

Comissão de
Desenvolvimento
Urbano

Centro de
Estudos e Debates
Estratégicos



Janaina Macke, Dr.

Modelo de Co-Criação para Desenvolvimento das Cidades

Seminário “Cidades Inteligentes, Humanas e
Sustentáveis”, 08 de outubro de 2019





Por que cidades?



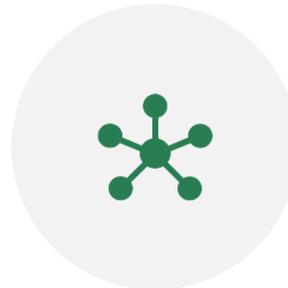
4% superfície planeta

80% do Produto Interno Bruto (PIB) global (Banco Mundial)



Usam 67% da energia

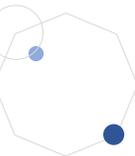
Mais de 70% emissão de gases efeito estufa



Resiliência necessária

70% da população mundial em grandes centros urbanos até 2050

Fonte: UN Habitat (2016).

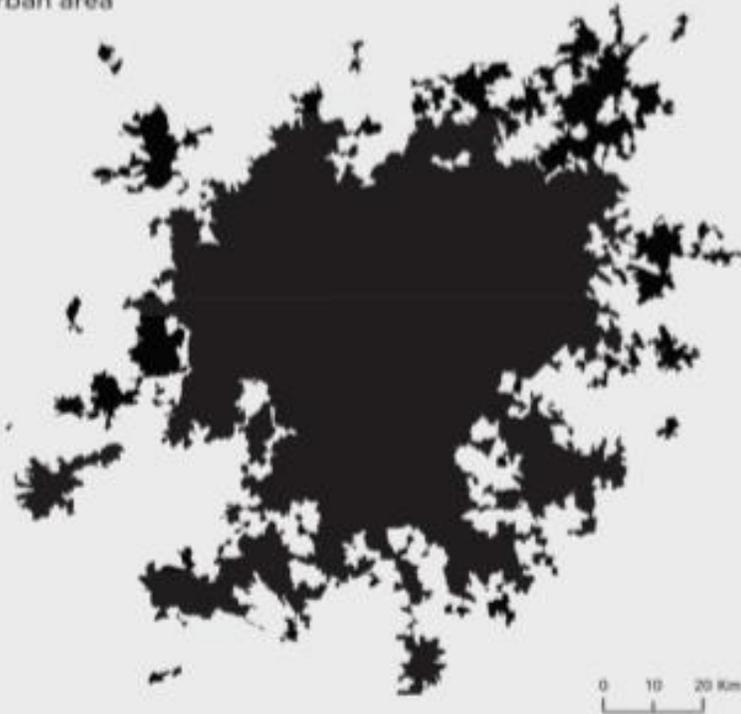




Desenho urbano

Atlanta

Urban area



Population	Urban area	Transport carbon emissions p.c
5.3 million	7,692 km ²	6.9 tonnes

Barcelona

Urban area



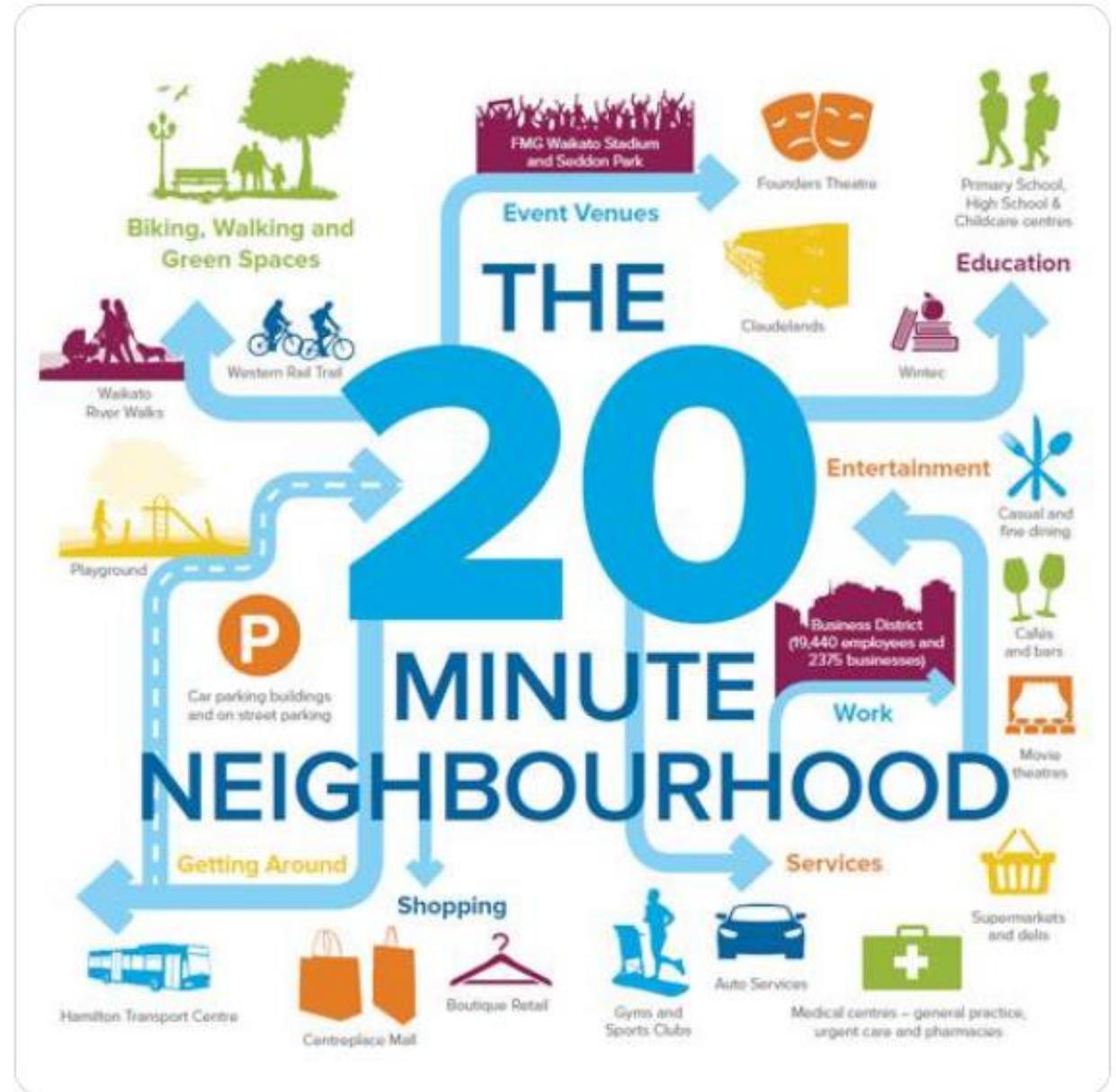
Population	Urban area	Transport carbon e
5 million	648 km ²	1.16 tonnes

Fonte: [Victoria Transport Policy Institute e](#)

A ideia é
COMPACTAR

Fonte: MobilicAMPUS (2019).

Bairro 20 minutos a pé





Rua João Alfredo (POA). Foto: WRI Brasil

misturar

Uma mistura diversificada de usos residenciais e não residenciais reduz o número necessário de viagens e garante a animação dos espaços públicos em todos os horários.

▶ Estimular uma maior diversidade através de uma variação de formas construídas.

▶ Reservar pelo menos 30% da área residencial construída para unidades de preço mais acessível.

RESIDENCIAL

INSTITUCIONAL

INDUSTRIAL LEVE

MIX DE RESIDENCIAL COM ESCRITÓRIOS

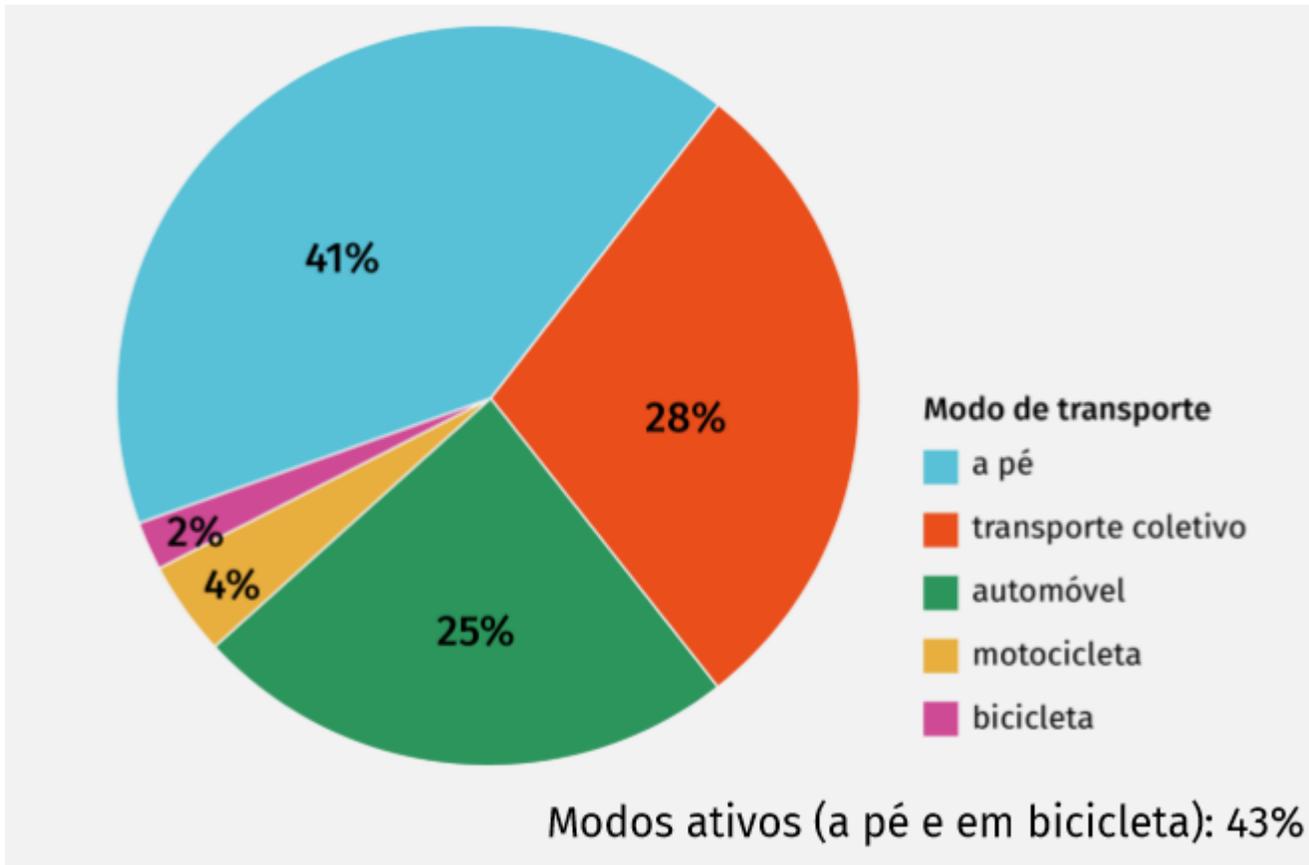
▶ Oferecer uma combinação de usos horizontais e verticais.

COMERCIAL

RESIDENCIAL DE CUSTO ACESSÍVEL

Fonte: ITDP (2019).

Divisão das viagens no Brasil por modalidade



Fonte: ANTP(2016). Sistema de informações da mobilidade urbana.



Princípios de DOTS

(Desenvolvimento Orientado ao Transporte Sustentável)



1. Caminhar

2. Pedalar

3. Conectar

4. Transporte público

5. Misturar

6. Adensar

7. Compactar

8. Mudar

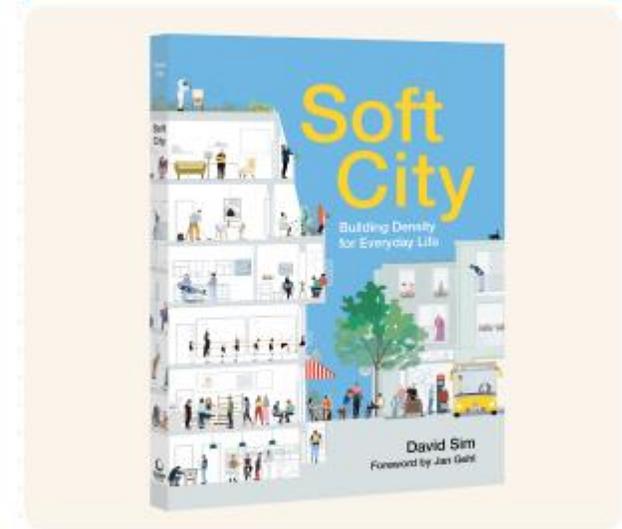
Que tipo de cidade queremos?

Recursos internos

- Vocação da cidade
- Desenvolvimento territorial baseado em recursos endógenos – No que somos bons?

Fatores externos

- Mudanças tecnológicas, econômicas, demográficas, sociais, culturais
- Como integramos estas mudanças no planejamento urbano de nossa cidade?



This week Gehl and publishers Island Press launch the new book, *Soft City*. In this article, author and Gehl Creative ...

Inteligentes



- inicialmente, foco em TICs
- atualmente, inclui aspectos ambientais e sociais
- sistemas, tecnologias e processos

Sustentáveis



- foco nas questões ambientais
- gestão ambiental, nesta ordem: redução, reuso e reciclagem
- eficiência de utilização dos recursos do planeta

Resilientes



- foco na superação de eventos
- naturais ou sociais
- a eficiência não é o aspecto mais relevante e, sim, a resiliência (mecânica x biologia)
- capacidade de adaptação

Dimensões das cidades inteligentes-sustentáveis

Pessoas – capital humano e social

Mobilidade – direito à cidade

Meio ambiente – eficiência uso recursos

Economia – inovação, empreendedorismo

Qualidade de vida – cultura, segurança

Governança – participação, transparência



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Journal of Cleaner Production

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Smart sustainable cities evaluation and sense of community

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ABSTRACT

This paper pursued to evaluate the residents' evaluation on the smart sustainable city and the sense of community. The study analyzed interviews with 392 citizens from five neighboring cities from a micro-region in southern Brazil. Factorial analysis and linear regression were applied. The investigation recognized three factors for smart sustainable cities evaluation: public services and facilities; material well-being, and environmental well-being. Linear regression reveals that residents' satisfaction with the



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Smart city and quality of life: Citizens' perception in a Brazilian case study

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ABSTRACT

Smart cities attract considerable attention from academics and urban planners mainly in the context of urban development policies. Based on technological innovations, smart cities are complex ecosystems that have the potential to improve urban livability, workability and sustainability through a network of people, processes and data. However, according to academics and urban planners the smart city concept

Sustainable development of communities: ISO 37120 and UN goals

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Sustainable
development of
communities

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Abstract

Purpose – The aims of this study is to put on the agenda discussions concerning the approach of sustainable goals and indicators, in terms of how they relate to each other and how to list their importance within a network of contemporary city management. From the millennium objectives experience, UN has launched the continuity of the development program, through the sustainable development goals (SDG), which have the purpose of giving support to local and national governments for the 2030 agenda in local



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"Green, but not as green as that": An analysis of a Brazilian bike-sharing system

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ABSTRACT

According to academics and urban planners, the smart city concept favors technological products and solutions over end users and their adherence to a smart city proposal. The smart city concept is also considered in the cities of Latin America, one of the most urbanized and unequal regions of the world. Smart city implementation in such contexts can provide lessons on urban innovation when resources are

An aerial photograph of a university campus. A wide, paved path runs through the center, flanked by rows of vibrant pink cherry blossom trees. In the background, a large, modern building with a glass facade is visible, along with a large, circular fountain or water feature. The campus is surrounded by lush greenery and hills in the distance.

1. **Aproximar** as pessoas, criando espaços de convívio de diferentes

2. Esta aproximação proporciona trocas, **reciprocidade**

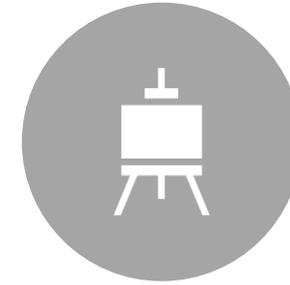
3. As trocas geram **memórias** compartilhadas

4. Estas memórias compartilhadas constroem **identidade**

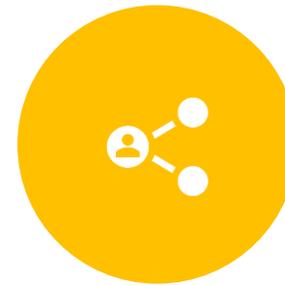
Quais são os
movimentos?



CONECTAR



CO-CRIAR

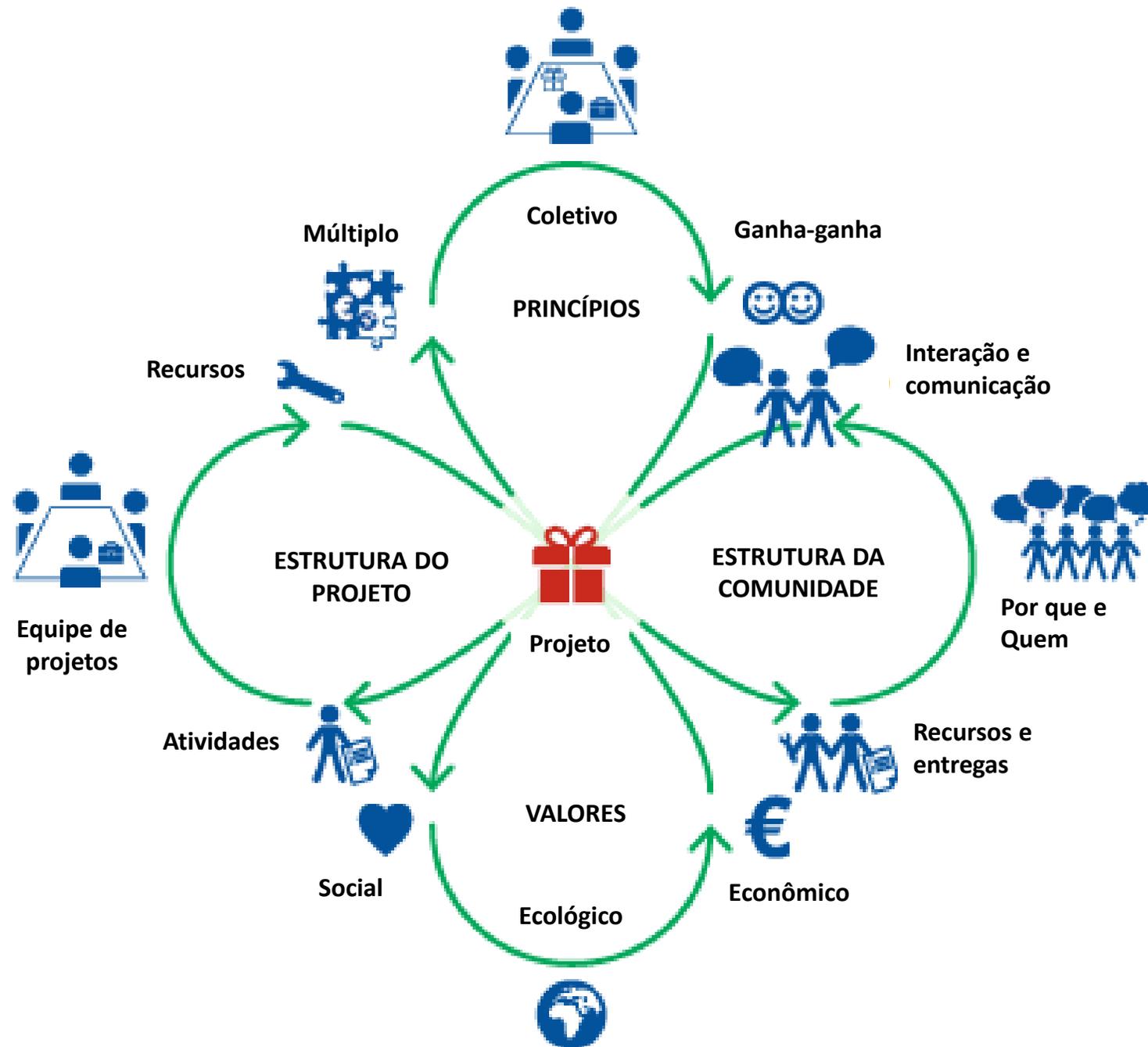


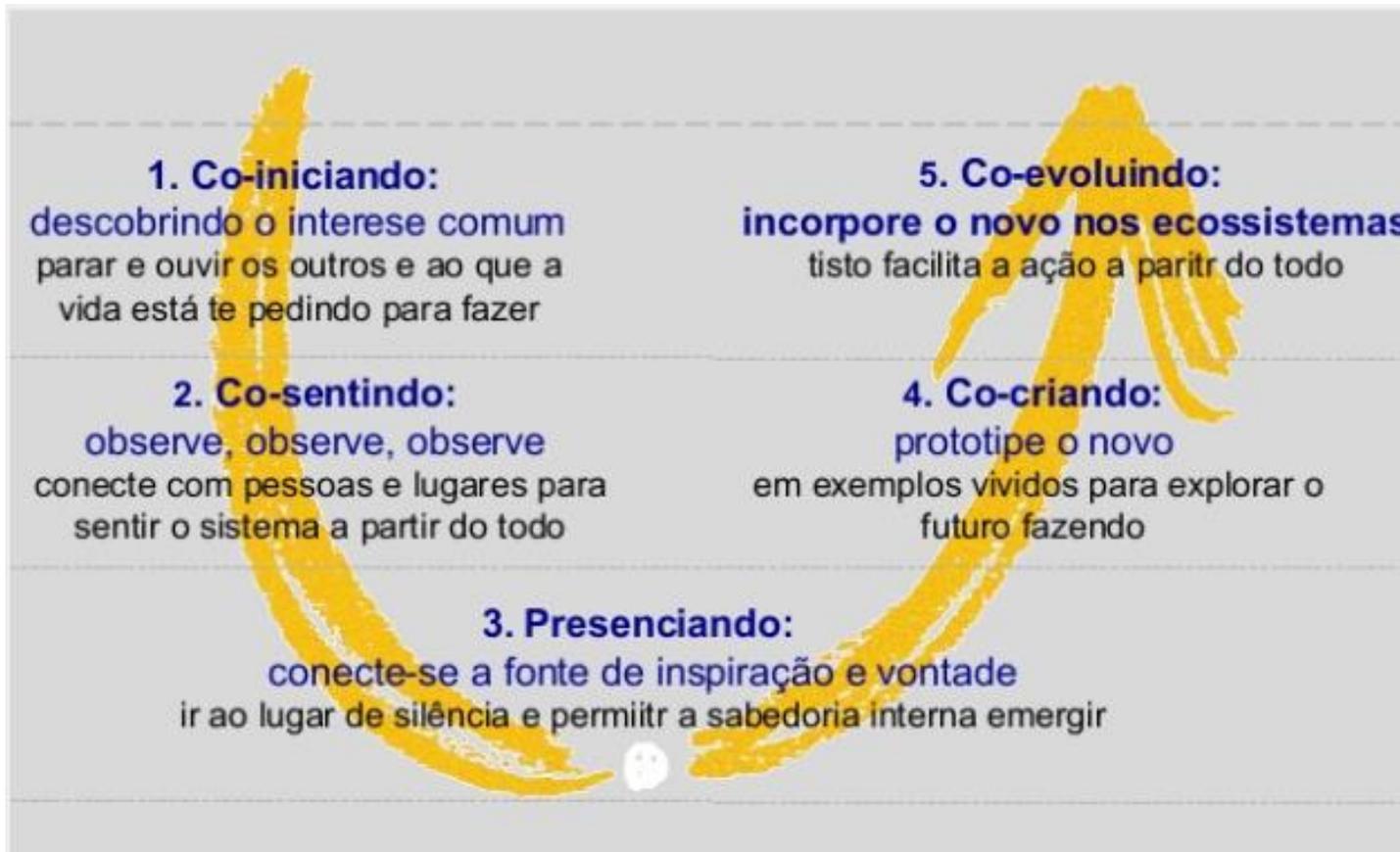
COMPARTILHAR

Modelo Weconomy

Jonker (2016)

Criação de valor compartilhado

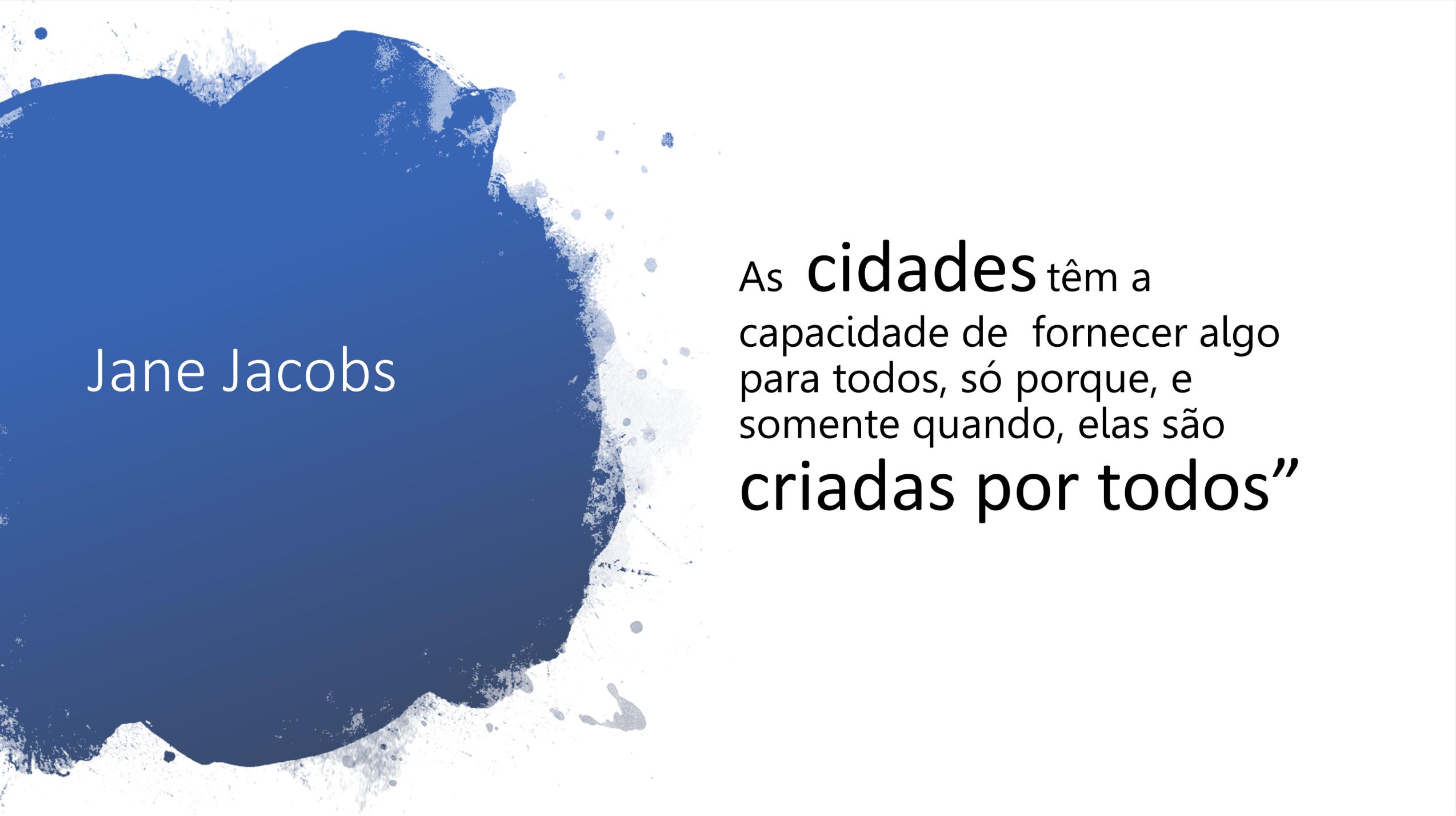




Como fazer?

Teoria U
Otto Scharmer
MIT

Metodologias
participativas –
pesquisa-ação



Jane Jacobs

As **ciudades** têm a
capacidade de fornecer algo
para todos, só porque, e
somente quando, elas são
criadas por todos”

Muito Obrigada!

 **UCS**
UNIVERSIDADE
DE CAXIAS DO SUL

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CNPq

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 **CÂMARA DOS
DEPUTADOS**


CAPES