

# Investing in Sustainable Cities: Policy, Planning, and Private Investment

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# Why Sustainable Cities?

*“On the eve of Rio+20, governments are challenged to build a world that is safer, cleaner and healthier in a ‘do more with less’ environment. Such a sustainable world starts with sustainable cities. Partnering to invest in sustainable and resilient cities is therefore central to achieving this goal.”*

Angel Gurría, OECD Secretary-General

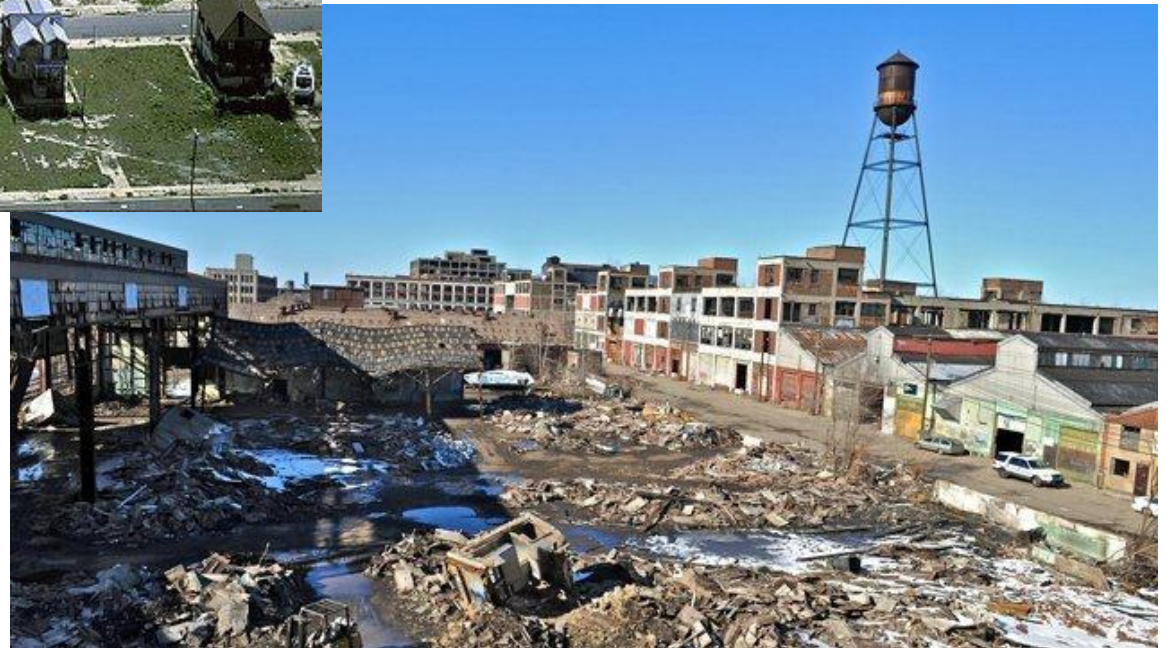
# Songdo, South Korea



# Lagos, Nigeria



# Detroit, Michigan, USA

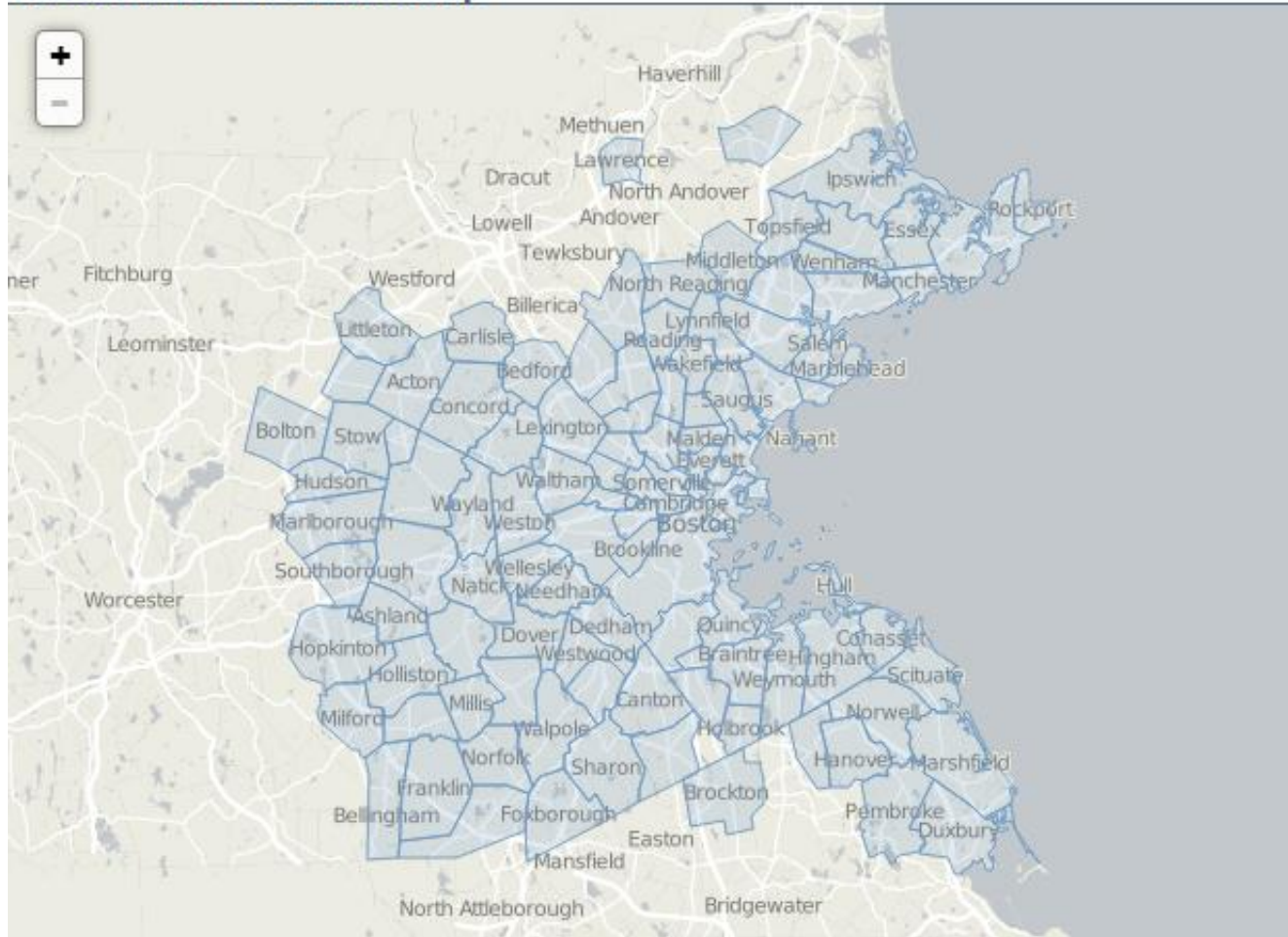


# Why Sustainable Cities?

- Macro Context for Responsible Investment:
  - Urbanization
  - Climate change
  - Resource scarcity
- What attracts investors?
  - Scale
  - Dynamism
  - Infrastructure, physical and social

# Metropolitan Area Planning Commission (MAPC), Massachusetts

MetroFuture In Action Map



# Jardim Gramacho, Rio de Janeiro, Brazil

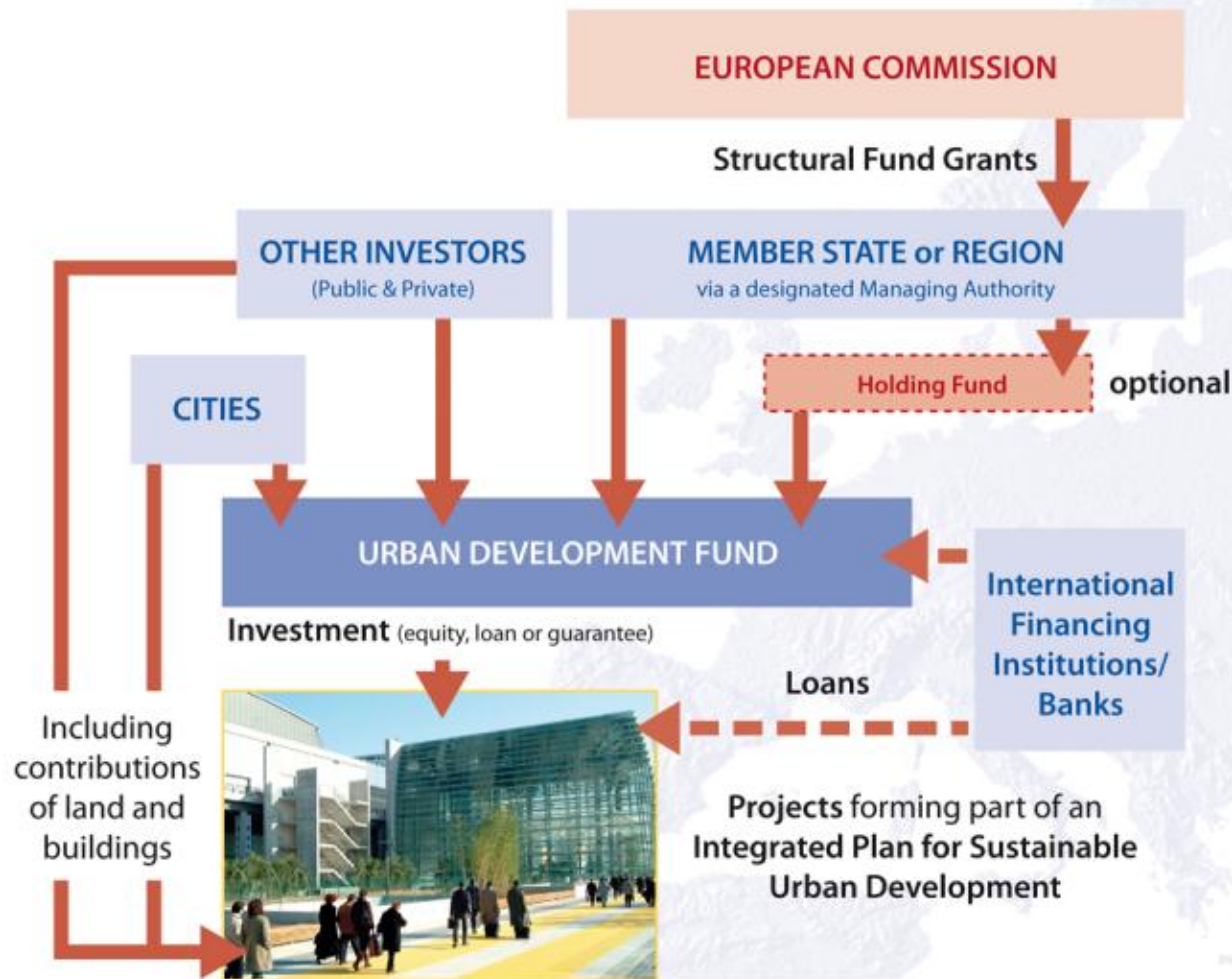




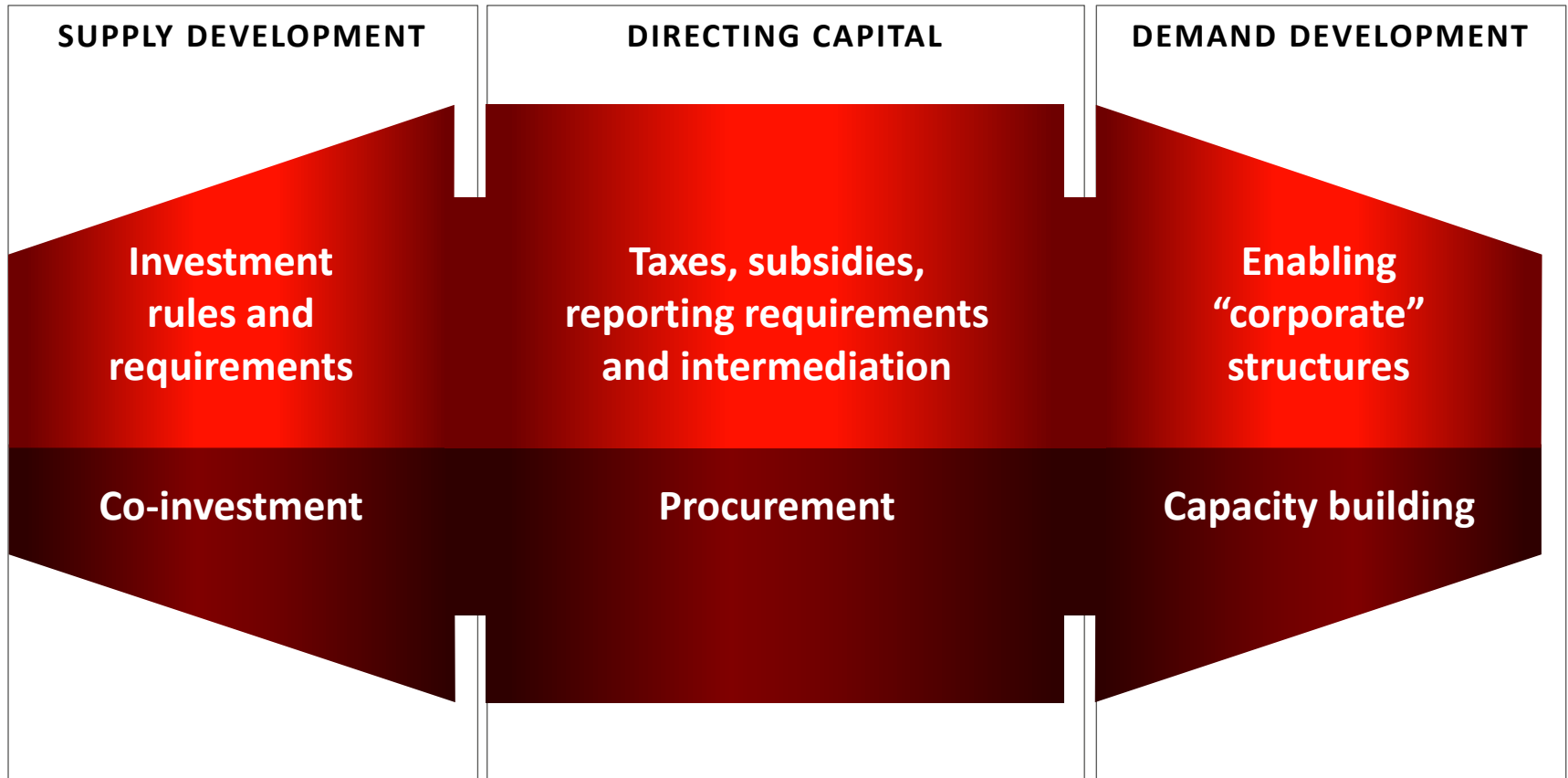
# Bogotá, Colombia



# Joint European Support for Sustainable Investment in City Areas (JESSICA)



# Policy and the Market



GOVERNMENT INFLUENCE



GOVERNMENT DIRECT PARTICIPATION

# Challenges for policy makers

- Coordinating time horizons
- Coordinating public planning and private investment
- Integrating growth and equity
- Entwining sustainability and investment
- Building investment products
- Monitoring social and environmental performance