

# THE INNOVATIVE METROPOLIS:

**FOSTERING ECONOMIC COMPETITIVENESS THROUGH  
SUSTAINABLE URBAN DESIGN**

## SÃO PAULO

### HISTORY AND CONTEXT

**State/Province:** São Paulo

**Country:** Brazil

**Köppen Classification:** Humid Subtropical

**Political Adjacencies:** Latin America

**Land Area:** 588 square miles

**Spatial Adjacencies:** Located in the Southeast region of Brazil, São Paulo is the largest city in the southern hemisphere. Situated on the Atlantic Plateau located within the Serra do Mar, the city is 43 miles from the Atlantic.

**Municipality Population:** 11,316,149

**Metropolitan Population:** 19,889,559

**Population Density:** 18,690/square mile

**Racial Distribution:** 60.6% White, 30.5% Multiracial, 6.5% Black, 2.2% Asian, 0.2% Amerindian

**Language:** Portuguese

**City Inception/Incorporation Date:** 1554

**Year at which Population Reached 1 Million People:** ~1940

### POLICIES AND ORGANIZATION

**Current Strategic Plan:** Strategic Master Plan (2002)

Link: [http://www.prefeitura.sp.gov.br/cidade/secretarias/desenvolvimento\\_urbano/](http://www.prefeitura.sp.gov.br/cidade/secretarias/desenvolvimento_urbano/)

**Major Development Distinction:** The 2002 Strategic Master Plan for the first time incorporated the environmental dimension in the clauses of the city's urban policies. In addition, two macro-zones were developed: the Environmental Protection Macro-zone and the Urban Infrastructure and Qualification Macro-zone.

#### Agents of Urban Development:

Municipal Urban Development

Link: [http://www.prefeitura.sp.gov.br//cidade/secretarias/desenvolvimento\\_urbano/](http://www.prefeitura.sp.gov.br//cidade/secretarias/desenvolvimento_urbano/)

#### Committee on Climate Change

Link: [http://www.prefeitura.sp.gov.br/cidade/secretarias/desenvolvimento\\_urbano/comite\\_do\\_clima/](http://www.prefeitura.sp.gov.br/cidade/secretarias/desenvolvimento_urbano/comite_do_clima/)

**Sustainability Plan:** C40 Cities: Climate Leadership Group

Link: <http://c40.org/c40cities/sao-paulo/overview>

### ECONOMICS

**Largest Industry of Employment:** Tertiary sector focused on services and businesses.

**Port:** n/a

**Air:****São Paulo-Guarulhos International Airport**

~32.1 million passengers (2012)

448,274 metric tonnes of cargo (2012)

**Congonhas-São Paulo Airport**

~16.7 million passengers (2012)

60,345 metric tonnes of cargo (2012)

**Campo de Marte Airport**

392,213 passengers (2012)

0 metric tonnes of cargo (2012)

**Exchanges:** São Paulo Stock Exchange, the Future Markets, the Cereal Market Stock Exchanges

**Fortune 500 Companies:** 7

**Contemporary Economic Engines:** Commerce, arts and entertainment, finance

**Major Recent Development:** According to PricewaterhouseCoopers, São Paulo has an annual economic growth of 4.2% with a GDP city that ranks 10th largest in the world, and based on the purchasing power parity of the greater metropolitan area, it is expected to be the 6th largest in 2025.

**ENVIRONMENT****Environmental Agency:**

Municipal Environmental Inspection Police

Link: <http://www.cbd.int/authorities/casestudy/saopaulo.shtml>

Municipal Committee of Climatic Changes and Eco-Economy

Link: <http://www.cbd.int/authorities/casestudy/saopaulo.shtml>**Water**

**Management:** The state water and sanitation utility Sabesp and 39 municipal governments.

Link: <http://site.sabesp.com.br/site/default.aspx>**São Paulo Council on Water Resources**Link: [http://www.sigrh.sp.gov.br/cgi-bin/sigrh\\_carrega.exe?f=/index/index.html&lwgactw=439.3154000863433](http://www.sigrh.sp.gov.br/cgi-bin/sigrh_carrega.exe?f=/index/index.html&lwgactw=439.3154000863433)

**Source:** Alto Tiete provides over half of the water, with new water sources being developed from the Iguape River in the Ribeira Valley.

**Daily Usage:** 86.42 cubic meters/second

**Per Capita Usage:** 65 cubic meters per inhabitant/year

**Reserves:** 3 systems - Billings, Guarapiranga, Cantareira (6 reservoirs)

**Flood/Drought History:** The Centre for Research on the Epidemiology of Disasters (CRED) states that during the period from 1948-2010, Brazil was hit by 146 disasters related to precipitation [storms, floods, mass movements].

Link: [http://www.pages-igbp.org/download/docs/Nunes\\_2011-2{60-62}.pdf](http://www.pages-igbp.org/download/docs/Nunes_2011-2{60-62}.pdf)**Waste Management**

**Public/Private – Department Name:** Public - Municipal Secretariat of Green Areas and the Environment/Private - Biogas, a Dutch-Brazilian collaborative venture.

Link: <http://www.capital.sp.gov.br/portalmmsp/homec.jsp>

**Waste Production:** 15,000 tons of waste per day

**Waste Per Capita:** 0.85 kg/day

**Bandeirantes Landfill Gas to Energy Project (BLFGE)**

Link: [http://local-renewables.org/fileadmin/sites/local-renewables/files/04\\_Local\\_Practice/01\\_Case\\_studies\\_and\\_Descriptions/Sao%20Paulo%20107%20High%20Res.pdf](http://local-renewables.org/fileadmin/sites/local-renewables/files/04_Local_Practice/01_Case_studies_and_Descriptions/Sao%20Paulo%20107%20High%20Res.pdf)

**Energy****Source:**

Eletropaulo Metropolitana S.A.

Link: <http://www.aeseletropaulo.com.br/Paginas/default.aspx>

**Quantity:** 207 million megawatt hours of electricity

**Production:** Oil and other liquids, hydroelectricity, other renewables

**TRANSPORTATION**

**Major Airports:** São Paulo-Guarulhos International Airport and Congonhas-São Paulo Airport

**Major Highways and Interstates:** 10 major Brazilian motorways

**Light Rail:** The subway system is managed by the state, which is connected to the rail system (also managed by the state) through a CPTM (Train Management Agency)

**Stations:** 89 stations with 5 lines, with new lines currently under construction

**Passengers:** 6 million passengers in the São Paulo metra and CPTM

**Bike Plan:** Ciclofaixa - a day when safe routes are cordoned off for bicycle riders.

**Transportation by Car:** 7 million vehicles

**Public Transportation Options:** 15,000 buses provide the major means of public transport, with 1,335 routes and 28 terminals.

**QUALITY OF LIFE**

**Median Income:** \$891.37

**Unemployment Percentage:** 12.3% (2009)