



## **Profile of Mayor Eduardo Paes**

Born in Rio de Janeiro on November 14, 1969, Mayor Eduardo Paes is a Law School graduate from PUC-Rio University. He has dedicated his entire career to public service, beginning in 1993 when he was appointed deputy mayor of the Jacarepaguá and Barra districts in Rio at the age of 23. In 1996, he was elected Alderman and went on to be elected to the Federal Chamber of Deputies in 1998. In 2000, he was appointed Rio's Municipal Environmental Secretary where he refined his knowledge of environmental issues.

Following his second consecutive mandate as a representative in Congress, in 2007, Paes was named Secretary of State for Tourism, Sport and Leisure and helped in the organization of the Pan American Games that were held in Rio. A year later, Mayor Paes was elected Mayor of Rio de Janeiro for a four-year term and, on October 7th 2012, he was re-elected in the first round for a second term.

Mayor Paes has led a comprehensive transformation of Rio de Janeiro, addressing many structural and social challenges. His administration was able to achieve very positive results on education based on the permanent monitoring and evaluation of the students' learning progress. The program "Schools of Tomorrow" has shown consistent evolution, targeting stronger education in low-income areas of the city, among other initiatives. The "Knowledge Ships" program is successfully promoting the digital inclusion in low-income communities.

City Hall's "UPP Social" program is the result of articulating efforts of various municipal agencies and integrating local initiatives developed by the state and federal governments, civil society and the private sector. It has resulted in the creation of a management model to consolidate and analyze information of the territories. UPP Social is a very sound inspiration for interventions in deprived areas in cities in middle income and less developed countries. The program's practices can be replicated with appropriate institutional management adjustments in situations where coordination between various public sector officials from various spheres is required, as well as the private sector and civil society. Its success was acknowledged by the 2014 UN-Habitat Scroll of Honor Award.

On Health, a large expansion of primary care has been promoted, increasing its coverage by more than ten times since the beginning of his administration, and currently includes 2.6 million people. Regarding mobility, he is promoting the largest expansion of mass transportation in the history of the city, with the construction of 152 km of Bus Rapid Transit lines as well as a complete reformulation in urban mobility, adding express corridors and bicycle lanes.

Mayor Paes has focused on addressing long-term environmental issues. During his administration, the Gramacho landfill, one of largest environmental liabilities in Rio's metropolitan area was replaced by the modern Seropédica waste treatment center, helping to avoid pollution of the Guanabara Bay and carbon emissions. With sustainable urban development as a priority, the social housing program "Morar Carioca" benefits the low income communities of Rio de Janeiro and won the Siemens Sustainable Community award in 2013.

The city has also increased its resilience under Mayor Paes' tenure, symbolized by the implementation of the Rio de Janeiro Operations Center in 2010, a partnership with the private sector on the smart cities concept, making it one of the world's most modern operations centers, where over 30 agencies and municipal departments are integrated 24 hours a day and seven days a week; coordinating all municipal operations, from traffic control to weather analysis. This effort was recognized by Rio's selection as one of the first 33 cities chosen to participate in the Rockefeller Foundation's 100 Resilient Cities Centennial Challenge.

In addition, Mayor Paes began an ambitious project to revitalize the port area of Rio: the "Porto Maravilha" project - the largest PPP in Brazil – which involves the recovery and upgrading of a major derelict urban downtown area of more than 5 million sq. m. Investments worth four billion dollars are now regenerating the infrastructure of the quayside area with a new integrated public transport model including a light rail network, transforming it into a center for business, culture, tourism and leisure.

Good management practices implemented in the Paes administration have earned Rio de Janeiro international recognition. The city, having obtained an investment grade rating from respected rating agencies, was identified as one of the best cities that responded to the international financial crisis and was the first city ever to enter into a credit transaction directly with the World Bank for economic and social development.

Eduardo Paes received the Innovator Award Cycle Mayor 2009/2010. The initiative, sponsored by the Competitive Brazil Movement (MBC), Microsoft Brazil and Symnetics Intel recognizes the application of good management practices in the municipal public service. The city of Rio recently won the World Smart City Award in 2013 at the Smart City Expo World Congress in Barcelona for its innovative management model.

As mayor, Eduardo Paes was one of the leaders of the campaign that won Rio de Janeiro the right to host the 2016 Summer Olympics and Paralympics, the first Games to be held in South America. Today, in partnership with the State and Federal Governments, he is working hard to ensure that major international events leave an important sustainable and inclusive legacy for the citizens of Rio.

Eduardo Paes' leadership as Mayor of Rio de Janeiro was acknowledged by his unanimous election as Chairman of the C40 Climate Leadership Group following the successful tenure of Mayor Bloomberg from New York City. He officially took office on February 5<sup>th</sup> 2014 for a two-year term.

Eduardo Paes is married and has two children. He is fluent in Portuguese, English and Spanish.

Additional information: <http://www.cidadeolimpica.com.br/>