REDE NOSSA SÃO PAULO

Fair, Democratic and Sustainable Cities – History and Methodology of Rede Nossa São Paulo

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THE NETWORK CONSTRUCTION ←

- **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.

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THE NETWORK CONSTRUCTION ←

- from a group of persos united to work for the **common welfare**, showing that **life conditions** can improve, even in the greatest **metropolis** of South America: **Nossa São Paulo.**

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THE NETWORK CONSTRUCTION ←

- **Objective**: Rede Nossa São Paulo was built so that a **social and political force** could be created and enable **improvements in the cities**.

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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.

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REDE NOSSA SAOPAULO

THE NETWORK CONSTRUCTION ←

- Show that it **is possible** to build **fairer cities**, socially, environmentally, economically, culturally and politically **sustainable**.

- Promote the sustainable development of the country.

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THE NETWORK CONSTRUCTION

- Hundreds of **persons** and dozens of **organizations** **i**nvolved and engaged in the **construction** of Rede Nossa São Paulo;

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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**.

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THE NETWORK CONSTRUCTION ←

- **Rede Nossa São Paulo** was launched in May 2007, and already counted on the support from **200 organizations**;
- Currently, there are **700 organizations**.

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FIRST STEPS

- A group of leaderships visits **Bogotá,** which underwent a period of significant changes – administrative and social and cultural.

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FIRST STEPS ←

- 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.

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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**.

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PROPOSALS ←

- **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.

(...)

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FOUNDING GUIDELINES ←

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

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FOUNDING GUIDELINES ←

- Gather technical capacity to innovate with quality;
- Produce knowledge and information;
- Use the new information tecnologies in favor of the cause.

(...)

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FOUNDING GUIDELINES ←

- Promote **citizenship education**;
- Promote **social mobilization**;
- Follow up and influence the **public administrators** and **policies**.

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MAIN CONCEPT

- Make use of the **knowledge** and the power of action and mobilization from several **actors**.
- **Strenghten** 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.**

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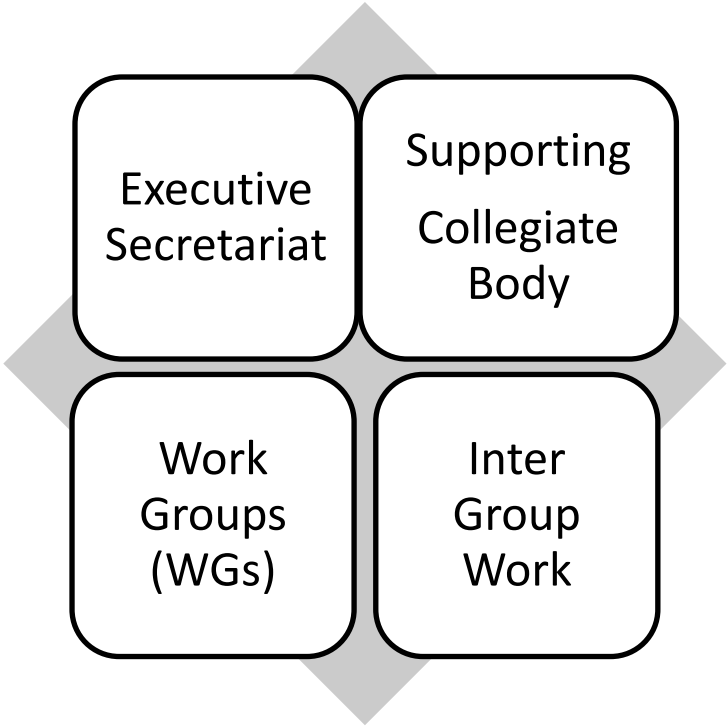
ADMINISTRATIVE STRUCTURE



Legal entity of the Executive Secretariat:

Instituto São Paulo Sustentável

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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.

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ADMINISTRATIVE STRUCTURE ←

- **Work Groups (WGs):** 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.

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The activities of Rede Nossa São Paulo are based on 4 great foundations:

- **Indicators and targets program ;**
- **Citizen following up;**
- **Citizenship culture;**
- **Citizenship mobilization.**

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Rede Nossa São Paulo is a total **APARTISAN** initiative and does not accept resources from public sources.

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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.

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Get to know some of our actions:

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WORLD FREE-DAY CAR ←

- 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;

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REDE NOSSA SAOPAULO

WORLD FREE-DAY CAR ←

- 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.

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REDE NOSSA SAOPAULO

WORLD FREE-DAY CAR ←

- Encouraged the involvement of the **civil society** in the city's problems.
- Served to present **Rede Nossa São Paulo** to the society.

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“VAGA VIVA” – THE LIVING CAR SPACE ←

- Occupations of car parking places on streets;

- Seek humanization of the public space;

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THE LIVING CAR 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:

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IBOPE's RESEARCH ←

- Every year, on the World Free-Day Car, the Ibope's research is launched on the mobility conditions in the city of São Paulo.

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REDE NOSSA SAOPAULO

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 **Bycicle 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.

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IBOPE's RESEARCH ←

Metodologia

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

LOCAL DA PESQUISA: Município de São Paulo.

UNIVERSO: Moradores de 16 anos ou mais de São Paulo/SP (região urbana), equivalente a 8.707.608 habitantes – CENSO/2010.

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:

Região	*Entrevistas realizadas*	*Entrevistas proporcionais*	*Fator de ponderação*
Centro	140	35	0,250000
Norte	140	126	0,900000
Leste	140	238	1,700000
Sul	140	238	1,700000
Oeste	140	63	0,450000
Total	700	700	

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.

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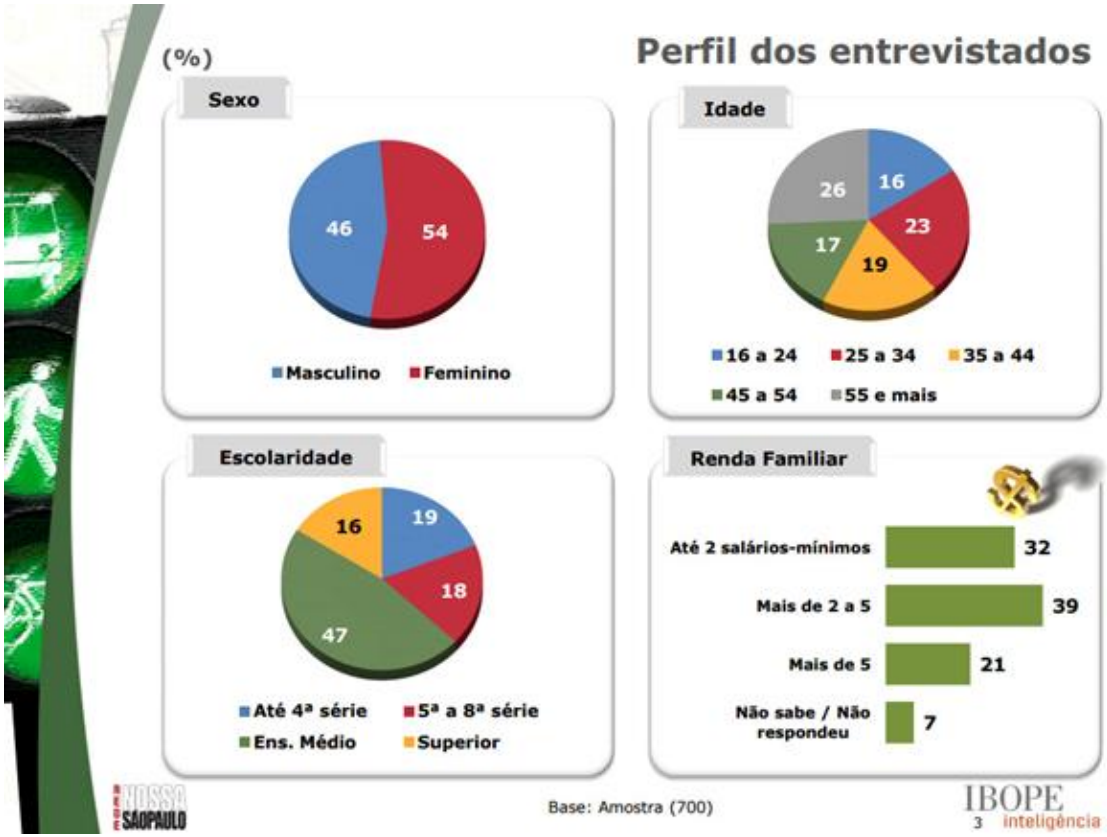
IBOPE's RESEARCH ←



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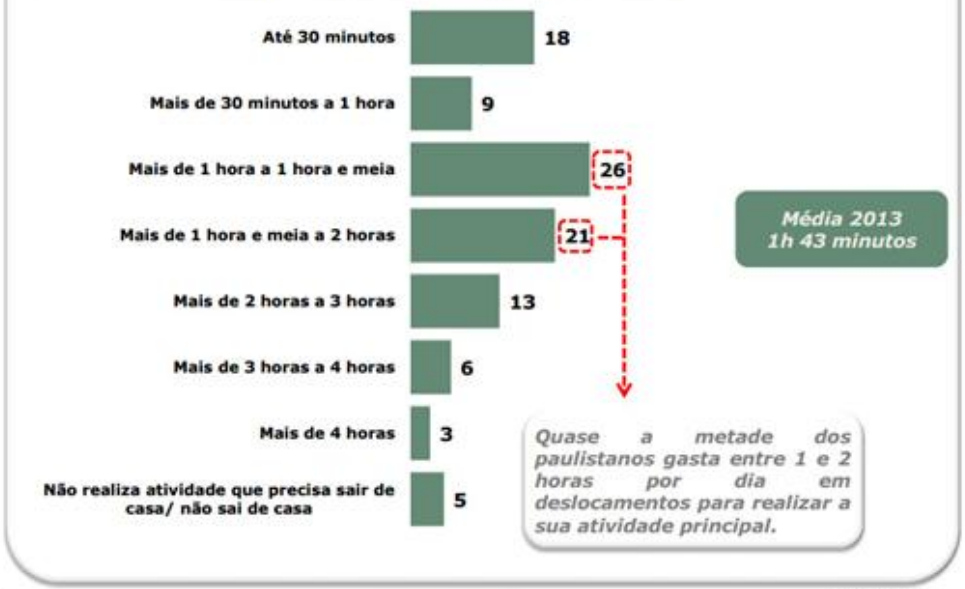
IBOPE's RESEARCH ←

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? (%)



Base: Amostra (805)

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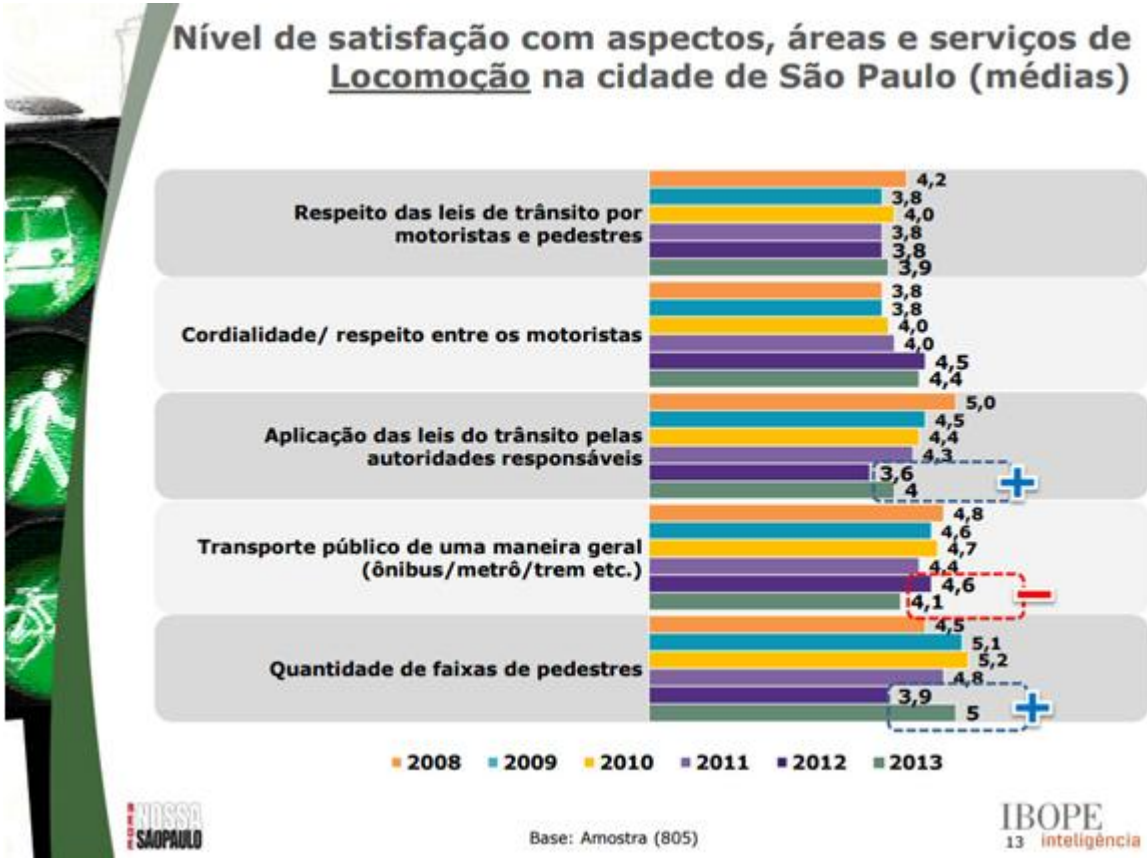
IBOPE's RESEARCH ←



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MOBILITY PLAN ←

- 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.

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MOBILITY PLAN ←

- Proposal: encouraging the creation of a **Municipal Plan of Sustainable Mobility and Transportation** in the city of São Paulo.

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MOBILITY PLAN ←

- Priorizing the pedestrian, the public transportation and the construction of bicycle lanes.

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MOBILITY PLAN ←

- The Sustainable Mobility Plan, developed by Rede Nossa São Paulo, inspired the changes that are being promoted in São Paulo.

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MOBILITY PLAN ←

- The City Hall started to prioritize the public transportation and the construction of bicycle paths and bicycle lanes.

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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

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THE DIESEL BATTLE -

Cleaner Diesel Oil ←

- 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.

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REDE NOSSA SAOPAULO

THE DIESEL BATTLE -

Cleaner Diesel Oil ←

- This resolution only started to be be **fulfilled** by **Petrobras** and the **automotive industry** after an intense mobilization led by **Rede Nossa São Paulo**

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REDE NOSSA SAOPAULO

IRBEM

[Reference Indicators for Municipality Welfare] ←

- **Research** monitoring 169 **indicators**, in 25 areas related to **life quality** in São Paulo.

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REDE NOSSA SAOPAULO

IRBEM

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.

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REDE NOSSA SAOPAULO

IRBEM

- 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**.

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REDE NOSSA SAOPAULO

IRBEM

- **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.

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REDE NOSSA SÃO PAULO

IRBEM

- **IRBEM's research** furnishes a deep diagnosis of **São Paulo** and contributes to **know** and **understand** the issues that the **population** considered important.

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REDE NOSSA SAOPAULO

IRBEM

- **IRBEM's** objective is to provide maximum **transparence** 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.

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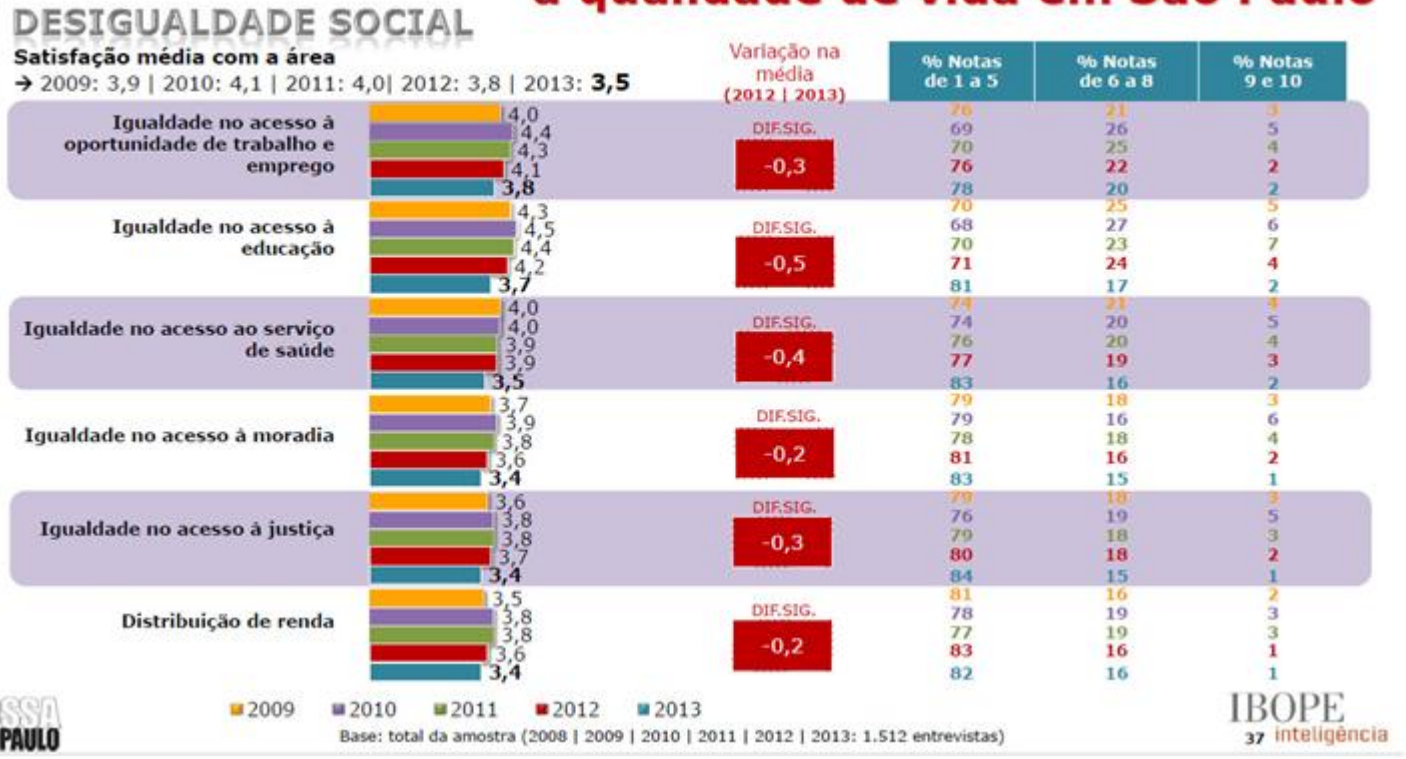
REDE NOSSA SAOPAULO

IRBEM

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



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IRBEM

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

RELAÇÕES HUMANAS

Satisfação média com a área

→ 2009: 6,5 | 2010: 6,9 | 2011: 6,8| 2012: 6,5 | 2013: **6,2**

Base: total da amostra (2008 | 2009 | 2010 | 2011 | 2012 | 2013: 1.512 entrevistas)

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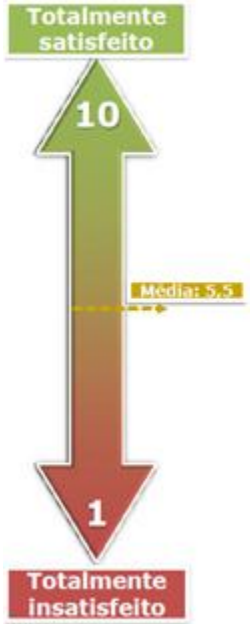
IRBEM

Satisfação com aspectos relacionados à qualidade de vida em São Paulo



2009	2010	2011	2012	2013
33 aspectos/itens acima da média (5,5): 19%	40 aspectos/itens acima da média (5,5): 24%	38 aspectos/itens acima da média (5,5): 22%	28 aspectos/itens acima da média (5,5): 17%	25 aspectos/itens acima da média (5,5): 15%
3 aspectos/itens na média (5,5): 2%	5 aspectos/itens na média (5,5): 3%	6 aspectos/itens na média (5,5): 4%	2 aspectos/itens na média (5,5): 1%	7 aspectos/itens na média (5,5): 4%
134 aspectos/itens abaixo da média (5,5): 79%	124 aspectos/itens abaixo da média (5,5): 73%	125 aspectos/itens abaixo da média (5,5): 74%	139 aspectos/itens abaixo da média (5,5): 82%	137 aspectos/itens abaixo da média (5,5): 81%

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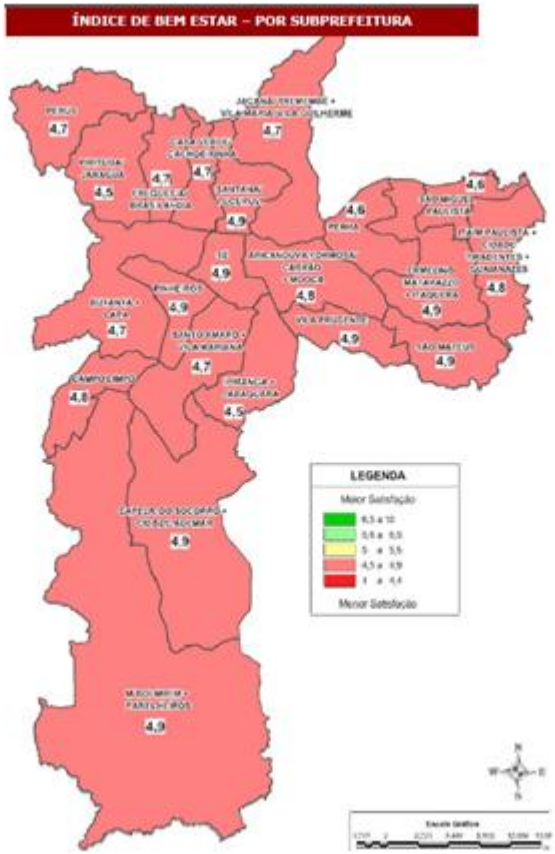
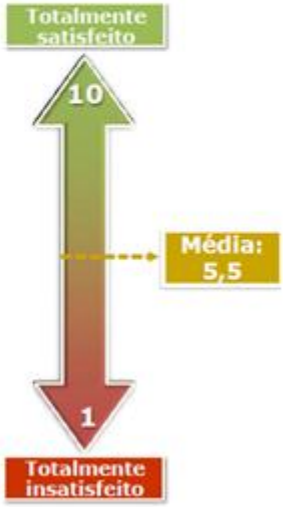
IRBEM ←

Índice de Bem Estar da Cidade de São Paulo

2013





NOSSA SÃO PAULO

IBOPE 46 Inteligência

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REDE NOSSA SAOPAULO

INEQUALITY MAP ←

- 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

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INEQUALITY MAP ←

- 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.

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INEQUALITY MAP ←

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)*

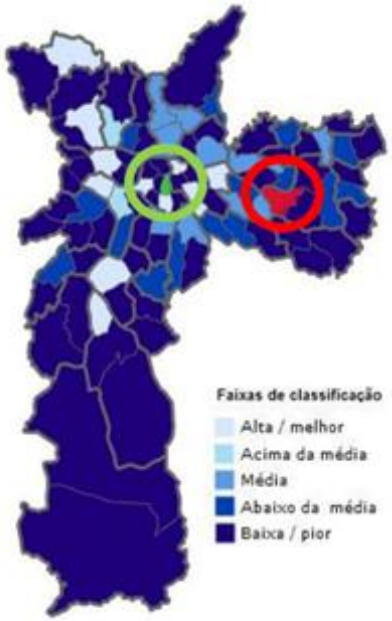
Melhor indicador: 16,69 livros/habitante
Distrito: Sé

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

Distrito: Grajaú
0,01 livros/habitante

Desigualtômetro *: 1.669 vezes

* Por uma questão aritmética, o cálculo não considera os indicadores com valor zero.



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INEQUALITY MAP ←

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.

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INEQUALITY MAP ←

Todos os distritos com equipamentos e serviços públicos

OBSERVATÓRIO CIDADÃO NOSSA SAOPAULO

Equipamentos	Distritos sem NENHUM equipamento
Bibliotecas (públicas municipais)	45
Centros culturais	60
Cinemas	59
Delegacias	20
Equipamentos esportivos (públicos municipais)	6
Hospitais	31
Museus	60
Parques	38
Teatros	53

Lista completa dos distritos em: www.nossasaopaulo.org.br/observatorio

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LAW ON THE TARGET PROGRAM ←

- **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.

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LAW ON THE TARGET PROGRAM ←

- 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**.

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LAW ON THE TARGET PROGRAM ←

- The Law on the Target Plan was submitted in 2007 and approved on **February 18, 2008**, in a historical session at the **City Council**.

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LAW ON THE TARGET PROGRAM ←

- 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.

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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/).

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LAW ON THE TARGET PROGRAM ←

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 evelopment guidelines. (...)

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LAW ON THE TARGET PROGRAM ←

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.

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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

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LAW ON THE TARGET PROGRAM ←

More **39 Brazilian** cities
and **5 Latin American** cities
adopted the **Target Program**.

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REDE NOSSA SÃO PAULO

CITIZEN OBSERVATORY

- **140** social, environmental, economic and political **indicators** on the city of São Paulo.

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CITIZEN OBSERVATORY ←

- 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.

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CITIZEN OBSERVATORY ←

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CITIZEN OBSERVATORY ←

Análise Comparativa - Subprefeituras

Navegação Indicadores

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: 7,15 vezes
Maior valor: 15,44 - Menor valor: 2,16

Opções de consulta

Download da planilha completa subprefeituras

Melhores e piores em 2009

	Parelheiros	2,16
↑	Aricanduva	2,72

São Paulo e suas subprefeituras

Classificação visual.
Passe o mouse sobre o mapa.

Classificação das subprefeituras

Valor do indicador em:	2009	Valor absoluto
Município de São Paulo	5,65	62.150
Parelheiros	2,16	327
Aricanduva	2,72	695
Guaianases	3,18	931
Cidade Tiradentes	3,22	698
Capela do Socorro	3,37	2.300
M´Boi Mirim	3,45	1.885
Itaim Paulista	3,52	1.408
Perus	3,77	512
São Miguel	4,06	1.668
São Mateus	4,11	1.772
Cidade Ademar	4,13	1.666
Itaquera	4,21	2.213
Jaçanã / Tremembé	4,23	1.169
Ermelino Matarazzo	4,37	916
Freguesia/Brasilândia	4,43	1.844
Pirituba	4,44	1.975
Campo Limpo	4,53	2.637
Vila Prudente/Sapopemba	4,60	2.431
Penha	5,01	2.367
Casa Verde/Cachoeirinha	5,29	1.661
Jabaquara	5,53	1.176
Vila Maria/Vila Guilherme	5,83	1.668

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MUNICIPAL COUNCILS

- 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

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REDE NOSSA SAOPAULO

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.

(...)

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REDE NOSSA SAOPAULO

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.

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REDE NOSSA SAOPAULO

MUNICIPAL COUNCILS ←

The **councils** promoted:

- propositional participation
- integrated planning
- monitoring
- social control

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REDE NOSSA SAOPAULO

MEETING WITH CANDIDATES

- 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.

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REDE NOSSA SAOPAULO

MEETING WITH CANDIDATES ←

- It is an **opportunity** and a manner to record and **commit the candidates** to their promises in the **electoral campaigns**.

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REDE NOSSA SAOPAULO

MEETING WITH CANDIDATES ←

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REDE NOSSA SAOPAULO

MEETING WITH CANDIDATES ←

- And, also to make them think of **programs** and undertake publicly the **commitment** to **sustainable development**.

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REDE NOSSA SAOPAULO

MEETING WITH CANDIDATES ←

- 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.

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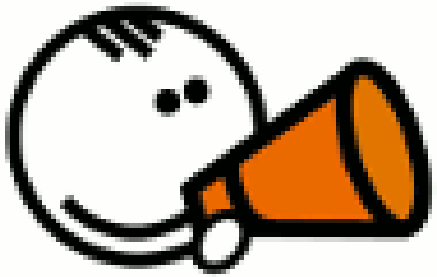
REDE NOSSA SAOPAULO

YOU AT THE PARLIAMENT

- 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.



Você no Parlamento

Sua vontade, sua cidade.

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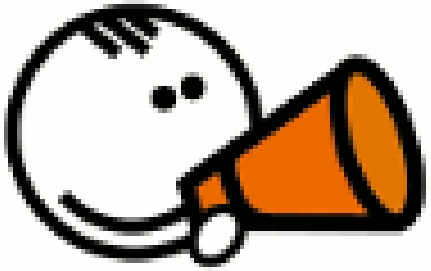
REDE NOSSA SAOPAULO

YOU AT THE PARLIAMENT ←

- 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;



Você no
Parlamento
Sua vontade, sua cidade.

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REDE NOSSA SAOPAULO

LEGISLATIVE – SUSTAINABLE CITIES ←

- **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**

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REDE NOSSA SÃO PAULO

LEGISLATIVE-

SUSTAINABLE CITIES ←

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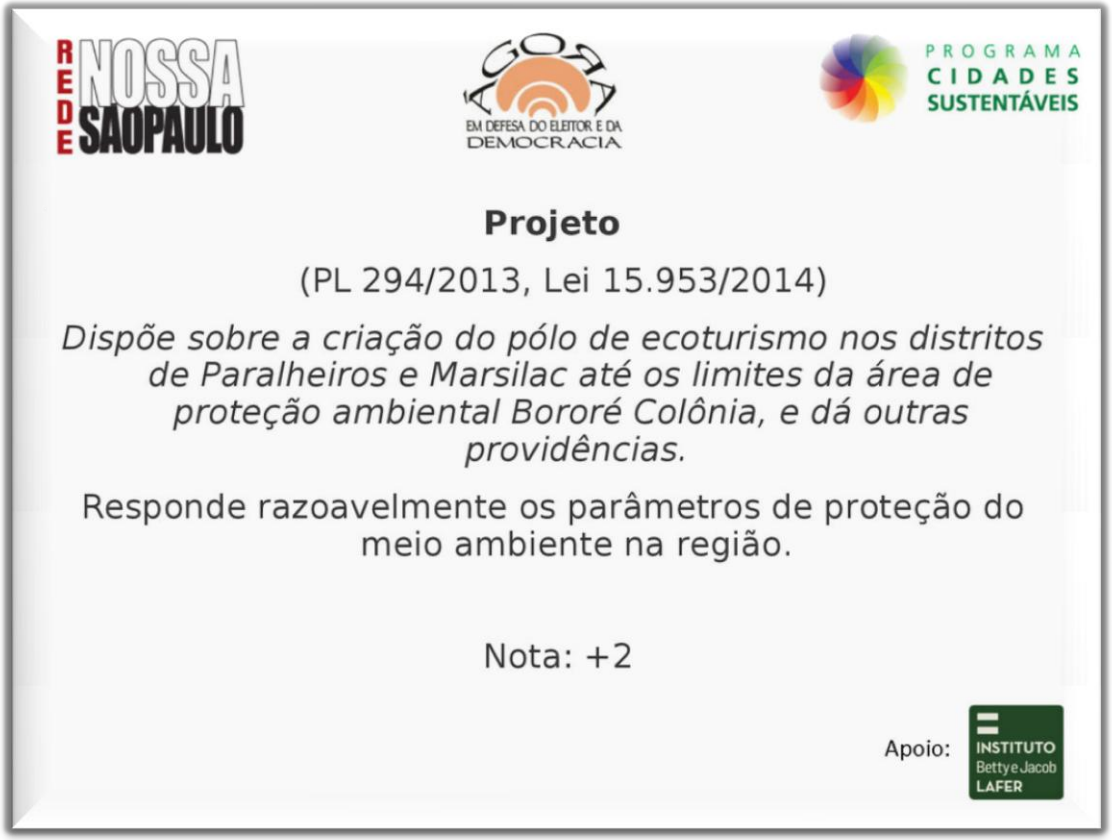
REDE NOSSA SAOPAULO

LEGISLATIVE-

SUSTAINABLE CITIES ←



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REDE NOSSA SÃO PAULO

LEGISLATIVE-

SUSTAINABLE CITIES ←

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I AM A CITIZEN OF THE CITY OF SÃOPAULO ←

- 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.

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REDE NOSSA SAOPAULO

I AM A CITIZEN OF THE CITY OF SÃOPAULO ←

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REDE NOSSA SAOPAULO

I AM A CITIZEN OF THE CITY OF SÃOPAULO ←

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REDE NOSSA SAOPAULO

I AM A CITIZEN OF THE CITY OF SÃOPAULO ←

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REDE NOSSA SAOPAULO

DE OLHO NAS METAS

KEEPING AN EYE ON THE TARGETS

- 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.

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REDE NOSSA SAOPAULO

DE OLHO NAS METAS

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.

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KEEPING AN EYE ON THE TARGETS

- Two technologies were developed. One of them is the website “Keeping an Eye on the Targets“:

http://deolhonasmetas.org.br/home

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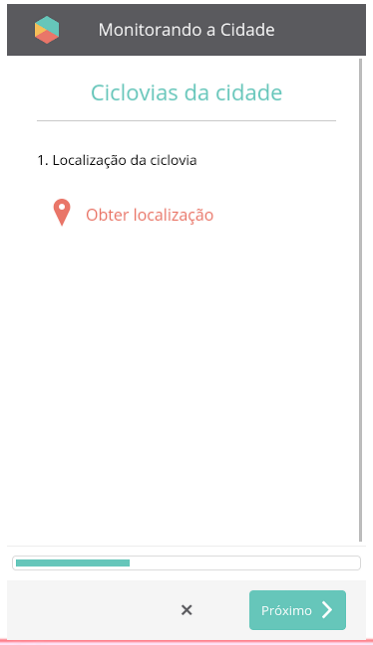
KEEPING AN EYE ON THE TARGETS ←

- And, the other one is the applicative "Monitoring the city".



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REDE NOSSA SAOPAULO

Get to know the methodology of Rede Nossa São Paulo:

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REDE NOSSA SAOPAULO

METHODOLOGY🡐

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.

(...)

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REDE NOSSA SAOPAULO

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**.

(...)

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REDE NOSSA SAOPAULO

METHODOLOGY ←

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.

(...)

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REDE NOSSA SAOPAULO

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.

(...)

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REDE NOSSA SAOPAULO

METHODOLOGY ←

- 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**.

(...)

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REDE NOSSA SÃO PAULO

METHODOLOGY ←

- 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.**

(...)

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REDE NOSSA SAOPAULO

METHODOLOGY ←

- Show **conquests**
- Submit **tools** to other movements and cities.
- Follow up the **City Council's** routine.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- The objective is to **move** and **mobilize** the Brazilian cities to build economically, socially and environmentally sustainable cities.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM

- 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**.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM

- 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**.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

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.**

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- 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.

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PROGRAMA CIDADES SUSTENTÁVEIS

PROGRAM FOUNDATIONS SUSTAINABLE CITIES

Governance

Common Natural Assets

Equity, Social Justice and Culture of Peace

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PROGRAMA CIDADES SUSTENTÁVEIS

PROGRAM FOUNDATIONS SUSTAINABLE CITIES

Local administration for Sustainability

Urban planning and design

Culture for Sustainability

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

PROGRAM FOUNDATIONS SUSTAINABLE CITIES

Education for Sustainability and Life Quality

Local, Dynamic, Creative and Sustainable Economy

Responsible Consumption and Life Style Options

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PROGRAMA CIDADES SUSTENTÁVEIS

PROGRAM FOUNDATIONS SUSTAINABLE CITIES

Better Mobility, Less Traffic

Local Action for Health

From Local to Global

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PROGRAMA CIDADES SUSTENTÁVEIS

INDICATORS PER FOUNDATION OF THE SUSTAINABLE CITIES PROGRAM

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

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

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- Good practices: national and international references of excellence.

http://www.cidadessustentaveis.org.br/boas-praticas

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PROGRAMA CIDADES SUSTENTÁVEIS

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.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

CAMPAIGN

I VOTE FOR SUSTAINABILITY ←

- Campaign held in 2012
- Developed by the **civil society**'s organizations
- Invited **electors** to vote for candidates for mayors commited to sustainability
- Directed also to candidates for the City Halls in the elections of that year, so that they adopted platforms with electoral programs

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PROGRAMA CIDADES SUSTENTÁVEIS

CAMPAIGN I VOTE FOR SUSTAINABILITY

- Counted on the participation of public figures such as the athlete Raí Oliveira and actors from Rede Globo:

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PROGRAMA CIDADES SUSTENTÁVEIS

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)

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

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%

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- **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.

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- O objective of such **qualifications** is to strengthen the knowledge on the **program** and the use of its **methodology and software**.

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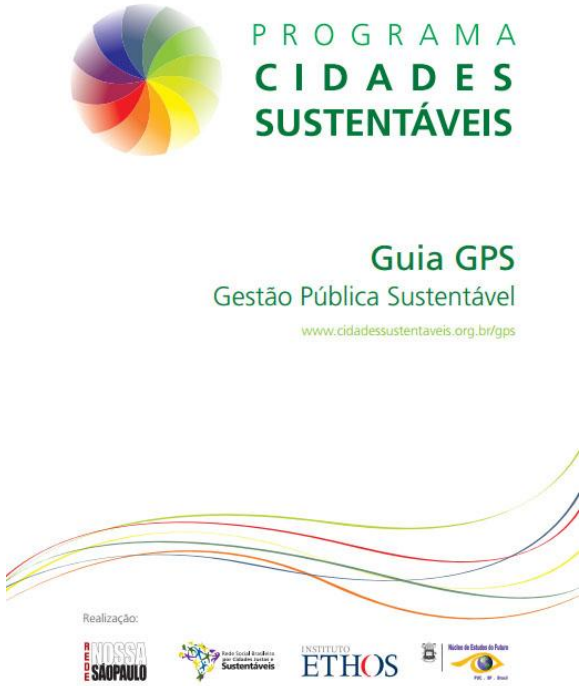
SUSTAINABLE CITIES PROGRAM ←

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.



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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- 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**.

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- 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.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- **GPS** is a guidance manual on how to implement the **Sustainable Cities Platform**, is composed of a fully detailed publication and several guidance videos.

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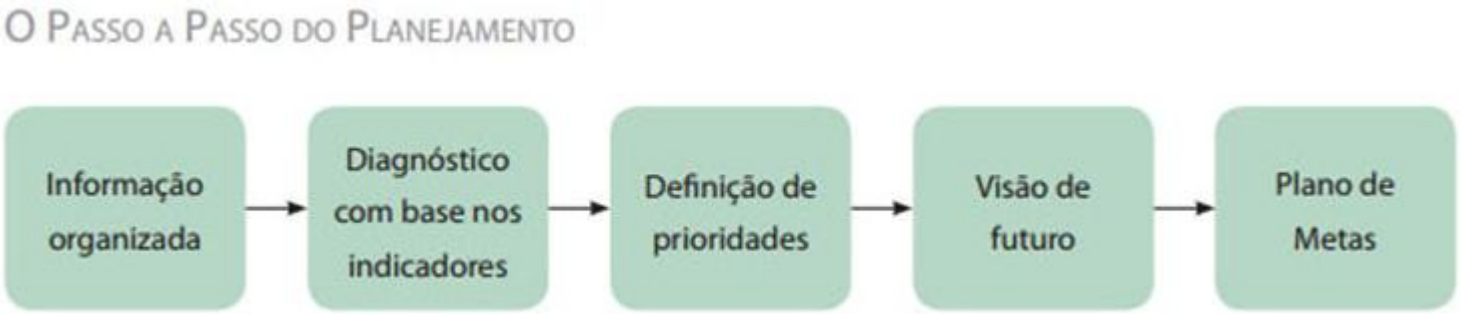
PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM

Guide for the Sustainable Public Administration



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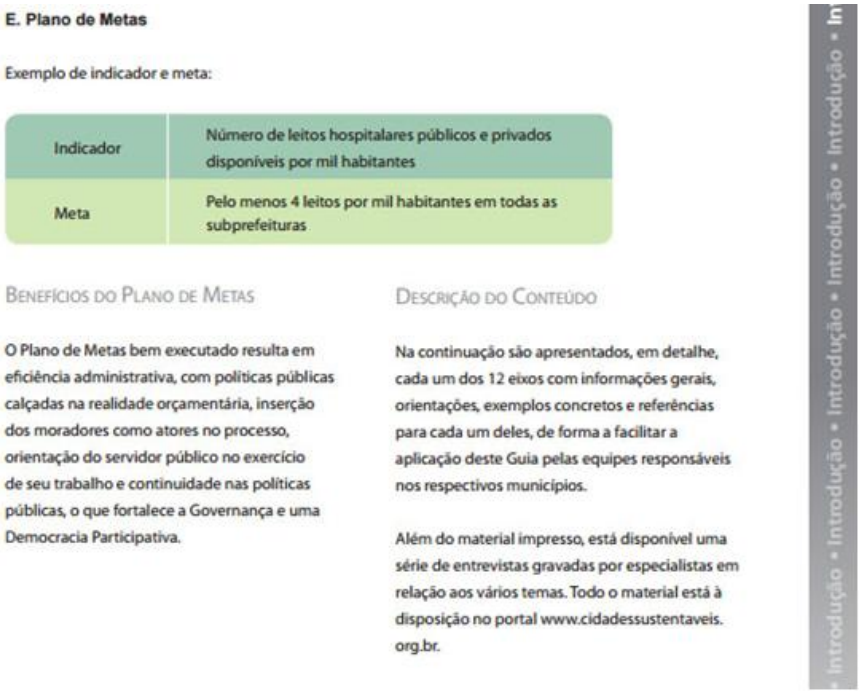
PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

GPS



E. Plano de Metas

Exemplo de indicador e meta:

Indicador	Número de leitos hospitalares públicos e privados disponíveis por mil habitantes
Meta	Pelo menos 4 leitos por mil habitantes em todas as subprefeituras

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.

Introdução • Introdução • Introdução • Introdução • Introdução • In

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

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

http://www.cidadessustentaveis.org.br/sites/default/files/gps/arquivos/guiagps-cidadessustentaveis.pdf

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

TARGETS AND REFERENCES

- The indicators are essential tools for the development, execution and evaluation of public policies aiming at planning more sustainable cities.

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- 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.

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

- For such purpose, it was prepared the publication Sustainability Targets for the Brazilian Cities: http://www.cidadessustentaveis.org.br/downloads/publicacoes/publicacao-metas-de-sustentabilidade-municipios-brasileiros.pdf

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PROGRAMA CIDADES SUSTENTÁVEIS

SUSTAINABLE CITIES PROGRAM ←

GOVERNANÇA

No ano de 2009, o governo da cidade de Vancouver lançou um programa com o objetivo de compartilhar publicamente a maior quantidade de dados possível em formato de "dados abertos" (*open data*).

Fonte: http://www.cidadessustentaveis.org.br/boas_praticas/exibir/180

Foto: JamesZ_Flickr

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

Em Helsinki, 74,7% dos empregados no governo do município são mulheres.

Fonte: City of Helsinki Urban facts (dado de 2011)

Foto: Arto Alanenpää

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

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REDE NOSSA SAOPAULO

SUSTAINABLE CITIES AWARD

- 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.

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REDE NOSSA SAOPAULO

SUSTAINABLE CITIES AWARD ←

- For such purpose, it was provided a publication guinding the installation of Observatories that may be acessed on:

http://www.cidadessustentaveis.org.br/downloads/arquivos/guia-uso-sistema-indicadores.pdf

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REDE NOSSA SAOPAULO

SUSTAINABLE CITIES AWARD

- 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.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

INTERNATIONAL CONFERENCE

- The Sustainable Cities Program held in April 2015 an international conference on the subject “Innovative Public Policies”

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PROGRAMA CIDADES SUSTENTÁVEIS

INTERNATIONAL CONFERENCE ←

- Objective: to point out successful experiences of public policies in Brazilian cities and in the world.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

INTERNATIONAL CONFERENCE

- Mayors from several cities were invited to submit concrete experiences of excellence in administration.

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

INTERNATIONAL CONFERENCE ←

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REDE NOSSA SAOPAULO

PROGRAMA CIDADES SUSTENTÁVEIS

INTERNATIONAL CONFERENCE ←

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REDE NOSSA SAOPAULO

Rede Social Brasileira por Cidades Justas e Sustentáveis

BRAZILIAN SOCIAL NETWORK

- 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.

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REDE NOSSA SAOPAULO

Rede Social Brasileira por Cidades Justas e Sustentáveis

BRAZILIAN SOCIAL NETWORK ←

- 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**.

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REDE NOSSA SAOPAULO

La **Red Latinoamericana por Ciudades y Territorios Justos, Democráticos y Sustentables** está conformada por iniciativas y movimientos en más de 60 ciudades en **10 países de Latinoamérica**.

LATIN AMERICAN NETWORK ←

- **Latin American Network for Fair, Democratic and Sustainable Cities** was created in 2008.

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PEC (Proposal of Amendment to the Constitution) of the Targets

- 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**.

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REDE NOSSA SAOPAULO

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

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REDE NOSSA SAOPAULO

- 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.

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REDE NOSSA SAOPAULO

MANY THANKS!

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