

FRIDAY, 21 AUGUST 2020, 12:00-14:00 BRT TIME (GMT-3)

GUD WEBINAR on ZOOM
<https://us02web.zoom.us/j/81782766098>

INSIDE ZISPOA: The Porto Alegre Sustainable Innovation Zone, 2015-2020

SPEAKERS:
Angela Danilevicz
Fabian Domingues
Luiz Felipe Nascimento
Luiz Carlos Pinto da Silva Filho
Nancy Sedmak-Weiss
Marc Weiss

 **Global Urban Development**



SOME REMARKS ABOUT THE ZISPOA TRAJECTORY AND ITS IMPACT ON POA AND RS



Luiz Carlos Pinto da Silva Filho

OPENING ACT....

Initial contacts – 2011

Following Curitiba....



Tarso Genro State Gvmt (2011-2015)

Challenge

Rio Grande do Sul is facing considerable economic challenges in the coming decades: relatively **slow economic growth, decreasing workforce population, modest productivity improvement, increasing global competition, and insufficient resources to upgrade infrastructure and education, among others**

A Report to the Rio Grande do Sul State Government (AGDI) and the World Bank, by Global Urban Development (GUD) and Unisinos, applying GUD's **Metropolitan Economic Strategy, Sustainable Innovation, and Inclusive Prosperity Framework**

LEAPFROG
STRATEGY
(2013-2015)

CALL FOR CHANGE



AWAKENING TO THE NEED FOR CHANGE

- Review of strategic development goals
- New approach to governance
- Definition of priorities
- Onset of a “startup” mentality
- Rise of innovation ecosystems

Try new
things...

Think
differently



HOW TO BUILD A NEW AGENDA FOR POA AND RS...

CITE
Citizenship, Innovation,
Technology and
Entrepreneurship
(2013-2016)

Digital Education

English literacy

Foster startup scene

Empower international connections

Smart mobility

Bring new ideas and change mentality



Potential

Disconnection

Need for a common agenda

The hardware is there – missing the software
(mindset – partnerships – common agenda)

Engagement



“FOUNDING” THE ZISPOA MOVEMENT



Pivot towards the city of Porto Alegre

“Hands on” sustainable innovation

Put in practice the ideas of the leapfrog strategy

Innovative design of collaboration networks



DEFINITION OF THE ZISPOA TERRITORY

Superposes part of 4D neighborhood

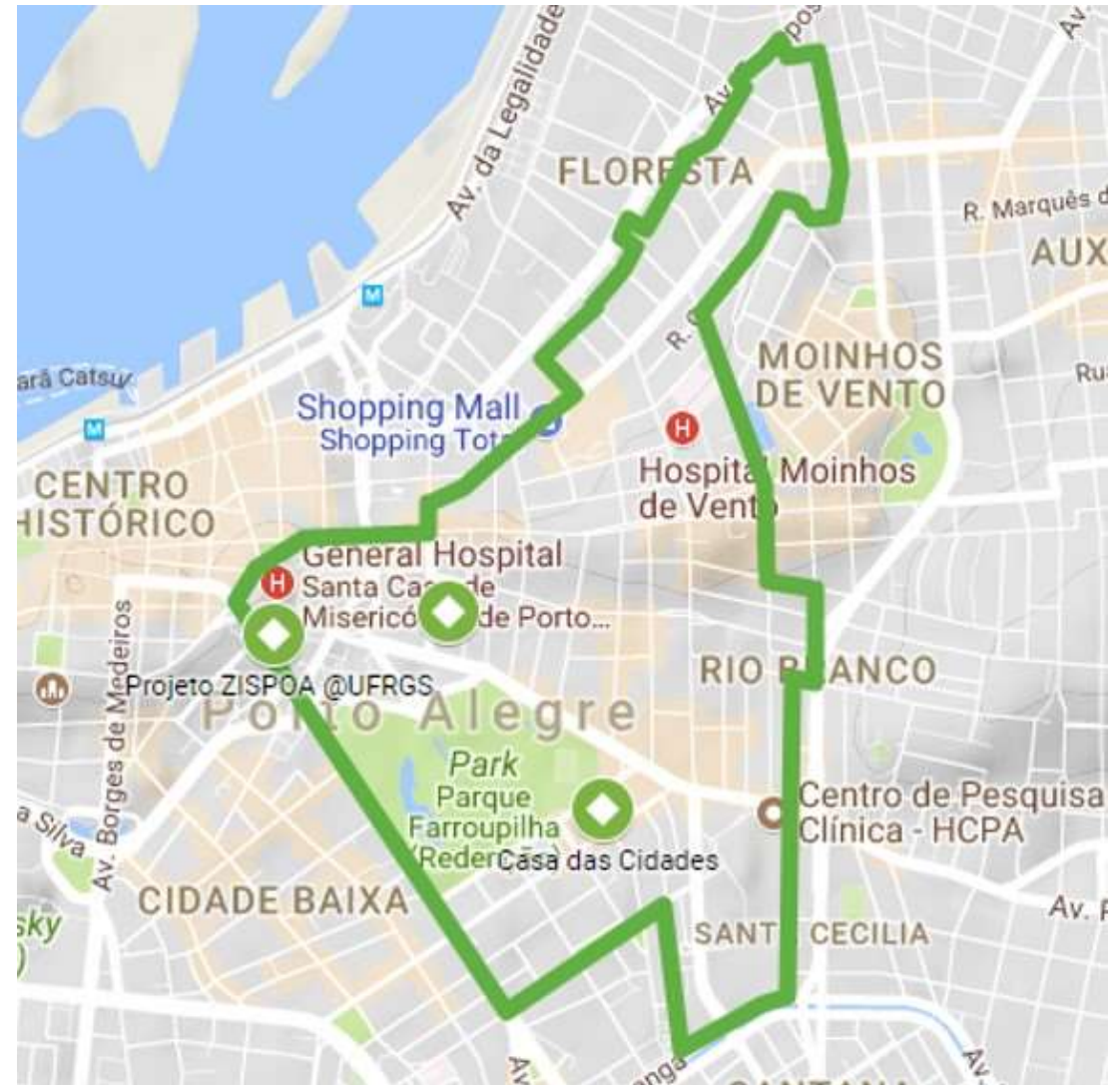
Links to a strong creative economy cluster

*Connects to emerging innovation spaces
(academic and private)*

“Living Lab” of ZISPOA initiatives



“Formally Recognised” at POA City Chamber



IMPACTS OF ZISPOA ON POA

TRENDS BROUGHT BY ZISPOA...

Use of technology for innovation

Strong sense of purpose - Sustainability

Drive for enacting change (Maker Spirit)

Agile Delivery / Quick Wins

Mobilizing Young Talent/Engaging startup energy

Grassroots and Open Movement but with strong diplomatic ties to government and academy



Solar Recharge Station
at Shopping Mall

Mayor Fortunati
(2013-2016)

ZISPOA HELPED FOSTER A SENSE OF THE VALUE OF INNOVATION AND THE IMPORTANCE OF SUSTAINABLE (TECH)DEVELOPMENT



_BRAND
PITCH_
zistalks



_19 de junho
19 horas_

_sala_anexo 104_
prédio centenário
UFRGS



LOTS OF WORK...



Alexandre P. Sestou
3C Arquitetura e Urbanismo
Casa das Cidades
GUD @Zona de Inovação Sustentável de Porto Alegre
Porto Alegre | RS | Brasil



URBAN THINKERS CAMPUS
THE CITY WE NEED

ONU-Habitat Urban Thinkers Campus Porto Alegre
14 a 19 de dezembro de 2019

Logos: UFRGS, UFRGS PROPUR, UFRGS, VILA FLORES, UFO, CAU/RS, WORLD URBAN CAMPAIGN, Global Urban Development, GUD, ZISPOA



02/11/2020



IMPACTS OF ZISPOA AT UFRGS



Urban Thinkers Camp (urban intervention)

Pilot SI projects (hands on and engagement)

ZISTALKS (awakening of talent)

ZISPROF (bringing SI to the classroom)



“Sustainable Innovation Professional” Certificate
(multidisciplinary transversal learning experience)



IMPACTS OF ZISPOA BEYOND POA

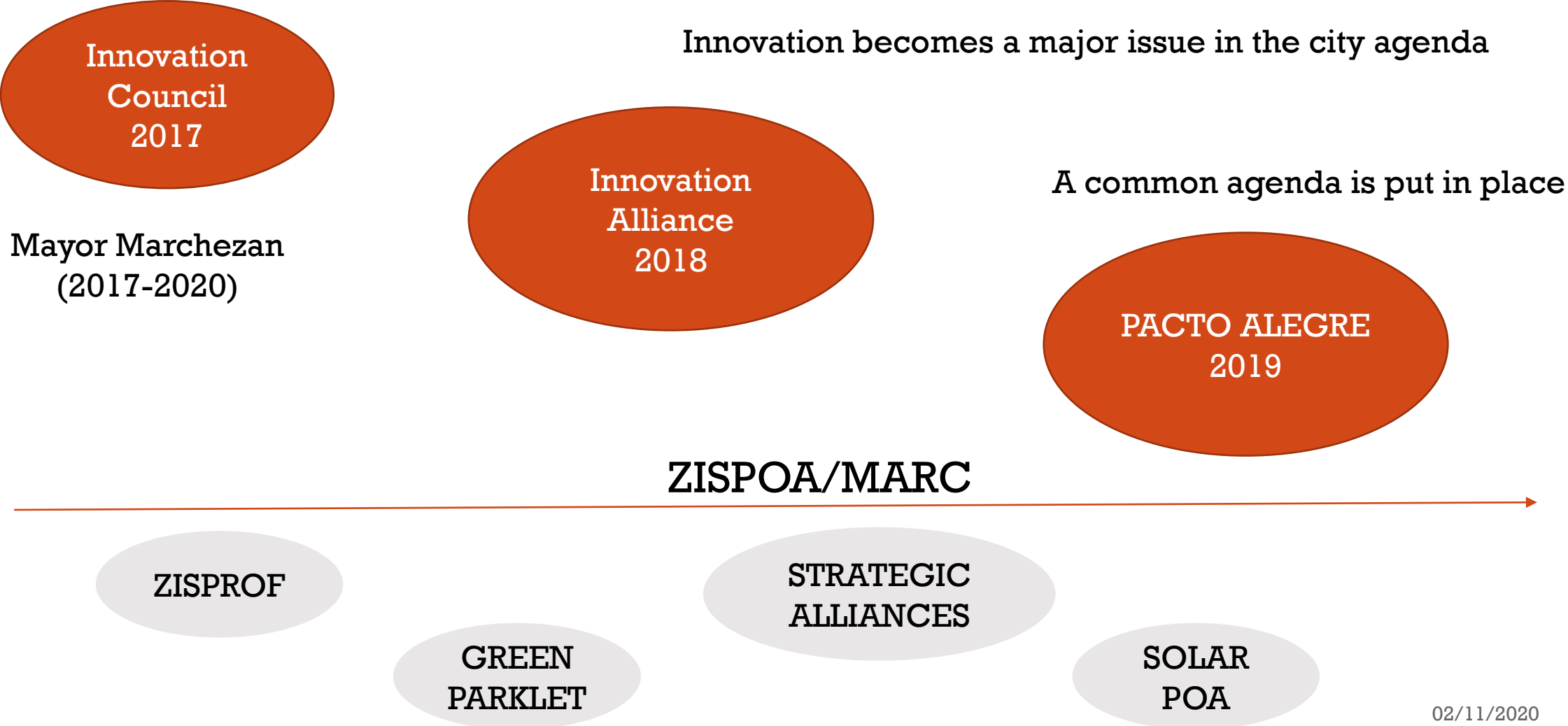


Inspire Santo Ângelo to create a ZIS

ZISSAN has been a main pillar of local development



A NEW CYCLE – THE INNOVATION PACT



KEY PLAYER IN THE CITY STRATEGIC AGENDA



to become the most sustainable and innovative place in Latin America



Most Solar Powered



Most Energy Efficient



Most Digitally Connected



Most Renewable Technology-Friendly

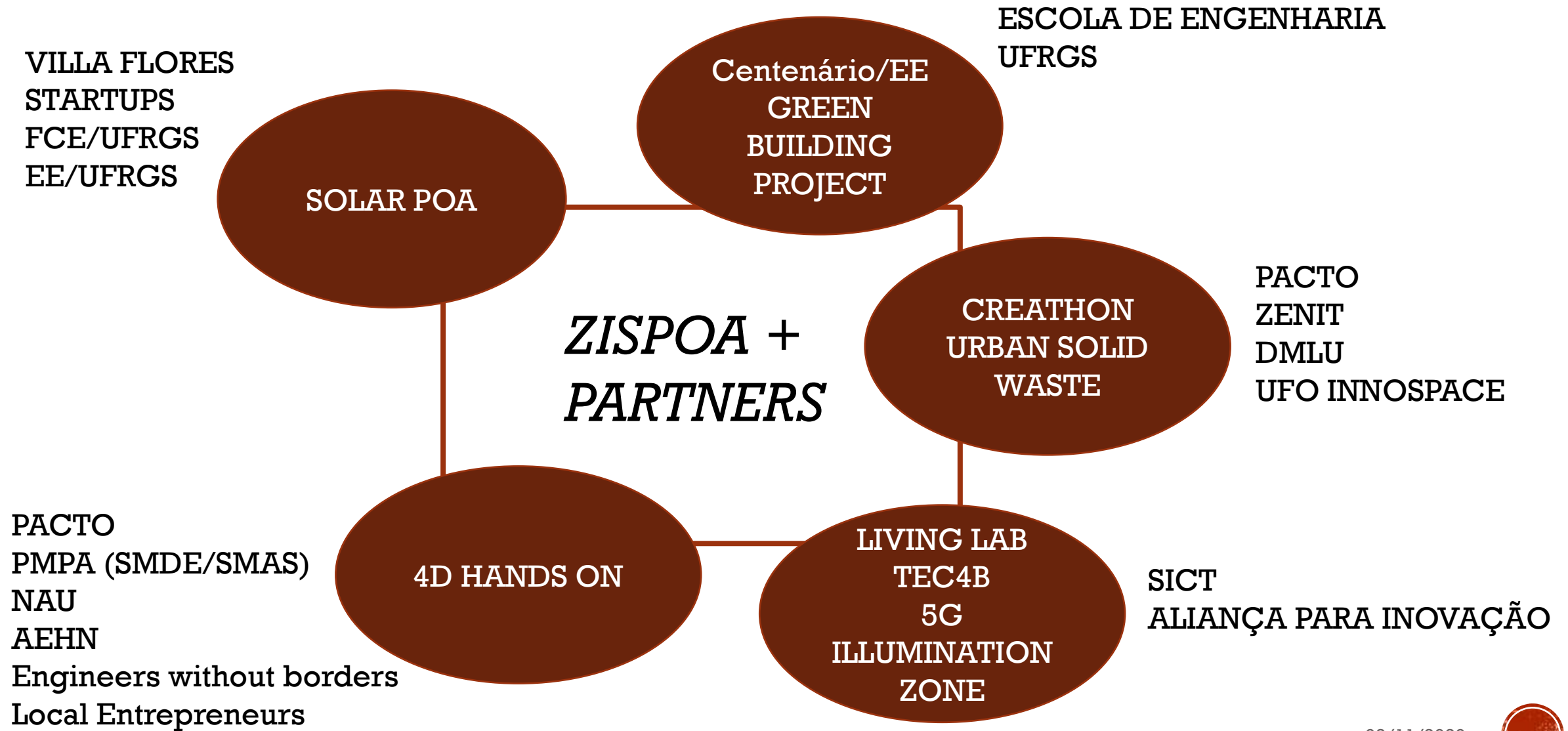


Most Bike-Friendly

- Challenging agenda
- Spirit of cocreation (engagement)
- Wise strategic view
- Inspiration



ONGOING KEY INITIATIVES



ZISPOA ROLE AND LEGACY (UNDER CONSTRUCTION)

- Generate a model to foster sustainable innovation clusters (ZIS Model)
- “Contaminate” City and State view of development with SI values
- Inspire and empower lots of young talent – very strong sense of purpose
- Help establish innovation as a means not an end on POA strategic agenda
- Promote the mindset of sustainable entrepreneurship
- Strengthen links between internal partners and build connections with key international players
- Much more to come...



**THANKS TO THIS DEAR AND VERY TALENTED COUPLE – WE ARE VERY
PROUD TO HAVE YOU HERE IN PORTO ALEGRE
YOU ARE TRULY HELPING SHAPE THE FUTURE OF OUR CITY**



And thanks to
Roberto
Alvarez for the
initial link

