

THE BRAZILIAN SOCIAL NETWORK FOR EQUITABLE AND SUSTAINABLE CITIES



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I. Problem and Opportunities

The National Network in Brazil and the Latin-American Network for Equitable and Sustainable Cities result from the increasing number of civil society movements which defend participatory political processes and social control over public authorities. These movements aim to promote democratic governance in Latin America and have been inspired by *Bogota Como Vamos* Program and *Nossa São Paulo Network*.

In the last three years (2008, 2009 and 2010), the number of movements has increased considerably and new issues and challenges have been incorporated into these network agendas, going beyond their basic missions (social control of local governments by assessing technical and perception indicators of the cities and about local public policies). New issues and challenges have emerged in 2011: a) completion of the Sustainable Cities Platform, to allow movements to search for the best practices in their cities (one of the objects of the current project); b) Campaign for the social, ethical and environmental legacy of all investments for the 2014 World Cup and 2016 Olympic Games in Brazil; c) Movement for the implementation of the "Plan de Metas" Program at national level so that it is in place and enforced before the 2012 local elections. In addition, technical-political support, coordination and resources have become increasingly more important due to the network direct involvement and support of movements against corruption, the debate around the establishment of common environmental and socioeconomic indicators to all members, the spread and mobilization for solidarity, visibility and advocacy for local proposals, as well as initiatives to develop communication procedures and tools for all Networks.

In Brazil, *Nossa São Paulo* Network has been hosting the Executive Secretariat of the Brazilian Social Network for Equitable and Sustainable Cities for the 2009/2011 term, with institutional support from AVINA Foundation. Our aim is to encourage the formation of new movements and facilitate communication within the existing ones (Rio de Janeiro, Teresópolis, Ilha Bela, Santos, São Luis, Recife, Campinas, Belém, Belo Horizonte, Salvador, among others). We also seek in, as much as possible, to keep an open communication channel with the Latin-American Network of Sustainable Cities. However, the current existing demand and new challenges surpass our operating capacity while, at the same time, they provide an opportunity for both networks to develop politically and hence have a greater impact on the democratic, social and environmental progress of Brazil and the region.

The present proposal aims to strengthen and facilitate the implementation of the 2011 and 2012-2014 programs by establishing a new governance for the network, which divides the current executive secretariat into six (São Luís, Recife, Salvador, Rio de Janeiro, Belo Horizonte and São Paulo), each assuming organizational and stimulating responsibilities in their respective regions.

A communication and project manager has been hired to stimulate these movements and effectively implement the suggestions made for these six secretariats in terms of the programs to be carried out.

Assuming that these movements have each their individual needs and capacity, and taking into consideration the comments made by members of the initiatives themselves, this project manager will play the key role of sharing information with the group and responding to the demands of all participants so that the programs can be implemented in all cities, according to the capacity of each.

By doing so, we hope to strengthen the network itself and turn it into an integration and interaction benchmark for all other networks and projects supported by the Avina Foundation.

II. General and Specific Goals

General

To promote communication and interaction among the social movements and organizations that make up the Brazilian Social Network for Equitable and Sustainable Cities so as to ensure that all information, exchanges of ideas and experiences, ways of organizing movements, executing their actions and obtaining results reach the necessary flow, transparency and exemplary nature and hence strengthen the network.

Specific goals:

1. To support and facilitate communication and interaction among the Network members to enable information exchange and cooperation with respect to three priority agendas:

Transparency

Transparency relates to the First Brazilian Conference on Transparency and Social Control (1st Consocial), which will take place in Brasilia (Brazil) between May 18th and 20th, 2012. Organized by the Brazilian General Financial Controller, this conference aims "to promote public transparency and encourage civil society to take part in the process of monitoring public

administration, thus contributing to enforcing a more effective and democratic social control and ensuring that public funding is adequately and efficiently used."

The national phase will be preceded by preparatory steps, when several municipal, regional, state and district conferences are to be held.

The movements are expected to actively participate in the coordination and debate of these steps while the network regional secretariats will be in charge of creating and suggesting ways of transferring information on the topic for all initiatives and informing all interested parties about the activities defined by each movement.

Integrity

For the integrity agenda, all movements have been negotiating with the "Clean Games - inside and outside the stadiums" [Projeto Jogos Limpos – dentro e fora dos estádios] project, coordinated by the Ethos Institute and several other organizations. The primary purpose is to enforce social control and promote greater integrity in public management and funds for the investments to be made on the major events to be held in Brazil in 2014 and 2016 (World Cup and Olympic Games).

In a recent meeting, some movements (*Nossa São Paulo, Nossa Belo Horizonte, Nossa Salvador, Observatório do Recife* and *Rio Como Vamos*) and the project teams for *Projeto Jogos Limpos* and *Atletas pela Cidadania* have mutually agreed to work together for the social legacy for the referred cities with the advent of these mega-events.

Within this agenda, it is crucial to coordinate individual activities of all movements towards this common agenda, and also the cooperation to those other partners.

Best Practices

The Sustainable Cities Platform is to be re-launched this year, with new features to allow movements to search for the best practices in their cities. In addition to examples of successful projects implemented in various parts of the world and the Commitment Letter [Carta Compromisso]¹, the Platform will also host a large set of Brazilian sustainability indicators as well as an online accountability report for local governments.

¹ The Commitment Letter [Carta Compromisso] is a monitoring device for civil society and a programmatic commitment made by public authorities for sustainable development. All commitments take into consideration, among other relevant aspects, participation of local community in decision-making, urban economy while preserving natural resources, social equity, adequate land management, urban mobility, global climate and environmental conservation.

This tool supports various activities of these movements, placing special emphasis on the forthcoming 2012-local elections. The Network's mission is to make sure that all movements understand on how to effectively use this technology by providing advice and serving as a benchmark (among the movements themselves).

One of the goals of the Best Practices agenda is to detail and promote the municipal Goals Program [Plan de Metas] so as to make it increasingly available for Brazilian cities.

2. To stimulate Budgets and Indicators Working Groups, established in the network First Meeting in 2009, as well as the Communication Working Group which is already in place and running;
3. To assist with the identification of the minimum indicators for all cities in the network (in place);
4. To help organizing the Second Latin American Network Meeting, which is to be held in Salvador in August 2011;
5. To raise funds for the Network by drawing up and executing a fundraising plan.

III. Expected results and means of verification

- A highly integrated network with a good communication flow in the Brazilian scenario, composed by representatives from all the cities where affiliated movements already exist.
 - Means of verification: Newsletters and communication reports made available on all digital platforms
- Dissemination and profile of the movements registered and publicized
 - Means of verification: Updated mailing list, including details from new members of the network
- Movements empowered by effectively performing the actions established for all three common agendas.
 - Means of verification: common activities developed among the Network members
- Six regional offices implemented and agreements made about what will be their roles and how they will support new movements.
 - Means of verification: Mailing lists and assessment of the regional secretariat governance
- Active dialogue with the Latin American Network for Sustainable Cities



- Means of verification: Participating and fulfilling the commitments made at the Second Meeting of the Latin American Network
- Ensure at least another investor for the Network, by drawing up a fundraising plan
 - Means of verification: one contract with a new donor

IV - Implementation Plan

Activities	Activities by Month (July 2011 to June 2012)											
	01	02	03	04	05	06	07	08	09	10	11	12
Conference calls with all movements to assist them in defining their action plan for each initiative related to the national agenda (integrity, transparency and best practices)												
Broadcasting news and publication of events held by each movement in the digital platforms (twitter, facebook, ning)												
Send out news via electronic newsletters to all interested parties (movements, investors, media and partners)												
Setting agendas for the indicators groups, and coordinating and promoting all scheduled meetings.												
Setting up of a virtual library to stimulate the creation of new movements (within NING)												
Coordination and promotion of the network new form of governance												
Assistance for the organization of the II Latin American Network Meeting												
Develop and implement a fundraising plan												

Project Duration

12 Months (July 2011 to June 2012)

Internal qualification and relevant experience to ensure the project's execution

Nossa São Paulo Network

In Brazil, Nossa São Paulo Network was pioneer in the field, that is to say, in using of a database of official technical indicators of life quality, linking them to perception indicators and adding the strong component of mobilizing society to monitor public policies, budget plans, and municipal executive and legislative performance.

The initiative was so successful that it set the example and new movements were created in Brazil, to which Our São Paulo Network has provided technical support, product socialization and practical knowledge to enable them to perform their activities. At present, Nossa São Paulo Network has an Executive Secretariat with a wide experience in actions related to these movements and it is considered an important reference for new, emerging movements.

Communication Professional

Adriana Torres, the person responsible for the project's implementation, holds a degree in management with specialization in marketing and has over twenty-year experience in commerce, communication and marketing in both private and third sectors. She was the Social Dissemination manager for the Social Governance Institute, a project carried out by the Government of the State Minas Gerais in partnership with the OSCIP Center for Inter-sectoral Alliances, whose primary purpose was to strengthen mechanisms of participatory democracy by organizing training courses, dissemination forums and technical journals.

She has been a volunteer member for Our Belo Horizonte Movement since January 2009 and a member of the Communication Supporting Group for the Brazilian Social Network for Equitable and Sustainable Cities since its creation, where she has been responsible for creating an integrated communication booklet of all movements, available online for all members of the network.

Invited speaker for various events on digital communication, an expert in the use of digital platforms to help mobilize and coordinate public interests.

Challenges

The main challenges for implementing the project are:

- The limited capacity of the movements to coordinate themselves due to the various local activities that they are involved in on a daily basis.
- Shortage of funds to conduct future face-to-face activities (meetings, workshops, Third Meeting of the Brazilian Network).
- The completion of the network is a process for the medium term and largely depends on strengthening local movements so that the network's operation consolidates.
- Improve the use of shared communication technologies.

Local and global strategic partners

ABRACCI (Brazilian Network against Corruption and Impunity)

Amarribo (Brazilian NGO in the field of social control and transparency)

CBN Radio

Globo Radio

Ethos Institute

Arapyau Institute

AVINA Foundation

IV. Investment

Budget Line	Description	Unit Value	Time frame	Total Value
Personnel	Communication and Networking Project Manager (Monthly cost)	US\$ 3,981.00	12 Months	US\$ 47,772.00
Fringe Benefits	20,38% of federal and local taxes	US\$ 1,019.00	12 months	US\$ 12,228.00
TOTAL (in US dollars)				US\$ 60,000.00

Counter-part

Budget Line	Description	Unit Value	Time frame	Total Value
Others	Electricity, water, telephone, internet connection	U.S. \$ 387.00	12 Months	U.S. \$ 4,644.00
	Support administrative staff Nossa São Paulo for managing projects and resources	U.S. \$ 1,470.00	12 Months	U.S. \$ 17,640.00
Communication	Dualtec Cost (sending out newsletters and managing mailing lists)	U.S. \$ 64.50	12 Months	U.S. \$ 774.00
			TOTAL	U.S. \$ 23,058.00



VI - Main partners involved in the initiative's implementation and financial conditions after AVINA's investment

- Network's members;
- AVINA Foundation
- Ethos Institute (Clean Games project)
- ABRACCI (Consocial)

Financial Support Conditions

The communication professional, hired in April 2012, is in charge of drawing up a fundraising plan to ensure the network's financial support, which is to be presented in August 2011.

VII. Risks and mitigation strategies

Risks	Mitigation Strategies
The limited capacity of the movements to coordinate themselves due to the various local activities that they are involved in on daily basis	The contracted party is expected to support local movements by facilitating communication and promoting common activities.
Shortage of funds to conduct future face-to-face activities (meetings, workshops, Third Meeting of the Brazilian Network)	Development of a fundraising plan to be approved in August 2011; funds are expected to be raised by April 2012
The completion of the network is a process for the medium term and largely depends on strengthening local movements so that the network's operation consolidates.	Promotion and strengthening of local movements and implementation of common national actions to mobilize the Network
Improve the use of shared communication technologies	Coordinate support for sharing new communication technologies and reissue the network's procedure booklets



VIII - Evaluation Plan

- Issuing a bi-monthly report containing:

- Report on the use of all digital platforms
 - Number of followers on twitter, RTs and mentions;
 - Number of followers on the official Network website on Facebook;
 - Number of newsletters sent out;
 - Number of members in the Network's Ning,
- Updated mailing list of the Network
- Activities undertaken by all movements aligned with the Network three agendas.
- Assessment survey with members and partners of the Network, to be carried out virtually after completion of the project.