

# ZISPOA and GUD



ZONA DE INOVAÇÃO  
SUSTENTÁVEL DE  
PORTO ALEGRE

**Civil Engineering, Unisinos Porto Alegre, March 19, 2018**

Professor Dr. Marc A. Weiss

Federal University of Rio Grande do Sul (UFRGS)

Chairman and CEO, Global Urban Development (GUD)

Coordinator, Porto Alegre Sustainable Innovation Zone (ZISPOA)



# ZISPOA



 **OBJETIVOS**  **DE DESENVOLVIMENTO SUSTENTÁVEL**



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

by Marc A. Weiss<sup>1</sup>  
and Luis Felipe Nascimento<sup>2</sup>

The Porto Alegre Sustainable Innovation Zone (Zona de Inovação Sustentável de Porto Alegre—ZISPOA), located in the Independência and Floresta neighbourhoods of the Brazilian city of Porto Alegre (Weiss 2016),<sup>3</sup> represents the first major step towards the implementation of Global Urban Development's (GUD) 2015 World Bank-funded Leapfrog Economic Strategy (LES) for the state of Rio Grande do Sul (RS) to become the most sustainable and innovative place in Latin America by 2030 (Weiss et al. 2013). Both the LES and the development of Sustainable Innovation Zones, starting with ZISPOA, offer excellent opportunities for the city and the state to successfully achieve both the United Nations Sustainable Development Goals (SDGs) and the New Urban Agenda, and can perhaps highlight ways in which other regions may be able to do so as well.

**Sustainable Innovation  
Zones in Rio Grande do Sul**

doing, will have an economic competitive advantage over the rest of the world. The first places among emerging economies in developing countries that can accomplish such technological breakthroughs will leapfrog into the front ranks of global competitiveness.

This will happen for two main reasons. First, because such successful places will have expertise and experience, reflected in their products and services, of enormous value to the rest of the world. Second, because many global resources will flow to such places from elsewhere: talent, technologies, investors, entrepreneurs, students, scholars, traders, tourists, developers, donors and much more. The world has a huge interest in supporting places committed to sustainable innovation and inclusive prosperity, and this growing interest and the global resources that come with it will increase exponentially during the coming decade.

Sustainable Innovation Zones are a centrepiece of the RS LES (ibid., 132–156). These many special areas in municipalities

serve as magnets for international talent and experiments in 21<sup>st</sup> century technology.

### **The RS Leapfrog Economic Strategy**

The state of RS has been an economic leader in Brazil for a long time. In the 20<sup>th</sup> century it became one of the first states in the country to successfully industrialise and urbanise, and today it remains the third biggest industrial economy among Brazilian states. More than a dozen RS industries are either the largest or second largest among similar industries in other states in Brazil (ibid., 62).

However, RS is facing considerable economic challenges in the coming decades: relatively slow economic growth, a decreasing working-age population, modest productivity improvements, increasing global competition, and insufficient resources to upgrade infrastructure and education, among others.

An alternative to this projected slow growth in the future is one of dynamic, high growth characterised by broad-based



Photo: Felipe Valladares. Air view of Porto Alegre, Brazil, 2011. <<https://www.gutenberg.org/files/12711/12711-h/12711-h.htm>>

“The future of the world will be about finding ways for billions of people to live and thrive in peace with each other and with nature.”

# Policy in Focus

A publication of  
The International Policy Centre for Inclusive Growth  
United Nations Development Programme

Volume 13, Issue No. 3 • December 2016



A new urban paradigm:  
pathways to sustainable development



Empowered lives.  
Resilient nations.

## GLOBAL URBAN DEVELOPMENT (GUD) IN BRAZIL: THE PORTO ALEGRE SUSTAINABLE INNOVATION ZONE (ZISPOA) AND URBAN THINKERS CAMPUS



ZONA DE INOVAÇÃO  
SUSTENTÁVEL DE  
PORTO ALEGRE



GLOBAL URBAN DEVELOPMENT: THE PORTO ALEGRE  
SUSTAINABLE INNOVATION ZONE (ZISPOA): TWO  
YEARS OF ACCOMPLISHMENT AND PROGRESS



The Porto Alegre Sustainable Innovation Zone (ZISPOA): Two Years of Accomplishment and Progress



[www.zispoa.info](http://www.zispoa.info)



WHO WE ARE

PUBLICATIONS

GUD MAGAZINE

GUD HISTORY & EVENTS

ENERGY & CLIMATE  
PARTNERSHIP OF THE  
AMERICAS

FACING THE  
ENVIRONMENTAL  
CHALLENGE

ANALYZING GLOBAL URBAN  
DEVELOPMENT

ENVISIONING SUSTAINABLE  
FUTURES



# GLOBAL URBAN DEVELOPMENT



METROPOLITAN ECONOMIC  
STRATEGY: ADVANCING  
INNOVATION AND  
PROSPERITY

GENERATING  
SUSTAINABLE ECONOMIC  
DEVELOPMENT

INCLUSIVE ECONOMIC  
DEVELOPMENT: TREATING  
PEOPLE AND COMMUNITIES  
AS ASSETS

IMPROVING GLOBAL  
HEALTH

BUILDING GENDER  
EQUALITY

CELEBRATING OUR URBAN  
HERITAGE



What is our fundamental challenge for global urban development in the 21st century?

Can we possibly succeed in enabling every community to peacefully grow and thrive?

Why can't we all just get along?

Barcelona · Beijing · Belo Horizonte · Curitiba · Hong Kong · Istanbul · London · Porto Alegre · Prague · Rehoboth · San Francisco Bay Area · Singapore · Sydney · Toronto · Washington, DC

## NEWS AND EVENTS

2015 GUD LEAPFROG ECONOMIC STRATEGY REPORT: BRAZIL'S STATE OF RIO GRANDE DO SUL BECOMES THE

[http://www.globalurban.org/2015\\_RS\\_LEAPFROG\\_ECONOMIC\\_STRATEGY.pdf](http://www.globalurban.org/2015_RS_LEAPFROG_ECONOMIC_STRATEGY.pdf)

ENTREVISTA Marc Weiss



## A ECONOMIA DA SUSTENTABILIDADE

**G**ANHAR DINHEIRO, TORNANDO-SE MAIS SUSTENTÁVEL, É POSSÍVEL? MARC WEISS, PRESIDENTE DA ORGANIZAÇÃO INTERNACIONAL GLOBAL URBAN DEVELOPMENT (GUD), NÃO SÓ ACREDITA NISTO COMO TEM UM LARGO CURRÍCULO PARA PROVÁ-LO, NO ESTADO DA CALIFÓRNIA E, DEPOIS, COM O GOVERNO CLINTON. AGORA, ELE TRABALHA NA CRIAÇÃO DE UMA ZONA DE INOVAÇÃO SUSTENTÁVEL EM PORTO ALEGRE E ALMEJA TORNAR O RIO GRANDE DO SUL UMA REFERÊNCIA EM CRESCIMENTO SUSTENTÁVEL

A GLOBAL URBAN DEVELOPMENT TEM A AMBICIOSA META DE TORNAR O RIO GRANDE DO SUL O ESTADO MAIS INOVADOR E SUSTENTÁVEL DA AMÉRICA LATINA ATÉ 2030. COMO ISSO PODE SER FEITO? Parte do trabalho é mobilizar as pessoas sobre essa visão. Tivemos centenas de reuniões e visitamos 34 cidades no Estado para abordar desafios como produtividade, competitividade e investimentos em infraestrutura e educação, entre outros. Mostramos que o Rio Grande do Sul tem recursos fundamentais, sobretudo, pela população com alto grau de estudo e excelentes instituições de ensino superior. A demanda do mundo por comida vai crescer 50% até 2030. Isso é muito bom, pois a comida e a sua cadeia de valor, incluindo processamento e distribuição, representam cerca de um terço da economia do Estado. O Rio Grande do Sul não tem que mudar radicalmente a sua economia, é só pegar onde é mais forte e se modernizar, com sustentabili-

dade e inovação. O talento e a habilidade de desenvolver e aplicar novas tecnologias estão aqui, então, isso pode dar certo. Mas o sucesso depende, claro, do comprometimento das lideranças. O RS pode ser o primeiro Estado da América Latina em crescimento sustentável.

O SENHOR GANHOU DESTAQUE COMO ASSESSOR ESPECIAL DO SECRETÁRIO DO DEPARTAMENTO DE HABITAÇÃO E DESENVOLVIMENTO URBANO DOS EUA E PARTICIPOU DO CONSELHO PRESIDENCIAL SOBRE DESENVOLVIMENTO SUSTENTÁVEL NO GOVERNO CLINTON. QUAL FOI A MARCA DO TRABALHO DESTE DEPARTAMENTO? Nos anos 1990, para o Governo Clinton, desenvolvei um projeto que comecei nos 1970, na Califórnia, que chamávamos de Estratégia Econômica Metropolitana. Basicamente, unimos quatro aspectos em uma iniciativa de âmbito nacional: desenvolvimento urbano e regional, inovação, sustentabilidade e inclusão. Aplicamo-los em

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



## **Investing in Fundamental Assets and Building Dynamic Industry Networks**

*A good economic strategy consists of two key elements:*

- 1) building from strength — investing in the fundamental assets and activities that make people more productive and places more valuable;*
- 2) generating dynamism — promoting modern, globally competitive industry networks that accelerate the pace of innovation and growth.*

# RIO GRANDE DO SUL FUNDAMENTAL ASSETS

- European Immigrant Craft Skills
- Independent Businesses and Family Farming
- Gaucho History and Traditions
- Educated Middle-Income Population
- Urban-Industrial Heritage
- Higher Education and Research Institutions
- Energy and Infrastructure, including Ports and Waterways
- Quality Health Care
- High Ranking on Human Development Index (HDI)
- Collaborative Business Support Organizations
- Workforce Development System
- Participatory Governance and Citizenship
- Creativity and Innovation-Oriented
- Pro-Sustainability
- Vibrant Culture and Quality of Life
- Temperate Seasonal Climate
- Fertile Land and relatively Abundant Water
- Strategic Location (Mercosul)

# Rio Grande do Sul's Top Industry Rankings in Brazil

## **FIRST**

Agricultural Machinery/Equipment  
Automation and Controls  
Biodiesel  
Leather and Footwear  
Rice  
Transportation Equipment  
Wine

## **THIRD**

Wind Energy

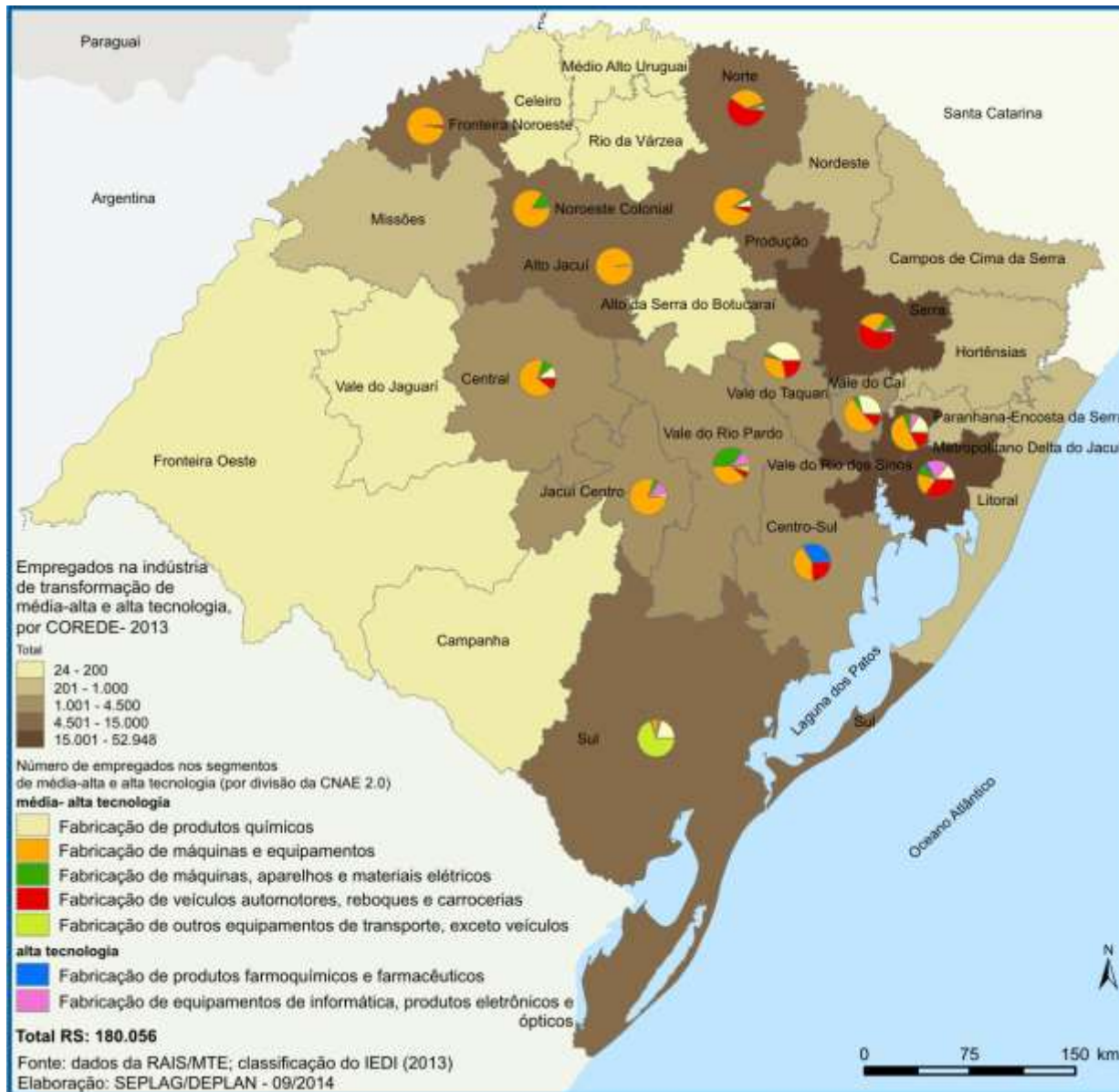
## **SECOND**

Beverages  
Chemical Products  
Electrical-Electronic Products  
Furniture  
Industrial Machinery/Equipment  
Metal-Mechanical Products  
Naval and Offshore  
Plastics and Rubber

## **FOURTH**

Food Processing  
Motor Vehicles

# Rio Grande do Sul Technology Businesses



# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

## Precision Production, Smart Machines, and Digital Technology



# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

# Renewable Energy and Clean Technologies



CONSTRUINDO UM  
FUTURO SUSTENTÁVEL

# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

## KEY DRIVER:

# Sustainable Innovation in Chemicals, Polymers, and New Materials



## RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

# Sustainable Innovation in Precision Agriculture and Biotechnology for Food, Health, and Environment



## **RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY**

### **KEY DRIVER:**

# **Advanced Manufacturing Sustainable Innovation Technologies**

- Advanced Sensing, Measurement, and Process Control
- Advanced Materials Design, Synthesis, and Processing
- Visualization, Informatics, and Digital Manufacturing Technologies
- Sustainable Manufacturing
- Nano-manufacturing
- Flexible Electronics Manufacturing
- Bio-manufacturing and Bio-informatics
- Additive Manufacturing (including 3-D Printing)
- Advanced Manufacturing and Testing Equipment
- Industrial Robotics
- Advanced Forming and Joining Technologies

# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

## KEY DRIVER:

# Food Production Value Chain



**Global Food Demand Will Increase 50% by 2030**

# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

## KEY DRIVER:

# Global Branding and Marketing

- Fashion and Design
- Culture and Creativity
- Arts and Tourism
- Sports and Entertainment



Todeschini



TRAMONTINA



# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

## KEY DRIVER:

# INFRASTRUCTURE, TRANSPORTATION, AND LOGISTICS



# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER:

## HIGHER EDUCATION, RESEARCH, AND WORKFORCE DEVELOPMENT

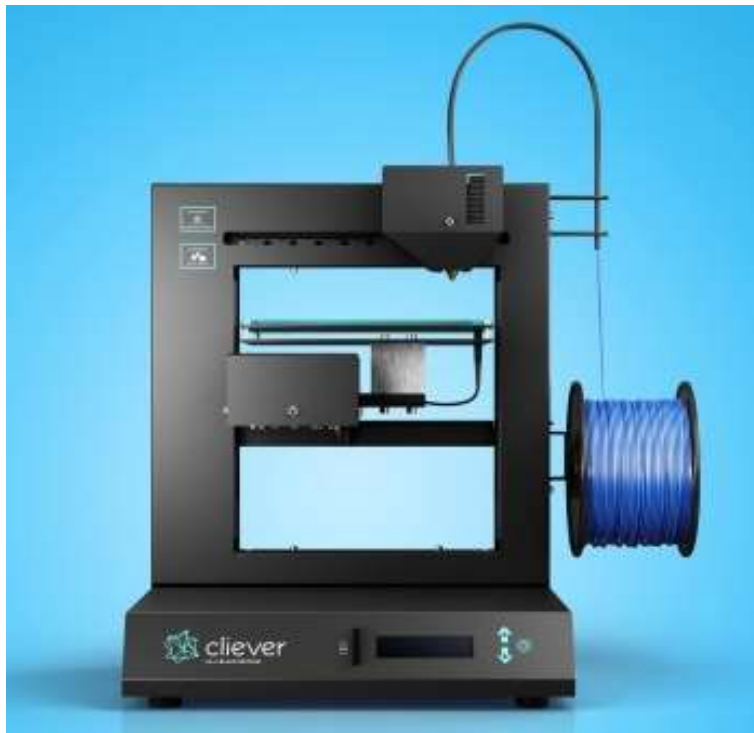


SENAI Centro Tecnológico de Mecatronica, Caxias do Sul

# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY

## KEY DRIVER:

# ENTREPRENEURSHIP AND STARTUPS



# RIO GRANDE DO SUL LEAPFROG ECONOMIC STRATEGY KEY DRIVER: SUSTAINABLE INNOVATION ZONES



# Sustainable Innovation Zones Combine 6 Key Elements:

- **Innovation and Technology**
- **Entrepreneurship and Startups**
- **Sustainability and Resource Efficiency**
- **Creativity and Collaboration**
- **Participatory Community Management**
- **Business-Friendly Environment**

# **Sustainable Innovation Zones as Innovation Ecosystems**

## **4 Distinctions:**

- Focus on Sustainability and Resource Efficiency
- Emphasizes Community as Place-Based Experiment
- Adds Sustainability/Social Entrepreneurs and Innovators
- Grassroots Citizen-University-Private Sector Movement

# SUSTAINABLE INNOVATION ZONES



Freiburg



London

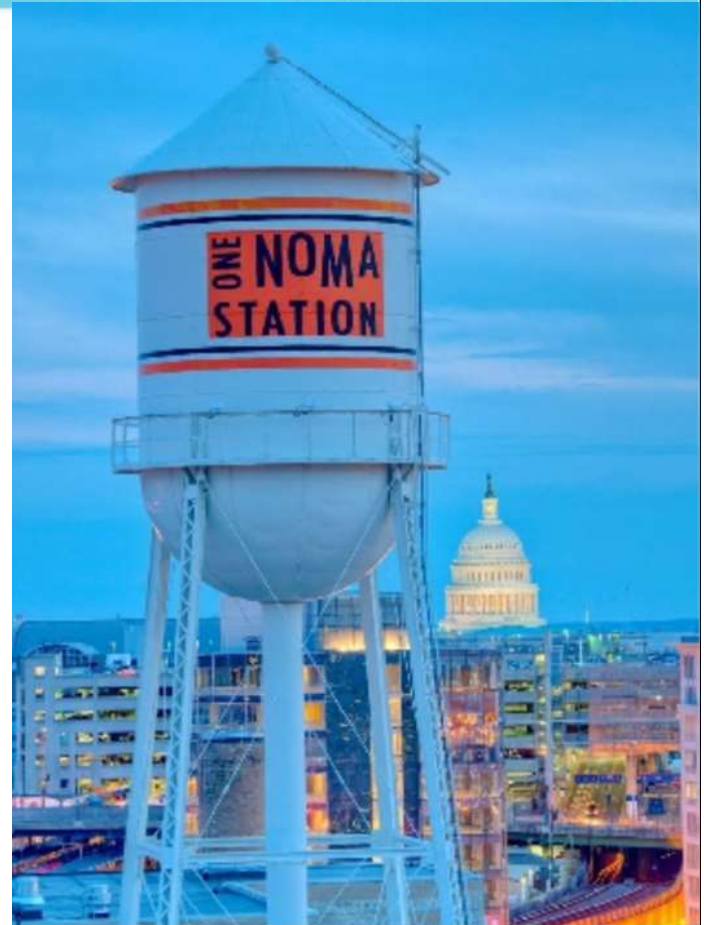


Barcelona

## DC's Next Engine for Economic Growth

# NOMA

- \$9 billion private investment
- \$6 billion net new tax revenue
- 41,000 permanent jobs
- 28,000 construction jobs
- 12,000 new residents
- 26 million square feet of new and renovated office, residential, hotel, and retail space





Abandoned buildings and vacant land in NoMa, 1997

## FIRST STREET/PUBLIC REALM



*Above: DC Boose behind 1200 First Street, NE.  
R: First Street, NE before construction started.*



# PORTLAND ECODISTRICTS



[ABOUT](#) [TARGET CITIES](#) [TRAINING](#) [PROTOCOL](#) [SUMMIT](#) [BLOG](#) [JOIN](#)

SEARCH

## TARGET CITIES

[HOME](#) / [TARGET CITIES](#)



[PROJECTS](#)  
[PARTNERS](#)  
[COLLABORATORS](#)  
[UPDATES](#)

"The transformation of the Sun Valley neighborhood is a top priority for the City of Denver and the Denver Housing Authority. We are excited about the Target Cities initiative because we believe the EcoDistricts Protocol provides a framework for this to happen at a scale that is the most sustainable, inclusive, and ultimately replicable for other City neighborhoods." - Michael B. Hancock, Mayor, City of Denver

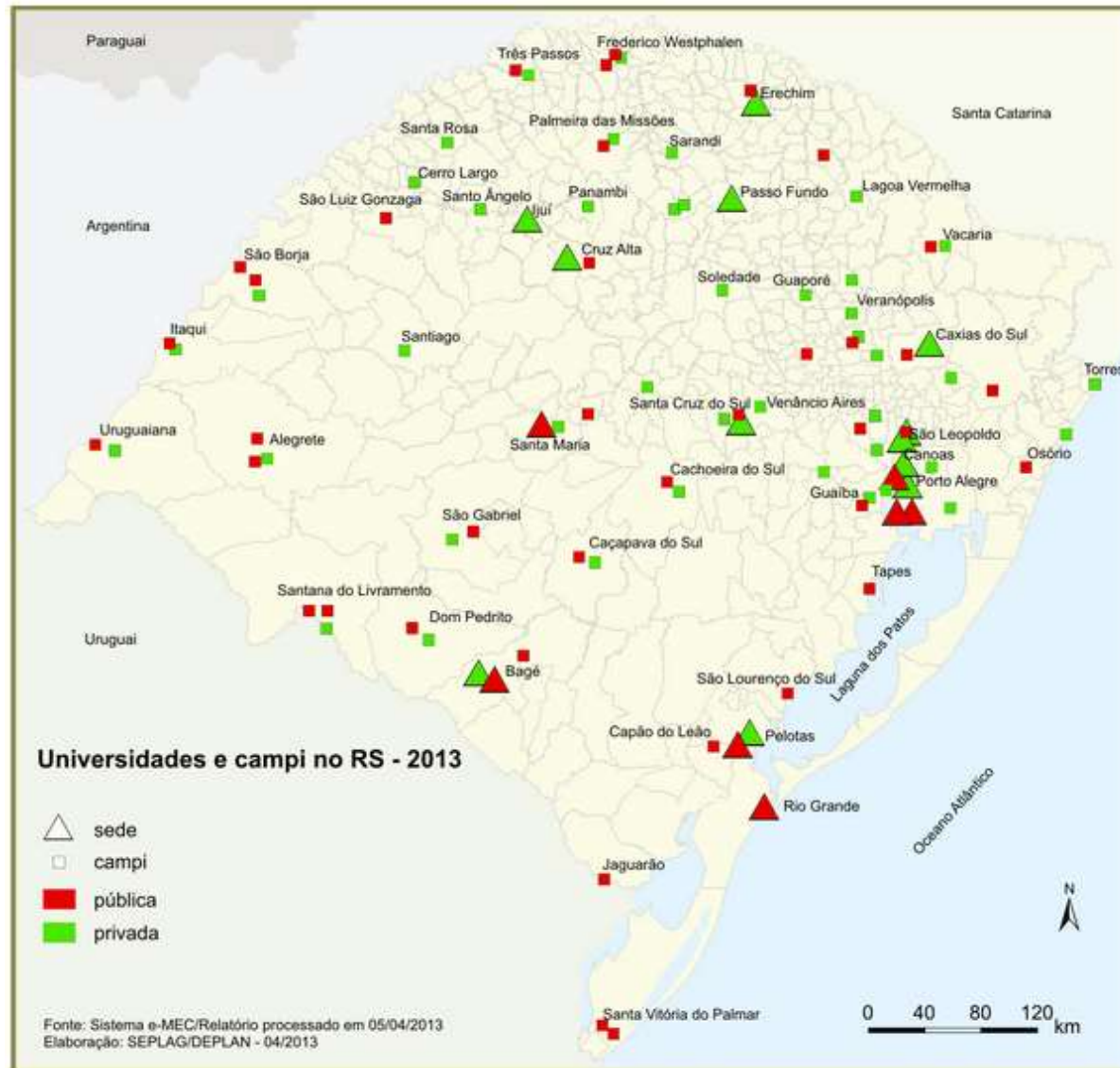
### Introducing Target Cities

The pilot program, redefined.

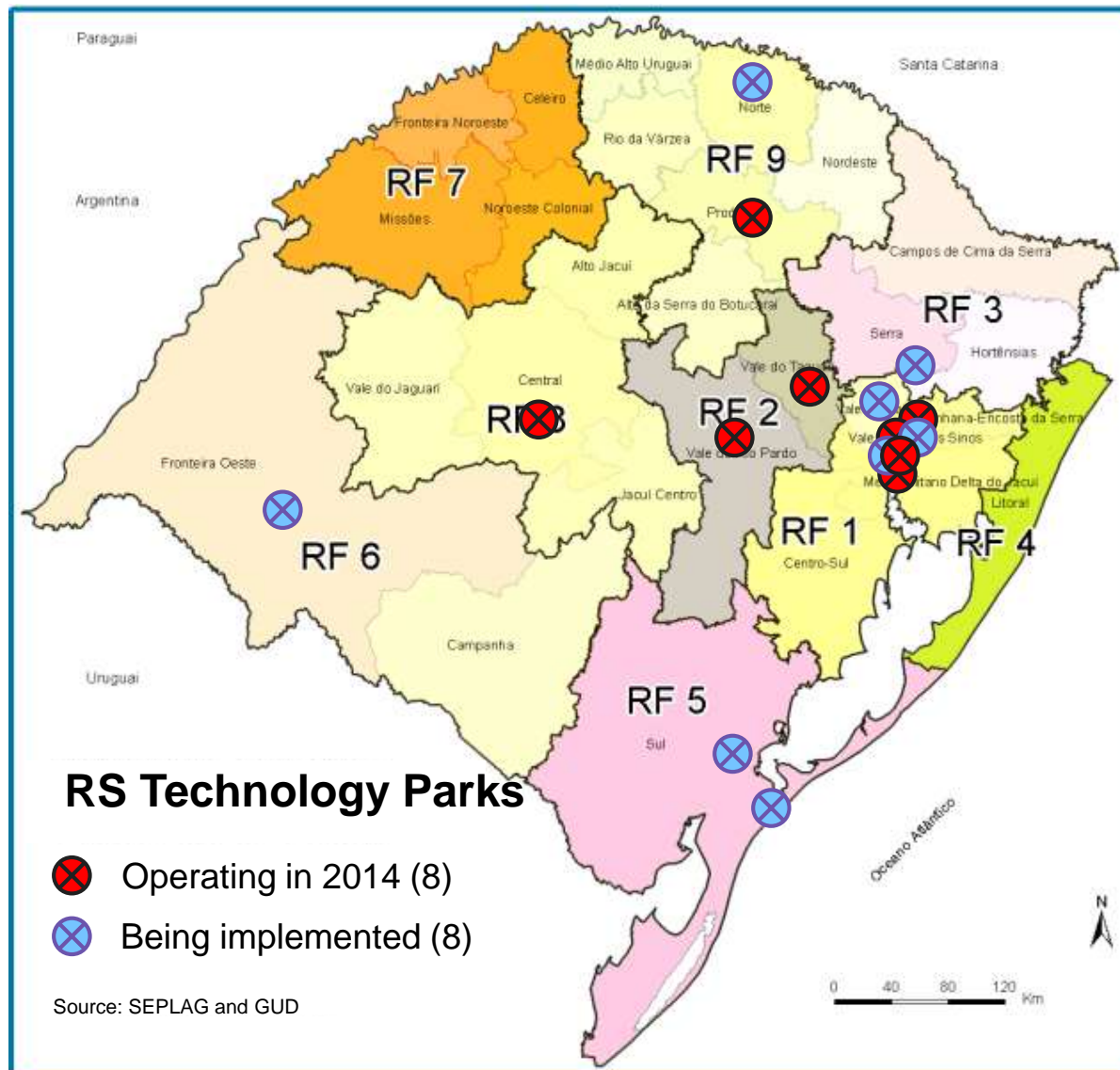
Target Cities is a new two-year partnership with nine development projects across seven North American cities to amplify and accelerate district-scale community regeneration and create replicable models for next-generation urban revitalization.

The program, launched as a [Clinton Global Initiative Commitment \(CGI\)](#) in June 2014, is a fresh approach to building

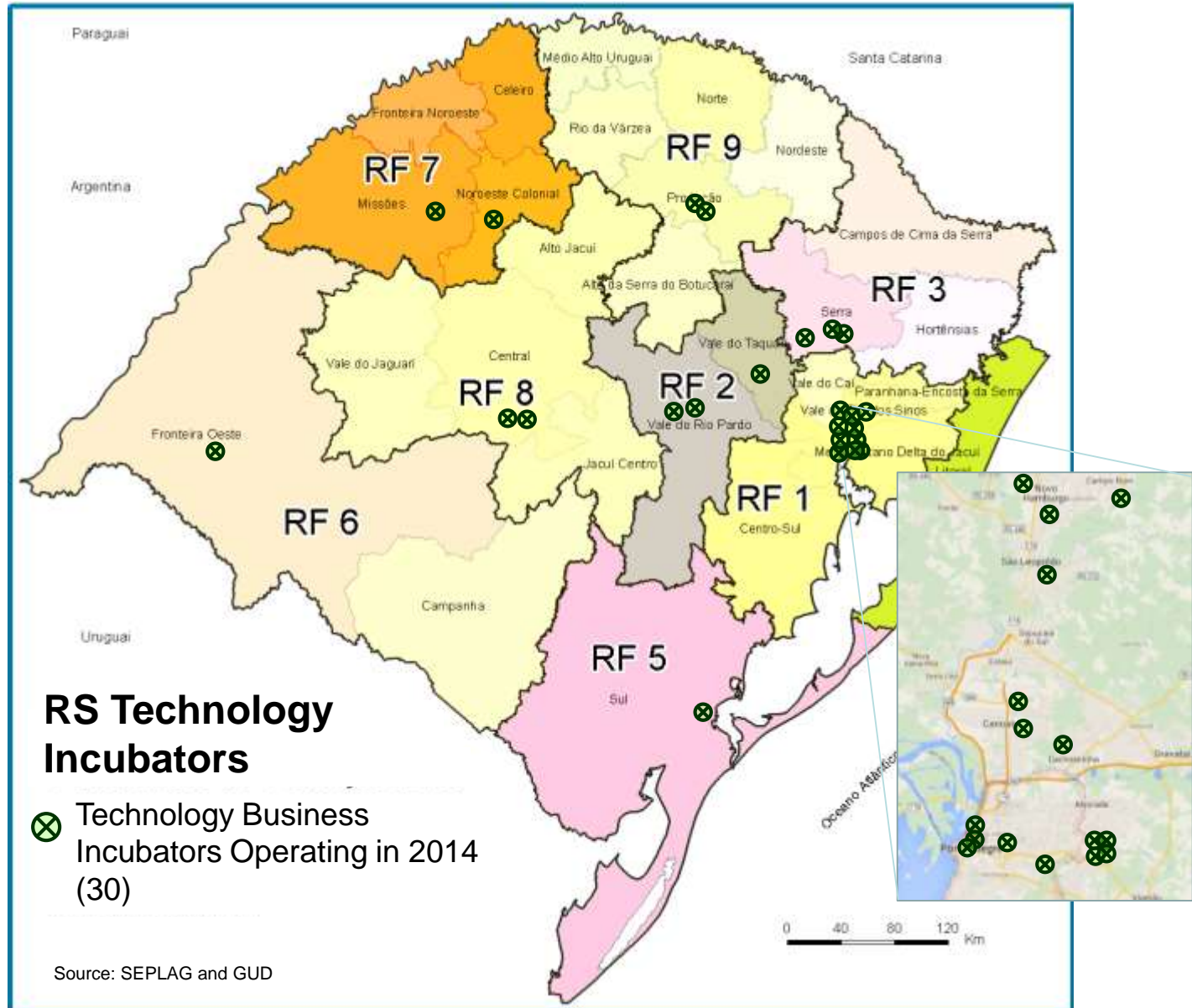
# RS Universities as Resources for Sustainable Innovation Zones



# RS Technology Parks as Resources for Sustainable Innovation Zones



# RS Tech Business Incubators as Resources for Sustainable Innovation Zones



# SUSTAINABLE INNOVATION ZONES



Resilient Cities 

## A Post-Industrial Brazilian Neighborhood Aims to be Latin America's Silicon Valley

BY GREG SCRUGGS | NEXT CITY | JUNE 19, 2014

On June 9, Nós hosted its latest working group on the 4<sup>o</sup> Distrito and invited Dr. Marc Weiss, international professor of economics and business management at Unisinos Porto Alegre. Weiss is chairman and CEO of Global Urban Development, a network of urban affairs leaders, and currently advising the Rio Grande do Sul state government on metropolitan economic strategy.

In 1998, he authored a strategic economic development plan for Washington, D.C. that fingered the area north of Massachusetts Avenue, which he coined "NoMa," as a potential development opportunity in a blighted area, anchored by media companies and accessible by a new Metro station. The results today are total assessed real estate values in the billions of dollars and 40,000 workers daily, which have injected activity into the neighborhood.



TODA  
GRANDE  
JORNADA  
COMEÇA  
COM UM  
PRIMEIRO  
PASSO



## Os Membros de Hub de Inovação Sustentável Paralelo Vivo



## Pulsar e Desafio Empreendedor, UFRGS



## Cursos de ZISPOA

## Zona de Inovação Sustentável de Porto Alegre -- ZISPOA



# ZISPOA



## 6 ELEMENTOS **zis**poa



# OBJETIVOS **zisp**oa

TORNAR-SE O LUGAR MAIS INOVADOR E SUSTENTÁVEL  
DA AMÉRICA LATINA ATÉ 2020



CONEXÃO  
DIGITAL



ENERGIA  
SOLAR



EFICIÊNCIA  
ENERGÉTICA



TECNOLOGIAS  
RENOVÁVEIS



AMIGÁVEL  
ÀS BICICLETAS

**SMART  
LIVING  
CHALLENGE**



- Invitation -

As a key influencer within the Smart Living Challenge network,  
we welcome you to participate in a

**VIRTUAL MEETUP**

## Sharing for Sustainable Mobility in Porto Alegre, Brazil

**April 28 at 12.00 - 14.00 BRT**  
(Brasilia Time), UTC/GMT -3 hours

In this virtual meetup, you will learn more about the Sustainable Innovation Zone in Porto Alegre,  
and be able to share your insights regarding electric car sharing, bike sharing and garage sharing.

**Moderator: Susanne Fuglsang, Another Tomorrow**

**Porto Alegre presenters:**

Marc Weiss, Global Urban Development  
Ricardo Pierozan, Webike  
Lucas de Paris and Julia Froeder, MVM Technologies  
Nicole Cerato, Federal University of Rio Grande do Sul  
Eric Feddersen, EasyBox

**Participating experts:**

Jeppe D. Larsen, MOVEBYBIKE, Stockholm  
Mattias Goldmann, Fores, Stockholm



Focusing on one key topic at a time, the ambition is that a global network of smart people can make it happen.

[bit.ly/portoalegrezone](http://bit.ly/portoalegrezone)

[smartlivingchallenge.com](http://smartlivingchallenge.com)



Um plano de compartilhamento de carros elétricos para a ZISPOA



**ZISPOA: Primeiro ponto de recarga solar para carros elétricos em Porto Alegre**



**ZISPOA: Primeiro ponto de recarga solar para carros elétricos em Porto Alegre**



**ZISPOA: Primeiro ponto de recarga solar para carros elétricos em Porto Alegre**



**Semanas de Inovação Suécia-Brasil  
em Porto Alegre  
20 e 21 de outubro de 2016**

**“Desenvolvimento Urbano Sustentável,  
com foco em transporte e energia sustentáveis”**





**ZISPOA Dia Mundial do Meio Ambiente Festival em Vila Flores**



**ZISPOA Dia Mundial do Meio Ambiente Festival em Vila Flores**



**Espaço Floresta: ZISPOA-DMLU Horta Comunitária e Compostagem Urbana**



ZONA DE INOVAÇÃO  
SUSTENTÁVEL DE  
PORTO ALEGRE



**31/03 às 19h**



# POA SOLAR

# OFICINA COLABORATIVA DE NEGÓCIOS

Marketing e Vendas

25/04 - Prédio Centenário UFRGS





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



**Professores Conselheiros da ZISPOA**



**UFRGS-ZISPOA Solar Post, School of Administration**



## ZISPOA Project, UFRGS School of Engineering





ZONA DE INOVAÇÃO  
SUSTENTÁVEL DE  
PORTO ALEGRE



**zistalks** <sup>2</sup>



Engª **ALESSANDRA A. BOTH**  
Gerente de Projetos e Estudos  
de Mobilidade **EPTC**

**15/05 às 19h**

PRÉDIO CENTENÁRIO/UFRGS  
Sala anexo 104 F(ICE)



**Estratégias para  
uma ZISPOA  
mais amigável  
às bicicletas**




ZONA DE INOVAÇÃO  
SUSTENTÁVEL DE  
PORTO ALEGRE

Stakeholders  
meeting®

Edição Workshop de Co-criação

**30/05 às 19h30**

PRÉDIO CENTENÁRIO/UFRGS | Sala 106

A background image showing a person's hands holding a small blue card over a table covered with papers and sticky notes. Other people's hands are visible in the background, suggesting a collaborative workshop environment.

**Venha conhecer os  
projetos da ZISPOA,  
co-criando soluções  
para seus problemas!**



ZONA DE INOVAÇÃO  
SUSTENTÁVEL DE  
PORTO ALEGRE

**Órbita**  
Coworking

**01.09.17 // 19h**  
**ÓRBITA COWORKING**



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



## GLOBAL URBAN DEVELOPMENT (GUD) IN BRAZIL: THE PORTO ALEGRE SUSTAINABLE INNOVATION ZONE (ZISPOA) AND THE PARALELO VIVO SUSTAINABLE INNOVATION HUB

The Porto Alegre Sustainable Innovation Zone (ZISPOA – Zona de Inovação Sustentável de Porto Alegre) and the Paralelo Vivo Sustainable Innovation Hub have made extensive progress since GUD's previous World Urban Campaign Newsletter article in October 2015. The excitement and energy of this rapidly growing movement for Sustainable Innovation and Inclusive Prosperity is highlighted in this brief video produced by the Porto Alegre City Government (POAdigital):





Monday, April 11, 2016, 12:00 to 2:00 pm  
Paralelo Vivo Sustainable Innovation Hub  
Rua Pinheiro Machado 40, Porto Alegre, RS, Brazil

**Moderator:**

**Welcome** – Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development (GUD), Porto Alegre

**Speakers:**

**Introduction** – Dr. Fernando Echavarria, Foreign Affairs Officer, Office of Space and Advanced Technology, Bureau of Oceans, Environment, and Science, US Department of State, Washington, DC

**GeoInformation for Sustainable Urban Management and Resilience** – Dr. Marsha Goldberg, Program Manager, GeoSUMR Partnership, American Association of Geographers, Washington, DC

**Ecocitizen Mapping and Urbinsight** – Kirstin Miller, Executive Director, Ecocity Builders, Oakland, California

**ArcGIS, GeoDesign, and 100 Resilient Cities** – Dr. Carmelle Terborgh, Lead Account Manager, Nonprofit and Global Organizations, Esri, Washington, DC



**October 1 – October 8, 2017**





**7 Day Move Smart Challenge Launch Event, October 1, 2017**



**ZISPOA Bike-Friendly Festival, October 1, 2017**



**ZISPOA Bike-Friendly Festival, October 1, 2017**



**Mattias Goldmann lecture, Sweden-Brazil Innovation Week,  
October 2, 2017**



**Glocal Climate Challenge Bike Tour with Swedish Officials,  
Porto Alegre, November 5, 2017**



UN-Habitat Urban Thinkers Campus, Porto Alegre, Brazil, November 10-12, 2017

**Sustainable Innovation Zones (ZIS) as Catalysts for the New Urban Agenda, Sustainable Development Goals, and Paris Climate Agreement through Citizen Empowerment, Entrepreneurial Engagement, and Strategic Collaboration.**

Organizers and hosts: Global Urban Development (GUD); Porto Alegre Sustainable Innovation Zone (ZISPOA); ZISPOA Project, Engineering School, Federal University of Rio Grande do Sul (UFRGS); Orbita Coworking; and Vila Flores Cultural Association.















**ZISPOA UN-Habitat Urban Thinkers Campus, November 10-12, 2017**



## APROVADA CRIAÇÃO DA ZONA DE INOVAÇÃO SUSTENTÁVEL DE PORTO ALEGRE



O Plenário da Câmara Municipal aprovou, por unanimidade, na última sessão deliberativa de 2017, o Projeto de Lei 293/17, do Vereador André Carús, que institui e delimita a **Zona de Inovação Sustentável de Porto Alegre (Zispoa)**. A área, compreendida em parte dos bairros Bom Fim, Farroupilha, Floresta, Independência, Rio Branco e Santana, visa favorecer a promoção de políticas públicas sustentáveis, com relevância urbanística, ambiental e empreendedora.

Conforme Carús, a delimitação da Zispoa visa promover atividades voltadas à inovação e à sustentabilidade, incluindo educação ambiental, integração social e comunitária, empreendedorismo e incentivo ao uso de tecnologias e ações que contribuam para a redução de emissão de gases do efeito estufa. "O desenvolvimento econômico e social passa, necessariamente, pela promoção da sustentabilidade. A Zispoa vem arejando as históricas bandeiras ecológicas do Estado, mostrando aos empreendedores sua importância dentro deste processo de inovação e sustentabilidade. O que estamos fazendo agora é reconhecer e incentivar a ampliação do trabalho que vem sendo desenvolvido pelo grupo desde 2015, além de garantir que esta área seja incluída na discussão do Plano Diretor de Desenvolvimento Urbano Ambiental, que iremos aprofundar ao longo de 2018."

**Atividades que serão incentivadas na Zispoa:**

- Uso de inovação e tecnologia no desenvolvimento e aprimoramento da sustentabilidade e da eficiência na utilização de recursos tanto nos negócios quanto no dia-a-dia;
- Promoção da cultura empreendedora e o desenvolvimento de startups para incorporar soluções sustentáveis e eficientes aos negócios e para a sociedade;
- Fomento a iniciativas que visem conservar e reutilizar os recursos de forma mais eficiente, especificamente recursos renováveis, propondo mais harmonia e equilíbrio com os ciclos naturais dos ecossistemas;
- Incentivo à economia compartilhada, criativa e colaborativa para o desenvolvimento de negócios e comunidades, tanto quanto os valores de Inovação Sustentável;
- Promoção da gestão participativa e comunitária;
- Tornar a região amigável aos negócios colaborativos, sustentáveis e tecnológicos; e
- Buscar alternativas para demarcar visualmente a área.

# OBRIGADO

[marcweiss@globalurban.org](mailto:marcweiss@globalurban.org)