

Sustainable Living— Curitiba, Brazil—Newly Emerging Economy

" If you want to make life better for people make the cities better for People" Jaime Lerner

- Curitiba is a city of over two million people in southern Brazil.
- It was one of the first cities to introduce a 'sustainable master plan' in 1968.
- It was first aimed at improving transport and 'Greening' of the city.
- The idea was created by Jamie Lerner, who was the former Mayor.



The Curitiba Master plan was first aimed at improving transport. It did this by encouraging use of public transport, to reduce traffic congestion and pollution.

What is the BRT (Bus Integrated System) ?

- It was the first city in Brazil to have dedicated bus lanes.
- A bus rapid transit system operates. This is cheaper to run than a tube system. Some employers subsidise their employees who use it.
- 80 per cent of travellers use the BRT.
- The bus rapid transit system uses triple section bendy buses. It carries 2 million passengers a day.
- The bus fare is the same wherever you go.
- No one lives more than 400 metres from a bus stop.
- Urban growth is restricted to corridors of growth - along key transport routes. Tall buildings are allowed only along bus routes.
- Buses use Biofuel, which reduces the amount of pollution.

Curitiba is Eco-friendly in several other ways:



A traffic free city centre-



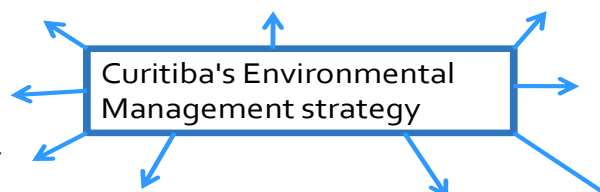
Integrated bus system-



Development of urban green space-



Recycling programme-



Green exchange system-



Environmental Education-



Strict environmental laws-



Recycling old buildings –



Public housing programme-

Green Space:

- The town is virtually surrounded by 28 parks for public recreation. They stop Favelas growing on the urban fringe.
- Lakes created in the park act as an effective flood control service, as flooding in the city is a major hazard.
- Curitiba has 4 times the recommended green space—they even use sheep to 'cut' the grass!

Waste:

- The city has recycled waste since the late 1980s and now over 70% of waste is recycled.
- They set up a Green exchange scheme, mainly set up to help the urban poor. Residents collect rubbish and the council paid for the weight collected in fruit and vegetables.
- Residents that recycle can get subsidised bus tickets in exchange.

Has the scheme been a Success?

(+) Positive arguments: (+) It has the highest recycling rate in the world with 70% of waste products recycled.

(+) The Integrated Bus system decreased traffic by 3%, while the population trebled in a 20 year period.

(+) It has the largest 'downtown' pedestrianised shopping area in the World.

(+) It has improved quality of life for residents. 99% of inhabitants want to live in Curitiba, in comparison to 70% in Sao Paolo.

(-) Negative Arguments: (-)

(-) Some argue it was too successful and encouraged greater rural-to-urban migration. This led to an increase in favelas.

Further reading:

<http://www.coolgeography.co.uk/A-level/AQA/Year%2013/World%20Cities/Sustainability/Curitiba.htm>

You tube clip—Sustainable Development in Brazil?

<https://sites.google.com/site/webpagedevelopmentdoakley/curitiba-case-study>

