

The theme for the UN-HABITAT World Urban Forum 5 is 'The Right to the City – Bridging the Urban Divide'. What do you hope to achieve from this conference?

With regards to the World Urban Forum 5, it is important to make the most of this opportunity to share experiences and to look at solutions offered by other countries that went through similar problems. I went to Angola last year and their government officials then came here because of their interest in building a million houses in four years and because of our experience of regularizing urban property.

In Brazil, the creation of the Ministry of Cities, in 2003, as well as the Statute of the City, the law that regulates the constitutional chapter on urban policy, were crucial in triggering the government to develop policies on the country's urban and social infrastructure. Programmes such as the Plan for Acceleration of Growth (PAC) relating to sanitation and housing have led to a new organization of our cities, introduced better living conditions and brought public and social services, like community centres and schools, to people who live in slums with little money. However, there is still a lot to be done to tackle the problems that began with the rural exodus in the 1960s, during the country's period of rapid industrialization.

Recently the federal government launched a housing programme 'My House, My Life', which is causing a revolution in the real estate market as it imposes the challenge of building a million houses on the private sector. Companies that are used to dealing with middle and upper class clients are having to reorganize themselves to reach the lower income population, which is the main target of the programme and which is the part of the population most affected by the lack of housing in Brazil – 6.2 million new houses will have to be built to tackle the problem.

Currently our number one challenge is to make progress in the areas of urban transport and mobility. In order to host the FIFA World Cup 2014 properly, we have just drawn up a set of projects for the 12 host cities, to introduce better transport systems with bus only lanes and light rail systems.

What can you share at the conference, with other cities and countries, from your experience as Minister for Cities in Brazil?

One of the most interesting elements I have seen is the participation of organized civil society in the changes we are implementing. We have recently introduced a National Council of Cities, which brings together representatives of community groups, universities, the private sector, and local government.

In addition to the National Council of Cities, which holds regular public meetings, the National Conference of Cities – a national meeting held every three years, with a larger number of representatives – puts forward proposals to amend the government's urban policy. The advent of the National Fund of Social Interest Housing is also the result of a popular initiative, which since 2006 has had an annual budget of BRL one billion (USD 600 million).

Brazil has one of the most urbanized populations in the world, what are the number one issues facing Brazilian cities today?

Regularizing urban property in a country where there are approximately 30 million houses occupied without proper title deeds, maintaining investment in housing and sanitation, and increasing the resources available for urban transport and mobility projects are the key issues. Next year we will launch PAC 2, as President Lula has announced, which means enlarging or completing ongoing projects in slums and also investing in projects that were not financially supported by the first PAC.

All of this will happen in a very different atmosphere from the one we encountered at the beginning of the first PAC, when local government had neither the projects nor the technical staff capable of carrying them out. That is because there had been a long period with no investment in these areas. Now things are different.

Olympic games are often used to reinvent a city. Since Rio de Janeiro lost its status as capital to Brasilia, and with most manufacturing and banks moving to São Paulo, how do you see the future for Rio?

Rio is experiencing considerable growth, not only in terms of tourism, which is its natural inclination, but also in other sectors such as the fashion industry. The oil business has been responsible for a constant and increasing income for the state government.

How do you rate the importance of public/private partnerships and also with multilateral organizations such as the Inter-American Development Bank and UN-HABITAT?

As far as partnerships between the public and private sectors go, these offer an opportunity in particular to guarantee water and sanitation services for everyone. The law that regulates these partnerships is already in force and examples include the clean water projects in the northeastern state of Bahia and in the southeastern state of São Paulo.

With respect to partnerships with multilateral



Marcio Fortes

Photo © Ministry of Cities

organizations, the Ministry of Cities has put together two extremely successful programmes financed by the World Bank. The first one financed important projects in slum areas that are currently being entirely funded by the PAC.

The other World Bank-financed programme provided the government with funding for a number of studies on sanitation during the 15 years of the partnership (which ends in February 2010). The most relevant one is the National Information System on Sanitation, which gathers a series of data to give the government a picture of the sanitation sector over the past 13 years.

This year the Brazilian government set up another partnership with the World Bank to help the government integrate its actions and policies on water. The programme will provide funding for studies as well as the implementation of concepts such as integrated management. The programme will start in August 2010 and will last for the next five years.



Improving transport and urban mobility are the main challenges

Photo © Rodrigo Nunes/Ministry of Cities

Cape Town rises to the World Cup challenge

With South Africa hosting the World Cup in June 2010, cities like Cape Town can use the opportunity to benefit from long-term development rather than just being a temporary home for the world's most watched sporting event. By Jake Rollnick.

The urban divide between rich and poor in the host cities for this year's World Cup is unfortunately all too evident. But it seems to be lost on FIFA whose World Cup will arrive in the African continent for the first time in summer 2010.

"Our main focus is sport, we are about tournaments, not other things," says a FIFA spokesperson. "The decisions made by the FIFA executive committee are made by football experts, not environmentalists."

Compared to the International Olympic Committee's commitment to lessen the human and environmental impact of the Games and to make sustainable development part of the bidding cities' agenda, FIFA would seem to fall short. While football's governing body sees football as an instrument of social development through its Football For Hope centres, which will be built in South African cities, it seems to be missing a trick in understanding how the World Cup could be used to leverage and promote sustainable development.

Luckily South Africa's nine host cities have taken it upon themselves to combine respect for the environment in terms of the infrastructure with the opportunity to improve access to facilities for all citizens.

Green Goal is an internal South African project coordinated at a national level by the Local Organising Committee and the Ministry for Environmental Affairs. Each host city has developed Green Goal programmes within the national umbrella, some more comprehensive and autonomous than others. "The project builds on a similar programme established for the 2006 World Cup in Germany, although the South African version has responded to the very different contexts of the host nation and cities," says Stephen Granger, Manager of Major Programmes and Projects for Green Goals 2010.

The approach followed by Green Goal 2010 is significantly different from that of Germany 2006. In Germany, the Öko Institute, an independent environmental consulting firm appointed by the government, played a leading role in the greening of 2006. In South Africa, the host cities play a far greater

role, with the Local Organising Committee being responsible for the coordination of greening efforts, supported by the Department of Environmental Affairs. While the World Cup differs from the Olympics in that it will not result in new housing developments, the pioneering Green Goal scheme aims to make the World Cup more environmentally sustainable beyond 2010 in the areas of water, waste, energy, tourism and mobility (see box).

"The decisions made by the FIFA executive committee are made by football experts, not environmentalists."

FIFA spokesperson

One element is access for all and Cape Town is blazing a trail in inclusive development. A stand out example is the redevelopment of the Green Point Common which is the site of the new Cape Town Stadium, occupying approximately 18 hectares of the total 98. "The remainder of the common was previously allocated to a golf course and a multitude of sports clubs, a large area of green space on the doorstep of the Central Business District, to which the public did not have access unless they belonged to one of the clubs," says Lorraine Gerrans, FIFA Green Goal Manager for Cape Town 2010. Not only is the Common being reconfigured and its facilities upgraded, but also a new 12.5 hectare public park, the Green Point Park, is being constructed in the northwestern corner of the Common. It will be open to all residents and visitors of Cape Town, free of charge, seven days a week.

"We have planned a biodiversity showcase garden within the Green Point Urban Park," says Ms. Gerrans. "The garden will re-establish elements of four vegetation

types associated with the area and highlight the importance of conserving rare and endangered species. It is an important partnership project, as it represents one of Cape Town's five Local Action for Biodiversity projects under the auspices of Local Governments for Sustainability (ICLEI) and also we are working with the International Union for the Conservation of Nature on aspects of the project."

One of the project's focuses is South Africa's carbon emissions problem, which is expected to be twice that of the Beijing Olympics. "The estimate that we have at the moment for this World Cup's emissions is 2.75 million tonnes of CO² equivalent. You can compare that to the Beijing Olympic Games where there were 1.18 million tonnes," says Theodore Oben, a UN Environment Programme spokesperson. Ms. Gerrans responds: "It is now commonly accepted that large international sporting events such as the Olympic Games and World Cups impact on the environments of host cities and countries. The many thousands of fans who travel to these events use scarce resources such as energy and water, produce waste and contribute to climate change through the emissions from their air and land transport. Our challenge is to minimize the negative environmental impacts and maximize the positive environmental legacy."

Tackling transport is central to greening the World Cup, as emissions generated by the international travel of teams and spectators to South Africa will make up more than 67 percent of the event's total greenhouse gas emissions, which is projected to be nine times higher than in Germany in 2006. In total, including teams and fans, the UN estimates that USD 33 million will be needed to compensate for the CO² emissions caused by international flights to South Africa. "The upgrade of Cape Town's transportation links – mostly roads – represents the biggest infrastructural change," says Stephen Granger. "This includes the planning and development of an Integrated Rapid Transport System, the first phase of which is currently under construction."



The long-term legacy of the tournament is a priority for the organizers

Photo © FIFA

However, since the inception of the project, there has been opposition to this system and challenges to contain the project cost. The most notable objections came from taxi drivers, who protested against plans for a Bus Rapid Transit system, fearing that improved public transport would take business away from them. "But the city is dealing with these challenges in transparent and innovative ways and we are confident that as a result, public transport will dramatically improve," says Ms. Gerrans. Detailed in the Cape Town government's promise is a 'vastly improved transport system', which includes rail upgrades, Bus Rapid Transit, airport city links, Intelligent Transport Systems, improved passenger safety and road infrastructure. This means adding a fleet of 2,035 luxury and standard buses, 60 trains and 1,000 coaches, all of which will be used for communities once the event is over.

Green Goal projects for Cape Town

- The Kuyasa Energy Efficiency Project is a thermal efficiency upgrade project that aims to retrofit existing low-income houses in Kuyasa with solar water heaters and improved insulation measures.
- The Solar Water Heater Advancement Programme aims to encourage and facilitate the adoption of solar water heater use in Cape Town.
- The Blue Flag Beach Programme aims to award the 'Blue Flag' to beaches that meet a range of stringent social, educational and environmental standards.
- The False Bay Ecology Park provides vital ecosystem services, treatment and disposal services for waste, a green lung in the city and opportunities for recreation, ecotourism, social and economic upliftment.
- The Local Action for Biodiversity Project is a three-year pilot project that aims to involve approximately 15 cities from across the globe to explore the best ways for local governments to engage in effective biodiversity protection, management and utilization.
- The Women Orchid Legacy Project provides skills and employment for women from disadvantaged areas to farm orchid plants and create beadwork, embroidery and needlework with an orchid theme.

SINAENCO is organizing a special session today on Brazilian Challenges for the World Cup 2014. Room W3-19 12.00-13.30.

The South African Police Service is spending ZAR 640 million (USD 90 million) on the deployment of 41,000 officers specifically for the event. This includes 31,000 permanent members and 10,000 police reservists. "The vast majority of the police deployed for the World Cup will be trained officers with experience in major events. In addition, countries competing in the event will send their own specially trained police officers to assist with language and cultural differences, and to support the local police," says Mr. Mthethwa.

The long-term urban legacy of the tournament is a priority for all involved. The additional investment in infrastructure will have a catalytic effect to attract further investment and tourism to the city. For example, the eight new hotels that are being constructed in Cape Town, its new road infrastructure and better airport and rail facilities will contribute positively to make the city a preferred destination for business and tourists alike. The investment in environmental legacy projects such as the Green Point Park, Smart Living Centre, biodiversity showcase garden, city beautification projects, carbon mitigation initiatives and non-motorized transport infrastructure will leave behind a more sustainable and resilient city that meets the needs of its present residents without compromising the needs of the next generation. But maybe most significant is the unifying effect that the hosting of major events such as the 2010 FIFA World Cup will have on South African residents. Lorraine Gerrans agrees: "The Rugby World Cup in 1995 unified the nation and the recent Final Draw festivities in Cape Town showed that the people of this city, no matter their race or socio-economic standing, are united in their enthusiasm to welcome the world in 2010."

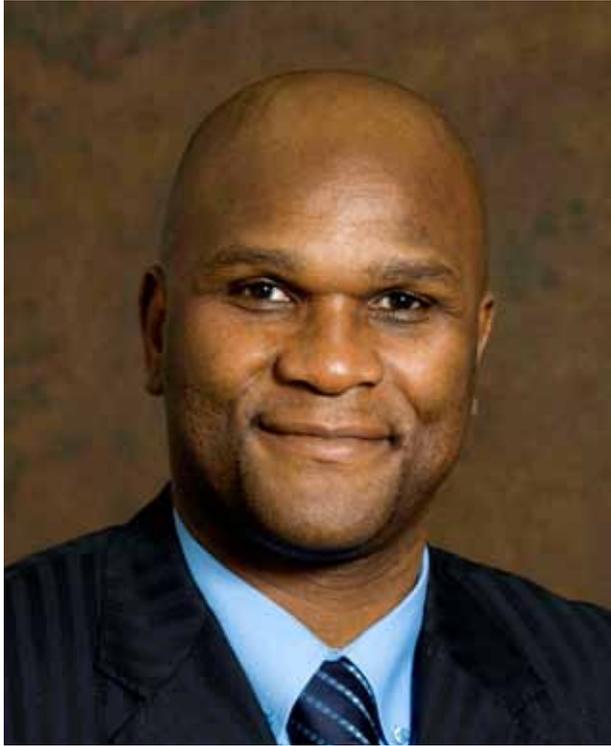
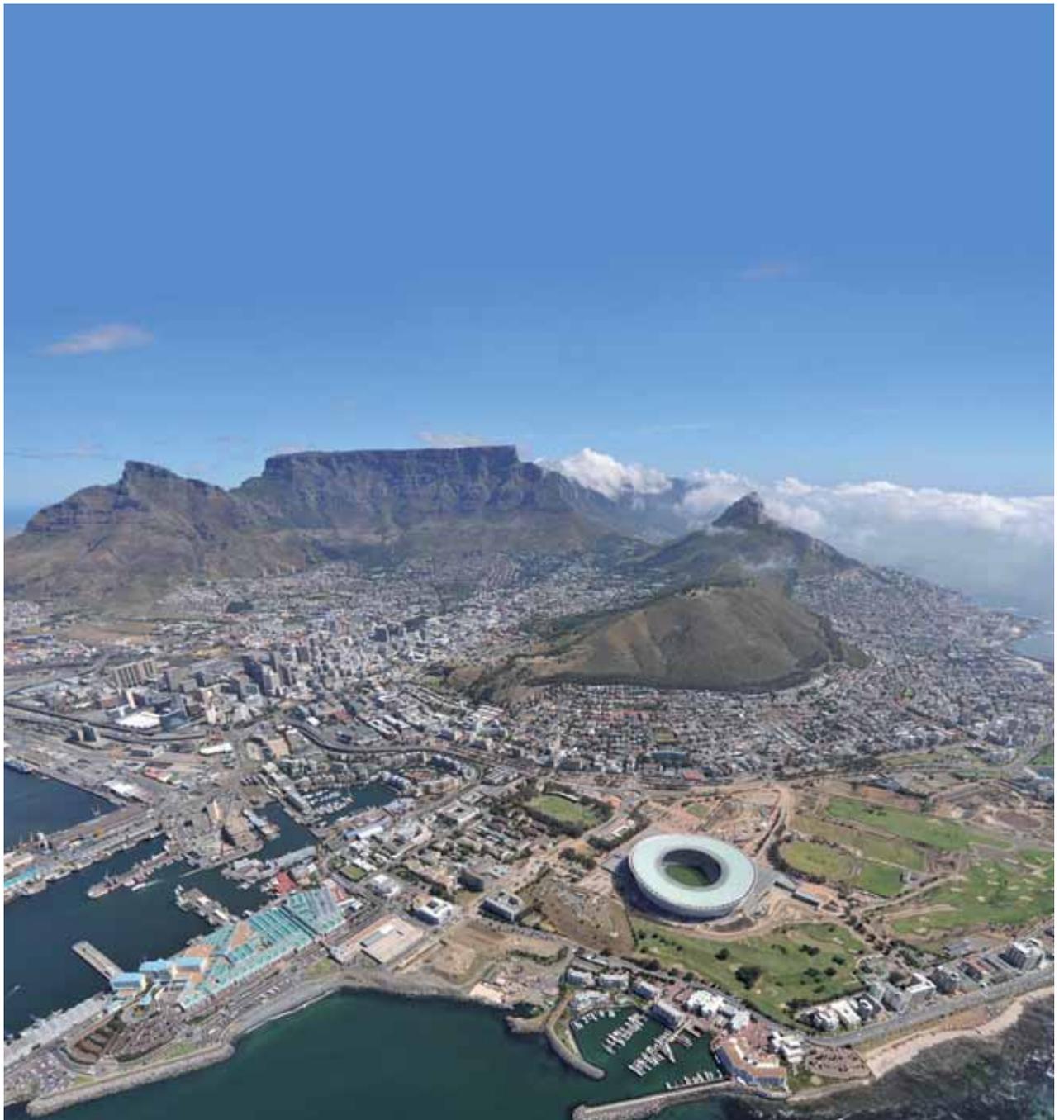


Photo © South African Government

"We will not allow criminals to act as distractions and victimize both our society and international visitors."

Nathi Mthethwa
South African Police Minister

Despite the pride and eager anticipation felt in advance of the tournament arriving on the African continent for the first time, the organizers acknowledge the challenges posed by crime as well as infrastructure. In a public opinion tracking study carried out by international research company SPORT+MARKT, after the FIFA Confederations Cup in June, 66 percent of residents believe crime will be an issue for visitors to the tournament (up from 58 percent in December 2008). South Africa remains confident that their FIFA-endorsed plan will work. "We are well advanced in the implementation of plans for a safe and secure 2010 FIFA World Cup," says South African Police Minister, Nathi Mthethwa. "We will not allow criminals to act as distractions and victimize both our society and international visitors. Our plan, which has been shared with FIFA as well as the Organizing Committee, is a multi-pronged one. It encompasses a comprehensive security plan, which includes our approach to addressing terror threats, hooliganism and crime."



Cape Town's Green Goals projects are transforming the city

Photo © City of Cape Town

Wind energy provides Argentina with new opportunities

Crippled by an economic collapse in 2001 and hampered by energy laws which limited investment, Argentina has lagged behind many of its Latin American neighbours in the development of renewable energy. But following a successful tender in December 2009 which reignited interest in the market, Nick Michell explains how the government is attracting a new wave of foreign investors.

Argentina's Patagonia region, with its snow topped mountains, unique coastal wildlife and windswept plateaus, possesses some of the best conditions in the world for wind energy generation, yet the country only has a paltry 30 megawatts (MW) of capacity through wind-generated power. While Patagonia may have some of the world's strongest and most lucrative winds, other locations in the country, such as Comahue, Córdoba, La Rioja and the province of Buenos Aires, also have extremely favourable conditions. Blessed with this undoubted potential, Argentina should be a world leader in the wind energy market, so why does wind only generate a tiny 0.21 percent of the country's energy?

The projects that do exist were mainly completed in the late 1990s and early 2000s and developed by small local electricity service cooperatives in the Patagonia region. The country's economic collapse in 2001 had a severe effect on the industry, as the government heavily intervened in the energy market and, hindered by lack of incentives and access to finance, it failed to develop.

As well as financial instability, the market lacked a secure framework to encourage investment, so in 2006, the government attempted to kickstart the market with a new energy law. The Renewable Energies Law 26.190 states that, by 2016, 8 percent of the country's energy matrix must be derived from renewable sources. The law outlined a feed-in tariff, with a bonus to wind generators and provided various tax incentives, such as accelerated depreciation and exemption from Value Added Tax. But many believe the incentives offered were insufficient and failed to address the main barriers.

"The incentive introduced in the law doesn't cover the gap between the increasing marginal cost of electricity generation and the electricity spot price, because the marginal cost started to grow, pushed up by increasing international prices," says Sebastian Kind, board member of the Argentine Renewable Energies Chamber. "In order to regularize this situation, the government decided to host tenders to assign PPAs (Power Purchase Agreements) which will produce a regular payback for investors."

The process has proved to be the catalyst for growth. In May 2009 the Argentine government launched a 1,015 MW tender under the requirements of the Renewable Energies Law of 2006 and to garner competition and interest from foreign energy companies.

The results of the tender were announced by the

government in December 2009 with the total offers reaching 1,461 MW, a 46 percent oversubscription, of which 1,203 MW were from wind energy companies. Once all the offers have been reviewed, the government will evaluate each one objectively – on the basis of the prices offered and the companies' technical and financial capacity.

"We saw a high degree of confidence in the sector's potential and the 1,461 MW offered represents solid foundations for a prosperous renewable energy industry," says Mr. Kind. "Argentina has a unique opportunity to generate new skills and develop technology while providing clean and competitive energy for our future."

The success of this tender generated a lot of enthusiasm in the wind energy industry. The quality and prestige of the multinational companies which tendered for business implies that Argentina is on its way to developing an established renewable energies industry. The country has been excluded from international credit markets since the economic collapse of 2001—after defaulting on USD 93 billion of debt—and the wind energy market could provide a valuable source of investment and employment. According to calculations by the Argentine Renewable Energies Chamber, if the tenders received for all 1,462 MW are accepted, they will lead to investments in excess of USD 2 billion and the creation of approximately 1,000 new jobs.

"There is a great interest in Argentina now because the government launched this tender through the state owned electricity company Enarsa and everybody is thinking about the opportunities in Argentina because there is now a tender for buying renewable electricity – a PPA for 15 years and the price is going to be fixed in a competitive way," says Mr. Fiestas.

Soon after the positive results were announced, the largest wind farm in Argentina was unveiled in La Rioja province. Completed in January 2010, the Arauco wind farm will effectively double the country's wind power generation capacity, which only stood at 27 MW in 2008. The facility consists of 12 wind turbines that can generate 2.1 MW of electricity each, with an estimated cost of USD 59.7 million. Manufactured by Argentine energy company, IMPSA, the farm employed 200 people during its construction and was entirely funded by the provincial government. Future expansion is already being planned to provide as much as 90 MW of wind energy.



Patagonia, Argentina

Photo © Daniel Battiston

Undoubtedly, there are numerous benefits available from wind power projects in Argentina, including lower system costs, higher system reliability, hydro-wind complementation, reduced carbon emissions, local employment and supply chain development. Wind is the technology of choice for power generation in the current global context of price volatility, poor security of supply and global warming concerns and with Argentina possessing unmatched technical characteristics as far as usable wind resources are concerned, the opportunities for investment are good. The country has almost 70 percent of its land covered with winds whose annual average speed, measured at 50 metres above ground level, surpasses 6 metres per second (m/s). In central and southern Patagonia, average wind speeds can reach as high as 12 m/s.

"Half of the territory is covered with some 40 percent of Capacity Factor, which is double the average in Europe, with a population density 10 times lower, so Argentina can install much more wind power than the total electricity needed," says Mr. Kind. "Assuming that 50 percent of the total target by 2016 will be covered by wind power, 1,250 MW will need to be installed and considering that 1,200 MW were offered in the tender last December, I don't see it being too difficult to fulfil the requirement of 8 percent by 2016."

Ramon Fiestas acknowledges Argentina's potential for wind energy but preaches careful optimism: "There is certainly a lot of potential in Argentina and of course now there is an interest in the country as 1,000 MW have been assigned to wind power but we need to see how many of these wind power projects are going to be realized and how many megawatts we are going to see running from this tender. If you are a manufacturer wanting to establish yourself in Argentina you need to know that there is a long-term plan and that measures have been taken to implement a support system."



Until now, wind power has generated only 0.21 percent of Argentina's energy

Photo © Miguel Saavedra

Overcoming the Copenhagen failure

Joseph E. Stiglitz asks why governments are willing to bail out banks yet they will not find the funding to mitigate the effects of climate change.

Pretty speeches can take you only so far. A few months after the Copenhagen climate conference, it is clear that the world's leaders were unable to translate rhetoric about global warming into action.

It was, of course, nice that world leaders could agree that it would be bad to risk the devastation that could be wrought by an increase in global temperatures of more than two degrees Celsius. At least they paid some attention to the mounting scientific evidence.

And certain principles set out in the 1992 Rio Framework Convention, including “common but differentiated responsibilities and respective capabilities,” were affirmed. So, too, was the developed countries’ agreement to “provide adequate, predictable and sustainable financial resources, technology, and capacity-building” to developing countries.

The failure of Copenhagen was not the absence of a legally binding agreement. The real failure was that there was no agreement about how to achieve the lofty goal of saving the planet, no agreement about reductions in carbon emissions, no agreement on how to share the burden, and no agreement on help for developing countries. Even the commitment of the accord to provide amounts approaching USD 30 billion for the period 2010-2012 for adaptation and mitigation appears paltry next to the hundreds of billions of dollars that have been doled out to the banks in the bailouts of 2008-2009. If we can afford that much to save banks, we can afford something more to save the planet.

The consequences of the failure are already apparent: the price of emission rights in the European Union Emission Trading System has fallen, which means that firms will have less incentive to reduce emissions now and less incentive to invest in innovations that will reduce emissions in the future. Firms that wanted to do the right thing, to spend the money to reduce their emissions, now worry that doing so would put them at a competitive disadvantage as others continue to emit without restraint. European firms will continue to be at a competitive disadvantage relative to American firms, which bear no cost for their emissions.

Underlying the failure in Copenhagen are some deep problems. The Kyoto approach allocated emission rights, which are a valuable asset. If emissions were



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Photo © Joseph E. Stiglitz

appropriately restricted, the value of emission rights would be a couple trillion dollars a year – no wonder that there is a squabble over who should get them.

Clearly, the idea that those who emitted more in the past should get more emission rights for the future is unacceptable. The “minimally” fair allocation to the developing countries requires equal emission rights per capita. Most ethical principles would suggest that, if one is distributing what amounts to “money” around the world, one should give more (per capita) to the poor.

So, too, most ethical principles would suggest that those that have polluted more in the past – especially after the problem was recognized in 1992 – should have less right to pollute in the future. But such an allocation would

implicitly transfer hundreds of billions of dollars from rich to poor. Given the difficulty of coming up with even USD 10 billion a year – let alone the USD 200 billion a year that is needed for mitigation and adaptation – it is wishful thinking to expect an agreement along these lines.

Perhaps it is time to try another approach: a commitment by each country to raise the price of emissions (whether through a carbon tax or emissions caps) to an agreed level, say, USD 80 per ton. Countries could use the revenues as an alternative to other taxes – it makes much more sense to tax bad things than good things. Developed countries could use some of the revenues generated to fulfill their obligations to help the developing countries in terms of adaptation and to compensate them for maintaining forests, which provide a global public good through carbon sequestration.

We have seen that goodwill alone can get us only so far. We must now conjoin self-interest with good intentions, especially because leaders in some countries (particularly the United States) seem afraid of competition from emerging markets even without any advantage they might receive from not having to pay for carbon emissions. A system of border taxes – imposed on imports from countries where firms do not have to pay appropriately for carbon emissions – would level the playing field and provide economic and political incentives for countries to adopt a carbon tax or emission caps. That, in turn, would provide economic incentives for firms to reduce their emissions.

Time is of the essence. While the world dawdles, greenhouse gases are building up in the atmosphere, and the likelihood that the world will meet even the agreed-upon target of limiting global warming to two degrees Celsius is diminishing. We have given the Kyoto approach, based on emission rights, more than a fair chance. Given the fundamental problems underlying it, Copenhagen’s failure should not be a surprise. At the very least, it is worth giving the alternative a chance.

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While the world dawdles, greenhouse gases are building up in the atmosphere

Photo © Carl-Fredrik Runqvist



Building the future™

CEMEX promotes sustainable communities

Programs that stand out include *CPAs*, *Patrimonio Hoy* and *Mejora tu Calle*.

Sustainability is what characterises CEMEX, as it allows the balanced development of the company, the communities where it is present and the country as a whole. Through training, self employment, do-it-yourself home construction and town facility improvement programs. CEMEX has contributed to the increase in the quality of life of more than 3.9 million people over the past nine years.

Patrimonio Hoy

This program, which is in-line with the UN's Millennium Goals, offers financing to families that earn less than three minimum wages, to build or expand their homes.

CEMEX finances the cost of materials and offers assistance, which allows the program's participants to generate savings of up to one third of the cost and to reduce construction time by 60%.

In its 10 years of existence, Patrimonio Hoy has provided more than \$110 million to more than 293,000 families, with a recovery percentage greater than 99%. The program currently has 85 beneficiary-care centres in 45 cities throughout the country. The program's successful business model has enabled it to extend its presence to Colombia, Venezuela, Costa Rica and Nicaragua.

Centros Productivos de Autoempleo (CPA)

There are currently 12 CPAs in operation in various cities across the country, whereby families that earn less than two minimum wages, produce basic materials intended for the construction or expansion of their homes.

At present, more than 2,900 families have participated in the program, which has allowed them to build a similar number of houses of 10 metres squared.

For this scheme, the local council contributes land with electricity, water, services and installations, while CEMEX provides the necessary machinery, tools and consumables for the manufacture of bricks. Participants receive 50% of the production as payment; while the rest is given to CEMEX to sell to cover operation costs.

Mejora tu Calle

This program includes the participation of CEMEX, local authorities and members of the community.

It allows work to be carried out on paved roads, town facilities and basic infrastructure, with the aim of improving the quality of life and increasing the value of family estates.

