

Workshop Attractive Cities November 11th, São Paulo, Brazil

1- INTRODUCTION

The urban population is getting bigger day by day and studies show that it will continue to increase. If today more than half of the world's population lives in cities, by 2030 around 90% of the growth will occur in urban areas.

Smart solutions are therefore required to respond to the main urban challenges: mobility, energy efficiency, governance, environmental protection and management.

Cities have, however, a major challenge: how to combine growth with sustainability, efficiency and citizen participation?

Attractive cities attract, develop, maintain and sustain a variety of societal flows, through efficient, secure and transparent city operations and with a citizen-centric focus. In parallel, it should contribute to reduced environmental impact in the short term and a CO² neutral society in the long term.

The Attractive City is the result of a strong and solid cooperation between the city owners, industry, academy and civil society.

In this workshop, the participant is welcomed to have a more active role by identifying challenges and opportunities to, through setting a Swedish-Brazilian collaborative network, build solutions together with industrial, academic and societal actors and experts.

2- ABOUT CISB

Funded in May of 2011, the Swedish-Brazilian Research and Innovation Centre - CISB has as main objective strengthening Brazil and Sweden links especially regarding technology and innovation dimensions. Since its creation, a number of initiatives has been undertaken in order to achieve the goal, mainly actions towards build an active network of actors to be engaged in collaborative projects.

The 3rd CISB Annual Meeting hosts the Attractive Cities workshop aiming:

- To create the opportunity to discuss and approach main challenges in the area,
- To promote the identification and meeting of main stakeholders and actors connected to the challenges and
- The development of collaborative projects.

3- TARGET AUDIENCE

Academy and Research Institutes experts; Industrial technical experts and decision-makers; Governmental technical experts and decision-makers; Opinion-leaders and societal representatives.

4- CISB 3rd ANNUAL MEETING: GENERAL PROGRAM

09.30 – 10.00 Welcome coffee and registration

10.00 – 10.20 Opening Session

10.20 – 10.40 Strengthening an active network towards collaboration – *Alessandra Holmo - Managing Director (MD), CISB*

10.40 – 11.00 Triple Helix and collaborative programs in Sweden – *Professor Per Eriksson – President, Lund University*

11.00 – 11.20 The Arena Approach – Common interests towards cooperative projects – *Bo Norrhem – Programme Manager, Lindholmen Science Park*

11.20 – 11.30 Award Ceremony - Challenge Brazil - Sweden

11.30 – 13.00 Networking lunch

13.00 – 16.30 Workshops (parallel sessions)

5- PROGRAM: ATTRACTIVE CITIES WORKSHOP

13.00 - 13.20 Challenges of a Sustainable City
Secretary Fabio Scatolin – Municipality of Curitiba

13.20 Inspirational Technical presentations within Industry and Academy:

- City Management
Analice Martins – Saab AB

- “Urban Mobility Integrated Center” for Sao Paulo City
Director Tadeu Leite Duarte - CET São Paulo

- Swedish experience in Urban Planning
Professor Semida Silveira - Royal Institute of Technology

14.20 Thematic discussions: guided discussions on project ideas and concepts about challenges of cities and possibilities in Brazilian context

16.00 Next Steps