

Contexto Brasileiro

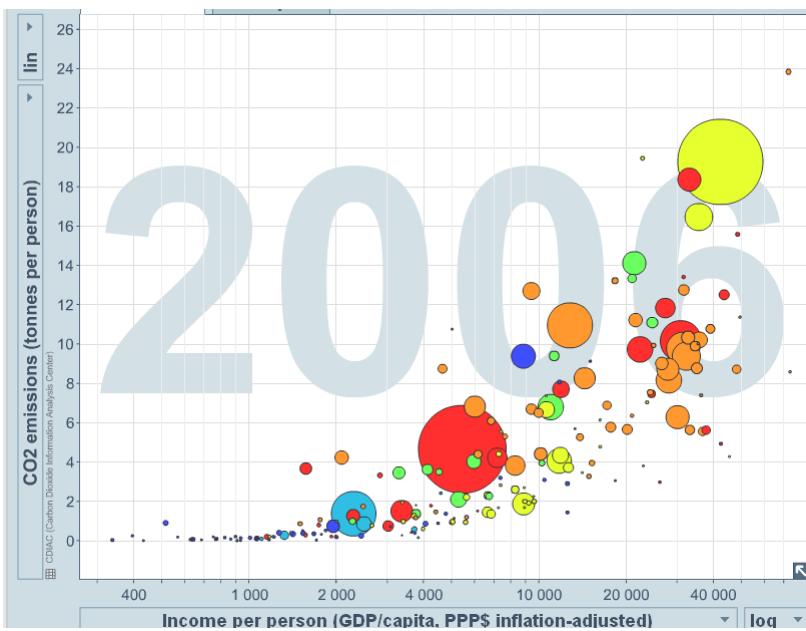
Judith Sykes

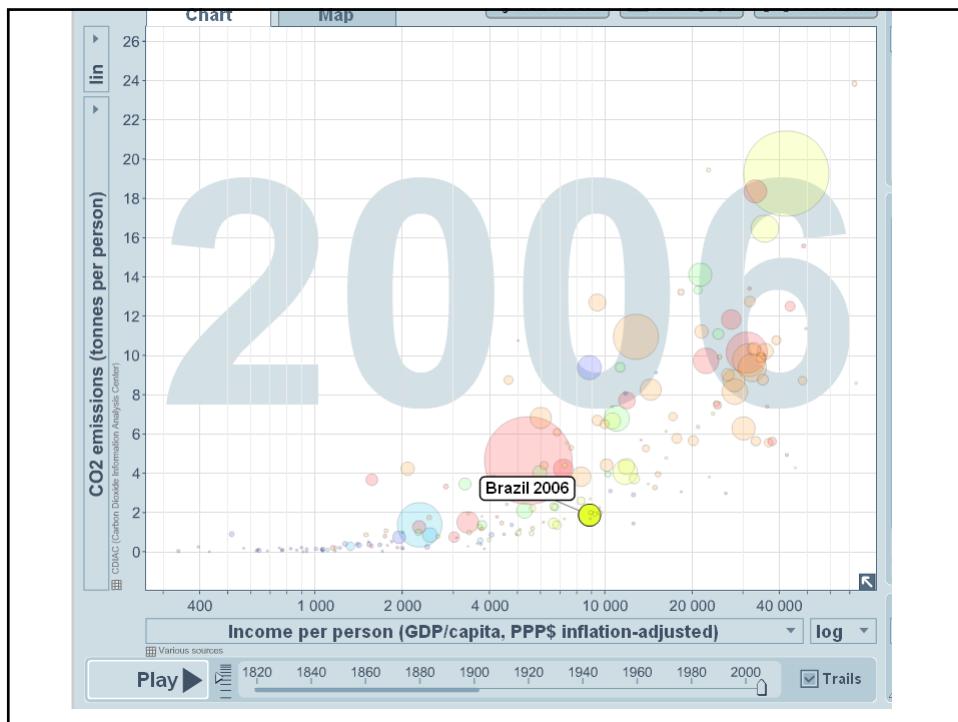
useful**simple**projects

País Único, Oportunidade Única



Enorme investimento e potencial de crescimento





Reforestation



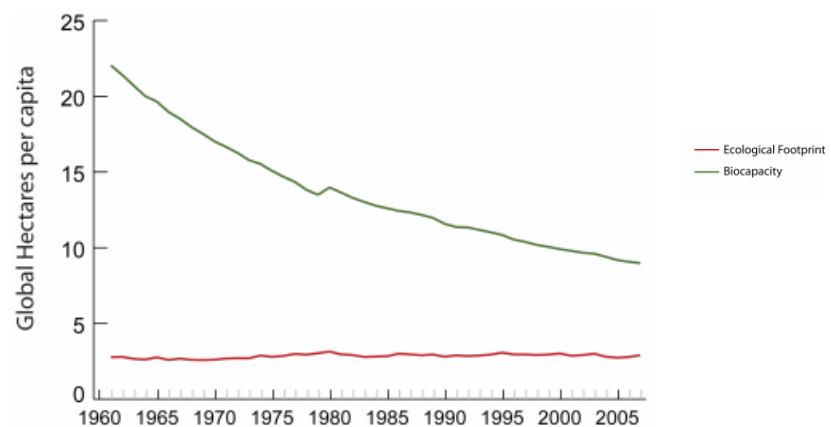
COP



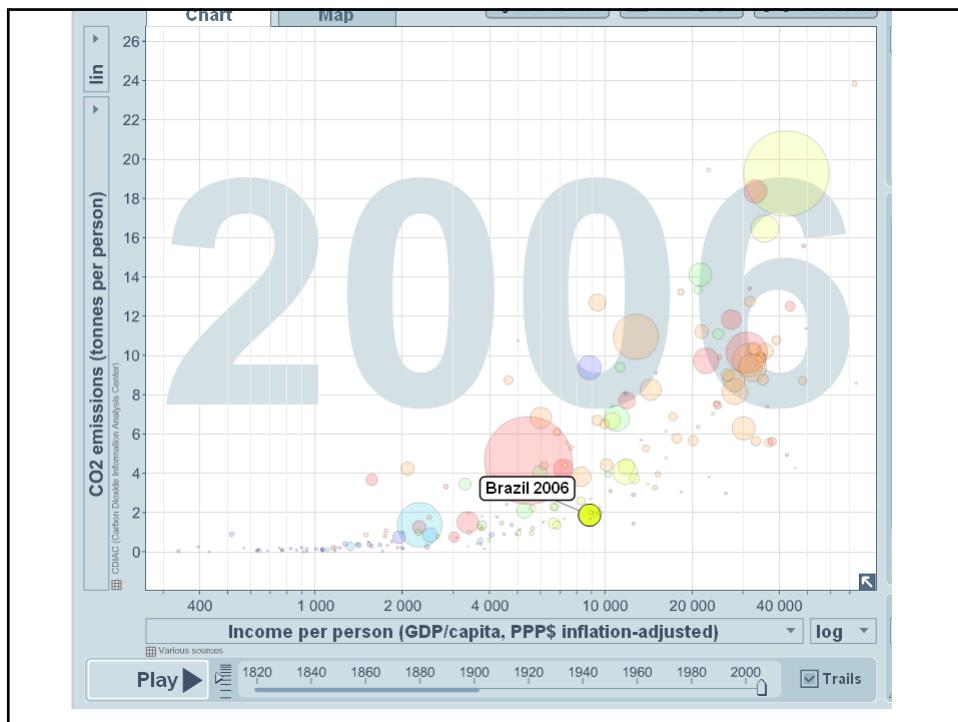
Pegada Ecológica do Brasil: 1,7 planetas



Pegada ecológica do Brasil



Declínio significativo na
biocapacidade



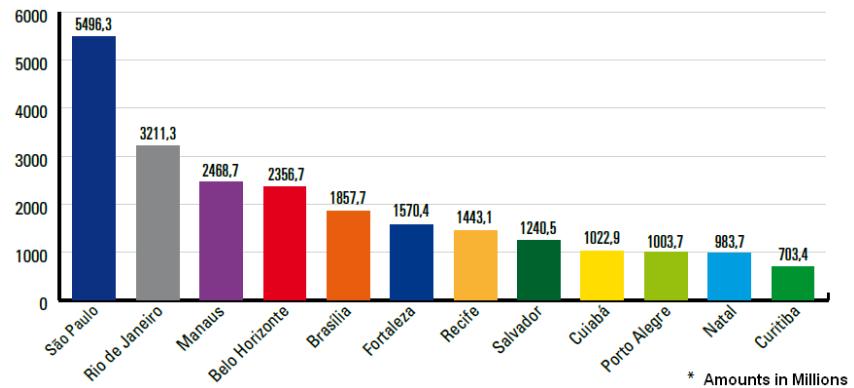
Se todos no mundo vivessem como um norte-americano médio



Copa do Mundo Verde



Infra-estrutura





Objetivo

- Entender o impacto
- Reduzir a emissão
- Compensar o impacto (offset)

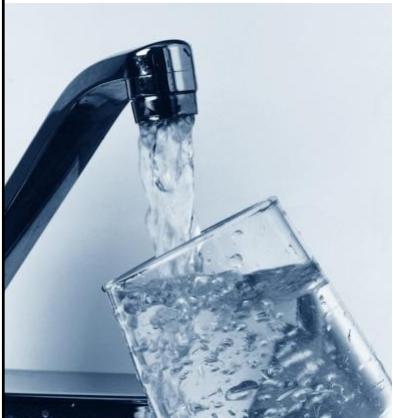


Redução



Compensação

Simular investimento no abastecimento de agua e tratamento de esgoto



Tratamento de água contaminada



Redução do Risco de Enchente

Floods in Brazil are a result of short-term planning

Urban planning has never been part of Brazil's political agenda, so when heavy rains come cities are not able to cope



Impactos ambientais e sociais



Transporte Sustentável



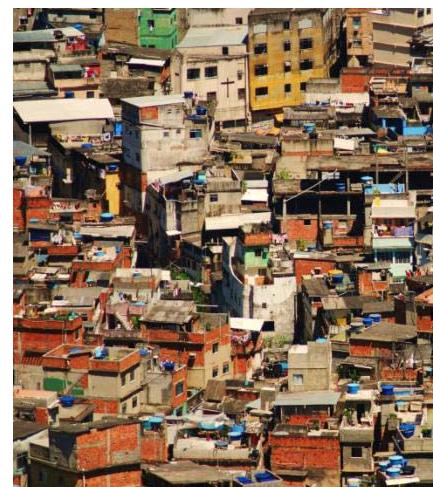
Desmatamento



Reflorestamento e biodiversidade



Catalisação de Investimento nas Cidades Sede



Momento para o projeto & construção sustentável

NEWS ARCHIVE

Green Building Gets a Boost in Brazil

All eyes are on Brazil, the host of the future 2012 United Nations' Rio+20 Earth Summit, 2014 FIFA World Cup and 2016 Summer Olympics, as it augments and improves the infrastructure and buildings necessary to accommodate the subsequent growth. The country plans to invest over \$1 trillion in such development projects.

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Desperdício



Cultura de construção



Planejamento urbano

Floods in Brazil are a result of short-term planning

Urban planning has never been part of Brazil's political agenda, so when heavy rains come cities are not able to cope



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Legacy



Obrigado

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