

City Learning and Innovation

Woodrow Wilson Center

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Program

1. A Peek at the End
2. Comments on **Urban Brazil**
3. Case studies of Innovations
4. An Inquiry into the dynamics of Change

Urban Brazil

- Insightful overview by someone in a position to know about the political dimension of change
- Comparative case operating in under the same political cultural system.
Compare with Bogota, Mexico, Europe
- Keeps focus narrow on planning and political continuity and transformation

Explanatory variables in innovation

- Public entrepreneurs
- Political continuity, consensus building
- Plans as tools of elites or bane of privates
- Importance of knowledge

Significance

- Cities on the rise
- The global 1000 cities in the world
- City regions in Europe
 - Cohesion
 - Competitiveness
- The global 1000 cities in the world
 - Cities looking for their niche
 - Privates looking for cities (PWC)

PriceWaterhouseCoopers 2005 Report on 40 cities

Cities of the future

global competition, local leadership*



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*connectedthinking

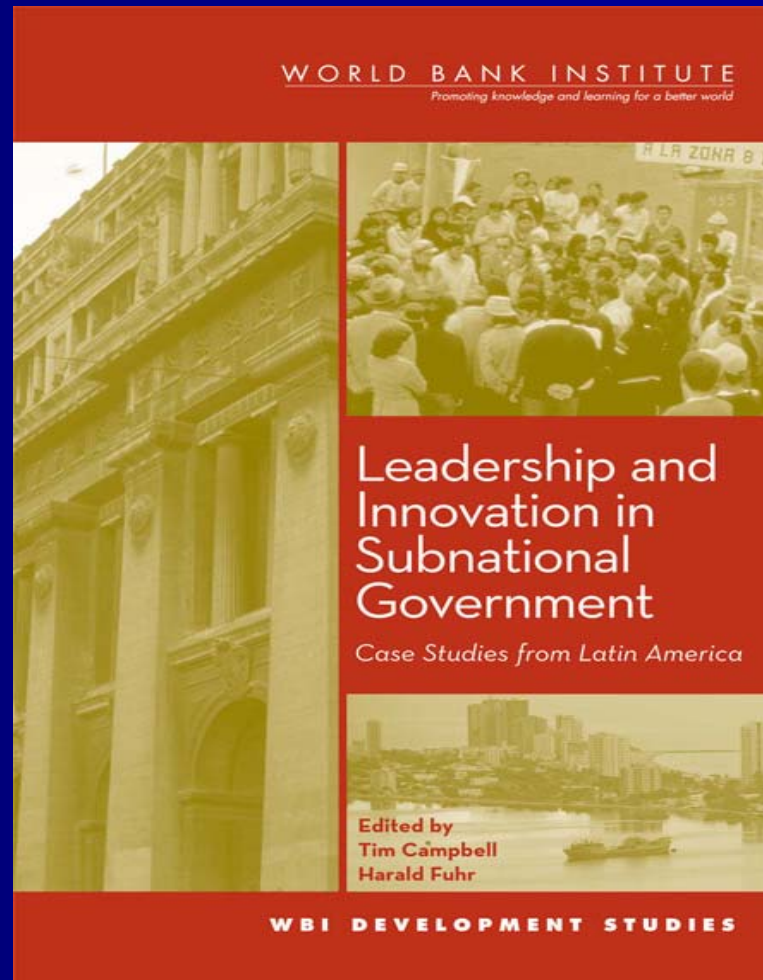
PriceWaterhouseCoopers

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Knowledge, Competitiveness and Innovation

analytical work in the World Bank singles out “importance of fostering exchange of knowledge among cities” to encourage innovation and reform

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Case Study of Innovators

Systematic study of best practice in 5 areas

- administrative performance
- fiscal management
- public service provision
- enhancing private sector development
- participation in decision-making

Cases by Area of Impact

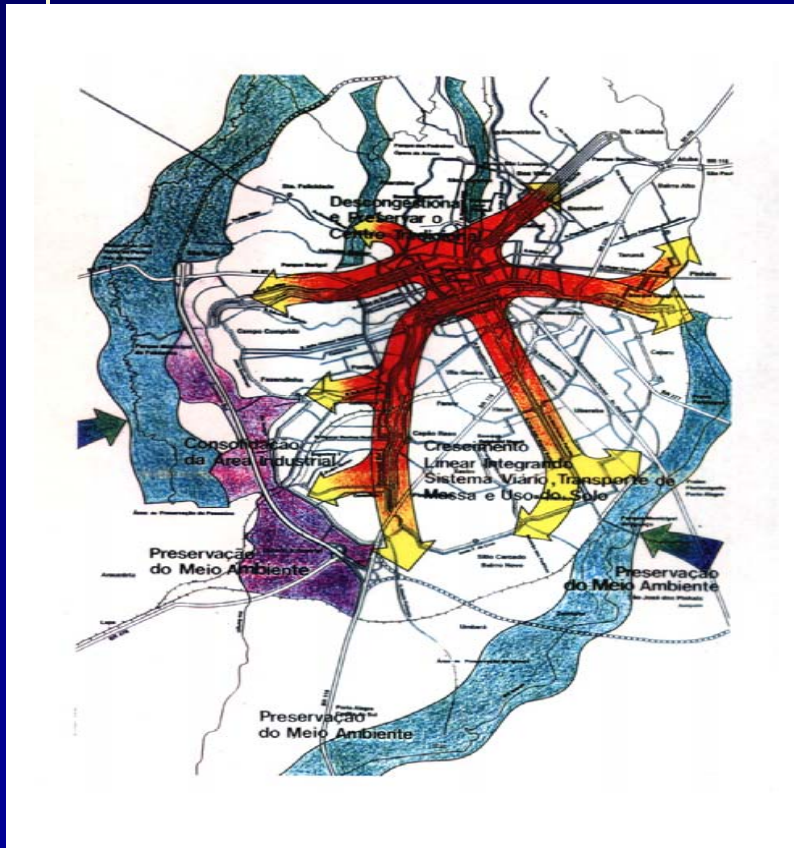
Case	Adm	Fisc.	Serv.	Pri.	Part.
Santa Cruz	X				
Curitiba			X		
Mendoza					X
Tijuana		X			
Venezuela				X	

Care and Maintenance for Engines of Change

Origins and context reflect Vassoler– but there is more

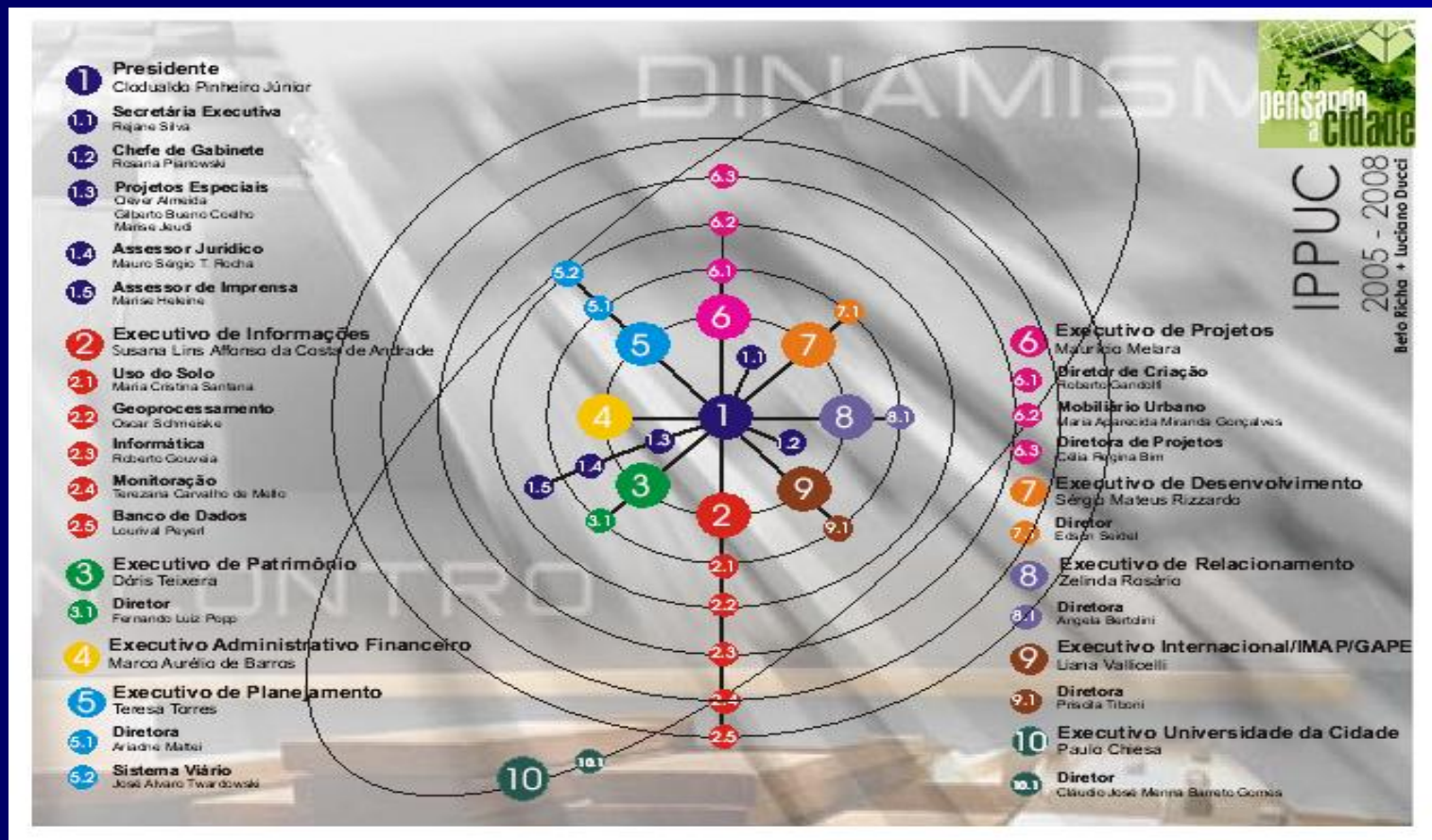
- champions and visionaries innovate-- they “read” and challenge.
- Disasters played a role.
- leaders learn from each other and teach
- sustained commitment
- tools versus social interactions

Curitiba, Brazil



- multiple innovations over 30 years produced an integrated transport system that moves 75 percent of the city's passengers at a tiny fraction of the cost of a metro.

IPPUC



The “surface metro”



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Bilbao Riverfront Axis

Museum



Civic Center



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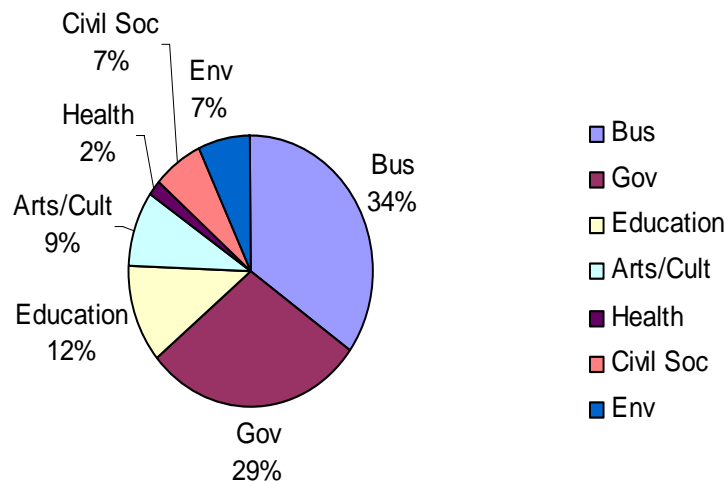
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Seattle Missions-- Six underlying goals:

- Ongoing process of **relationship building** among and between city's civic leadership
- Study and **learn from the practices** that may provide solutions to own urban problems
- **Promote region's** business opportunities
- **Build relationships** with the people and institutions in the cities visited
- Organize **special business and educational opportunity** meetings
- Develop the most **sophisticated civic leadership** in our country on international issues

Horizontal learning

Purpose of Seattle Incoming Delegations, 2002
(N = 159)



– support a learning process among leaders-- e.g., associations of local governments, other networks, conferences, study tours

- Seattle 159 delegations from “client” countries; similar for Stockholm, Barcelona, London, Vancouver

Some lessons from learning cities

- Knowledge systems...
 - Felt need for transformation
 - Are longer term, more strategic
 - Created an agency with tight focus
 - Pro-Active, participatory
 - Outbound (they go see it)
 - Invest in knowledge and capacity building

Summing up (and looking ahead)

- Urban Brazil opens a window into details
- Covers important dimensions, not all are subject to policy (public entrepreneurship; continuity)
- Latent and patent demand for learning
 - Local governments rights in European Charter
 - City regions asserting identity in European Constitution
- Global cities the next feature on the geo-political landscape

The End

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