

“TECHNICAL TOURS”

“Urbanization in Curitiba”

Day 1

Arrival at Curitiba airport, reception and transfer to the hotel.

In the evening, welcome dinner and return to the hotel for overnight.

Day 2

Breakfast and departure to visit the IPPUC (Urban Planning and Investigation Institute of Curitiba). The IPPUC is part of the municipal structure and has a staff of 250 people. The aim of the IPPUC is the coordination of the planning and monitoring process of the city, harmonizing the development plans carried out by the municipality and the Metropolitan area. In the pursuit of its aim it makes plans, projects and programmes and gets support to introduce the programmes created by the different departments of the municipality of Curitiba, aiming at excellence in urban planning.

Lunch and city tour visiting: Flowers Street, Pope's Woods and Botanical Gardens.

Return to the hotel. Free evening.

Day 3

Breakfast and departure for the CIC (Curitiba Development Company), where we will be informed about past, present and future activities aiming at the development of the city.

The CIC promotes economic, technological and touristic activities in Curitiba. Economic activities are, above all, a mean of creating new jobs and reducing social differences while preserving the environment.

The CIC targets are:

- ◆ Commitment with sustained economic development
- ◆ Regional Competitiveness evaluation
- ◆ Regional Economic integration
- ◆ Promotion and development of the municipality economic potentials
- ◆ Support to Regional Economic Areas
- ◆ Transformation of Curitiba city into a “Technological Metropolis”
- ◆ Increase of tourism in the local economy

After lunch we will visit the area in charge of the programme “Creating New Jobs”. This programme was started in 1997 and aims at the creation of new jobs in small businesses. The CIC also aids kindergartens, lycees, cultural centres and aid programmes for small business companies.

The work carried out by the CIC till 2003 has shown great improvement in:

- ◆ Urban landscape
- ◆ Public transport
- ◆ Training for professionals
- ◆ Management training
- ◆ Quality of life
- ◆ Real estate value

Return to the hotel. Free evening.

Day 4

After breakfast we will visit UNILIVRE (Environment University). Created in 1991, this university has become a non-lucrative civil association that aims at consolidating ecological

concern in the citizenship. Due to the efforts of UNILIVRE, it was declared a Public Interest Organization by a State law.

UNILIVRE also has a data base that helps study, investigate and carry out projects and programmes concerning the environment; exchanging data with similar organizations in Brazil and abroad. It also offers consultancy service for private and public organizations.

The starting point of its operational strategy is the promotion of environmental education as part of an individual and collective process to acquire the knowledge, attitudes and abilities for understanding the environmental phenomenon and favouring the participation of the population to reach a better environmental quality.

Experience has shown that cooperation among public and private institutions and the community makes it possible to carry out effective actions to favour sustained development.

Lunch.

In the afternoon we will go to the Municipal Environment Department and then an expert guide will take us for a field visit to the "Green Change" programme. The shanty town is part of most cities and Curitiba is no exception but here, the "Favelas" (name given in Brazil to the shanty town), are different from those in other parts of Brazil or Latin America. This is due, in part to the "Green Change" programme started by Lerner. Even in the poorest neighbourhoods of the city its narrow streets are clean and there is drinking water and electricity.

We will stop next to a dump situated among tin roofed wooden cabins and see a member of "Green Change" wearing a shabby cap counting the refuse bags that the neighbours carry in wooden wheelbarrows. Before "Green Change" arrived in the area, plastic bags full of rubbish filled the streets and made it almost impossible to walk along them. The neighbours are given a ticket for every 5 kg of recyclable material and a packet of food for every 8 kg of organic refuse. "Green Change" has enlarged the number of products given in return for the refuse, and they include note-books, toys, chocolates, tickets for the cinema, etc.

The tickets given to the neighbours can be exchanged for food (eggs, fruit, vegetables). Thanks to this programme the demand for medical attention in these areas has been decreasing since 1989.

Afterwards we will visit the plant known as "refuse valuation unit". All recyclable refuse is brought to this plant situated in a pine woods near Curitiba and administered by the city council. Here 100 workers (most of them former drug and alcohol addicts, now under treatment) sort and pack glass, plastic and paper refuse. These materials are later sold and the income is used to help poor children in Curitiba.

Return to the hotel.

Day 5

After breakfast we will visit the "Light of Knowledge", name given to the libraries located next to all schools in every neighbourhood.

Lunch and then visit to the URBS (Metropolitan Transport). The RIT, an integrated transport network created in 1980, is supported by the fares paid by the users. This fare is not proportional to the distance travelled, so shorter bus rides help subsidize longer ones. The URBS is in charge of the management and private companies operate the system. These companies are paid according to the distance covered instead of being paid per passengers transported.

Later in the afternoon we will pay a courtesy visit to Curitiba's Major.

Return to the hotel. Outing to a restaurant for farewell dinner.

Day 6

Breakfast and at the stated time transfer to the airport for departure.

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