



MASTER SPONSORS



## GENERAL PROGRAM



SEPTEMBER 09  
MAYORS' SUMMIT



### AUDITORIUM

Main Events



### PARALLEL SESSIONS

Occurring in several rooms

02:00 pm - 02:30 pm

#### Opening Ceremony and Launching of WRI ROSS Center for Sustainable Cities

WRI and EMBARQ combine their learnings, expertises and practice areas in 2015 to track the complexity of rapid urban growth. What began as a work in urban mobility is now the WRI Ross Center for Sustainable Cities, the global program for cities of WRI. Locally, the WRI Brasil Cidades Sustentáveis.

#### PARTICIPANTS

ANDREW STEER ANI DASGUPTA

LUIS ANTONIO LINDAU RACHEL BIDERMAN

EDUARDO PAES JAIME LERNER

02:30 pm - 03:30 pm

### **Local leaders and the changes in cities**

Context: Local Government and global experiences that transformed cities. How to transcend the political mandate and promote sustainable legacy, based on trust and positive leadership.

#### **CONFIRMED LEADERS**

JAIME LERNER KEN LIVINGSTONE

MARY JANE ORTEGA SAM ADAMS

ENRIQUE PEÑALOSA

**Moderator:** Andrew Steer, President and CEO, WRI (World Resources Institute)

03:30 pm - 04:15 pm

### **Networking Coffee**

04:15 pm - 05:15 pm

### **Local leaders and the changes in cities**

[Sequence of the event begun in the panel with same name.] Context: Local Government and global experiences that transformed cities. How to transcend the political mandate and promote sustainable legacy, based on trust and positive leadership.

#### **CONFIRMED LEADERS**

JAIME LERNER KEN LIVINGSTONE

MARY JANE ORTEGA SAM ADAMS

ENRIQUE PEÑALOSA

**Moderator:** Andrew Steer, President and CEO, WRI (World Resources Institute)

05:15 pm - 05:30 pm

### **Final considerations with Andrew Steer**

09:00 am - 01:00 pm

### **GIZ Training Session - How to improve Conditions and Safety for cyclists?**

Eletracústica Room

#### **Training Course –How to improve Conditions and Safety for cyclists?**

This course is part of a series of training courses of the German Cooperation (GIZ) and its SUTP project ([www.sutp.org](http://www.sutp.org)). SUTP implemented already more than 140 courses in Asia, Africa and Latin America with 5,000 participants since 2003.

This training course will describe the main elements of transport policies that improve conditions for cyclists and increase cycling safety and will be based on the experience from developed and developing cities, local expertise and discussions with experts. It will concentrate on the following aspects:

- International experiences in successful cycling policies
- Brazilian status quo and recent progress
- Short-term policies and low-cost interventions for increased safety

Participants will receive a certificate and course material.

#### **COORDINATOR/ PARTICIPANTS**

**MANFRED BREITHAAPT ZÉ LOBO**

**WARNER VONK CARLOS FELIPE PARDO**

To register you need to be

**inscribed**

for the congress and in addition send your registration to

**[pardo@despacio.org](mailto:pardo@despacio.org)**

indicating your name, position and city/country.

05:30 pm - 06:30 pm

## **Guided tour to selected works of 31st São Paulo Biennial**

### **Cidade das Artes hosts traveling exhibit of 31st São Paulo Biennial**

The 31st Biennial sought to address the contemporary condition through works made within the concept of "project", many of them carried out in collaboration between artists, groups of artists and professionals from other disciplines. For the exhibition in the Cidade das Artes were selected projects 10.000 years of Nordic folk art, photographic set of Asger Jorn documenting pre-Christian visual productions and pre-modern in Northern Europe; The last adventure, photographic series of Romy Pocztaruk resulting from travel by Trans; Handira, meeting of textile works of Teresa Lancet made along the African weavers communities and the coffee reading, series of amulets collected by Michael Kessus Gedalyovich during the journey made from the Paradise Hills in Israel, the Brazilian Amazon. Also includes exposure Hell film, Yael Bartana, commissioned for the 31st Biennial, which simulates the construction and destruction of a temple in the Bom Retiro district, downtown São Paulo. As proposed by the curator Pablo Lafuente, "this exhibition, the carpets and the pictures also configure landscapes, like the photographs of Romy Pocztaruk, and are at the same time use of objects such as amulets of Gedalyovich, can help build a world new".

02:00 pm - 05:00 pm

## **SOLUTIONS Multiplier Workshop**

Eletracústica Room

SOLUTIONS aims to support the exchange on innovative and green urban mobility solutions among cities from Europe, Asia, Latin America and the Mediterranean. The project brings together a wealth of experience and technical knowledge from international organizations, consultants, cities, and experts involved in transport issues and solutions.

The project's overall objective is to make a substantial contribution to the uptake of innovative urban mobility solutions across the world by facilitating dialogue and exchange, promoting successful policy, providing guidance and tailored advice to city officials, and fostering future cooperation on research, development and innovation. The activities are organised around six themes:

- public transport
- transport infrastructure
- city logistics
- integrated planning / sustainable urban mobility plans
- network and mobility management
- clean vehicles



## SEPTEMBER 10 INTERNATIONAL CONGRESS



### AUDITORIUM

Main Events

08:30 am - 09:00 am

#### Official Opening

##### PARTICIPANTS

MÁRCIO LACERDA ANDREW STEER

RACHEL BIDERMAN LUIS ANTONIO LINDAU

GILBERTO KASSAB

09:30 am - 10:00 am

#### Opening Speech - The power of cities

##### PANELIST / PRESENTER

KEN LIVINGSTONE ALEX ELLIS

10:00 am - 11:45 am

#### The importance of having a vision for cities

Big corporations develop actions aligned with their strategies and vision. This culture should be part of a municipal administration, which in doing so would benefit from an administrative continuity, transcending mandates. In the developing world, there are few cities that follow this process. What stops cities from adopting good management practices in the private sector?

##### PARTICIPANTS

ANDREW STEER JUDITH POLLOCK

FERNANDO HADDAD RODRIGO ROSA JAIME LERNER

NINA LUALDI

**Moderator:** Eduarda La Rocque, president of Instituto Pereira Passos (City of Rio de Janeiro)



### PARALLEL SESSIONS

Occurring in several rooms

10:00 am - 11:15 am

#### The right to an accessible city

Sala de Ensaio I

The urban planning that doesn't consider people with mobility restrictions is still a common practice in Brazilian cities. However, factors such as population aging and the growing integration of people with disabilities in the labor market propose the challenge of thinking about cities as more inclusive environments, where people with different anthropometric characteristics coexist equally. Which are the barriers to the compliance of the Brazilian legislation that regulates issues related to universal accessibility.

##### PARTICIPANTS

HUGO LEAL LUIZ CLÁUDIO CARVALHO DE ALMEIDA

ROBIN KING PAULA SANTOS ROCHA

**Moderator:** Paulo Fraga, Marketing e Communications Director, FETRANSPOR

11:45 am - 01:00 pm

### Cities in the new climate economy

The current urban development pattern imposes significant economic and social losses. The Better Growth, Better Climate Report shows that there are alternative ways to develop a new wave of urban productivity, based on a low carbon economic growth. How cities should lead themselves to a better economic growth and tackle climate change?

#### PARTICIPANTS

SAM ADAMS DÉLIO MALHEIROS NELSON FRANCO

TODD LITMAN THIERRY DUDERMEL

**Moderator:** Rachel Biderman, WRI Brasil Director

01:00 pm - 02:00 pm

#### Lunch

02:00 pm - 02:30 pm

### WRI Ross Center for Sustainable Cities Launching

WRI and EMBARQ combine their learnings, expertises and practice areas in 2015 to track the complexity of rapid urban growth. What began as a work in urban mobility is now the WRI Ross Center for Sustainable Cities, the global program for cities of WRI. Locally, the WRI Brasil Cidades Sustentáveis.

WRI Brasil Cidades Sustentáveis works to transform great ideas into reality. Develops on the ground projects, focusing on mobility, urban development, health and road safety, water, energy and governance to improve lives of millions of people in Brazilian cities.

The WRI Ross Center for Sustainable Cities is formed by over 200 professionals in offices in Brazil, Mexico, India, China, Turkey and the United States.

#### PARTICIPANTS

ANDREW STEER ANI DASGUPTA

LUIS ANTONIO LINDAU RACHEL BIDERMAN

CHARLOTTE MATTHEWS MÁRCIO LACERDA

10:00 am - 11:30 am

### Regulatory framework for mobility innovative solutions

Sala de Ensaio III

In a world where innovation takes place every day, there is a gap between the fact and its regulation. Mobility is no different. New relationships are emerging, and they need to be regulated. Which measures have been implemented by cutting-edges cities? In Brazil, which are the challenges?

#### PARTICIPANTS

LUIS ANTONIO LINDAU ANTHONY LING PHIL EVANS

NICOLÁS ESTUPIÑÁN VICTOR RUFINO

COREY OWENS RICARDO DE REZENDE FERREIRA

**Moderator:** José Cesar Martins, Founder of Paradoxa (Porto Alegre, Brazil)

10:00 am - 01:00 pm

### Extraordinary meeting of the National Forum of Municipal Secretaries and Public Managers of Urban Mobility

Eletroacústica Room

Meeting organized by the National Association of Public Transport - ANTP

02:30 pm - 04:00 pm

## The promotion of Sustainable Transit-Oriented Development

Today, there are big investments being made in the sectors of social housing and mobility works. Ideally, transportation infrastructure would consolidate development corridors, connecting active and dense neighborhoods. Why the investments tend to prioritize buildings instead of the consolidation and qualification of the neighborhoods? Why is it so difficult to densify the hubs of high connectivity?

### PARTICIPANTS

VICTOR RICO D. THARA CLARE HEALY

NÍVEA OPPERMANN ADRIANA LOBO

ANA PAULA MACIEL PEIXOTO

**Moderator:** Clayton Lane, Deputy Director of WRI Ross Center for Sustainable Cities

04:00 pm - 05:15 pm

## Urban Mobility Plan

After decades without relevant investments in transportation, the Law 12.587/12 encourages cities to formulate Mobility Plans. Three years later, many of them didn't meet the legal provision. What are the main difficulties to the construction of a plan? Why some cities have succeed in making good plans in a timely manner?

### PARTICIPANTS

UDO DÖHLER DARIO LOPES LEAH TREAT

GUILHERME MEDEIROS DANIELA FACCHINI

**Moderator:** Rômulo Orrico, Professor at COPPE-UFRJ

05:15 pm - 05:45 pm

## Closing Speech - The legacy of Brazilian cities

PANELIST

MÁRCIO LACERDA

11:30 am - 01:00 pm

## The future of urban mobility in Brazil

Sala de Ensaio III

Over the last decade Brazilian cities have faced dramatic increases in car ownership and mobility rates. Now cities are harvesting ever increasing traffic congestions that are reducing the productivity of road based public transport. While motorcycles and cars take passengers out from public transport and BRT, BHLS, LRT, APM, suburban rail and metros progress at a slower than demanded pace by the population during the 2013's street riots, decision makers seems to be still driven by the car culture. What drivers will trigger the necessary paradigm change in prioritizing road space to non-motorized and public transport? What are the key lessons we should learn from more advanced economies that have managed to reduce private motorized traffic? What role can new mobility options play?

### PARTICIPANTS

CLARISSE CUNHA LINKE DARIO LOPES

LUIS ANTONIO LINDAU HOLGER DALKMANN

**Moderator:** Edimilson Ávila, Journalist - Globo TV

11:20 am - 01:00 pm

## Cities designed for people

Sala de Ensaio I

After decades lost to the automobile, cities now face the challenge of promoting equity and sustainable development. Cultural, economic and political barriers stand in the way of this transformation. How to beat them? Which are the lessons learnt by cities of different continents?

### PARTICIPANTS

ALEXANDROS WASHBURN MARINA KLEMENSIEWICZ

RICARDO MONTEZUMA JAVIER GARFIO PACHECO

ANI DASGUPTA ALAIN FLAUSCH

**Moderator:** Suzy Balloussier, Director of Institucional Relations, Consórcio BRT Rio

01:00 pm - 02:00 pm

02:00 pm - 03:30 pm

## Transportation Demand Management in contraposition to congestions

Sala de Ensaio I

Since 20th century, cities tackle mobility problems by constructing more streets. This solution has proven to be inefficient and led to the growing of the private motorization. In order to optimize the use of the available infrastructure, cities now look to TDM strategies. What is TDM? How to implant it? What is the role of the private and public sectors? Which are the successful cases?

### PARTICIPANTS

ROBERTO GREGORIO DA SILVA JUNIOR

RAMON VICTOR CESAR TODD LITMAN

DIEGO CANALES GRASIELLE OLIVEIRA ESPOSITO

RAPHAEL RODRIGUES

**Moderator:** Laura Valente, Senior Consultant on Urban Sustainability, WRI Brasil

02:00 pm - 03:30 pm

## Cities, Open Data and Transparency

Sala de Ensaio III

The amount of data available to citizens and decision makers is growing fast. What is necessary to make the best use of these information in planning, operating and managing cities? How can we transform intelligence into intelligent cities?

### PARTICIPANTS

CESAR TAURION GUSTAVO MAIA

ALESSANDRO SARACENI ADAM RAE KEVIN O'MALLEY

**Moderator:** Ciro Biderman, Chief of Staff, SPTRANS (São Paulo, Brazil)

02:00 pm - 03:30 pm

## UBER Session

Eletroacústica Room

03:30 pm - 05:00 pm

### **FedEx Session: The role of the quality of service in attracting and retaining clients to the transit**

Eletracústica Room

Cities in emerging economies are facing the enormous burden of growing motorization, causing an increase in congestion, air pollution, and greenhouse gas emissions, along with their associated socio-economic costs. Bus-based public transport can be an alternative to retain users and attract passengers from private vehicles. To do this, High-Quality Sustainable Urban Mobility focused on the perspective of the transit user is crucial to addressing these issues. How can we improve the quality of transit systems without necessarily transferring the costs to the clients? What measures should be taken? What are the obstacles? How can they be overcome?

03:30 pm - 04:45 pm

### **Philanthropy as an agent of change in cities**

Sala de Ensaio I

The private philanthropy has a catalytic role in the support to urban solutions that can be environmentally sustainable and improve the quality of life in cities. In developed countries, this kind of investment has produced effective results. On the other hand, in developing countries, philanthropy for urban issues is still embryonic. Which are the philanthropy forms of investment in Brazil? Which are the good international examples? How to develop the philanthropy culture in Brazil? How can Brazilian groups connect with international organizations, multilateral and bilateral donors?

#### **PARTICIPANTS**

**SHIRLEY RODRIGUES ANDRE DEGENSZAJN ANA TONI**

**CHARLOTTE MATTHEWS**

**Moderator:** Tina Duong, Development Director, WRI Sustainable Cities



03:40 pm - 04:50 pm

## **Opportunities to reduce carbon emissions in cities**

Sala de Ensaio III

Throughout the world, there are plenty of effective solutions in reducing carbon emissions to be shared among cities. SOLUTIONS Project, developed by European Union, promotes the exchange of innovative and sustainable urban mobility solutions among cities in Europe, Latin America and Mediterranean. Which are the main results reached by cooperation among cities? Which are the biggest challenges faced so that the projects can be implanted?

### **PARTICIPANTS**

**MICHAEL GLOTZ-RICHTER   PINAR KÖSE**

**MAGDALA ARIOLI   ADRIANA LOBO**

**MARCELO CINTRA DO AMARAL**

**Moderator:** Oliver Lah, Projects Coordinator, Wuppertal Institute for Climate, Environment and Energy



# SEPTEMBER 11 INTERNATIONAL CONGRESS



## AUDITORIUM

Main Events

09:00 am - 09:30 am

### Opening Speech - New climate economy

#### SPEAKER

ANDREW STEER

09:30 am - 11:00 am

### The challenge of public transport in metropolitan context

With the advent of “Estatuto da Metrópole” (Metropole Statute) legislation in 2015, dozens of metropolitan areas and urban agglomerations in Brazil need to formulate integrated urban development plans. Finally, there is a real possibility of improve the public transportation in the metropolitan dimension. How different regions are gearing up to meet the assumptions of the Statute? Which are the main achievements so far?

#### PARTICIPANTS

VICENTE LOUREIRO RILEY RODRIGUES

SEVERIANO MACEDO FLAVIO ALMADA

GUILHERME MEDEIROS RENATO RIBEIRO

**Moderator:** Nívea Oppermann, Urban Development Director, EMBARQ Brasil

11:00 am - 11:15 am

### Presentation of FIRJAN's research: "The cost of daily commute in Brazilian major metropolitan areas"

#### PARTICIPANTS

RILEY RODRIGUES

01:00 pm - 02:00 pm

Lunch



## PARALLEL SESSIONS

Occurring in several rooms

09:00 am - 11:20 am

### CAF Session - Sustainable urban mobility and integrated development

Eletroacústica Room

The CAF special session will address the strategies and global experiences for sustainable urban development and the ways of access financing, with the presence of Brazilian and international authorities.

9:00 – 9:30 CAF presentation - Sustainable Urban Mobility and Integrated Development, CAF strategy an experience in Latin America with the experts Soraya Azán and Andres Alcalá

9:30 – 11:20 : Debate – Experiences in urban mobility in Brazil and region: leadership, institutional arrangements and execution comwith the following invitees: Rodrigo Neves (Mayor of Niterói), José Fortunati (Mayor of Porto Alegre), Carsten Sandhop (Director of KfW), Valentina Soo (Regional Director of IE-Singapura), Roberto Cláudio Rodrigues (Mayor of Fortaleza) and AFD Representative.

This session will be moderating by Antonio Juan Sosa, Vice-President of CAF for Infrastruture

#### PARTICIPANTS

ANTONIO JUAN SOSA RODRIGO NEVES

JOSÉ FORTUNATI ROBERTO CLÁUDIO RODRIGUES

DAVID WILLECOMME SORAYA AZÁN

ANDRÉS ALCALÁS EDUARDO VASCONCELOS

CARSTEN SANDHOP VALENRINA SOO

VICTOR RICO FONTOURA

02:00 pm - 03:30 pm

## **The role of the press in building the sustainable cities**

Information is the basis for decision-making and the press reflects popular sentiment, generates knowledge and shapes public opinion. It is a great power and a huge responsibility. At a time that is required to privilege the collective as a condition for the survival of the planet, how is the press preparing itself and acting in this scenario?

### **PARTICIPANTS**

ANDRÉ MACHADO NATÁLIA GARCIA

EDIMILSON ÁVILA RODOLFO SCHNEIDER

Moderator: Maria Paula Carvalho, representative journalist of the project "Uma Gota no Oceano"

04:00 pm - 05:30 pm

## **The challenges of Metropolis By-Laws**

10:00 am - 11:30 am

## **Sustainable transport saves lives**

Sala de Ensaio III

In order to win the war on urban traffic, we must rethink the way we move around. Cities that encouraged public and non-motorized transport improved mobility, the health of the population, and saved lives. How to integrate road safety with planning, operation, and control of urban traffic? What are the best practices adopted by cities around the world?

### **PARTICIPANTS**

CLAUDIA ADRIAZOLA DARIO HIDALGO

TADEU LEITE DUARTE HILDA MARIA GÓMEZ

MARTA MARIA ALVES DA SILVA

CARLOS FERNANDO GALLINAL CUENCA

10:00 am - 11:30 am

## **Great Britain Session - British expertise on cities and transports**

Sala de Ensaio I

Organization: British Embassy

11:30 am - 01:00 pm

## **Best practices in sustainable cities development: China, Brazil and India experience exchange**

Sala de Ensaio I

This workshop/session intends to exchange practices on sustainable cities development under the Caterpillar Foundation funded "Sustainable and Livable Cities" Project among the three participated countries, and to scale up the related research findings and outcomes to broader audience attending the Cities & Transport International Congress in Brazil.

In this session: translation into Portuguese/Mandarin/English will be available.

11:30 am - 01:00 pm

## **Governance and social participation in global context**

Eletracústica Room

Transparency in the administration, access to rights and civil participation in the decision-making process are the three pillars of governance. Nevertheless, this practice appalls those who understand that the decision-making is delayed by ineffective processes. Is there a method to make governance efficient? Which are the good practices of governance in cities?

### **PARTICIPANTS**

CAROLYN LUKENSMAYER JONAS RABINOVITCH

CEZAR BUSATTO BRITTANY GIROUX LANE

**Moderator:** André Machado, Journalist at Band News (Porto Alegre, Brazil)

11:30 am - 01:00 pm

## **Cities mitigation and adaptation plans to climate change**

Sala de Ensaio III

Meeting of Municipal Secretaries of Environment.

### **PARTICIPANTS**

RACHEL BIDERMAN DÉLIO MALHEIROS

NELSON FRANCO GUILHERME JOHNSTON

CARLOS ALBERTO MUNIZ JUSSARA CARVALHO

ROGERIO MENEZES EVERTON LUCERO

LAURA LUCIA VIEIRA CENEVIVA

**Moderador:** Laura Valente de Macedo, WRI Brasil Consultant

01:00 pm - 02:00 pm

**Lunch**

02:00 pm - 03:30 pm

## Clean technology transfer for transport in Latin America and Caribbean

Sala de Ensaio I

GHG emissions from the transport sector in LAC are growing at a fast rate, having reached approximately 30% of the overall GHG emissions from the energy sector. The development and transfer of clean technologies for transport in Latin America therefore becomes a requirement for the transition to low-carbon, climate-resilient development paths. This requirement comes bundled with immense challenges. What are these challenges and barriers to access, fund, finance and implement clean transport technologies in Latin America?

### PARTICIPANTS

DARIO HIDALGO ADALBERTO MALUF ERICA MARCOS

MANUEL OLIVEIRA LUÍS PIMENTA

ROBERTO GREGORIO DA SILVA JUNIOR

RENATO BOARETO

**Moderator:** Benoit Lefevre, Climate and Energy Director, WRI Ross Center for Sustainable Cities

02:00 pm - 03:30 pm

## Financing sustainability in cities

Sala de Ensaio III

### PARTICIPANTS

ANTONIO JUAN SOSA CAMILA SIMAS

HECTOR GOMEZ ANG DENISE VERDADE

**Moderator:** Holger Dalkmann, Strategy and Global Policy Director, WRI Ross Center for Sustainable Cities

02:00 pm - 03:30 pm

## **The modal integration for improving urban mobility**

Eletracústica Room

One of the biggest challenges of cities is to qualify mobility. Difficulties emerge during the process of building and implementing an integrated system. How to plan responses to the main challenges? Which good practices could we follow? What is the legacy after the mega events in Brazil regarding sustainable urban mobility?

### **PARTICIPANTS**

LÉLIS TEIXEIRA RAMON VICTOR CESAR

AUGUSTO SCHEIN DAISY DWANGO

MATEUS LIMA SILVEIRA

**Moderador:** Roberto Gregorio da Silva Junior, President, Urbanization of Curitiba LLC (URBS, Brazil)

