A TWENTY YEARS STRATEGY FOR THE CITY
“DON’T DESIGN FROM ABOVE, DON’T USE THE BIRDS EYE PERSPECTIVE, YOU ARE DESIGNING FOR PEOPLE, NOT FOR BIRDS”

Mayor Geraldo Julio quoting an author he couldn’t remember
INSPIRE THE WILL TO ENGAGE IN TRANSFORMING THE CITY, AND CHANGE THE PROCESS FROM TOP DOWN TO CRASH IN THE MIDDLE
WHAT IT IS

A CITY STRATEGY

A shared view for long term sustainable transformation of the city, addressing the needs of today and the challenges of tomorrow. A way to participate and contribute to a better world.

WHAT IT IS NOT

A MASTERPLAN

A complex set of rules and guides on how to implement urban planning policies, regulate the use of land and guide the engineering of the city's many layers of infrastructure.
A CELEBRATION OF THE CITY’S IDENTITY AND HERITAGE

VIRTUAL AND PHYSICAL DEBATE SPACES

CITY BRANDING THAT SPEAKS LOCALLY AND GLOBALLY

CO-CREATING PUBLIC SPACES FOR PEACEFUL COEXISTENCE

BUILDING CONSENSUS AROUND MAJOR CHALLENGES

INSPIRE EXPRESSIONS OF AFECTION FOR THE CITY

COORDINATING TRANS-DISCIPLINARY SOLUTIONS

SETTING PRIORITIES THAT EVERYONE CAN CONTRIBUTE TO
2. HAVE A CLEAR METHODOLOGY AND TURN PASSIONATE DEBATES INTO EVIDENCE-BASED DEFENSE OF THE CITY
HOW WE DID IT

THE KNOWLEDGE STABLISHED ABOUT CITIES

1

THE KNOWLEDGE STABLISHED ABOUT OUR CITY

2

THE KNOWLEDGE THAT EMERGES FROM PARTICIPATION

3

BENCHMARKING CITY INDICATORS

3.5
Thousand citizens directly participated

57
Interviews with thematic councils leaders

28
Focus groups with experts and leaders

4
Workshops for detailed analysis of each district

18
Meetings with Academia and research groups

61
Meetings with city officials and specialists

20 CHALLENGES

RESTROPECTIVE ANALYSIS
New Urban Patterns and Conservation of Built Heritage
Integration and Broad Urban Mobility
Rehabilitation of the Centralities of Recife
Habitability and Community Integration
Dynamism Through the Capibaribe River
Park City
Urban Resilience and the Environment
Integrated Environmental Sanitation
Social inclusion
Equal Opportunities through Quality Education for All
Health and wellness
Safe City
Embrace Diversity and Protect Human Rights
Economic Leadership, Shared Prosperity and Productive Inclusion
Specialized Economy in Advanced Services, Knowledge and Innovation
Economic Integration and Connectivity
Full Government Transparency
Culture and Heritage, as Keys to Develop Tourism
Consolidation of New Social Values
Consolidation of New Standards of Coexistence

We learned that most of those challenges shared some grounds among them and had similar paths to solutions.

Therefore we traced a crossed relations network to find 12 transdisciplinary guidelines for action.
BUILD A SYNTHESIS.
COMMUNICATE HOW WE ARE GOING TO MEASURE. MAKE IT SIMPLE TO CARRY THE MESSAGE
**REUNITE**

Public spaces will have greater relevance in life of the city.

- Social and economic inequalities will be reduced. Recife will be more inclusive.
- Live and open data, accessible to all, encouraging active citizenship and.

Recife will be a city with a high level of knowledge generated by quality education.

- Citizens will be able to live and carry out their activities with more quality and there will be no housing deficit.
- The dynamics of the city will be people oriented and urban mobility will flow.

- Recife will attract, develop, retain and inspire talent, offering an inviting city to live and work.
- Culture and local identity as main assets of the city.
- City hall accountability based on indicators and evidence, consistent with the long-term strategy.

Recife and its metro area will have fluidity of people, inputs, data, goods and services.

- Social entrepreneurship aimed at sustainable development of Recife.

**REVIVE**

- Park City
- Habitability
- Pro Business City
- Health Network Restructuring
- Early Childhood Policy
- Restructuring of Schools Network
- Environmental Resilience
- Urban Infrastructure
- Economic Resilience
- Evidence-based policy making
- Equal access to public services.
- Design infra for active transport
- Cultural heritage promotion
- Knowledge city
- Safe city
- Inclusive city
- Active citizenship

**REINVENT**

- An universally connected city
- A river park city
- Urban spaces for gathering
- A city that promotes social justice
- Smart in policies and decision making
- A city that cares and embraces early childhood
EIXO: SUSTENTABILIDADE E MEIO AMBIENTE
ATRIBUTO: SANEAMENTO AMBIENTAL

- Universalizar o acesso a água (%)
- Reduzir de mortalidade infantil (óbito/mil nascidos vivos)
- Aumentar da expectativa de vida (idade)
- Universalizar o acesso a esgoto (%)
COMMUNICATE CLEARLY AND WITH IMPACT THE VISIONS THAT EMERGE FROM THE CO-DESIGNING PROCESS
A RIVER PARK CITY
AN UNIVERSALLY CONNECTED CITY
SHARE THE INFORMATION AND THE PROCESS, RAISE AWARENESS AMONG THE POPULATION AND EDUCATE POLITICIANS
START SOMEWHERE, SHARE THE PROTAGONISM AND BUILD SPACES THAT ANTICIPATE THE FUTURE THAT IS BEING CO-DESIGNED
THANK YOU

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