



International Association of

# Educating Cities

**19**  
Information  
bulletin  
2014

EDUCATING CITIES  
FOR A BETTER WORLD



## experience

### PopRua Employability, an initiative from Sao Paulo for job-finding for the homeless

**Sao Paulo is a megalopolis of more than 11 million inhabitants and the main financial centre of Brazil. Although the city is an economic power, the major economic inequalities pose an enormous challenge to the local administration in order to guarantee quality of life for the entire population.**

“PopRua Employability” began in March 2013 precisely in order to foster socio-labour-related inclusion of the most vulnerable social groups: the homeless.

**PopRua Employability is one of the action priorities of the municipal administration of Sao Paulo, which seeks the social inclusion of the homeless through vocational training and job-finding.**

One of the main problems these people face is their lack of permanent integration into the labour market. Their inclusion in part means that their income is generated through the underground economy. That is why through this initiative we are seeking to increase their capacity to find a job and to provide them with the chance to work, which will in turn offer them an end to homelessness.

Participation in this program is voluntary. A team of educators is in charge of individual and group guidance for the participants during the training phase and the first job-finding phase, reinforcing self-esteem and working on the acquisitions of procedures and norms of behaviour, as well as the social skills necessary in the labour market.

In order to facilitate attendance at the training sessions, the participants receive a small stipend for transport and meals, as well as for course attendance (2 Brazilian Reals - 60 cents - per class hour), since course attendance takes time away from their daily occupations from which they make a living. Some of the courses offer training in the

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## editorial

Democratic quality is a broad concept and refers both to public policies driven by governments and how their institutions and associations function.

Organisations, and ours is no exception, often focus their efforts on complying with their organisational mission and the objectives of their action plans. In the meantime, dialogue, exchange, interaction, communication and the participation of the members in the life of the association is taken for granted. However, these dynamics are not automatic and their management is not always easy and require constant effort in order to open new channels and motivate their use.

As in the same way that many of the needs and challenges that cities must face today can be worked out best through collaboration, the IAEC starts from the conviction that in order to meet its founding objectives the active participation of its members is necessary.

There is no doubt that one of the values of the IAEC is that it is a shared project that is being built on the basis of the commitment

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## PopRua Employability, an initiative from Sao Paulo for job-finding for the homeless

following jobs: clerk, electrician, warehouse worker, food handler, mechanic, baker, mason, doorman, chamber maid, etc.

These courses are carried out through the National Technical Training and Federal Government Job Access Program (PRONATEC), with the collaboration of the National Industrial Apprenticeship Service (SENAI) and the National Commercial Apprenticeship Service (SENAC).

Given the necessity for a comprehensive response to the different needs of this group, the initiative is inter-departmental, and can count on the participation of the Department of Social Assistance and Development, the Department of Human Rights and Citizenship and the Department of Health of the City Council of Sao Paulo. It is expected that other departments will collaborate in the future.

Another basic aspect of the success of the program has been the collaboration of different companies, which offer job opportunities for people who have taken the



courses. This unites vocational training with a real job. Of special note is the fact that this program is one of the priority actions of the current municipal administration, and the Mayor in person is leading the meetings with business people in order to make them aware of the issue as well as guarantee integration into the labour market of the program trainees.

In spite of being a recent initiative, the initial results can already be seen. In December

2013, 193 people of the 402 registered in the program finished their training and obtained a diploma, and in May 2014, 53 trainees found a job. At this time there are 7 collaborating companies, which are involved in activities such as: solid waste collection and treatment, urban services, construction, electricity distribution, sale of spare vehicle parts, and services.

You can find more detailed information about this experience at the website: [www.edcities.org](http://www.edcities.org)

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## cities networks

### ★ Meeting of the Portuguese Network

The Mayor of Odemira, Mr. José Alberto Candeias Guerreiro, opened the Meeting of the Portuguese Network last 7 July. After that, Mr. José Carlos Bravo Nico, member of the National Portuguese Education Council, gave the opening address: "The Place for Non-formal Education".

During the Meeting the city of Almada was selected as venue for the next National Congress, and the Portuguese participation at the 13<sup>th</sup> International Congress of Educating Cities was discussed. Afterwards, meetings of the thematic networks were held, to wit: Local Educative Projects; Democracy and Participation; Inclusion and Ties to the Community.

### ★ General Assembly of the French Network

The General Assembly of the French Network took place on 4 and 5 July in Paris. During the Assembly the 2013 Activities and Financial Reports were adopted, as well as the 2014 Budget. Furthermore, the city of Brest was chosen as the new Network coordinating city.

During the Assembly there was discussion and debate on issues of special interest to the French cities, such as, early childhood, reforming school hours and reforming city policy. Furthermore, the IAEC Secretariat reported on the status of the next International Congress and reiterated its invitation to the French cities.



### ★ Meeting of technical experts of the Asian-Pacific Network

After the recent municipal elections in South Korea, 19 delegates from 14 member cities met on 4 July in Changwon in order to prepare the participation of the cities in the region for the 13<sup>th</sup> International Congress and plan the work to be done in the coming months.

More information at [www.edcities.org](http://www.edcities.org)

# interview

## Ms. Mónica Fein Mayor of Rosario, Argentina



### Rosario is...

A marvellous, inclusive, modern, burgeoning, innovative and human city. Rosario is a pluralistic city from the ethnic, religious and political point of view. A place where people are the priority.

It is also a city that is looking toward the future and is developing in a sustainable way, irrevocably committed, convinced that the city's growth must go hand-in-hand with the urban environment, the quality of life and the health of our inhabitants.

By emphasizing planning, consensus seeking, and a constant educative spirit, we will preserve the welfare of the present and future generations. Rosario has achieved high degrees of quality of life that make it one of the best cities to live in.

### Why is it important for the City Council of Rosario to be closed to its citizens? How is this accomplished?

Since 1995 the City Council of Rosario has been in the process of decentralization of the local administration in order to generate a more effective, efficient and citizen-friendly city, and foster a more harmonious, democratic urban development. Thus, today, Rosario is organized into six districts, with six District Municipal Centers. Basically, these are meeting spaces for residents and citizen participation; places where their action is coordinated between the local government and other public and private bodies and NGOs.

### Why is participation important and how do you motivate it?

Citizen participation is one of the most important experiences not only for cities and local governments but also for people themselves. By participating one transforms the reality around him/her, but especially oneself. We in the Rosario City Council have an idea of participatory democracy, in which the citizenry is involved in government while feeling aware of the implications of their behaviour and daily decisions.

The Participatory Budget is one of the clearest examples in this sense and poses, as a local government, the responsibility for complying with the decisions made in order to sustain citizen confidence.

### Is there a local Educating City Committee? What is its mission?

Working transversally on the principles of the Charter and identifying in what way our policies and actions contribute to the educating profile of our city. Furthermore, we are designing mechanisms to link this work to the social organisations, the councillors and advisors of the Participatory Budget, the members of the Economic and Social Council, and the living forces of the city.

### Rosario will host the IAEC 14th International Congress. What is the theme proposed for this congress?

"Areas of Coexistence in Our Cities", by this we mean that in order to think the city we are building day-to-day, and which, in part, we dream for the future, we must conceive the different areas as meeting places and spaces for dialogue that foster conviviality and avoid fragmentation, focusing on three main challenges: the challenge to build our cities, the challenge of equality of opportunities and the challenge of living in the city.

### Could you highlight an educating city best practice that is an example of Rosario's activity in this field?

Until recently, Rosario was a city that had expanded with its back to the river, and where a major portion of the river bank was inaccessible to the citizens. Then, in the mid-90s, the most important process of urban transformation and renewal began. Since that time, the city has lived through an intense, continuous urban planning process which has resulted in the "opening of the city to the river" through the generation of a new urban façade. The stamp that the City Council of Rosario has imprinted on this process is the reaffirmation of the public use of these areas, through the construction of a series of parks, squares and 'balconies' facing the river, with the clear goal of fostering the use of these spaces by the citizenry.

### A dream, a hope?

Having contributed something to the construction of a city that is fairer, more solidarity-oriented, more human and with greater equality of opportunity. I want every child in Rosario that is born today, equal in rights, to be able to grow up and mature in a city that allows him/her to

# editorial

and complicity of many cities and individuals. We are proud of our history. There is a basis of a lot of work well done, which is not the property of any single city or individual but of all local governments that are working actively to improve social cohesion, coexistence and equality of opportunities by investing in Educating City policies.

Our international movement has many cities that share tasks and responsibilities. This helps us to increase effectiveness and provide us good knowledge of the motivation and interests of the cities in very different and distant countries. It also contributes to bringing the Association closer to its members, increasing their degree of satisfaction.

After 20 years we think that this is the right time to analyse the road taken since the Charter of Educating Cities was adopted for the first time in 1990 and to jointly identify the priorities by setting them down in a new Strategic Plan.

We are convinced that listening, understanding, learning and cooperating are the keys to progress. That is why we invite you to invent our collective future together, by sending in your proposals and concerns over the next few months in order to bring our framework of action into line with the new challenges that cities are facing today. In permanent dialogue with our members, under clear, shared priorities, and generating alliances with other international bodies and civil society, the IAEC will continue to be source of inspiration for local policies.

### The Secretariat of the IAEC

dream of a better future. So that each young person can find the opportunity of a future in their city.

### What message would you send to encourage cities to join the IAEC?

I would tell those that are still not members that they should be encouraged to dream their cities as large educative spaces for their citizens. That it is possible to build better cities that can contribute to creating a better world and that the way to do so is by embracing the principles of the Charter of Educating Cities.

More information [www.edcities.org](http://www.edcities.org)

# experience

## Let's participate in the refurbishing of our school! , an experience in Saint-Étienne

**Saint-Étienne is a French city located in the Rhone-Alps Region, in the Department of the Loire, 60 km. from the centre of Lyon. It has a population of approximately 172,000 inhabitants while its greater metropolitan area encompasses 400,000 people.**

Thanks to a commitment of the public administration and the industrial sector, design has been a driver of urban transformation and economic and social development in Saint-Étienne, which has improved the quality of life of the city's inhabitants. An example of this policy was the 1998 International Design Biennial of Saint-Étienne, dedicated to innovation and research in this area. In 2010 Saint-Étienne was declared a "Design City" by UNESCO, in recognition of the place design occupies in all fields of city life.

The schools of Saint-Étienne were built years ago, and were in need of constant renovation and maintenance. With the idea of uniting the concepts of "refurbishment" and "design", in 2009 the City Council of Saint-Étienne set up this pilot participatory experience in the refurbishing of school spaces, which has been rolled out in 5 pre-schools and primary schools in the city. Through this project students and teachers have been able to



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jointly rethink school space and propose new uses and designs.

This initiative, as part of a regional program called the "Great Rhone-Alps Project: Design in the City", hopes to contribute to the sustainable development and welfare of the city's inhabitants through design understood as innovation, reflection and experimentation in new trends and concepts with a social function. The City Council in collaboration with the Boris Vian Socio-Cultural Space and the City of Design are in charge of its management.

In order to carry out the experience there has been collaboration from designers - one for each school - who are responsible for organising six-month long workshops adapted to each students' age groups, in order to

**Saint-Étienne uses design as a resource for fostering student participation in the refurbishing of their school.**

approach notions of space, atmosphere, colour, etc., and both make the students aware of the quality of life and jointly reflect on improving the functionality of school spaces (library, corridors, staircases, lunchroom, schoolyard, etc.).

The workshops, linked to school subjects, have allowed the students to observe their environment and rethink its uses, as well as contribute to conceiving of the new spaces, activating their imagination and making them articulate their proposals. Thus, they saw that the libraries were not used very much, that there was no room in the schoolyards for traditional games - generally more subdued -, that the lunchroom was too noisy at mealtime and that the corridors were underutilized. Proposals then followed to improve these problems. Moreover, this experience has allowed the students to discover different professions in the field of construction.

Given the positive results, guided tours of the 5 refurbished schools were included in the program of events of the 2013 Design Biennial. Moreover, the City Council decided to continue the project during the 2013-2014 school year, through a call for projects using the same working method, which has come to be a model for future interventions.

**presented by: City Council of Saint-Étienne**

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## did you know that...

★ More than 130 cities have submitted more than 600 experiences to the 13<sup>th</sup> International Congress of the IAEC. The number of experiences received shows the interest of the cities in the theme of the Congress: social inclusion.

★ You can find all the information about the speakers and the program of the Congress at: [iaec2014.bcn.cat/en/](http://iaec2014.bcn.cat/en/)

★ The Association organised a presentation workshop on the principles of the Charter of Educating Cities in Osijek (Croatia) in which representatives of different municipal departments and civic organisations participated. Furthermore, delegates from various cities in the region attended.

★ It is expected that 4 Brazilian cities (Santo André, Sao Bernardo do Campo, Santos and Itapetininga) will host the travelling exhibition: "Educating Cities: Local Actions, Global Values" between August and November 2014.

★ 12 new cities from 5 countries have joined the IAEC since the beginning of the year, bringing the total membership to 475 cities in 36 countries.

★ After one year of work, the IAEC launched a new more intuitive more attractive Internet portal that can be updated quickly and simply. You can visit the new portal at: [www.edcities.org](http://www.edcities.org)

