

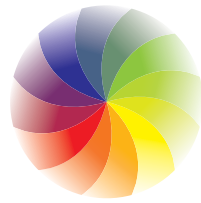


SUSTAINABLE[®]
C I T I E S
P R O G R A M

www.sustainablecities.org.br

Organization





SUSTAINABLE C I T I E S P R O G R A M

Currently half of humanity lives in cities. In 2030, 60% of the population will live in urban regions and by 2050, the urban population will be 70% totally. In Brazil, the urban population is 85%. And, insofar as the cities grow in size and population, the difficulty in maintaining spatial, social and environmental equilibrium also increases.

The Sustainable Cities Program aims to raise awareness, mobilize people and provide tools to develop Brazilian cities in an economically, socially and environmentally sustainable manner. There are major challenges to this task and success will require the involvement of citizens, social organizations, businesses and governments.

The Sustainable Cities Program provides:

I - Tools

– Sustainable Cities Platform, an agenda for the sustainability of cities which deals with the various areas of public administration, by 12 themes, and incorporates in an integrated way the social, environmental, economic, political and cultural dimensions. The Platform was inspired on Aalborg's (Denmark) commitments, a political pact with the sustainable development already signed by more than 650 cities, mainly European. The commitments consider the participation of local community in the decisions, the urban economy preserving natural resources, social equality, correct territory organization, urban mobility, world weather and biodiversity conservation, among other relevant aspects;

Themes regarding Sustainable Cities Platform

 GOVERNANCE

 COMMON NATURAL GOODS

 EQUITY, SOCIAL JUSTICE
AND PEACE CULTURE

 LOCAL MANAGEMENT
FOR SUSTAINABILITY

 URBAN PLANNING AND DESIGN

 CULTURE FOR SUSTAINABILITY

 EDUCATION FOR SUSTAINABILITY AND
LIFE QUALITY

 DYNAMIC, CREATIVE AND SUSTAINABLE
LOCAL ECONOMY

 RESPONSIBLE CONSUMPTION AND
LIFE STYLE OPTIONS

 BETTER MOBILITY, LESS TRAFFIC

 LOCAL ACTION FOR HEALTH

 FROM LOCAL TO GLOBAL

- General indicators associated to platform themes;
- Basic indicators that will be part of the commitments of the political parties', pre-candidates', candidates' and mayors' undertaken commitments;
- Exemplary cases and national and international references of excellence for the integrated improvement of the indicators in the cities.

II – Mobilization

The Program encourages the participation of citizens, companies, media and public power with the promotion and following up of commitments toward the sustainable development.

A great advertising campaign, voluntarily developed by DPZ agency, intends to encourage candidate(s) to mayor(s) to undertake commitments and electors valuing candidate(s) for mayors engaged with the Sustainable Cities Program.



Advertisement: DPZ Agency

Beatriz Segall and Raí Oliveira volunteered and participated in the campaign



Advertisement: DPZ Agency
Photo: Tatiana Cardeal



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Photo: Tatiana Cardeal

III – Commitments

Political parties, pre-candidate(s), candidate(s) and mayor(s) may confirm their engagement in sustainable development by signing the Commitment Letter (whole text and instructions are at www.cidadessustentaveis.org.br/carta).

The signatories should be prepared to promote the Sustainable Cities Platform in their cities and justify actions developed and advancements reached through reports, disclosing evolution of, at least, the basic indicators related to each theme.

IV – Benefits for Participating Cities

Participating cities will have visibility in promotional materials and in the media, access to strategic information and exchange experience with other cities, besides being part of an unprecedented movement in Brazil representing another step in the process of building more democratic, fair and sustainable cities.

PARTICIPANT PRE-CANDIDATE



WWW.SUSTAINABLECITIES.ORG.BR

PARTICIPANT PARTY








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GET TO KNOW HOW YOU MAY SUPPORT, PARTICIPATE AND DIVULGE

All – citizens, companies, media and public power – may participate in the Sustainable Cities Program and help to commit the greatest number of political parties, pre-candidate(s), candidate(s) and mayor(s) with the sustainable urban development. For such purpose, it is important that they sign the Commitment Letter.

Follow up the Sustainable Cities Program at the social networks and at the media.     

The full information with tips and suggestions for participation are at www.cidadessustentaveis.org.br/participacao. Where you will also find the promotional materials (www.cidadessustentaveis.org.br/divulgacao).

 **Mobilize, share and spread!**



**SUSTAINABLE
CITIES
PROGRAM**

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Organization

Support



Rede Social Brasileira
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Sustentáveis



Media Support



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International partners



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