

URBAN TRANSFORMATION

IN BRAZIL



Urban Transformation is Female – Gender and Sustainability in Urban Development

Newsletter No. 5, June 2022

The process of urbanization in Brazil and across the world was defined by a society dominated by men, especially white men. The realities, needs and visions of women and other groups with limited access to power have not been at the heart of decision-making in our cities.

At the same time, women and vulnerable populations are usually the most affected by the lack of access to services and housing, the negative impacts of climate change and processes of social exclusion.

To achieve a more inclusive and sustainable urban transformation, women and vulnerable communities need to be at the center of development as leaders, motivators and beneficiaries.

In this special edition of the Urban Transformation Newsletter, we present some initiatives from Brazilian-German Cooperation, that are working on gender equality in Brazilian cities.

Enjoy!

INITIATIVES



ANDUS Project

Female Leaders at the Center of Mentoring on Sustainable Urban Development

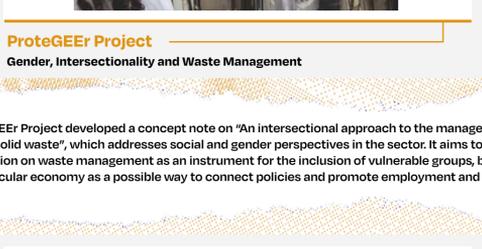
To support municipal leaders in the implementation of sustainable urban management strategies, the ANDUS Project fostered a mentoring initiative on instruments for sustainable urban development in Brazilian cities. The process included an open call to municipalities, in which urban centers led by women and proposals from projects managed by women were given preference to.



Euroclima+ Project

Urban leaders – Championing Female and Early Childhood Mobility

The Urban Leaders Program is an initiative co-created between the Women in Motion project and the Bernard Van Leer Foundation, with support from GIZ, the French Development Agency (AFD), the Latin American Development Bank (CAF) and NGO Despacio. This year's program was initiated in April and aims to encourage women's participation in the mobility sector by offering classes, group work and mentoring opportunities. The goal is to empower women, strengthen management skills and build networks for the effective participation of women.



Felicity Project

Leveraging Synergies Between Sustainable Development and Gender to Drive Positive Impacts

The Luz do Saber initiative, supported by the FELICITY Project, carried out a gender analysis while developing energy efficiency and generation projects distributed across municipal schools in Porto Alegre. The objective of the analysis was to increase the positive impacts of its implementation. Training on the importance of gender was offered to city officials and school staff, as well as a booklet with educational materials on the linkages between sustainable development, energy efficiency and gender equity.



ProteGEer Project

Gender, Intersectionality and Waste Management

The ProteGEer Project developed a concept note on "An intersectional approach to the management of municipal solid waste", which addresses social and gender perspectives in the sector. It aims to broaden the discussion on waste management as an instrument for the inclusion of vulnerable groups, by outlining the circular economy as a possible way to connect policies and promote employment and income.



TerraMar Project

A Net of Women: Transforming the Communities of Female Fishers

In the coastal municipalities of Alagoas and Pernambuco, in Northeastern Brazil, female fishers organize themselves to strengthen their voice in public policy decision-making to promote changes in their communities. The Women's Fishing Network of the Costa dos Corais was created in 2019, supported by the TerraMar Project. It promotes the autonomy of women working in extractive industries in coastal and marine areas and protects their rights.



ProAdapta Project

Gender-based Vulnerabilities in the face of Climate Change – Ecosystem-based Adaptation

In partnership with the city of Santos, the ProAdapta Project implemented Ecosystem-based Adaptation (EbA) solutions in an innovative way: using a gender lens and the Brazilian Atlantic Forest of the affected community. The revitalization of the hill with native species of the Brazilian Atlantic Forest makes the community more resilient to rains and landslides. Accompanying workshops used inclusive language to demonstrate differences between genders and varying vulnerabilities in the face of climate change.



Gender and Human Rights Working Group

What is the Gender and Human Rights Working Group of GIZ Brazil all about?

Initiated in 2012, the Gender and Human Rights Working Group serves as a space to address these transversal themes across GIZ Brazil and its projects. It does so by conducting awareness campaigns, workshops, and trainings. Its two main initiatives are the Inclusive and Non-Sexist Language Guide and the Policy Against Harassment and Gender Discrimination (PASD). The PASD deals with verbal and sexual harassment and gender discrimination in an intersectional manner, that is, considering inequalities of race and class that permeate labor relations. The main objectives are to achieve a common understanding of race and bullying, sexual harassment, and gender discrimination and to ensure that they are not tolerated, naturalized or silenced; and to promote an organizational culture characterized by tolerance and respect.

MEET THE FEMALE PARTNERS OF GIZ

Nubia Costa Lima – Mayor of Amajari/RR



Nubia Costa Lima, current mayor of Amajari, state of Roraima, holds a Postgraduate Degree in Public Management and was once the First Lady of Amajari. Today, as municipal manager, she works on a reconstruction and development plan for the municipality. Her performance as mayor has been based on challenging the difficulties that have so far hindered Amajari's development. Her main strategy is to establish partnerships to implement a new development model for the municipality.

Ana Paula Santos – Coordinator of the Network of Fisherwomen of the Costa dos Corais



Ana Paula Santos is a female leader from the Costa dos Corais. Daughter of two fishers, she graduated in Social Sciences from the Federal University of Alagoas (UFAL) and has a postgraduate degree in Environmental Management and Sustainable Development from FAVEVI. Due to her experience and knowledge about the reality of female fishers, Ana Paula is coordinating the Network of Fisherwomen of the Costa dos Corais, which includes more than 15 municipalities across the states of Alagoas and Pernambuco and 3 Conservation Units with the objective of supporting women in the region.

Leany Lemos – Director of Operations



Leany Lemos was the first female president (2020-2021) in the sixty-year history of the Southern Brazil Regional Development Bank (BRDE). Today, she holds the position of Director of Operations. She was also Secretary of Planning, Budget and Management of the State of Rio Grande do Sul and the Federal District. Leany holds a PhD in Comparative American Studies from the University of Brasilia and completed her postdoctoral studies at Oxford and Princeton. She has extensive experience in pro bono activities and counselling, such as mentoring in the Columbia University's women's leadership program.

MEET THE PEOPLE BEHIND THE PROJECTS

HÉLINAH CARDOSO

Director of the Project ProteGEer and coordinator in the Project H2Brasil

Hélinah Cardoso has been with GIZ for nine years, having worked on environmental sanitation, circular economy, climate change, biogas and urban solid waste management. She is currently director of the ProteGEer Project and coordinator of the market expansion component in the H2Brasil program. She believes that the city can transform realities and people, which are the necessary forces for a fairer and more sustainable development in urban spaces.



KELLY AUGUSTO

Technical Advisor of the EUROCLIMA+ Project

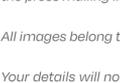
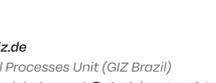
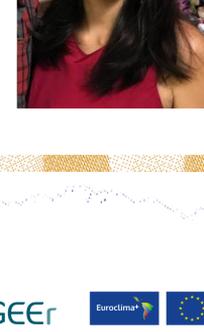
Kelly Augusto is an architect and urban planner, specializing in urban economy and public management. For seven years she has been working on policies, plans and projects for sustainable urban mobility. Since 2021, she supports the implementation of the "Action Accelerating Sustainable Urban Mobility" initiative in Brazilian cities. She recently assumed the role of gender focal point for urban mobility for EUROCLIMA+. Kelly believes that mobility is a powerful tool for social transformation and the protection of the planet.



MARCELLA VAZ

Junior Technical Advisor of the ANDUS Project

Marcella Vaz started out at GIZ three years ago as an intern in the ANDUS project. With her training in Architecture and Urbanism, in 2021, she joined ANDUS as a technical advisor, mainly supporting the construction of the National Urban Development Policy (PNDU) and the Sustainable Urban Development Network (ReDUS). Marcella is very interested in the linkages between gender and urban development, applying her knowledge in the initiatives she accompanies and being part of the Gender and Human Rights Working Group of GIZ.



Urban Transformation
Approaches and initiatives implemented by GIZ in Brazil.
German-Brazilian cooperation for cities

Urban Transformation in Brazil Document:
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