Pode Entrar Program

Submitted By: São Paulo Metropolitan Housing Company



Organization Profile

Organization Name: São Paulo Metropolitan Housing Company

Organization Type: Subnational government

Website: https://cohab.sp.gov.br

Practice Details

Country(ies): Brazil

City(ies): São Paulo

Start Year: 2021 **Ongoing:** Yes **End Year:** N/A

Main Adequate Housing Components:



Housing Thematic Areas:

- Housing Affordability & Financing
- Social Housing
- Housing Rights & Social Inclusion
- Housing Policy, Legislation & Governance

Relevant SDGs:



UN-HABITAT

Problem & Context

Access to adequate housing is one of the greatest challenges in large Brazilian cities. In São Paulo, the housing deficit affects thousands of families, especially those with lower incomes, who face high costs and precarious living conditions. In response to this scenario, and to the need for new mechanisms to encourage the development of housing units, the São Paulo City Hall created the Pode Entrar Program, aimed at addressing the housing crisis in a structured, efficient, and socially fair manner. The program promotes access to adequate housing with proper infrastructure and fosters initiatives for the development of social housing projects, the redevelopment of urban properties, or the acquisition of housing units, all targeted at low-income families.

Solution Developed

The Pode Entrar Program, regulated by Law nº 17.638 of September 9, 2021, aims to create mechanisms to encourage the development of social housing projects, the redevelopment of urban properties, and the acquisition of housing units for low-income families. In addition, it establishes a housing policy focused on financing and subsidized rental schemes. The program seeks to expand access to adequate housing by fostering partnerships with the city government, associations, and the private sector, thereby helping reduce the housing deficit and improve the quality of life of the families served.

Implementation

After the implementation of the Pode Entrar Program, established by Law nº 17.638/21, a Call for Proposals was published in April 2022 for the submission of projects to promote Social Housing (HIS) developments by Civil Society Organizations and private companies. These entities and companies submitted their proposals and project plans. Since then, COHAB-SP has been reviewing the submitted documentation and entering into Collaboration Agreements with Civil Society Organizations and Contracts with private companies for the construction of housing developments.

Many of these developments, carried out under Pode Entrar – Entities and Companies, have already been delivered to beneficiary families, while others are currently under construction:

- Delivered: 1,074 housing units
- Under construction: 6,632 housing units

The program involves the Municipality of São Paulo, represented by the Municipal Housing Secretariat, the São Paulo Metropolitan Housing Company (COHAB-SP) as the operating agent, Civil Society Organizations, construction companies, social service providers, among others.

The Pode Entrar Program is financed by resources from the Municipal Housing Public Fund, in addition to other sources provided for in the municipal budget, transfers from other governmental or international entities, and any other means relevant to its implementation.

Enablers & Obstacles

The need to promote a housing program capable of assisting families in situations of social vulnerability, as well as meeting the demands of entities previously approved in Public Calls by the São Paulo Metropolitan Housing Company but unable to participate in federal programs due to their discontinuation, led the City Hall to develop, through an interdisciplinary team, a program tailored to the municipality's housing needs. This initiative was the result of a joint effort between the Executive Branch, the academic and institutional community, and Civil Society Organizations (CSOs).

The main challenges involved establishing complementary regulations for the implementation of the Law. These were overcome through the creation of working groups that conducted studies and engaged in dialogue to support the issuance of decrees, normative instructions, ordinances, and public calls.

Results & Impact

Results: The Pode Entrar Program – Entities, Companies, and Acquisition – has already benefited more than 1,000 families, with over 6,600 housing units currently under construction. Within the Pode Entrar Acquisition modality, the delivery of 10,180 housing units is planned for the first phase and 11,687 units for the second phase of the program.

Qualitative Impacts: The program ensures housing assistance for low-income families, guaranteeing access to adequate housing and directly contributing to SDG 11: making cities and human settlements inclusive, safe, resilient, and sustainable. Beneficiary families have gained access to safe, adequate, and affordable housing, along with public services, urban infrastructure, sanitation, and transport, leading to improvements in health, education, and security.

Long-TermImpacts: The long-term impacts are significant not only for beneficiary families but also for the city as a whole. Providing housing for vulnerable families fosters fairer and more equitable cities, while also promoting overall well-being through the reduction of cities' per capita negative environmental impact—paying special attention to air quality, municipal waste management, and other aspects (SDG Target 11.6 and related goals).

Replication & Scale Up

The Pode Entrar Program was created to address a gap in housing services in the city of São Paulo for low-income families. Municipal Law nº 17,638/2021, which established the program,

provides for several housing assistance modalities that may be replicated in other municipalities.

To expand its reach, it would be strategic to integrate the program with federal and state housing initiatives, promoting co-financing and the combined use of resources. Strengthening partnerships with residents' associations, cooperatives, and CSOs, as well as publishing new calls for proposals for contracting housing developments across the program's different modalities, would further enhance its social impact with greater speed and scope.

Policy Uptake

This housing practice has been fully adopted into formal policy frameworks and legislation, and is being implemented at scale with institutional support.

Although the Pode Entrar Program is still in its initial stages of implementation, it has already been widely adopted across several of its modalities, including Entities, Companies, Housing Vouchers, Acquisition, Improvements, and Partnerships.

Lessons & Takeaways

The implementation of the Pode Entrar Program has highlighted the importance of strengthening integration among public agencies, streamlining licensing processes, and enhancing collaboration between technical and social teams. It is recommended to expand the use of modern management tools and establish more detailed performance indicators. Maintaining constant and transparent dialogue with beneficiaries is essential.