

EDUARDO ROJAS

Architect and Planner
International Consultant

EDUARDO ROJAS is an independent consultant on urban development specializing on urban heritage preservation, urban rehabilitation, low-income housing and municipal governance. Works regularly with the World Bank and the World Bank Institute of Washington, D.C. in the USA; with the Organization for Economic Cooperation and Development (OECD) in Paris; and the Lincoln Institute of Land Policy of Cambridge, USA. Is lecturer on historic preservation at the School of Design of the University of Pennsylvania, USA. A former Principal Specialist in Urban Development and Housing at the Inter American Development Bank (IDB) worked in the appraisal and implementation of urban development, housing, and municipal loans and technical cooperation projects. Also formulated sector policies and strategies for the IDB and undertook research and dissemination activities in the urban sector including urban heritage preservation, integrated urban development and housing sector reform and low income housing programs. Prior to the IDB worked at the Regional Development Department of the Organization of American States (OAS), lectured at the Masters Degree Program in Urban Studies at the Catholic University of Chile (PUC) and worked with the Urban Development Corporation of the Ministry of Housing and Urbanism (MINVU) of the Government of Chile. He is a lecturer at the Historic Preservation Program of the University of Pennsylvania, USA and a regular speaker at professional and academic conferences and the author of several books and technical articles and papers.

CAREER HIGHLIGHTS

Urban Heritage Preservation and Development.

Since 1992 is engaged on the design, implementation and evaluation of programs and projects for the preservation and development of urban heritage areas. With the World Bank supports heritage preservation and development projects in India and Bhutan. While at the IDB led the design and implementation of a new line of loans and technical cooperation funding to assist countries of Latin America and the Caribbean in their efforts to protect and develop their heritage including the technical negotiation of a US\$2.0 million Trust Fund for Heritage and Development from the Government of Italy. At the IDB led the granting of the following loans: Chile, Heritage Valorization US\$100M (2008); Paraguay, Asuncion Riverfront Development Program US\$78M (2006); Brazil, Social and Environmental Program for the Igarapes in Manaus US\$200M (2005); Chile, Valparaiso Urban Rehabilitation Program US\$ 50M (2005); Brazil, Rehabilitation of Downtown Sao Paulo US\$ 167M (2003); Brazil, Historic Heritage Conservation Program US\$100M (1999); Uruguay, Urban Rehabilitation Program US\$28M (1998); Argentina, Environmental Improvement Program for the Riachuelo River Basin, Buenos Aires (urban rehabilitation component US\$18M)(1997); Ecuador, Rehabilitation of the Historic Center of Quito US\$40M(1994). While at the MINVU completed the pre-feasibility study for the adaptive rehabilitation of the Portal Edward Area, Santiago, Chile; (1976) and the redevelopment of the Casa Colorada Historic Landmark Area, Santiago, Chile; (1975). Member of the Scientific Committee and Keynote Speaker at the World Heritage Cities Conference, Kazan, Russia, 2006; and of the Panel of Experts of the World Monuments Fund, New York, to select the 100 endangered World Heritage Sites in 2007 and 2005. In 2013 conducted 2 Heritage Workshops at the School of Architecture of the Catholic University of Chile.

Low-Income Housing.

Has over 40 years of experience in the design and implementation of low-income housing in government institutions (MINVU) and the IDB. At the IDB led the definition and approval of the Housing Policy that enables the Bank to lend for housing sector reform so as to enhance its capacity to reach the poor. He also produced guidelines and best practice studies to support IDB staff working in housing and pioneered the analytical and lending in support of incremental housing. At the IDB worked in the following loans: Haiti, Support to the Shelter Sector Earthquake Response Plan, US\$30M (2010); Argentina, Settlement Upgrading Program II, US\$ 300M (2008); Uruguay,

Settlement Upgrading Program PIAI II, US\$ 100M (2008); Argentina, Settlement Upgrading Program, US\$ 150M (1996); Chile, Progressive Housing and Settlement Upgrading, US\$50M (1993); Chile, Settlement Upgrading Program, US\$70M (1989). At MINVU worked on several land development schemes for low-income housing. Assisted the World Bank Institute in the preparation of the E-Learning Course "Introduction to Upgrading Informal Urban Settlements". In 2010 he was a member of the Jury of the Ashoka Changemakers competition "Sustainable Urban Housing: Collaborating for Livable and Inclusive Cities".

Municipal Development and Metropolitan Governance.

In 2002 was the main author of the IDB's Subnational Development Strategy that guides the Bank's growing portfolio of municipal loans. The strategy focuses on improving intergovernmental relations, subnational governance and institutional capacity and on promoting a hard credit discipline on subnational borrowing. Led the preparation of background papers and guidelines and coordinated the dissemination of the Strategy among clients and the training of staff. Pioneered the work of the IDB in support of better governance for metropolitan areas. Conducted applied research, published books and led the appraisal and implementation of loans in support of metropolitan areas. At the IDB led the following loan appraisals: Argentina, Metropolitan Areas of the Interior, US\$ 40M (2010); Brazil, Parana Urbano II Program, US\$ 100M (2002); Chile, Program for Improving the Efficiency of Regional Investments, US\$300M (2000); Chile, Local Development III, US\$75M (1994); Colombia, Municipal Development Program, US\$40 (1992); Argentina, Provincial Development Project, US\$200M (1991); Ecuador, Municipal Development Project, US\$104M (1990). Also designed and implemented the following technical cooperation projects: Chile, "Urban Development Policy and Metropolitan Services Management for Reconstruction", Institutional Development Trust Fund, US\$230,000 (2010); and Argentina, Support to the Urban Management of the Buenos Aires Metropolitan Region, US\$400.000 ICEX Trust Fund (2006). In 2011 prepared a background paper for the Urban Policy Review of Chile as a consultant to the OECS in metropolitan governance. For the World Bank Institute in 2011 conducted an analysis of international experiences of urban institutes supporting municipal development and in 2012 a developed a draft proposal for setting up a housing institute in India.

Urban and Regional Planning

In private practice completed several urban and regional development plans including the: "Urban-Regional Development Study, Region I, Tarapacá, Chile" (1981), (58,072 sq. km., 266,000 hab.); "Strategic Development Plan for Puerto Montt, Chile", (1980), (110,000 hab.); "Urban-Regional Development Study, Region XII, Magallanes, Chile", (1979) (132,000 sq. km., 117,000 hab.); "Master Plan for Osorno, Chile", (1978) (100,000 hab.). While at the MINVU completed pre-feasibility studies for low-income public housing projects in Santiago, Chile: Las Campanas (400 units, 1973) El Salvador (700 units 1971). Also conducted a study for the reconstruction of the downtown area of San Antonio, a mid-sized city located in the central coast of Chile devastated by an earthquake (40,000 hab.) (1972). Associated with Boza, Lürs, Muzard Architects worked in the design and construction supervision of several commercial, residential and institutional buildings in several cities of Chile. While working with the Partnership won First Prize in two national architectural competitions.

PUBLICATIONS

Books

- Rojas, E. and F. Lanzafame (editors) (2012) *City Development. Experiences in the Preservation of Ten World Heritage Sites*. Washington D.C.: Inter American Development Bank.
- Rojas E. (editor) (2010) *Building Cities* Boston and Washington DC: Harvard University, Inter American Development Bank, and Cities Alliance.
- Rojas, E. (editor) (2009) *Construir Ciudades* Washington D.C.: Fondo de Cultural Económica, Banco Interamericano de Desarrollo
- Rojas, E., J.R. Cuadrado-Roura, and J.M. Fernandez-Güell, (editors) (2008) "*Managing the Metropolis:*

- Principles and Cases*” Boston and Washington DC: Harvard University and Inter American Development Bank.
- Rojas, E., J.R. Cuadrado-Roura, and J.M. Fernandez-Güell, (editors) (2005). *Gobernar la Metrópoli* Washington, D.C and Alcalá.: Banco Interamericano de Desarrollo, Universidad de Alcalá de Henares, Spain
 - Rojas, E. (2004) *Volver al Centro. La recuperación de áreas urbanas centrales*. Washington, D.C.: Banco Interamericano de Desarrollo.
 - Rojas, E. (2004) *The challenge of an urban continent. The Inter American Development Bank in urban development*. Washington, D.C.: Inter American Development Bank
 - Brakarz, J., M. Greene and E. Rojas. (2002) *Ciudades Para Todos: la Experiencia Reciente de Mejoramiento de Barrios*, Washington, D.C.: Banco Interamericano de Desarrollo (also published in English and Portuguese).
 - Rojas, E. (2000) *Una Obra en Marcha*. Washington, D.C.: Banco Interamericano de Desarrollo.
 - Rojas, E. (1999) *Old Cities New Assets*. Baltimore: Johns Hopkins University Press.
 - Rojas, E. and R. Daughters (editors) *La Ciudad del Siglo XXI*. Washington, D.C.: Banco Interamericano de Desarrollo,

Chapters in Books and Papers in Technical Journals

- Rojas, E. 2013 “The Public Sector in the Preservation of Urban Heritage Sites: Lessons from Four Cities in Latin America” Chapter 28 in Rizzo, I and A. Mignosa (editors) *Handbook on the Economics of Cultural Heritage* Oxon, UK. Elgar.
- Rojas, E. (2102) “Governance in Historic City Core Regeneration Projects” Chapter 5 in Licciardy, G and R. Amirtahmasebi (editors) *Economics of Uniqueness Investing in Historic City Cores and Cultural Heritage for Sustainable Development*. Washington, D.C.: The World Bank.
- Rojas, E., F. Cuenin and C. Piedrafita (2012) “Hammering Out a Housing Policy that Works”. Chapter 9 in Bouillon C. (editor) *Room for Growth. Housing Markets in Latin America and the Caribbean*. Washington, D.C.: Inter American Development Bank. 2012 edition of Development in the Americas (DIA).
- Rojas, E., and N. Medellín. (2011). “Housing Policy Matters for the Poor: Housing Conditions in Latin America and the Caribbean 1995–2006”. IDB Working Paper Series No. IDB-WP-289. IDB: Washington, DC.
- Rojas, E. (2011) “Governança de Regioes Metropolitanas da America Latina“ in Fernanda Magalhães (Editor) *Regioes Metropolitanas no Brasil Un Pradoxo de Desafios e Oportunidades*. Brasilia: Banco Interamericano de Desenvolvimento.
- Rojas, E. (2010). “El gobierno de las regiones metropolitanas de Latinoamérica” en Octavio Urquidez (editor) *La Reinención de la Metropolis*. Guadalajara: El Colegio de Jalisco.
- Greene, M. and E. Rojas (2009) “Housing The Poor In The City Centre: A Challenge For Progressive Design. A Review Of Recent Chilean Experience”. In F. Hernández y P. Kellett (editors). *Rethinking the Informal City: Critical Perspectives from Latin America*. Oxford – New York: Berghahn Books.
- Rojas, E. (2001) “Revitalization of Historic Cities with Private Sector Involvement: Lessons from Latin America” in Serageldin, I., E. Shluger, and J. Martin-Brown (editors) *Historic Cities and Sacred Sites. Cultural Roots for Urban Futures*. Washington D.C.: The World Bank.
- Rojas, E. (2000) “Financing Urban Heritage Conservation in Latin America” in Dandekar, H. (editor) *City, Space + Globalization: An International Perspective*. Ann Harbor: College of Architecture and Urban Planning, University of Michigan.
- Greene, M. and E. Rojas. (2008) “Incremental Construction. A Strategy to Access Housing” *Environment and Urbanization* 20:1. 89-108 <http://dx.doi.org/10.1177/0956247808089150>
- Rojas, E. (2001) “The long road to housing reform. Lessons from the Chilean experience”, *Housing Policy*.16 (4): 461-483.
- Rojas, E. (2001) “Financiando la conservación del patrimonio en América Latina y el Caribe: la acción del Banco Interamericano de Desarrollo”, in Carrión, F. (editor) *Centros Históricos de América Latina*. París: FLACSO, BID, UNESCO, Ministerio de Cultura de Francia.
- Rojas, E. (2001). “El sector privado en la conservación del patrimonio urbano en América Latina y el Caribe: lecciones de tres experiencias”, in Carrión, F. (editor) *Centros Históricos de América Latina*. Paris: FLACSO,

- BID, UNESCO, Ministerio de Cultura de Francia.
- Rojas, E. and M. Greene. (1995). "Reaching the poor. The Chilean housing experience". *Environment and Urbanization*. 7 (2): 31-49.
 - Rojas, E. (1995) "Government-market interactions in urban development policy", *Cities* 12 (6): 399-400.
 - Rojas, E. (1991) "Descentralización y autonomía local en la asignación de recursos", *EURE* 17 (51): 7-21.
 - Rojas, E. (1989) "Human settlements of the Eastern Caribbean; development problems and policy options", *CITIES* 6 (3): 243-258.
 - Rojas, E. (1989) "El financiamiento del desarrollo urbano en América Latina: estrategias posibles frente a la crisis externa". *EURE* 15 (45): 49-64
 - Rojas, E. and R. Megank. (1989) "Affecting rural displacement through land distribution policies in the eastern Caribbean". *Urban Law and Policy* 9 (53): 67
 - Rojas, E., R.M. Wirtshafter, J. Radke, and R. Hosier. 1988 "Land conservation in small developing countries; computer assisted studies in Saint Lucia. *AMBIO* Vol. 17 (4): 282-288
 - Rojas, E. (1987). "Land distribution and land development in the Eastern Caribbean". *Land Use Policy*. 3 (2): 157-167
 - Rojas, E. (1986) "Planificación regional en países de pequeño tamaño: desafíos y opciones en los países de la cuenca del Caribe". *Pensamiento Ibero Americano* 10: 107-131
 - Rojas, E. (1985) "Utilización del suelo agrícola por crecimiento urbano del área metropolitana de Santiago, 1955-1984". *Mercado de Suelo Urbano*, 8, Reprinted in Soler, F. (editor) "*Medio Ambiente en Chile*", Santiago: Ediciones Universidad Católica.
 - Rojas, E. (1984) "Estructura espacial y asentamiento rural en el Caribe Anglófono". *EURE* 7 (21): 53-74
 - Rojas, E. (1984) "Energy and human settlements in the Eastern Caribbean". *HABITAT INTERNATIONAL*. 3 (2) : 103-115
 - Rojas, E. (1984) "Agricultural lands in the Eastern Caribbean". *Land Use Policy* 1 (1): 39-54.

EDUCATION

Degrees

1999 MBA. Finance, Johns Hopkins University, Baltimore, Maryland USA

1975 M. Phil. Urban and Regional Planning, University of Edinburgh, U.K

1971 Architect (Registered), Faculty of Architecture and Fine Arts, Catholic University of Chile

Other post-graduate studies

2006 Certificate. Leadership for Strategic Execution, Stanford University, Advanced Project Management Program, Palo Alto, California, USA

2005 Certificate. Managing Without Authority, Stanford University, Advanced Project Management Program, Palo Alto, California, USA

1977 Certificate. Environmental Management. Centre D'Etudes Industrielles; Geneva, Switzerland

1972 Certificate. Mathematical Models in Urban and Regional Planning. Universidad de Chile, Santiago de Chile

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