

**PEDRA BRANCA SELECTED FOR NEWLY LAUNCHED CLIMATE POSITIVE  
DEVELOPMENT PROGRAM**

*New Clinton Climate Initiative program to demonstrate economic, environmental strategies  
for sustainable urban growth*

May 19, 2009 – (Seoul, South Korea) – The Pedra Branca development was announced today as one among 16 founding projects of the Climate Positive Development Program, a Clinton Climate Initiative (CCI) program that will support the development of large-scale urban projects that demonstrate cities can grow in ways that are “climate positive.” Climate Positive real estate developments will strive to reduce the amount of on-site CO2 emissions to below zero.

The Climate Positive Development Program was launched by President Clinton, Founder of the William J. Clinton Foundation, on May 19, 2009, at the C40 Summit in Seoul, South Korea. Along with the other founding projects, Pedra Branca will demonstrate Climate Positive strategies, setting a compelling environmental and economic example for cities to follow.

To reduce the net greenhouse gas emissions of their Climate Positive Development projects to below zero, property developers and local governments will agree to work in partnership on specific areas of activity. This includes implementing economically viable innovations in buildings, the generation of clean energy, waste management, water management, and transportation and outdoor lighting systems.

Last year, for the first time, half the world’s population (3.2 billion people) lived in cities, and that figure is expected to grow to 70 percent by 2050. Cities also occupy just 2 percent of the world’s landmass, yet are responsible for more than two-thirds of global energy use and greenhouse gas emissions. How cities change and grow is therefore a critical component to tackling the climate crisis.

“The State of Santa Catarina is proud that Pedra Branca Ltda and CCI have agreed to make use of their respective resources and to work with urgency to achieve the goal of reducing Pedra Branca Sustainable Urbanism’s GHG emissions below zero through the implementation of economically viable innovations in a combination of clean energy generation, integrated waste management, energy efficient lighting strategies, integrated water management, green and efficient buildings, transit oriented design, and other strategies,” said Luis Henrique da Silveira, Governor of the State.

“For the city of Palhoça the development is the launch of growth, self- esteem, and shows that quality of life improvement is critical for the citizen,” stated Ronério Heidersheidt, City Mayor.

Pedra Branca began to be implemented in 2000 and, already in its original design, incorporated concepts to transform it into a new center for the continental region of the Greater Florianópolis, providing it with all the basic functions for the day-to-day needs of its residents, having the Unisul campus as its initial anchor.

During 2005 the developers were looking for innovations and sustainable breakthroughs. After participating in the three following seminars: Place Making organized by the Urban Land Institute, the Congress for New Urbanism and GreenbuildExpo of the U.S. Green Building Council, the vision was

improved to a concept-town, showcase for the Brazilian market. Encouraged by the honorable Brazilian urban planner Jaime Lerner and the local urban planner Silvia Lenzi the new concept came through: live, work, study and play.

“Pedra Branca is an absolutely innovative urbanistic project. At the same time, it is environmentally and economically sustainable,” said Valério Gomes, Pedra Branca Developer.

By combining CCI's business and finance expertise with the technical knowledge of the USGBC, the Climate Positive Development Program will support the planning and implementation process for each real estate development and establish the standards and metrics by which the sites can measure climate positive outcomes.

When the initial 16 projects are completed, nearly one million people will live and work in Climate Positive communities. These communities will be located in Melbourne, Australia; Palhoca, Brazil; Toronto, Canada; Victoria, Canada; Ahmedabad, India; Jaipur, India; outside Panama City, Panama; Pretoria, South Africa; Johannesburg, South Africa; Seoul, South Korea; Stockholm, Sweden; London, UK; San Francisco, USA and Destiny, Florida, USA.

#### **About the Clinton Climate Initiative**

The William J. Clinton Foundation launched the Clinton Climate Initiative (CCI) to create and advance solutions to the core issues driving climate change. Working with governments and businesses around the world to tailor local solutions that are economically and environmentally sustainable, CCI focuses on three strategic program areas: increasing energy efficiency in cities, catalyzing the large-scale supply of clean energy, and working to measure and value the carbon absorbed by forests. In each of these programs, CCI uses a holistic approach to address the major sources of greenhouse gas emissions and the people, policies, and practices that impact them.

CCI serves as the action arm of the C40, an association of large cities around the world that have pledged to accelerate their efforts to reduce greenhouse gas emissions. To learn more about the work of the Clinton Climate Initiative and the William J. Clinton Foundation, please visit

[www.clintonfoundation.org](http://www.clintonfoundation.org)