



International Association of

Educating Cities

16
Information
bulletin
Special Exhibition
2013

EDUCATING CITIES
FOR A BETTER WORLD

SECOND STAGE OF THE TRAVELLING EXHIBITION: " EDUCATING CITIES: LOCAL ACTIONS, GLOBAL VALUES "

After the positive feedback that the travelling exhibition **Educating Cities: Local Actions, Global Values** received on its first tour, the Association has extended it by setting up a second tour between 2012 and 2013 with experiences from 6 member cities: Gandía (Spain), Lisbon (Portugal), Paysandú (Uruguay), Praia (Cape Verde), Rosario (Argentina) and Sorocaba (Brazil).

As before, with this initiative the Association aims to disseminate the principles of the Charter of Educating Cities, to highlight the educational potential of cities, to inform people of the commitment of the six showcased cities to education in the broad sense, as well as to reinforce cooperation amongst them.

To do so, a series of projects have been selected to illustrate different concretions of the Charter of Educating Cities.

If during the first tour we chose experiences that fostered democratic values, conflict resolution and peaceful coexistence, on this occasion, two basic pillars on which human life is sustained, as are **health** and **culture**, make up the thematic nexus of the selected initiatives.

The experiences provided by the cities of Praia, Rosario and Sorocaba show that it is possible to foster health and personal and community wellbeing by planning public space, caring for the environment and practicing sport.

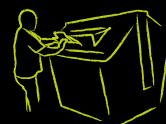
On the other hand, the experiences showcased by the cities of Gandía, Lisbon and Paysandú are linked to a concept of lifelong learning whose backbone is culture.

In preparing the project the IAEC has had the collaboration of the city councils of the presenting cities as well as the academic support of the UNESCO Chair in Cultural Policy and Cooperation of the University of Girona. Finally, of special note is the financial support received from the Spanish Agency of International Cooperation for Development (AECID). Without this aid this second tour would not have been possible.

We hope that this exhibition has contributed and will continue to contribute to highlighting and developing the educating impacts that different municipal policies and social actions have on citizens.



PAYSANDÚ



ROSARIO



LISBON



SOROCABA



GANDIA



PRAIA

PAYSANDÚ

ACCES TO CULTURE

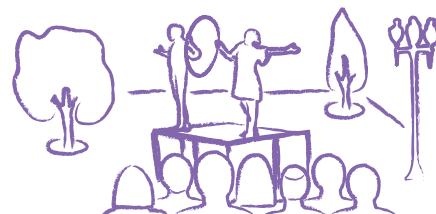
Paysandú is one of the largest cities in Uruguay, with a population of around 100,000 inhabitants. It is the capital of the Department of the same name, and is a regional industrial and commercial hub. It is a city that is characterized by the diversity of cultures that make it up and which contribute great wealth to the culture of the Department.

In order to publicise the cultural offerings of the city, the City Council of Paysandú, through the Culture Division, set up an initiative in 2010 called Culture in the Square, in collaboration with different cultural institutions and actors in the city, such as the House of Culture, the Community Centres, the museums, libraries and different cultural groups.

The initiative consists in taking to the public squares different cultural manifestations through interactive exhibitions, in order to stir the interest of citizens of all ages, foster their participation and highlight the work of cultural agents and institutions.

Thus, for one or two days there are workshops in painting, ceramics, graffiti; chess games are organised, along with plays, dance classes and performances of different Latin American rhythms, amongst other activities. There are also performances by the Music School and different local groups as well as exhibitions where neighbourhoods display their crafts. All these activities take place simultaneously, giving continuity and movement to the square.

The first time this initiative was put on it was made to coincide with National Candombe Day, a music and dance style that has deep roots in Uruguay. The activities ended with a large parade through the entire city to the sound of drums, which was joined by musical and local cultural groups. The large turnout and the positive feedback led the city council to decide to continue the project and expand it to the different neighbourhoods in the city, holding it twice per month.



The project also fosters access to culture by the population in the most underprivileged neighbourhoods where the Community Centres play a crucial role; these centres offer educational and cultural opportunities that can facilitate social and cultural integration as well as job-finding for the participants.

The results of the project include the involvement of cultural agents and citizens. Thus, activities of cultural institutions and the number of participants have doubled. Working in groups and by neighbourhood contributed to the City Council's decisive action to conserve and disseminate local culture and to reinforce the feeling of belonging to Paysandú.

ROSARIO

CITY SANITATION AND ENVIRONMENTAL CARE

Rosario has nearly 1,000,000 inhabitants and is located in the south of the Argentinean Province of Santa Fe. The metropolitan area of Rosario generates 53% of employment in Santa Fe and makes up 5% of the national GDP.

In order to improve the quality of life of the population and foster environmental conservation, the City Council of Rosario set up the program A Cleaner Rosario in 2009. The goal was to deal with the waste management from a cross-disciplinary, participatory perspective, opting for a cultural change in order to push forward solutions to the problems of cleaning, to make more efficient use of public resources and foster a feeling of belonging to the city itself.

A Cleaner Rosario is a comprehensive program that is structured into three areas: sanitation regulation and control; increase in the participation of the

citizenry, and social inclusion and organisation of the activity of city waste collection workers.

Through this program, the municipality gave a boost to the waste collecting services, while the prosecution of those breaking the law increased. Moreover, actions addressed to the citizens for them to become aware of their active participation in the problem and to get involved collectively in solving it have been set in motion.

Besides, the city prepared a Decalogue of actions and introduced the issue through activities such as games and discussion dynamics and communication actions in schools, public spaces, cultural events, etc.

Today a great deal of work is being carried out in the care of public spaces and the reduction of waste by fostering selective waste separation and recycling. Recyclable waste benefits are earmarked for social projects, thus closing the cycle of cultural, environmental and social sustainability.

Citizen participation is also being promoted through volunteers. The citizens get involved in cleaning the squares and parks as well as in awareness actions. To this commitment we can add that of businesspeople, who give their employees time off to work as volunteers as well as providing space for the collection of recyclable materials.

Moreover, workers in waste collection are also involved in a project which highlights their work and makes them aware of the importance of the role they play in taking care of the city.

A Cleaner Rosario continues to work to make Rosario the cleanest city; not by being the one that is cleaned the most but by being the one that is dirtied the least, by establishing a cultural change capable of reversing behaviour that is today socially and environmentally unsustainable.

LISBON

EDUCATION AND TRAINING OF MUNICIPAL WORKERS

Lisbon is the capital of Portugal. It has 550,000 inhabitants, while its greater metropolitan area has a population of almost 3 million. The Lisbon region is the wealthiest in Portugal, and its economy is based on services and industry.

The City Council of Lisbon, concerned for the academic training of its 10,000 workers - around 50% had not completed the 9 years of compulsory education -, began a project in 2002 in order to enhance the qualifications of its employees.

Initially, the Adult Education and Training (EFA) project sought to foster a greater equivalence between qualifications received and knowledge acquired throughout life, to strengthen personal skills in the use of ITCs, as well as to increase the motivation of workers and the quality of the services offered to citizens.

After assessed the non-formal educational opportunities available nationally and the certification of a New Opportunities Centre (CNO), the initiative was opened to all the citizenry.

The CNO team makes the diagnosis and monitors all the persons registered, offering them the best technical/pedagogical counselling so that each candidate can achieve their personal, professional and training-related goals.

The priority target group is made up of municipal workers in different job categories such as city gardeners, cleaning personnel, clerks, fire-fighters, etc.

A team of professionals informs, guides and leads each worker towards the best-suited itinerary to their profile. There are three possible itineraries:

1.- Direct Access to the Recognition, Validation and Skills Certification Process (PRVCC) in order to access primary or secondary level certification. The process consists of a series of collective and individual sessions that seek to facilitate self-knowledge, thought and the creation of an autobiographical narrative. Through this narrative, the goal is for each candidate to prepare their own Learning and Reflection Portfolio where they can describe and illustrate their skills and the learning



acquired knowledge during their lifetime, based on key skills.

2.- Short-term training in specific areas, before or during the PRVCC, in which the candidate has shown difficulties in the diagnosis phase, in order to facilitate their acquisition of key skills.

3.- Access to other educational and training programmes, such as adult education, second-chance schools, technological specialisation courses, etc.

The success of this project is shown by the more than 2,700 registration applications received and the 1,000 diplomas awarded.

PRAIA

DEMOCRATIZATION OF SPORT

Located to the south of the Island of Santiago, Praia is the capital city of Cape Verde. With 140,000 inhabitants, it has 27% of the country's population. In the last decade the city has undergone major demographic growth. Nowadays, more than half of its citizenry is under 25 years old. The unemployment rate is around 23%, reaching 57% amongst young people from 15 to 24 years old. The households where the women are the bread-winners represent 43.6% of the total.

There was a great interest in the city to do sport, but on many occasions the existing facilities did not meet the minimal conditions necessary. In the face of this situation and in order to reduce the rate of urban violence, the City Council of Praia decided, through the project called Sport for All, to invest in the refurbishing of existing facilities and to build new ones, as well as to create sport initiation schools, which would allow for the democratization of access to sport and offer alternative recreation to young

people, as well as fostering sport practice among women.

Included in the new facilities and services for the city we find: the refurbishment of 6 sports centres, the construction of 9 others and the creation of 10 street-basketball courts, 17 fitness parks, 3 football fields, and another 3 7-man football fields. To build these facilities local neighborhood young people are hired; the idea here is to give them a chance to work and encourage them to take care of the facilities once construction is completed.

The facilities are managed by neighborhood committees, whose members are involved in local development associations and are elected by the community. One of the prerequisites is that they all have a woman in charge of encouraging and stimulating women's sport, as well as a member of the city council who can ensure the link between local government and civil society.

The committees are responsible for planning schedules as well as the different sports and cultural activities that take place at the facilities and seek sponsorship from companies, as well as local and government institutions.

Sport for All is, without a doubt, a city project through which, in addition to improving infrastructures, we can encourage the positive values of sport, harmonious coexistence in the neighborhoods, and the health of the entire population through these new spaces managed by the citizenry.



GANDIA

SENIORS UNIVERSITY



Gandía is a city of 80,000 inhabitants in the Region of Valencia (Spain). The main basis of the local economy is trade and services. It is also a major tourist destination for sunseekers, and, accordingly, in the summer the city's population trebles to 320,000 inhabitants. By age groups, people over 50 make up 32% of the population.

In a society that is constantly changing, lifelong learning has become a necessity in order to be able to participate actively in city life. The Seniors University is an initiative addressed to persons over 55 years who are still interested in learning. It began in 2007

and its goal is to contribute to active ageing, thus allowing this segment of the population to continue developing as individuals and improve their quality of life while fostering their social participation.

The studies focus on a Humanities and Social Sciences trajectory, which is structured into two stages: an introduction stage lasting three years and a two-year specialization period. Given that program is not aimed at the professional training of the participants, an atmosphere of thought is prioritized. At the same time, obtaining the Seniors University Diploma is based on attendance and participation in the different courses.

This initiative is the result of an intensive relationship of cooperation between the International Gandía Centre of the Universitat de València and the City Council. It also has the collaboration of the Association of Retired Professors of the Universitat de València, which gives some of the specialization seminars.

The Seniors University is, therefore, a privileged space for this segment of the population, which can study subjects such as Health, History, Art, Psychology, Economics, Literature, Philosophy, Law and Music, and gain wider knowledge in a specific area through the preparation of, or participation in, a research project or intervention in the territory.

The experience has been very positive not only for the elderly and the University, which is now a meeting place for different generations, but also for society in general by having more educated, involved citizens. Moreover, the success of the initiative and the need to satisfy the expectations of a growing demand for lifelong learning has led to an increase in the number of subjects offered.

SOROCABA

PROMOTING HEALTH

Sorocaba is a Brazilian city in the State of São Paulo with approximately 600,000 inhabitants. Its economy is based on industry, trade and services. It is amongst the Brazilian cities with the greatest economic potential.

In order to improve the quality of life, promote the health of its population and increase citizen participation, several departments are undertaking different initiatives.

In this way there was a proposal for urban transformation, using the Sorocaba River, which runs through the entire city, as the structural axis, along with the revitalisation of public spaces through different activities that foster healthy lifestyles.

Work began with decontamination and restoration of the banks of the river where observation areas, walking paths and bicycle lanes were built. Now the city has a length-wise park with 100 kms of bicycle lanes. Parks have also been built in degraded areas, giving the city new recreational and meeting spaces.

The actions taken include:

- The Walking Project thanks to which permanent groups have been formed at the primary health care centres and sport centres in the city. These groups meet to go on walks, which is exercise that can be done by most people;

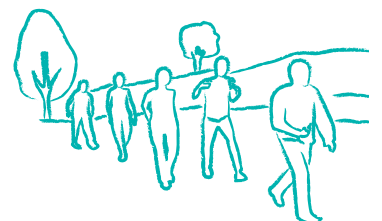
- Gymnastics in the Park, which consists of scheduling daily gymnastics classes given by physical education teachers in the city's main parks;

- the Mega Planting and School Mega Planting programs, which consist of the restoration of protected areas by planting thousands of autochthonous tree species. By planting these species in different areas of the city, help is given to improve environmental conditions and the comfort and welfare of the citizenry.

All these actions are accompanied by information and awareness campaigns on the importance of adopting healthy habits and on the need to involve

the citizenry in the care of their urban and natural environment.

The results of the health promotion policies are beginning to be seen in Sorocaba. Thus, for example, according to information published by the Brazilian Ministry of Health, hospital admissions caused by serious heart attacks have been reduced by 15% and by 70% for patients with diabetes, illnesses whose risk factors include sedentary lifestyles.



Much More than an Exhibition

Through the exhibition: "Educating Cities: Local Actions, Global Values" the IAEC provides its member cities with a tool for advancing and consolidating their policies and initiatives as an Educating City. It consists on exhibition materials that are easy to set up, polyvalent, sustainable and that can be exhibited in different formats.

Through an evocative review of specific initiatives - local actions - of different member cities, the IAEC illustrates the capacity which cities have to impact positively on their environment and the quality of life of the people who live there, establishing lines of actions to foster citizen participation, social, cultural and economic inclusion, the peaceful coexistence amongst different social and cultural groups, sustainability, and health and welfare, amongst others.

The visitor has access to information on effective and innovative initiatives from a sample coming from small and large cities that are members of the Association, and in addition, by going from one city to another, the visitor acquires awareness of the global values that they all share.

Through this initiative we stress the importance of networking and international cooperation while strengthening dialogue and the joint work between different municipal departments and the latter and civil society, using the principles of the Charter of Educating Cities as a basis.

The exhibition and the activities built around it offer a two-pronged area of action. On the one hand, it tries to foster **introspective work** within the municipality in order to identify the progress and best practices that are being carried out in relation to the Charter of Educating Cities, as well as, to **reinforce the work undertaken and the achievements made**. Furthermore, the cities are invited to **reflect** on the actions carried out by the cities showcased in the exhibition so that they can improve the quality of life of their citizens.

On the other hand, the arrival of the exhibition is an opportunity to **renew and make public the commitment of the host city to establish citizen education as a strategic, transversal axis of its political project**. It

allows local governments to proclaim that they set forth certain values, customs, attitudes and particular ways of working and not others.

The accumulated experience after two editions allows us to affirm that the **key to the success** of the exhibition resides, to a great extent, in **the preparations made by the host city for its arrival**. Also, the right time and place must be chosen so that it is visited by the largest possible number of people during its 15-day stay.

The exhibition is addressed to a mixed public given that the Educating City is an integral, collective project, shared by local governments and civil society, whose goal is to develop policies and actions that improve the quality of life of all people and foster an inclusive, participatory democracy. That is why it is important to avoid the exhibition being restricted to the usual municipal circles, and that the society in general gets involved.

Continued contact with the media and positive interaction with the city's educating agents can contribute to creating greater awareness of everyone's educating potentialities in order to place them more effectively at the service of the community by steadily creating complicities that can lead to developing a network of collaboration.

Some of the cities that have hosted the exhibition have taken advantage of its arrival to design their own exhibition with a selection of educating initiatives that are carried out by different municipal areas, while others have organised activities, discussion workshops, and/or conferences inviting civil society to take part, from a critical, co-responsible perspective, in this fascinating task that is the construction of the Educating City.

The Secretariat is convinced that this communication tool, together with the local authorities political will, will contribute to strengthening the commitment to creating a more Educating City and to involve a larger number of people and institutions in achieving this challenge. Thus, member cities are encouraged to apply to host the exhibition.



Ajuntament de Barcelona

MORE INFO:

WWW.EDCITIES-EXPO.ORG

