



Road to Seville: The Local Way Local Workshop towards the Fourth Financing for Development Conference (FFD4)

Financing Sustainable Urban Transformation in Brazilian Cities through Innovative Land-based Finance Instruments: Learning from Local Government Practices

16 April 2025 | 17:00-18:30 (Brasilia)

Youtube Channel Rede ODS Brasil <https://www.youtube.com/@RedeODSBrasil>

Background

The Fourth Financing for Development Conference (FfD4), scheduled for 30 June – 3 July 2025 in Seville, Spain, marks a critical opportunity to reflect on localized finance and review progress on the Addis Ababa Action Agenda as it reaches its 10-year anniversary. The conference will address emerging trends in development finance, advocate for reforms in the international financial system, and emphasize the vital role of local actors in achieving the Sustainable Development Goals (SDGs).

Transforming and localizing the SDGs requires investments from diverse sources, coordinated within a coherent policy framework, and strengthened by public-private collaboration. FfD4 must therefore draw on successful models for local development financing, showcasing scalable tools and approaches adaptable to various themes, regions, and governance levels and explore innovative financing instruments that



highlight the importance of localizing development finance and fostering public-private collaboration.

To this end, Rede ODS Brazil, in collaboration with the Local2030 Coalition as the UN Platform for SDG Localization, is organizing a webinar that brings together experts and practitioners from public and private sectors. This webinar will highlight the potential of localized development financing, the role of city governments and the application of innovative finance instruments drawn from the Brazilian experience with the implementation of the ground-breaking national legislation called the City Statute and its tools such as the urban operations, tradeable air rights, development rights auctions and others. The webinar will serve as a platform to showcase replicable experiences that may inspire local governments across the globe willing to pioneer local actions in driving sustainable urban development.

Objectives and outcomes

- Highlight local efforts in sustainable financing, showcasing the benefits and potentials of territorial, multi-actor, and multi-level approaches to achieving the SDGs.
- Spotlight innovative financing mechanisms, amplify local successes, and advocate for increased role of local/municipal financing to advance the Addis Ababa Action Agenda.
- Develop a tangible report with key messages and policy recommendations based on concrete local practices and tools on localizing finance and promote sustainable cities.



Target Group

- **Public Sector Participants:** Local government officials, regional/national government representatives, heads of local finance departments or treasurers, leaders from departments tied to key SDGs, such as housing, transport, education, environment, and health.
- **Development Agencies:** Representatives from international or regional development organizations active in the area (e.g., UN, regional development banks, etc.).
- **Private Sector Participants:** Local business leaders, owners or representatives of SMEs contributing to local development, chambers of commerce, industry associations relevant to specific SDG sectors, finance and investment professionals, representatives from local banks.
- **Civil Society & Academia:** Civil society organizations (CSOs), non-profits or NGOs, advocacy groups, academic experts and researchers, community leaders, youth representatives.

Agenda

17:00	Opening Remarks by the Moderator <i>Explaining the motivation of the event, introducing the speakers and the structure of the webinar and the basic house rules for participants and speakers.</i> Claudio Acioly Jr, Institute for Housing and Urban Development Studies (IHS, Erasmus University Rotterdam), moderator
17:07	Introductory Remarks by Rede ODS Brasil

	<p><i>Brief introduction about the Rede ODS Brasil and the localization of the ODS in Brazil.</i></p> <p>Patricia Menezes, coordinator Rede ODS Brasil, organizer of the webinar</p>
17:10	<p>Introductory Remarks by Ministry of Cities</p> <p><i>Brief introduction about the Local2030 Coalition</i></p> <p>Jader Barbalho Filho, Minister of Cities of Brazil and Member of the Local2030 Coalition Steering Committee</p>
17:14	<p>Contextualizing Municipal Finance and the Implementation of the Statute of the City Legislation</p> <p><i>Brief introduction to set the scene for local government finance in the Brazilian context</i></p> <p>By the Moderator</p>
17:20	<p>Unlocking the Potentials of the Market of Regulated Building Rights to self-finance housing and basic infrastructure: lessons from the city of Sao Paulo</p> <p><i>This presentation focuses on 4 urban operations in the city of Sao Paulo, unpacking the sales of development rights associated with the urban planning interventions in 4 different zones of the city that doubled the investment capacity of the municipality, totaling more than USD 5 billion. Revenues from these operations enables the municipal government to localize the SDG11 and other related SDGs through the municipal policies.</i></p> <p>Dr. Camila Maleronka, INSPER & IMT, São Paulo</p> <p>(25')</p>

17:45	<p>The Genesis of the Urban Operation Porto Maravilha and the Public-Private Partnership in Rio de Janeiro: lessons from the city of Rio de Janeiro</p> <p><i>This presentation focuses on the unique experience in Rio de Janeiro combining the City Statute Legislation with the PPP Legislation that led to the establishment of a Municipal Company responsible for the revitalisation of the inner city and old port area of Rio de Janeiro. The operation generated more than USD 2 billion in revenues that increased the investment capacity of the municipality into the implementation of several targets of the SDGs.</i></p> <p>Osmar Lima, Municipality of Rio de Janeiro (25')</p>
18:10	<p>Moderated discussion between the Presenters</p> <p>This part of the webinar gives an opportunity for the speakers to reflect on each other's presentation and exchange views on fundamental questions about the replicability and conditions to implement similar instruments elsewhere. General conclusions will be drawn.</p>
18:20	<p>Questions and Answers with the Audience</p> <p>This part of the webinar provides for interaction with the audience, when the presenters are given the chance to respond to specific questions addressed by the audience.</p>
18:35	<p>Wrap-Up and Conclusions by the Moderator</p> <p>This is the concluding part when the moderator makes a backtracking of the key conclusions and recommendations of the session.</p>
18:45	<p>End of the Webinar</p>

Speakers



Camila Maleronka

Camila Maleronka is a seasonal urban planner specialized in housing, planning, and urban financing instruments with more than 25 years of experience. She holds a degree in Public Administration from the Getulio Vargas Foundation (FGV) and in Architecture and Urbanism from the University of Sao Paulo. A master's degree in Housing from the Technological Research Institute of Sao Paulo (IPT) and a PhD in Urbanism from the University of Sao Paulo (USP). She recently completed postdoctoral research at Federal University of the State of Rio de Janeiro (UFF). She is currently a professor of urbanism at Maua Institute of Technology (IMT) and INSPER. Between 2010 and 2013, she was Manager of the Economic Studies Department at SP Urbanismo, a company linked to the Municipal Secretariat of Urbanism of the city of São Paulo. From 2013 to 2018, she worked for P3urb, a company focused on real estate projects based on public-private partnerships. Since 2010, she is an associated fellow of the Lincoln Institute of Land Policy working on training programs and technical assistance focusing on land management, land value capture, and financing instruments. She is a consultant for the Inter-American Development Bank (IDB) and the World Bank on urban planning issues and author of various articles, reports and key publications. She is the lead author of the IDB's publication on Urban Operations in Sao Paulo (<https://publications.iadb.org/en/operacoes-urbanas-o-que-podemos-aprender-com-experiencia-de-sao-paulo>).



Osmar Lima

Osmar Lima is an experienced manager who is currently Municipal Secretary for Economic Development of the City of Rio de Janeiro and President of the Participation and Investment Company of the Municipality of Rio de Janeiro (CCPar). Before joining the municipal government of Rio de Janeiro, he worked as a senior manager at the National Economic and Social Development Bank of Brazil (BNDES) for more than a decade as head of several departments, namely the Public Real Estate Asset Department, the Public Private Partnership Department, and the Municipal Projects Department in the Privatization and Project Structuring Area. Amongst several projects, he was responsible for municipal operations, such as the bank's Public Lighting PPP Structuring Program. He has also worked as a credit analyst in the Industrial Area and as a private equity investment manager. He acquired his degree of Engineering from the Federal University of Rio de Janeiro and a master degree in Production Engineering, Management and Innovation from the same university, with Specialization in system engineering at the University of Virginia, USA. He is a certified CFA Institute Charter holder. He is also a certified Real Estate Law specialist by Getulio Vargas Foundation (FGV).



Claudio Acioly

Claudio Acioly is an architect and urban planner, a development practitioner with more than 40 years of experience. He has worked in more than 45 countries.

Acioly started his career as social housing and slum upgrading expert of the Government of Brasilia (1983-1987) followed by an overseas post for the Dutch Government as chief architect of the neighborhood upgrading programme in Bissau (1989-1992). He worked internationally as senior project manager and lead housing and land expert with the Rotterdam-based Institute for Housing and Urban Development Studies-IHS (1993-2008) where he further enhanced his experience in participatory action planning, training, capacity building, moderation of policy dialogues and institutional strengthening in various countries before joining UN-Habitat (2008-2019) as chief Housing Policy, coordinator of the United Nations Housing Rights Program and the Advisory Group on Forced Evictions to the Executive Director of UN-Habitat – AGFE and head of Capacity Building and Training. He has acquired a solid experience in design and delivery of the entire cycle of professional training, post-graduation courses and educational programmes in addition to moderation and facilitation of inter-governmental dialogues, facilitation of public debates, staff retreats and moderation of large debates in global forums like WUF, Habitat III, UIA, LAC Housing Forums and World Habitat Day. He worked as consultant for the World Bank, IFC, UNECE, UNEP, UN-Habitat, DGIS, Cordaid, GIZ and national and local governments across the globe and published widely on various topics. His work is publicly available at www.claudioacioly.com



Patricia Menezes

Patricia Menezes is an experienced public official having served the municipal government of the city of Barcarena, Brazil in various positions for nearly 2 decades. She has over 20 years of experience in government planning and multi-level governance, institutional relations, para-diplomacy, knowledge management and capacity building. While being a statutory staff of the government of Barcarena, she was assigned to work at the State and Federal Governments as well as international organizations. From 2013 to 2024, she led the design, coordination and the implementation process of institutionalizing the UN Development Agendas in Barcarena namely the 2030 Agenda, Sendai Framework and New Urban Agenda. Her work was groundbreaking and turned Barcarena a benchmark recognized by numerous international organizations such as the UN, OECD and UCLG. The city received several citations and prizes for its leadership in the localization of the 2030 Agenda. She is also Cofounder of the Brazil SDG Network (Rede ODS Brasil), a coalition of organizations and experts that produces and disseminates knowledge about the UN Global Agendas in Brazil and other speaking Portuguese countries, fostering the institutionalization of these Agendas in governments, parliaments, courts of auditors, research institutions and universities.



Jader Barbalho Filho

Jader Barbalho Filho is 47 years old, graduated in Administration from the University of the Amazon, with a specialization in Marketing and has a postgraduate degree in Public Administration from Getúlio Vargas Foundation. As a businessman, he managed the RBA Communications group, one of the largest in the North of the country, until 2022.

Affiliated with the MDB since 1995, he is the state president of the party in Pará. He was chosen by President Luiz Inácio Lula da Silva as Minister of Cities, to run one of the main programs of the federal government, Minha Casa Minha Vida. Jader Filho is from Pará, married and has 5 children.