EMBARQ Brasil helps governments and companies to develop and to implement sustainable solutions for mobility problems in Brazilian cities.

It contributes to reduce emissions of greenhouse gases and pollution, to increase road safety, to improve the health of the population and to create safe, accessible, and pleasant public spaces.

Created in 2005, EMBARQ Brasil is part of the EMBARQ network, which is headquartered in Washington D.C., together with WRI (World Resources Institute).
MISSION
Promote sustainable transport and urban mobility solutions to improve the quality of life in Brazilian cities.

VISION
A world made of sustainable cities, where people have a productive and happy life.
EMBARQ network works in cities of developing world. Created in 2002, it has now six centers in the following countries: Mexico, Brazil, India, Turkey, Peru, and China. They all work together with the local governments. The network employs more than 120 experts in fields ranging from architecture to air quality management; geography to journalism; and sociology to civil and transport engineering.

EMBARQ is the center of sustainable transport of the World Resources Institute (WRI), an organization that transforms ideas into actions, researching practical ways to protect the planet and to improve the life of people. WRI works with governments, companies and civil society to build solutions for the main environmental challenges. The institute measures its success in the form of new policies, products, and practices that shift the ways governments work, companies operate, and people act.

WRI operates globally because today’s problems know no boundaries. It believes in the power of communication because people everywhere are inspired by ideas, empowered by knowledge, and moved to change by greater understanding. WRI provides innovative paths to a sustainable planet through work that is accurate, fair, and independent.
OBJECTIVES

- Reduce fuel use, air pollution, and greenhouse gas emissions
- Improve public health
- Improve quality and cost effectiveness of urban transport
- Improve accessibility, traffic safety, and public safety
- Improve quality of public spaces and access to city benefits for all income classes
- Increase competitiveness of the city, reduce the cost of doing business, and the cost of getting to work
- Increase opportunity for sustainable mobility businesses
STRATEGIES

• Integrate transport as an essential element of urban planning
• Promote an efficient, safe, healthy, comfortable and accessible transit system with high capacity and low emissions
• Promote the rational use of cars
• Promote space for pedestrians and bicycles and their integration to the transit system
• Incorporate cleaner vehicle technologies and fuels
Terms of Reference – We support the revision of terms of reference to bid sustainable transport projects.

Financing BRT projects – We have a network of contacts with national and international development agencies that fund infrastructure and equipment.

Strategic Alignment – We advise BRT project managers on the identification and mitigation of risks, on the development of a script for decision making and on the development of a timeline until the beginning of operations.

Quality Audit – We monitor BRT systems from their conception to their operation, aiming at ensuring the quality of the project and the compliance with social, environmental, economic, technical, and financial issues.

Road Safety Audit – We carry out road safety audits to reduce traffic accidents and to enhance the safety of BRT systems, and we train local teams.

BRT Corridor Simulation – We apply the EMBARQ BRT simulator, SimBRT, to test the performance of the BRT systems before they are implemented and to correct project failures.

Marketing for BRT Projects – We train the cities through workshops and the EMBARQ network manual “From Here to There.”

Incentive to non-motorized transport – We provide technical support for the public and private sectors to implement bicycle parking space, as a way to stimulate cycling.

Physical Activity and Life Quality Perception Analysis – We analyze the influence of transport and urban development projects on physical activities and the life quality perceptions of those living in the area included in the projects.

Diagnosis of the Exposure to Air Pollutants – We evaluate the exposure of urban collective transport users to air pollutants and their effects on health.

Center of Excellence in BRT – We obtain and consolidate data about BRT systems and busways all around the world for the observatory Across Latitudes and Cultures - Bus Rapid Transit (ALC-BRT), a Center of Excellence in BRT.

From PAC to Plan – We support municipalities to qualify PAC projects and elaborate sustainable urban mobility plans.
OUR IMPACT

CUMULATIVE RESULTS OF THE EMBARQ NETWORK:

208 kilometers of high-capacity urban roads built
1,1 million tons of CO₂ avoided
1,8 billion people served
50% reduction in road fatalities*
39% travel time reduced per stretch

Source: EMBARQ

*The reduction in road fatalities is based on the reduction of crashes observed after the implementation of the TransMilenio BRT system in Bogota and in the Macrobus corridor in Guadalajara.
EMBARQ NETWORK HAS WORKED WITH MUNICIPALITIES AND OTHER LOCAL PARTNERS TO LAUNCH HIGH QUALITY AND PERFORMANCE BUS RAPID TRANSIT (BRT) SYSTEMS:

- Transoeste in Rio de Janeiro: 56 km, 220,000 passengers per day, with a 50% reduction in travel time
- Metrobús in Mexico City: 95 km, 740,000 passengers per day, annual reduction of 110,000 tons in CO₂ emissions
- Macrobus in Guadalajara: 16 km, 27 stations, 130,000 passengers per day
- Metrobus in Istanbul: 41 km, 800,000 passengers per day, 2 hours in average saved per passenger traveling the entire corridor at peak hours
EMBARQ Brasil

21

• The high technology of EMBARQ BRT simulator, SimBRT was employed to test and to improve the project of the BRT systems of Rio de Janeiro, contributing for the choice of that city to host the 2016 Olympics by the International Olympic Committee.

• The historical streets of Arequipa, Peru, were transformed into pedestrian-only zones in order to protect the historical heritage, to reduce pollution, and to improve public health.

• Bangalore, India, developed a cycling action plan in the search for sustainable, low-cost solutions to fight traffic jams, crashes, and health problems associated with air pollution.

• In Mexico City, guidelines were created for the development of compact communities, where all services are available at walking distances and are located near a BRT system.

• EMBARQ engaged a USD 1.4 million partnership with the Andean Development Corporation (Corporación Andina de Fomento – CAF) to finance sustainable transport projects in all Latin America.

EMBARQ NETWORK ALSO CONTRIBUTED FOR THE FOLLOWING RESULTS:
• Sustainable Mobility in Urban Renewal Convention
• EMBARQ BRT Simulator
• Technical Cooperation with Porto Alegre
• Transport and Climate Change Workshop
• Marketing BRT: How to attract and captivate users
• Active Cities, Healthy Cities Contest
• Latin American Association of Integrated Systems and BRT – SIBRT
• Technical Cooperation with Belo Horizonte
• Center of Excellence in BRT
• Sustainable Transport in Favelas
• Road Safety Audit and Inspection
• Bicycle Parking
• BRT Experience
• Technical Cooperation with Brasilia
• Rio+20: Sustainable Transport Saves Lives
• Technical Cooperation with Rio de Janeiro
• Urban Mobility Growth Acceleration Program (PAC): How To Build Sustainable Projects
• TheCityFix Brasil Blog
• The Pathway for Quality Transportation for All in Brazil
• Promotion of Concepts and Best Practices
• From PAC to Plan
“URBAN MOBILITY IS ONE OF THE MAIN ISSUES CONCERNING THE CITIES AND THEIR INHABITANTS. LATIN-AMERICANS ARE AWARE THAT THE URBAN MOBILITY DISCUSSION NEEDS TO BE A PRIORITY.”

Luiz Inácio Lula da Silva, former president of Brazil

The Sustainable Mobility in Urban Renewal Convention, held in November, 2009, and organized by EMBARQ Brasil and Challenge Bibendum, included sustainable mobility in the agenda of Latin America. It was the first time that a Brazilian president gave the status of priority to this issue.

611 decision makers were present, including mayors, heads of transport and mobility city departments, experts, and organizations from the largest Latin American cities.
“THE RIO 2016 COMMITTEE THANKS EMBARQ BRASIL FOR ITS CONSULTING SERVICES THAT GREATLY CONTRIBUTED FOR THE SUCCESS OF THE UNPRECEDENTED AND HISTORICAL ACHIEVEMENT OF RIO DE JANEIRO TO HOLD THE 2016 OLYMPICS AND PARALYMPICS.”

Carlos Arthur Nuzman, president of the Brazilian Olympic Committee

When demonstrating that the proposed BRT corridors would be capable of supplying the needs of the city and of the games, EMBARQ BRT simulator, SimBRT, significantly contributed for the choice of Rio de Janeiro to hold the 2016 Olympics by the International Olympic Committee.

EMBARQ Brasil received the Olympic Brazil Award 2009 for the services of simulation of the BRT project for Rio de Janeiro.
EMBARQ Brasil provided technical support to Porto Alegre municipality through the different phases of the development of the BRT project, during the term of José Fogaça (2005/10). It was essential for making the project economically feasible by negotiating funds amounting to 100 million dollars from CAF (Andean Development Corporation).

"EMBARQ WAS DECISIVE FOR US: IT SHOWED US THE WAY, OPENED NEW PERSPECTIVES AND PRACTICALLY MADE THIS PROJECT FEASIBLE FOR THE GOVERNMENT OF PORTO ALEGRE."

José Fogaça, former mayor of Porto Alegre

Porto Alegre’s downtown traffic will have significant improvements when the BRT system is implemented.
EMBARQ Brasil has contributed to build the scientific foundation that guides the decision of the Brazilian government. This effort is critical for building more sustainable and humane cities.

Suzana Kahn Ribeiro, former secretary of Climate Change and Environmental Quality of the Ministry of the Environment

The National Workshop on Transport and Climate Change held in Brasilia in May 2009, sent its conclusions to the Ministry of the Environment to perfect the National Plan on Climate Change. This project was a partnership among EMBARQ Brasil, the National Confederation of Transports (CNT), and the British Embassy.

56 Brazilian transport and environment organizations participated in the workshop to identify practices to reduce global and local transport sector emissions.
“RIO DE JANEIRO FACES THE CHALLENGE OF PROMOTING SIGNIFICANT CHANGES IN URBAN MOBILITY, SUPPORTING SUSTAINABLE DEVELOPMENT IN THE SOCIAL, ECONOMIC, AND ENVIRONMENTAL AREAS. THE PARTNERSHIP WITH EMBARQ BRASIL BRINGS QUALITY TO THIS PROCESS.”

Alexandre Sansão Fontes, former commissioner of the Rio de Janeiro City Department of Transportation

The wide international experience presented by EMBARQ Brasil during the workshops Marketing BRT – How to Attract and Captivate Users, held in May and October of 2011, stimulated Rio de Janeiro, Belo Horizonte, and other cities holding matches of the 2014 World Cup to invest in marketing of their BRT projects. The project had the partnership of Rio de Janeiro municipality, Fetranspor, and Belo Horizonte municipality.
EMBARQ Brasil

“WE OWE TO EMBARQ THE WIDE DISSEMINATION OF THE CONTEST ACTIVE CITIES, HEALTHY CITIES AND THE RECORD NUMBER OF REGISTRATIONS. CITIES THAT TAKE INTO CONSIDERATION MOBILITY AND TRANSPORT, ROAD SAFETY, PUBLIC SPACES, AND PHYSICAL ACTIVITIES ARE PLEASANT PLACES TO LIVE, ATTRACT INVESTMENTS, AND GENERATE DEVELOPMENT.”

Enrique Jacoby, Regional Advisor on Healthy Eating and Active Living, Pan American Health Organization

There were 143 projects from 78 cities and 20 countries registered. The awards were given in a special ceremony during the 7th International Congress on Sustainable Transport, organized by EMBARQ Mexico.

The edition of 2011 coordinated by EMBARQ Brasil was marked by the change to a digital platform and by opening the event to popular participation. The number of registrations for the contest Active Cities, Healthy Cities tripled. The contest is the result of a partnership between the Center of Disease Control and Prevention, the Pan American Health Organization and EMBARQ.
“IT IS ALWAYS GOOD TO COUNT WITH THE SUPPORT OF EMBARQ BRASIL AND THEIR TECHNICAL TEAM, WHICH, IN ADDITION OF BEING HIGHLY QUALIFIED, HAS ACCUMULATED SUCCESSFUL EXPERIENCES IN TRANSPORT THAT ARE IMPORTANT FOR THE DEVELOPMENT OF OUR ASSOCIATION, CATALYZING THE BEST INTERNATIONAL PRACTICES IN INTEGRATED SYSTEMS AND BRT.”

Marcos Valente Isfier, former CEO of URBS (Curitiba’s Transit Agency) and former president of SIBRT

EMBARQ network catalyzed the alliance of urban transport city managers into the Latin American Association of Integrated Systems and BRT—SIBRT. EMBARQ participates as the Executive Secretariat of the Association, and it is responsible for the coordination of the four thematic areas: benchmarking and innovation; negotiations with suppliers; commercial and financial area and communication and image.
“THE STRATEGIC ALIGNMENT OF BELO HORIZONTE BRT PROJECTS MADE BY EMBARQ BRASIL WOULD HAVE BEEN ALREADY A HUGE CONTRIBUTION. BUT THERE IS MORE TO IT. THEY HAVE HELPED US IN EVENTS, ROAD SAFETY AUDITS, BRT MARKETING... IT IS A GREAT PARTNERSHIP.”

Célio Bouzada, Planning director of BHTrans (Transit Agency of Belo Horizonte)
“EMBARQ MAKES AN IMPORTANT CONTRIBUTION TO THE EXCELLENCE CENTER ON BRT BY PROVIDING AN INTERNATIONAL NETWORK, A PRACTICAL VISION, AS WELL AS SEEKING TO IMPLEMENT IDEAS THAT ARE COMPATIBLE WITH THE NEEDS OF THE SYSTEMS’ MANAGING AGENCIES.”

Juan Carlos Muñoz, leader of the Excellence Center on BRT Across Latitudes and Cultures - Bus Rapid Transit (ALC-BRT), renowned researcher, Ph.D. and Professor of the Catholic University of Chile (PUC)

In a partnership with universities of Portugal, Chile, USA and Australia, EMBARQ helped to create the Center of Excellence in BRT. Headquartered in Santiago de Chile and sponsored by Volvo Research and Education Foundations, the Center works to develop a new framework for BRT planning, design, implementation, and operation in different urban areas.

The online database brtdata.org contains information on BRT systems from more than 150 cities in the world.
The project Morar Carioca (Living in Rio) aims at improving housing, transportation and service conditions in informal settlement areas by redeveloping all slums until 2020. In a partnership with Rio’s municipality and the Institute of Architects (IAB/RJ), EMBARQ Brasil is helping to include sustainable transport in the redevelopment projects of slums, where almost 20% of Rio population lives.

“I WOULD LIKE TO CONGRATULATE EMBARQ BRASIL FOR THEIR WORK IN THIS PROJECT, WHICH WE ARE DEVELOPING WITH THE AID OF MANY HANDS AND MANY MINDS.”

Jorge Bittar, former commissioner of the Rio de Janeiro City Department of Housing
“EMBARQ PROVIDES GOOD CONDITIONS AND OFFERS SOUND ADVICE FOR THE CITIES THAT ARE BEGINNING TO UNDERSTAND THE IMPORTANCE OF PUBLIC TRANSPORT.”

Jaime Lerner, internationally renowned and awarded urban planner; served three terms as mayor of Curitiba and two terms as governor of Paraná

Rio de Janeiro and Belo Horizonte have already benefited from the road safety audits promoted by EMBARQ Brasil in BRT projects. If applied, the recommendations made in the audit reports may reduce road accidents in up to 40%, saving many lives. In Curitiba, EMBARQ Brasil performed road safety inspections of the main BRT corridors in a partnership with URBS.

Road safety improves the quality of life in urban areas and protects the population from one of the main problems of today: traffic crashes.

Valter Nagelstein, city councilor in Porto Alegre and former commissioner of Porto Alegre city Department of Industry and Commerce

*“Cuias” are special bowls for the region’s traditional folk drink, the “chimarrão.”

The technical support of EMBARQ Brasil allowed the implementation of bicycle parking spaces even in unlikely places and in different formats. The partnership with city governments and companies for the implementation of bicycle parking equipment is a simple way to incentve cycling.
“EMBARQ BRASIL PLAYS A RELEVANT ROLE BY BRINGING (OR TAKING) THE BEST MOBILITY PRACTICES, ALLOWING A NEW URBAN TRANSPORT REALITY TO BE BUILT AROUND THE COUNTRY.”

Lélis Marcos Teixeira, CEO of Fetran spor (Rio de Janeiro State Federation of Urban Bus Operating Companies)

The “BRT experience: Press Mission” organized by EMBARQ Brasil offered to journalists from Rio the opportunity of visiting BRT systems in Colombia, Mexico, and United States, guided by international experts in urban transport. The project was sponsored by Fetran spor.
Brasilia, Belo Horizonte, Rio de Janeiro and Porto Alegre are cities where EMBARQ Brasil carried out strategic alignments to spot potential risks, create mitigation strategies, set deadlines, and assign duties to each of the players involved in BRT projects. The road map put together along the process helps managers steer the execution of the BRT project.

“THE INITIATIVE BY EMBARQ BRASIL TO HOLD SUCH MEETING IS FANTASTIC. THERE COULD BE NO BETTER INPUT OF EXPERTISE THAN THIS PARTNERSHIP”

Tadeu Filippelli, Federal District lieutenant governor
“MOBILITY IS A BRIDGE TO EDUCATION AND INTEGRATION. THAT IS WHY IT IS IMPORTANT TO HAVE INSTITUTIONS WORKING TOWARDS A PARADIGM SHIFT”

Andre Dzikus, Program manager of UN-HABITAT

Rio+20 proved that transportation-related issues are at the top of the sustainable development agenda. EMBARQ Brasil took an active part in that discussion. EMBARQ’s “Sustainable Transportation Saves Lives” event, organized along with Fetranspor and SIBRT, brought together technicians, researchers and experts in road safety to discuss the best practices to reduce the number of traffic crashes and fatalities.

EMBARQ Brasil works with Rio de Janeiro municipality since 2009.

With the support of Bloomberg Philanthropies, EMBARQ Brasil provided technical advice to Rio’s municipality through road safety audits, which are essential to reduce accident risks in corridors and to save lives. The other actions were: simulation of the designed corridors, strategic alignment, marketing workshops, press and technical missions to visit BRT systems in the Americas.

“WE ARE WORKING HARD WITHIN OUR GOVERNMENT TO IMPROVE MOBILITY IN RIO AND OFFER QUALITY PUBLIC TRANSPORT, WHICH PROVIDES MORE COMFORT FOR WORKERS DURING THEIR DAILY JOURNEYS.”

Eduardo Paes, Mayor of Rio de Janeiro
The “Urban Mobility PAC: how to build sustainable projects” workshop brought together mayors and transportation technicians from 34 cities applying to the Medium-Sized Cities PAC to help them develop and improve their mobility projects. The event was held by EMBARQ Brasil in collaboration with NTU, SIBRT and SeMob.

“I WOULD LIKE TO THANK EMBARQ BRAZIL FOR SUCH AN IMPORTANT INITIATIVE. THE EVENT IS HIGHLY MEANINGFUL TO US, AS IT IS ABOUT DISSEMINATING OUR URBAN MOBILITY POLICY AND THE GUIDELINES OF URBAN MOBILITY SYSTEMS, ESPECIALLY REGARDING SUSTAINABILITY-RELATED ISSUES.”

Luiza Gomide, Urban Mobility director of the National Department of Transportation and Urban Mobility (SeMob)/Ministry of Cities

There were more than 100 participants, from 34 medium-sized cities.
EMBARQ Brasil launched TheCityFix Brasil in 2011. The following year it was elected the best blog on Sustainability by the academic jury of Top Blog Award, the most important contest in Brazil. In 2012 more than 18,000 blogs disputed this prize.

“EMBARQ BRASIL’S SERIOUS, COMPETENT WORK HAS ALLOWED US TO SIGNIFICANTLY MOVE FORWARD IN TERMS OF DISSEMINATING AND IMPLEMENTING CONCEPTS AND PRACTICES ORIENTED TOWARDS SUSTAINABLE URBAN DEVELOPMENT. CONGRATULATIONS, AND MAY THE WORK KEEP ON THRIVING.”

André Dantas, technical director of the Brazilian Association of Urban Transportation Companies (NTU) and contributor of the blog.
In April 2013, the leaders of the 15 main institutions related to urban transportation gathered at Palacio Guanabara, the seat of the Rio de Janeiro State Government, to discuss the future of urban mobility in Brazil. The group defined 10 pillars meant to guide the development of quality public transportation systems. The final document has been sent to the mayors of cities carrying out projects in the next few years.

"THESE DEBATES ARE OF THE UTMOST IMPORTANCE BECAUSE THEY BRING TOGETHER THE MINDS AND BRAINS THAT THINK ABOUT MOBILITY THE MOST."

Julio Lopes, Rio de Janeiro State Secretary of Transportation
EMBARQ Brasil diligently works to foster sustainable urban transportation and mobility concepts and best practices among decision makers, technicians and the press. EMBARQ Brasil has held meetings, workshops, contests, and seminars in Brasilia, Rio de Janeiro, São Paulo, Belo Horizonte, Curitiba, and Porto Alegre. Our publications, videos, website, social media and TheCityFix Brasil blog relay information to a wide variety of audiences.

“NTU RECOGNIZES THE IMPORTANCE OF EMBARQ BRASIL’S WORK AS IT PROMOTES THE BEST ACTIONS AND PRACTICES FOR A PUBLIC TRANSPORT THAT HAS QUALITY AND IS SAFE, EFFICIENT AND EFFECTIVE.”

Otávio Vieira da Cunha Filho, president, Brazilian Association of Urban Transportation Companies (NTU)
The project “From PAC to Plan” helps medium-sized cities improve their PAC (Growth Acceleration Plan) projects and supports the design of sustainable Urban Mobility Plans. EMBARQ Brasil methodology encompasses the dissemination of best practices, encourages the population to participate, technically monitors PAC projects and mobility plans underway. Pelotas (RS) was the first city to receive “From PAC to Plan” project.

“The work you have been doing is decisive for city government. The efforts put in here are going to guide the technicians of the Office of Urban Management and Mobility.”

Eduardo Leite, mayor of Pelotas
arquivo separado