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## “Making Cities More Equitable Through Inclusive Economic Development”

*Draft Agenda*

Venue: SALÓN BENITO JUÁREZ- LEGISLATURA  
Monday, 18 April 2016 – 13:30-14:30

Time	Programme
13:15 pm	<i>Arrival of guest speakers and participants in the Conference Room</i>
13:15-13:30 pm	<i>Refreshments will be served</i>
13:30 pm	<b>Photo Op with Guest panellists</b>
13:30-13:35 pm	Opening remarks by moderator and introduction of panellists (5 min)
13:35-14:05 pm	Reflections from each speaker (5 min) <ul style="list-style-type: none"> <li>▪ How can cities in the region support informal and newly emerging businesses that target the needs of disadvantaged groups?</li> <li>▪ How can enterprise development be fostered in the region’s cities to generate jobs targeted at youth people?</li> <li>▪ How can Latin American and Caribbean cities formulate business plans that prioritize social inclusion and women’s empowerment?</li> <li>▪ What are some examples that you can share in investing soft infrastructure (i.e. educational and workforce development) that have been most effective in tackling social exclusion in the region’s cities?</li> </ul>
14:05-14:25 pm	Questions and comments from the floor (2 min responses from each speaker)
14:25-14:30 pm	Closing remarks by moderator and summary of points discussed (5 min)

## Speakers

- H.E. Ms Maria Duarte, Minister of Housing and Urban Development, Ecuador (TBC)
- Mr Diego Zorilla, UN Resident Coordinator, UNDP Resident Representative Ecuador
- Ms. Silvia Rucks, UNDP Resident Representative in Mexico
- Mr. Ibon Mendibeluzua, Delegate of Euskadi (Basque Country) to Mexico
- Ms. Júnia Santa Rosa, Director, Institutional Development and Technical Cooperation, National Housing Secretary, Ministry of Cities, Brazil
- Ms. Adriana Lobo, Director EMBARQ, World Resources Institute (WRI)
- Ms. Sonia Dias, WIEGO (Women in Informal Employment)
- Mr. Alfonso Serrano Gomez (CEO), Habitación y Vida (HabVita)

## Summary

Ten of the 15 most unequal countries in the world are in Latin America and the Caribbean. This inequality is most acutely seen in its cities, where around 80% of the region's total population live. There has never been a more pressing need to implement inclusive economic development policies than today. Latin American and Caribbean cities are divided not only spatially but also socially. Inequality has corrosive effects on social cohesion, economic growth, and safety- all growing challenges the region's cities are currently facing.

The UNDP side event panel will discuss how inclusive economic development can help tackle the yawning inequality gaps in the region's urban areas. How can local officials support informal and newly emerging businesses that target the needs of disadvantaged groups? How can Latin American and Caribbean cities formulate business plans that prioritize social inclusion and women's empowerment? How can cities align inclusive economic development strategies with national policy plans to implement the Sustainable Development Goals (SDGs) and advance an inclusive urban agenda? These are just some questions that will be answered by our expert panel of national, regional and local leaders, NGOs, and international organizations.

## Audience

The audience will tentatively comprise of about 80-100 participants. Participants will consist of local officials/Ecuadorian government representatives, general public, civil society, and international organizations.

## Objectives

The objectives of the side event are two-fold:

- First, to highlight the growing importance in tackling inequality in the region's cities through Local Economic Development (LED). UNDP and its partners are committed to sharing their expertise and knowledge on the issue of inclusive development in creating more equitable societies that benefit all residents of the city.
- Second, the event will emphasize the value and importance of collaboration between local, regional, and national governments in creating more inclusive cities. Knowing what tools and resources are available for cities to facilitate more inclusive economic development is essential to tackling gaping urban inequalities, and adopting the goals that will be set out in the New Urban Agenda.

## Format

The event is expected to last approximately one hour. It will begin with welcoming remarks by the moderator, which will include an introduction of the key theme of the discussion and the panellists (**5 minutes**).

The discussion will proceed with each panellist given the floor to respond to the introductory questions (**5 minutes each speaker**). An additional round of questions by the moderator will follow (**3 minutes each speaker, for a total of 20 minutes each round**) focusing on the outlined questions above. The moderator will then open the floor for comments and questions by the audience (**max 10 minutes**) and revert to the panel before offering short closing remarks (**5 minutes**).

### UNDP Ecuador CO Contacts:

Sergio Novas [sergio.novas@unpd.org](mailto:sergio.novas@unpd.org)

### UNDP HQ Contacts:

Rohan Kocharekar [rohan.kocharekar@undp.org](mailto:rohan.kocharekar@undp.org)

Renata Rubian [renata.rubian@unpd.org](mailto:renata.rubian@unpd.org)

Minerva Novero [minerva.novero@undp.org](mailto:minerva.novero@undp.org)

### UNDP LAC Regional Hub Contacts:

Lurdes Gomez [lurdes.gomez@undp.org](mailto:lurdes.gomez@undp.org)

## Biographies of Panellists

### **H.E. Ms. Maria de los Ángeles Duarte, Minister of Housing and Urban Development, Ecuador**

H.E. Ms. Maria de los Ángeles Duarte is the current Minister of Housing and Urban Development in Ecuador. She is co-chair of the Habitat III Preparatory Committee. She worked previously as an architect and holds an MBA in Construction and Real Estate Companies. She served as Minister of Housing and Urban Development (2007-2009) and Minister for Economic and Social Inclusion (2009-2010).

Duarte studied at the Catholic University of Santiago de Guayaquil where she graduated as an architect and with an MBA in Management of Construction. From 1993 to 2000 she was a Professor of Anthropology, history of civilization and technical drawing in the Argos Institute, the Jefferson University and at the University Santamaria.



### **Mr. Diego Zorrilla, UN Resident Coordinator, UNDP Resident Representative, Ecuador**



Diego Zorrilla has a master's degree in law and a professional history of 23 years in the United Nations system.

He has held various positions in a variety of work areas and countries. Mr. Zorrilla has worked for the Secretariat of the United Nations, occupying different functions both at Headquarters in New York and a total of eight peacekeeping operations and political missions in the Balkans, in sub-Saharan Africa, Central America, the Middle East and Asia.

He has also held positions with UNICEF country offices in Africa and the Regional Office for Latin America and the Caribbean. Since June 2012, Mr. Zorrilla serves as the Resident Coordinator of the United Nations system in Ecuador and Representative of UNDP.

### **Ms. Silvia Rucks, UNDP Resident Representative in Mexico**

Silvia Ruckus has over 25 years of experience in the United Nations System, as current UNDP Resident Representative in Mexico. Ms. Rucks has worked for the United Nations in more than 10 countries; including Country Director in Colombia, and the Deputy Resident Representative of UNDP in Peru (2007-2010) and in Argentina (2002-2006). She was an advisor in organizational development for UNDP in Brazil, Cuba, Nicaragua and Uruguay. Additionally, she has worked for UNICEF and UNOPS in Guatemala and New York.

Ms. Rucks has contributed to the definition of strategies for the development of national capacities of countries at the local level. She similarly has extensive experience formulating public policies to consolidate the process of economic recovery and eradication of poverty and inequality, conflict prevention, institution building and democratic governance. Ms. Rucks studied Computer Science engineering at the Universidad del Valle in Guatemala (1987) and holds a Masters in Business Administration and Management from the Universidad Centroamericana Jose Simeon Canas of El Salvador (1994) and a postgraduate in "Management Practices" at NYU (1996).



**Ms. Adriana Lobo, Director of the Sustainable Transport Center CTS EMBARQ, World Resources Institute (WRI)**

Adriana Lobo is the Director of the Sustainable Transport Center CTS EMBARQ México, an NGO which, under her leadership for more than 10 years, has made a significant impact in the promotion and deployment of sustainable mobility solutions in many Mexican cities. She studied civil engineering at the University of Sao Paulo and has more than 20 years of professional experience. Today, she leads a highly specialized team of 50 professionals in the fields of Transport, Urbanism, Environmental Engineering, Economics and Communication.



**Mr. Ibon Mendibelzua Madariaga, Delegate of Euskadi (Basque Country) to Mexico**

Mr. Mendibelzua Madariaga is the Euskadi Representative in Mexico. He represents the Basque Region in Spain in terms of relations with institutions, organizations, agencies and agents in Mexico, as well as relations with the Basque community in the country. Mr Mendibelzua Madriaga's mission is the promotion, coordination, enhancement and identification of social, cultural and economic ties between the Basque Region and Mexico.



**Mr. Alfonso Serrano Gomez (CEO), Habitación y Vida HabVita**

Mr. Alfonso Serrano Gomez is the CEO, an entrepreneur and engineer by training, and founder of Habitación y Vida (HabVita). Since the launch of operations in 2009, Habvita has provided housing solutions and complementary infrastructure for basic services to the bottom of pyramid families in Mexico. In December 2015, the company joined the Business Call to Action, a UNDP-hosted global advocacy platform that supports the achievement of the Sustainable Development Goals (SDGs) by establishing credibility, increasing visibility and improving effectiveness of inclusive business.



Today, Habvita is working on a model of social franchising where owners of shops of building materials in rural areas are trained to be promoters of Habvita. In 2015, the company achieved more than four thousand shares of housing, from extensions to new homes, added 15 new communities to the list of those who have benefited so far, to reach a total of 80 communities across 11 states in Mexico.

**Ms. Júnia Santa Rosa, Director of Institutional Development and Technical Cooperation at the National Housing Secretariat, Ministry of Cities, Brazil**

Ms. Júnia Santa Rosa is the Deputy National Secretary of Housing and Director of Department of Institutional Development and Technical Cooperation of the National Housing Secretariat of the Ministry of Cities of Brazil since 2007. Also in the National Housing Secretariat she held the position of Advisor to the Department of Urbanization and Precarious Settlements.



She was the Director of Technical Information in the Municipal Planning Secretariat of the Municipality of Belo Horizonte (1993-1995), Director of Regional and Sectorial Planning of the Secretariat of Planning and General Coordination of the State of Minas Gerais (1995-1997), Director of Planning and Coordination of the Municipal Planning Secretariat of the Municipality of Belo Horizonte (1997-1999), and Special Adviser of the Municipal Secretariat on Social Policy Coordination at the Municipality of Belo Horizonte (2001-2002).

She was Professor at the Faculty of Economics of the University of Itaúna/MG (1991-1996) and of Urban Planning in Architecture and Urbanism Course of the Faculty of Engineering and Architecture of the FUMEC in Belo Horizonte (2000-2001). She is an economist by training and holds a Master's degree in Urban Management.

**Ms. Sonia Dias, Waste Sector Specialist and Representative of Women in Informal Employment: Globalizing and Organization (WIEGO)**

Ms Dias is a sociologist by training and a “garbologist” with specialization in Solid Waste Management from the University of Kitakyushu, Japan (JICA grant). She has a Master's in Human Geography (UFMG) on the role of the local governments in strengthening waste pickers' organizations in Belo Horizonte City, and a PhD in Political Science (UFMG) on the role of participation in solid waste management in Brazil.



She has been active in the waste management field in Brazil since 1985 with a focus on promoting the integration of social inclusion aspects into the technical planning of waste collection and recycling. Her on-the-ground experience encompasses: work as a public officer at the Municipal Cleansing Agency in Belo Horizonte, Brazil; voluntary work for the NGO INSEA supporting the organization of waste pickers and social activism for the Waste and Citizenship Fora. She was also an Eisenhower Fellow for the Common Interest Program on Challenges of Urbanization in 2007.