

8 November 2022 - Brussels



Welcome to the 2nd IURC Annual Event!

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- For **Chinese** → Select channel 3
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INSTITUTIONAL WELCOME



NORMUNDS POPENS

Deputy Director-General,
Directorate-General for Regional and Urban Policy
European (DG REGIO) European Commission

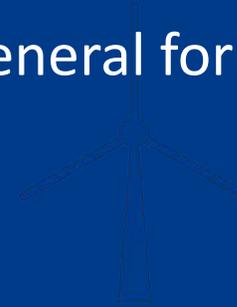


IURC CONTRIBUTIONS PANEL



Moderator: **Ronand Hall**, Senior Adviser Directorate-General for Regional and Urban Policy

Frédéric Saliez, UN HABITAT



ONLINE CONNECTIONS- REGIONAL DIALOGUES

➤ **China: LI Ping**

Department of Regional Economy,
National Development and Reform Commission (NDRC)

➤ **Japan: SASAKI Shunichi**

Deputy Director-General, City Bureau, Ministry of Land,
Infrastructure, Transport, and Tourism



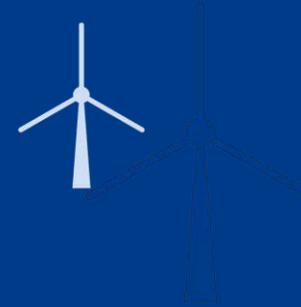
CITIES IN ACTION: 3 PANNELS

1-ECOLOGICAL TRANSITION- GREEN DEAL

Moderation: Ana Contreras, CCS-ACCIONA

Essen (DE)- Fortaleza (BR)

Metropolis GZM (PL)- Kansas City (US)



2-URBAN & REGIONAL RENEWAL

Moderation: Pablo Gandara, Asia & Australasia Team Leader

Karlsruhe (DE)-Pune (IN)

Sofía (BG) – Sejong (KR)



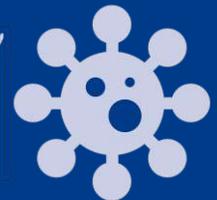
3-INNOVATION EXOSYSTEMS-RIS4

Moderation: Roberta Dall'Olio, CCS-EURADA

Barcelona (ES) - Brisbane (AU)

Lazio Region (IT)- in representation of the pairing with Zhengzhou (CN)

Silesia (PO)-Parana (BR)

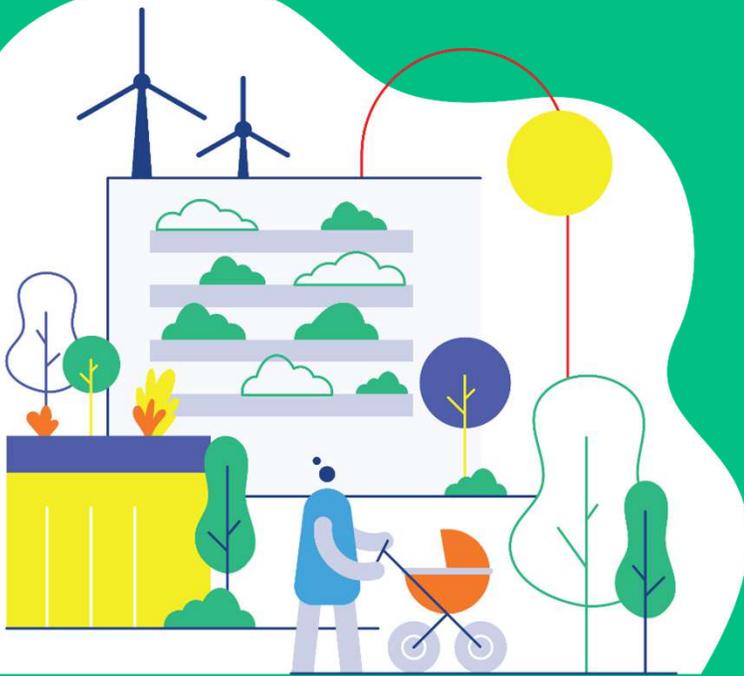


CASE: ESSEN (DE) - FORTALEZA (BR)

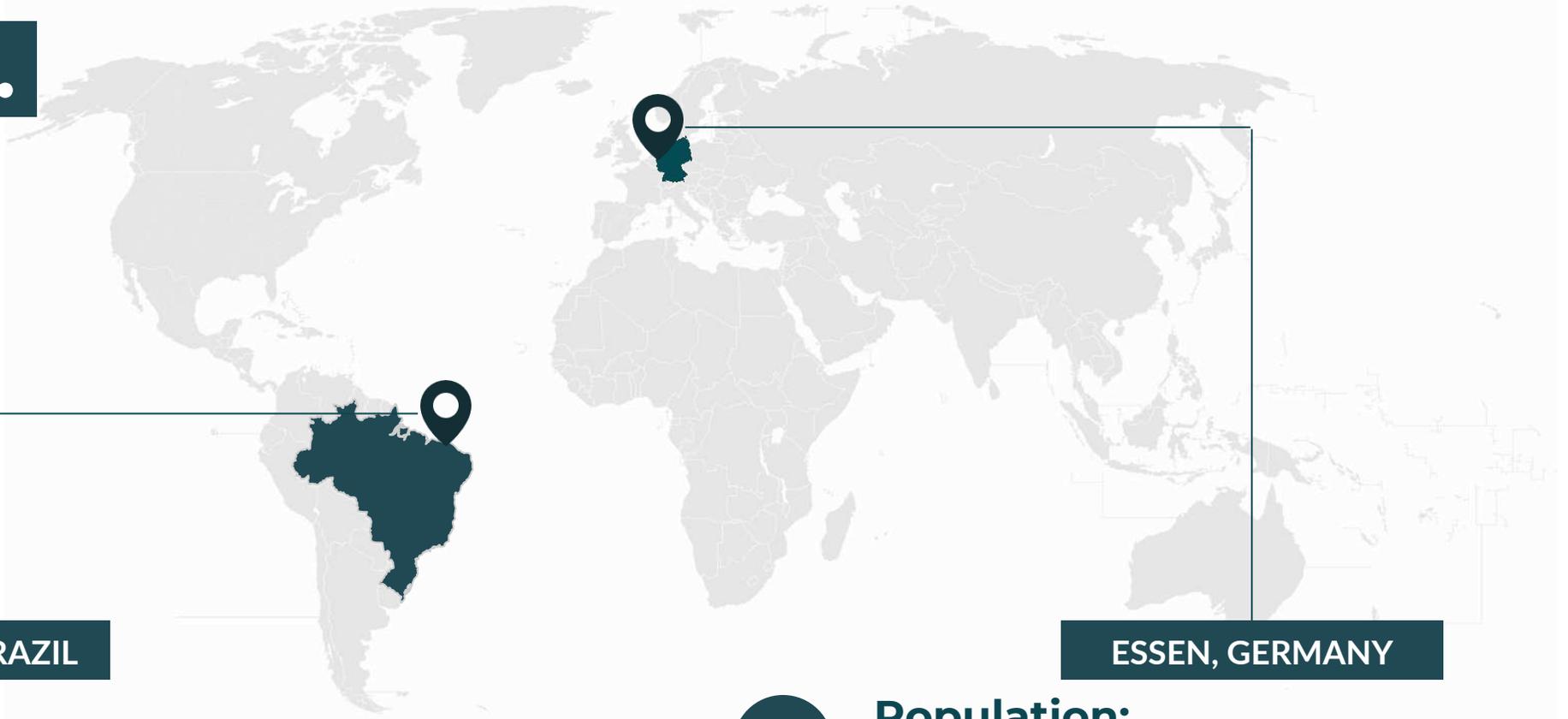
ACTION: Promotion of zero-waste policies and design of communication campaigns to increase recycling and reduce waste

SPEAKERS:

Kirsten Helle: Environmental Office, Essen
Victor Macedo : CITINOVA, Fortaleza



Meet us...



FORTALEZA, BRAZIL



Population:

2.6 million – 5th in Brazil



Area:

314 km²



Density:

8,290 hab./km² [1st in Brazil]

ESSEN, GERMANY



Population:

593 thousand – 10th in Germany



Area:

210 km²



Density:

2,823 hab./km² [10th in Germany]

Fortaleza is among the cities in Brazil that recycle the most, but the current rate of 5% can still improve a lot.

**90% of the
recyclables in Brazil
are collected by the
waste pickers.**



**This scenario requires immense challenges such as
increase recycling rates, reduce irregular waste
disposal points and advance social inclusion policies
through waste management.**



FORTALEZA

DIÁRIO OFICIAL DO MUNICÍPIO

ANO LXVII

FORTALEZA, 27 DE DEZEMBRO DE 2021

Nº 17.219

PODER EXECUTIVO

GABINETE DO PREFEITO

LEI Nº 11.220, DE 27 DE DEZEMBRO DE 2021

Dispõe sobre o Programa de Manejo de Resíduos Sólidos Urbanos denominado Programa Fortaleza Cidade Limpa e dá outras providências.

FAÇO SABER QUE A CÂMARA MUNICIPAL DE FORTALEZA APROVOU E EU SANCIONO A SEGUINTE LEI:

Art. 1º - Fica estabelecido que, até 30 de junho de 2022, compete ao Chefe do Poder Executivo encaminhar ao Poder Legislativo projeto de lei dispondendo sobre o programa de governo para manejo de resíduos sólidos urbanos, denominado Programa Fortaleza Cidade Limpa, contendo, especialmente, disciplina sobre:

I — ações voltadas para a busca de soluções para os resíduos sólidos, considerando as dimensões política, econômica, ambiental, cultural e social, com transparência e controle social e sob a premissa do desenvolvimento sustentável, priorizando a responsabilidade compartilhada;

XI — educação ambiental na rede pública municipal de ensino;

XII — programa de ampliação da cobertura vegetal, ampliação das áreas verdes e recuperação de passivos ambientais.

Art. 2º - Por força do determinado na Lei federal nº 11.445, de 5 de janeiro de 2007 (Lei Nacional de Saneamento Básico), com suas alterações, notadamente as da Lei nº 14.026, de 15 de julho de 2020 (Novo Marco Legal do Saneamento), e do disposto na Lei nº 12.305, de 2 de agosto de 2010 (Política Nacional de Resíduos Sólidos), fica autorizada a instituição da tarifa pela disponibilização do serviço público de manejo de resíduos sólidos urbanos no âmbito do Município de Fortaleza.

§ 1º - O serviço público de que trata o caput deste artigo é de competência do Município e poderá ser prestado diretamente ou por meio de concessão, precedida de licitação.

§ 2º - A tarifa prevista no caput deste artigo decorre da obrigação de se assegurar a sustentabilidade econômico-financeira dos serviços de saneamento básico, nos termos previstos no art. 29, caput, da Lei federal nº 11.445, de 5 de janeiro de 2007 (Lei Nacional de Saneamento Básico).

Art. 3º - A tarifa prevista nesta Lei terá sua forma de cálculo e cobrança definidas por resolução da Agência de Regulação, Fiscalização e Controle de Serviços Públicos de Saneamento Ambiental (ACEFOP).

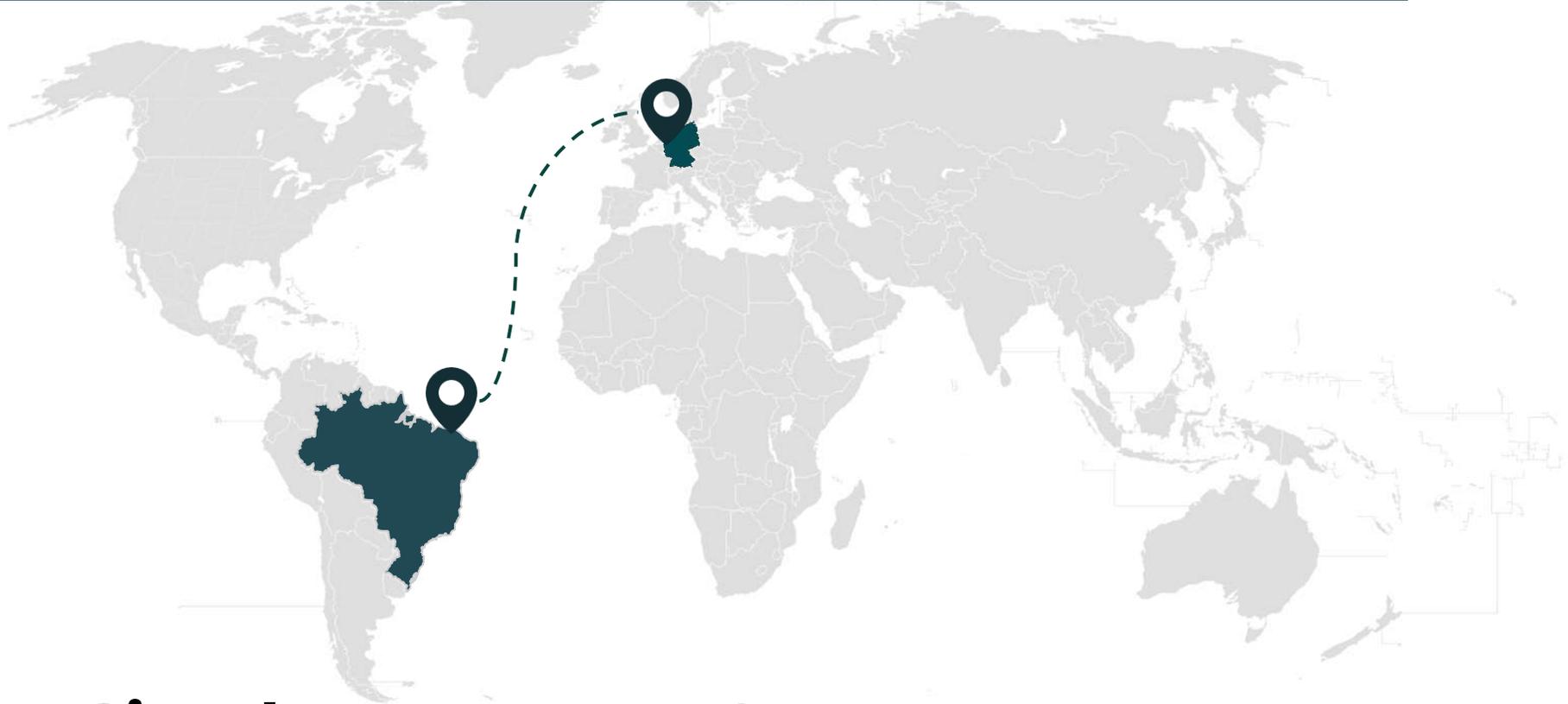
Meanwhile, Brazil Federal Government imposed that municipalities start charging **solid waste fees from 2023**

- **Increase recycling rates for special materials**
 - **Control and avoidance of illegal waste disposal**
-

**Raise awareness
among Essen's
citizens of the need
to avoid and
separate waste!**



Essen-Fortaleza challenge in common



Circular Economy & Waste Management

Promotion of zero-waste policies and design solutions to increase recycling and reduce waste.



Some solutions are being developed at the cooperation to promote actions toward zero waste.



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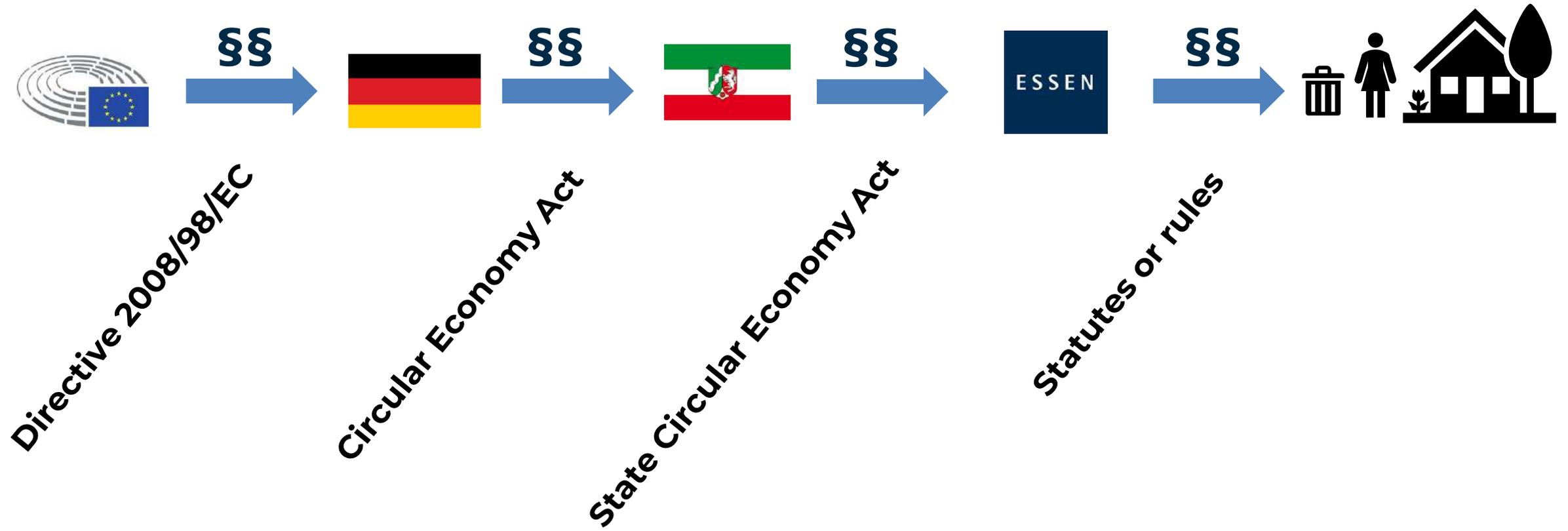
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A dense network of laws and regulations in Essen,

which is necessary for some of Essen's difficulties, especially with regard to practical implementation and control, and for the implementation of the waste fee in Fortaleza

Legal framework and implementation in Essen





Solid waste



Glass recycling



Plastic collection and recycling



Plastic bottle counting



Glass and paper collection

Study visit in Essen

Development of pilot projects that encourage recycling by the population and the social inclusion of waste pickers





Re-ciclo 2.0
Catador usando
o triciclo



**Communication campaigns
and door-to-door collection**



**Essen
bleib(t)
sauber!**



*Doing is like wanting
only more crass!*



Special campaigns in Essen

Monitoring by the environmental office

STADT
ESSEN

Public waste management authority

Bring system



Collection system



- | Grey bin | Brown bin | Blue bin |
|---|--|---|
| <ul style="list-style-type: none">• domestic waste• commercial | <ul style="list-style-type: none">• biodegradable waste• garden waste | <ul style="list-style-type: none">• paper• cardboard |

Private sector disposal

Collection system

- Yellow bin
- Verpackungen
 - Wöchentliche Leerung



Collection/Delivery



On-site disposal



Disposal fa



WHEN GERMANS RECYCLE,
THEY MEAN SERIOUS BUSINESS!



Exchange experiences on
infrastructure for waste
management

STADT
ESSEN

Environmental Office

WEBINAR Legal framework for solid waste regulation 21/02/2022

deutschland.de

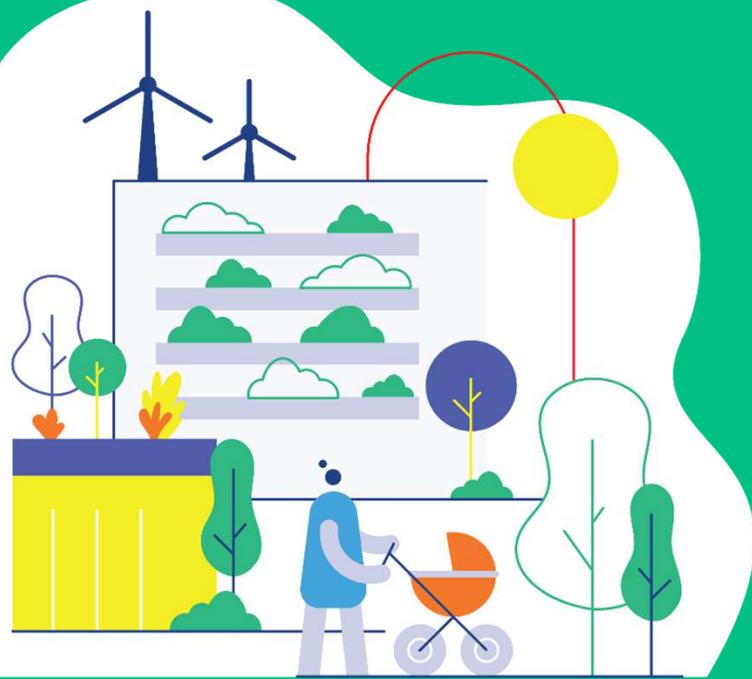
Next steps...

- Study visit in Fortaleza;
- Technical session about recycling strategies;
- Joint draft on an initiative in schools or kindergartens in order to raise awareness of zero waste among citizens;
- Bilateral meeting about technological recycling center / repair cafes;

THANK YOU!!!

SPEAKERS:

Kirsten Helle: Environmental Office, Essen
Victor Macedo : CITINOVA, Fortaleza



CASE: METROPOLIS GZM – KANSAS CITY

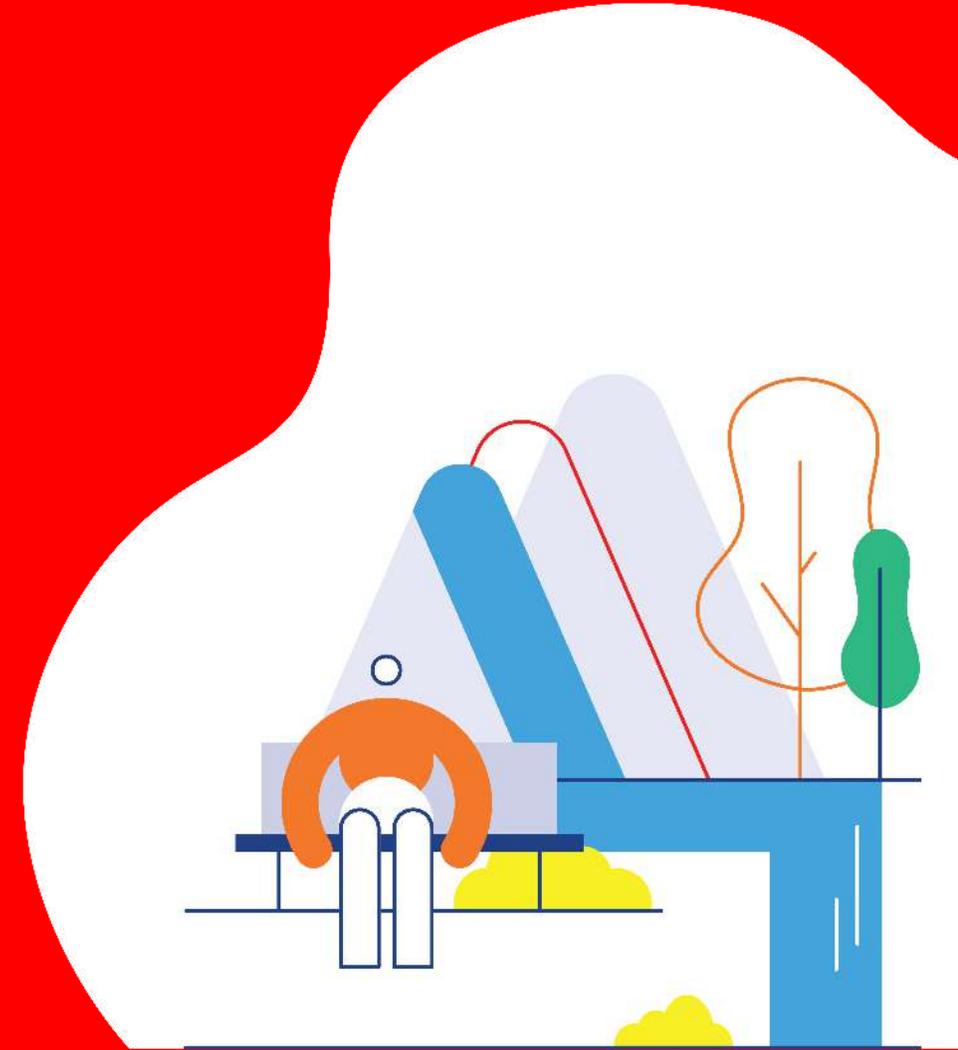
ACTION: Prototyping Academy on Transport (and even more!)

Sustainable mobility (but not only!)
supporting citizens' comfortable living.

SPEAKERS:

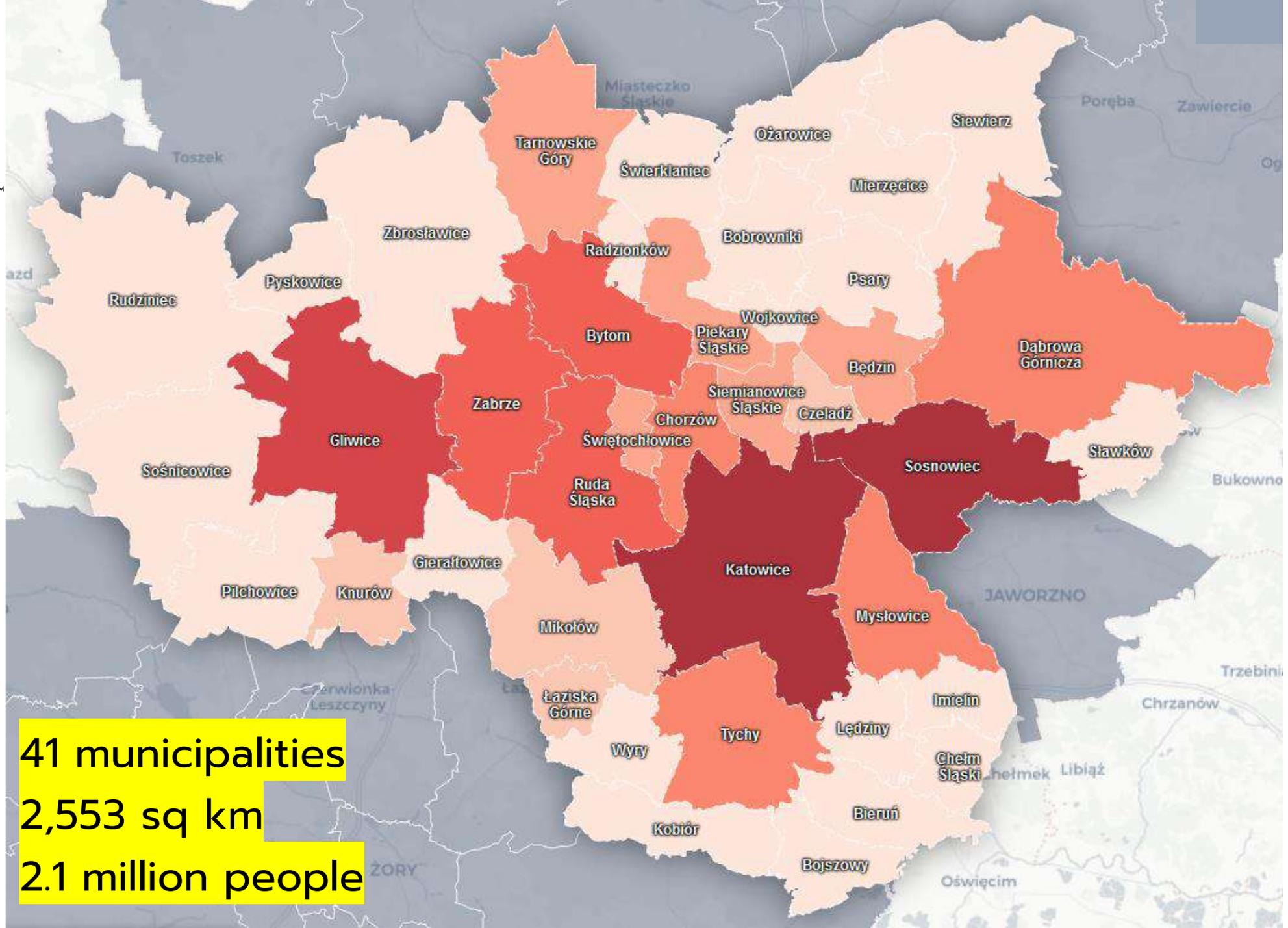
Krystian Gryglaszewski: Metropolis GZM (PL)

Jeremy Knoll: Climate Action KC - Kansas City
(US)





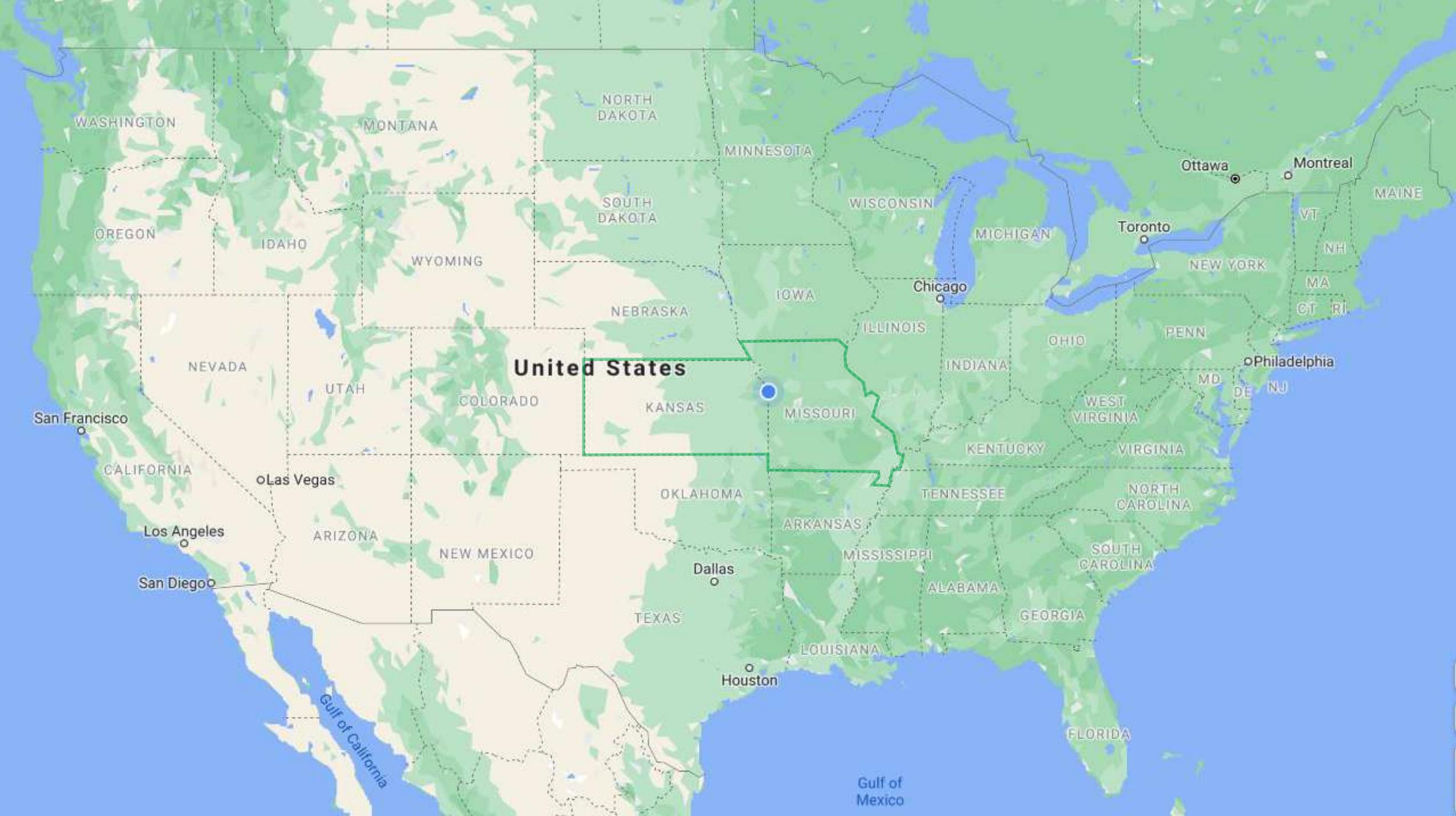
Metropolia^{GZM}



41 municipalities

2,553 sq km

2.1 million people



United States

WASHINGTON

MONTANA

NORTH DAKOTA

MINNESOTA

OREGON

IDAHO

WYOMING

SOUTH DAKOTA

WISCONSIN

MICHIGAN

Ottawa

Montreal

MAINE

VT

NH

MA

CT

RI

NEW YORK

Chicago

IOWA

NEBRASKA

ILLINOIS

OHIO

PENN

NEVADA

UTAH

COLORADO

KANSAS

MISSOURI

INDIANA

Philadelphia

MD

DE

NJ

San Francisco

CALIFORNIA

Las Vegas

ARIZONA

NEW MEXICO

OKLAHOMA

KENTUCKY

WEST VIRGINIA

VIRGINIA

NORTH CAROLINA

Los Angeles

San Diego

Dallas

ARKANSAS

MISSISSIPPI

TENNESSEE

SOUTH CAROLINA

TEXAS

Houston

LOUISIANA

ALABAMA

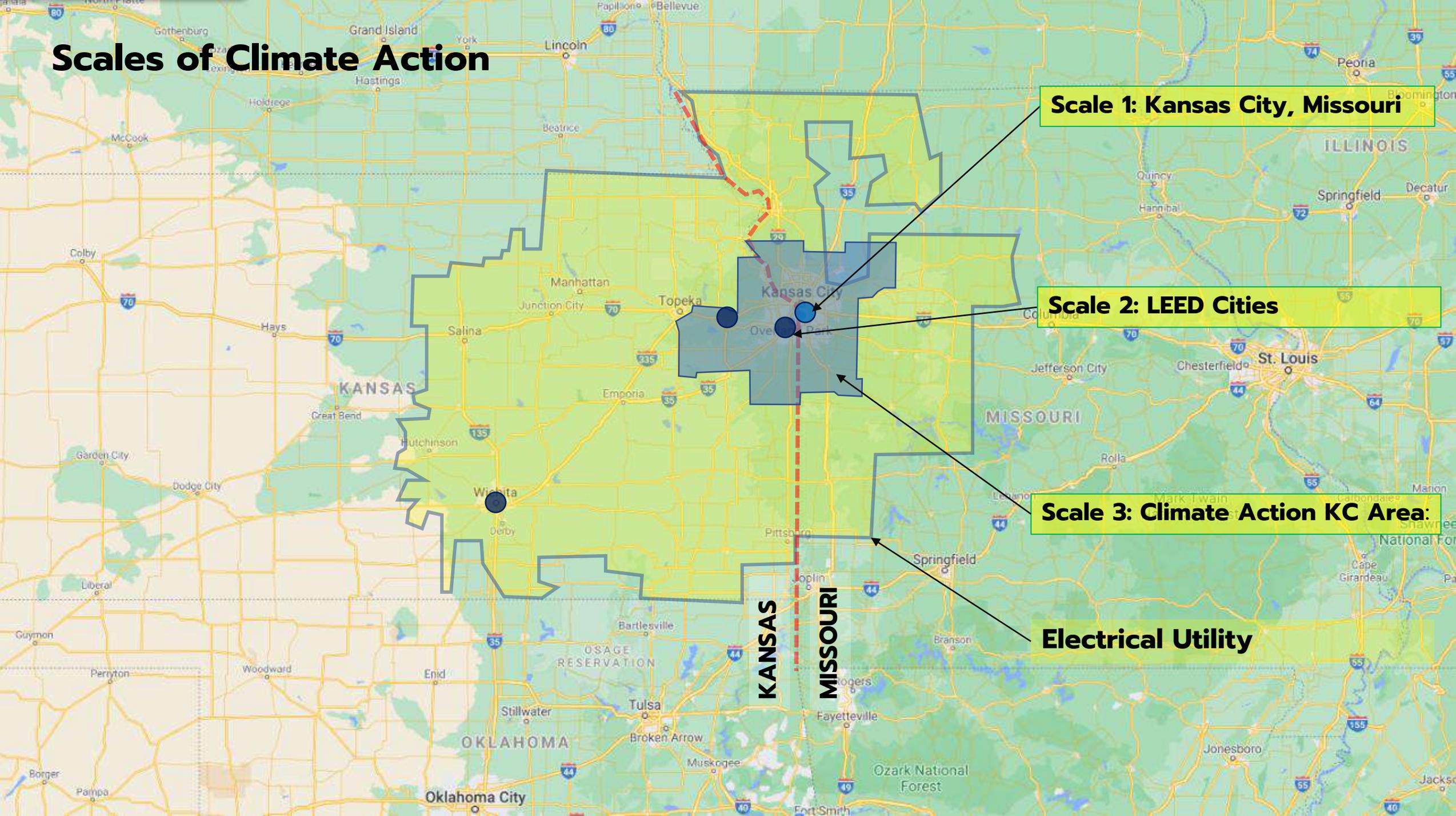
GEORGIA

FLORIDA

Gulf of California

Gulf of Mexico

Scales of Climate Action



Scale 1: Kansas City, Missouri

Scale 2: LEED Cities

Scale 3: Climate Action KC Area:

Electrical Utility



CLIMATE ACTION KC

Climate Action KC – It's About People



Mayor Mike Kelly –
Roeland Park, KS



Councilwoman Lindsay Constance –
Shawnee Mission Council President



Tom Jacobs – MAJRC
Environmental Programs Director



Ashley Sadrowski –
KC Building Energy Exchange Director



Tru Kechia Smith – Bridging the
Gap Director of Programs



Heather Dunley –
Shawnee Mission Board of Education



Jeremy Knoll – B2IM Architects,
USOBC Central Plains Past-Chair



Nancy Jackson –
Generous Change Founder



Councilwoman Julie Sayers –
Lenexa, KS City Council



Mayor Damien Soley –
Smithville, MO



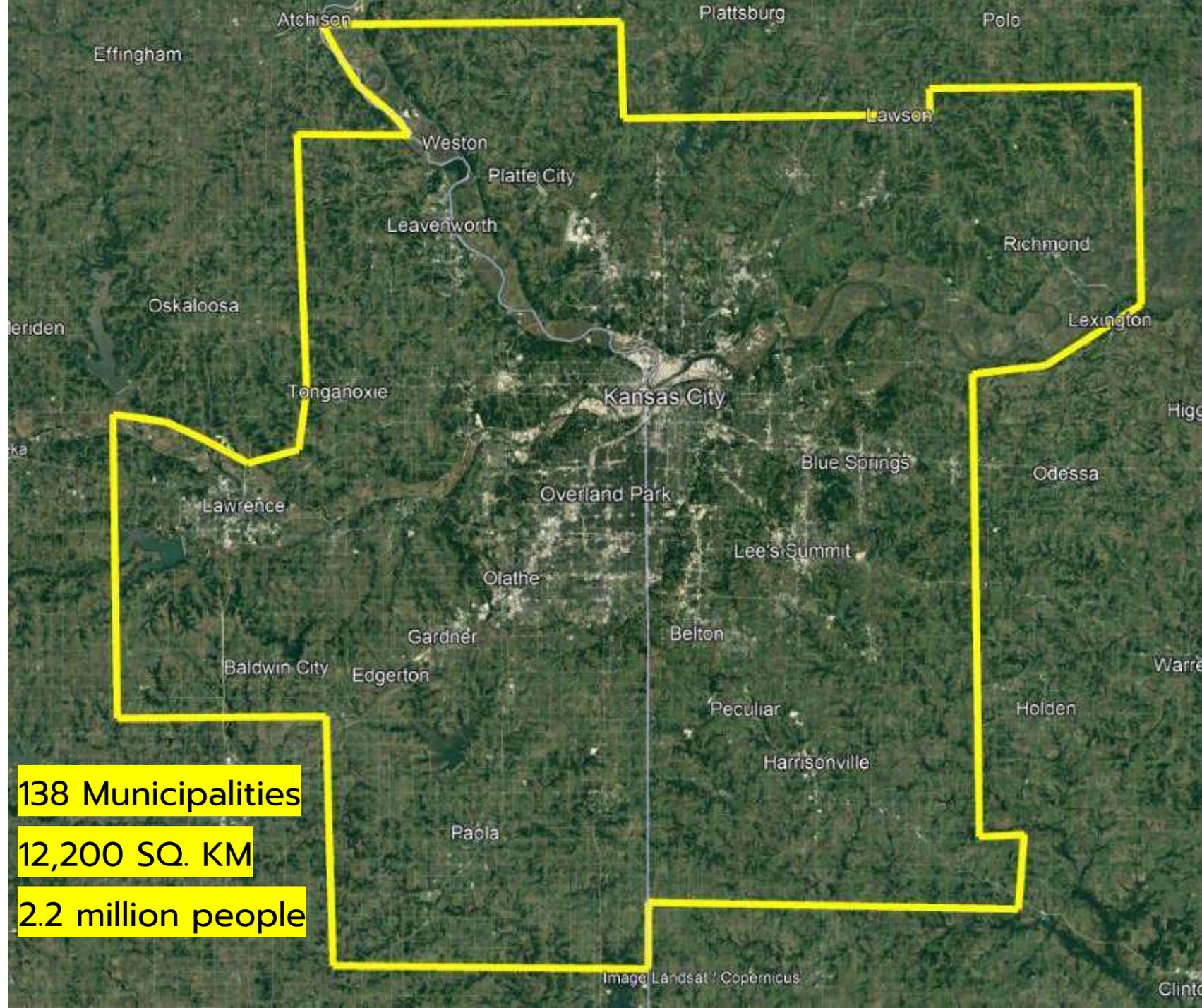
Councilwoman Hillary Parker Thomas
City of Munnich, KS



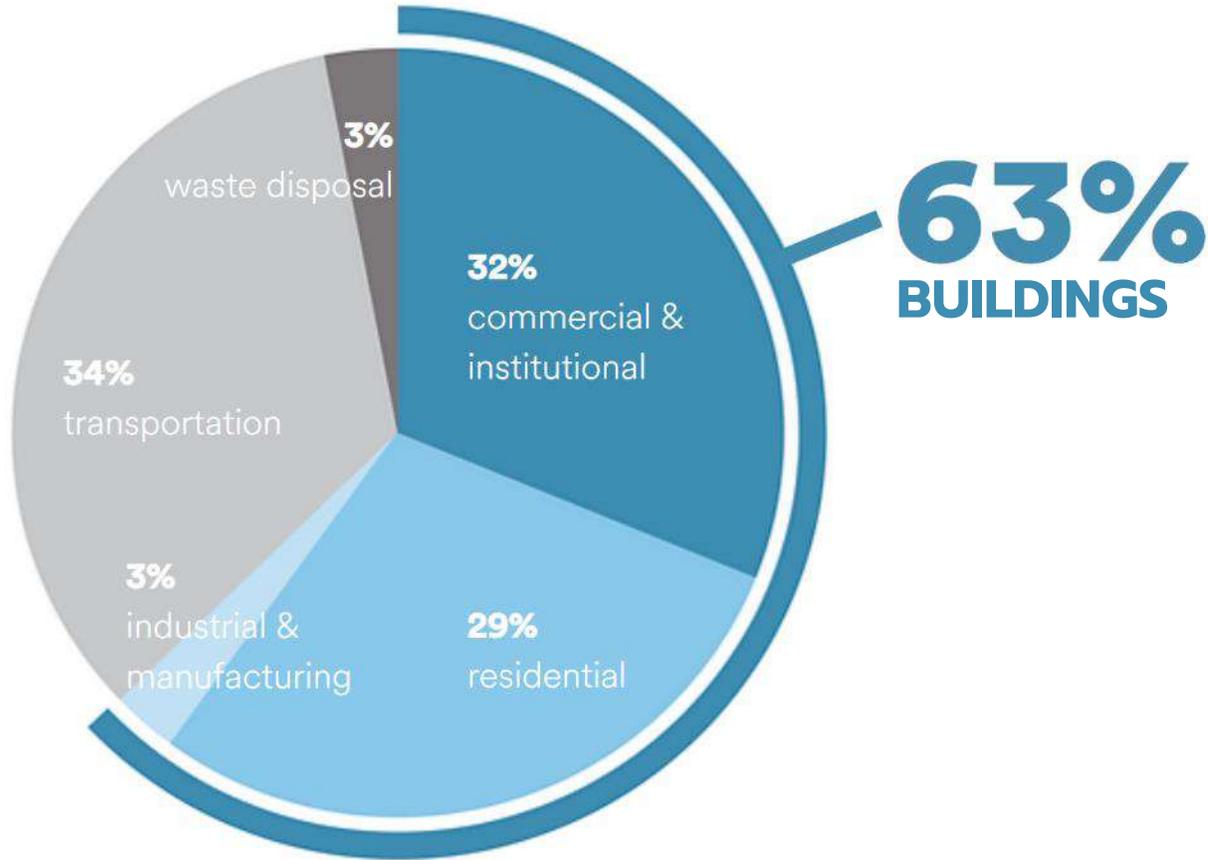
138 Municipalities

12,200 SQ. KM

2.2 million people

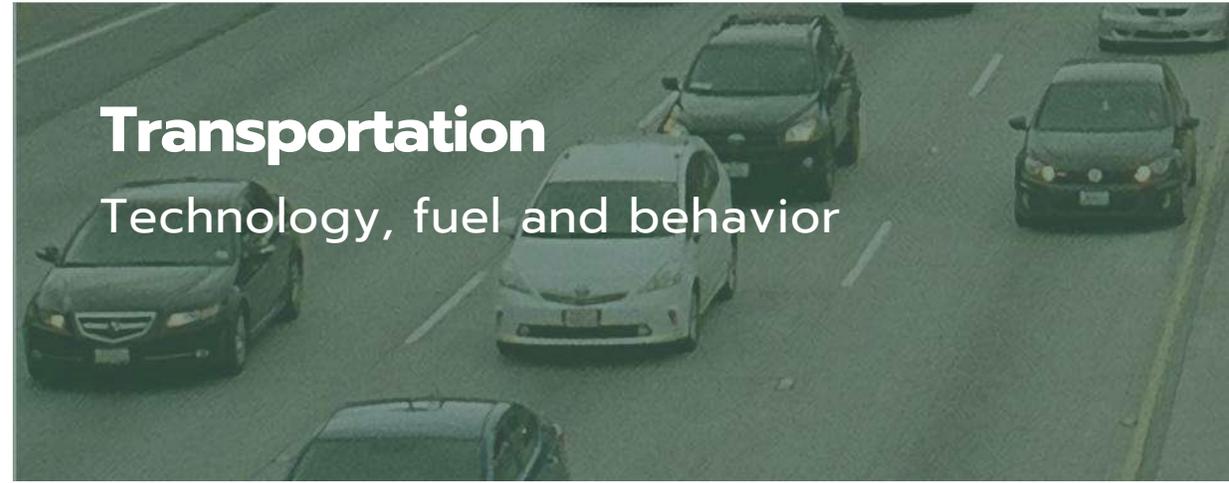


Regional Greenhouse Gas Inventory



Energy

Grid-based electrical power use
Building energy efficiency



Transportation

Technology, fuel and behavior



Waste

Landfills emit greenhouse gases too!

Metropolitan Academy of Prototyping

Solving particular (!!)

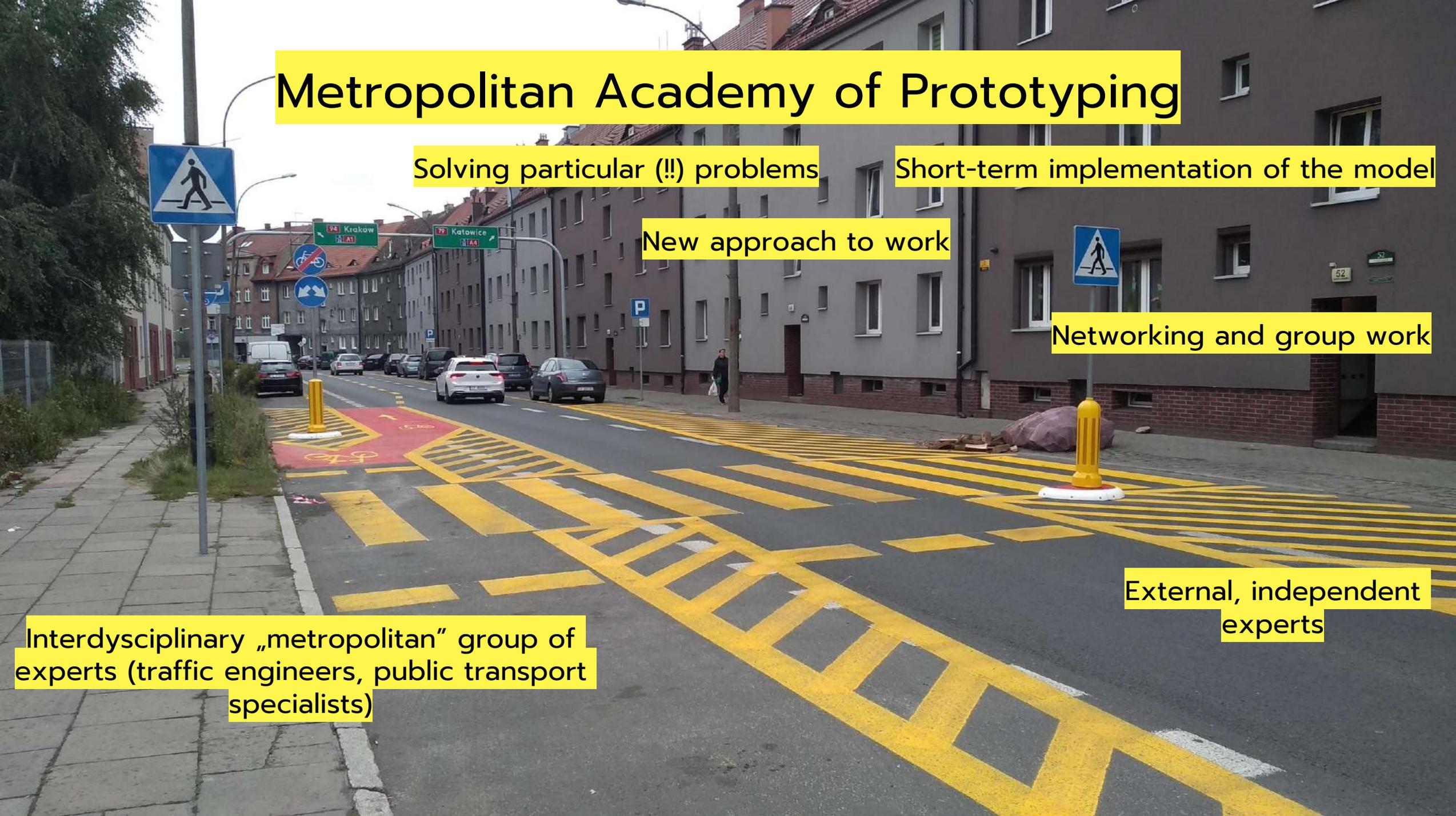
Short-term implementation of the model

New approach to work

Networking and group work

External, independent experts

Interdisciplinary „metropolitan“ group of experts (traffic engineers, public transport specialists)

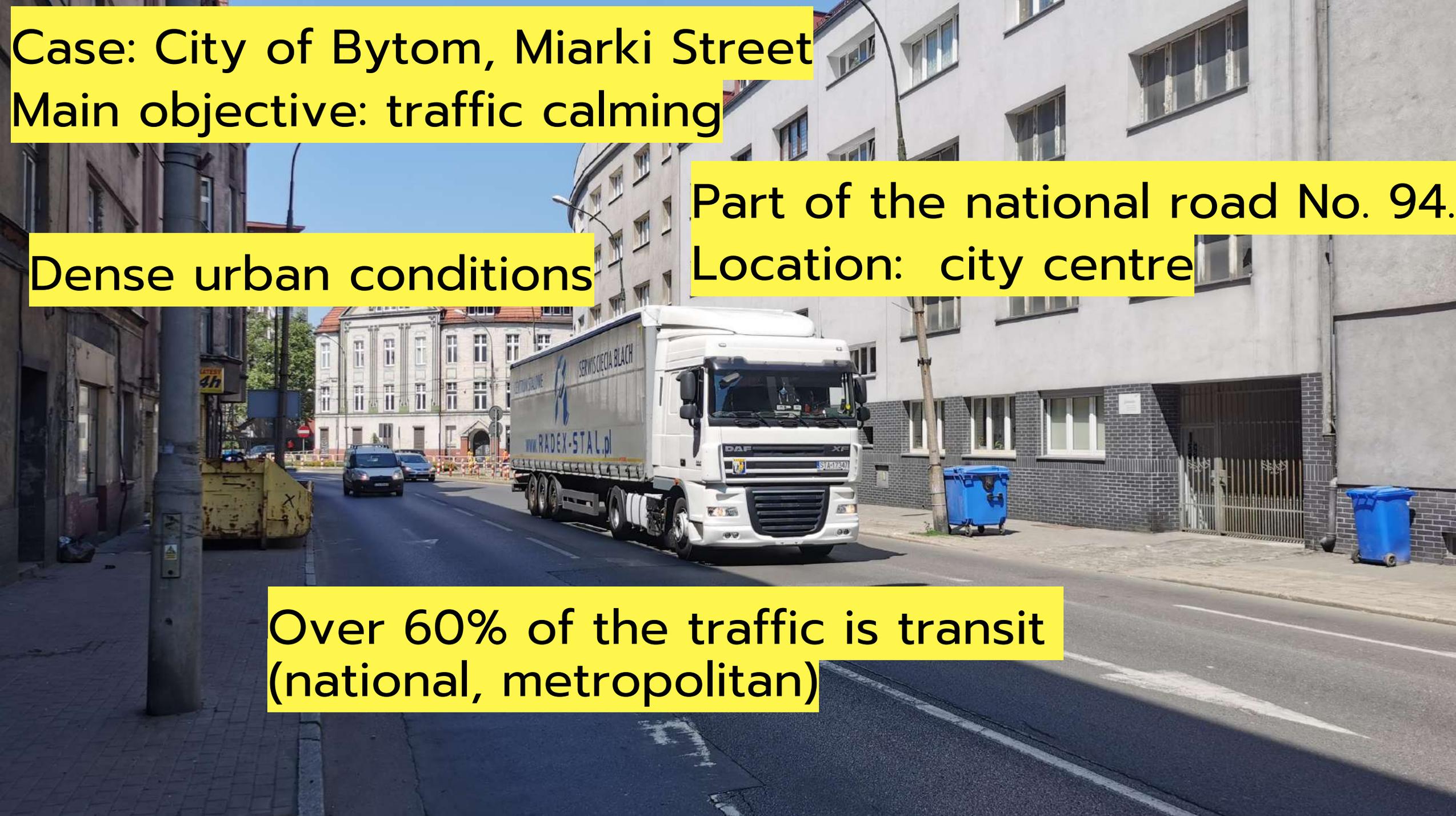


Case: City of Bytom, Miarki Street
Main objective: traffic calming

Dense urban conditions

Part of the national road No. 94.
Location: city centre

**Over 60% of the traffic is transit
(national, metropolitan)**



Planning and diagnosis

Up to 126 km/h!

1400 cars per hour!

63,7 dB inside

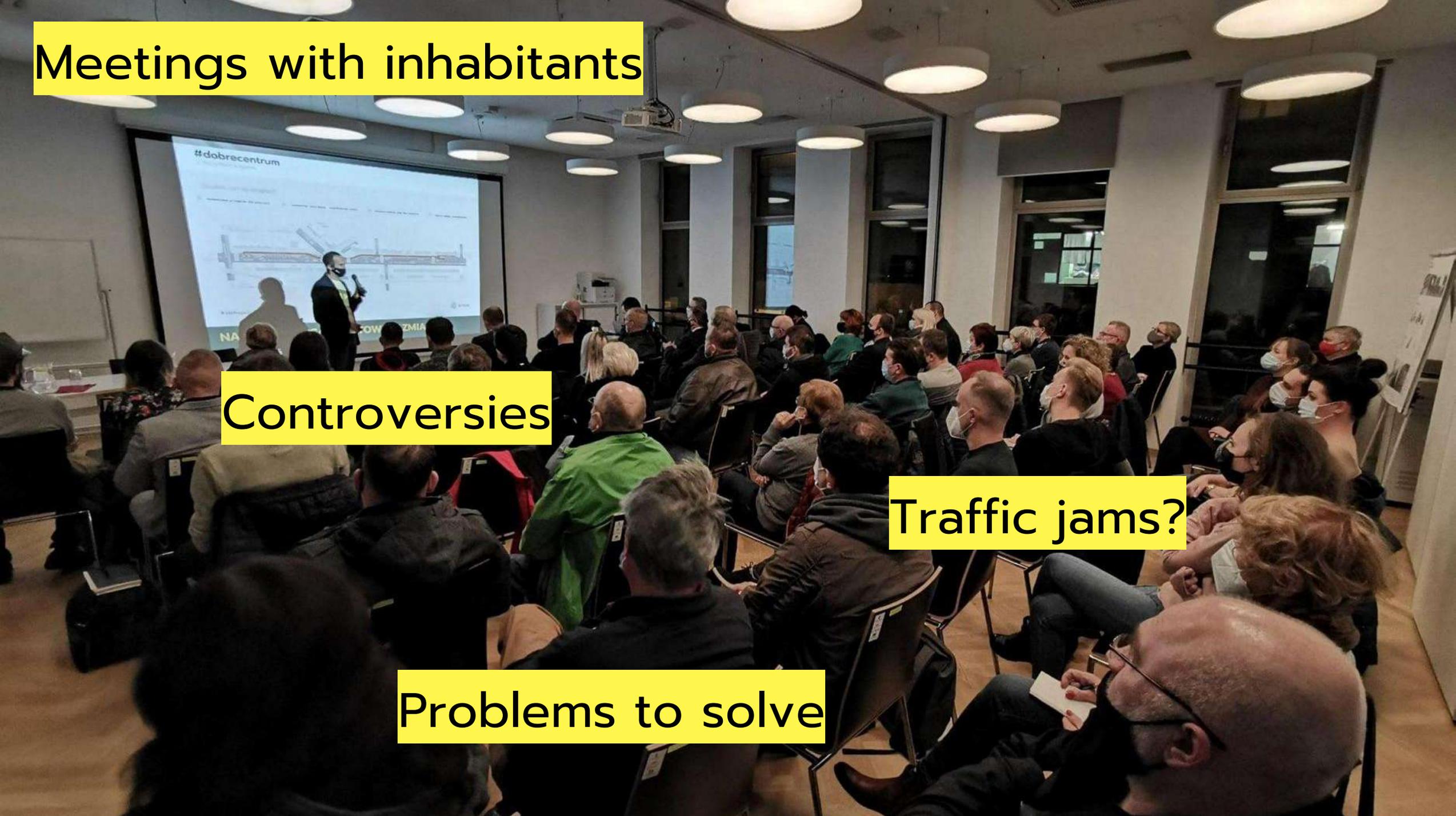


Meetings with inhabitants

Controversies

Traffic jams?

Problems to solve



Process

- Background research
- Qualitative and quantitative methods incl. different types of citizens and visitors
- Desk research
- Coming up with ideas for now and in the long run

Prototype in action!

Only painting and signs for test period

Budget: 15k euro

Avoiding high costs before final investment



Results?

From 62 km/h to 41 km/h

400 cars per hour less

Approved by street residents



Verdict of Mayors? We want more!!!!

**Paid parking zones
in Tychy**

**Public transport
network in Sosnowiec**

**New Sustainable
Mobility Unit**



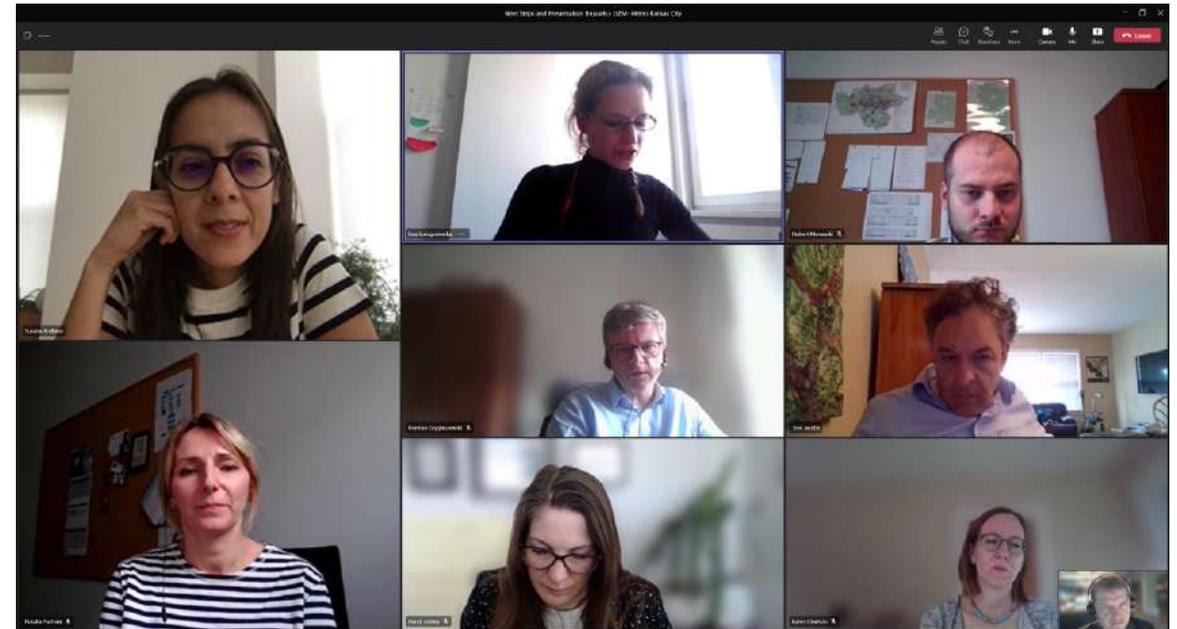
Rapid Prototype → Institutionalization

- Testing many ideas quickly
- Sharing failures + successes
- Engaging community and policy makers
- Growing success with policy and processes
- Focus on implementing solutions at larger scale



Next Steps

- Identify a similar priority topic and try several solutions
- Try both new actions as well as enhancing actions
- Start recurring KC + GZM conversations to share progress
- Test each others successes and learn from each others failures



What's in it for... all of us?

- Focus on a **particular area** to build a model
- Cooperation, learning & experience sharing
- Data collecting & analysing

Easily applicable/replicable in other sectors and regions

THANK YOU FOR YOUR ATTENTION

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CASE: KARLSRUHE (DE) – PUNE REGION (IN)

ACTION: Center of Excellence in Urban Planning: “A Think Tank to develop conceptual ideas through research and knowledge exchange”

Stefan Schwartz: Urban Planning Department,
Karlsruhe

Vivek Kharwadkar: Metropolitan Planner, Pune
Metropolitan Region Development Authority
(PMRDA)



Reasoning behind the partnership

- ✓ Extensive experience with industrial development of both partners
- ✓ Importance of sustainability & environmental challenges and solutions
- ✓ History of economic cooperation between Germany and Maharashtra
- ✓ Building on the contribution of EU projects (IUC, IURC)
- ✓ Development of new business opportunities
- ✓ Formulation of effective urban planning initiatives

City of Karlsruhe

an excellent range of companies with
strong partners

excellent **cultural activities**
and an attractive environment in the region

a good **supply of professionals**

a green city that offers **recreational value**
and a variety of sport and leisure facilities

Involvement in education and research
with **high-performance universities**

a central location: convenient transport connections and
good infrastructure

Karlsruhe: A prime location

A major city in the heart of Europe
between the Black Forest and the River Rhine
with excellent transport links and
optimum connections – both near and far.



Country: Germany

**City
population: 320,000**

Size : 173.5 km²

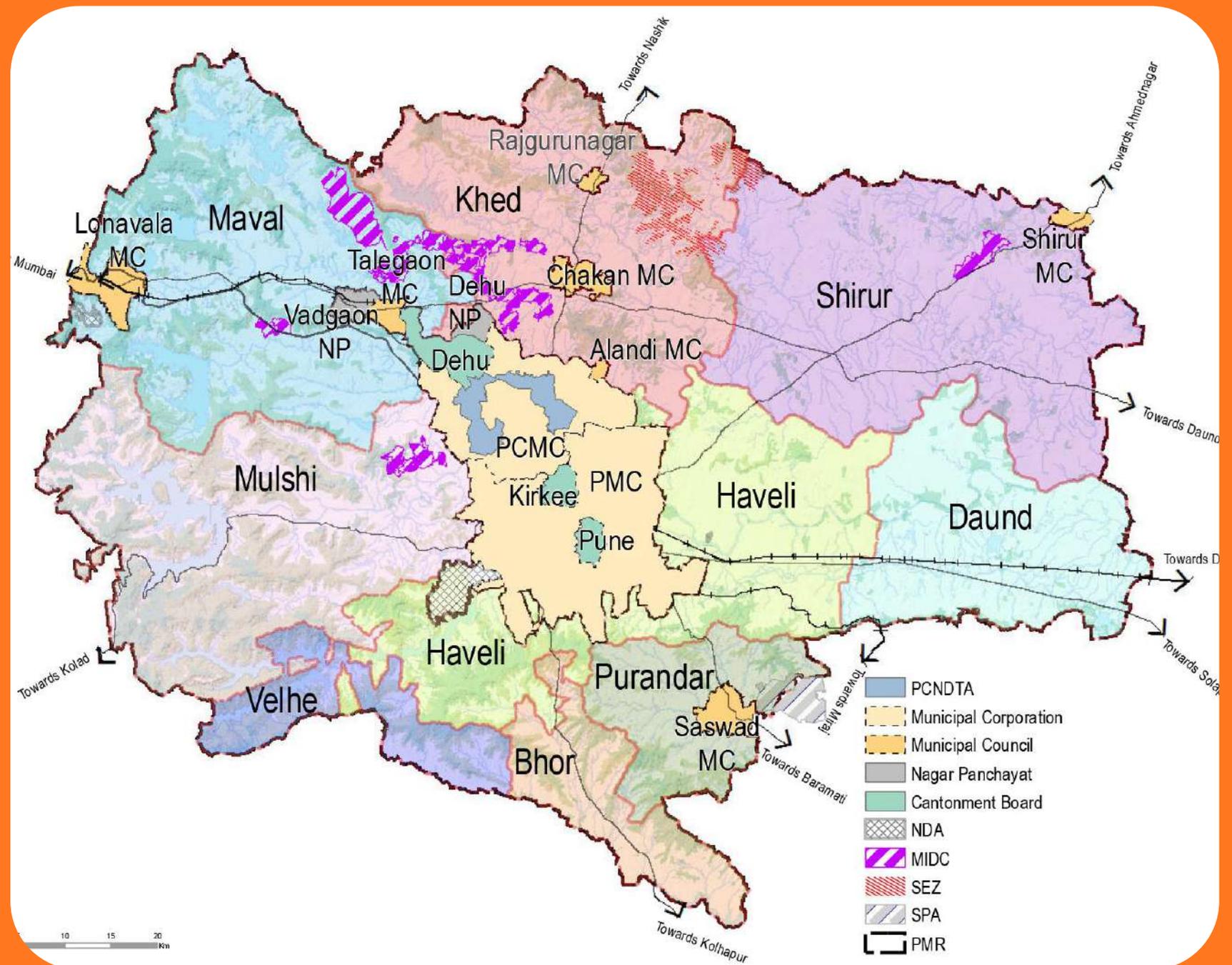
**Main economic sectors: Research &
development, STEM, oil refinery,
services**



PUNE METROPOLIS

JURISDICTIONS

Area	Area (sq km)	Census Pop 2011
Pune District	15,642	94.29
PMC - 2018	336.46	33.71
PCMC	177	17.27
3 Cantonments & Defense	123.37	1.99
7 Municipal Councils & 2 NP	116.47	3.11
Total Urban bodies(A)	753.3	56.08
PMR - Planning Area(B)	6,051.70	17.11
MIDC & MADC (C)	107.32	
PMR- Study Area(including MIDC, MADC & Gaothans)(B+C)	6,159.02	
PMR – Total(A+B+C)	6,914.26	73.21



VISION 2041

PMR

INDIA'S MOST LIVEABLE HABITAT



RESILIENT

Increase Resilience by Reducing Vulnerability & Mitigating Disasters

Green- Blue connectors



EFFICIENT

Manage Resources Efficiently

Resource management



CONVENIENT

Provide Convenient Mobility, Maximum Accessibility

Movement Lattice



PRUDENT

Stimulate Prudent Growth

Work- Live Hubs



SELF-SUFFICIENT

Build Self-sufficient Communities

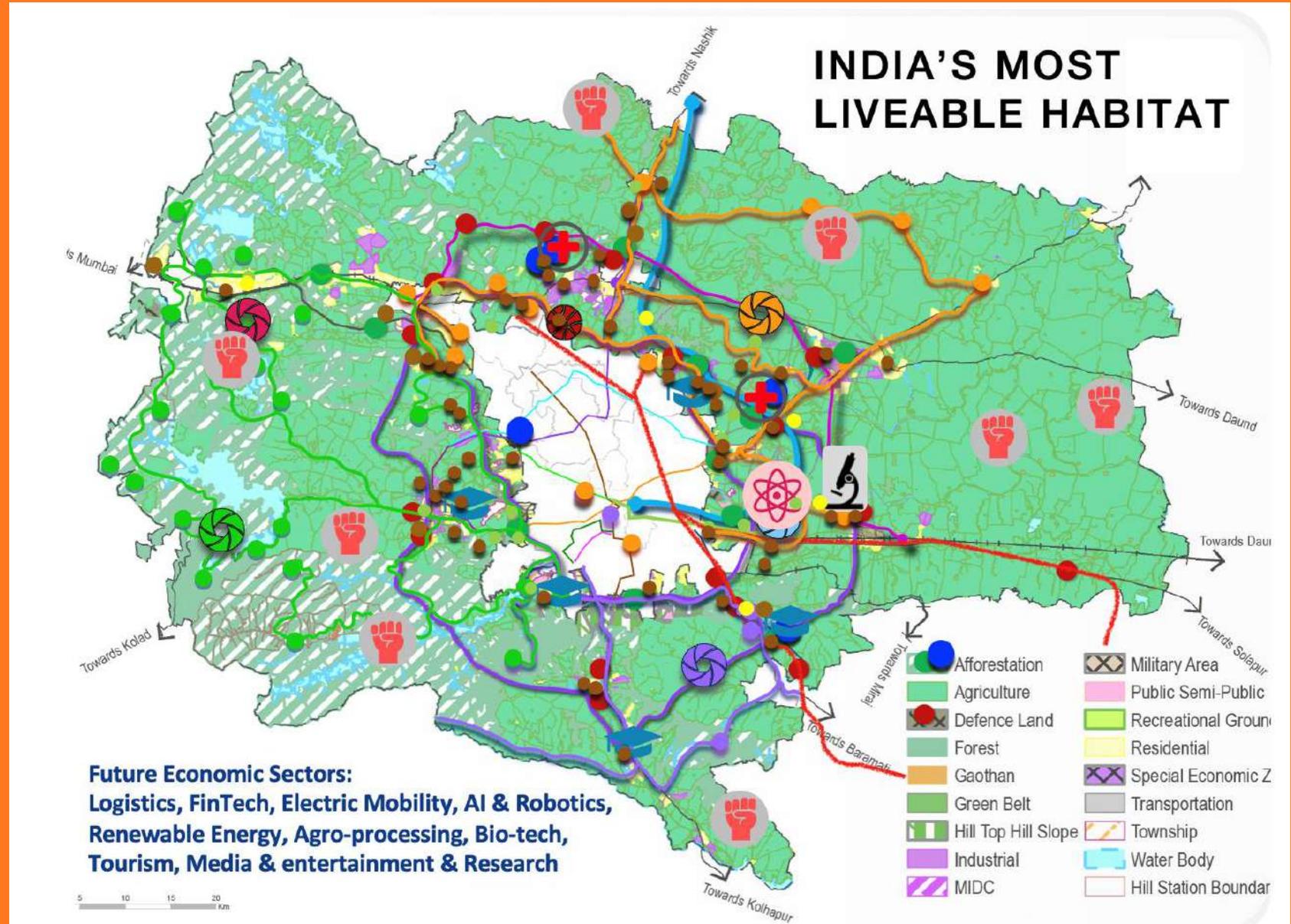
Walkable Neighbourhoods



PUNEMETROPOLIS

STRATEGIC PROJECTS: 20 YRS PLAN

- 2 Ring Roads
- High Speed Rail & Crescent Rail
- 10 metro lines
- 13 Multi-modal Hubs
- 4 Regional Centres
- 12 Logistic Hubs
- 5 Tourism Hubs 3 Circuits
- 5 Education Hubs
- 2 Medical Centres & 7 Trauma Care Centres
- Life Sciences Park, R&D Agro-processing
- 1 Sports University
- 8 Rural Empowerment Centres
- 59 Public Housing
- 26 Town Planning Schemes
- 4 Agro-produce markets
- 5 Regional Parks, 8 Biodiversity parks,
- 16 Town parks
- 4 Renewable Energy Parks
- 30 Fire Brigade Station

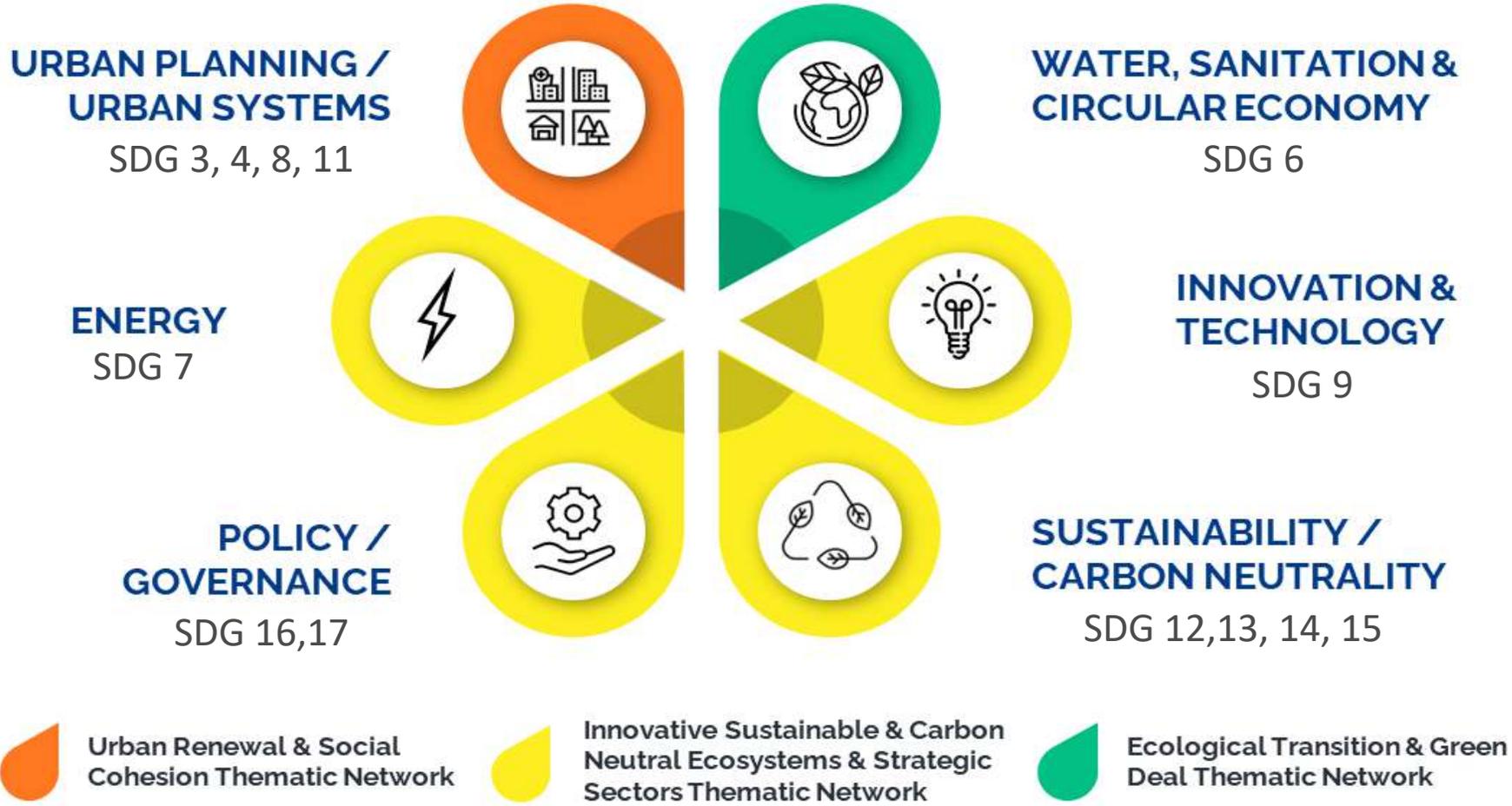


Center of Excellence (CoE) in Urban Planning Approach

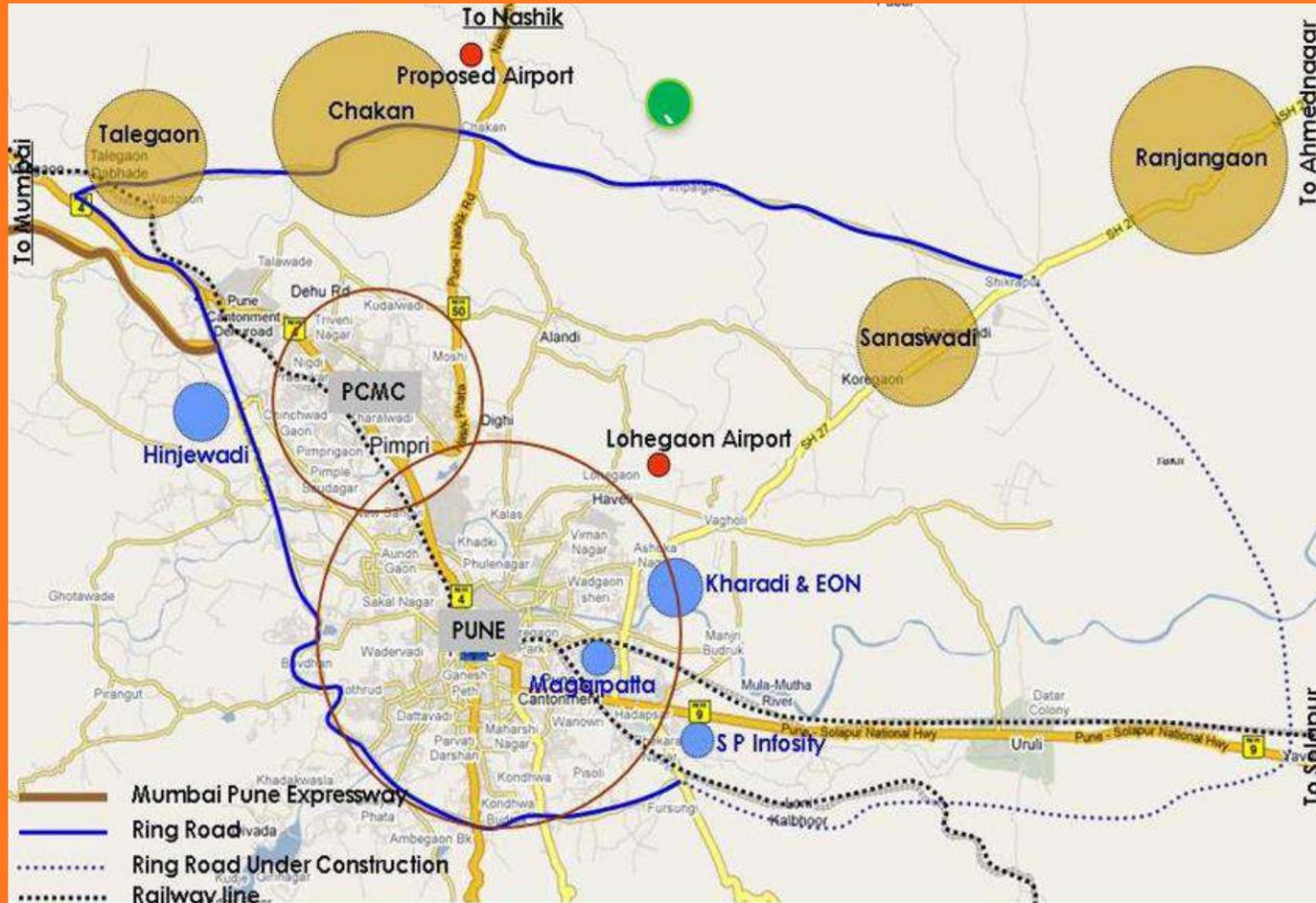
An implementation tool for PMRDA's Vision



CoE topics



Pilot Project: Development & Construction of an Eco-Industrial Township in Nimgaon-Khed



Proposed site Nimgaon-Dawadi

- > 45 ha
- > Environment friendly
- > Commercial and social facilities
- > Multilevel factory and warehousing
- > Integrated affordable housing
- > Business sector involvement

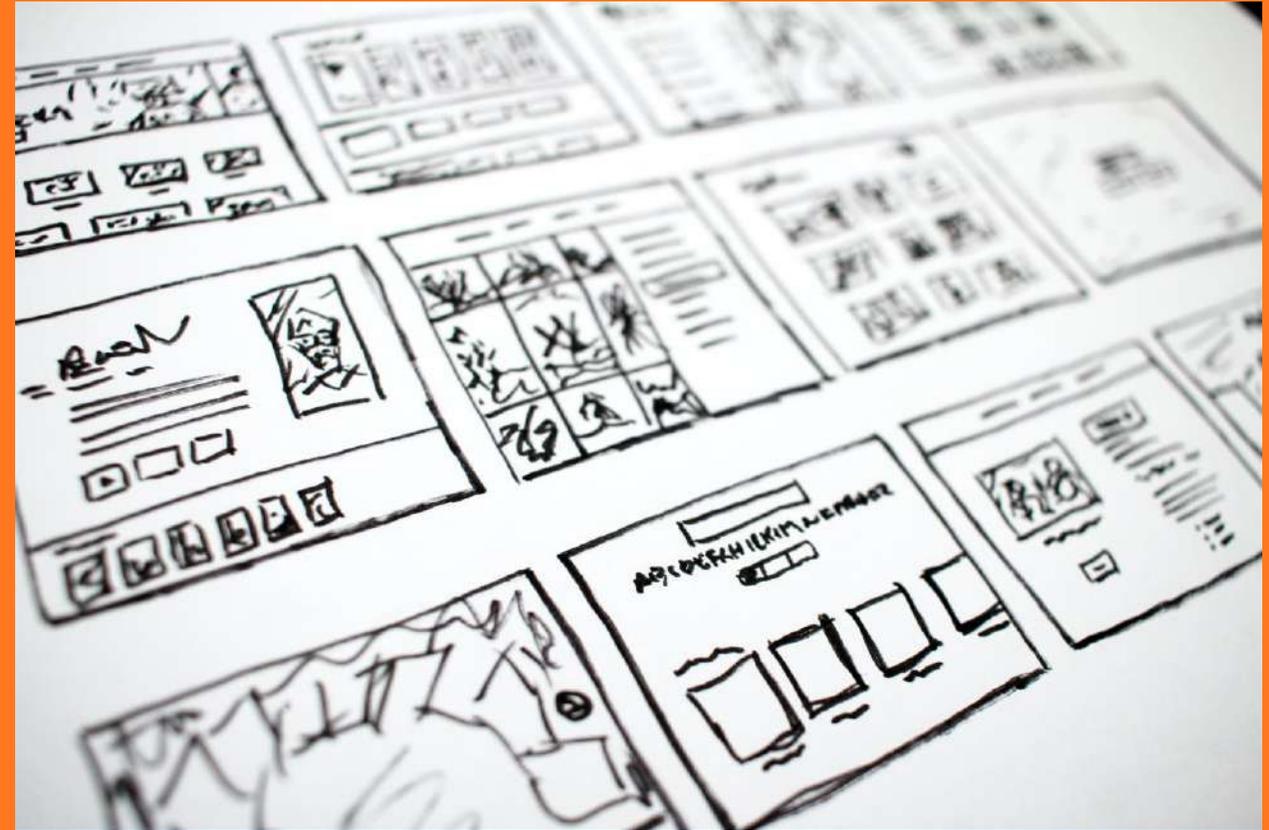
Making it happen

Role of Karlsruhe & PMRDA

- ✓ Share best practices on the CoE & EIT
- ✓ Provide guidance and advise
- ✓ Contribute to capacity building initiatives
- ✓ Set the framework for future cooperation

Next steps

- ✓ Analysis of best practices regarding urban planning institutions in EU and India
- ✓ Review latest research
- ✓ Urban planning concepts for the Pilot Project EIT with international experts
- ✓ Drafting concept for CoE (structure, financing, timeline etc.)



CASE: SOFIA (BG) – SEJONG (KR)

NET METERING: Installation of solar panels in individual households for energy production

SPEAKERS:

Slaveya Georgieva: Sofia, Bulgaria

Hyunsik Kim: Sejong, Republic of Korea



Common problem/challenge

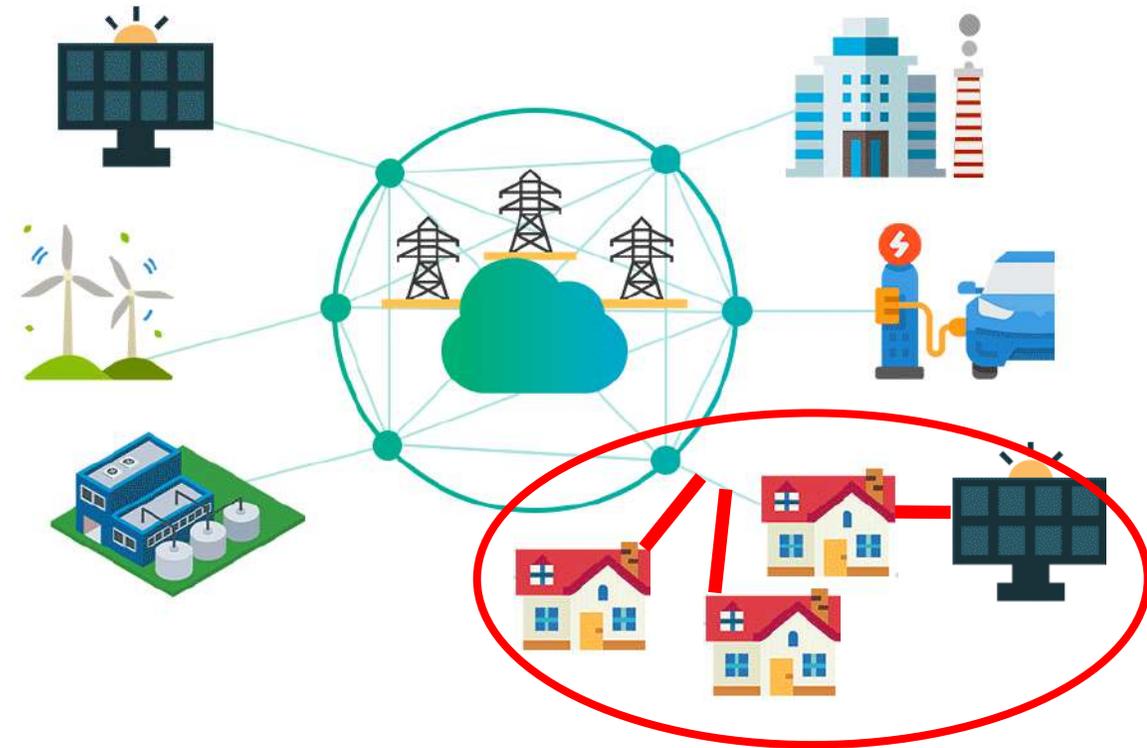
New and renewable energy

- Both cities have highlighted the importance of energy transition in the path to become a sustainable city
- Sofia – Green Kindergarten
 - Photovoltaic panels for green energy production, increased energy efficiency
 - EU Taxonomy approved for city-wide scale up
- Sejong – Net-Zero Energy Buildings
 - Photovoltaic panels for energy production
 - Excess energy can be sold back to the grid
 - Scalable to individual residences



Solution / Pilot Action

- Reasoning for this action:
 - Sejong (Korea) can provide the expertise in technology
 - Sofia (Bulgaria) has the raw materials and opportunities via Recovery and Resilience Plan
 - Opportunity for both cities to benefit and potential scale-up into the EU
- Net Metering
 - Installation of solar panels in individual households for energy production
 - Excess energy sold back to the grid via net metering system



Activities implemented so far

- Official Launch Meeting: Sept 2021
 - Introduction and sharing policies about theme: Smart City & Mobility
- Bilateral Meeting: Oct 2021
 - Introducing transportation, personal mobility, renewable energy, urban regeneration
- Bilateral Meeting: Dec 2021
 - Autonomous driving, intelligent traffic lights, C-ITS, recycling, AI ticketing system



Activities implemented so far

- Bilateral Meeting: Jan 2022
 - Public bicycles, mobility as a service
- Bilateral Meeting: Mar 2022
 - Renewable energy, smart utilities
- Study Visit to Sejong: Aug 2022
 - Solar panel energy, autonomous driving, smart city, automatic waste disposal system



Stakeholders to be involved / Roles

- Sejong City: Find related companies interested in business such as exporting solar panels, inverter, bi-directional meter.
- Korea Electric Power Corporation(KEPCO): Provide technical information about how Net-Metering works
- Korea Trade-Investment Promotion Agency (KOTRA): Provide services for Korean companies to pass administrative processes to export
- Sofia Municipality: Find local partners
- BESCO: Bulgarian Startup Association for start-up support
- Sofia Invest: Sofia Municipality's Investment Agency to facilitate foreign investment in Sofia
- Bulgarian Investment Agency: Facilitate foreign investments in Bulgaria



Next steps

- Mayors of both cities to sign Memorandum of Understanding in Sofia
- Understand and analyze infrastructure
- Find relevant corporations and experts to discuss detailed techniques and feasibility
- Create concrete plans for how this policy can be modified and adjusted to both parties
- Secure funds for implementation



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CASE: Barcelona (ES) – Brisbane (AU)

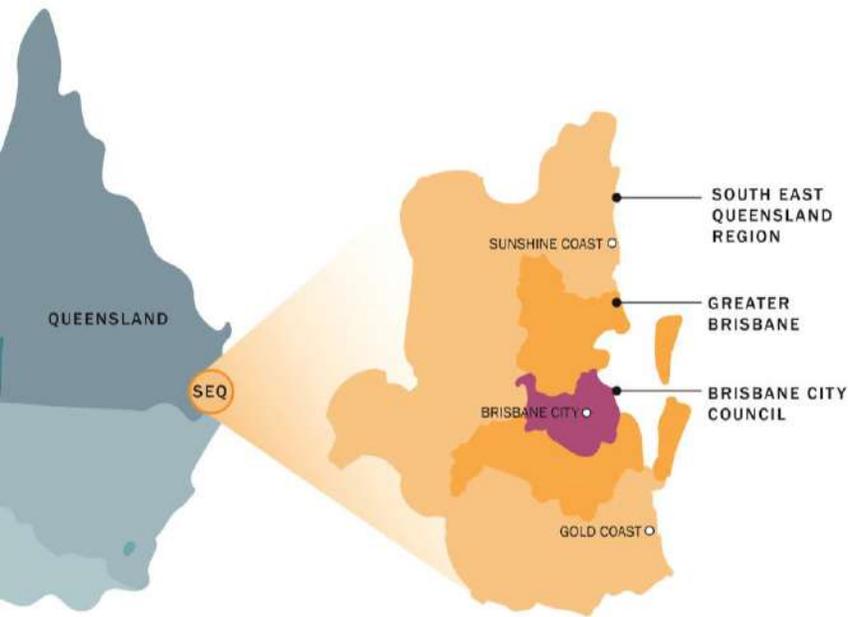
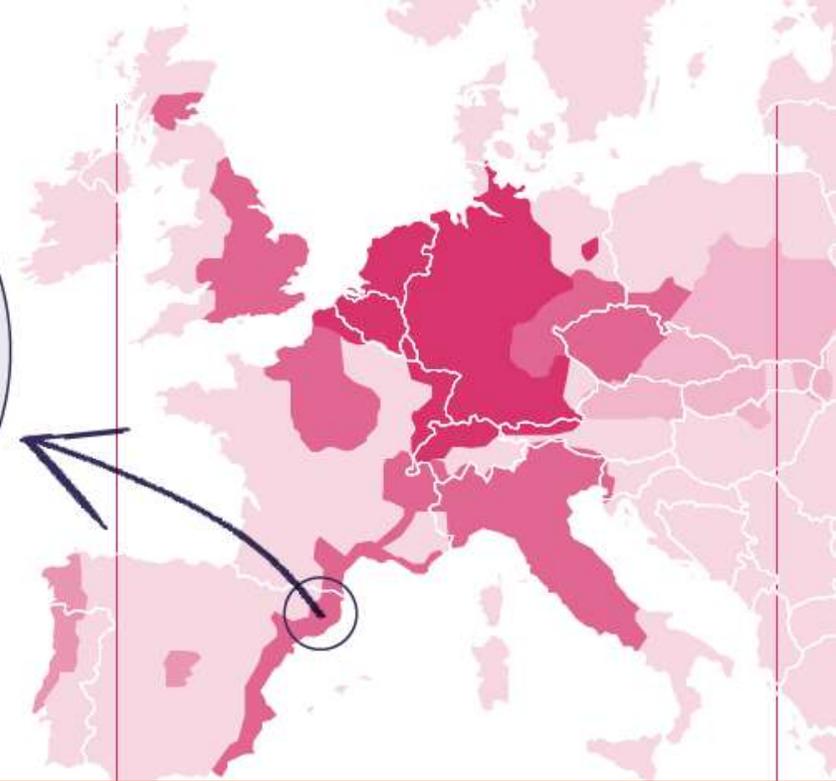
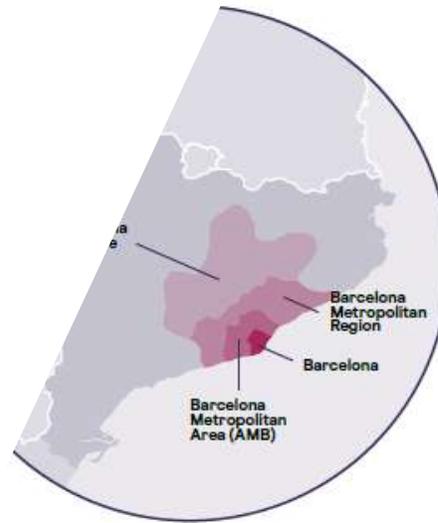
Urban transformation through the Olympics

SPEAKERS:

David Martínez: CEO at Urban Development Institute (IMU) of Barcelona City Council

Rebecca Arnaud: Legacy and Precinct Planning Manager for the Olympic Games, Brisbane City Council.





European mega-regions





Brisbane: 2032 Olympic & Paralympic Games
Barcelona: 1992 & Paralympic Games

In **1992** the question was **infrastructure** (“opening the city to the sea”) and public space. Nowadays, the main challenge for a hosting city would be to boosting innovation in specific areas.

In **2021**, **Brisbane** was awarded the Olympics 2032. This fitted with the goal of **brand recognition** and **transport** infrastructure. Speed up and amplify!

New strategy of IOC: No new (expensive!) Olympics parks but having venues embedded in the cities as part of innovation precincts and knowledge corridors



Urban development and industrial transformation

- Brisbane's urban renewal program (since 1990s) is the longest running and most successful in Australia.
- Barcelona is a global best practice for the development / use of *The Olympic Village* and the recovery of the seafront



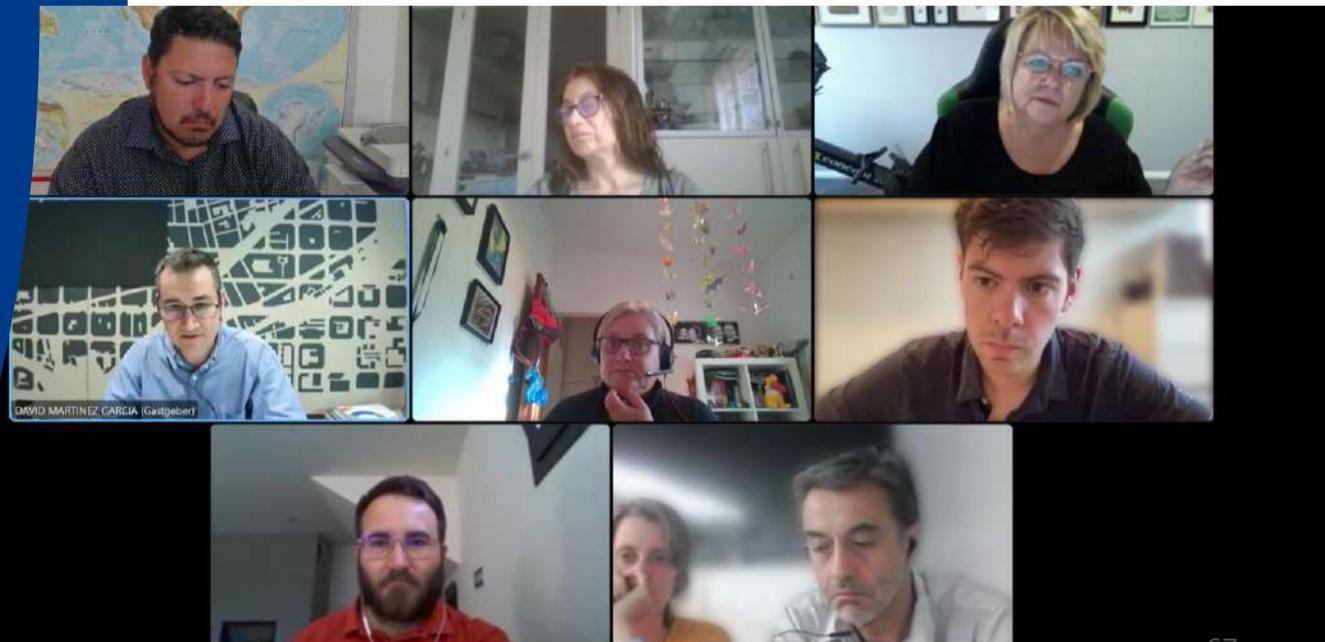
Urban transformation through the Olympics

- Boosting innovation through **governance** and **community** engagement
- Overcoming **physical barriers** / infrastructure through **placemaking**
- Using the Olympics as a boost to **speed-up infrastructure** projects.
- Boggo Road Innovation Precinct and Ecosystem.
 - Stakeholders: cluster of knowledge-based businesses, universities, research institutes and hospitals
- 22@ a *Ciudadela of Knowledge* – Hospital, research centres, innovation hub



Activities implemented so far

- Series of **10 online preparatory meetings**
 - 5 online meetings with other EU/Australian cities
 - 5 bilateral meetings between Barcelona and Brisbane
- Involvement of **stakeholders** from research/education, precinct innovation (22@) and public administration (city departments)
- **2 study visits:**
 - Barcelona to Brisbane in July 2022
 - Brisbane to Barcelona in Nov. 2022



Next steps

Elaborate joint **action plan** for both city councils

Regular scheme of **online exchanges** (monthly)

Elaborate a **workshop series** with the universities

Possible participation in **Legacy Summit** in Brisbane March 2023

Barcelona to attend the **Asia Pacific City Summit** in Brisbane in October 2023

Investigate **staff secondment**

Co-design **dialogue series** with citizens on governance issues on urban planning (especially stakeholders engagement)

Involving business communities (of the innovation hubs) for attraction and retention

Investigating a formalisation of bilateral relationship

CASE: LAZIO REGION (IT) – ZHENGZHOU (CN)

ACTION: SUSTAINABLE AGRICULTURE AND AGRI-FOOD SYSTEMS
INNOVATION PLATFORM

SPEAKER:

Giovanni Crisanti
Cabinet of Lazio Region



GOALS

- Enhance the sustainability and competitiveness of local organic agriculture production
- Focus on sustainable agriculture research and technology
- Contribute to the regional environmental and climate objectives
- Foster safe and quality food production and supply



TRIPLE HELIX



COOPERATION AREAS



Joint research platform for the exchange of **research projects on technologies for sustainable agriculture**

- Sustainable agricultural production system
- Organic agriculture
- Safe food supply system
- Local supply and regional self-production
- Agricultural waste recycling
- Greenhouse gas emission measurement, soil carbon sequestration measurement



Sharing **analyses of research and development projects for sustainable agriculture**

- Science and technology information for sustainable agriculture
- Talent and experts information
- Agriculture products information



Joint **education, training and exchange of best practices programs for sustainable agriculture**

- Study visits, experts exchange and training
- Training and exchange programs for young talents
- Entrepreneurship and job creation in sustainable agriculture for young talents

NEXT STEPS

- Signing a cooperation Memorandum of Understanding (Dec 2022)
- Comparative studies of best practices and jointly applying for research fund: select 2-3 comparative case studies; produce 1-3 research reports as references for policy-making.
- Pilot project for carbon sequestration and emission reduction for organic rice fields, e.g. greenhouse gas emission and soil carbon sequestration measurements.
- Joint events/ forums on urban agriculture and organic agriculture (Dec 2023)



CASE: SILESIA REGION (PO) – STATE OF PARANA (BR)



ACTION: Animating cooperation and creating partnerships (business, science institution, business support institutions, government)

- acceleration
- partner projects oriented at supporting innovative processes
- building sustainable partnerships

SPEAKERS:

Barbara Szafir: Deputy Director of the Regional Development and Transition Department, Marshal's Office of the Silesian Voivodeship, Poland

Filipe Braga Farhat - Partnerships liaison for the 2030 Agenda of the General Superintendence for Economic and Social Development, state of Paraná, Brazil



DIRECTIONS OF COOPERATION - INITIATIVES, ACTIVITIES

Activities identified during the implementation of the project - the result of the brainstorming

- development management at the regional level, including:
 - RIS strategy
 - process of entrepreneurial discovery (PED)
 - spatial planning, environmentally friendly solutions
 - sustainable transport

1. departments of regional government institutions & universities



- acceleration
- partner projects oriented at supporting innovative processes of the region's development
- building sustainable partnerships (cluster initiatives) for the development of entrepreneurship and the implementation of innovations

2. business, science institution business support institutions



- financial instruments supporting the development of the public, private sectors

3. financing



PARTNER PROJECTS ORIENTED AT SUPPORTING INNOVATIVE PROCESSES OF THE REGION'S DEVELOPMENT

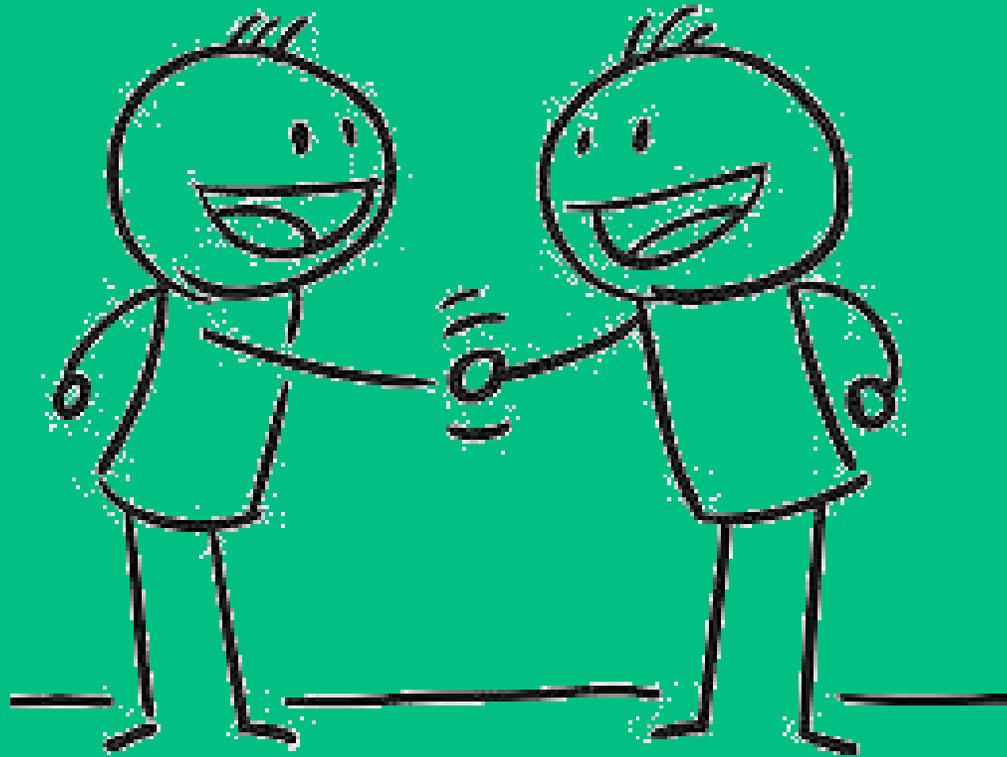
- The joint project application to INNOGLOBO program, implemented by the National Center for Research and Development

GiG Instytut
Badawczy


SANEPAR



TAKING UP NEW COOPERATION WITHIN THE FRAMEWORK OF LOW CARBON BUSINESS ACTION



LC₂BA
LOW CARBON BUSINESS ACTION
ARGENTINA, BRAZIL,
CHILE, COLOMBIA



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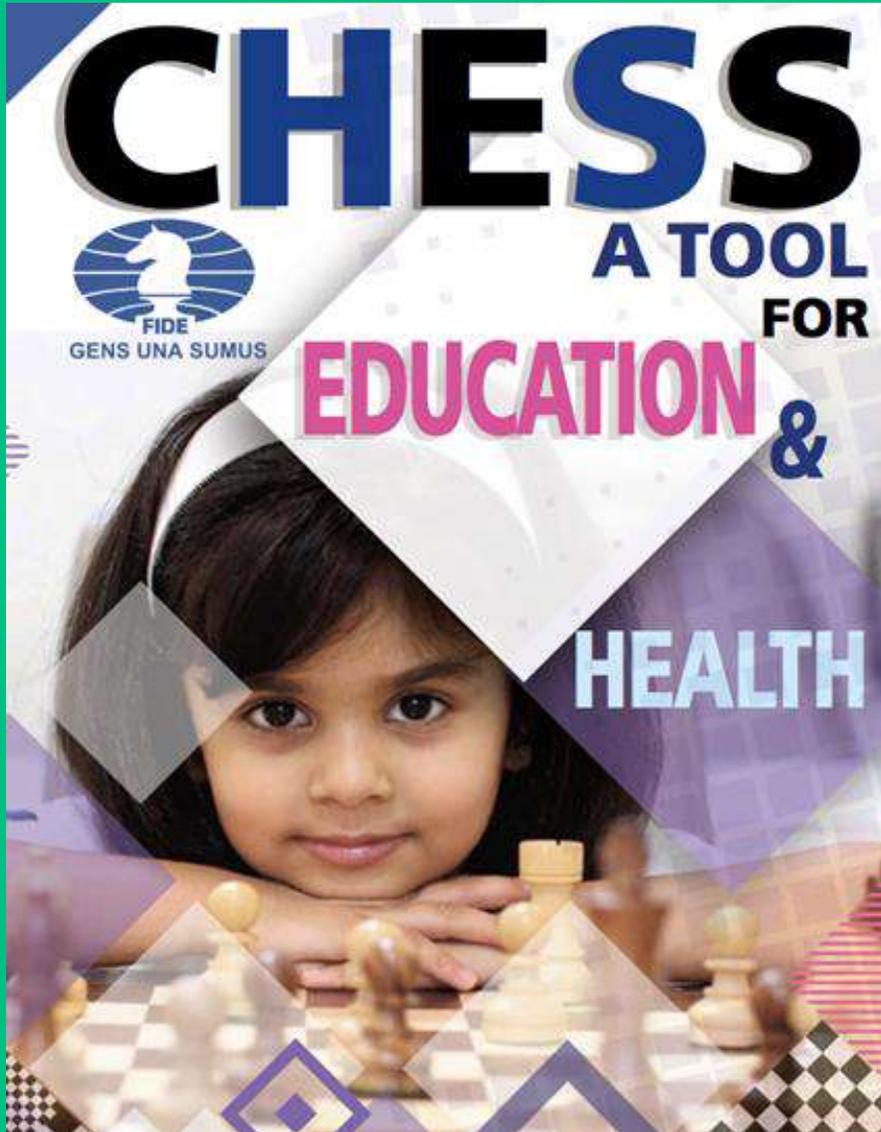
INNOVATION: ENTREPRENEURSHIP, ACCELERATION, TECH TRANSFER, INVESTMENT AND VENTURE BUILDING

• Joining the BraSilesia initiative

BraSilesia offer entrepreneurs from Brazil and Poland a chance to:

1. Validate market potential with experts from both countries;
2. Expand to a new market with “soft landing” support;
3. Find foreign business partners, clients or distributors;
4. Exchange domain knowledge;
5. Find new foreign team members;
6. Find technological partners among e.g. academic research institutions;
7. Create joint R&D projects;
8. Find investors.





EDUCATION SUPPORT ACTIVITIES

“Life is a kind of chess, in which we have often points to gain, and competitors or adversaries to contend with, and in which there is a vast variety of good and ill events, that are, in some degree, the effects of prudence or the want of it”

Benjamin Franklin

Moreover...

- Areas of cooperation:
 - a) digital transformation of the region
 - b) smart specialization development strategy
 - c) economy:
 - implementation of joint ventures
 - cooperation of small and medium-sized enterprises
 - initiating and supporting various contacts
 - d) scientific and technical cooperation
 - e) mutual promotion of regions:
 - business tourism
 - presentation of achievements
 - f) culture, education

AGREEMENT ON COOPERATION AND DEVELOPMENT OF FRIENDLY RELATIONS BETWEEN THE SILESIA VOIVODESHIP AND THE STATE OF PARANA





Thank you for your attention