

The Porto Alegre Sustainable Innovation Zone (ZISPOA)

*Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development (GUD),
International Visiting Professor, Federal University of Rio Grande do Sul (UFRGS),
and ZISPOA Coordinator*

The Porto Alegre Sustainable Innovation Zone (ZISPOA--Zona de Inovação Sustentável de Porto Alegre) is the first major implementation step of Global Urban Development's World Bank-funded 2015 Leapfrog Economic Strategy for the City of Porto Alegre and the State of Rio Grande do Sul (RS) to become the most Sustainable and Innovative places in Latin America by 2030.

Sustainable Innovation Zones near urban universities, tech parks, and business incubators are designed to become international magnets for talent and concentrated experiments in developing advanced technologies and globally scalable products and services that conserve, reuse, and renew resources much more efficiently. Through this approach, people, places, and organizations can experience greater prosperity and quality of life, earning and saving more money with thriving businesses, better jobs, and higher incomes, at the same time that they are helping to accomplish the UN Sustainable Development Goals, Paris Climate Agreement, and New Urban Agenda by 2030.

The ZISPOA area includes all or part of 10 Porto Alegre communities: Azenha, Bom Fim, Centro Histórico, Cidade Baixa, Farroupilha, Floresta, Independência, Rio Branco, Santa Cecília, and Santana. Located inside ZISPOA are Porto Alegre's largest public park, two federal universities and three other higher education institutions, six major hospitals, Brazil's oldest and largest weekly organic farmers market, an historic urban retail center, four large private companies, numerous educational, cultural, and religious institutions, and several neighborhoods that have been at the heart of Porto Alegre's sustainability movement for the past half century.

GUD began organizing ZISPOA in September 2015 through the Entrepreneurship Challenge at the Federal University of Rio Grande do Sul (UFRGS), together with various courses and activities at the Paralelo Vivo Sustainable Innovation Hub, and numerous civic and university events. In March 2017 we launched the ZISPOA Project at UFRGS in the Engineering School's Centenario Building. ZISPOA is working with senior administrators, faculty, and students at UFRGS to develop a plan for the university to become a global leader in Sustainable Innovation by 2030, in teaching, research, resource utilization, facilities management, community collaboration, entrepreneurial development, public service, and internationalization.

In December 2017 the Porto Alegre City Council voted unanimously to officially recognize ZISPOA and its boundaries, and Mayor Nelson Marchezan Júnior signed this legislation into law in March 2018. Currently ZISPOA is working with the Porto Alegre City Government to include the Sustainable Innovation Zone as part of updating the city's master urban development plan.

ZISPOA is based on six key elements: ***Innovation and Technology, Entrepreneurship and Startups, Sustainability and Resource Efficiency, Creativity and Collaboration, Participatory Community Management, and Business-Friendly Environment.*** Thus far ZISPOA is focused on becoming more solar-powered, more bike-friendly, and more renewable technology-friendly (zero waste/recycling/circular economy). In the future we will address other important objectives, including becoming more energy-efficient and more digitally connected.

The ZISPOA network includes university professors and students, young entrepreneurs and professionals, collaborative houses and sustainability organizations. Operating as a citizen-led, community-oriented, private sector movement, in active collaboration with UFRGS, the Porto Alegre City Government, and the Swedish and US governments, to date ZISPOA has helped launch numerous private sustainable business startups, such as AMD, Loop, and Re-ciclo; helped build a solar charging station for electric car sharing at Shopping Total with MVM and YES; helped build the Solar Poste with Elysia for charging mobile devices in the courtyard of the UFRGS Administration School; helped promote solar "trees" with OZ Engenharia; and helped build the Espaço Floresta community gardening and composting center at a city-owned recycling facility.

In addition, ZISPOA has helped organize many other initiatives including a wide range of weekly seminars (ZISstalks), workshops, lectures, festivals, and networking events such as monthly Green Drinks. Events have ranged from a UN-Habitat Urban Thinkers Campus during November 2017, two annual Sweden-Brazil Innovation Weeks in October 2016 and 2017, a ZISPOA World Environment Day Festival at Vila Flores in June 2016, a ZISPOA Bike-Friendly Festival in October 2017, and much more. ZISPOA will help develop a Sustainable Smart Cities seminar for Sweden-Brazil Innovation Week in September 2019, and organize another UN-Habitat Urban Thinkers Campus during December 16-18, 2019 at UFRGS.

ZISPOA involves many projects and working groups, including: Professores Conselheiros da ZISPOA (ZISProf), a network of more than 150 professors from 15 universities in metropolitan Porto Alegre supporting ZISPOA's activities through teaching and research; ZISPOA nas Universidades (ZUNI), involving hundreds of students engaging in ZISPOA research and action through university courses and programs; POA Solar, promoting solar energy throughout ZISPOA and Porto Alegre; Bike-Friendly ZISPOA, promoting dedicated bike lanes, secure bike parking, bike sharing, "parklets" as outdoor gathering spaces, bike apps, and other actions; the ZISPOA Project at UFRGS; ZIS Members; ZURB; and several others, all collaborating together through the ZISPOA Coordinating Committee (ZISCO).

ZISPOA works very closely with Porto Alegre's Mayor, City Government, City Council, businesses and associations, collaborative houses and startup hubs, coworking and maker spaces, sustainability and social advocacy and service groups, and many other key stakeholder organizations, including the Innovation Alliance, Pacto Alegre, Virada Sustentável, Porto Alegre Inquieta, TodaVida, UFO, GRID,

Pulsar, Point, Casa Guandu, Vila Flores, Aeromovel, Minha Porto Alegre, Global Shapers, Casa das Cidades, Órbita Coworking, CRA-RS, Engineers Without Borders, Misturai, Singularity University, Porto Alegre Resiliente, Marquise 51, TransLab, WOW, Nós Coworking, POA Hub, Distrito Criativo, WRI Brasil, Distrito Empreendedor, Fábrica do Futuro, UFRGS Parque Zenit, and many others.

Currently ZISPOA is focusing on several projects: 1) working with a coalition of businesses and organizations to build the first sustainable parklet in Porto Alegre - replacing three parking spaces with outdoor seating and secure bike parking (paraciclo), using mostly recycled materials, plus green vegetation, and including a solar post to charge electronic devices and power LED lighting; 2) collaborating with the City Council to pass a solar energy incentive law, and working with the University of California, Berkeley to conduct research on how to solarize ZISPOA; and 3) partnering with UFRGS to become a world leader in Sustainable Innovation and serve as a catalyst for Rio Grande do Sul to accomplish the Leapfrog Economic Strategy by 2030.

In addition, through GUD, Sustainable Innovation Zones are now beginning to spread to other cities. Currently two more have recently been launched: 1) ZISSAN in Santo Angelo, a smaller Brazilian city in Rio Grande do Sul; and 2) ACTA/ZISPAN in Panama City, Panama. GUD also is working to help organize Sustainable Innovation Zones in cities in the US (Oakland, CA), UK (London), Denmark, and Germany.

ZISPOA's strategy incorporates many aspects of a successful "technology innovation ecosystem" (as identified by the World Bank) -- college and university education and research, technology transfer, business incubators and accelerators, startup hubs, coworking and maker spaces, fab labs, hackathons, meetups, boot camps, angel investors, venture capital, financial and regulatory incentives, etc. -- and adds four more vital components: 1) place-based community emphasis; 2) primary purpose promoting Sustainable Innovation technologies, businesses, and talent; 3) active participation and support by sustainability, social, and creative design experts and activists (in addition to entrepreneurs and technologists) and, 4) empowered by a grassroots citizen movement. It also follows the main activities of the "creative economy" and is working with many organizations in Porto Alegre to promote this approach.

REFERENCES

Marc A. Weiss, "Global Urban Development (GUD) in Brazil: The Porto Alegre Sustainable Innovation Zone (ZISPOA) and Urban Thinkers Campus." *World Urban Campaign Newsletter*, UN-Habitat, March 2018.

Marc A. Weiss, "Porto Alegre Urban Thinkers Campus: 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.” *World Urban Campaign Newsletter*, UN-Habitat, January 2018.

Marc A. Weiss, “Porto Alegre Urban Thinkers Campus: Sustainable Innovation, Citizen Empowerment, Entrepreneurial Engagement, and Strategic Collaboration.” *World Urban Campaign Newsletter*, UN-Habitat, November 2017.

Marc A. Weiss, “Global Urban Development: The Porto Alegre Sustainable Innovation Zone (ZISPOA) – Two Years of Accomplishment and Progress.” *World Urban Campaign Newsletter*, UN-Habitat, October 2017.

Marc A. Weiss and Luis Felipe Nascimento, “The Rio Grande do Sul Leapfrog Economic Strategy and the Porto Alegre Sustainable Innovation Zone (ZISPOA).” *Policy in Focus*, 13,3, United Nations Development Program (UNDP), International Policy Center for Inclusive Growth, December 2016.

Victor Mulas and Mikel Gastelu-Iturri, *New York City: Transforming a City into a Tech Innovation Leader*. (Washington, DC: World Bank, November 2016).

Marc A. Weiss, “Global Urban Development (GUD) in Brazil: the Porto Alegre Sustainable Innovation Zone (ZISPOA) and the Paralelo Vivo Sustainable Innovation Hub.” *World Urban Campaign Newsletter*, UN-Habitat, September 2016.

“Interview with Marc Weiss on a Sustainable and Innovative Economy for RS.” *Revista Bens & Serviços*, Fecomércio-RS, Porto Alegre, Brazil, June 2016.

“Interview with Marc Weiss on RS as the Most Sustainable and Innovative Place in Latin America.” *Jornal do Comércio (GeraçãoE)*, Porto Alegre, Brazil, March 10, 2016.

Marc A. Weiss, “Global Urban Development, Paralelo Vivo, and Sustainable Innovation Zones in Porto Alegre, Brazil.” *World Urban Campaign Newsletter*, UN-Habitat, October 2015.

Marc A. Weiss, Nancy J. Sedmak-Weiss, and Elaine Yamashita Rodriguez, *21st Century Leapfrog Economic Strategy: Rio Grande do Sul Becomes the Most Sustainable and Innovative Place in Latin America by 2030*. (Report by Global Urban Development and Unisinos to the Rio Grande do Sul State Government and the World Bank, Porto Alegre, Brazil, March 2015).

Marc A. Weiss and Erica Schoenberger, “Peter Hall and the Western Urban and Regional Collective at the University of California, Berkeley.” *Built Environment*, 41, 1, February 2015.

Marc A. Weiss, Nancy J. Sedmak-Weiss, and Elaine Yamashita Rodriguez, *Local and Regional Economic Development Opportunities Related to the Implementation of the*

São José do Norte EBR Shipyard in Rio Grande do Sul. (Report by Global Urban Development to the Rio Grande do Sul Development Agency, Federation of Industries of Rio Grande do Sul, and M. Stortti Business Consulting Group, Porto Alegre, Brazil, December 2012).

Marc A. Weiss, Nancy J. Sedmak-Weiss, and Ian Bromley, *Advanced Manufacturing and Sustainable Innovation: The Third Wave of Economic Growth for Minas Gerais.* (Report by Global Urban Development to the Federation of Industries of Minas Gerais, Belo Horizonte, Brazil, October 2012).

Marc A. Weiss and James Hurd Nixon, *The Global Future of Green Capitalism.* (Curitiba, Brazil: Energy and Climate Partnership of the Americas, and Washington, DC: Organization of American States, June 2011).

James Nixon, John Cleveland, Marc Weiss, and Al Victors. *Prosperity in Paradise: Growing the Sustainable Economy in Sarasota County.* (Final Report and Strategic Recommendations by Global Urban Development to the Sarasota County Government and the US Department of Energy, April 2011).

James Hurd Nixon and Marc A. Weiss, *Sustainable Economic Development Strategies.* (Washington, DC: Global Urban Development, 2011).

Tariq Banuri and Marc A. Weiss, *Global Climate Prosperity Agreement: The One Trillion Dollar Deal* (New York: United Nations Department of Economic and Social Affairs, March 2009).

Silicon Valley Climate Prosperity Council, *Climate Prosperity: A Greenprint for Silicon Valley,* (San Jose, CA: Joint Venture: Silicon Valley Network, February 2009).

Marc A. Weiss, "Reviving the Economy through Climate Prosperity," *Citiwire*, October 20, 2008.

Marc A. Weiss, *Report to the OECD and the Government of Wales on the NoMa (North of Massachusetts Avenue) Strategic Economic Development Initiative in Washington, DC.* (Paris: Organization for Economic Cooperation and Development, May 2008).

Marc A. Weiss, "Metropolitan Economic Strategy: The Key to Prosperity," *Harvard Economics Review*, I, 1, Fall 2006.

Alicia Fazzano and Marc A. Weiss, *Curitiba Metropolitan Economic Strategy Report* (Curitiba, Brazil, and Washington, DC: Global Urban Development, July 2004).

Richard Monteilh and Marc A. Weiss, *The Economic Resurgence of Washington, DC: Citizens Plan for Prosperity in the 21st Century.* (Washington, DC: District of Columbia Government, US Department of Commerce, and World Bank, November 1998).