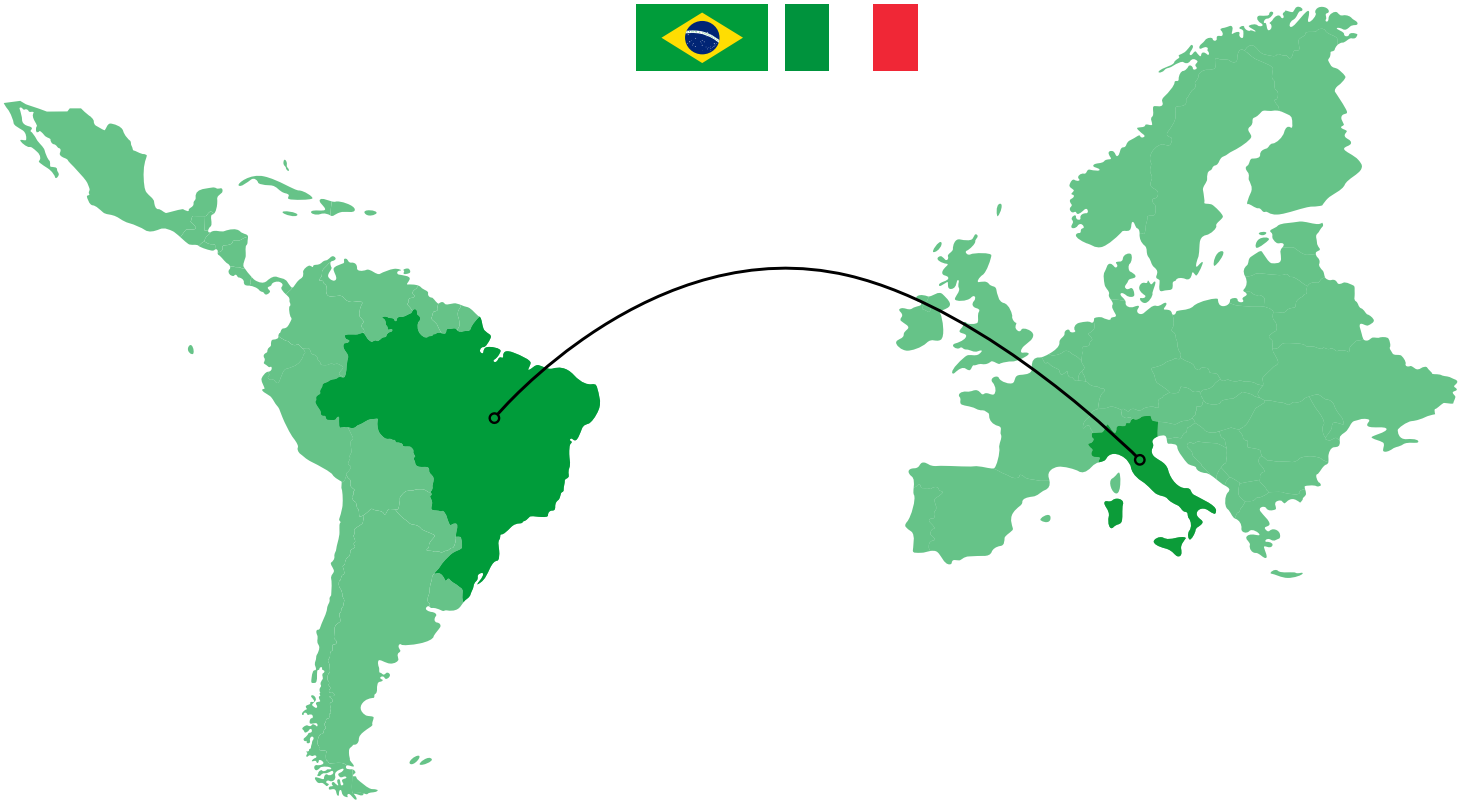
INSPIRATIONAL CASE

PAIRING REPORT:

SAO PAULO - MILAN



INTERNATIONAL URBAN COOPERATION
European Union-Latin America and the Caribbean

A European Union Programme

SAO PAULO-MILAN

THE PAIRING AT A GLANCE

Sao Paulo (BR):

São Paulo is a municipality in the Southeast Region of Brazil. The metropolis is a global city and the most populous in Brazil, the Americas, the Western Hemisphere and the Southern Hemisphere. Additionally, São Paulo is the largest Portuguese-speaking city in the world. The city is the capital of the surrounding state of São Paulo, the most populous and wealthiest state in Brazil. São Paulo is a pioneer in Brazil in important economic sectors, such as information and communication technology, real estate, infrastructure, financial services, technical, scientific and health services.

Milan (IT):

Milan is the capital of the region of Lombardy (Northern Italy) and its metropolitan area includes 133 other municipalities. It is not only the economic capital of Italy, but also one of the leading European and international cities in terms of GDP. Milan is a leader in many industries, such as financial and banking services, design and fashion, engineering, agri-food and food processing, communication and publishing, energy and renewables, ICT & multimedia.

Keywords

#Urban renewal
#Redevelopment of brownfield sites
#Intangible heritage
#Renovation of public spaces

Thematic areas of cooperation

Sustainable urban renewal strategies
Enhancement of artistic and historical heritage
Requalification of public spaces

Objectives

On the basis of the considerable urban renewal that the City of Milan has been undergoing for the last years, Sao Paulo is very interested in exchanging knowledge and experiences with the city-peer in relation with the redevelopment of brownfield sites and public spaces, **with the aim of upgrading urban spaces and promoting citizens' participation.** On its part, Milan showed interest in getting to know in detail good practices and concrete examples of interventions of urban renewal carried out in Sao Paulo, a city which in the last 20 years has developed large number of major urban projects, mainly on abandoned and underused industrial areas in the central part of the metropolitan region. As a result of the regeneration of old brownfield sites, new neighbourhoods have been built in the city, implying not only an urban landscape renewal, but also an increased attention to the social tissue of those areas.

In the framework of this shared objective, both cities identified as a complementary topic for mutual learning, **the exchange on cultural heritage preservation within the context of urban regeneration processes.** Sao Paulo faces challenges in incorporating the presence of buildings, spaces and landscapes of historical and cultural value in the municipal urban planning and in the requalification construction, on the part of both the public power and the private initiative. In this sense,

the exchange of experiences with the city of Milan can bring inputs for the technical processes that are already underway in Sao Paulo such as the preparation of a proposal for the readjustment of regulations in this field and their management.

Finally, in the context of **the new global health scenario and the need for safer, healthier and more responsive cities,** the tactical urbanism measures adopted by Milan to increase the quality of public spaces and reduce the space taken the cars in the city, has also been seen by Sao Paulo as a learning opportunity in the framework of this cooperation.

Activities

The IUC-paired cities of Milan and Sao Paulo have been confronted with the transformation of the initial program that should have been carried out, for a good part of it, through in-presence meetings and study visits in each respective city. The global health emergency forced the cities to exploit the digital dimension due to the the impossibility to travel. Study visits and physical meetings have been replaced by a number of webinars focused on **the exchange of methodologies and best practices concerning the "urban regeneration" macro-theme,** as a catalyst for various cooperation subthemes.

In addition to that, **the two cities agreed to spot two places, one per city, to be "used" as a field of experimentation** in order to study and implement a pilot action related to the preservation of historic buildings and non-tangible artistic and cultural heritage.

This working area, could be located in **Bela Vista**, in the case of Sao Paulo, as a strategic district located between two central areas of the city, and a key neighbourhood from many points of view: mobility, urban infrastructure, housing, tourism and culture. The city faces the challenge of promoting the development of this area while at the same time guaranteeing the safeguarding of the cultural heritage and the protection of local population in front of the gentrification.

Cities expect to absorb specific best practice from each other. In particular, the City of Sao Paulo shall learn how urban landscapes and heritage may be preserved and enhanced in the framework of an urban requalification process.

Stakeholders involved

- **Municipalities**
- **Private sector**
- **Third sector actors**
- **Citizens**
- **Universities**

MAIN INTERVENTION-PILOT PROJECT

The main cooperation between the two cities has been related to the **exchange of knowledge on territorial planning guidelines, with specific attention to non-tangible artistic and cultural assets.**

Sao Paulo explained its Urban Planning guidelines and methodology; whereas Milan shared with the peer-city the main features of its Territory Management Plan, and the requalification processes of urban spaces. The city also shared its response to the crisis of COVID19 and how it has reshaped its priorities and guidelines.

A relevant takeaway Milan gained from Sao Paulo concerns the preservation of the non-tangible artistic and cultural assets which could inspire the development of specific regulations to protect and enhance this type of asset in the European city. Sao Paulo, on its part, considered Milan's strategies for approving projects in places considered to be historical heritage sites extremely interesting.

MAIN IMPACTS AT LOCAL LEVEL

São Paulo and Milan have been sister cities since the 1960s. The IUC Program serves as a Platform that solidifies the bonds of friendship and cooperation already existing between the two cities.

From the exchange of experiences with Milan, São Paulo reinforces the learning that it is possible to carry out urban projects and renovation, considering all the historical layers of the city: modernizing and preserving, simultaneously, in a sustainable way.

LESSONS LEARNED AND ADDED-VALUE OF IUC

"Cities lead the way towards a healthier and more sustainable future. Milan and São Paulo have been collaborating within the IUC framework with this motto in mind. The exchange has led the two cities to gain reciprocal knowledge on how to master urban planning and renewal initiatives with a holistic approach. Both cities are indeed confronted with major challenges, nevertheless the IUC has enabled Milan and São Paulo to harness opportunities within a crisis and take stock of key lessons".

- Milan

CONTRIBUTION TO INTERNATIONAL FRAMEWORKS

Related SDGs and Urban Agenda for the EU topics:

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS

Urban Agenda for the EU: Urban Mobility, Housing, Sustainable Use of Land, Partnership on Culture & Cultural Heritage

INTEREST IN THEMATIC NETWORKS

Interest shown by **Sao Paulo** both in the Action Plan and in the survey conducted by the Program

NETWORK 1	Mobility, Connectivity and Transport
NETWORK 2	Smart Cities & Digital Transition
NETWORK 3	Urban Poverty and Regeneration, Housing, Social Inclusion – Cohesion, Equity
NETWORK 4	Circular Economy, Waste and Sustainable Production / Consumption
NETWORK 5	Sustainable and Healthy Cities, Sustainable Land Use – Nature-Based Solutions
NETWORK 6	Climate Action, Energy, Water and Air Quality
NETWORK 7	Innovation and Economic Growth, Strategic Sectors, Jobs and Skills.

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