



IPLANFOR 
INSTITUTO DE PLANEJAMENTO DE FORTALEZA



Fortaleza
PREFEITURA

WUF

THIRTEENTH SESSION

Fortaleza

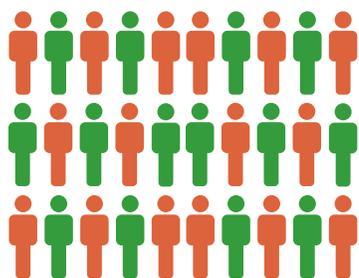
Campaign



2.4 MILLION
PEOPLE (4TH IN BRAZIL)



315 KM²



The most **8.29**
HAB/KM²

dense

state capital in Brazil



HDI PER NEIGHBORHOOD DISPARITY

0.119 X **0.953**

CONJUNTO PALMEIRAS

MEIRELES

(2016)

0.754
FORTALEZA HDI

**Forta
leza**

GDP

R\$67 BILLION (2018)
US\$17,3 BILLION

**Metropolitan
Region**



19
MUNICIPALITIES



4,074,730
MILLION PEOPLE



148,894
KM²



Being the densest capital in Brazil, our city is the 5th most populous in the country, with 2.7 million people and approximately 315 km² of extension. Fortaleza is the only capital located within the Brazilian semi-arid region, which is marked by long periods of drought, erratic rainfall and strong winds. Scarcity was the constituent element of culture and economy for many centuries. From such element emerged a creative, innovative, versatile and enterprising civilization. Fortaleza has become a great laboratory for inclusive public policies in Brazil centered on people and with a strong appeal to the respect and the promotion of human rights, especially for the most vulnerable groups. We seek to leave no one and no place behind.

Located in the corner of the Atlantic Ocean, Fortaleza has a strategic position that puts us as one of the most vibrant centers of connections with the world. We house technological, maritime and air hubs. There are 16 fiber-optic submarine cables in operation connecting Brazil with Africa, Europe, North America, Central America and South America. Fortaleza has direct international flights daily to locations such as Amsterdam, Madrid, Lisbon, Frankfurt, Paris, Miami, Buenos Aires and Orlando, besides connections to all major airports in Brazil.

Fortaleza has a federal seaport - Mucuripe - with great movement of cargo and passengers, and 48 km from Fortaleza is located the Pecém Industrial and Seaport Complex, belonging to the Government of the State of Ceará. These two seaports have an impact on the development of all Metropolitan Region, as well as create a commercial warehouse of international scope.

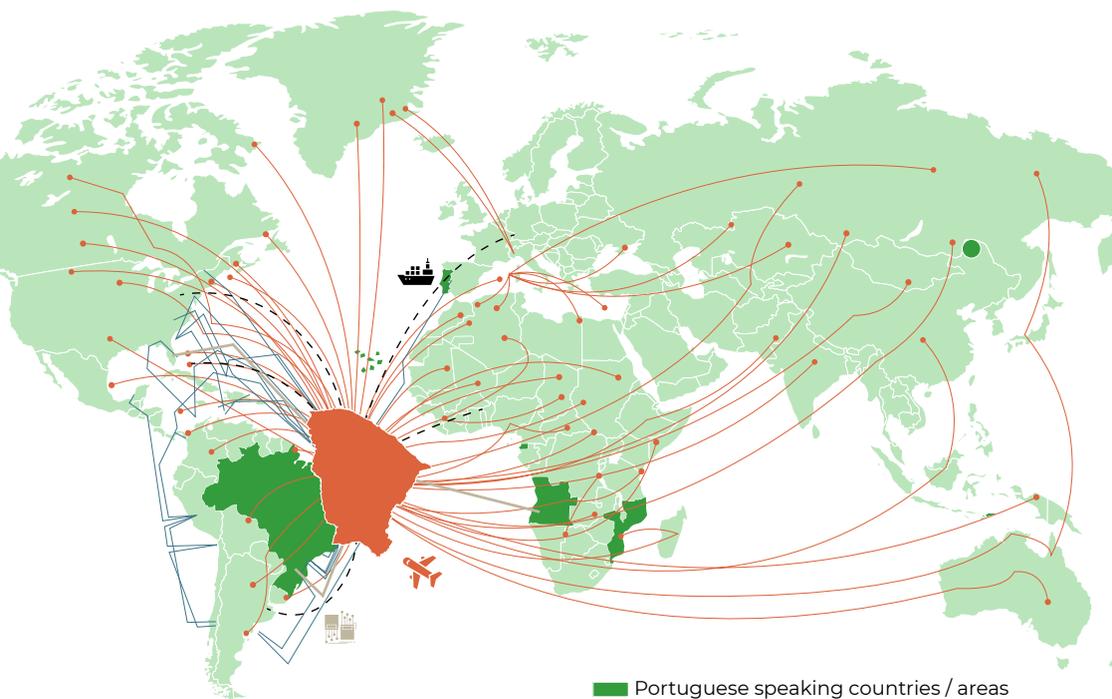
of the Atlantic

The corner of

Connected

TO THE
WORLD

AIR, SEA AND TECHNOLOGY HUBS



The strength of our connections

The impact of holding the 13th World Urban Forum in Fortaleza will reverberate to the world and to other regions in Brazil and South America. We are currently the most influential metropolis in the North and Northeast of Brazil, with an active and promising international presence. Not only Fortaleza, but Brazil itself occupies a leading position in regards to themes related to sustainable urban development, having presented its National Progress Report on the Implementation of the New Urban Agenda.

Taking the World Urban Forum to Fortaleza is an opportunity to strengthen the active participation of the Lusophone community which represents the most widely spoken language in the global south. The engagement of these cities reinforces the engagement in the New Urban Agenda, promoting better, more inclusive, innovative and sustainable urban futures.

Portuguese is the **most widely spoken** language in the southern hemisphere.

MOST WIDELY SPOKEN
4TH NATIVE LANGUAGE
IN THE WORLD



\$6TH LARGEST ECONOMY
IN THE WORLD
COUNTRIES OF CPLP (COMMUNITY OF PORTUGUESE LANGUAGE COUNTRIES) TOGETHER ARE WORTH 2.7 BILLION EUROS

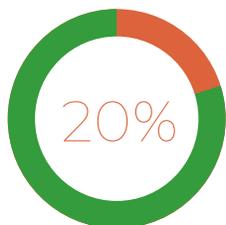


(2100)
(2050)
(CURRENTLY)
260 400 500
MILLION PEOPLE SPEAKING
PORTUGUESE

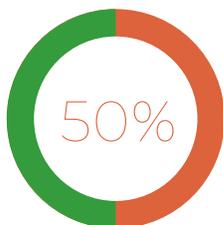


ONE STEP AHEAD

World PEOPLE LIVING IN CITIES



(1900)

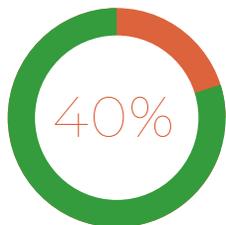


(2000)

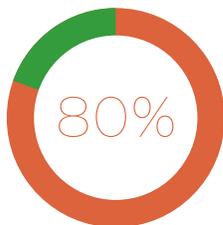


(2050)

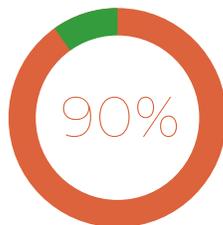
Latin America PEOPLE LIVING IN CITIES



(1900)



(2015)



(2050)

Brazil (PNUD - 2015)

85% of people already live in cities.



5.570
MUNICIPALITIES



**MUNICIPAL
AUTONOMY**
SINCE THE 1988 CONSTITUTION

THE NEW URBAN AGENDA
Global commitments
SUSTAINABLE DEVELOPMENT GOALS

Partnerships

RACE TO ZERO

GI **BERNARD VAN LEER FOUNDATION** **WRI**
BLOOMBERG PHILANTHROPIES

ONU-HABITAT

LOCAL GOVERNMENTS FOR SUSTAINABILITY **IURC**

CLIMATE LEADERSHIP GROUP **UCCLA**

**Accomplishments
and initiatives**
ITDP **THE SUSTAINABLE
TRANSPORT AWARD**
**NATIONAL NETWORK OF
PLANNING** **UNESCO
CREATIVE CITY**
INSTITUTES OF DESIGN
SOCIAL INEQUALITY LABORATORY

It is time to turn the Forum back to Latin America, which plays an important role in the forefront of the development of innovative urban policies, with special attention given to the right to the city. This region is one step ahead in facing the world's major urban issues, considering that the global forecast of 70% of people living in cities until 2050 has already become a reality in this region since 2018, as 80% of its people currently live in cities.

Fortaleza aims to host the 13th edition of the WUF in 2026 because it innovates and offers visitors and residents alike a series of projects based on the concept of local action for global impacts. The city seeks to connect internationally through various partnerships, technical cooperation agreements, forums, global commitments and

international campaigns to establish political dialogue and to share its interventions.

Fortaleza embraces several global agreements to which Brazil is signatory, such as the Sendai Framework for Disaster Risk Reduction and the Paris Climate Accords, and has implemented these policies in its Participative Strategic Plan and in its long-term planning (Plano Fortaleza 2040), a new way of city planning focused on citizens that aims to reduce social, economic and spatial inequalities. The Municipality of Fortaleza is committed to making our city inclusive, safe, resilient and sustainable, in order to ensure everyone has access to adequate housing and affordable pricing according to the 2030 Agenda of the United Nations.

The trajectory of Fortaleza

In recent years, we have shared the dream of living in a more equal, more just and safer society, with decent work and education. We recognize and vehemently defend the right to freedom and the respect to cultural, biological, ethnic, linguistic and religious diversity. We plan our projects and actions together because then we define exactly where we want to go and where we want to arrive at. In 2020, Fortaleza reached the World Health Organization goal of reducing traffic accidents, reducing, in the last 10 years, 51.7% of traffic related deaths, accounting 7.2 deaths per 100,000 inhabitants. In 2010, Fortaleza had 14.9 deaths per 100,000 inhabitants. In relation to the reduction of CO² emissions, we are committed to RACE TO ZERO, and the speedy increase with which our bike lane network, in 9 years, has gone from 63 km (2013) to 410 km (2022), is testament to that.

The city of Fortaleza develops disruptive initiatives such as Desigual Lab, the city's laboratory for innovation in order to accelerate the reduction of socioeconomic and territorial inequalities. Affirmative actions, such as gender policies and policies to end racism, are transversal in the municipal agenda, as well as the perspective of early childhood in city planning. For innovative and effective governance in accelerating the city's development and reduction of inequalities, Fortaleza possesses human capital prepared to use new information and data science methods and technologies (big data, data analytics, artificial intelligence, machine learning, data science).

We achieved
in the last ten years

↓ **51.7%** less traffic
related deaths

↑ **347Km** of bike
lanes

We plan to reach

600Km of bike lanes
by 2026

Disruptive initiatives

Gender, antiracism and childhood

POLICIES ARE TRANSVERSAL IN THE MUNICIPAL AGENDA AND PLANNING

+ **Data Science**
methods and technologies

DesigualLab

FOR REDUCTION OF SOCIOECONOMIC
AND TERRITORIAL INEQUALITIES



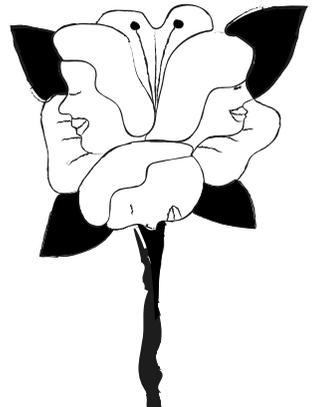
FROM SCARCITY

to diversity

sculpture poetry architecture
cotton fiber ceramic clay
land mangrove river water salt light

Fortaleza is inspired
strong and resilient

wind sail canvas art season fashion
business trade exchange
cultures coming together



mm

Greening cities *for* people

Data driven
urban transformation

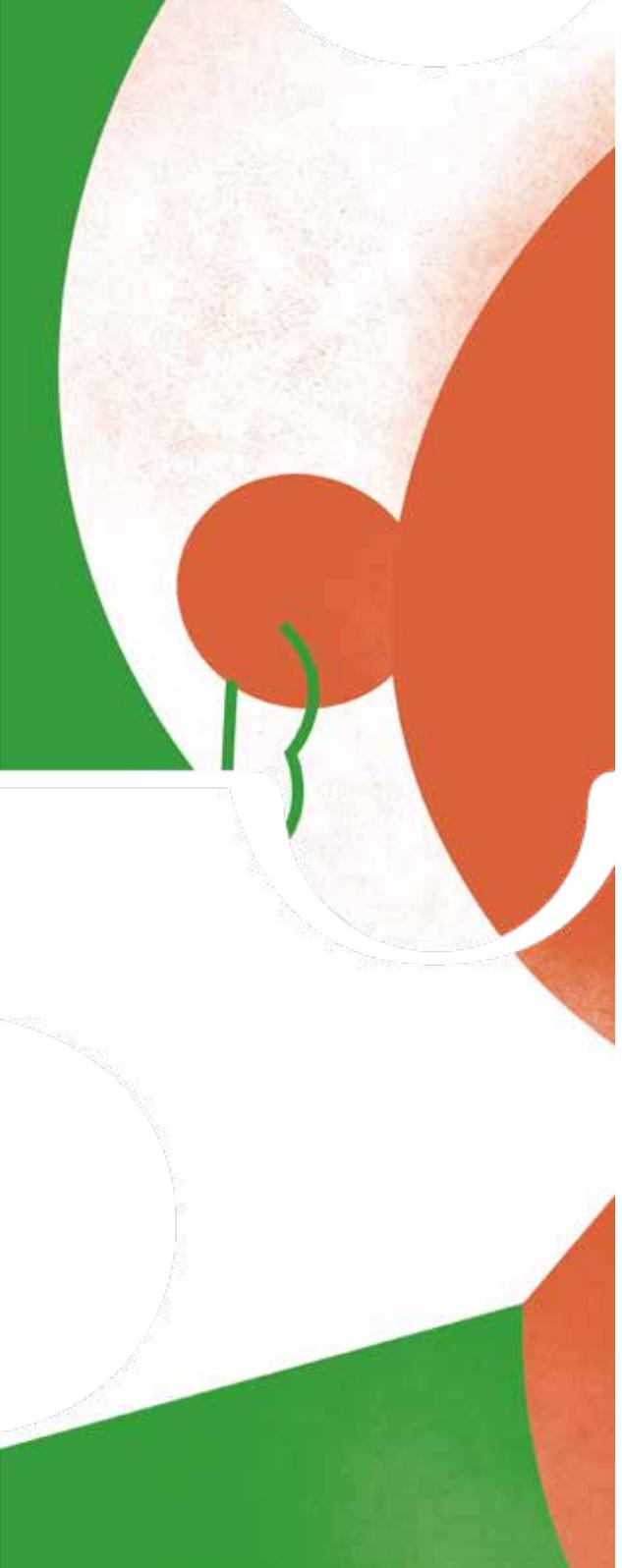
WUF 13

Fortaleza-Brazil

CAMPAIGN

LEARN MORE
ABOUT FORTALEZA
WUF 13 CAMPAIGN





SUSTAINABLE
DEVELOPMENT
GOALS



CARTA
BRASILEIRA
CIVIDADES
INTELIGENTES

FOR
CITY OF
IA
L20



Fortaleza
PREFEITURA

