

## **Sustainable cities program**

**JORGE ABRAHÃO and ODED GRAJEW**

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*We have a chance to create a new standard for the relationship of the citizens with politics, and candidates undertake material commitments*

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The awareness that the human kind cannot remain with the current development model has been growing more and more.

We have to do the transition to a sustainable development integrating the social, environmental and ethical dimensions, based on an inclusive, green and responsible economy.

There is no better place to adopt such agenda than at the urban centers where today 85% of the Brazilian population and half of the planet's inhabitants live. The consumption of almost all the products and services that use materials and resources from the environment takes place in the cities.

Going from theory to practice, with the aim of materializing the actions, and thus moving and mobilizing civil society, today, the Sustainable Cities program is being launched, gathering several tools that will contribute with governments and civil society to promote sustainable development in the Brazilian cities.

The program – carried out by Rede Nossa São Paulo, the Brazilian Social Network for Fair and Sustainable Cities and Ethos Institute – provides a platform that acts as an agenda for sustainability, including under an integrated form the social, environmental,

political and cultural dimensions and broaching the different public management areas in 12 main themes.

Such themes are: governance, common natural goods, equity, social justice and peace culture, local management for sustainability, planning and urban design, culture for sustainability and education for sustainability and life quality, local, dynamic and sustainable economy, responsible consumption and life style options, better mobility, less traffic, local action for health and from local to global.

Each one of them is related to indicators, exemplary cases and national and international references of excellence.

The program will be launched nationally through an ample advertising campaign.

The campaign includes offering the platform to all candidates for Mayor in 2012, seeking their adhesion and commitment to a target plan and respective city indicators and with an annual rendering of accounts on the development obtained in each indicator adopted.

The cities that participate will have visibility with divulging and communication will have access to strategic information and may exchange experiences with other Brazilian and foreign cities.

Full information on the Sustainable Cities program is available at the website [www.cidadessustentaveis.org.br](http://www.cidadessustentaveis.org.br).

We are faced with the opportunity to create a new relationship standard of the citizens with politics, and the candidates undertake material commitments while the citizens follow up the results from such commitments.

Therefore, we may reach the dream moment when a mayor will be judged for his accomplishments and not only for his speech.

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