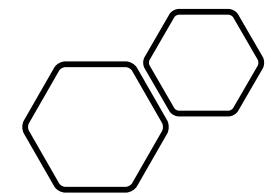




# Bernard van Leer

foco nos pequenos cidadãos

todos merecem um bom  
começo



A close-up photograph of a woman with dark hair and a blue hair clip, smiling as she holds a baby. The woman is wearing a light blue zip-up hoodie. The baby is wearing a blue onesie and a pacifier. The background is a blurred indoor setting.

MUDE O COMEÇO  
E TRANSFORME O  
FUTURO

---



O CÉREBRO DE  
DESENVOLVE MAIS  
RAPIDAMENTE  
DURANTE OS PRIMEIROS  
ANOS DE VIDA.  
FUTURO



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O APRENDIZADO COMEÇA NO ÚTERO

---



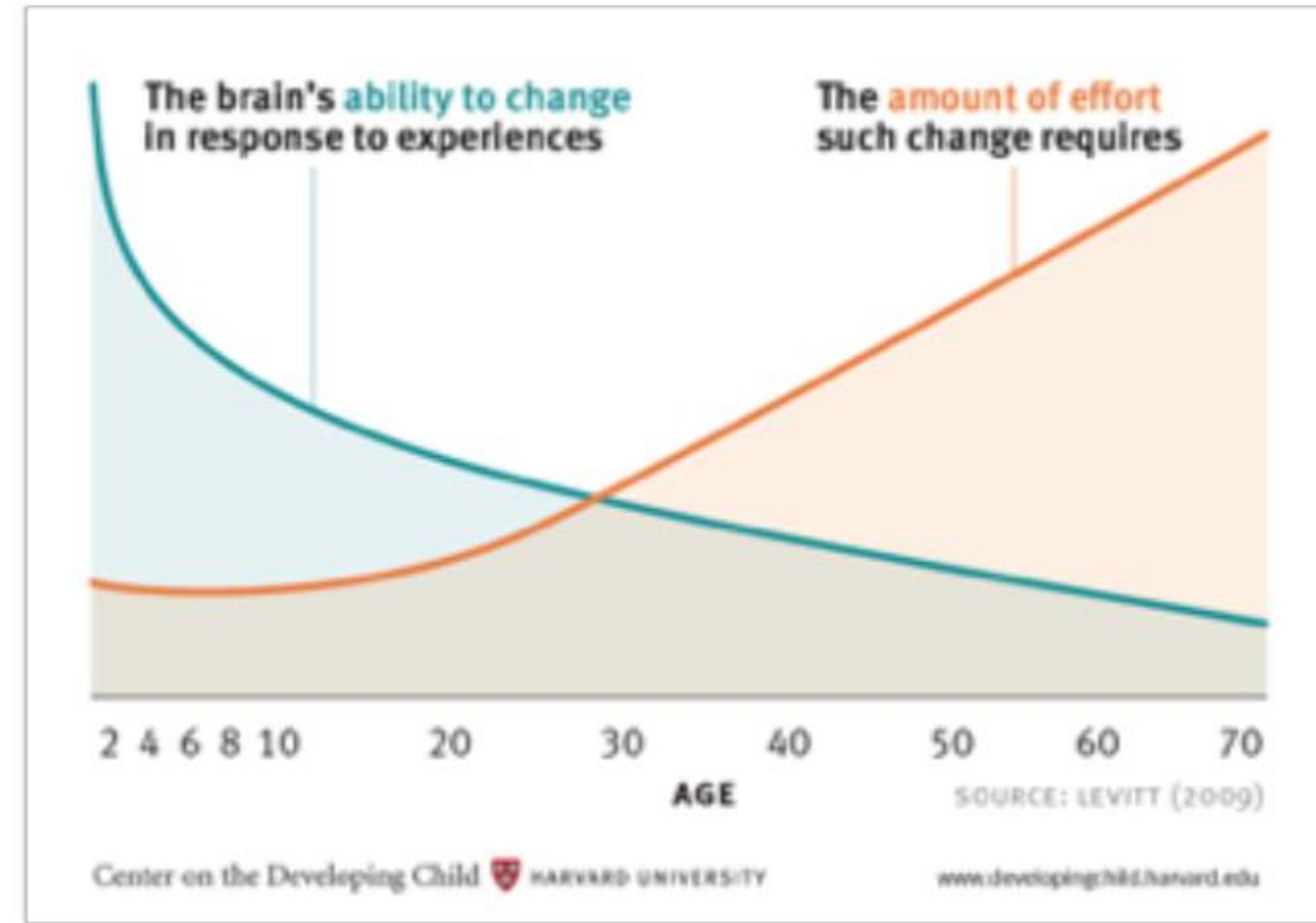
promove aumentos  
salariais de até 36%.



diminui em 50% os  
riscos de abuso de  
drogas e de saúde.



melhora potencial de  
aprendizagem em até  
3x.

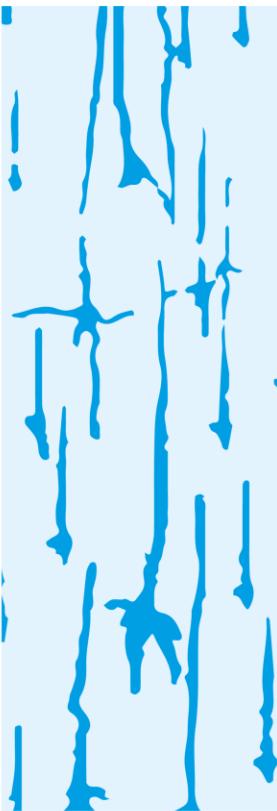


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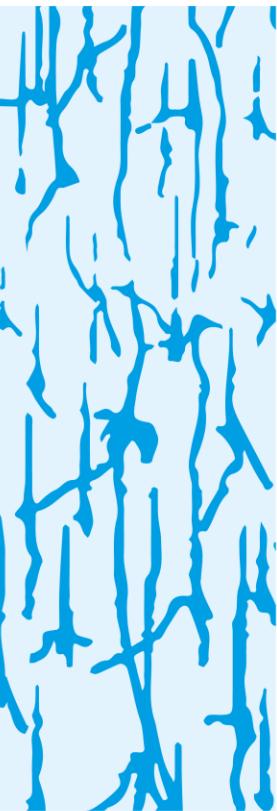


GENES E AS EXPERIÊNCIAS VIVIDAS NA PRIMEIRA INFÂNCIA INFLUENCIAM O  
DESENVOLVIMENTO CEREBRAL

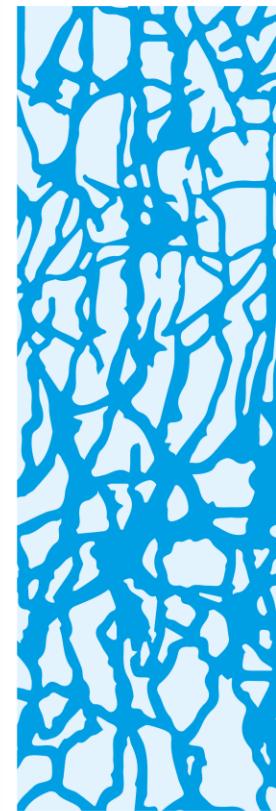
Newborn



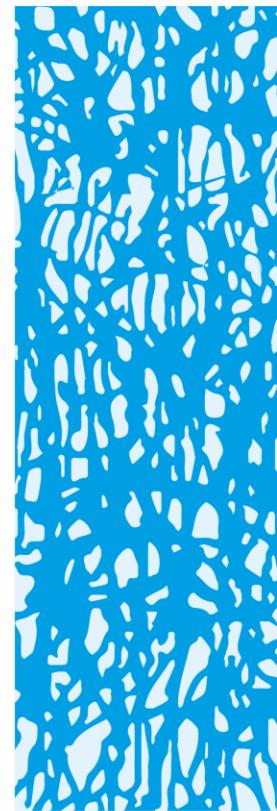
1 month



9 months



2 years



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**Quanto mais um caminho é trilhado, mais fácil fica para percorrê-lo.**



**Bernard  
von Teer  
FOUNDATION**



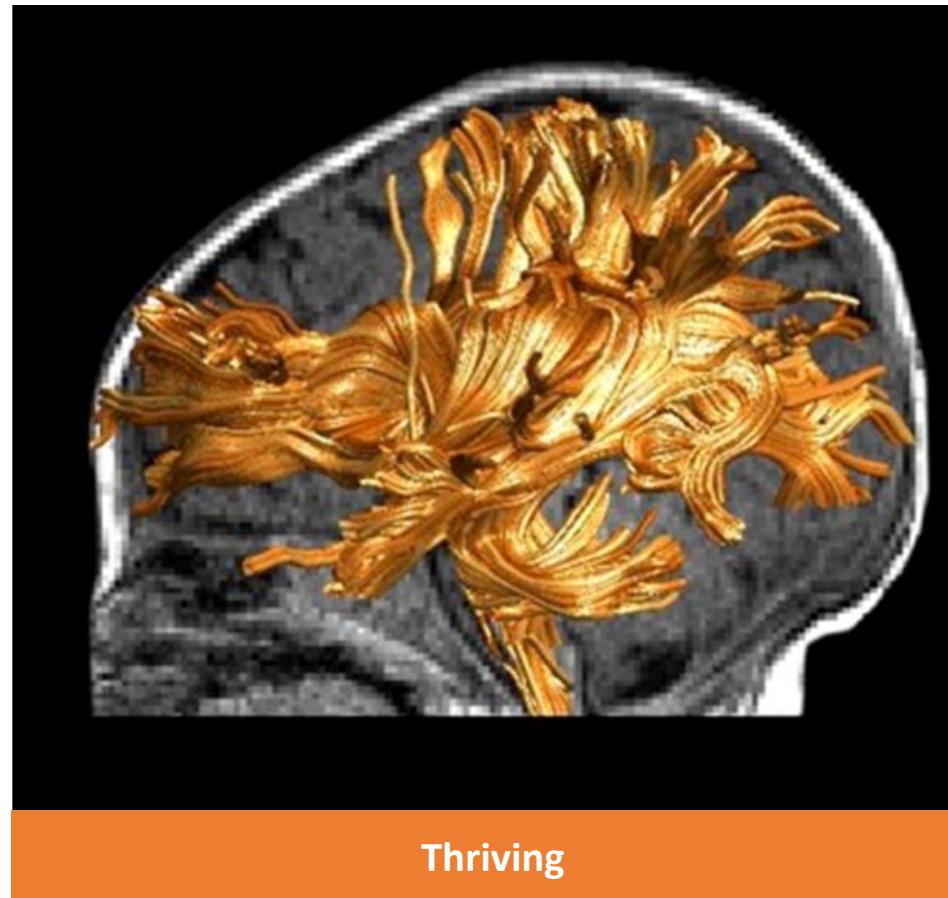


“The first five years  
have so much to do  
with how the next 80  
turn out”.

- Bill Gates



Surviving



Thriving



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van Leer  
FOUNDATION



1  
2

# Interação Social

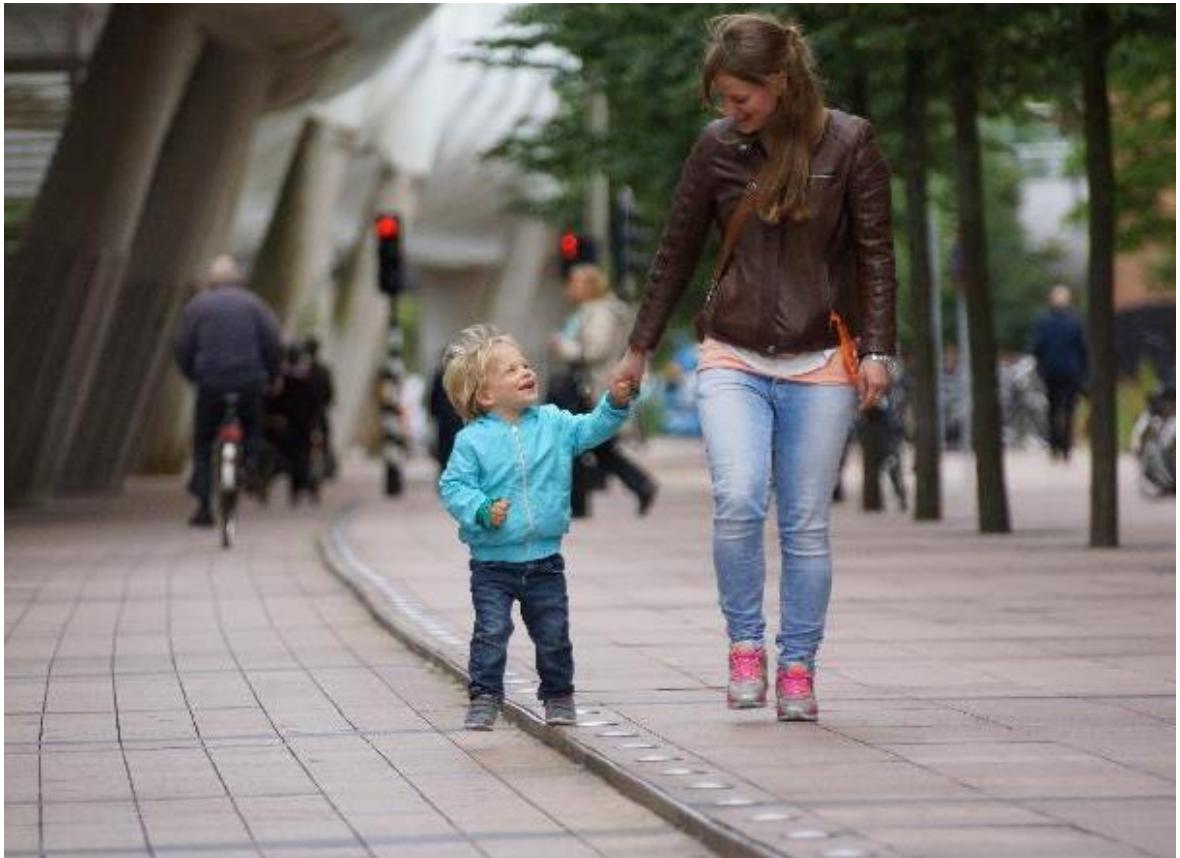
Presentation Title



# Nutrição

.





# Ambiente



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+ParentSupport



Urban95cm



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# URBAN 95



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# Desafios da Vida Urbana



Sem lugares para  
descansar e relaxar

Solidão e Isolamento

Distância da  
Natureza

Poluição (ar)

Poluição Sonora

Distâncias longas, falta de  
segurança, trânsito

# URBAN95



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# Princípio de Gestão para Municípios

- Serviços de Qualidade
- Uso de Dados para Gestão Integrada
- Engajamento Comunitário
- Mobilidade
- Espaço Público



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# 1. Como promover uma gestão integrada e colaborativa?



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# Recife

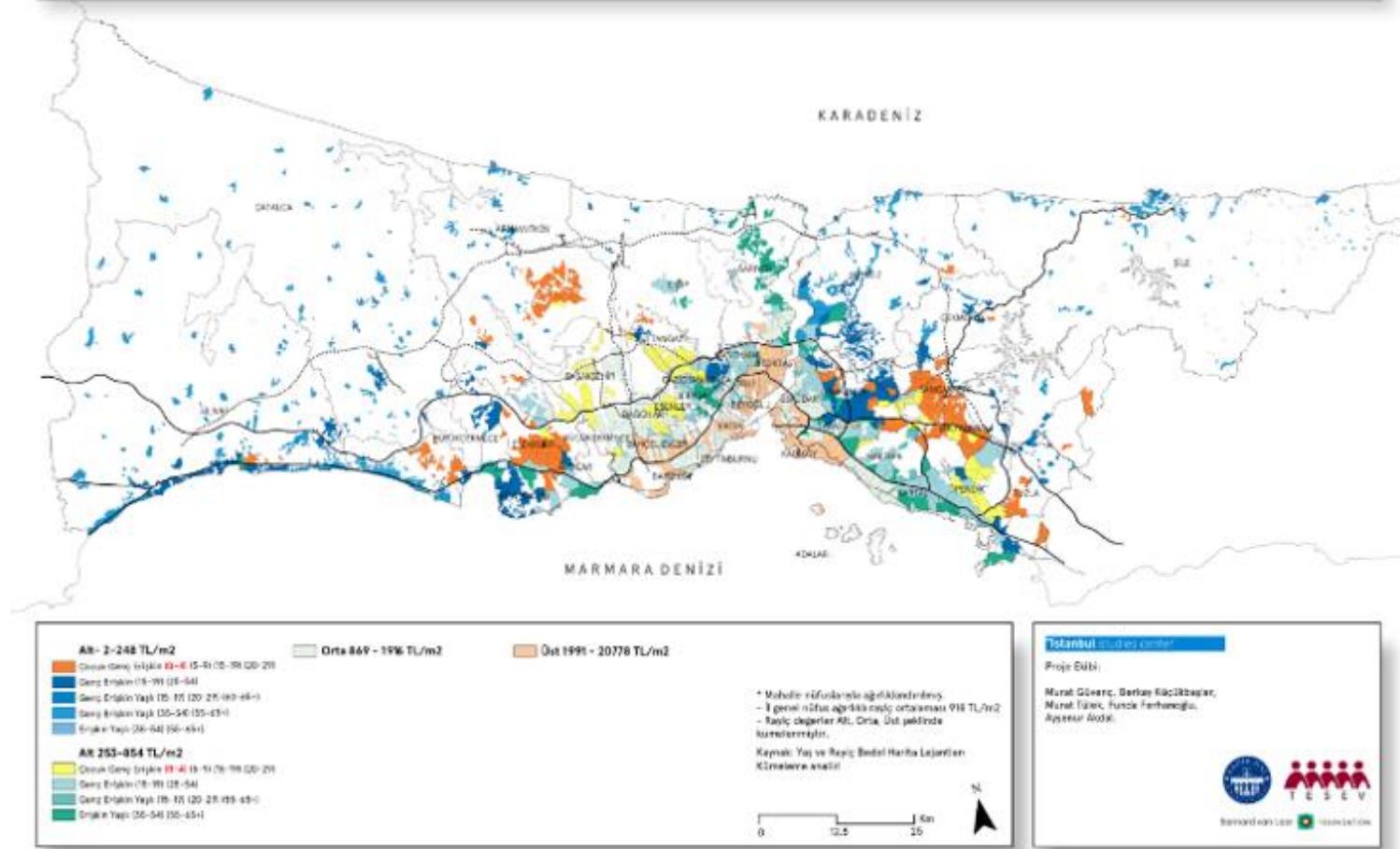


# São Paulo



# Bernard van Leer FOUNDATION

İSTANBUL TOPLUMSAL COĞRAFYASI 2015  
İSTANBUL MAHALLELERİ: YAŞ VE RAYİCİ\* BEDEL İTİBARIYLE KATMANLAŞTIRMA



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14:27

WhatsApp

observaprimeirainfancia.org.br

prontuário cidadão

Dashboard

Jovens Mãezinhas que Não Frequentam o Programa FQA!

Nessa Lista Estão as Gestantes com Menos de 18 Anos Sem o Apóio do Programa Família que Acolhe

O que você pode fazer por elas?

Temos algumas ideias como você pode ajudar na rede de proteção as jovens gestantes de Boa Vista

CRAS - Centro de Referência Social

UBS - Unidade Básica de Saúde

Mostrar 10 registros

Buscar: Pesquisar...

NOME	ID SAÚDE	CNS	IDADE	IDADE GESTACIONAL	UBS	BAIRRO	PERFIL	STATUS
ADAYANY PRISCILLA MELO DA SILVA	97489	070.8401.2726.9146	17 Anos, 7 Meses e 3 Dias	Gestantes menores de 18 anos	Primeira gravidez			
ADRIANA ABREU	97497	070.0004.2281.4660	17 Anos, 4 Meses e 3 Dias	Gestantes menores de 18 anos	Primeira gravidez			
ADRIELE SILVA MAIA	97533	089.8005.1177.5393	16 Anos, 3 Meses e 28 Dias	Gestantes menores de 18 anos	Primeira gravidez			
ADRIELY RAQUEL FRANCO DA LUZ	97539	070.3005.8695.5037	19 Anos, 1 Meses e 8 Dias	Gestantes menores de 18 anos	Primeira gravidez			



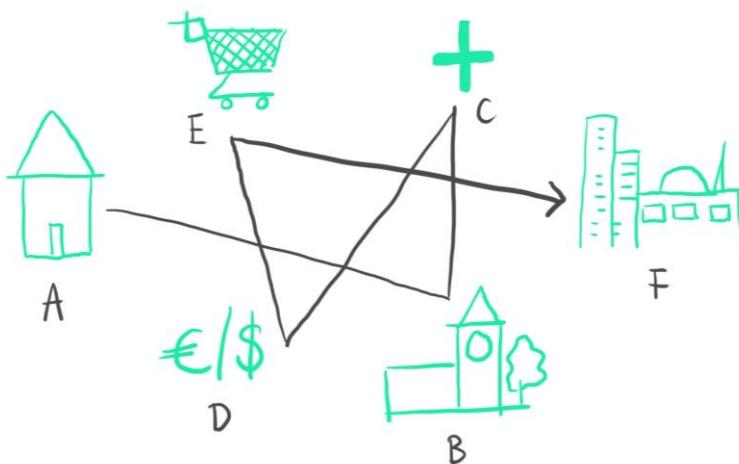
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## 2. Como promover proximidade?

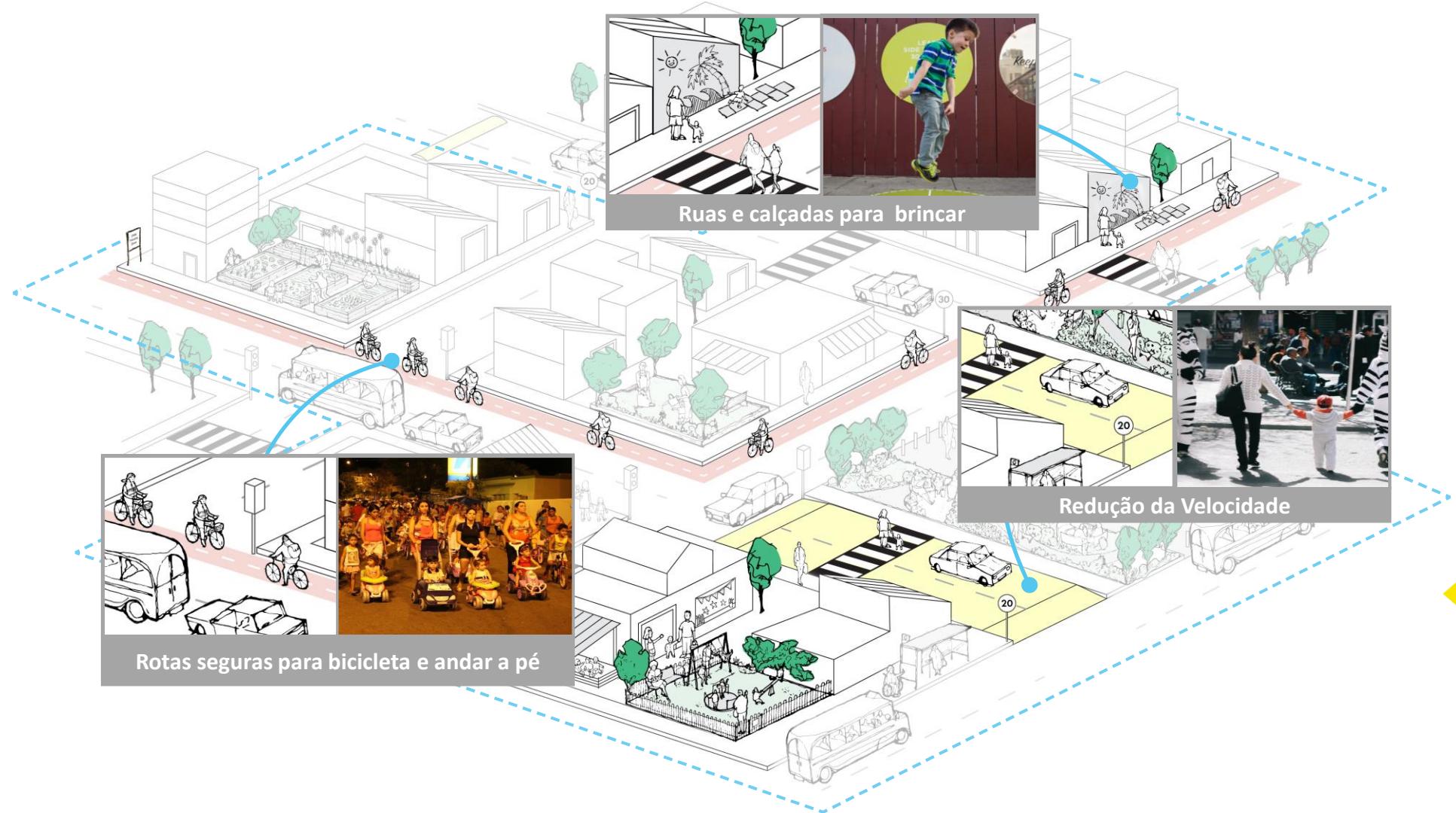
Percorso sem  
Filhos



Percorso com  
filhos



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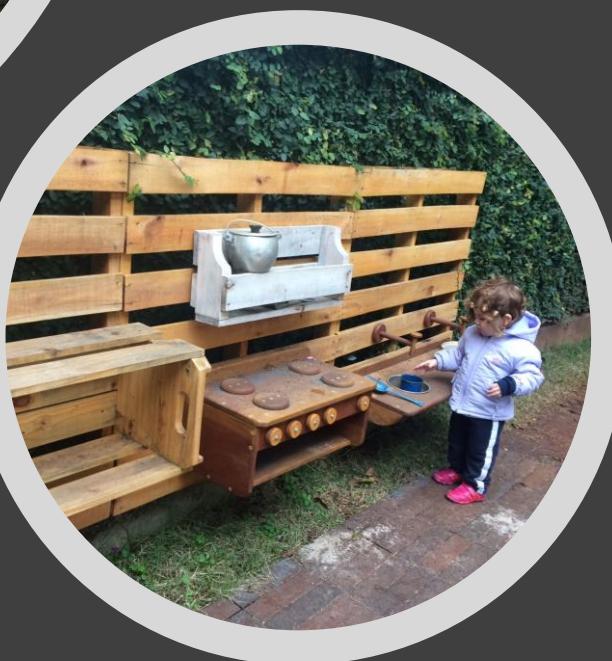
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Oh, the more we are together

Read with your child  
Talk, sing, and move together  
Repeat often

Quando caminhar  
pela cidade se  
transforma em uma  
oportunidade de  
interagir, aprender e  
se divertir.



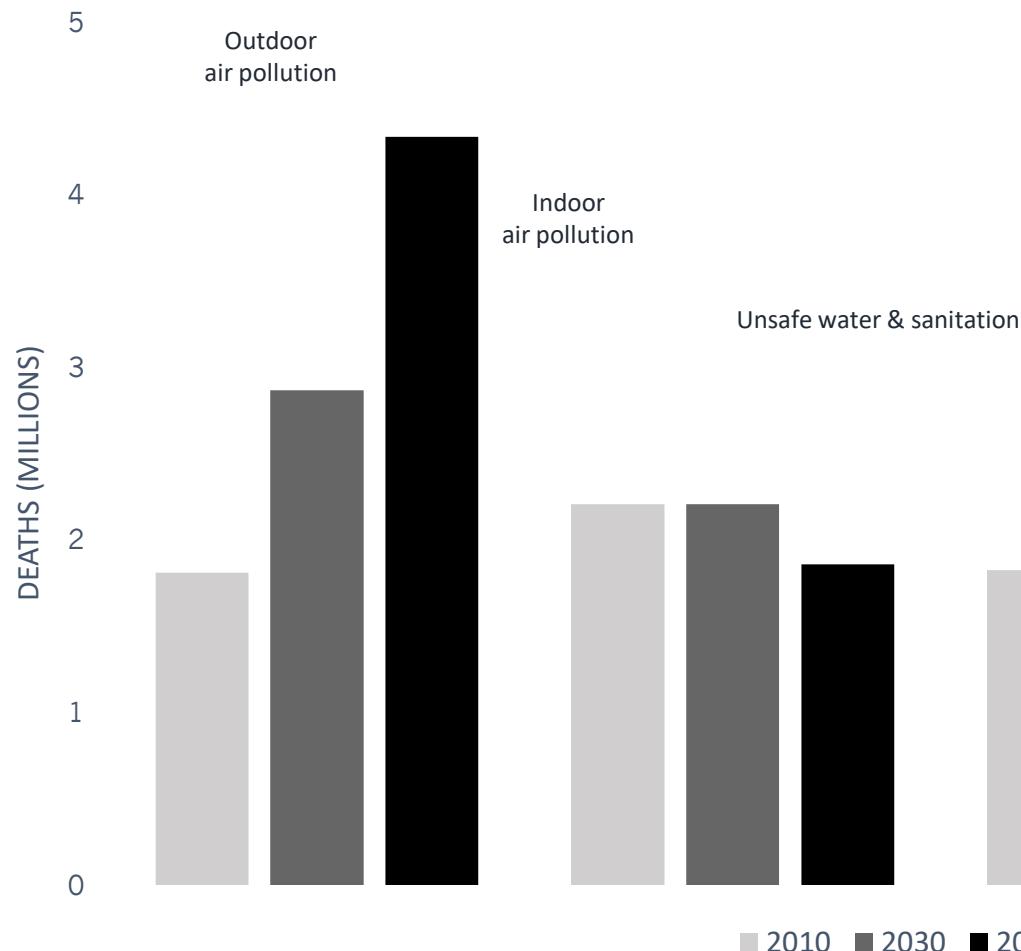
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Source: OECD, Lancet Commission



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Dashboard Layout

Default Phone

Device Preview

Size

Custom size (1300 x 768)

## Sheets

- Activity map
- Activity
- Observation area ...

## Objects

- Horizontal
- Vertical
- Text
- Image
- Web Page
- Blank
- Button
- Extension

Tiled Floating

Show dashboard title

Data Source Activities Observations Demographics

3803 marks - 1 row by 1 column - SUM of AVG(UFP): 45,125,354

## AIR POLLUTION &amp; ACTIVITIES | WHAT ARE PEOPLE DOING IN POLLUTED AREAS?



UFP critical level: 15,000

Perceived Age: (All)

Observation type: Stationary

Perceived Gender: (All)

Day of Week: (All)

Pollution level: High (Red), Medium (Orange), Low (Yellow)

## PLACES | HOW POLLUTED ARE THE SPACES OBSERVED?

S Vester Voldegade	18,604
S Vesterbro Passage	18,489
Istedgade	16,486
Enghave Plads	16,145
Matthæusgade / Tove D... ...	13,814
Enghave Metro St.	11,799
Skydebanehaven	11,439
Vesterbros Torv	11,376
Lithauens Plads	8,399
Sønder Blvd. / Dybbølgade	6,531

## ACTIVITIES | WHAT ARE PEOPLE DOING?

In conversation	788	810	685
Eating / Drinking	499	441	480
Passive rec - Observing / P...	256	242	330
Active rec - Play (all ages)	129	266	133
Using Electronics	86	166	86
Engaged with commerce (...	87		
Not Observed	109		
Engaged in cultural activit...			
Passive rec - Reading / Wri...			
Active rec - Exercise (all a...			
Civic work			

## POLLUTION LEVEL | HOW POLLUTED ARE THE SURROUNDINGS?



For maps try

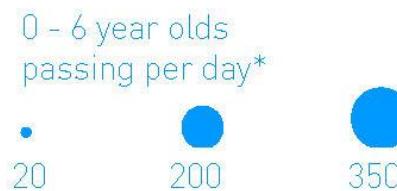
1 geo Dimension

0 or more Dimensions

0 or 1 Measure

May use spatial measure in place of geo dimension

We measure  
where small  
children move  
through the city  
in an area  
with lots of  
kindergartens.



\*Surveys 2019:  
Tuesday 27th August, 7:00 am – 17:00 pm  
Wednesday 28th August, 7:00 am – 17:00 pm  
Saturday 7th September, 9:00 am – 17:00 pm



# The cleaner air network

## Reduce exposure to air pollution

# Invite to cleaner air routes and spaces





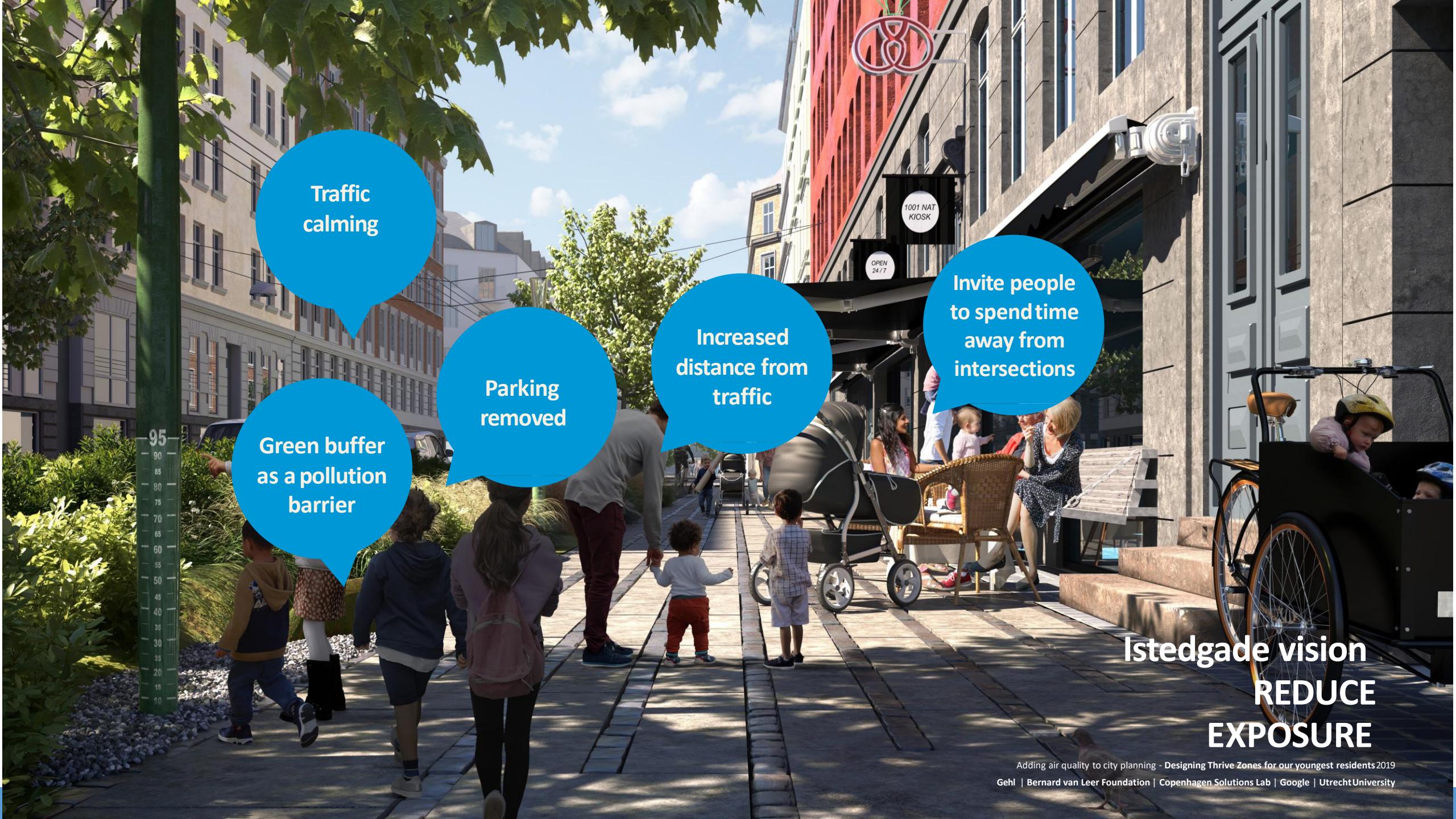
Reduce  
exposure to air pollution where  
small children spend time



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Designing Thrive Zones for our youngest residents 2019

Gehl | Bernard van Leer Foundation | Copenhagen Solutions Lab | Google | Utrecht University



## Istedgade vision REDUCE EXPOSURE

Adding air quality to city planning - Designing Thrive Zones for our youngest residents 2019

Gehl | Bernard van Leer Foundation | Copenhagen Solutions Lab | Google | Utrecht University



# Invite

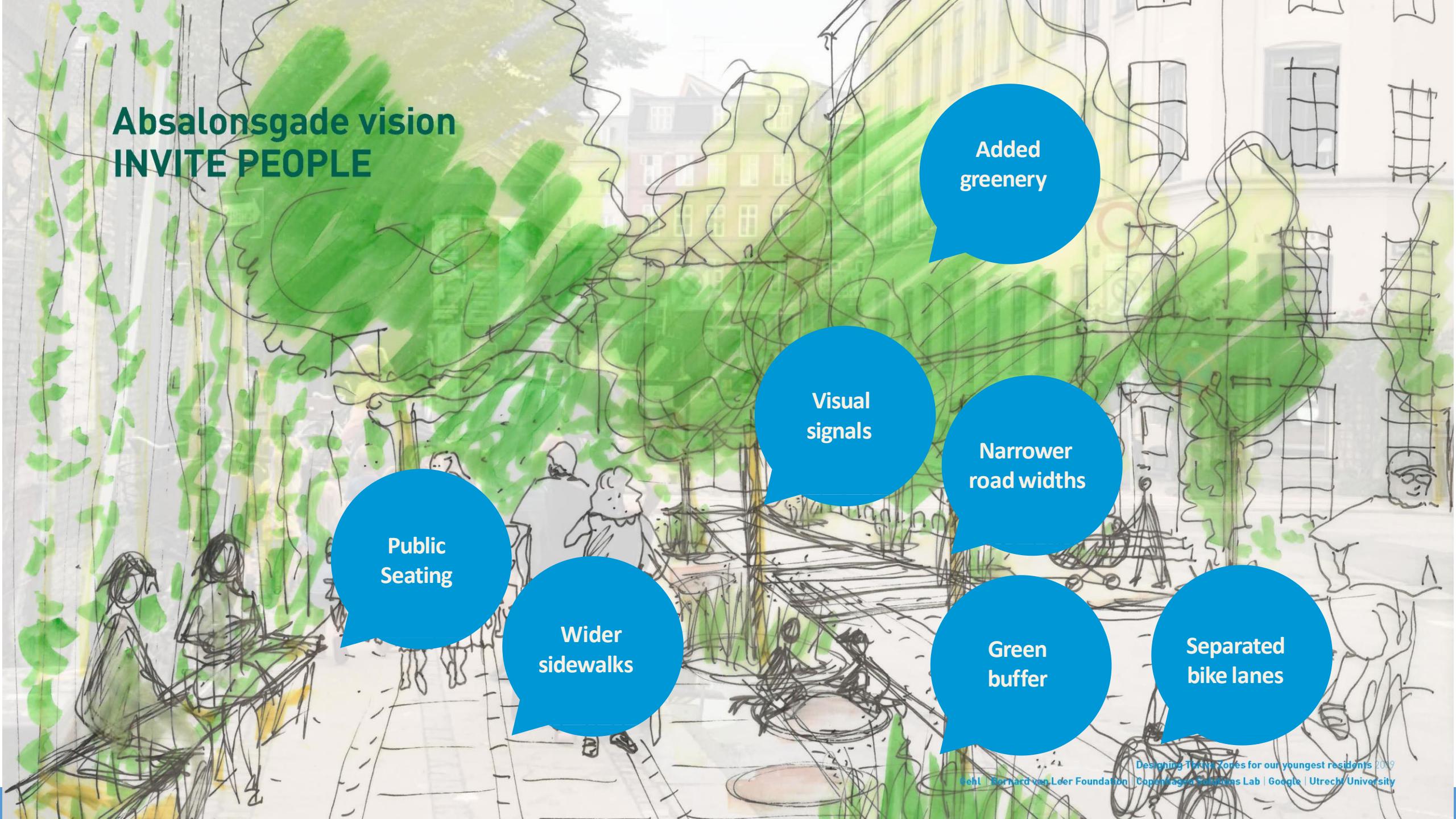
Small children to spend time  
where the air quality is better



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Designing Thrive Zones for our youngest residents 2019

Gehl | Bernard van Leer Foundation | Copenhagen Solutions Lab | Google | Utrecht University



# Absalonsgade vision INVITE PEOPLE

Public  
Seating

Wider  
sidewalks

Visual  
signals

Narrower  
road widths

Green  
buffer

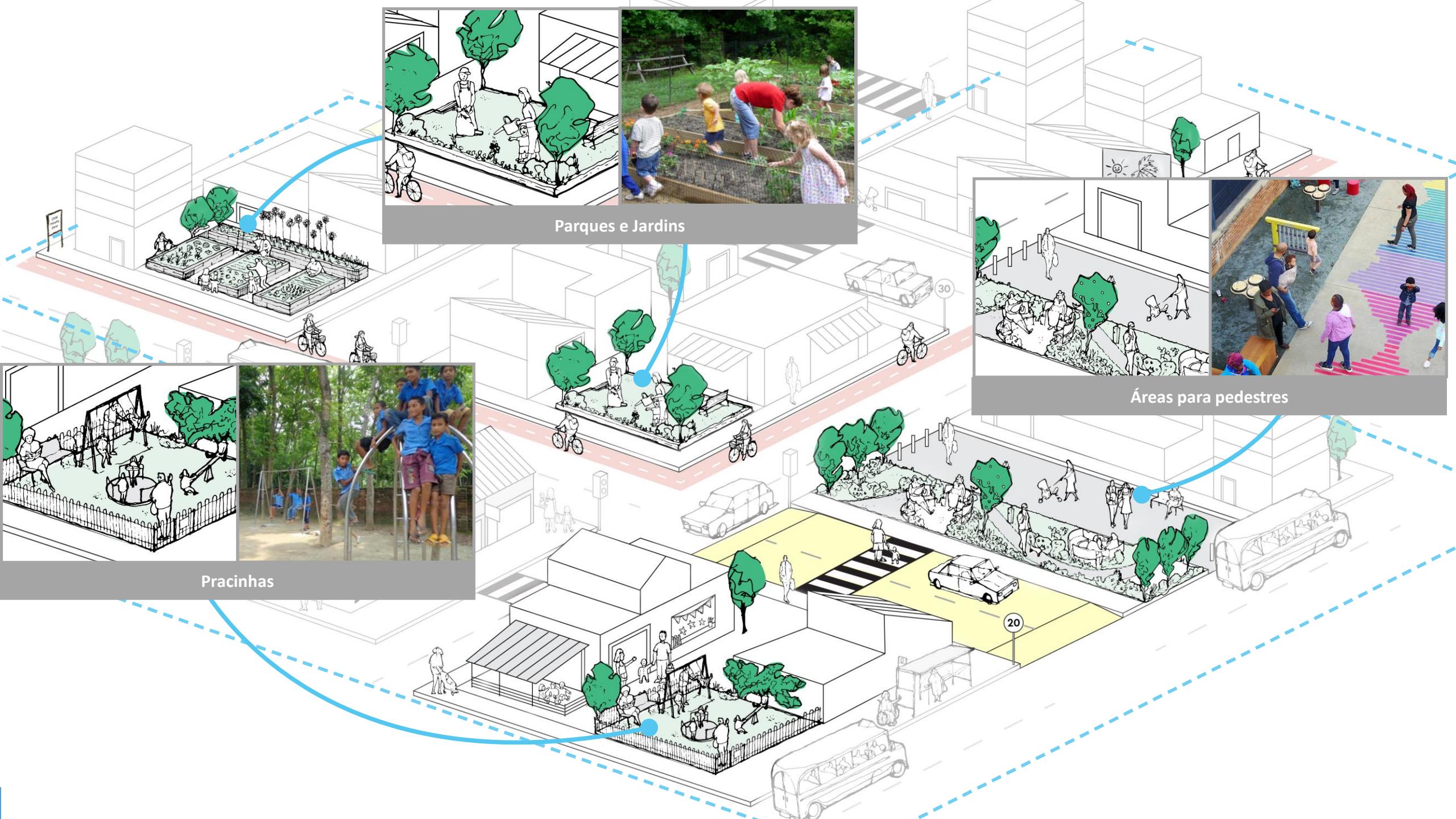
Separated  
bike lanes

Added  
greenery

### 3. Como desenvolver e construir espaço público?



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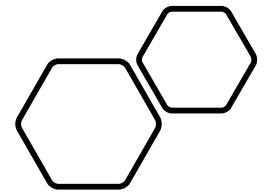


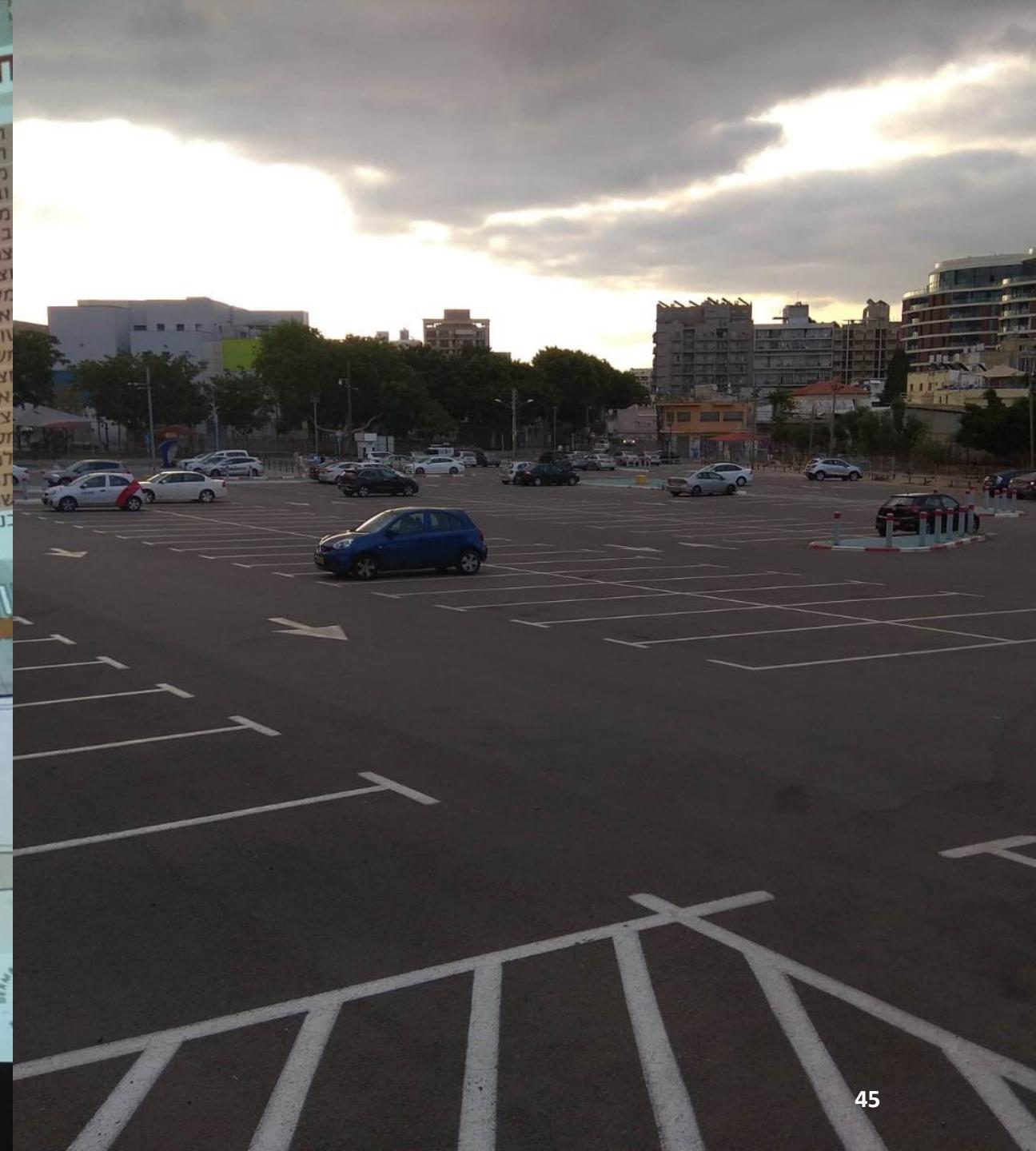


Ruas Fechadas



Avenida Paulista // Praça Central Boa Vista









# Espaços próximos de lazer

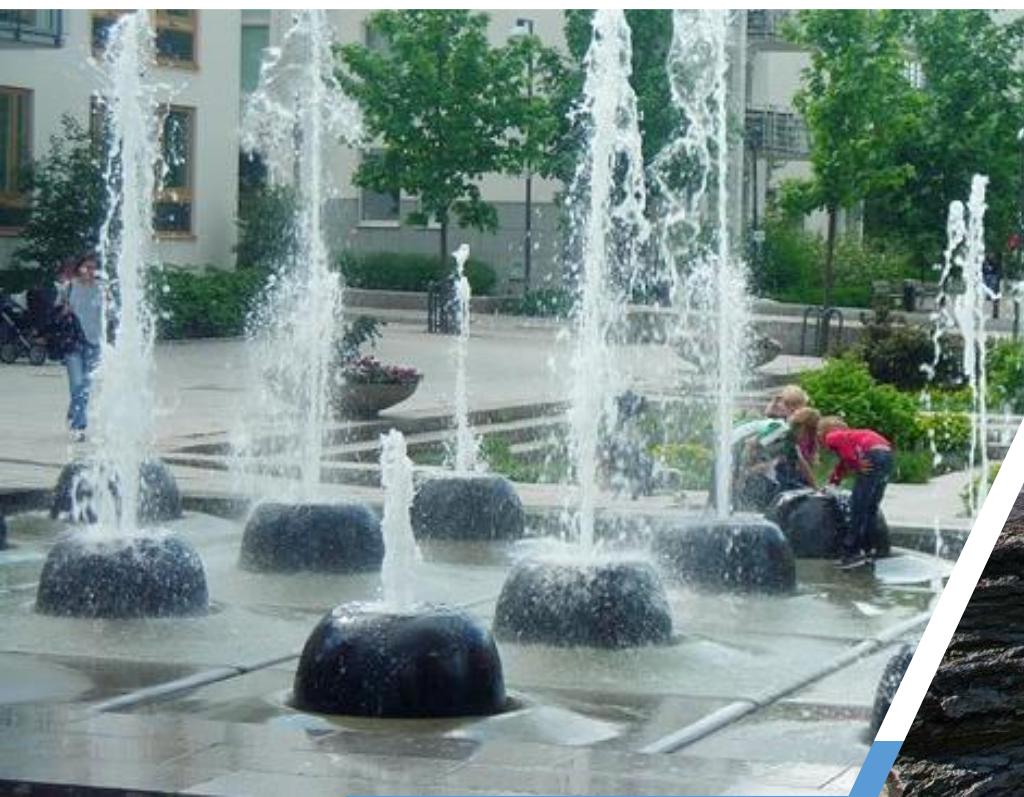
Elementos Naturais



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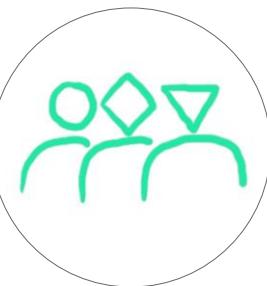
## Elementos Naturais



# Espaços Urbanos Saudáveis



Reduz carros



Interações sociais



Caminhabilidade  
e bicicleta



Acolhedora e  
Inclusive



Conecção  
com a  
Naureza



Acesso a  
serviços e a  
lazer.



0 years

5 years

Olhe a cidade sob a perspectiva de uma criança de 95cm; o que faria diferente?



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van Leer  
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Obrigada!

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