Fair, Democratic and Sustainable Cities – History and Methodology of Rede Nossa São Paulo
Rede Nossa São Paulo was born from a deception with the debates and proposals submitted in 2006 elections;

from the need to build a country based on the sustainable development guidelines.
THE NETWORK CONSTRUCTION

- from a group of persons united to work for the common welfare, showing that life conditions can improve, even in the greatest metropolis of South America: Nossa São Paulo.
Objective: Rede Nossa São Paulo was built so that a social and political force could be created and enable improvements in the cities.
THE NETWORK CONSTRUCTION

Rede Nossa São Paulo was born to:

- promote social justice;
- follow up and help governments to work;
- improve the political system and the services performed to society;
- contribute to improve life quality in the Brazilian cities where about 85% of the population lives.
Show that it is possible to build fairer cities, socially, environmentally, economically, culturally and politically sustainable.

Promote the sustainable development of the country.
Hundreds of persons and dozens of organizations involved and engaged in the construction of Rede Nossa São Paulo;
THE NETWORK CONSTRUCTION

- Intended to be an action reference of civil society in the search for equality, respect, fulfillment of targets and life improvement in the Brazilian cities.
Rede Nossa São Paulo was launched in May 2007, and already counted on the support from 200 organizations;

Currently, there are 700 organizations.
A group of leaderships visits Bogotá, which underwent a period of significant changes – administrative and social and cultural.
This group knew the movement *Bogotá como vamos?* [Bogota, how are we?"], which takes care of monitoring the city’s life quality through indicators, technique and perception polls.
WHY SÃO PAULO?

- For its **dimension** and **complexity**, 
- For the concentration of **problems** that may be found in the whole country. 
- For its capacity to generate **exemplarity**.
- **Unite efforts** regarding the problems of São Paulo
- Increase the capacity of **civil society**
- Call the attention of politicians to **responsibility**
- **Influence** the decision-making of the public administration
- Improve the **government programs**
- Increase the **performance of civil society** in the mechanisms of transparence, participation, political incidence and control over the public powers.

(...
- **Learn** with successful **experiences**;
- **Innovate** and dare in the **proposals** and in the form of activities.
FOUNDING GUIDELINES

- Gather technical capacity to innovate with quality;
- Produce knowledge and information;
- Use the new information technologies in favor of the cause.
• Promote citizenship education;
• Promote social mobilization;
• Follow up and influence the public administrators and policies.
- Make use of the **knowledge** and the power of action and mobilization from several **actors**.
- **Strengthen** the **actors** that are part of the network so as **not to create** a growing **institutional structure**;
- Horizontal **strengthening** in several areas:
- Plural civil society, **well organized**, strengthened, working and communicating in **network**.
Legal entity of the Executive Secretariat: Instituto São Paulo Sustentável
ADMINISTRATIVE STRUCTURE

- **Executive Secretariat**: network animator. Takes care of the operationalization, communication, technical production, mobilization, themes required by the supporting collegiate body and by the Work Groups (WGs).

- **Supporting Collegiate Body**: convenes monthly to deal with more strategic themes. Responsible for the general coordination. Composed of persons and organizations that participated in the first steps of the network: conception, organization and foundation.
ADMINISTRATIVE STRUCTURE

- **Work Groups (WG):** deal with specific themes. Have broad autonomy and freedom regarding staff and agenda. Join efforts and accelerate conquests. Contribute to make progresses in the proposals and to improve the social control.

- **Inter Group Work:** Enables a greater level of interaction among the participants of the Network. Several times, participates in meetings of the Supporting Collegiate Body to provide it with specific information.
The activities of Rede Nossa São Paulo are based on 4 great foundations:

- Indicators and targets program;
- Citizen following up;
- Citizenship culture;
- Citizenship mobilization.
Rede Nossa São Paulo is a total APARTISAN initiative and does not accept resources from public sources.
The **financing** is made through Brazilian and international private **companies** and **foundations**.

A part of the **resources** also derives from **voluntary work** and organizations’ **pro bono** work.
Get to know some of our actions:
The Network has participated since 2007 in World Free-Day Car

- The mobilization calls the attention to traffic problems and challenges in the great cities;
- Contributes to proposals and alternatives for the urban mobility;
For a better public transportation;

Less transit, pollution, respect the pedestrians and cyclists and better life quality;

The initiative cooperates with the discussion about the mobility concept serving as entrance door for themes as inequality, urban planning, health, environment, among others.
Encouraged the involvement of the civil society in the city’s problems.

Served to present Rede Nossa São Paulo to the society.
“VAGA VIVA” –
THE LIVING CAR SPACE

- Occupations of car parking places on streets;

- Seek humanization of the public space;
The initiative of **Vaga Viva** generated the current legislation on parklets in São Paulo – a temporary urban intervention, which discusses the public space and the use of soil democratically:

![Image of parklet space]

**THE LIVING CAR SPACE**
Every year, on the World Free-Day Car, the Ibope’s research is launched on the mobility conditions in the city of São Paulo.
IBOPE’s RESEARCH

- The research shows the *indicators* about how the population lives and feels the *mobility* issue: daily time in the *traffic*, opinion on the *Bicycle Lanes*, the transport used to go working, etc.

- The research also serves as a manner of *government following up*, based on which it is possible to notice if the *traffic status* is improving or not.
Metodologia

TÉCNICA DE LEVANTAMENTO DE DADOS: Entrevistas pessoais com questionário estruturado.

LOCAL DA PESQUISA: Município de São Paulo.


PERÍODO DE CAMPO: de 29 de agosto a 03 de setembro de 2014.

TAMANHO DA AMOSTRA: 700 entrevistas.

A amostra foi desproporcional por região para permitir análise regionalizada. Os resultados totais foram ponderados para restabelecer o peso de cada região, conforme fatores abaixo:

<table>
<thead>
<tr>
<th>Região</th>
<th>Entrevistas realizadas</th>
<th>Entrevistas proporcionalis</th>
<th>Fator de ponderação</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centro</td>
<td>140</td>
<td>35</td>
<td>0,250000</td>
</tr>
<tr>
<td>Norte</td>
<td>140</td>
<td>126</td>
<td>0,900000</td>
</tr>
<tr>
<td>Leste</td>
<td>140</td>
<td>238</td>
<td>1,700000</td>
</tr>
<tr>
<td>Sul</td>
<td>140</td>
<td>238</td>
<td>1,700000</td>
</tr>
<tr>
<td>Oeste</td>
<td>140</td>
<td>63</td>
<td>0,450000</td>
</tr>
<tr>
<td>Total</td>
<td>700</td>
<td>700</td>
<td></td>
</tr>
</tbody>
</table>

MARGEM DE ERRO – O intervalo de confiança é de 95% e a margem de erro máxima estimada é de 4 pontos percentuais para mais ou para menos sobre os resultados totais.
IBOPE’s RESEARCH

Tempo médio diário de deslocamento para realizar a atividade principal - 2013

Quanto tempo em média o(a) sr(a) diria que leva para se deslocar pela cidade para realizar a atividade principal do seu dia-a-dia, como trabalho, estudo etc., considerando a ida e a volta?

- Até 30 minutos: 18%
- Mais de 30 minutos a 1 hora: 9%
- Mais de 1 hora a 1 hora e meia: 26%
- Mais de 1 hora e meia a 2 horas: 21%
- Mais de 2 horas a 3 horas: 13%
- Mais de 3 horas a 4 horas: 6%
- Mais de 4 horas: 3%
- Não realiza atividade que precisa sair de casa/ não sai de casa: 5%

Média 2013: 1h 43 minutos

Base: Amostra (805)

Quase a metade dos paulistanos gasta entre 1 e 2 horas por dia em deslocamentos para realizar a sua atividade principal.
IBOPE’s RESEARCH

<table>
<thead>
<tr>
<th>Aspect</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respeito das leis de trânsito por motoristas e pedestres</td>
<td>3.8</td>
<td>3.8</td>
<td>3.8</td>
<td>3.8</td>
<td>3.9</td>
<td>4.2</td>
</tr>
<tr>
<td>Cordialidade/ respeito entre os motoristas</td>
<td>3.8</td>
<td>3.8</td>
<td>3.8</td>
<td>4.0</td>
<td>4.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Aplicação das leis do trânsito pelas autoridades responsáveis</td>
<td>4.0</td>
<td>4.4</td>
<td>4.3</td>
<td>4.3</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Transporte público de uma maneira geral</td>
<td>4.1</td>
<td>4.1</td>
<td>4.4</td>
<td>4.6</td>
<td>5.1</td>
<td>5.1</td>
</tr>
<tr>
<td>(ônibus/metrô/trem etc.)</td>
<td></td>
<td></td>
<td></td>
<td>4.6</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Quantidade de faixas de pedestres</td>
<td>3.9</td>
<td>4.8</td>
<td>4.8</td>
<td>5.2</td>
<td>5.2</td>
<td>5.2</td>
</tr>
</tbody>
</table>

Base: Amostra (805)
In 2010, Rede Nossa São Paulo promoted together with the City Council of São Paulo, several seminars on the theme “Sustainable Mobility and Transportation”.

**Objective:** construct an agenda involving civil society and public power in approaching the mobility challenges of São Paulo.

**Method:** based on the evaluation of the technical indicators, the relation between transport and health and the proposals connected with the local and state budgets.
Proposal: encouraging the creation of a Municipal Plan of Sustainable Mobility and Transportation in the city of São Paulo.
MOBILITY PLAN

- Priorizing the pedestrian, the public transportation and the construction of bicycle lanes.
The Sustainable Mobility Plan, developed by Rede Nossa São Paulo, inspired the changes that are being promoted in São Paulo.
The City Hall started to prioritize the public transportation and the construction of bicycle paths and bicycle lanes.
THE DIESEL BATTLE -
Cleaner Diesel Oil

- Rede Nossa São Paulo adhered to the fight for resolution 315, of 2002: a resolution of National Environmental Council (CONAMA) that determines the obligation to sell at the gas stations:

Diesel 10 times cleaner and less pollutant
• The sulphur, a highly carcinogenic substance, is responsible for the death of three thousand people per year only in the Capital City of the State of São Paulo.

• Conama’s resolution claimed a significant reduction of this substance, which was ignored for five years by the main persons in charge.
This resolution only started to be fulfilled by Petrobras and the automotive industry after an intense mobilization led by Rede Nossa São Paulo.
As it was built:

- **Work groups** selected several items in **25 areas** related to **quality life**.
- The population was asked in a public consultation what are the most important ones in each area.
- Thus, **169 indicators** were selected.
Every year **Ibope** analyzes the population’s *satisfaction level* with the items chosen in the public consultation as the most important ones for its **welfare**.
IRBEM’s research furnishes real data and indicators on the city of São Paulo;

Thus, based on such data and indicators, the population may make requirements from its administrators;

And, the companies and organizations from the civil society may suggest and propel changes.
IRBEM’s research furnishes a deep diagnosis of São Paulo and contributes to know and understand the issues that the population considered important.
IRBEM’s objective is to provide maximum transparency and disclosure of all possible data on the city.

The indicators enable to know whether life quality is improving or worsening and where should improve.
Satisfação geral com áreas relacionadas à qualidade de vida em São Paulo

<table>
<thead>
<tr>
<th>Desigualdade Social</th>
<th>Variação na média (2012 - 2013)</th>
<th>% Notas de 1 a 5</th>
<th>% Notas de 6 a 8</th>
<th>% Notas 9 e 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Igualdade no acesso à oport. de trabalho e emprego</td>
<td>-0,3</td>
<td>26</td>
<td>21</td>
<td>3</td>
</tr>
<tr>
<td>Igualdade no acesso à educação</td>
<td>-0,5</td>
<td>68</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Igualdade no acesso ao serviço de saúde</td>
<td>-0,4</td>
<td>74</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Igualdade no acesso à moradia</td>
<td>-0,2</td>
<td>83</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Igualdade no acesso à justiça</td>
<td>-0,3</td>
<td>81</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Distribuição de renda</td>
<td>-0,2</td>
<td>82</td>
<td>16</td>
<td>1</td>
</tr>
</tbody>
</table>

Satisfação geral com áreas relacionadas à qualidade de vida em São Paulo

<table>
<thead>
<tr>
<th>RELAÇÕES HUMANAS</th>
<th>Variação na média (2012</th>
<th>2013)</th>
<th>% Notas de 1 a 5</th>
<th>% Notas de 6 a 8</th>
<th>% Notas 9 e 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relação com sua família</td>
<td>8,0</td>
<td>8,1</td>
<td>8,0</td>
<td>7,7</td>
<td>8,0</td>
</tr>
<tr>
<td>Relação com seus amigos</td>
<td>7,7</td>
<td>7,6</td>
<td>7,7</td>
<td>8,0</td>
<td>7,8</td>
</tr>
<tr>
<td>Relação com a sua comunidade (do bairro, religiosa, etc.)</td>
<td>4,3</td>
<td>4,5</td>
<td>4,3</td>
<td>4,6</td>
<td>4,5</td>
</tr>
<tr>
<td>Respeito aos direitos humanos</td>
<td>6,4</td>
<td>6,4</td>
<td>6,4</td>
<td>6,4</td>
<td>6,4</td>
</tr>
<tr>
<td>Políticas de combate a qualquer tipo de discriminação</td>
<td>5,1</td>
<td>5,1</td>
<td>5,1</td>
<td>5,1</td>
<td>5,1</td>
</tr>
<tr>
<td>Frequência com que pratica ações voluntárias e comunitárias</td>
<td>5,3</td>
<td>5,3</td>
<td>5,3</td>
<td>5,3</td>
<td>5,3</td>
</tr>
</tbody>
</table>


Satisfação com aspectos relacionados à qualidade de vida em São Paulo

<table>
<thead>
<tr>
<th>Ano</th>
<th>Aspectos/Iten</th>
<th>Média (5,5):</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>33</td>
<td>19%</td>
</tr>
<tr>
<td>2010</td>
<td>40</td>
<td>24%</td>
</tr>
<tr>
<td>2011</td>
<td>38</td>
<td>22%</td>
</tr>
<tr>
<td>2012</td>
<td>28</td>
<td>17%</td>
</tr>
<tr>
<td>2013</td>
<td>25</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ano</th>
<th>Aspectos/Iten</th>
<th>Média (5,5):</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>134</td>
<td>79%</td>
</tr>
<tr>
<td>2010</td>
<td>124</td>
<td>73%</td>
</tr>
<tr>
<td>2011</td>
<td>125</td>
<td>74%</td>
</tr>
<tr>
<td>2012</td>
<td>139</td>
<td>82%</td>
</tr>
<tr>
<td>2013</td>
<td>137</td>
<td>81%</td>
</tr>
</tbody>
</table>
Índice de Bem Estar da Cidade de São Paulo

2013

ÍNDICE DE BEM ESTAR - POR SUBPREFEITURA

LEGENDA

Mínimo Satisfação: 0.5 a 1.0
1 a 1.5
1.5 a 2.0
2 a 2.5
Maior Satisfação

Totalmente satisfeito

Média: 5.5

Totalmente insatisfeito
The Inequality Map was another important tool developed by Rede Nossa São Paulo.

It indicates the inequality level between the richest and the poorest regions of the city.
It also indicates in which sub districts (32) and districts (96) the indicators are zeroed, that is, where there are no equipment and public services considered important for life quality.
CULTURA

Acervo de livros para adultos das bibliotecas municipais per capita
Número de livros disponíveis em acervos de bibliotecas e pontos de leitura municipais por habitante com 15 anos ou mais. Ano: 2011
OBS: Não estão contabilizadas nesse indicador as bibliotecas dos CEUs.
Fonte: SMC (Secretaria Municipal de Cultura) - Departamento de Bibliotecas/IBGE (Instituto Brasileiro de Geografia e Estatística)/SEADE (Fundação Sistema Estadual de Análise de Dados) - Elaboração: Rede Nossa São Paulo

Referência de meta: no mínimo 2 livros per capita (Fonte: UNESCO)

Melhor indicador: 16,69 livros/habitante
Distrito: Só

Pior indicador:
0 livros/habitante
Distritos: Cidade Líder + 43 distritos com indicador ZERO

Desigualdômetro *: 1,669 vezes
* Por uma questão aritmética, o cálculo não considera os indicadores com valor zero.
TRABALHO E RENDA

Empregos
Porcentagem de empregos na região em relação ao total da cidade. Ano: 2010
Fonte: Ministério do Trabalho e Emprego. Relação Anual de Informações Sociais - Rais - Elaboração: SMDU/Dipro

Referência de meta: Incentivar a geração de empregos nas regiões de menores índices. (Fonte: RNSP)

Melhor indicador: 7,56%
Distrito: Itaim Bibi

Pior indicador: 0,003%
Distrito: Marsilac

Desigualtômetro: 2.520 vezes
* Por uma questão aritmética, o cálculo não considera os indicadores com valor zero.
Todos os distritos com equipamentos e serviços públicos

<table>
<thead>
<tr>
<th>Equipamentos</th>
<th>Distritos sem NENHUM equipamento</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bibliotecas (públicas municipais)</td>
<td>45</td>
</tr>
<tr>
<td>Centros culturais</td>
<td>60</td>
</tr>
<tr>
<td>Cinemas</td>
<td>59</td>
</tr>
<tr>
<td>Delegacias</td>
<td>20</td>
</tr>
<tr>
<td>Equipamentos esportivos (públicos municipais)</td>
<td>6</td>
</tr>
<tr>
<td>Hospitais</td>
<td>31</td>
</tr>
<tr>
<td>Museus</td>
<td>60</td>
</tr>
<tr>
<td>Parques</td>
<td>38</td>
</tr>
<tr>
<td>Teatros</td>
<td>53</td>
</tr>
</tbody>
</table>

Lista completa dos distritos em: www.nossasaopaulo.org.br/observatorio
Amendment to the Constitution of the City of São Paulo

A daring initiative that changed radically the form how the public administrators face the administration of the city of São Paulo.

And, inspired dozens of Brazilian and Latin American cities.
The objective was to ensure, by law, the mayors’ commitment to prepare and fulfil a target program and enable the society to follow up the administration and require the execution of the campaign promises.
The Law on the Target Plan was submitted in 2007 and approved on **February 18, 2008**, in a historical session at the **City Council**.
The approval counted on **54 councilors out of the 55 councilors** in the City Council who voted in favor of the Target Law. The City Council was attended by a full plenary.
LAW ON THE TARGET PROGRAM

- The **Target Law** is more than a law; actually, legislation existing in the **City’s Organic Law**.

- It is a change in the organization of the city.

- The development and the completion of the **targets** defined by the **municipal administration** may be followed up on the website **Planeja Sampa** ([http://planejasampa.prefeitura.sp.gov.br/](http://planejasampa.prefeitura.sp.gov.br/)).
According to the **Law on the Target Program**, the mayor must:

- Submit the targets for its administration within 90 days as of taking his office, under the penalty of becoming ineligible.
- The targets shall be compatible with the guidelines of the electoral program.
- The plan shall contain priorities, strategic actions and indicators.
- The targets shall be subject to the sustainable development guidelines.
According to the **Law on the Target Program**, the mayor must:

- Establish quantitative targets for each sector, sub districts and districts.
- Discuss with the population at public hearings, including in sub districts.
- Report the development of the targets on a semi-annual basis.
LAW ON THE TARGET PROGRAM

Improvements promoted by the Target Law:

- City Planning
- Transparence
- Public administration
- Conscious vote
- Social control
- Objective evaluation of the City Hall
- Political culture
- Fulfillment of the electoral program
More 39 Brazilian cities and 5 Latin American cities adopted the Target Program.
- **140** social, environmental, economic and political indicators on the city of São Paulo.
• Such **indicators** are constantly **updated**, evaluated and disclosed to the **society**.

• The data are gathered in the municipal map and **geo-referenced** by the city’s districts and Sub districts.
CITIZEN OBSERVATORY
### Análise Comparativa - Subprefeituras

#### Indicador

**Consumo de água**

Média mensal do consumo de água (Residencial, Comercial, Público, Industrial e Misto) estimado, em metros cúbicos, por habitante.

Fonte: SABESP (Companhia de Saneamento Básico do Estado de São Paulo) - Elaboração: Kairós

**Valor absoluto**

consumo total em mil metros cúbicos

Fator de desigualdade subprefeituras: 7,16 vezes

Maior valor: 18,44 - Menor valor: 2,16

#### Opções de consulta

- Baixar planilha completa subprefeituras

#### Melhores e piores em 2009

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Parque Ibirapuera</td>
<td>2,16</td>
<td>5,65</td>
</tr>
<tr>
<td>Aricanduba</td>
<td>2,72</td>
<td>7,22</td>
</tr>
</tbody>
</table>
Rede Nossa São Paulo encouraged the creation of municipal councils:

- Council of the City of São Paulo
- Municipal Participative Council *
- Traffic and Transport Municipal Council
- Planning and Public Budget Council

*in all 32 sub districts
MUNICIPAL COUNCILS

- **Council of the City of São Paulo**: advisory council connected with the city’s mayor and composed of approximately 100 leaderships of the city of São Paulo that assist the council.

- **Municipal Participative Council**
  (in each of the 32 sub districts): the councilors are elected by the population.

(...
MUNICIPAL COUNCILS

- Traffic and Transport Municipal Council (CMTT): discusses the mobility issues in the city of São Paulo.

- Planning and Public Budget Council (CPOP): follows up the budget and the target plan.
The councils promoted:

- propositional participation
- integrated planning
- monitoring
- social control
Meetings are held with candidates for public offices to increase the society’s participation in the electoral process and its interest by politics in each election.

The proposal is make the candidates talk about their government programs, and if possible, about the targets to be developed if elected.
It is an opportunity and a manner to record and commit the candidates to their promises in the electoral campaigns.
MEETING WITH CANDIDATES
And, also to make them think of **programs** and undertake publicily the **commitment** to **sustainable development**.
The Meeting with the Candidates has tried to solve one of the greatest frustrations with the Brazilian electoral process, and leveraged the creation of Rede Nossa São Paulo: the failure in following up the campaign promises in Brazil.
The campaign “You at the Parliament” was an initiative held in partnership with the City Council to invite the society from the city of São Paulo to list the priorities in several areas, and then, guide the councilors’ work.
The citizen contributed to guide and prepare the wording of law bills, **amendments to** the city’s **budget** and other initiatives under **City Council’s** responsibility;
Legislative – Sustainable Cities: is a project to evaluate the municipal legislative production under the view of the guidelines, indicators and references of good practices of municipal administrations of the Sustainable Cities Program.

The bills of law are evaluated by non partisan civil society’s organizations that integrate the Work Groups of Rede Nossa São Paulo and the Brazilian Social Network for Fair, Democratic and Sustainable Cities.
LEGISLATIVE-SUSTAINABLE CITIES

Bens Naturais Comuns
Projeto
(PL 294/2013, Lei 15.953/2014)

Dispõe sobre a criação do pólo de ecoturismo nos distritos de Paralheiros e Marsilac até os limites da área de proteção ambiental Bororé Colônia, e dá outras providências.

Responde razoavelmente os parâmetros de proteção do meio ambiente na região.

Nota: +2
Resultado Final do Eixo:

3 Projetos de Lei promulgados

Média de Avaliação: 1,33 (Impacto Positivo Médio)
Rede Nossa São Paulo also created the campaign “I am a Citizen of the City of São Paulo”

Objective: encourage the population of the City of São Paulo to appropriate the city, to exercise the citizenship and to be involved in actions of collective interest.
I AM A CITIZEN OF THE CITY OF SÃO PAULO
I AM A CITIZEN OF THE CITY OF SÃO PAULO

Não jogo lixo na rua.

Não desperdiço água.
I AM A CITIZEN OF THE CITY
OF SÃO PAULO
Built in partnership with Avina Foundation and MIT (Media Laboratory in Massachussets).

The following up allows the online contribution of the citizens, with suggestions, critics and questions about the implementation of the targets, via website or the applicative;

Organizations may include and divulge information on the municipal targets.
KEEPING AN EYE ON THE TARGETS

- Helps participative councilors, citizens and civil society’s organizations to follow up and monitor the public authorities’ commitments such as the fulfillment of the Target Program, budget and allocation of resources.
Two technologies were developed. One of them is the website “Keeping an Eye on the Targets“:

http://deolhonasmetas.org.br/home
KEEPING AN EYE ON THE TARGETS

- And, the other one is the applicative "Monitoring the city".
Get to know the methodology of Rede Nossa São Paulo:
Some steps of the methodology adopted by Rede Nossa São Paulo were essential for the success of the initiative, to wit:

- Choose São Paulo to generate exemplarity
- Create a network to have political incidence
- Have tools for following up public policies such as: Target Plan, Keeping an Eye on the Targets, Citizen Observatory, Inequality Map, IRBEM.

(...)

[METHODOLOGY]
METHODOLOGY

- Prepare proposals and pressure to have the proposals accepted

- Citizenship culture: trust not only in the public policies, but also in the citizens’ behavior.

- Follow up the work of the **City Council**.
Important actions to generate a movement such as Rede Nossa São Paulo:

- **Articulate** a non partisan movement of the civil society.
- **Create** a movement in a horizontal network.
- **Structure** the movement to favor the joint work.
METHODOLOGY

- Maximize the fights and objectives to improve life quality in the city.
- Wish a fair, democratic and sustainable city.
- Create work agenda.
- Create a public policy agenda.
• Generate exemplarity

• Organize or participate in mobilization campaigns which aim is the city’s welfare.

• Give transparence and disclose as much data as possible.

• Build the Citizen Observatory.
- Create a **News Portal** and develop ties with journalists and means of communication.
- Perform **perception surveys** with research institutes or universities.
- **Increase** the political incidence of the society: **better planning** and management mechanisms in the administration.
- Work for the **implementation of the Target Program.**
- Show *conquests*

- Submit *tools* to other movements and cities.

- Follow up the *City Council’s* routine.
The objective is to move and mobilize the Brazilian cities to build economically, socially and environmentally sustainable cities.
• The Sustainable Cities Program was launched in 2011 by Rede Nossa São Paulo in a partnership with Brazilian Social Network for Fair, Democratic and Sustainable Cities and Instituto Ethos.
With focus on 2012 municipal elections, the program included the **Sustainable Cities platform** developed in the previous year and innovated by submitting **tools** for the commitment of the candidates and the following up by **civil society**.
SUSTAINABLE CITIES PROGRAM

- **Indicators**: essential for the development, execution and evaluation of public policies aiming at planning more sustainable cities.

- The Sustainable Cities Program had more than **300 indicators**.
The objective is to commit the candidates and the elected mayors with a sustainable development platform. The platform is composed of 12 foundations; each foundation is split into several items, each item is related to an indicator and each indicator to an exemplary case or a reference.
PROGRAM FOUNDATIONS SUSTAINABLE CITIES

- Governance
- Common Natural Assets
- Equity, Social Justice and Culture of Peace
PROGRAM FOUNDATIONS SUSTAINABLE CITIES

- Local administration for Sustainability
- Urban planning and design
- Culture for Sustainability
PROGRAM FOUNDATIONS SUSTAINABLE CITIES

- Education for Sustainability and Life Quality
- Local, Dynamic, Creative and Sustainable Economy
- Responsible Consumption and Life Style Options
PROGAM FOUNDATIONS SUSTAINABLE CITIES

Better Mobility, Less Traffic

Local Action for Health

From Local to Global
### INDICATORS PER FOUNDATION OF THE SUSTAINABLE CITIES PROGRAM

#### BENS NATURAIS COMUNS

- Área verde por habitante
- Concentrações de PM10
- Concentrações de PM2,5
- Concentrações de O3 (ozônio)
- Concentrações de CO (monóxido de carbono)
- Concentrações de NO2 (dióxido de nitrogênio)
- Concentrações de SO2 (dióxido de enxofre)
- Abastecimento público de água potável na área urbana
- Perda de água tratada
- Rede de esgoto
- Esgoto que não recebe nenhum tipo de tratamento
- Consumo de energia produzida por fontes renováveis
SUSTAINABLE CITIES PROGRAM

- **Targets**: fixed so that the *sustainable* development is consolidated and the results may be evidenced.
SUSTAINABLE CITIES PROGRAM

- Good practices: national and international references of excellence.

http://www.cidadessustentaveis.org.br/boas-praticas
SUSTAINABLE CITIES PROGRAM

- **Letter Commitment:** directed to the candidates for the city halls to state the commitment of the possible administrators to the fair and sustainable development in the cities.
I VOTE FOR SUSTAINABILITY

- Campaign held in 2012
- Developed by the civil society’s organizations
- Invited electors to vote for candidates for mayors committed to sustainability
- Directed also to candidates for the City Halls in the elections of that year, so that they adopted platforms with electoral programs
Counted on the participation of public figures such as the athlete Raí Oliveira and actors from Rede Globo:
SUSTAINABLE CITIES PROGRAM

Results:

- Metropolises: 15 Cities (20% of the Brazilian population)
- Large Cities: 9 Cities (3% of the Brazilian population)
- Average Cities: 60 Cities (7% of the Brazilian population)
- Small Cities: 191 Cities (3% of the Brazilian population)
Results:

21 Capital Cities’ signatories

Signatory Cities’ Population - 2014: 67.553.830
Brazilian Population - 2014: 202.768.562
Percentage of the Signatory Cities’ population: 33%
Qualification: Municipal governments have started to require from the Executive Secretariat of the Sustainable Cities Program that the established partnerships continue, mainly in the qualification of technicians and administrators of the City Halls.
The objective of such qualifications is to strengthen the knowledge on the program and the use of its methodology and software.
In order to implement the Qualifications, the Sustainable Cities Program created the “Guide for the Sustainable Public Administration”, formed by a publication and a set of Didactic videos.
The program created a sustainable public administration and proposes the promotion, as of the city halls, of synergies among the scientific/technological, social/cultural and institutional sectors harmonizing the processes and impacts of the development in a local level, turning it into sustainable.
The **objective** is to always encourage the participation of the **citizens** as a manner to contribute to improve **life quality** of each region, making use of the exchange of information and **experiences** in local and global levels.
GPS is a guidance manual on how to implement the Sustainable Cities Platform, is composed of a fully detailed publication and several guidance videos.
SUSTAINABLE CITIES PROGRAM ➡

Guide for the Sustainable Public Administration

O PASSO A PASSO DO PLANEJAMENTO

Informação organizada ➔ Diagnóstico com base nos indicadores ➔ Definição de prioridades ➔ Visão de futuro ➔ Plano de Metas
### E. Plano de Metas

**Exemplo de indicador e meta:**

<table>
<thead>
<tr>
<th>Indicador</th>
<th>Número de leitos hospitalares públicos e privados disponíveis por mil habitantes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meta</strong></td>
<td>Pelo menos 4 leitos por mil habitantes em todas as subprefeituras</td>
</tr>
</tbody>
</table>

### Benefícios do Plano de Metas

O Plano de Metas bem executado resulta em eficiência administrativa, com políticas públicas calçadas na realidade orçamentária, inserção dos moradores como atores no processo, orientação do servidor público no exercício de seu trabalho e continuidade nas políticas públicas, o que fortalece a Governança e uma Democracia Participativa.

### Descrição do Conteúdo

Na continuação são apresentados, em detalhe, cada um dos 12 eixos com informações gerais, orientações, exemplos concretos e referências para cada um deles, de forma a facilitar a aplicação deste Guia pelas equipes responsáveis nos respectivos municípios.

Além do material impresso, está disponível uma série de entrevistas gravadas por especialistas em relação aos vários temas. Todo o material está à disposição no portal www.cidadessustentaveis.org.br.
SUSTAINABLE CITIES PROGRAM

- Access the “Guide for the Sustainable Public Administration” on:

The indicators are essential tools for the development, execution and evaluation of public policies aiming at planning more sustainable cities.
However, it is necessary to fix result goals so that the sustainable development is consolidated and the results may be evidenced as well as it is essential to promote the participation of the civil society in the decision-making process in the city.
For such purpose, it was prepared the publication Sustainability Targets for the Brazilian Cities:
GOVERNANÇA

Mulheres empregadas no governo do município
Porcentagem de mulheres empregadas no governo do município sobre o total de funcionários.

Meta: Garantir a igualdade de participação de homens e mulheres no Executivo e no Legislativo do município.
Fonte: Programa Cidades Sustentáveis

Negros empregados no governo do município
Porcentagem de negros empregados no governo do município sobre o total de funcionários.

Meta: Garantir a igualdade de participação de negros e brancos no Executivo e no Legislativo do município.
Fonte: Programa Cidades Sustentáveis
The Award has a national scope and its first edition was held in 2014, with the participation of 57 cities of 15 Brazilian states.

In the first edition, the best Observatories were awarded once they are essential to ascertain the indicators and make the necessary changes in the city.
For such purpose, it was provided a publication guiding the installation of Observatories that may be accessed on:

The public restricted to the City Hall’s signatories of the Sustainable Cities Program;

In the next editions, the companies outstanding for the 12 thematic foundations of the program will be awarded.
The Sustainable Cities Program held in April 2015 an international conference on the subject “Innovative Public Policies”
INTERNATIONAL CONFERENCE

- Objective: to point out successful experiences of public policies in Brazilian cities and in the world.
Mayors from several cities were invited to submit concrete experiences of excellence in administration.
INTERNATIONAL CONFERENCE
INTERNATIONAL CONFERENCE
The Brazilian Social Network for Fairer, Democratic and Sustainable Cities was founded on July 8, 2008 in Belo Horizonte.

The network is formed by non partisan and inter-religious organizations.

Objective: exchange of information and knowledge to support and strengthen each local experience.
They are part of **movements** and **initiatives** aiming at promoting **life quality** in the cities, involving the society and committing governments to **fair and sustainable development**.
LATIN AMERICAN NETWORK

- Latin American Network for Fair, Democratic and Sustainable Cities was created in 2008.
Rede Nossa São Paulo submitted the PEC of the Targets, which claims that the Target Plan is adopted by all the mayors, the Governors and the president of the Republic, on a mandatory basis, provided for in the Constitution.
More information may be found on the websites of

Rede Nossa São Paulo:
http://www.nossasaopaulo.org.br

and of Sustainable Cities Program:
http://www.cidadessustentaveis.org.br
- On the website Rede Nossa São Paulo it is also possible to find documents, presentations and videos with the history of Rede Nossa São Paulo.

- All the assets of Rede Nossa São Paulo, including a magnificent image bank of the actions and activities of the network, is being organized for the availability of the public.
MANY THANKS!