



**SUSTAINABLE**<sup>®</sup>  
**C I T I E S**  
**P R O G R A M**

[www.sustainablecities.org.br](http://www.sustainablecities.org.br)

Organization



## CREDITS

### Organization

Rede Nossa São Paulo (São Paulo Network)

Rede Social Brasileira por Cidades Justas e Sustentáveis (Brazilian Social Network for Fair and Sustainable Cities)

Instituto Ethos de Empresas e Responsabilidade Social (Ethos Institute for Business and Social Responsibility)

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## SUSTAINABLE CITIES PROGRAM

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.

For this purpose, the Sustainable Cities Program offers:

### ***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;
- General indicators associated to the platform;
- Basic indicators that will be part of the commitments of candidate(s) and mayor(s);
- National and international success cases for the integrated improvement of the indicators in the cities.

### ***II - Mobilization***

- Campaign for the candidate(s) to Mayor to adopt the platform and assume the commitments of the Program;
- Campaign to the political parties support the Program;
- Campaign for the voters to value the candidate(s) to Mayor who are committed to the Sustainable Cities Program.

### ***III - Commitments***

Candidate(s) to Mayor can confirm their commitment to sustainable development by signing the Commitment Letter. Candidates who are elected should be prepared to promote the Sustainable Cities Platform in their towns and account for the actions undertaken and progress made by providing reports that reveal the evolution of basic indicators in each category.

### ***IV - Benefits for Participating Cities***

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



## SUSTAINABLE CITIES PLATFORM

### Platform for the sustainability of cities

This platform was inspired by the commitments made by the city of Aalborg in Denmark in a sustainable development pact that has already been adopted by more than 650 municipalities, mostly in Europe. The commitments consider: local community participation in decision-making, the urban economy while preserving natural resources, social equity, proper land management, urban mobility, global climate and biodiversity conservation, among other things.

Given the differences between Brazil and Europe, two new themes were added: 1) Education for Sustainability and Quality of Life and 2) Culture for Sustainability. For the same reason other changes were made to some items of the proposed commitments.

The platform, structured as an agenda with actions and initiatives, proposes a sustainable future for our communities. The aim is to achieve cities that are inclusive, prosperous, creative, educational, healthy and democratic, providing a good quality of life for their citizens and allowing for the participation of society in all aspects relative to public life.

The combined pressures of economic globalization and technological development, as well as profound economic changes with all the threats and hazards which that brings to humans and the nature around us, affecting our communities and resources, have created the challenges of generating jobs in a knowledge-based economy while also combating poverty and social exclusion, securing effective protection of the environment, reducing our ecological footprint, responding to demographic changes and ensuring cultural diversity, besides preventing conflicts and maintaining peace in the various communities in Brazil.

We have a responsibility to ensure sustainable development and at the same time respond to the challenges in cooperation with other levels of government. For this we need to adopt a more effective and integrated approach to local and regional policies, aligning the environmental, social, political, cultural and economic goals. We also need to ensure that efforts to improve the local quality of life do not threaten the quality of life of people in other parts of the world or of future generations.

Municipal governments are, in the day-to-day, the level of government that is most accessible to Brazilian citizens. Mayors have the unique opportunity to influence social and individual behavior towards sustainability through education and awareness campaigns.

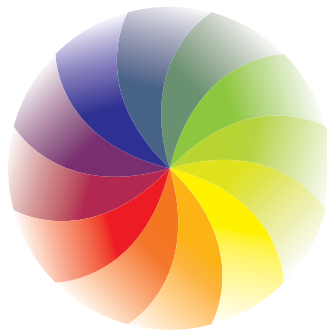
The Sustainable Cities Platform is a tool to:

- Assume these challenges and accept responsibilities;
- Develop public policies for sustainability;
- Translate a common vision for a sustainable future into well-defined goals for sustainability and integrated actions at local, regional and national levels;
- Define priorities that are appropriate for local and regional needs and that take into account their global impact;
- Promote local and regional participatory processes in order to identify specific targets and time frames to monitor the results.



## SUSTAINABLE CITIES PLATFORM THEMES

Each theme of the Sustainable Cities Platform has a unique color that is also represented in the Sustainable Cities Program logo. See below:



 GOVERNANCE	 EDUCATION FOR SUSTAINABILITY AND QUALITY OF LIFE
 COMMON NATURAL RESOURCES	 VIBRANT, CREATIVE AND SUSTAINABLE LOCAL ECONOMY
 EQUITY, SOCIAL JUSTICE AND CULTURE OF PEACE	 RESPONSIBLE CONSUMPTION AND LIFE STYLE OPTIONS
 LOCAL MANAGEMENT FOR SUSTAINABILITY	 BETTER MOBILITY, LESS TRAFFIC
 URBAN PLANNING AND DESIGN	 LOCAL ACTION FOR HEALTH
 CULTURE FOR SUSTAINABILITY	 FROM LOCAL TO GLOBAL



## GOVERNANCE

### *General*

1. Strengthen decision-making processes with the promotion of instruments for participatory democracy.

### *Specific*

- 1.1 Continue to develop a common long-term vision for sustainable cities and regions;
- 1.2 Promote the capacity for participation and action towards sustainable development both in the community and in local and regional administrations;
- 1.3 Convene all sectors of the local civil society for effective participation - in councils, conferences, public hearings, plebiscites and referendums, among others - in decision-making, monitoring and evaluation processes;
- 1.4 Make public, transparent and open to all the information from the municipal administration, the city indicators and budget data;
- 1.5 Promote cooperation and partnerships among neighboring municipalities, other cities, metropolitan regions and other levels of administration.

## COMMON NATURAL RESOURCES

### *General*

2. Fully assume our duty to protect, preserve and ensure balanced access to natural common goods.

### *Specific*

- 2.1 Set targets to reduce nonrenewable energy consumption and to increase the use of renewable energy;
- 2.2 Improve the quality of water, save water and use water more efficiently;
- 2.3 Protect, regenerate and enhance biodiversity, expanding protected natural areas and urban green spaces;
- 2.4 Improve soil quality, preserve ecologically productive land and promote sustainable agriculture and forestry;
- 2.5 Substantially improve air quality following the norms of the World Health Organization (WHO-UN).



## EQUITY, SOCIAL JUSTICE AND PEACE CULTURE

### *General*

3. Promote inclusive and supportive communities.

### *Specific*

- 3.1 Develop and implement programs to prevent and overcome poverty;
- 3.2 Ensure equitable access to public services, education, health, employment opportunities, vocational training, cultural activities, sports and information and ensure digital inclusion through internet access;
- 3.3 Promote social inclusion and equality between genders, races and ethnic groups and promote respect for sexual diversity;
- 3.4 Increase community safety and promote a culture of peace;
- 3.5 Ensure the right to housing in good social and environmental conditions.

## LOCAL MANAGEMENT AIMING AT SUSTAINABILITY

### *General*

4. Implement effective management that involves planning, implementation and evaluation phases.

### *Specific*

- 4.1 Strengthen the processes in Agenda 21 and other processes that aim at local and regional sustainable development and integrate them fully with the administration at all levels;
- 4.2 Carry out an integrated and efficient administration aimed at sustainability, based on the precautionary principle on the urban environment and its environs;
- 4.3 Establish clear targets and timelines to meet the commitments in the Sustainable Cities Platform, as well as a program to monitor those commitments;
- 4.4 Ensure the importance given to sustainability issues in decision-making processes at urban and regional levels, as well as ensure a resource management policy based on solid and comprehensive sustainability criteria;
- 4.5 Ensure administrative transparency and involve different stakeholders to monitor and evaluate the performance of the administration in order to reach sustainability targets.



## URBAN PLANNING AND DESIGN

### *General*

5. Recognize the strategic role of urban planning and design in addressing environmental, social, economic, cultural and health issues for the benefit of all.

### *Specific*

- 5.1 Re-use and regenerate derelict or socially degraded areas;
- 5.2 Avoid urban sprawl giving priority to urban development and intensification within the built environment, with the recovery of derelict urban environments, ensuring appropriate urban densities;
- 5.3 Ensure the compatibility of land uses in urban areas, offering a good balance between jobs, transportation, housing and socio-cultural and sporting equipment, giving priority to residential density in downtown areas;
- 5.4 Ensure appropriate conservation, renovation and use/reuse of our urban cultural heritage;
- 5.5 Adopt criteria for urban design and sustainable construction, respecting and considering resources and natural phenomena in the planning.

## CULTURE FOR SUSTAINABILITY

### *General*

6. Develop cultural policies that respect and value cultural diversity, pluralism and the protection of natural, material and immaterial heritage while promoting the preservation of memory and the transmission of natural cultural and artistic heritage, as well as encourage an open vision of culture, in which solidarity and cross-cultural and symbolic values are grounded in dialogical, participatory and sustainable practices.

### *Specific*

- 6.1 Work towards the formulation of cultural models (conceptual and methodological references to public policies for each action or facility). Build a broad social dialogue to develop concepts and practices that reconnect man to nature, seeking to enhance the culture of humanism with the principles of sustainability;
- 6.2 Promote participatory management, engaging community, cultural professionals and public administrators;
- 6.3 Ensure broad access to existing cultural spaces, promoting multiple uses by the local population, as





well as spreading them to areas that still lack cultural spaces;

- 6.4 Encourage cultural creation and production in the communities, always in observation of the value of popular cultural traditions
- 6.5 Establish free access (or at symbolic prices) to public cultural facilities and spaces;
- 6.6 Promote the culture of sustainability as an area of integration between the several sectors of municipal administration.



## EDUCATION FOR SUSTAINABILITY AND QUALITY OF LIFE

### *General*

- 7. Integrate into formal and non-formal education values and skills for a sustainable and healthy way of life.

### *Specific*

- 7.1 Provide all children, adolescents, youngs, adults and the elderly with educational opportunities that enable them to have a leading role in local and regional sustainable development;
- 7.2 Ensure the implementation of the sustainability theme across the board in the school curriculum;
- 7.3 Promote the role of the mass media in raising awareness about environmental challenges and the cultural changes necessary to achieve sustainability;
- 7.4 Recognize the importance of ethical education, based on values, for a sustainable livelihood;
- 7.5 Ensure universal and quality education at all levels with community participation in school management;
- 7.6 Provide sport education for all as a way of promoting self-esteem, personal development, teamwork, respect for diversity and health.



## VIBRANT, CREATIVE AND SUSTAINABLE LOCAL ECONOMY

### *General*

8. Support and create conditions for a vibrant and creative local economy, ensuring access to employment without harming the environment.

### *Specific*

- 8.1 Introduce measures to encourage and support local employment, decent work, hiring of apprentices and creation of companies;
- 8.2 Partner with local businesses to promote and implement corporate social responsibility;
- 8.3 Develop and implement sustainability principles and indicators for companies, from the most appropriate location for each company to their processes and products and the sustainability of their production chains;
- 8.4 Promote creative productions in the local market;
- 8.5 Implement sustainable local tourism.

## RESPONSIBLE CONSUMPTION AND LIFE STYLE OPTIONS

### *General*

9. Adopt and provide the responsible and efficient use of resources and encourage a pattern of sustainable production and consumption.

### *Specific*

- 9.1 Prevent and reduce waste, increase reuse and recycling with the inclusion of cooperatives formed by trash collectors and recyclers;
- 9.2 Manage and treat waste in accordance to sustainable techniques and models;
- 9.3 Avoid unnecessary energy consumption, improve energy efficiency and encourage self-sufficiency;
- 9.4 Adopt a strict sustainable public procurement policy;
- 9.5 Actively promote sustainable production and consumption, encouraging and regulating production chains through certifications, environmental labels and organic, ethical and fair trade products.



## **BETTER MOBILITY, LESS TRAFFIC**

### **General**

10. Promote sustainable mobility, recognizing the interdependence between transport, health, the environment and access to the city.

### **Specific**

- 10.1 Reduce the need for individual motorized transport and promote public transport that is accessible and affordable to all;
- 10.2 Increase the proportion of journeys made through public transport, walking or cycling;
- 10.3 Develop and maintain a good infrastructure for pedestrians, particularly those with disabilities, through adequate sidewalks and crossings;
- 10.4 Accelerate the transition to clean vehicles;
- 10.5 Reduce the impact of transport on the environment and public health;
- 10.6 Develop a plan for integrated and sustainable urban mobility.

## **LOCAL ACTION FOR HEALTH**

### **General**

11. Protect and promote the health and well-being of our citizens.

### **Specific**

- 11.1 Disseminate information to improve the general level of people's knowledge about the essential factors for a healthy life, many of which are outside the specific health sector;
- 11.2 Promote urban planning for the healthy development of cities, ensuring integrated actions to promote public health;
- 11.3 Ensure equity in access to health care with special attention to the poor, which requires the regular production of indicators of progress in reducing disparities;
- 11.4 Promote research on the public health system, participatory management and social control over the health system;
- 11.5 Determine that the urban planners should integrate health considerations into urban planning and design strategies;
- 11.6 Promote physical activities - individual and collective - that seek to emphasize the value of a healthy life.



## FROM LOCAL TO GLOBAL

### *General*

12. Assume global responsibility for peace, justice, equity, sustainable development, climate protection and biodiversity.

### *Specific*

- 12.1 Develop and follow a strategic and integrated approach to mitigate climate change and work to achieve sustainable levels of emissions of greenhouse gases;
- 12.2 Integrate the climate protection policy with energy, transport, consumption, waste, agriculture and forest policies;
- 12.3 Disseminate information about the causes and likely impacts of climate change and promote social and environmental prevention measures;
- 12.4 Reduce the impact on the global environment and promote the principle of environmental justice;
- 12.5 Enhance regional national and international cooperation among cities and develop local responses to global problems in partnership with other local and regional governments, communities and other relevant actors.



## URBAN SUSTAINABILITY INDICATORS

Indicators are important tools for planning more sustainable cities and for the development, implementation and evaluation of public policies. In this process, it is fundamental to set targets for results and promote the co-responsibility of civil society for decisions made in the cities.

The Sustainable Cities Program brings together more than 300 general indicators (available in full on the website [www.cidadessustentaveis.org.br](http://www.cidadessustentaveis.org.br)) linked to the Platform's themes and chosen through a process of collective construction.

For public administrators interested in signing the Commitment Letter, a standard report was also developed for accountability based on the indicators. The 100 basic indicators are only a starting point for a process initiated with the launch of the Sustainable Cities Program.

For cities with less than 50,000 inhabitants a different number of indicators is recommended. General indicators can be incorporated into basic indicators for those who wish to further the process of monitoring public policies aiming at sustainability.



City: Vitoria-Gasteiz  
Country: Spain  
Population: 238,000  
Continent: Europe

Many European cities use an indicator that measures the number of people who live within a radius of 300 meters of basic services (health, schools, food shops and spaces and facilities for cultural and leisure activities).

In Vitoria-Gasteiz, Spain, chosen as the most green city in Europe in the year of 2012, 99% of the population has access to basic services and green areas within a radius of 300 meters of their homes.

Source: <http://ec.europa.eu/environment/europeangreencapital/docs/cities/2012-2013/European%20Green%20Capital%20Award%202012-13%20nuevo%20estandar.pdf>

Photo: calafellvalo (Flickr - CC <http://creativecommons.org/licenses/by-nc-nd/2.0>)



Check all sources and references on site [www.cidadessustentaveis.org.br/indicador](http://www.cidadessustentaveis.org.br/indicador)

\* Indicators are not mandatory for cities with less than 50,000 inhabitants

## GOVERNANCE

### **Female employees in the municipal administration**

Percentage of female employees in the municipal administration in relation to the total number of employees.

### **Black employees in municipal administration**

Percentage of black employees in the municipal administration in relation to the total number of employees.

### **Disabled people employed in the municipal administration**

Percentage of disabled people employed in the municipal administration in relation to the total number of employees.

### **Municipal Councils**

Percentage of government departments with municipal councils involving the participation of society.

### **Actual budget decided in a participatory manner**

Percentage of actual budget decided in a participatory manner.

### **Deliberative spaces for participation and public hearings in the city**

List the deliberative participatory spaces that exist in the city. What is the periodicity of the meetings? How many participants? How far in advance are meetings convened? What medium is used to convene the meeting?



## COMMON NATURAL RESOURCES

### **Green area per inhabitant**

\*

*Square meters of green area per inhabitant, considering areas of vegetation with over 900 continuous square meters.*

### **Concentrations of PM10\* (particulate matter - PM)**

\*

*Annual average daily concentrations of PM10 ( $\mu\text{g}/\text{m}^3$ ). \* PM10 is a type of particle that is inhaled, with diameters smaller than 10 micrometers ( $\mu\text{m}$ ). They are a factor in air pollution.*

### **Concentrations of PM2,5\* (particulate matter - PM)**

\*

*Annual average daily concentrations of PM2.5 ( $\mu\text{g}/\text{m}^3$ ). \* PM2.5 is a type of particle that is inhaled, with diameters smaller than 2.5 micrometers ( $\mu\text{m}$ ). They are a factor in air pollution.*

### **Concentrations of O3 (ozone)**

\*

*Annual average daily concentrations of O3 ( $\mu\text{g}/\text{m}^3$ ).*

### **Concentrations of CO (carbon monoxide)**

\*

*Annual average daily concentrations of CO ( $\mu\text{g}/\text{m}^3$ ).*

### **Concentrations of NO2 (nitrogen dioxide)**

\*

*Annual average daily concentrations of NO2 ( $\mu\text{g}/\text{m}^3$ ).*

### **Concentrations of SO2 (sulfur dioxide)**

\*

*Annual average daily concentrations of SO2 ( $\mu\text{g}/\text{m}^3$ ).*

### **Loss of treated water**

*Percentage of water loss in the supply system.*

### **Public supply of drinking water in the urban area**

*Percentage of urban population of the municipality that is served by the public supply of drinking water.*



### **Sewage**

*Percentage of urban households with no connection to the sewage system in relation to the total number of households.*

### **Wastewater that does not receive any treatment**

*Percentage of wastewater that does not receive any type of treatment.*

### **\* Consumption of energy\* produced by renewable sources**

*Percentage of energy produced from renewable sources in relation to the total energy produced by the entire population. \*The European Environment Agency defines renewable energy as: "Sources that do not depend on fuel discoverable only in finite quantities. The most widely used renewable source is hydroelectric power, others are biomass, solar, tidal, wave and wind".*

## **EQUITY, SOCIAL JUSTICE AND CULTURE OF PEACE**

### **Income Distribution**

*Distribution of income among the 5 income brackets of the population (20% each).*

### **Income transfer**

*Percentage of families that receive funds from income transfer programs in the city.*

### **People living in indigence**

*Percentage of municipal population with per capita income up to 1/4 of the minimum wage.*

### **People living in poverty**

*Percentage of municipal population with per capita income up to half the minimum wage.*

### **Day care center demand that is met**

*Percentage of enrollments in relation to the total demand for spots.*





***Physical assaults against children and teenagers***

*Number of hospitalizations of children aged 0 to 14 years for reasons related to physical assaults for every 10,000 children in this age group.*

***Physical assaults against the elderly***

*Number of hospitalizations of people over 60 years old for reasons related to physical assaults for every 10,000 inhabitants in this age group.*

***Physical assaults against women***

*Number of hospitalizations of women between 20 to 59 years of age for reasons related to possible physical assaults for every 10,000 women in this age group.*

***Sex crimes***

*Sex crimes (rape and indecent assault) for every 10,000 inhabitants.*

***Fatal violent crimes***

*Number of fatal violent crimes for every 10,000 inhabitants, by place of occurrence.*

***Youth homicide***

*Number of deaths by homicides of youths 15 to 29 years of age per 10,000 inhabitants in this age group and sex.*

***Teenagers involved in an infraction***

*Number of teenagers involved in an infraction in relation to the total number of infractions.*

***Homicide***

*Number of deaths by homicide per 10,000 inhabitants.*

***Robbery (total)***

*Number of robberies per 10,000 inhabitants by place of occurrence.*



### **Population living on the streets - homeless people \***

Percentage of homeless people. \* Homeless people: people who lack housing and overnight on the streets, plazas, walkways, gardens, under bridges, in vacant lots or external areas of buildings.

### **Households with Internet access**

Number of households with access to broadband Internet per 10,000 inhabitants in the city.

## LOCAL MANAGEMENT AIMING AT SUSTAINABILITY

### **Sustainable Procurement**

Percentage of sustainable public purchases in relation to the total purchases made by the municipality (use of the government's purchasing power to promote sustainable development).

### **Proportion of the budget for the different administrative areas**

Percentage of the city budget that corresponds to the total public expenditure in each administrative area, for example: health, education, welfare, environment, culture, etc.

## URBAN PLANNING AND DESIGN

### **Deforested area**

Percentage of cumulative deforested area, year by year, in relation to the total area of the municipality.

### **Reserves and Protected Areas**

Percentage of land with conservation purposes.

### **Slums \* (Population)**

Percentage of the urban population that lives in slums. \*For this purpose, slums are the regions classified by the Brazilian Institute of Geography and Statistics (IBGE) as 'subnormal'.



***New and renovated buildings that are certified for environmental sustainability***

\*

*Share of new and renovated buildings that have value in terms of sustainability criteria, in relation to the total number of buildings and renovation projects (buildings of municipal ownership or development) in the previous year. Existing national and international criteria may be relevant. By setting sustainability goals, the processes related to public buildings may introduce the private sector to sustainable building methods.*

***Sidewalks deemed to be in accordance with legal requirements***

*Percentage of kilometers of sidewalks deemed to be in accordance to legal requirements in relation to the total length in km of sidewalks, per year, for the city.*

**CULTURE FOR SUSTAINABILITY**

***Civic education campaigns***

*Percentage of resources devoted to civic education campaigns in relation to the total amount allocated to municipality communication/advertising.*

***Collection of children's books***

*Number of children's books available in local public libraries per inhabitant aged 7 to 14 years.*

***Collection of books for adults***

*Number of books available in local public libraries per inhabitant aged 15 years or more.*

***Cultural centers***

*Number of cultural centers for every 10,000 inhabitants.*



## EDUCATION FOR SUSTAINABILITY AND QUALITY OF LIFE

### **Index of the Development of Basic Education (Ideb\*) - Public schools - 1st to 4th grade**

Average Ideb score in the municipality. Ideb\* (Index of the Development of Basic Education) is an indicator of quality in education that combines information about school performance with information about performance on standardized tests (Brazil or Saeb exams) taken by students at the end of the fourth grade. The score ranges from 0 to 10.

### **Index of the Development of Basic Education (Ideb\*) - Public Schools 5th to 8th grade**

Average Ideb score in the municipality. Ideb\* (Index of the Development of Basic Education) is an indicator of quality in education that combines information about school performance with information about performance on standardized tests (Brazil or Saeb exams) taken by students at the end of the eighth grade. The score ranges from 0 and 10.

### **National High School Examination (Enem\*)**

Average Enem score in the municipality. \*Enem is an individual examination, taken on a voluntary basis and offered every year to students who are completing or have completed high school. Its main objective is to create a reference for self-assessment, based on the competencies and skills that structure the exam.

### **Illiteracy rate in the population aged 16 or more**

Percentage of illiterate population aged 16 years or more.

### **Enrollment in higher education in relation to demand**

Shows the number of students enrolled in university courses in relation to the total demand.

### **Obligatory sports education in public schools**

Percentage of public schools with obligatory sports education.

### **Internet access in elementary and middle schools**

Percentage of elementary and middle school with access to the Internet.

### **University diploma**

Percentage of people 25 years or older with university diploma.



**People who have completed high school by the age of 19**

Percentage of people who have completed high school by the age of 19

**Children and young people from 4 to 17 years of age in school**

Percentage of children and youth from 4 to 17 years of age in school.

**Fully literate children up to age 8**

Percentage of children fully literate by age 8.

**Demand for spots in public pre-schools that is met**

Percentage of enrollments in relation to the demand for spots at public pre-schools.

**Demand for elementary and middle school spots that is met**

Percentage of enrollments in relation to the total demand for spots in middle school.

**Demand for spots in high school that is met**

Percentage of enrollments in relation to the total demand for spots in high school.

**VIBRANT, CREATIVE AND SUSTAINABLE LOCAL ECONOMY**

**Energy efficiency in the economy**

Energy efficiency in the economy: ratio between Gross Internal Consumption of Energy (coal, electricity, oil, natural gas and renewable energy sources which are available for consumption) and Gross Domestic Product (GDP), calculated on a calendar year, at constant prices, based on the previous year.

\*

**Unemployment**

Average unemployment rate in the municipality.

**Youth unemployment**

Average unemployment rate for youth aged 15 to 24 years.



### **Number of apprentices in the city**

Percentage of apprentices in the municipality in relation to the total stipulated by law.

### **Child Labor: Notifications about child labor**

Number of notifications about child labor recorded by the Guardian Council.

## **RESPONSIBLE CONSUMPTION AND LIFE STYLE OPTIONS**

### **Total water consumption**

Average monthly water consumption (residential, commercial, public, industrial and mixed) estimated in cubic meters per capita per month.

### **\* Selective garbage collection**

Percentage of households that have access to selective garbage collection.

### **Quantity of waste per capita**

Total amount of municipal waste generated in one year in relation to the number of inhabitants in the city. The unit of measurement used is kg/person/ year. This indicator does not include waste produced by municipal networks and sewage treatment plants nor waste caused by construction or demolition.

### **Recycling of solid waste**

Percentage of solid waste that is recycled in relation to the total produced in the city per year.

### **Waste left in landfills**

Percentage of the city's garbage that is left in landfills each year.

### **Inclusion of garbage collectors in the selective collection system**

Number of garbage collectors included in the selective collection system in relation to the total number of garbage collectors in the city.



### **Total consumption of electricity per capita**

Amount of electricity consumed by the citizens (residential, industrial and others) in one year in all buildings of the municipality, regardless of the reason for use (e.g. lighting, heating, machinery).

## **BETTER MOBILITY, LESS TRAFFIC**

### **Exclusive lanes for buses**

Percentage of kilometers of exclusive bus lanes in relation to the total length in km of roads in the city.

\*

### **Exclusive bike lanes\***

Percentage of number of kilometers of permanent bike lanes in relation to total length in km of roads in the city. \* Bike lanes are defined as infrastructure geared only to cyclists and do not include the routes accessible to cyclists together with other forms of transportation.

### **Modal split**

Percentage distribution of average daily journeys: on foot, public transport or private transport (cars, taxis, motorcycles, buses, bicycles).

### **Traffic congestion index**

Monthly average (on weekdays) of traffic congestion, measured in km, during peak hours (mornings and afternoons).

\*

### **Bus fleet with accessibility for people with disabilities**

Percentage of bus fleet with accessibility for people with disabilities.

### **Traffic deaths**

Number of deaths in traffic accidents per 10,000 inhabitants.

### **Bicycle deaths**

Number of deaths of cyclists per 10,000 inhabitants.



### ***Pedestrian deaths***

Number of deaths in accidents with pedestrians per 10,000 inhabitants.

### ***Motorcycle deaths***

Number of deaths of motorcyclists per 10,000 inhabitants.

### ***Fatal car accidents***

Number of deaths in cars and truck accidents per 10,000 inhabitants.

### ***Traffic accidents***

Total number of traffic accidents.

### ***Run over accidents***

Total number of pedestrians in run over accidents.

### ***Municipal budget for public transportation***

Percent of the municipal budget aimed at public transport in relation to the total area of transport.

## LOCAL ACTION FOR HEALTH

### ***Waterborne diseases (incidence of waterborne diseases)***

Number of people treated for waterborne diseases per 10,000 inhabitants (major diseases: typhoid fever, paratyphoid fever, shigellosis, cholera, hepatitis, amebiasis, giardiasis, schistosomiasis, ascariasis, leptospirosis).

### ***People infected with dengue***

Number of people infected with dengue per 10,000 inhabitants, per year, in the city.

### ***Basic Health Units***

Number of basic public health centers per 10,000 inhabitants.





***Hospital beds***

Number of public and private hospital beds available per thousand inhabitants.

***Mortality from respiratory diseases***

Number of deaths from respiratory diseases per 10,000 inhabitants.

***Mortality from circulatory diseases***

Number of deaths from circulatory diseases per 10,000 inhabitants. The main causes of death related to the circulatory system are strokes, ischemic heart disease and myocardial infarction.

***Teenage pregnancy***

Percentage of live births whose mothers were 19 years or less in relation to the total amount of live births.

***Maternal mortality***

Number of female deaths from maternal causes for every 10,000 live births.

***Low birth weight***

Percentage of live births weighing less than 2.5 kg.

***Inadequate prenatal care***

Percentage of live births whose mothers had less than seven prenatal consultations.

***Child malnutrition***

Percentage of children under the age of 5 who are malnourished.

***Infant mortality***

Deaths of children less than one year of age for every 1,000 live births.

***Sports equipment***

Number of public sports equipment for every 10,000 inhabitants.



## FROM LOCAL TO GLOBAL

### \* **Total emissions of CO2 per capita\***

Unit of measurement of the impact of emissions on the climate: all gases are converted into CO2 equivalent, according to a conversion factor.

Reference: WWF

### **Meteorological variables - average monthly temperature**

Average monthly temperature.

### **Death due to social and environmental disasters**

Number of deaths caused by social and environmental disasters per year.

Check all sources and references on site [www.cidadessustentaveis.org.br/indicador](http://www.cidadessustentaveis.org.br/indicador)



## MOBILIZATION

A partnership with the DPZ publicity agency led to an advertising campaign directed at voters and candidate(s) to Mayor in the 2012 municipal elections. In this first stage, under the slogan “I vote sustainable,” the athlete Raí Oliveira and the actress Beatriz Segall decided to engage by participating voluntarily.



Advertisement: Agência DPZ  
Photograph: Tatiana Cardeal



Advertisement: Agência DPZ  
Photograph: Tatiana Cardeal



Advertisement: Agência DPZ  
Photograph: Tatiana Cardeal

A corporate video directed by filmmaker Luciana Burlamaqui presents the Sustainable Cities Program and calls for the involvement of society in the great challenge of building a new model of urban development that aims at sustainability. The video is available, in full, on the website.



## COMMITMENT LETTER

Political parties, pre-candidate(s), candidate(s) and mayors(s) may confirm their commitment to sustainable development by signing the Commitment Letter (full text and instructions are on site [www.cidadessustentaveis.org.br/carta](http://www.cidadessustentaveis.org.br/carta)). The signatories should be willing to promote the Platform Sustainable Cities in their towns and account of actions taken and progress made through reports, revealing the evolution, at least the basic indicators related to each theme.

**PARTICIPANT PRE-CANDIDATE**



**SUSTAINABLE  
CITIES  
PROGRAM**

[WWW.SUSTAINABLECITIES.ORG.BR](http://WWW.SUSTAINABLECITIES.ORG.BR)

*Commitment Letter:*

*1. I commit to the Sustainable City Platform.*

*2. I agree to produce a document with the Diagnosis of the Current Situation containing, at least, the basic indicators of the Sustainable Cities Platform to serve as a reference for the establishment of a Target Plan, covering the 12 themes of the Platform for the four years of my administration. The Diagnostics and Target Plan will be presented within 90 days after the date of my inauguration. A review of the Target Plan may be made at the end of my first year of public administration and must be accompanied by explanatory notes.*

*3. I agree to update and disclose, at least, the basic indicators of the Platform at the end of each year of my administration.*

*4. I agree to publish and disclose a report for accountability purposes, containing, at least, the basic indicators of the Platform and a first assessment of the Target Plan while it is in progress. Information will be presented at a public hearing at the end of the second year of my administration.*

*5. I agree to publish and disseminate, at least, the basic indicators of the Platform and the results of the Target Plan, as well as to present them at a public hearing 5 months before the end of my term in public office.*

*(These commitments may contain extra local demands, in attached document)*

*Full name and intended public position in print:*

*Party:*

*Location and date:*

*Signature:*

**Confirm your commitment to sustainable development.  
Go to [www.cidadessustentaveis.org.br](http://www.cidadessustentaveis.org.br) and click on:**

**Sign the commitment letter**

\*The information that is unavailable should be mentioned in the report of accountability.



## BENEFITS FOR PARTICIPATING CITIES



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

*Seal for cities participating in the Sustainable Cities Program*

- 1 - Use of seal for cities participating in the Sustainable Cities Program;
- 2 - Visibility for the city on the website ([www.cidadessustentaveis.org.br](http://www.cidadessustentaveis.org.br)) and materials to publicize the program;
- 3 - Visibility of actions, projects and programs that contribute to the city's sustainability on the website ([www.cidadessustentaveis.org.br](http://www.cidadessustentaveis.org.br)) and in the materials publicizing the program;
- 4 - Features in newsletters and press releases with news about the participating cities, highlighting actions and results towards greater sustainability;
- 5 - Access to information about projects, programs and national and international actions that contribute to sustainability;
- 6 - Exchange of experiences and information with other cities participating in the program;
- 7 - Ease of communication with partners, networks of cities and international organizations that promote urban sustainability;
- 8 - Technical support for the promotion of meetings on urban sustainability;
- 9 - Participation in events sponsored by the Sustainable Cities Program and at other meetings on sustainability at cities;
- 10 - Participation in an unprecedented nonpartisan political process in Brazil based on a civil society initiative and aimed at sustainable development.



## PRIORITY FACING OF CRITICAL SITUATIONS

There are several measures and levels of poverty, from the 4 billion people that the World Bank estimates “are without access to the benefits of globalization,” to the 11 million children who die annually because they do not have access to things as mundane as a glass of milk or water, to the 1.02 billion hungry people on the planet. Two dollars per day means poverty, but three dollars per day do not?

The truth is that there are various different degrees of poverty, but there are a number of situations that are simply tragic and unacceptable by any standard, deeply shocking people of any political or ideological belief. These are situations that require immediate action due to the intensity and extent of the suffering they represent.

The range of situations is relatively ample. It is the child who goes hungry, the mother who has given birth without assistance, people living in houses built on slopes that offer the extreme risk of collapse, families who cannot afford medication for their ill children, people living in landfills or by streams that serve as open air sewage; the bodies we find lying on the sidewalk and which we are conditioned to ignore.

In the extreme poverty line there are situations where one cannot expect the people involved to take action since they do not know the ways, or are too overwhelmed to overcome the despair to which they have been subjected. But they are people.

In economic terms, it is a matter of resources of minor importance. And we know that the indirect cost of misery is much greater than the resources needed to overcome it. But even if the cost were higher, it is our own humanity that leads us to take action. And there are situations that really cry out to heaven. It's not about cost, but about the most basic decency, about our dignity as human beings.

There is a kind of institutional powerlessness in the face of these situations. One reason is the relative invisibility of critical situations. Poverty often takes place in pockets that we do not always visit and that do not appear in the statistics that we read. We end up being distracted by other things, even though we know rationally that these are unacceptable situations. We hope that “someone” takes action, but there is no clear accountability. And we know that an individual and isolated initiative, for example, a coin given to a homeless child on the streets, does not solve the problem. We have become powerless.

It is a matter of breaking loose from this impotence. We are at a moment when the federal government has announced an organized fight to eradicate extreme poverty in the next four years. The initiative is very positive, but make no mistake: at the end of the day, it will depend on each city, on each borough or district, to organize itself so that these situations are tackled effectively.

It is absolutely indefensible to allow the construction of bridges or fountains while there is a starving child, a mother unattended; people living in subhuman conditions. It is a fundamental ethical stance. We are an affluent society, we have the necessary knowledge and we know the steps and forms of organization required. This is about making a decision to build a civilized and sustainable city.







**SUSTAINABLE  
CITIES  
PROGRAM**

[www.sustainablecities.org.br](http://www.sustainablecities.org.br)

[contato@cidadessustentaveis.org.br](mailto:contato@cidadessustentaveis.org.br)

### Organization

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Rede Social Brasileira  
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