United Nations World Urban Forum
Naples, Italy

*Networking Event 101*

**Metropolitan Economic Strategy and Sustainable Economic Development in Brazil**

Dr. Marc A. Weiss
Chairman and CEO
Global Urban Development

September 5, 2012
United Nations World Urban Forum 6  
Naples, Italy; September 2-6, 2012

Networking Event 101:

Metropolitan Economic Strategy and Sustainable Economic Development in Brazil

Wednesday, September 5 / Pavilion 5, Room 13 / 1400 to 1600 hours (2 to 4 pm)

This Networking Event will highlight a comprehensive framework for growing and developing productive, innovative, competitive, sustainable, inclusive, and prosperous cities, regions, and states in Brazil. Global Urban Development (GUD) is working with the Federation of Industries of Minas Gerais and the Federation of Industries of Rio Grande do Sul, the States of Minas Gerais and Rio Grande do Sul, the Cities of Belo Horizonte and Porto Alegre, and Brazil’s Federal Government, to apply GUD’s framework for promoting Metropolitan Economic Strategy and Sustainable Economic Development. Speakers include key business and government leaders from Brazil.

Moderator: Marlene Fernandes, International Advisor, Brazilian Institute for Municipal Administration (IBAM), Rio de Janeiro

Presenters:

Mauro Borges Lemos, President, Brazilian Agency for Industrial Development (ABDI), Brasilia

Olavo Machado Jr., President, Federation of Industries of Minas Gerais (FIEMG), Belo Horizonte

Marcus Coester, President, Rio Grande do Sul Development Agency (AGDI), Porto Alegre

Marc Weiss, Chairman and CEO, Global Urban Development, Washington, DC

Discussants:

Ines Magalhaes, National Secretary of Housing, Ministry of Cities, Brasilia

Cid Blanco Jr., Director of Culture, Communications, and Events, Olympic Public Authority, Rio de Janeiro

Fabio Veras, Deputy Secretary of Economic Development, State of Minas Gerais, Belo Horizonte

Emilia Queiroga Barros, Vice President, Global Urban Development, Belo Horizonte
MARC A. WEISS

Metropolitan Economic Strategy: The Key to Prosperity

Metropolitan Economic Strategy is now essential for every nation and urban region to generate sustainable prosperity and quality of life.
TOTAL WORLD POPULATION AND URBAN POPULATION, 1950-2050
(Source: UN population data and projections)

<table>
<thead>
<tr>
<th>billions</th>
<th>World Population 9 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>World Population 6.9 billion</td>
</tr>
<tr>
<td>6</td>
<td>World Population 6.1 billion</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Developing Urban 1.9 billion</td>
</tr>
<tr>
<td>2</td>
<td>World Population 2.5 billion</td>
</tr>
<tr>
<td>1</td>
<td>Developing Urban 300 million</td>
</tr>
</tbody>
</table>

Global Urban Development
Urban Development and Economic Prosperity

Figure 1. In every nation, the urban share of national income is higher than the urban share of the national population.

Source: Based on the World Bank World Development Report and WB World Development Indicators
Clinton Administration *Metropolitan Economic Strategy*
National Policy Initiative

*America’s New Economy And The Challenge Of The Cities*
A HUD Report On Metropolitan Economic Strategy

U.S. Department of Housing and Urban Development
Metropolitan Economic Strategy for America’s Cities and Regions

Henry G. Cisneros and Marc A. Weiss

The New American Economy
After a quarter-century of sweeping change in the global economy, the metropolitan regions of the US are positioned for prosperity. Metropolitan regions have been centers of manufacturing and commerce since the beginning of the industrialization and urbanization of America in the 19th century. In more recent years, the new knowledge and information-based, technology and communications-intensive, globally oriented economy has changed the economic dynamic of metropolitan regions. Some regions have prospered as centers of the New Economy by growing new types of service industries—business, professional, financial, health—and by spawning whole new manufacturing sectors—computers, electronics, telecommunications, multimedia. Other regions have become more competitive by transforming older manufacturing industries, such as automobiles or apparel, into more productive, technology-driven industry “networks”.

Our study, based on evidence from case studies of 12 U.S. metropolitan regions and analysis of quantitative data on 114 of the country’s largest metropolitan regions, finds that most U.S. metropolitan regions are freshly positioned to succeed in the new global economy and to bring increased prosperity to America’s families and communities in the 21st century.
The Wealth of Regions and the Challenge of Cities

Henry G. Cisneros and Marc A. Weiss

If we are to fully revitalize the cities, we must begin to look beyond the cities. This is not as paradoxical as it sounds. Even a cursory look at the new economy reveals that metropolitan regions have become the fundamental building blocks of national prosperity and improved quality of life. The dynamic industry networks that are driving economic growth operate regionally in all their facets—production, research, labor, supply, sales, and distribution. The fates of urban, suburban, and outlying communities are inextricably linked by the metropolis, which cuts across city and county boundaries and, in some cases, even state and national borders.

The future health of urban communities depends on regional thinking and action. We must act regionally because businesses do. When they make decisions to locate or expand a facility, they look at the entire metropolitan area—its transportation and infrastructure, its workforce, its educational and cultural institutions, its environment and amenities, and its existing industry networks. We must act regionally because all of our major institutions do. Universities, hospitals, museums, sports teams, print and broadcast media, performing arts groups, convention centers, churches and synagogues, labor unions, civic groups, foundations, and charities—all serve a metropolitan population rather than hiding behind municipal neighborhood walls.

We also must act regionally because problems once confined to the inner city have spread to the suburbs. Unemployment, anemic tax bases, troubled schools and neighborhoods, deteriorating housing stock, crime, and environmental degradation are now part of our suburban legacy, particularly in older inner-ring suburbs. From south of Chicago, to north of Minneapolis-St. Paul, to east of our nation’s capital, the revitalization of urban America must include suburban America.

Regions as diverse as Austin, Texas, and Akron, Ohio, are pointing the way to successful metropolitan economic renewal. During the past decade, Austin has transformed itself from a state capital and university town to one of the nation’s fastest growing computer-technology centers. Akron, meanwhile, reacted to the demise of its tire manufacturers by becoming the world capital of science and engineering for polymer-based synthetic materials. In both cases, civic leaders from the public and private sectors and research and educational institutions worked in partnership to design and implement a winning regional strategy.

Efforts to expand economic prosperity and improve the quality of life throughout our metropolitan regions cannot succeed
In America today, nearly 80 percent of the population and almost 90 percent of the employment growth is in metropolitan regions. We are individuals and families looking to the future for good jobs and business opportunities, for rising incomes to own homes, for children to get a worthwhile education, for communities to thrive in health and safety. All of us share a common fate in a new metropolitan economy that will determine our nation's prosperity and quality of life in the 21st Century.

This New Economy -- knowledge and information-based, technology-intensive, and globally oriented -- demands new skills in education, research, and workforce development. To be competitive now requires regional collaboration and innovative leadership: a Metropolitan Economic Strategy for investment in transportation and infrastructure, environmental preservation, and community revitalization.
Clinton Administration *Metropolitan Economic Strategy*
National Policy Initiative

*A Community Views Its Future*

The
Baltimore, Maryland
Metropolitan Region

Civic Leaders’ Strategies for Economic Prosperity and Quality of Life in the 21st Century

*A HUD Report on Metropolitan Economic Strategy*

U.S. Department of Housing and Urban Development
The Economic Resurgence of Washington, DC
Citizens Plan for Prosperity in the 21st Century

By the People, For the People

The Strategic Economic Development Plan for Washington, DC, and The Economic Summit are co-sponsored by the District of Columbia Government, the Financial Responsibility and Management Assistance Authority, the United States Department of Commerce Economic Development Administration, the Local Initiatives Support Corporation, Fannie Mae, and the World Bank.

Coordinators: Richard Monteilh and Dr. Marc Weiss
District of Columbia Department of Housing and Community Development

November 1998
Recent Wilson Center National Conference on Metropolitan Economic Strategy, and Upcoming International Conference on Metropolitan Quality of Life

KENT H. HUGHES
Woodrow Wilson International Center for Scholars

More than 100 senior practitioners and distinguished experts from across the nation gathered at the Woodrow Wilson International Center on September 20th through September 23rd. They focused on creating new policies and partnerships that enable America’s metropolitan regions to implement coordinated public and private investment strategies designed to enhance technological innovation, productivity, and competitiveness.


The main conference themes are drawn from a book entitled Teamwork, that Marc Weiss is co-authoring with Henry Cisneros, former Secretary, US Department of Housing and Urban Development. “Our book,” stated Henry Cisneros, “is exploring and promoting the best ways that public, private, civic, and community leaders can work together to ensure that cities and suburbs will thrive in the fast-changing international economy of the 21st century.”

Featured speakers included Philip Angelides, Treasurer, State of California; Earl Blumenauer, Member, US Congress, from the City of Portland (Oregon), and Co-Chairman, Livable Communities Task Force; Henry Cisneros, Chairman, American CityVista, former Secretary, US Department of Housing and Urban Development; and former Mayor, City of San Antonio (Texas); Brent Colles, Mayor, City of Boise (Idaho), and President, US Conference of Mayors; Lee Cooke, Chairman, Habitat International, and former Mayor, City of Austin (Texas); Richard Erickson, President, Regional Business Council of Northeast Ohio, and former President, Akron Regional Development Board; Parris Glendening, Governor, State of Maryland, and President, National Governors’ Association; Stephen Goldsmith, Domestic Policy Adviser, Bush-Cheney 2000, and former Mayor, City of Indianapolis (Indiana); Javier Gonzales, Commissioner, Santa Fe County (New Mexico), and President-elect, National Association of Counties; Lee Hamilton, Director, Woodrow Wilson International Center;
STATE POLICY APPROACHES TO PROMOTE METROPOLITAN ECONOMIC STRATEGY

BY
DR. MARC A. WEISS

PUBLISHED BY
THE NATIONAL GOVERNORS ASSOCIATION CENTER FOR BEST PRACTICES

OCTOBER, 2002
Metropolitan Economic Strategy: How Urban Regions Innovate and Prosper in the Global Marketplace

MARC A. WEISS
Woodrow Wilson International Center for Scholars

POINT ONE
America’s future prosperity depends on the productivity and competitiveness of its metropolitan regions, the key centers of innovation and business activity, where over 90 percent of the nation’s job growth is currently taking place, and where nearly 90 percent of the nation’s Gross Domestic Product is now being generated.

The nature and volume of investment, production, and trade in and through America’s metropolitan regions is one of the basic structural building blocks of our country’s macroeconomic growth and global competitiveness, and thus is at least as important as fiscal and monetary policy, international trade, education, and other economic issues regularly considered and debated by the executive, legislative, and judicial branches of the federal government, including the Board of Governors of the Federal Reserve System.

Metropolitan Economic Strategy is vital for national economic policy in the new global marketplace, both in the USA and in countries throughout the world.
METROPOLITAN ECONOMIC STRATEGY

TEAMWORK: WHY METROPOLITAN ECONOMIC STRATEGY IS THE KEY TO GENERATING SUSTAINABLE PROSPERITY AND QUALITY OF LIFE FOR THE WORLD

Marc A. Weiss

METROPOLITAN ECONOMIC STRATEGY IS NOW ESSENTIAL FOR EVERY NATION AND URBAN REGION

The most important geographic units of economic activity in the world today, other than the nation-state itself, are urban regions. All across the world, in every country, more than half of the national income is generated by urban areas. Indeed, these percentages range from an average of 55% in low-income developing countries, all the way up to an average of 85% in high-income developed countries. What is all the more striking about these statistics is that in every case the percentage of national income generated by urban areas exceeds the percentage share of the national population that is urbanized. In the case of the low-income developing countries where urban areas account for an average of 55% of the national income, the urban share of the population averages 32%. In middle-income countries, the urban share of national income averages 73%, whereas the urban share of the population averages 50%. For high-income countries, the average urban contribution to national income is 85%, yet the urban proportion of the national population is 79%. This shows that the greater the level of urbanization in a nation the higher is its level of prosperity, and conversely, the more prosperous a country is, the more urbanized it is at the same time.
Global Urban Development Volume 2 Issue 1 March 2006

METROPOLITAN ECONOMIC STRATEGY

ECONOMIC DEVELOPMENT IN A FLAT WORLD: GLOBAL TRADE, TECHNOLOGY, INVESTMENT, INCOMES, EMPLOYMENT, EDUCATION, AND ENTREPRENEURSHIP IN THE 21ST CENTURY

Thomas L. Friedman

The more I worked on this book, the more I found myself asking people I met around the world where they were when they first discovered that the world was flat. In the space of two weeks, I got two revealing answers, one from Mexico, one from Egypt. I was in Mexico City in the spring of 2004, and I put the question on the table during lunch with a few Mexican journalist colleagues. One of them said he realized that he was living in a new world when he started seeing reports appearing in the Mexican media and on the Internet that some statuettes of Mexico’s patron saint, the Virgin of Guadalupe, were being imported into Mexico from China, via ports in California. When you are Mexico and your claim to fame is that you are a low-wage manufacturing country, and some of your people are importing statuettes of your own patron saint from China, because China can make them and ship them all the way across the Pacific more cheaply than you can produce them, you are living in a flat world.
Productive Cities and Metropolitan Economic Strategy

Dr. Marc A. Weiss
Chairman and CEO
Global Urban Development

A Theme Paper presented to the United Nations International Forum on Urban Poverty,

In the 21st century the world has become urban, with the majority of the global population living in cities and towns. The fastest rates of urbanization are now taking place in developing countries, where average incomes are the lowest. This means that poverty, historically a rural phenomenon, is becoming an increasingly urban issue, in both the developed and the developing world. At the same time, cities and metropolitan areas are the main generators of economic prosperity, and thus are best positioned to contribute toward the elimination of poverty. The twin themes of this conference, "Productive Cities" and "Inclusive Cities" point toward the solution to this fundamental challenge.

This paper addresses how to make cities more productive, and particularly how to do so in ways that expand jobs and business opportunities, increase incomes, and improve quality of life for low-income families and communities. Such an approach requires viewing cities in their metropolitan regional context, and creating cooperative, pro-active growth strategies that connect and unite the public, private, and civic sectors across the urban landscape. It also depends on including poverty populations and settlements in creating their own prosperity, by treating them not as liabilities, but as human and physical assets to be mobilized for production, income and job generation, and wealth creation, as well as involving them in investment decision-making to ensure an equitable distribution of resources, infrastructure, services, incomes, wealth, quality of life, and economic opportunities.

Traditional poverty alleviation strategies focus on the manifestations of poverty itself. They seek ways to feed, clothe and house poor people. They try to find ways to deliver health care and other services with strained resources. Metropolitan Economic Strategy, on the other hand, addresses the root causes of poverty in a manner that empowers low-income people, and directly engages their own energies in altering their life circumstances, improving the surrounding environment, and contributing to the overall productivity of the region and nation.
Global Urban Development  Volume 1 Issue 1 May 2005

METROPOLITAN ECONOMIC STRATEGY

THE WORLD’S URBAN SYSTEMS: A EUROPEAN PERSPECTIVE

Sir Peter Hall

This article suggests that there are two alternative ways of looking at cities and world urban systems, both valid, which need to be combined. Then it looks at the performance of the European urban system in the last quarter century. From this, starting from the European Spatial Development Perspective (ESDP), it proposes some lines of policy, with particular reference to the recent enlargement of the European Union.
Barcelona Metropolitan Economic Strategy

July 2004
Gundy Cahyadi and Scott TenBrink*
Global Urban Development
Prague, Czech Republic

*Also with contributions by Caio Barbosa and Barbara Kursten
REPORT FOR THE OECD AND THE GOVERNMENT OF WALES ON THE NOMA (NORTH OF MASSACHUSETTS AVENUE) STRATEGIC ECONOMIC DEVELOPMENT INITIATIVE IN WASHINGTON, DC

Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development

May 2008

1. Rationale for the initiative

Problem to address: In 1997 the city of Washington, DC was suffering from slow job growth, insufficient new investment and development, population loss, declining government revenues, and troubled low-income neighborhoods. Formulating and implementing a major new private sector-oriented economic development strategy had become a vital necessity.

Policy context: During August 1997, the US Congress passed legislation, signed by President Clinton, entitled the National Capital Revitalization Act. This law was primarily designed to address long-term structural fiscal imbalances harming the financial viability of the District of Columbia Government, such that it was running substantial budgetary deficits, unable to raise sufficient revenue to meet its expenditure obligations. Two years earlier, the federal government created the District of Columbia Financial Responsibility and Management Assistance Authority (the “Control Board”) to order substantial reductions in personnel and spending, and to directly manage the DC government. In 1997 the Control Board was tasked by Congress with producing a strategic economic development plan designed to grow private sector businesses and jobs for DC residents, among other reasons, in order to increase the tax and revenue base.

Action concept: In the fall of 1997, Dr. Andrew Brimmer, Chairman of the Control Board, hired Richard Monteith as the Director of the Office of Economic Development and Department of Housing and Community Development, and then hired me as the Senior Adviser to Mr. Monteith, and as the Coordinator of the Congressionally mandated strategic economic development plan. Within one year Richard Monteith and I, working with literally thousands of city and regional stakeholders from business, government, labor, civic, community, and faith-based leadership, including a 40-member steering committee, produced an Economic Summit held at the World Bank, attended by more than 2,000 people, and published The Economic Resurgence of Washington, DC: Citizens Plan for Prosperity in the 21st Century. The city's first-ever comprehensive, private sector growth-oriented economic development strategy focuses on three broad categories: strategic industries (six key industry networks/clusters, plus growing businesses and jobs across the private sector), strategic populations (workforce development, plus attracting and retaining residents) and strategic areas (downtown and neighborhoods). The centerpiece of the plan was 40 strategic actions whose implementation was committed to begin within one year of the plan's publication in November 1998. Among these 40 actions were two that are central to this report: Action 26—Develop NoMa (North of Massachusetts Avenue) as a Technology, Media, Housing, and Arts District; and Action 29—Build a Metro Station at New York Avenue to Spur Development.
Report to the South African Cities Network on Metropolitan Economic Strategy

Dr. Marc A. Weiss
Chairman and CEO
Global Urban Development

November 2002

Introduction

The Economic Development Working Group of the South African Cities Network (SACN) agreed at its meeting on September 19-20, 2002, to hold a City Economic Development Strategy "Think-Tank" to explore the vital issues related to this important mission for national, provincial, and local government. The meeting was held during November 18-21, 2002 in Cape Town. It was attended by elected Councillors and senior officials from each of the nine cities in the SACN - Bulfin City, Cape Town, Ekurhuleni, Ethekwini, Johannesburg, Mangaung, Msunduzi, Nelson Mandela, and Johannesburg - along with senior officials from the national Department of Provincial and Local Government (DPLG), and the national Department of Trade and Industry (DTI). An international expert, Dr. Marc Weiss from Global Urban Development, led several sessions and provided reading material, and there were additional presentations by academics who specialize in economic development, by economic development officials from the City of Cape Town and the Western Cape Province, and by national government officials from DPLG and DTI. The four-day "Think-Tank" produced a very strong consensus as to how the cities and municipal governments in the SACN should work together with the national and provincial governments to promote economic development in South Africa, including a series of key recommendations for coordinated action. Training and participation by Global Urban Development was supported by a grant from the U.S. Agency for International Development (USAID).
TOWARDS A METROPOLITAN ECONOMIC STRATEGY FOR CAPE TOWN, SOUTH AFRICA

EMILY SOH, FELLOW, GLOBAL URBAN DEVELOPMENT, SINGAPORE

17 DECEMBER 2004
Global Urban Development

Singapore Metropolitan Economic Strategy Report

Singapore’s Economic Transformation

Gundy Cahyadi, Barbara Kursten, Dr. Marc Weiss, and Guang Yang

June 2004

Global Urban Development
Prague, Czech Republic
GLOBAL URBAN DEVELOPMENT
METROPOLITAN ECONOMIC STRATEGY REPORT

SHANGHAI'S ECONOMIC DEVELOPMENT: ITS OPPORTUNITIES AND CHALLENGES IN THE 21ST CENTURY

Guang Yang
Fellow
Global Urban Development
Washington, DC
May 2002
GLOBAL URBAN DEVELOPMENT

Curitiba, Brazil

Metropolitan Economic Strategy Report

Alicia Fazzano, Fellow, and Dr. Marc A. Weiss, Chairman and CEO

July 2004
Planning for Sustainable Economic Development Across the Americas

07th June | Tuesday

08h30 | Registration
09h00 | Opening and Welcome
  - Cic Blanco Junior, Cultural Infrastructure Director, Ministry of Culture
  - Stewart Sarkozy-Baroczy, Department of Housing and Urban Development
  - W. Paul Farmer, American Planning Association – Washington, DC, USA
  - Luciano Ducci, Mayor of Curitiba
  - Edson Ramon, President, Associação Comercial do Paraná (ACP) – Curitiba, Brazil
  - Eduardo Guy de Manuel, President of the Regional Council of Administration, Anhem Curitiba
  - Odone Fortes Martins, Coordinating Vice-President of Conexx-Ri, ACP – Curitiba, Brazil
10h10 | Coffee Break
10h30 | Keynote Speaker: A Vision for Urban Sustainability
  - Jaime Lerner, Urban Planner
11h30 | Sustainable Economic Development: An Overview
Panellists
  - Marc Weiss, Global Urban Development – Washington DC, USA
  - Emílio Queiroga Barros, President, Brazil 2020 Agenda – Lauro de Freitas, Bahia, Brazil
Moderator: Eduardo Guimarães, Municipal Secretary for International Relations and Ceremonies – Curitiba, Brazil
14h30 | Case Studies: Planning for Sustainable Economic Development in the Americas – Part 1
Panellists
  - Rob Bennett, Executive Director, Portland Sustainability Institute – Oregon, USA
  - Stephanie Mclellan, Clean Energy Economy Policy Advisor, Office of the Secretary, Department of Natural Resources and Environmental Control, State of Delaware – Dover, Delaware, USA
  - Gil Polidoro, President, Coordenação do Região Metropolitana de Curitiba (Corem)
Moderator: W. Paul Farmer, CEO, American Planning Association
16h00 | Coffee Break
16h30 | Case Studies: Planning for Sustainable Economic Development in the Americas – Part 2
Panellists
  - Larry Zinn, Chairman, San Antonio Green Jobs Leadership Council – San Antonio, Texas, USA
  - Paul Krutko, President and CEO, SPA/RK (formerly Chief Development Officer of the City of San Jose, and current Secretary-Treasurer of the International Economic Development Council) – Ann Arbor, Michigan, USA
  - Ken Heatherington, Executive Director, Southwest Florida Regional Planning Council – Fort Myers, Florida, USA
Moderator: Rodrigo Rocha Loures, President, Industrial Federation for the State of Parana (FIEP) – Curitiba, Brazil
18h00 | Cocktail Reception
Metropolitan Economic Strategy and Sustainable Economic Development in Brazil
Urban Development and Economic Prosperity

Figure 1. In every nation, the urban share of national income is higher than the urban share of the national population.

Source: Based on the World Bank World Development Report and WB World Development Indicators
Figure 2. In most cities worldwide, the city’s share of national income is higher than the city’s share of national population

<table>
<thead>
<tr>
<th>City</th>
<th>City’s share of national GDP</th>
<th>City’s share of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montevideo, Uruguay</td>
<td>72%</td>
<td>53%</td>
</tr>
<tr>
<td>Riga, Latvia</td>
<td>62%</td>
<td>41%</td>
</tr>
<tr>
<td>Brazzaville, Congo</td>
<td>53%</td>
<td>33%</td>
</tr>
<tr>
<td>Belgrade, Serbia and Montenegro</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>Bangkok, Thailand</td>
<td>41%</td>
<td>9%</td>
</tr>
<tr>
<td>Budapest, Hungary</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Phnom Penh, Cambodia</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>Ho Chi Minh, Vietnam</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Jakarta, Indonesia</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>Rio de Janeiro, Brazil</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Bulawayo, Zimbabwe</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Based on UN’s Global Urban Indicators Database
Prague, Czech Republic

Population: 1.2 million

10% of national population

15% of national workforce

>20% of national GDP

>50% of national tourist revenue
“NEW ECONOMY” OF THE 21ST CENTURY:

• Knowledge and Information-Based

• Technology and Communications-Intensive

• Globally Oriented
Why Urban Areas are More Economically Productive

They combine **SPECIALIZATION** and **DIVERSITY**:  

- the critical mass of skills and resources;  
- the necessary population density and concentration of market incomes;  
- the range of specialized knowledge and institutions;  
- the wide diversity of vitally needed facilities and services;  
- and the fully developed physical and human infrastructure that are prerequisites for new ideas, products and production methods, technological and organizational innovations, and dynamic economic growth and investment.
KEY ECONOMIC ROLES FOR CENTRAL CITIES AND URBAN REGIONS

• centers of innovation and services, including advanced and highly specialized services
• centers of communication, culture, sports, entertainment, conventions, and tourism
• centers of education, research, and health care
• centers of transportation and trade
• centers of manufacturing and technology development
• market centers
• workforce centers
METROPOLITAN ECONOMIC STRATEGY

TWO TYPES OF MOTIVATION

Crisis: Barcelona, Akron

Opportunity: Shanghai, Austin
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.
PEOPLE are the most vital economic asset in the world

INVESTING IN FUNDAMENTAL ECONOMIC ASSETS:

– Transportation
– Infrastructure
– Education
– Workforce Development
– Research
– Technology
– Markets
– Capital
– Health
– Safety
– Environment and Amenities
– Culture
– Quality of Life
### Figure 2: America's Industry Networks: Selected Economic Indicators

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</thead>
<tbody>
<tr>
<td>Business &amp; Professional Services</td>
<td>103%</td>
<td>2.5%</td>
<td>-32%</td>
<td>10%</td>
<td>$33,399</td>
</tr>
<tr>
<td>Health Services</td>
<td>132%</td>
<td>3.6%</td>
<td>-29%</td>
<td>13%</td>
<td>$30,382</td>
</tr>
<tr>
<td>Entertainment &amp; Tourism</td>
<td>115%</td>
<td>2.6%</td>
<td>13%</td>
<td>-2%</td>
<td>$14,478</td>
</tr>
<tr>
<td>Financial Services</td>
<td>61%</td>
<td>0.3%</td>
<td>16%</td>
<td>34%</td>
<td>$41,016</td>
</tr>
<tr>
<td>Housing &amp; Construction</td>
<td>49%</td>
<td>0.6%</td>
<td>0%</td>
<td>-9%</td>
<td>$30,738</td>
</tr>
<tr>
<td>Medical Products</td>
<td>45%</td>
<td>-0.4%</td>
<td>66%</td>
<td>16%</td>
<td>$43,956</td>
</tr>
<tr>
<td>Transportation &amp; Trade Svs.</td>
<td>41%</td>
<td>2.0%</td>
<td>40%</td>
<td>-16%</td>
<td>$32,095</td>
</tr>
<tr>
<td>Industrial Supplies</td>
<td>31%</td>
<td>0.9%</td>
<td>62%</td>
<td>2%</td>
<td>$36,427</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>23%</td>
<td>-0.8%</td>
<td>3%</td>
<td>1%</td>
<td>$33,206</td>
</tr>
<tr>
<td>Electronics &amp; Communication</td>
<td>15%</td>
<td>-1.3%</td>
<td>145%</td>
<td>14%</td>
<td>$40,324</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>7%</td>
<td>2.9%</td>
<td>64%</td>
<td>8%</td>
<td>$41,548</td>
</tr>
<tr>
<td>Materials Supplies</td>
<td>2%</td>
<td>-0.3%</td>
<td>60%</td>
<td>3%</td>
<td>$32,103</td>
</tr>
<tr>
<td>Aerospace &amp; Defense</td>
<td>-11%</td>
<td>-8.5%</td>
<td>54%</td>
<td>10%</td>
<td>$44,119</td>
</tr>
<tr>
<td>Agriculture &amp; Food Processing</td>
<td>-17%</td>
<td>-1.5%</td>
<td>75%</td>
<td>18%</td>
<td>$24,441</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>-18%</td>
<td>-3.7%</td>
<td>77%</td>
<td>9%</td>
<td>$43,076</td>
</tr>
<tr>
<td>Industrial Machinery</td>
<td>-20%</td>
<td>-0.1%</td>
<td>86%</td>
<td>-5%</td>
<td>$38,391</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>-23%</td>
<td>-0.9%</td>
<td>79%</td>
<td>12%</td>
<td>$37,796</td>
</tr>
<tr>
<td>Apparel &amp; Textiles</td>
<td>-28%</td>
<td>-1.7%</td>
<td>117%</td>
<td>0%</td>
<td>$20,754</td>
</tr>
</tbody>
</table>

1998 WASHINGTON, DC ECONOMIC PLAN
INDUSTRY NETWORKS

• Business/Professional/Financial/Association Services
• Hospitality/Entertainment/Tourism/Specialty Retail
• Universities/Educational/Research Institutions
• Biomedical Research/Health Services
• Media/Publications
• Information Technology/Telecommunications
1998 WASHINGTON, DC ECONOMIC PLAN
3-PART STRATEGIC FRAMEWORK

STRATEGIC INDUSTRIES
• Industry Networks
• Growing Businesses and Jobs across the Private Sector

STRATEGIC POPULATIONS
• Workforce Development
• Attracting and Retaining Residents

STRATEGIC AREAS
• Downtown
• Neighborhoods
KEY LESSONS FOR ECONOMIC DEVELOPMENT

LESSON 1: THINK AND ACT STRATEGICALLY
LESSON 2: CREATE COMMON IDENTITY AND SENSE OF PURPOSE
LESSON 3: INVOLVE EVERYONE
LESSON 4: TAKE ACTION AND PRODUCE RESULTS
LESSON 5: BUILD ON THE FUNDAMENTALS
LESSON 6: FOCUS ON THE BIG RESOURCES
LESSON 7: BE YOURSELF
LESSON 8: COLLABORATE WITH AND SUPPORT THE PRIVATE SECTOR
LESSON 9: BE COMPREHENSIVE – LINK GROWTH OF BUSINESSES, JOBS, AND INCOMES TO PEOPLE AND PLACES
LESSON 10: CONNECT TO THE DYNAMICS OF THE REGIONAL ECONOMY
LESSON 11: WORK WITH AND STRENGTHEN CIVIL SOCIETY
LESSON 12: IMPROVE QUALITY OF LIFE – SUSTAINABILITY AND INCLUSIVENESS
PROTECTING AND SUSTAINING THE PHYSICAL AND NATURAL ENVIRONMENT OF URBAN REGIONS TO PRESERVE AND ENHANCE QUALITY OF LIFE

• encouraging energy efficiency and resource conservation;
• improving clean air and conserving clean water;
• cleaning up and redeveloping toxic and polluted “brownfield” land;
• renovating historic structures and investing in urban cultural heritage;
• maintaining the beauty of natural landscapes and preserving agricultural land;
• increasing the accessibility of biking and hiking pathways and open spaces;
• curbing metropolitan sprawl and traffic congestion;
• reinvesting in older towns, cities, and inner-ring suburbs;
• expanding transit and other pedestrian and public transportation alternatives;
• promoting ecological and heritage tourism;
• developing parks and recreational amenities;
• developing “green” buildings, infrastructure, and communities;
• increasing recycling and the use of renewable energy sources;
• reducing greenhouse gas emissions;
• strengthening community planning and design.
The Economic Value of Quality of Life

“Over the long term, places with strong, distinctive identities are more likely to prosper than places without them. Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any...Livability is not a middle class luxury. It is an economic imperative.”

*MIT Economics Professor Robert M. Solow
Winner of the 1987 Nobel Prize in Economic Sciences*
From the California Commission on Industrial Innovation to Green Innovation and Clean Technology
California’s $56 Billion Green Savings

Per Capita Electricity Sales (not including self-generation)
(kWh/person) (2006 to 2008 are forecast data)

Per Capita Income in Constant 2000 $

<table>
<thead>
<tr>
<th>Year</th>
<th>US GDP/capita</th>
<th>Cal GSP/capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>16,241</td>
<td>18,760</td>
</tr>
<tr>
<td>2005</td>
<td>31,442</td>
<td>33,536</td>
</tr>
</tbody>
</table>

% change

- US GDP/capita: 94%
- Cal GSP/capita: 79%

2005 Differences
= 5,300kWh/yr
= $165/capita

Source: Energy Efficiency: The first and most profitable way to delay Climate Change
UCLA Institute of the Environment Oppenheim Lecture February 25, 2008
Arthur H. Rosenfeld, Commissioner California Energy Commission
Economic Development Strategy for Berkeley, California
June 1981
10. Portland, Oregon Metropolitan Region

Overview

After a deep recession in the early 1980s, metropolitan Portland underwent a transformation from a slow-growing natural resource-based economy to an increasingly technology-based economy that is growing rapidly. The metropolitan Portland economy today is driven by a large and diverse Electronics and Communications industry cluster centered mainly around semiconductors and computer manufacturing. Industry clusters are groups of related firms connected by producer-supplier-distributor relationships, shared research bases, common technology, workforce skills, and other key elements used in producing goods and services.

Metropolitan Portland also serves as a transportation hub for products that are distributed throughout the western United States and Canada, as well as overseas to countries across the Pacific Ocean. The Electronics and Communications and Transportation and Trade Services clusters, together with a growing Business and Professional Services (Software) cluster, have helped fuel metropolitan economic growth over the past decade.

Metropolitan Portland’s evolution to a new economy is due in part to a targeted strategy by regional leaders to invest in new industry clusters, while preserving the region’s attractive environment and quality of life. Metropolitan Portland enjoys a unique geography that includes surrounding mountains, lakes, rivers, easy access to the Pacific Ocean, wine country and a favorable climate. Sustaining the metropolitan region’s quality of life is a high priority for its residents.

Source: 1996 HUD Metropolitan Economic Strategy Report
Singapohr: a model for sustainable development?

As a pioneer in sustainable development, Singapore has been approached by the World Bank to provide technical assistance on urban planning in neighbouring countries. Vicente Carbona analyses Singapore’s successful development and reveals the latest initiatives in the city-state.
“Getting Richer by Becoming Greener”
Sustainability in Business

CONFESSIONS OF A RADICAL INDUSTRIALIST
PROFITS, PEOPLE, PURPOSE—DOING BUSINESS BY RESPECTING THE EARTH
RAY C. ANDERSON
with ROBIN WHITE
The Four Greens

- **Green Savings** — cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste

- **Green Opportunities** — growing jobs and incomes through business development and expanding markets for resource efficiency, sustainability, and clean technologies

- **Green Talent** — investing in fundamental assets such as education, research, technological innovation, and modern entrepreneurial and workforce skills, because people are now the world’s most vital green economic resource

- **Green Places** — establishing sustainable transportation and infrastructure, and protecting and enhancing the natural and built environment, to create more attractive, livable, healthy, vibrant, prosperous, productive, and resource-efficient areas and communities.
Exhibit 1

Global GHG abatement cost curve beyond business-as-usual – 2030

Abatement cost
€ per tCO₂e

-100 -70 -50 -30 -10 0 10 20 30 40 50

Residential electronics
Residential appliances
Retrofit residential HVAC
Tillage and residue mgmt
Insulation retrofit (residential)
Cars full hybrid
Waste recycling

15 25 35 38

Low penetration wind
Cars plug-in hybrid
Degraded forest reforestation
Nuclear
Pastoral land afforestation
Degraded land restoration
2nd generation biofuels
Building efficiency new build

1. Organic soil restoration
2. Geothermal
3. Grassland management
4. Reduced pastureland conversion
5. Reduced slash and burn agriculture conversion

-90 -60 -30 0 30 60 90 120

Small hydro
1st generation biofuels
Rice management
Efficiency improvements other industry
Electricity from landfill gas
Clinker substitution by fly ash
Cropland nutrient management
Motor systems efficiency
Insulation retrofit (commercial)
Lighting – switch incandescent to LED (residential)

Note: The curve presents an estimate of the maximum potential of all technical GHG abatement measures below €60 per tCO₂e if each lever was pursued aggressively. It is not a forecast of what role different abatement measures and technologies will play.

Source: Global GHG Abatement Cost Curve v2.0

(Pathways to a Low-Carbon Economy, McKinsey & Company, 2009)
$3.6 Trillion Global Business Investment in Green Opportunities since 2007

More than $3.6 trillion has already been invested by the private sector in sustainable companies and technologies globally since 2007.

www.greentransitionscoreboard.com
Prosperity in Paradise:
Growing the Sarasota County Sustainable Economy

Recommendations

Global Urban Development Team
April 14, 2011
Cape Town, South Africa: “Our Golden Thread”

“It is not a question of choosing global competitiveness or the reduction of poverty — Cape Town will achieve both or neither. Reducing poverty will strengthen global competitiveness, and global competitiveness will permit reduction of poverty through economic growth and job creation.”
METROPOLITAN ECONOMIC STRATEGY

ELIMINATING POVERTY THROUGH MARKET-BASED SOCIAL ENTREPRENEURSHIP

Muhammad Yunus

I have chosen to discuss the most daring of all Millennium Development Goals — halving poverty by 2015. I have chosen it for two reasons. First, this is the most courageous goal mankind ever set for itself. For the last two decades I have been talking about creating a world free from poverty. I talk about it not because it is unjust to have a world with poverty, which is, of course, true. I talk about it simply because I am totally convinced from my experience of working with poor people that they can get themselves out of poverty if we give them the same or similar opportunities we give to others. The poor themselves can create a poverty-free world — all we have to do is to free them from the chains that we have put around them.
Global Urban Development  Volume 2 Issue 1 March 2006

METROPOLITAN ECONOMIC STRATEGY

GROWING OUT OF POVERTY: URBAN JOB CREATION AND THE MILLENNIUM DEVELOPMENT GOALS

Marja Kuiper and Kees van der Ree

Introduction

Improving the life of slum dwellers is a compelling mission. Creating decent work for all is a similarly ambitious goal. But the day-to-day reality for poor people living in rapidly expanding urban centers is lack of appropriate shelter and the absence of proper jobs. This escalating situation is driving them to work on their own solutions, with their own means.

Local governments and their partner organizations, together with the agencies that support them, can turn these often desperate initiatives into valid opportunities for job creation and better livelihoods. For that to happen, there are two prerequisites — political will, and popular support for integrated approaches that build on and strengthen community organizations and the local private sector. Certainly, national governments need to create the space for local government authorities to act and should facilitate the resources this requires. International agencies should provide the necessary technical and financial support that will enable local actors to move forward.
An old adage states: “Give a person a fish, and he or she will eat for a day. Teach a person to fish, and he or she can eat for a lifetime.” Public policies for reducing poverty reflect these two approaches, providing either subsidies or training. But what if most low-income people are already “fishing” by working diligently to produce and distribute goods and services, yet they simply are not earning enough? If this is the real problem, then it calls for comprehensive solutions based on “Inclusive Economic Development Strategies” with mainstream society actively supporting the efforts of low-income people to enhance their incomes, productive capabilities, and entrepreneurial opportunities. Shack/Slum Dwellers International (SDI) is launching the Community Productivity Project (CPP) together with the United Nations and Global Urban Development, an international non-profit organization founded on the principle of “Treating People and Communities as Assets.” The CPP is designed to establish a new policy paradigm by documenting how productive low-income people are, how hard they work, how much value they create, and the close relationships of their economic activities to the formal economic system.
For more information,

please visit the GUD website:

www.globalurban.org

email me at:

marcweiss@globalurban.org