



International Association of

# Educating Cities

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EDUCATING CITIES  
FOR A BETTER WORLD



## experience

### Youth Social and Labour Inclusion in Rosario

**The Youth Social and Labour Inclusion Programme of the Municipality of Rosario began in 2011. Its aim is to provide vocational training to young people from 14 to 25 years old, in vulnerable situations or suffering from social exclusion. By doing this they offer the youth new social and labour opportunities and foster their entrepreneurial skills.**

The Argentinean city of Rosario, located in the south of the province of Santa Fe, has approximately 1,000,000 inhabitants. It is an industrial, commercial and financial

hub. The Greater Metropolitan Area of Rosario generated 53% of employment in the province and 5% of national GDP. In spite of the economic development, poverty and homeless rates are 13.8% and 5.6%, respectively, according to 2009 statistics.

The Programme is part of the Employability Plan of the Division of Youth Policy, under the Department of Social Promotion, and arose in order to offer employment to young people at risk, most of whom come from low income families in outlying city districts.

Young people are referred to the Programme by different departments and services of the Municipality of Rosario. After a personal interview with the candidate, and with the person who made the referral, the youth is guided to the training area that best suits his or her profile and interests.

In the first phase of training, the young people have the chance to learn job-finding techniques and become familiar with a

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## editorial

Representatives of local governments, as well as experts and members of environmental organisations from more than 250 cities in 42 countries, participated in the **12th International Congress of Educating Cities** last April in Changwon, Republic of Korea.

Under the theme **“Green Environment, Creative Education”**, the Congress was an opportunity to reflect on the important role that local governments can play in facing the global environmental challenges that concern us all. The Congress worked on areas such as: policy, urban planning and sustainable infrastructures; governance, social justice, community empowerment and training, and green economy, eco-work and green energy systems and technologies.

During the three-day Congress, the participants had the chance to listen to lectures, attend panel discussions of mayors and participate in different workshops in which more than 120 experiences were presented and exchanged.

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**Rosario is fostering social and labour inclusion for youth in vulnerable situations and encouraging them to develop entrepreneurial skills through a new training programme.**

## Youth Social and Labour Inclusion in Rosario

trade through internships in companies, cooperatives or organisations of civil society.

At the same time, they are encouraged to graduate from primary and/or secondary school by working in a coordinated manner with schools and other programmes of the City Council. On the other hand, in order to facilitate the monitoring of their training they are given a scholarship, which is subject to their putting in 36 hours of work monthly.

The Social and Labour Programme also encourages young people to create their



own businesses. To do so, the following areas are dealt with: the characteristics of entrepreneurs, principles and values of entrepreneurship, commercialisation strategies, marketing and advertising, costs, invoicing and taxation.

Those who finally decide to create their own business are initially assigned an Entrepreneurial Nursery Space where they are provided with technical and management advice, training and consulting, preferential financing and commercial contacts, as well as the advantages of affordable rent and being able to share logistic expenses with others.

The initial results of the Programme can already be seen, in spite of the short amount of time it has been running. Accordingly, two businesses have already been set up in the Western District of the city, one is a bread-baking project called "Las Rochas" and the other a carpentry workshop, "Los tres pibes", with groups of young people from different city districts. Both businesses form part of the social economy and fair trade network.

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

**presented by: Municipality of Rosario**  
Department of Social Promotion,  
Division of Youth Policy

**contact: Ms. María Laura Capilla**  
e-mail: [juventud@rosario.gov.ar](mailto:juventud@rosario.gov.ar)

## cities networks

### ★ Meeting of the Portuguese Network

Representatives of 29 Portuguese member cities participated in the meeting of the Network held in Palmela last 30 March. The Meeting opened with a talk on the participatory budget as a tool for building citizenship, followed by a presentation by the Mayor of the Local Educational Project of Palmela. Following this, the Meeting dealt

with issues such as the creation of thematic working groups and the preparation of the participation of the Network cities in the 12th Congress of the IAEC. Lisbon was also chosen as the city to represent the Portuguese Network in the Executive Committee of the IAEC.



### ★ General Assembly of the French Network

The City of Dijon hosted the General Assembly of the French Network on 29 and 30 June which gathered 55 cities: 45 members and 10 other cities in the process of joining the Association or interested in it. The Assembly counted with the participation of the delegated Family Minister of the Ministry of Health and Social Affairs, and the Minister of National Education. During the meeting, the Network's financial and activity report, the



2012 Action Plan and a report on the 12th Congress of the IAEC were presented. The debates were focused on the local education projects, the challenges in early childhood education, and the priorities of the Network after the recent French presidential and legislative elections in order to be able to impact education policies.

# interview

## Mr. Ole Bjorstorp Mayor of Ishoj, Denmark



# editorial

At the same time, the participants were able to visit different experiences in the city, such as the Bicycle Centre and learn about how the Nubija public bicycle system works, see how a waste treatment plant operates or learn about the Scientific Institute of Changwon, which was built following sustainable criteria, through a tour guided by its students.

Moreover, to commemorate this International Congress of Educating Cities – the first organized in Asia, with the participation of more than 150 cities in the region – the City of Changwon inaugurated a monument located in a park, which will now carry the name of the Association.

At the closing session, the Final Declaration was proclaimed, in accordance with which the Educating Cities compromise themselves to foster sustainability, not only from the environmental perspective, but in social, cultural and economic terms. The Congress was adjourned and the baton was handed off to the City of Barcelona, which will organize the 13th International Congress of the IAEC slated for 2014 under the theme “An Educating City is an Inclusive City”.

**Website of the 12th Congress:**  
<http://www.iaec2012.go.kr>

### The Secretariat of the IAEC

C/ Avinyó 15, 4th floor  
08002 Barcelona (Spain)  
Ph. +34 93 342 77 20  
Fax. +34 93 342 77 29  
E-mail: bidce@bcn.cat

### In what way does being in the IAEC contribute to your city?

Belonging to the International Association of Educating Cities can inspire our organisation since it allows the exchange of best practises with other cities.

### Based on your participation at the Changwon Congress of the IAEC, “Green Environment, Creative Education”, what ideas or thoughts have you brought back that you would like to highlight?

The Congress was a wake-up call as far as “limits to growth” are concerned, and on the importance of choosing green solutions.

### What are the main features of the City of Ishoj?

Ishoj is a city situated 17 kilometres south of Copenhagen. It has 21,000 inhabitants and a surface area of 26 square kilometres.

Ishoj is a multi-cultural city: one third of its citizens have an ethnic background other than Danish, which implies both special challenges and new opportunities.

Another major challenge is the fact that its elderly population is increasing, while there are fewer and fewer citizens of working age. The city is well-known for the wealth of its educational opportunities. During the school year 15,000 students are enrolled in its various educational institutions.

Ishoj is both a modern and traditional Danish town. The modern Ishoj is located in the city centre, while the old Ishoj is made up of the small villages on the city’s outskirts.

### As Mayor of a city located in one of the most prosperous countries in the world, why is lifelong learning important to your city?

In Ishoj we believe there is a connection between education, personal development and an enhanced quality of life. It is our conviction that through education people can develop better skills in order to take responsibility for their own lives and those of others. It is important that we educate citizens who can contribute to society, through public, private and volunteer associations.

We believe in citizenship, and in the wish to include all citizens in our society.

### How do you promote citizen participation in the management of public policies?

We have a policy on citizenship that

was adopted in 2011, thanks to citizen participation. It fosters equality of opportunities, taking into account different needs. The most important features of this policy are:

- Inclusion - everybody is part of the community.
- Participation - contributes to making a difference as a citizen.
- Feeling of community.
- Responsibility - help if you can.
- Ishoj - a citizen-centred city.

Moreover, this year, 2012, is Citizen Year in Ishoj, which is the reason for the organisation of many events, for example: a festival in the city park focused in citizenship which counted with a broad involvement of the community; a children’s festival; a seminar for students in grades seven to nine focused on the rights and obligations of youth; and the organisation of the annual conference for all the local leaders of various institutions in the municipality that this year will be centred on citizenship policy.

### Can you explain some best practices being carried out in the city designed to make people feel part of the community?

We want to create opportunities for the citizens to take responsibility for the preparation of different tasks and events. For example, the libraries have volunteers helping children with their homework. There are also volunteers teaching people how to use computers, which is important given that most forms of communication in our society are now digitalised.

Voluntary activities are important as they enable our citizens to live an active life.

# experience

## The Violet Sol, Toulouse's Ethical Currency

In May 2011, the City Council of Toulouse, with the support of civil society, decided to experiment with a new local currency: the "Violet Sol", in order to foster an economy based on ethical principles. Located in southwest France, Toulouse has a population of approximately 439,000 inhabitants, and is the fourth largest city in France.

Successive economic recessions have led to a reflection on the role of currency in economic life, since its use only represents 3% of financial transactions globally. Accordingly, this initiative is based on the use of an alternative currency as an instrument for exchanging goods and services. It was put into circulation experimentally in 3 city neighborhoods with the goal of reorienting consumption and giving



value to local production that is respectful of the rights of workers and the environment.

In order to carry out this experience, the CLAS Association (Local Committee Managing the Violet Sol) was set up. It is made up of representatives of member entities and associations, user-citizens of the currency, or "Soloists", political representatives and financial agents responsible for its transparent, participatory issuance and management.

One Violet Sol is equal to one Euro, and it is possible to exchange Euros for 1, 5 and 10 Sol coupons against municipal or cooperative credit. The Violet Sols cannot be capitalized since they have only been issued to be in constant circulation: the coupons are stamped with the date of the exchange and lose 3% of their value after 3 months of not being used. At this time there are more than 27,000 Sols in circulation.

The purpose is not to use the Sols in the major distribution circuits but in small business, such as grocery shops, restaurants, municipal services or public and alternative means of transportation. In total more than 60 businesses, entities or professionals in favor of the values of a local, solidarity-based, and environmentally sustainable economy have

The City Council of Toulouse and civil society are promoting a local economy based on ethical, sustainable principles using an alternative currency: the Violet Sol.

joined the initiative, and more than 600 users are already operating with the Violet Sols in their economic transactions.

The Euros exchanged for Sols are used to finance local projects. On the other hand, the City Council wishes to give support to people living in poverty by distributing 30 Violet Sols to 90 families monthly, thus allowing them to buy at shops that they would probably not otherwise frequent.

The success of this initiative has led to planning for its expansion, initially, to the entire city, expected to take place in December 2012, and then, by 2014, to the entire greater metropolitan area, which would encompass 37 municipalities.

Moreover, formulas are being studied to facilitate the circulation of this currency and stimulate demand. Thus, for example, companies will be offered the possibility of paying part of their salaries in Sols, and exchange offices and collaborating structures will be created.

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

presented by: The City Council of Toulouse,  
Department of Economic Development

contact: Ms. Valérie Griffi  
e-mail: [valerie.GRIFFI@mairie-toulouse.fr](mailto:valerie.GRIFFI@mairie-toulouse.fr)

## did you know that...

- ★ The new experiences of the Contemporary Issue entitled "Social inclusion: betting for equal opportunities" are already available at [www.edcities.org](http://www.edcities.org)
- ★ The Training Seminar "Educating City and Local Governance" was held in June in Paysandú (Uruguay) and Morón (Argentina).
- ★ The new Exhibition "Educating Cities: Local Actions, Local Values" will be touring Paysandú, Rosario, Sorocaba, Lisbon, Praia and Gandía as from July.
- ★ The next meeting of the Asia Pacific Network will be held in October in Gwangju.
- ★ Barcelona will host the 13th International Congress of Educating Cities in 2014 under the theme of "An Educating City is an Inclusive City".

## the voices of the cities

**1.** Through the project entitled "Sport for All" the City Council of Praia (Cape Verde) is seeking to democratise access to sport by providing the city with new facilities and refurbishing old ones, which will be managed by neighbourhood committees.



**2.** The City Council of Gothenburg (Sweden) is promoting the concept of the **ecological meals** at its municipal services, which encompass schools, health services, and homes for the elderly, in order to foster healthy eating



habits and reduce environmental impact through proximity trade.

**3.** The Burumi Programme of the City of Jecheon (Republic of Korea) was created in order to facilitate access to lifelong learning for people who live in isolated communities or have transportation difficulties. In this program it is the teacher who commutes in order to give classes in languages, art, culture, sport, etc., to small groups, thereby reducing CO<sub>2</sub> emissions.