

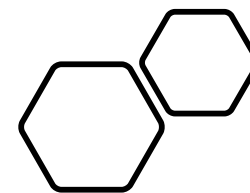


Bernard  
van Leer



foco nos pequenos cidadãos

todos merecem um bom  
começo



A woman with long, dark red hair, wearing a light blue zip-up hoodie, is smiling and looking down at a newborn baby she is holding. The baby is wrapped in a light blue blanket and has a pacifier in its mouth. The background is a blurred indoor setting, possibly a home or a clinic, with a window and some items hanging on the wall.

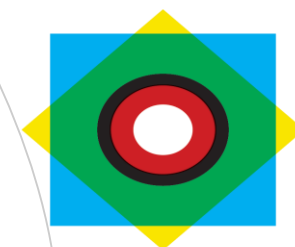
**MUDE O COMEÇO  
E TRANSFORME O  
FUTURO**

---





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



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**O APRENDIZADO COMEÇA NO ÚTERO**







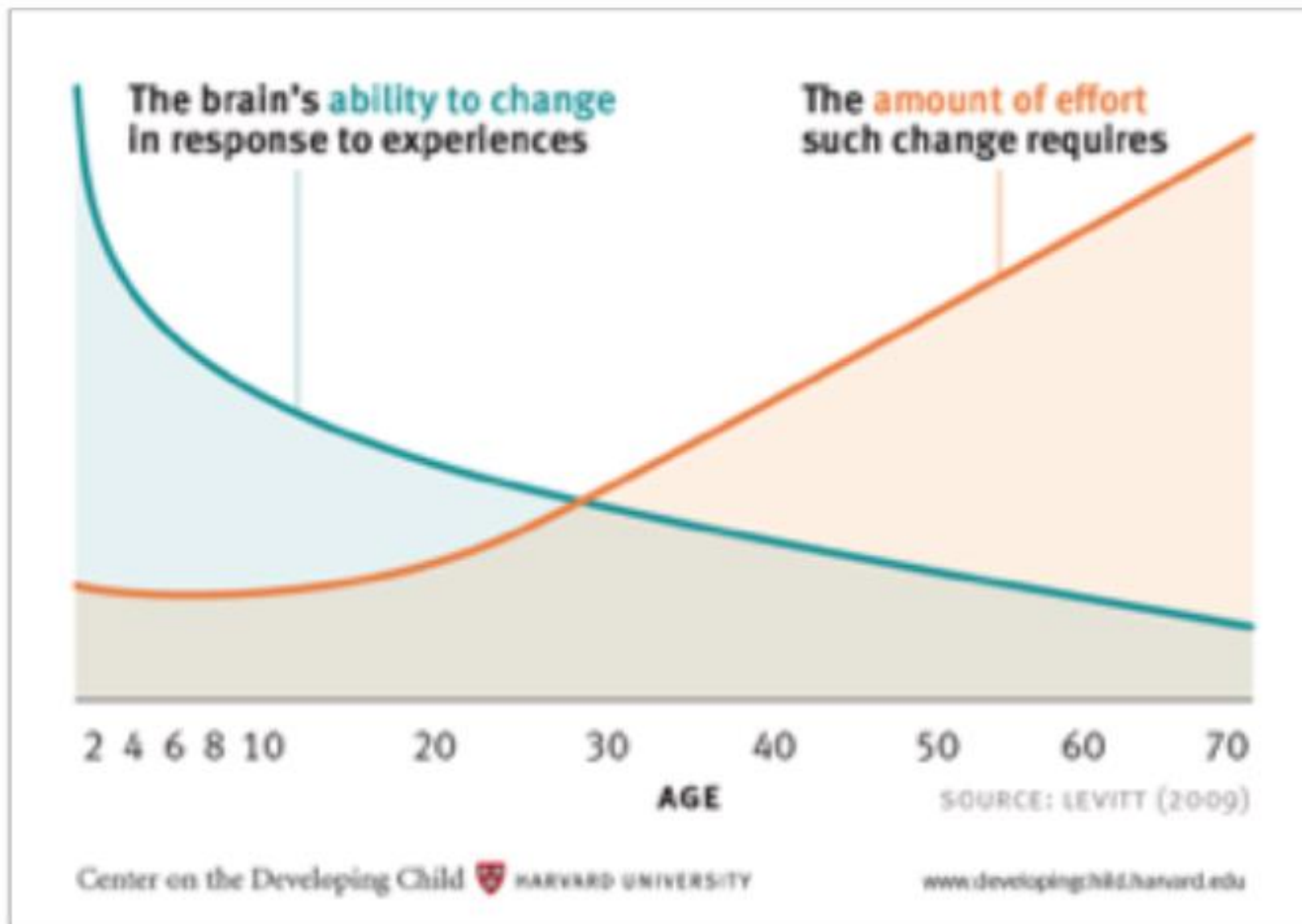
promove **aumentos salariais** de até 36%.



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



melhora potencial de aprendizagem em até 3x.



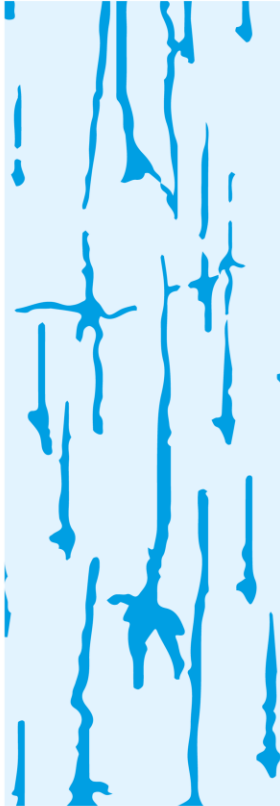
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GENES E AS EXPERIÊNCIAS VIVIDAS NA PRIMEIRA INFÂNCIA INFLUENCIAM O  
DESENVOLVIMENTO CEREBRAL



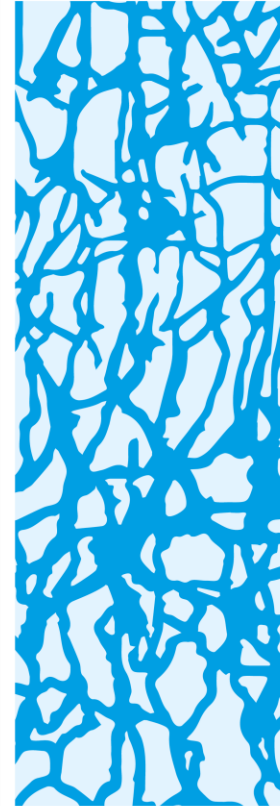
Newborn



1 month



9 months



2 years



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







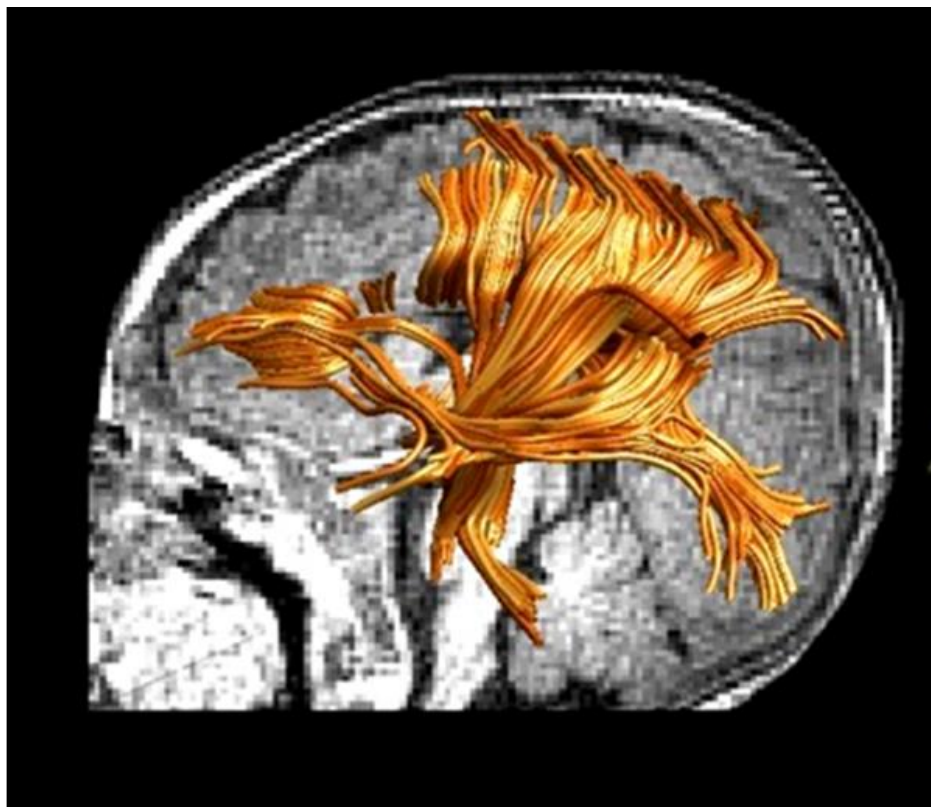




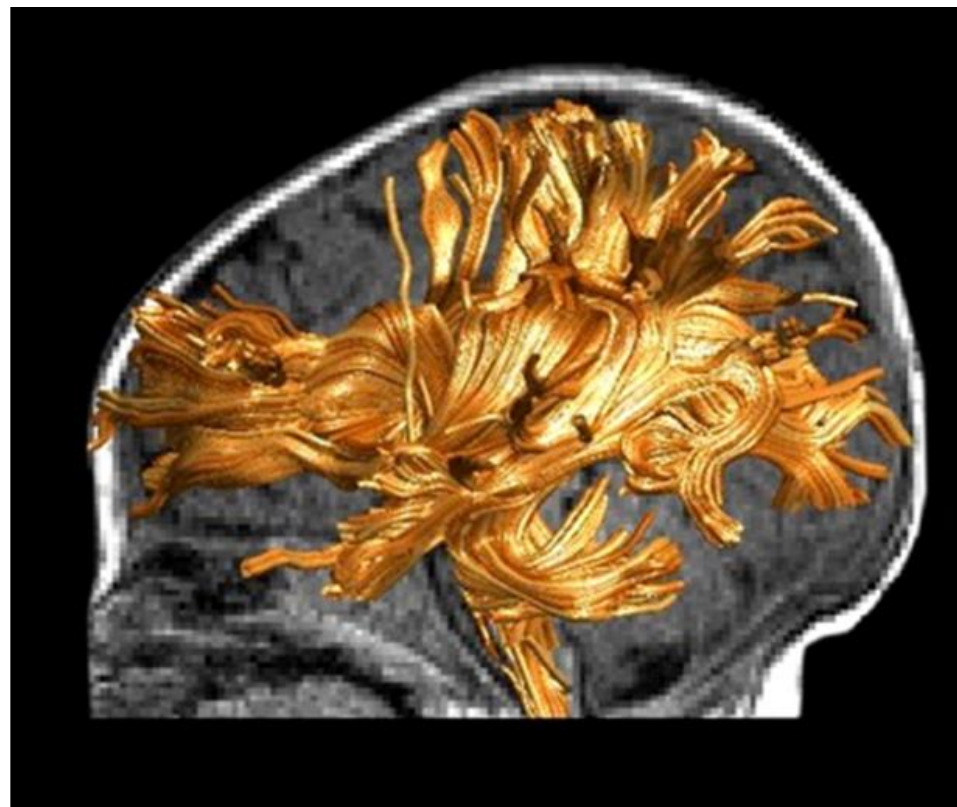
“The first five years  
have so much to do  
with how the next 80  
turn out”.

- Bill Gates





Surviving



Thriving



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1  
2

# Interação Social

.

Presentation Title





# Nutrição

.

Presentation Title







# Ambiente





+ParentSupport



Urban95cm





URBAN95



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# Desafios da Vida Urbana

A black baby stroller is positioned on a dirty, littered sidewalk. The stroller is filled with various items, including a blue bag and some clothing. A person's legs, wearing black pants and bright blue sneakers, are visible next to the stroller. A red bag is also hanging from the stroller. The ground is covered with trash, including crumpled paper and small pieces of debris. The overall scene depicts a challenging urban environment.

**Sem lugares para  
descansar e and relax**

**Solidão e Isolamento**

**Distância da  
Natureza**

**Poluição (ar)**

**Poluição Sonora**

**Distâncias longas, falta de  
segurança, trânsito**



# URBAN95





# Princípio de Gestão para Municípios

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

# 1. Como promover uma gestão integrada e colaborativa?



## Recife



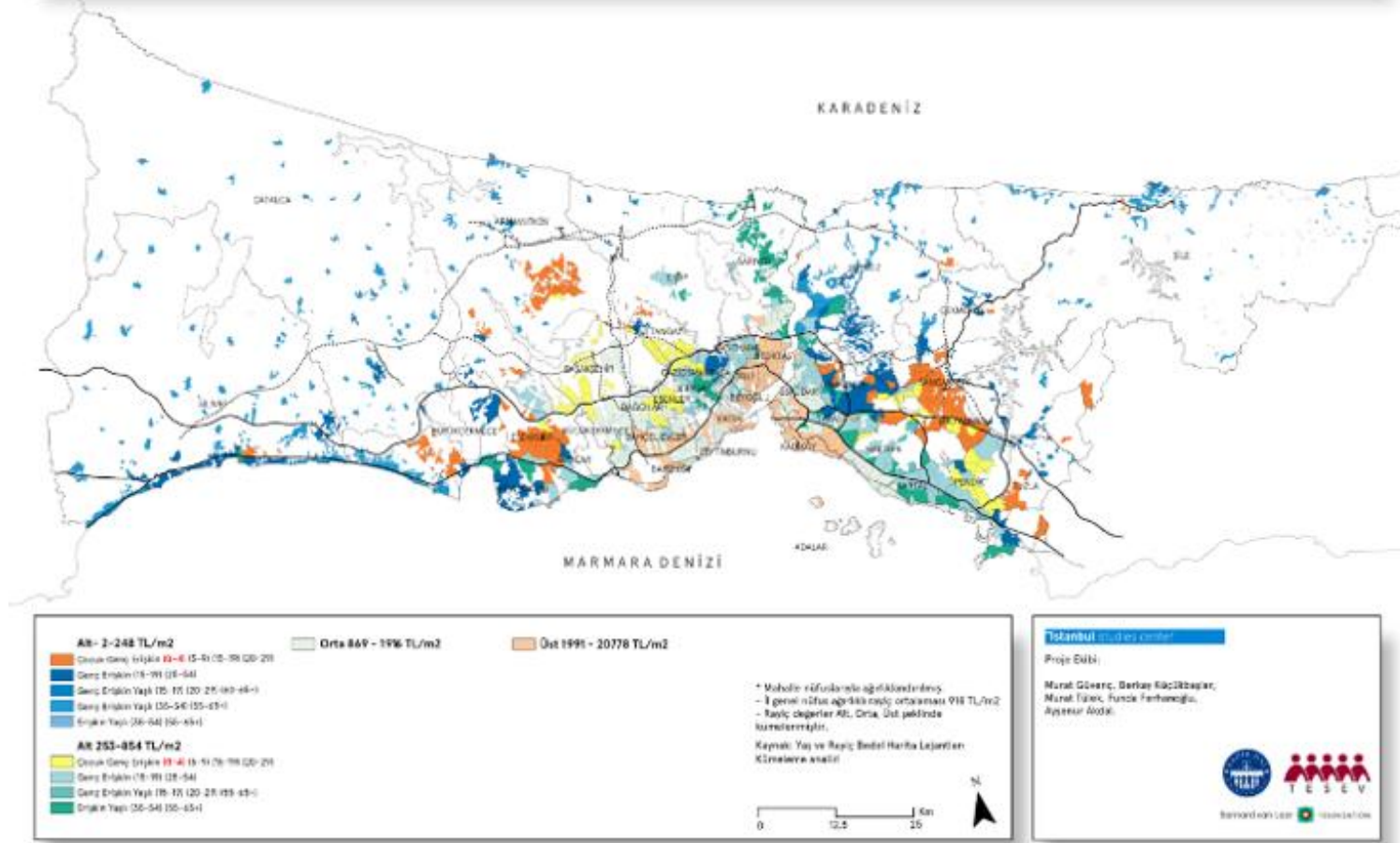
## São Paulo





# İSTANBUL TOPLUMSAL COĞRAFYASI 2015

## İSTANBUL MAHALLELERİ: YAŞ VE RAYİÇ\* BEDEL İTİBARIYLA KATMANLAŞTIRMA







## 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			





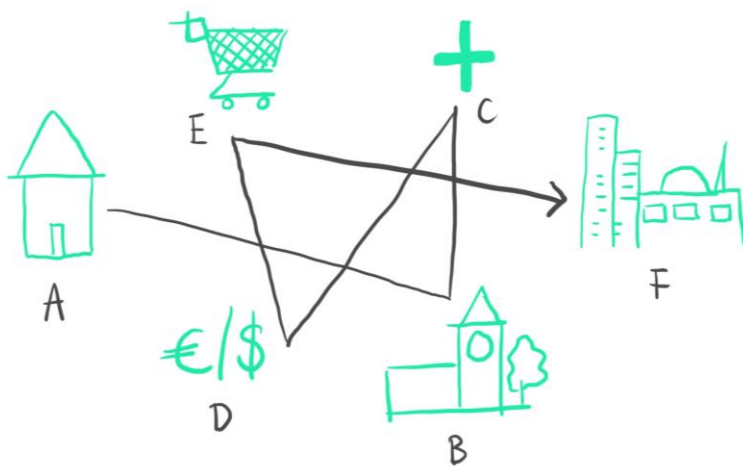
## 2. Como promover proximidade?



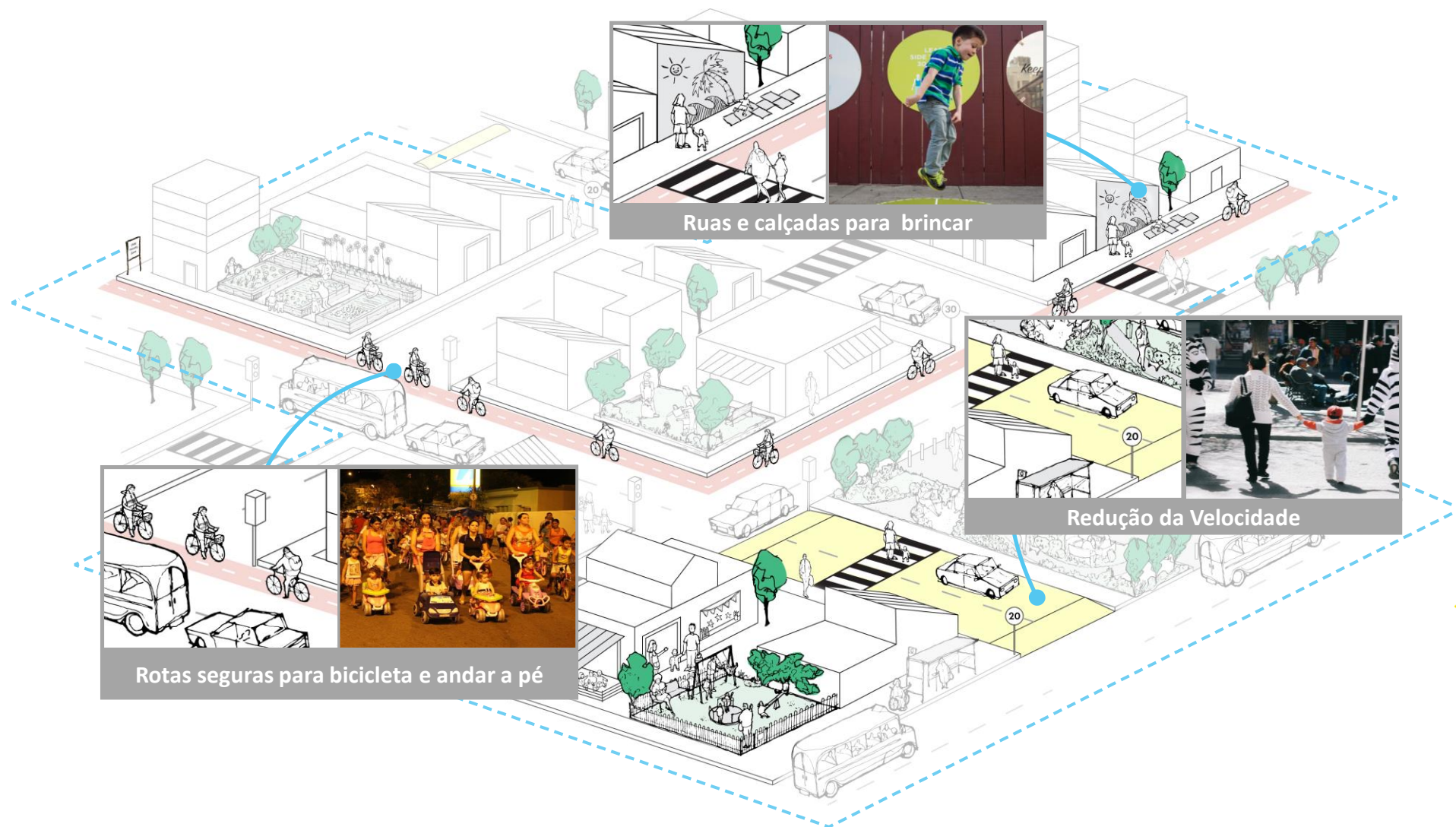
Percurso sem  
Filhos



Percurso com  
filhos







Ruas e calçadas para brincar

Redução da Velocidade

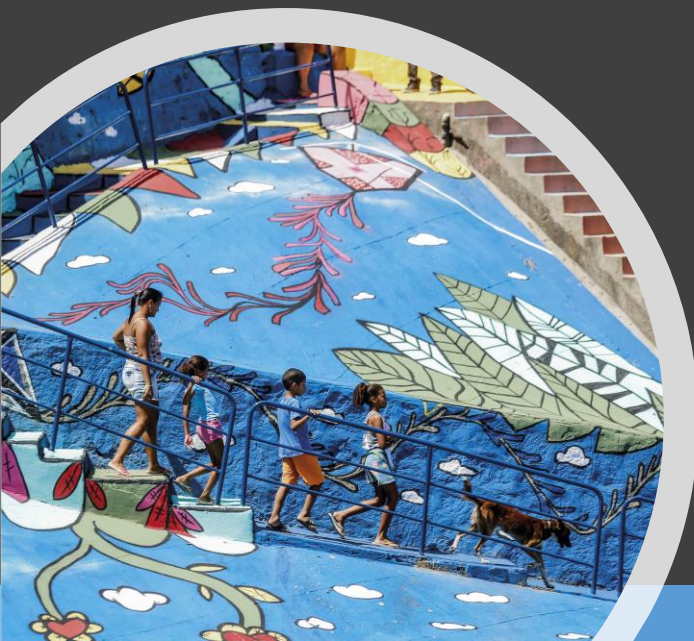
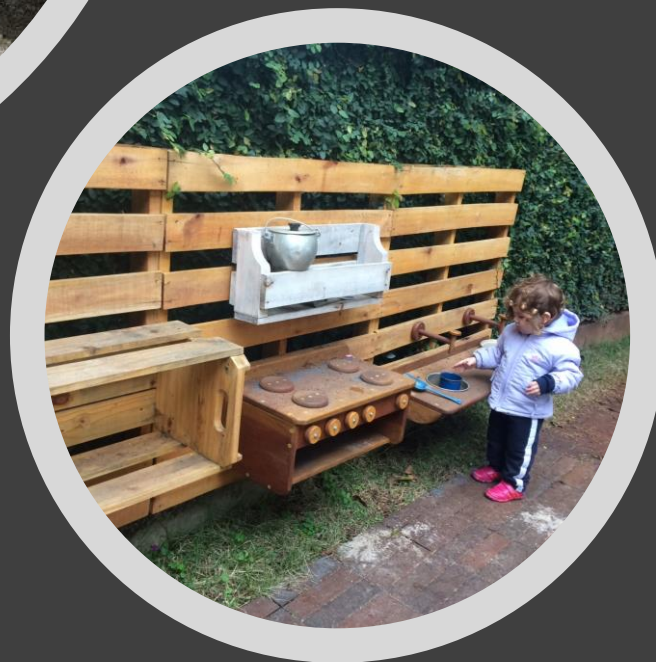
Rotas seguras para bicicleta e andar a pé







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



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van Leer  
FOUNDATION











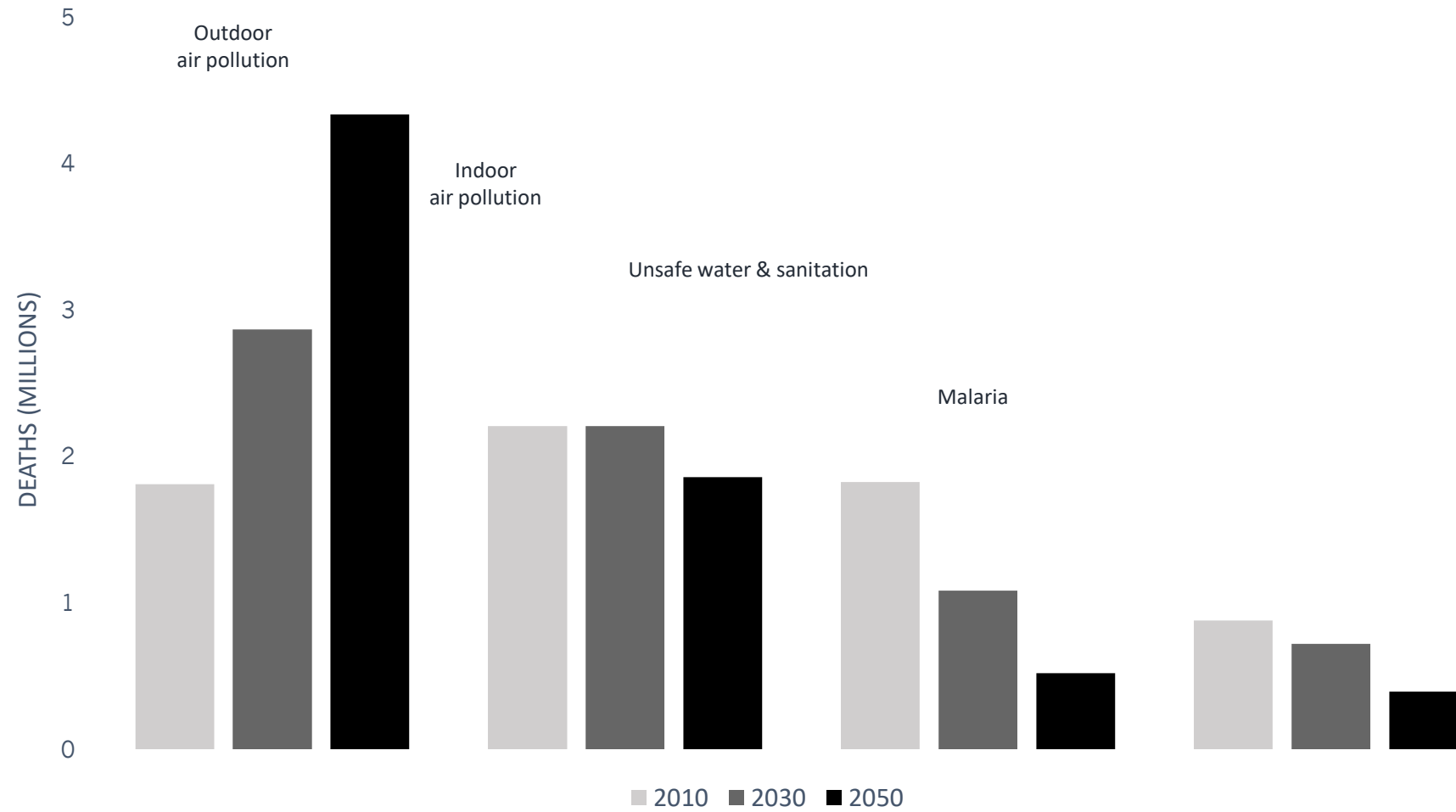
If you could see London's air, you'd want to clean it too.

The Mayor has introduced a £10 T-Charge for older more polluting vehicles driving in central London. It's part of his bold plan to clean up London's toxic air. Find out what else he's doing at [london.gov.uk/cleanair](http://london.gov.uk/cleanair)

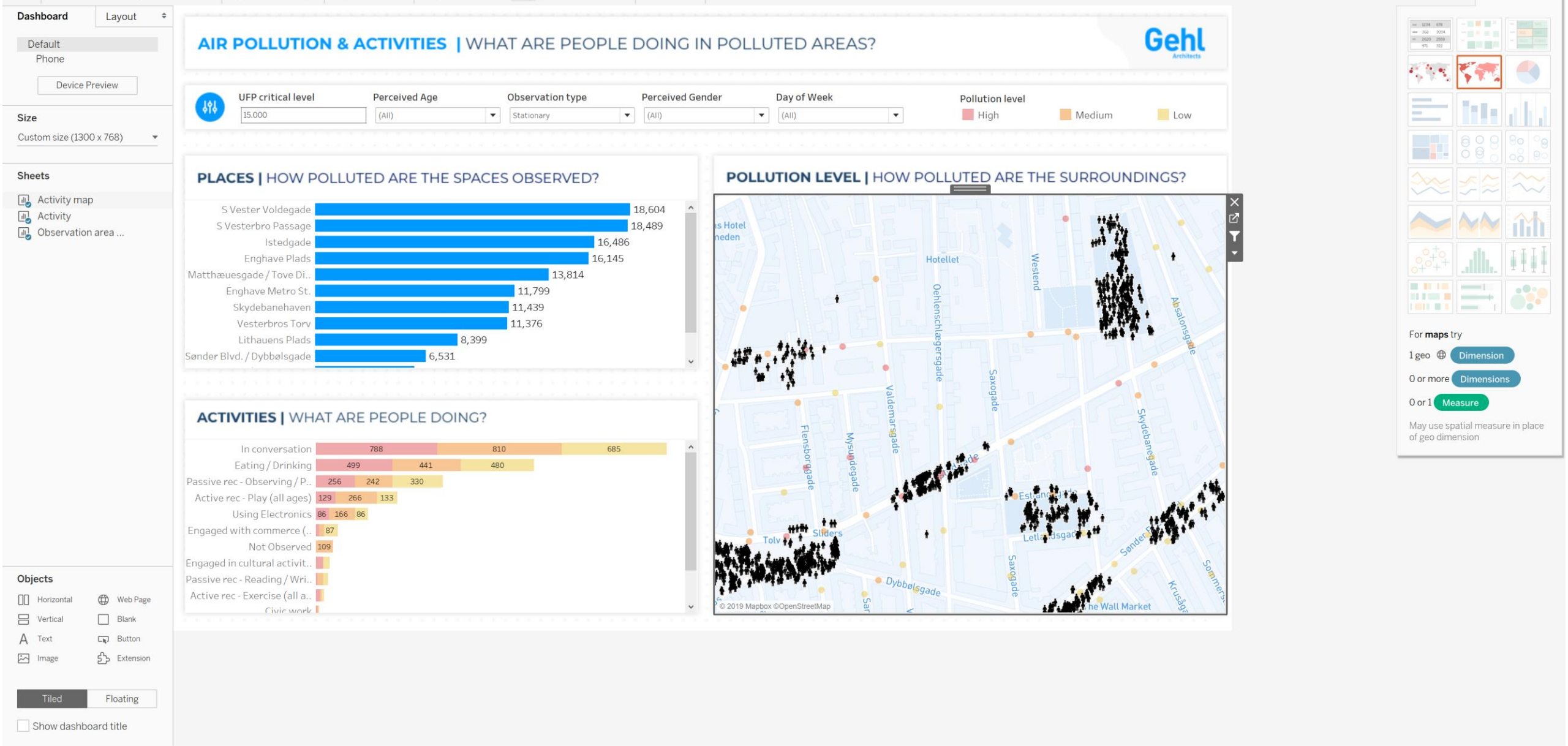
#CleanAir MAYOR OF LONDON







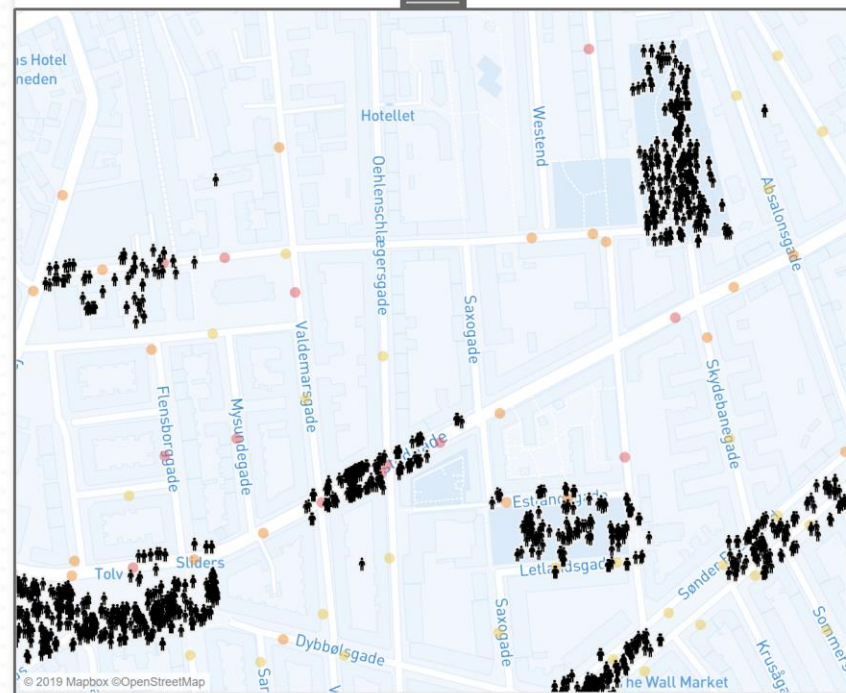
Source: OECD, Lancet Commission



Pollution level

High Medium Low

### POLLUTION LEVEL | HOW POLLUTED ARE THE SURROUNDINGS?



Activity	2013	2014	2015
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			

For **maps** try

1 geo  Dimension0 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.**



0 – 6 year olds  
passing per day\*



\*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

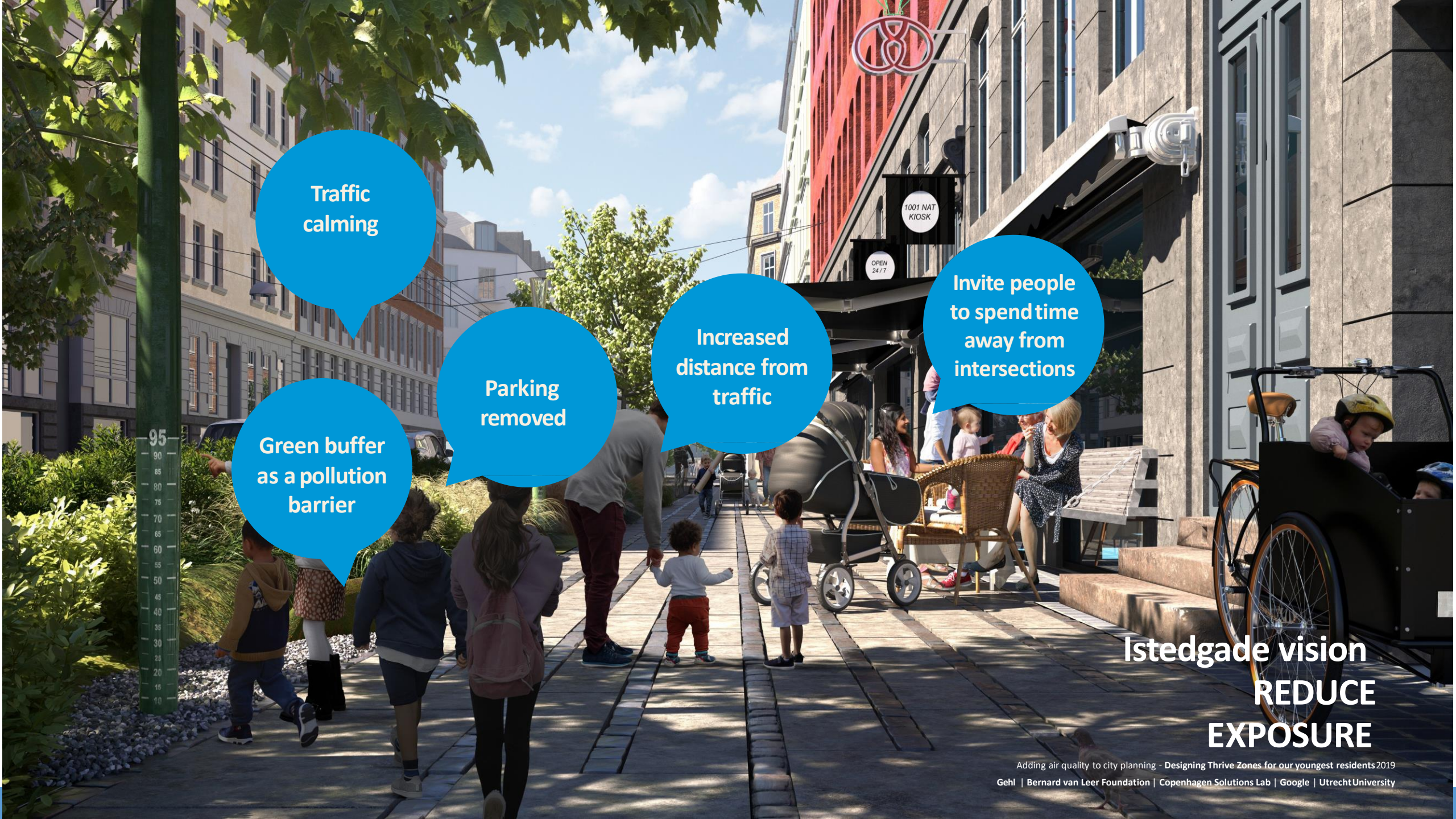
exposure to air pollution where  
small children spend time



Designing Thrive Zones for our youngest residents 2019

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





Traffic  
calming

Green buffer  
as a pollution  
barrier

Parking  
removed

Increased  
distance from  
traffic

Invite people  
to spend time  
away from  
intersections

Istedgade vision  
**REDUCE  
EXPOSURE**





# Invite

Small children to spend time  
where the air quality is better



Designing Thrive Zones for our youngest residents 2019

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



# Absalonsgade vision

## INVITE PEOPLE

Added  
greenery

Visual  
signals

Narrower  
road widths

Public  
Seating

Wider  
sidewalks

Green  
buffer

Separated  
bike lanes



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



Parques e Jardins



Áreas para pedestres



Pracinhas









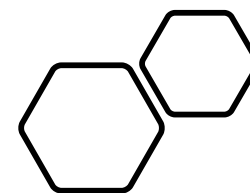




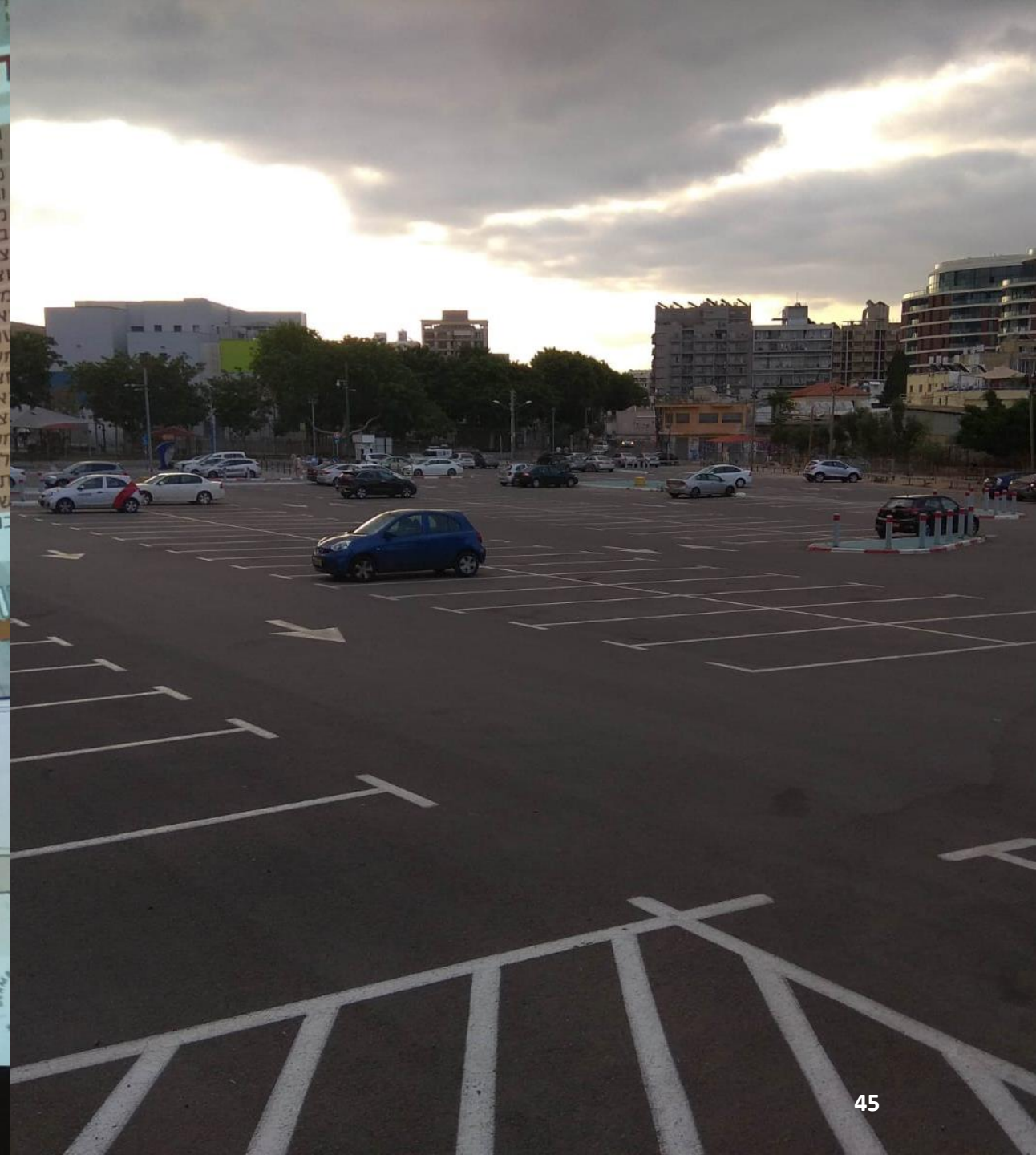
Ruas Fechadas



Avenida Paulista // Praça Central Boa Vista















# Espaços próximos de lazer

Elementos Naturais





## Elementos Naturais







# Espaços Urbanos Saudáveis



Reduz carros



Interações sociais



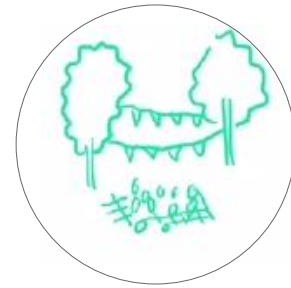
Caminhabilidade  
e bicicleta



Acolhedora e  
Inclusive



Conecção  
com a  
Natureza



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?







Obrigada!