ITDP KEY LATIN AMERICAN INITIATIVES
BERNARDO BARANDA
CURITIBA JUNE 2011
About ITDP

The Institute for Transportation and Development Policy works with cities worldwide to bring about sustainable transport solutions that cut greenhouse gas emissions, reduce poverty, and improve the quality of urban life.

WHERE WE WORK
Choose a country to learn more about our work.

ARGENTINA  INDONESIA
BRAZIL      MEXICO
CHINA       SOUTH AFRICA
COLOMBIA    TANZANIA
EUROPE      UGANDA
INDIA       UNITED STATES
» Improve Transit Systems

» Improve Non-Motorized

» Manage Car Travel Demand

» Improve Urban Accessibility
MEXICO

MASS TRANSIT IN MEXICO CITY

» Help plan & implement more than 70 kms of BRT (more than 600,000 passengers a day)
» Certified reductions of 80,000 tonnes of CO2/year
MEXICO CITY

NON MOTORIZED TRANSPORT

» PublicBikes, BikeLanes, Plans and Manuals
MEXICO CITY

IMPROVING URBAN ACCESS

» Revitalization of the Historic City Center
» Parking Policy
MASS TRANSIT

» Working in Belo Horizonte on the planning of the BRT in Antonio Carlos Avenue
» Great opportunities with World Cup in 2014 & Olympic Games in 2016
BRAZIL

URBAN ACCESS & NON MOTORIZED TRANSPORT

» Revitalization Proposal for Sao Paulo City Center
» Convince Decision Makers
ARGENTINA

MASS TRANSIT BUENOS AIRES

» BRT Construction of the Juan B Justo Corridor (12.5 Kms)
» Pedestrian Streets in the city center
» Parking Policy
ARGENTINA

NON MOTORIZED TRANSPORT IN BUENOS AIRES

» Public Bikes & BikeLanes
our cities ourselves
10 Principles for Transport in Urban Life
1 WALK THE WALK!
Create great pedestrian environments
2

**Powered by People!**

Create a great environment for bicycles and other non-motorized vehicles
Get on the Bus!
Provide great, cost-effective public transport
Cruise Control!
Provide access for clean motor vehicles at safe speeds and in reduced numbers
5 Deliver the Goods!
Servicing the city in the cleanest and safest manner
Mix it Up!
Mix people and activities, buildings and spaces

Rio de Janeiro, Brazil
Fill it In!

Build dense, people and transit oriented districts that are desirable.

New York City, U.S.A.
Get Real!
Preserve and enhance the local natural, cultural, social, and historical assets
Connect the Blocks!

Make walking trips direct, interesting and productive with small-size, permeable buildings and blocks
10 Make it Last!
Build for the long term

Lyons, France
We challenge 10 leading architects to imagine the future of important sites in 10 cities where we work applying the 10 principles
OPENING IN NYC 2010
Population
"In 1800, 1.85 billion people lived on the planet, but only 12% lived in urban areas. By the end of the century, this has radically changed."

We See Opportunity for Change in These 10 Cities

World CO₂ Emissions by Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>1970</th>
<th>2000</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>47%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Industry</td>
<td>15%</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Energy</td>
<td>15%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Transportation</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Others</td>
<td>10%</td>
<td>5%</td>
<td>20%</td>
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</tbody>
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O Institute for Transportation and Development Policy (ITDP) e o Centro Cultural dos Correios convidam para a abertura da exposição

**as cidades somos nós**

**DESENHANDO A MOBILIDADE DO FUTURO**

abertura 02 de fevereiro de 2011 às 19 hs
exposição de 03 de fevereiro a 13 de março de 2011
de terça a domingo das 12h às 19h

CENTRO CULTURAL CORREIOS
Rua Visconde de Itaborai, 20
Centro - Corredor Cultural,
20010-976 - Rio de Janeiro, RJ
tel (21) 2253-1580

**Seminários às 15 hs**
10/02/2011 → Renovação Urbana
24/02/2011 → Nossas Cidades – Visões para 2030
03/03/2011 → Investimento Sustentável – Transporte urbano como uma questão essencial
11/03/2011 → As Cidades e a Linguagem da Arquitetura
Opening in Rio de Janeiro

Moraes (Subsecretário de Meio Ambiente, cidade do RJ).
Opening in Buenos Aires
Projects with Inter-American Development Bank

» Developing handbook to evaluate greenhouse gas and emission impacts of transport projects/plans

» Developing Terms of Reference for Sustainable Mobility Plans for:
  » Rio de Janeiro
  » Asuncion
  » Buenos Aires
  » Joao Pessoa
Supporting development of NAMAs

» Advising Ministries of Transport about transport-sector Nationally Appropriate Mitigation Actions (NAMAs)
...despite these successes
» In Latin America some of the most innovative projects are happening in sustainable transportation, still a challenge to involve the elites car users.

» Clean Technologies are part of the solution, but it’s more about changing people’s lifestyles through education and demonstration projects.

» Communications and convincing decision makers key to achieve our vision of a better future for all (sustainable, equitable and prosperous)

» Incorporate more actors (private, public, NGOs, academic, media, famous) to create synergies through win/win alliances.

» Share global best practices adapting to local conditions and helping strength local capacities.
Thank you! For More Information

www.itdp.org
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