

geração que MOVE

Policy Brief

Identification of best practices in projects and public policies for road safety and safe urban mobility in Brazil with a focus on children and adolescents.

September 2023

Initiative


unicef
for every child

Strategic
Partnership

 foundation
abertis

Expert advice

 FRE
STA
Espaço,
Mobilidade e
Sustentabilidade

Datasheet

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Summary

Introduction	3
Executive Summary	4
Introduction and Context	7
The research process	11
Best practices found in Brazil and main challenges faced	12
Recommendations for successful initiatives	22

Introduction

For Laís, who is 19 years old and has a 1-year-old daughter, saying, in a job interview in the center of Rio de Janeiro, that she lives in Pavuna, in the North Zone, is a “trap”, because “nobody wants to hire someone who needs to pay the most expensive ticket”. For Renato, who is 17 and lives in Cidade Tiradentes, on the east side of São Paulo, the dilemma is similar: who wants to hire a young apprentice who “comes to work tired”, after spending more than an hour in transport to get to work? Helena, 16 years old, also lives in Cidade Tiradentes, and dropped out of a night course, in downtown, after, twice in the same week, missing the last bus and having to walk 40 minutes to her house at night. “I didn’t feel safe,” she says. André, who lives on the same street as Laís in Pavuna, is 15 years old, and has already been stopped and searched by the police “ten times” on the way between the bus stop where he got off getting back from school and his house, “and every time they keep calling me the *N word*, slapping me on the head”, he says to explain why he changed schools. “I came home pissed every time, I even cried from embarrassment”.

Pavuna and Cidade Tiradentes are the region and district of the cities of Rio de Janeiro and São Paulo, respectively, in which UNICEF and the city halls of the two municipalities implement #AgendaCidadeUNICEF, a multisectoral action initiative to guarantee the rights of children and adolescents, with a special focus on protection against multiple forms of violence.

The stories of Laís, Renato, Helena, and André (their names are pseudonyms) were told in workshops in which UNICEF and partner organizations spoke to teenagers and young people to learn about the experience of living in these territories. They came up when we were talking about priority themes on the #Agenda: access to education, training opportunities and decent work, protection against violence, and mental health. For them, and for several other participants, all these themes are intertwined with the theme of urban mobility and safe access to the city.

Chosen because they are territories with indicators indicating many violations of the rights of children and adolescents, Pavuna and Cidade Tiradentes are also territories bordering the metropolises of which they are part (the two territories share borders with other municipalities) and, in both cases, they are territories in which barriers to access to mobility are obvious: the average travel time for those who live in Cidade Tiradentes is one hour and nine minutes in the morning, the second longest in the entire city of São Paulo; internal transportation in Pavuna is seriously hampered by the lack of local transport, and transport to other regions of Rio depends on the most expensive mode in the city (the metro).

The fact is that guaranteeing the rights of those who live in these peripheral territories of large urban centers necessarily involves guaranteeing the right to the city and to move safely through it. With this in mind, UNICEF develops *Geração que Move* (Generation that Moves), an initiative linked to #AgendaCidadeUNICEF that promotes the engagement of adolescents and young people and mobilization of key actors in municipalities and territories on the topics of access to safe mobility.

This policy brief is part of this effort – an analysis of best practices in projects and public policies for safe urban mobility in Brazil with a focus on children and adolescents to support the construction of solutions that can guarantee them access to all services, rights, and possibilities that the cities they live in can provide.

Executive summary

Context

Despite being a widely recognized right, the safe mobility of children, young people and adolescents today constitutes a real challenge for Brazilian cities, especially in large urban centers. In the various daily journeys - whether for school routine, leisure, work, or even for access to basic public health services - this population group is one of those that has suffered most due to exposure to the risks of traffic accidents, violence in the public space, in addition to the effects of pollution on your health.

In recognition of the urgency of the topic, the discussion has also been included in global agendas, such as the commitments of the “Decades of Action for Road Safety” proposed by the UN, in which Brazil is among the signatories. Furthermore, the issue is aligned with the Sustainable Development Goals (SDGs), especially goal 11 target 11.2, which calls for ensuring access to safe, affordable and sustainable transport for all people.

Although recent statistics still reinforce the fragility of the issue, some actions have been implemented in the Brazilian context in recent years, demonstrating an important effort to try to reverse or, at least, alleviate this bleak picture of negative developments for child and youth development. In this sense, the Policy Brief's proposal is to find, in the practices already implemented, ways that make Brazilian soil even more fertile for innovative initiatives. With this, solutions and measures are listed to be used by different people, sectors, and institutions, aiming to encourage and inspire those who want to advance the issue.

To build the Policy Brief's recommendations, it was first necessary to understand how the main policies aimed at children, adolescents and young people have been constructed in Brazil and, in parallel, how the mobility of this group has been addressed in different spheres of public power. From a broad mapping, followed by an in-depth analysis of some highlighted initiatives, it was possible to diagnose what really happens in practice in projects focused on this topic, understanding not only the main challenges but also the main strategies used to overcome them.

In this way, it is clear that despite the obstacles, it is possible to co-construct solutions – based on our Brazilian reality – with the potential to bring great impacts in guaranteeing safe mobility as a fundamental right of children, adolescents, and young people.

Central questions

The conditions and challenges of mobility in Brazil today

Mobility in Brazil still prioritizes a highway model in most of its cities and urban centers. As a result, the country experiences high rates of traffic mortality, which is one of the main causes of death among children, adolescents and young people. In addition to public space often being uncomfortable and accessible - especially for pedestrians and cyclists - this scenario is further aggravated by the risks of urban violence.

In this scenario, adolescents and young people from the periphery suffer twice as much: in addition to generally living in areas with a greater lack of services, equipment or even any qualitative treatment of physical space (sidewalks, asphalted streets, squares, etc.), they end up having the need to travel long distances to access opportunities and carry out their daily activities. As a result, they become even more vulnerable to risks, dependence on public transport, which is often expensive and precarious, in addition to the time of exposure to pollution and, consequently, the risks of respiratory diseases and mental illness.

How have we progressed to face the problem

Brazil already has a consolidated legal framework aimed at both sustainable and inclusive mobility and guaranteeing the rights of children and adolescents. At the federal level, the Child and Adolescent Statute (ECA), and the National Urban Mobility Policy (PNMU), in addition to other policies and programs especially aimed at early childhood, have strongly contributed to supporting actions and projects at other levels of the public Power. In addition to building legal bases, these instruments demonstrate that, despite still being far from the ideal objective, there is a country's commitment to the issue, being aligned with important global benchmarks (such as the Convention on the Rights of the Child, the 2030 Agenda, Climate and the New Urban Agenda), a factor that has also facilitated the attraction of foreign investment for local Brazilian initiatives.

At the state level, what is observed is a more limited action, primarily focused on the legislative field and focused on public transport, especially access, through the tariff issue. Less than half of Brazilian states offer some type of free, discount or facility for adolescents and young people, while those that have this type of policy mostly restrict it to travel for educational purposes, ignoring other important needs and demands for integral development, in this age group.

On the other hand, Brazil has been making significant progress on a local scale, in initiatives articulated by municipalities: the mapping carried out revealed 34 actions, distributed among the five Brazilian regions, with a greater concentration in the southeast and northeast regions. Selected based on criteria such as emphasis and impact on the mobility of children and adolescents, in addition to being primarily linked to the actions of public authorities, five main categories of approach were identified in the projects: (1) requalification of urban space, (2) neighborhood plans, (3) school routes, (4) public transport and (5) urban mobility, leisure and education. Observing best practices in more depth, methodologies, project strategies and varied forms of articulation were then found to face the challenges that were revealed throughout the action taken.

Recommendations

Based on a systematic analysis of available materials on mapped best practices, it is possible to distinguish the main (i) steps for building a project and (ii) contributions and strategies for each actor involved from their perspective and capacity to action.

The main steps for building a project

1. **Political will and support from the public sector:** initiatives supported by government officials tend to achieve better results.
2. **Identification of the main issues:** essential to be more efficient in building a project.
3. **Design of proposals and solutions:** important active listening and participation of all people involved and impacted; and define how the approach and design of solutions will be.

4. **Guarantee of financial resources:** they must be sufficient to guarantee all stages of the project.
5. **Coordination between actors and sectors for integrated action:** the more plural the initiative, the broader its impacts and its contribution to guaranteeing rights.
6. **Continuity and monitoring over time:** benefits need to be maintained over time and strategies for monitoring results are necessary.
7. **Multiplication of actions in the territory:** when results are best, best practices open windows of opportunity for new actions.

Contribution and strategies for each actor involved

Civil society – community leaders, residents, and activists: act in participatory forums to dialogue with public authorities; push for the creation of regulations, establish councils/committees; seek support and training; participate and disseminate information about the actions; require the inclusion of projects in planning instruments and clearly assign responsibilities to each person involved.

Institutes | Private organizations or third sector | universities: support and provide strategic data; support the coordination of the different sectors involved; make materials available that make technical language more accessible to the population; raise awareness, train and guide public authorities and the population regarding possible paths; finance initiatives, programs and studies and contribute to the documentation and monitoring of projects.

Public authorities – managers, technicians and legislative agents: seek existing budgets to frame projects; regulate and incorporate programs into planning instruments; approach the initiative as part of a broader, intersectoral policy; allocate qualified technical staff; adopt participatory methodologies for actively listening to the population - with special attention to children, adolescents and young people; seek partners from the private sector, multilateral and international institutions and promote coordination between different public sector bodies and these actors; maintain a database to monitor projects and support new interventions.

Introduction and context

Mobility is a right for the entire Brazilian population, guaranteed by the Federal Constitution. At a time when cities are facing major socio-environmental challenges, sustainable and safe urban mobility becomes an important pillar for national and international agendas, mainly due to its transversal nature that allows the association of different intersectionality, such as economic, cultural, racial, age range, gender, and accessibility issues, in favor of reducing inequalities that mark the territory and society. Furthermore, when we talk about children and adolescents, urban mobility dialogues with the right to health, education, and leisure, among others guaranteed by the Child and Adolescent Statute (Law n° 8,069/1990) and other policies and regulations that will be addressed in this material.

In Brazil, despite the broad legal framework that marks urban mobility and the protection of the rights of children and adolescents, it is still a challenge to transform the guidelines into practical actions and meet the goals established in international agreements to which the country is committed, the which present ways to improve quality of life and public and road safety. This fact becomes even more explicit if we observe the high rates of deaths of children and adolescents in traffic, where, among deaths due to external causes, traffic accidents constitute the second main reason for mortality of people between 0 and 24 years old, according to [data 2021 of Datasus](#).

Furthermore, when talking about air quality and the concentration of atmospheric pollutants, we consider that the time a person spends in traffic is when they are most exposed to pollution, and in São Paulo, for example, the [pollutants are mostly emissions. of vehicular sources](#)¹. Therefore, [there is a greater health risk for people living in peripheral regions](#)² since this population has major mobility challenges, with greater travel and more time in traffic to access public facilities, and basic services and carry out their work routines, study, etc. Added to this, [São Paulo's Inequality Map 2022](#)³ indicates that the outskirts are blacker and younger, which highlights who are the people most affected by urban growth and the current car-centric model.

Given the vulnerability of these groups, the difficulties in locomotion and displacement dynamics that are not properly considered in urban development and mobility plans, it is urgent to discuss a more sustainable, safe and inclusive mobility system. Furthermore, the impasses and challenges that exist for children and adolescents extend to other groups in vulnerable situations, such as the peripheral black population, resulting in socio-spatial exclusion, which can be aggravated by economic aspects that limit access to transport and prevent them from exercising their right to the city.

However, best practices are being adopted in the country to face the impacts and challenges of road safety and urban mobility in the lives of children, adolescents and young people. This Policy Brief presents the mapped public initiatives, the main themes addressed, the bottlenecks and challenges faced, the solutions adopted and the lessons learned. Finally, we present the fundamental elements for the construction of similar policies and actions, recommendations for different actors (public, private sector, community leaders, third sector, etc.) and, thus, possible paths for replicability.

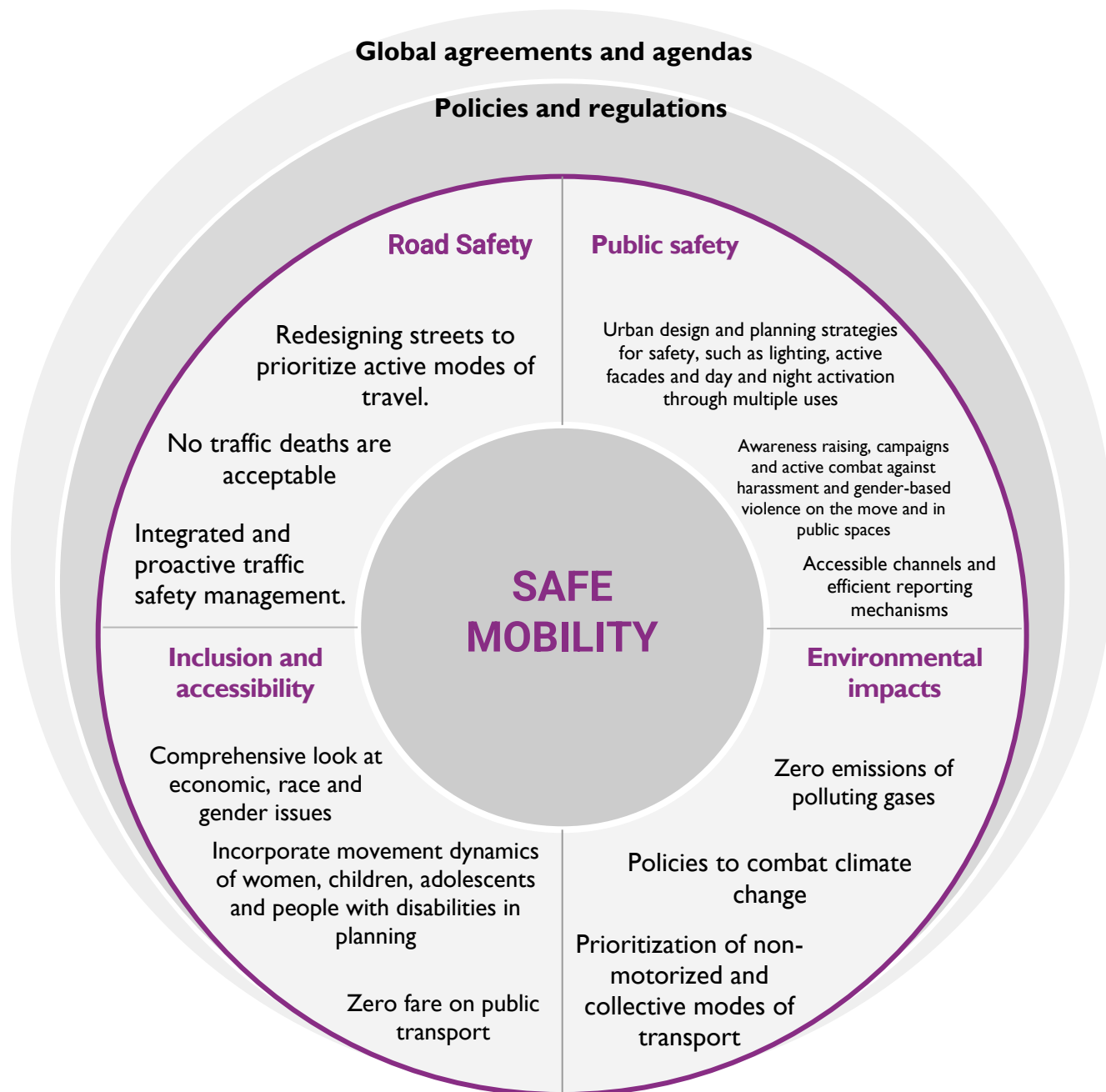
¹ Source: Air Quality in the State of São Paulo 2022 - CETESB (2023). Available in: <https://cetesb.sp.gov.br/ar/wp-content/uploads/sites/28/2023/07/Relatorio-de-Qualidade-do-Ar-no-Estado-de-Sao-Paulo-2022.pdf>

² Source: Air pollution is a byproduct of inequality policies, says Paulo Saldiva - WRI (2020) <https://www.wribrasil.org.br/noticias/poluicao-do-ar-e-um-subproduto-das-politicas-de-desigualdade-diz-paulo-saldiva>

³ Source: Inequality Map - Rede Nossa São Paulo (2022) https://www.nossasaopaulo.org.br/wp-content/uploads/2022/11/Mapa-da-Desigualdade-2022_Mapas.pdf

Why talk about safe mobility?

A safe urban mobility system directly influences other political and social layers, since its impacts affect public health, individual health and well-being, air quality, the environment and access and rights to the city. In this way, urban mobility policy must be seen from a systemic, intersectoral and multi-agent perspective, in order to build truly safe cities, prioritizing people's safety and, thus, guaranteeing the right to life.



Why talk about safe mobility for children, adolescents and young people?

- Daily travel as a boost for integral development and learning processes
- Insertion of children, adolescents and young people into the city.
- Promotion of outdoor activities, breaking the habits of staying indoors, as a stimulus to physical, mental and social health.
- Autonomy to come and go, opportunity to occupy urban spaces, access public facilities and, particularly for teenagers and young people, access to culture, leisure, education, training and socio-productive inclusion.
- Exploration of determining aspects and themes inseparable from urban mobility, which lead to situations of different types of violence, such as physical and sexual, which especially affect black women, residents of the most vulnerable territories.

What are the global agendas that relate to the topic?

In the international context, there are important global agendas that dialogue with sustainable and safe urban mobility. By approaching mobility as a transversal policy, it is possible to discuss the topic from different perspectives, such as from policies to combat the climate emergency and its impacts or from health and well-being premises, since urban mobility is also a public health issue.

This makes it possible to connect mobility, health, education, security policies, among others that support urban development, in order to guarantee the reduction of socioeconomic inequalities, gender equity, racial, sexual and cultural diversity, urban spaces healthy and accessible, in addition to the inclusion and participation of the entire population through active citizenship. Likewise, improving the living conditions of children, adolescents and young people is the subject of international agreements and commitments, recognizing important aspects for guaranteeing the right to life, inclusion and access, in addition to effective participation in matters that concern them.

2030 Agenda - 17 Sustainable Development Goals (SDGs) focusing on human rights and in favor of healthier, sustainable, and resilient cities

New Urban Agenda - Right to the city in an integrated way and with a focus on quality of life, incorporating the commitments of the 2030 Agenda for Sustainable Development

Climate agenda - Policies to combat the climate emergency and its impacts, aiming to reduce emissions

Decades of Action for Traffic Safety | 1st: 2011-2020 and 2nd: 2021-2030 - Indicates the goal of preventing at least 50% of deaths and injuries in traffic, with emphasis on improving the safety of active modes of travel and public transport

Vision Zero - No death in traffic is acceptable and it is believed that it is possible to eliminate serious injuries and deaths that occur in traffic, whose approach is supported by the prioritization of active mobility and collective public transport

Convention on the Rights of the Child - Instrument that provides for the protection and care, full development, health and improvement of children's living conditions, including the reduction of child mortality

Child Friendly Cities Initiative – UNICEF - Promotion of safe and welcoming cities that provide access to basic programs and services, based on coordination between municipal governments, civil society, the private sector, academia and children themselves

Some national and international milestones deserve to be highlighted because they form the basis for the construction of public policies aimed at safe urban mobility for children, young people and adolescents, and because they offer guidelines for the implementation of actions at the local level, as presented in the timeline.

Timeline with key milestones

- 1988 - Federal Constitution of 1988
- 1989 - Convention on the Rights of the Child 🌱
- 1990 - Child and Adolescent Statute (ECA) 🌱
- 1992 - United Nations Conference on Environment and Development (Eco-92)
- 1997 - Brazilian Traffic Code
- 2001 - City Statute
- 2003 - Creation of the Ministry of Cities
- 2009 - National Policy on Climate Change (PNMC)
- 2011-2020 - 1st Decade of Action for Traffic Safety
- 2012 - National Urban Mobility Policy (PNMU)
- 2013 - June Journeys
- 2013 - CONANDA Resolution No. 159 🌱
- 2013 - Youth Statute 🌱
- 2015 - 2030 Agenda
- 2015 - Paris Agreement
- 2015 - Statute of the Metropolis
- 2015 - Statute of Persons with Disabilities
- 2015 - Constitutional Amendment n° 90
- 2016 - New Urban Agenda
- 2016 - Early Childhood Legal Framework 🌱
- 2018 - National Plan to Reduce Traffic Deaths and Injuries (PNATRANS) 2021-
- 2030 - 2nd Decade of Action for Traffic Safety

Subtitle:

national milestones

international milestones

🌱 🌱 milestones aimed at children and teenagers

How to use this Policy Brief?

This Policy Brief aims to stimulate and guide actions in favor of urban mobility for children, adolescents and young people with a focus on safety, accessibility and reduction of socio-spatial inequalities, presenting possible ways to identify challenges in territories and different strategies for each context, as well as opportunities for action by different actors.

Therefore, the content is structured into three sections, detailed in the [link available via the QR code](#), in order to guide the reading of the material and guide the reader in recognizing similarities with their territory and adapting strategies, based on the most relevant aspects and points of attention in each topic covered.

The research process

The research was carried out in four main stages, each adopting specific methods to build the necessary knowledge of the topic. These steps were also fundamental to establish objective criteria and indicators to guide the evaluation of best practices and the elaboration of recommendations.

Mapping Best Practices

✓ Literature Background

Initial research on projects in Brazil using sources such as:

- News in reliable media outlets
- Theses and dissertations
- Consultations with people with practical experience in the topic
- Mapping of public policies and best practices in safe mobility carried out by Corrida Amiga Institute

✓ Mapping initiatives at different scales

Identification of policies, laws, programs, plans and projects with a direct contribution to the mobility of children and adolescents, at the three levels of public power:

- Federal
- State
- Municipal (local)

Identification and characterization of approaches

✓ Deepening the municipal/local scale

From the initial survey, and understanding of the role of each sphere of public power, it was necessary to provide greater detail on the actions at the local scale, as they are of greater variety and complexity.

✓ Identification of topics covered

Municipal (local) initiatives were grouped by major themes, considering their main characteristics, including the nature of the intervention and the main issues that the project tried to resolve or improve.

✓ Selection of exemplary cases

With a wide variety of projects and actions, it was necessary to select the most emblematic cases of each theme to better understand the action strategies and their main challenges. At this point, some criteria were used, which will be explained later.

Understanding contexts and challenges

✓ Identification of key enablers

For each in-depth initiative, the conditions and agents that boosted its development were highlighted, whether public, private, or civil society itself.

✓ Identification of the main difficulties faced

Depending on the themes/types of actions, the main barriers encountered and the mechanisms used to overcome them were identified in the initiatives, as points of attention for the execution of similar projects.

✓ Topics not yet covered

Based on other studies and works that talk about the demands of children, young people and adolescents in relation to their mobility difficulties, issues that still require specific actions or greater public policy action were also understood.

Building recommendations

✓ List of essential elements

From the initiatives studied, it was identified which elements are essential in the development of best practices and which agents can best contribute to their construction.

✓ Priority aspects

Considering the results obtained and the impacts perceived from the implementation of best practices, aspects of greater weight for the success of the initiatives were identified, contributing to the identification of priorities for similar actions.

To select exemplary cases on each topic ([access the QR code for more information about the selection criteria](#)), we observed how each initiative met some basic criteria, which proved to be most relevant in providing greater impact on the mobility of children, adolescents, and young people. These criteria were established based on indications found in the main sustainable mobility studies, the technical team's knowledge on the topic and the priorities indicated by this population in other works and surveys. Furthermore, they are also aligned with global agendas, such as the **Guidelines for Sustainable Development (SDG)** and Brazilian guidelines regarding the rights of children and adolescents (**Statute of Children and Adolescents - ECA**) and

urban mobility (**National Policy on Urban Mobility - PNMU**). More details about the criteria can be found on the link available via QR code.

Therefore, this approach also contributed to the following steps, especially in the construction of recommendations. Along with the developments observed in the areas that implemented the reference projects, these questions pointed to the construction of the indicators used.

Best practices found in Brazil and main challenges faced

General overview - Federal, State and Local

The urban mobility system in most Brazilian cities, supported by urban planning that prioritizes individual motorized transport, reinforces class, gender and racial inequalities that are accentuated by perspectives of age and physical conditions. Children, adolescents and young people face major challenges in accessing transport and the opportunities offered, that is, obstacles to exercising their right to the city.

Medium and high-capacity transport infrastructures have low population coverage in Brazilian metropolitan regions, according to the results of the PNT (people near transit), an indicator that measures the percentage of people living within one kilometer of actual walking distance to a medium or high capacity public transport station, such as train, subway, BRT and VLT.

The metropolitan region of Rio de Janeiro has 20% of its population close to a station and the metropolitan region of São Paulo only 13%⁴.

Furthermore, the walking mobility network also presents challenges that draw attention, these are determining factors in the movement of children, adolescents and young people, such as the distance to be covered, the quality and safety of urban space.

Considering the 20 largest Brazilian cities, around 1.3 million children between 0 and 5 years old need to walk more than 15 minutes to access a public preschool. Therefore, are travel safe and accessible?⁵

In Brazil, in 2021, 35 thousand people lost their lives in traffic accidents ⁶, this is the biggest cause of fatalities among children and young people between the ages of 5 and 29⁷. In the State of São Paulo, also in 2021, more than 1,600 deaths of children and young people in this age group were recorded, while in the State of Rio de Janeiro almost 600 were recorded⁸.

In the city of São Paulo, between 2013 and 2017, 178 fatalities involving children under 18 occurred within a 150-meter radius of schools, which represents 38% of the total deaths of children and adolescents in this period⁹.

In view of this, initiatives are emerging that highlight efforts being made in Brazil to transform this scenario and promote sustainable and safe urban mobility, which are supported by a legal framework in line with international guidelines and agreements that aim for the sustainable development of cities.

⁴ Source: MobilIDADOS. Available in: <https://mobilidados.org.br/>

⁵ Source: Bulletin #7 Inclusive Cities and access to schools. MobilIDADOS in focus. (2020). Available in: <https://itdpbrasil.org/boletim-7-mobilidados-cidades-inclusivas-e-acesso-as-escolas/>

⁶ Source: MS/SVS/CGIAE - Mortality Information System - YES. Available in: <http://tabnet.datasus.gov.br/cgi/deftohtm.exe?sim/cnv/obt10uf.def>

⁷ Source: OPAS, OMS. Available in: <https://www.paho.org/pt/topicos/seguranca-no-transito>

⁸ Source: MS/SVS/CGIAE - Mortality Information System - YES. Available in: <http://tabnet.datasus.gov.br/cgi/deftohtm.exe?sim/cnv/obt10uf.def>

⁹ Source: Safe Life - Road Safety Plan of the Municipality of São Paulo (2019). Available in:

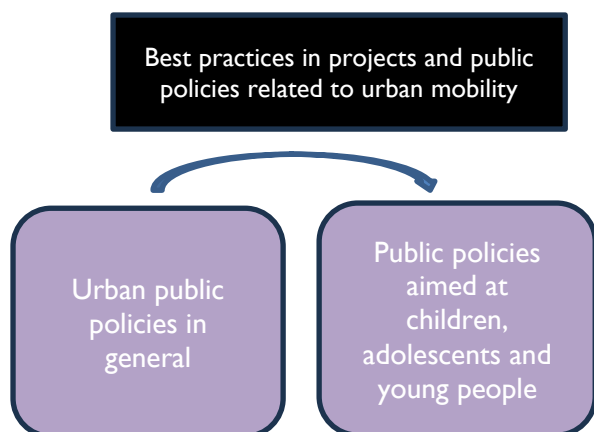
https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/chamadas/plano_de_segurana_viaria_pmisp_2019_web_1558984227.pdf

Many of these actions are already showing best results, being references for tackling the impacts and challenges of road safety and urban mobility. The mapped best practices are presented below, composing the current panorama of initiatives in Brazil.

Scale	Number of best practices	Comments
Federal	22	Initiatives with a guiding meaning for local action, to direct the agenda in terms of priority
State	12	Mostly related to the issue of fares in public transport, in addition to the emphasis on guaranteeing access to education
Municipal	34	Greater volume of projects aimed at requalifying public space and improving access to public transport, and the main contribution is linked to urban redesign

Table 1: Initiatives mapped by scale (federal, state and municipal)

What are the public policies that guide initiatives in the country?



At the federal level, there are laws, regulatory standards and plans that make up public policies directly or indirectly related to urban mobility, considered best practices. What can be seen on this scale are initiatives with a guiding meaning for local action, fundamental for the identification of children, adolescents and young people as strategic groups in the construction of public policies and urban planning, ensuring safe travel and the prioritization of non-motorized transport and collectives in cities, as well as the right to the city and democratic management, and the right to come, go and be.

<p>How: Child Status and Teenager (Law No. 8,069/1990)</p> <p>Youth Statute (Law No. 12,852/2013)</p> <p>Early Childhood Milestone (Law No. 13,257/2016)</p>	<p>Existing public policies in Brazil that permeate the right to the city and the rights of children, young people and adolescents, if aligned with the premises of the global agendas mentioned above, lead to an effective path towards the implementation of a sustainable and safe urban mobility system in the country for children, young people and adolescents, thus covering the entire population.</p>	<p>How: Federal Constitution of 1988</p> <p>City Statute (Law No. 10,257/2001)</p> <p>National Policy for Urban mobility (Law No. 12,587/2012)</p> <p>Statute of the Metropolis (Law No. 13,089/2015)</p>
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In addition to these milestones, it is worth highlighting the following initiatives as best federal practices: Reference booklet for the preparation of the Urban Mobility Plan (PlanMob) of 2015, from the Ministry of Cities, and [Proposed Amendment to the Constitution \(PEC\) n° 25/2023](#), which aims to create a universal and free public transport system.

What are the actions filed by the States?

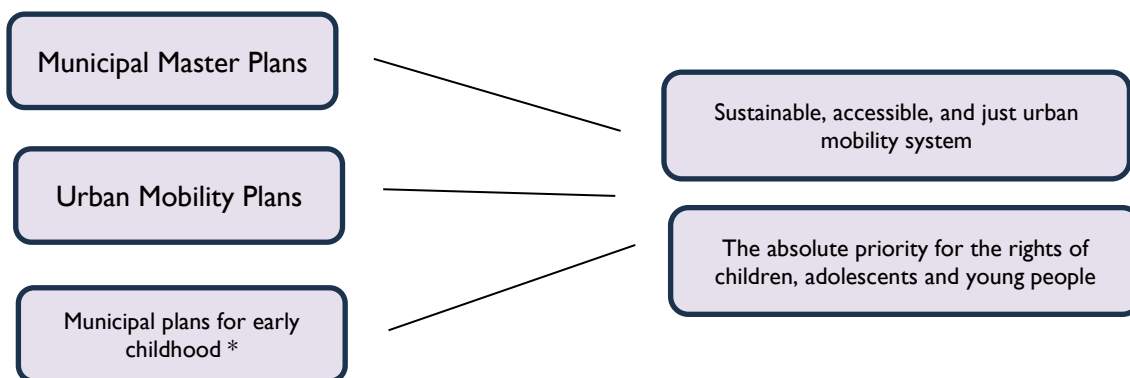
At the state level, the initiatives were mostly related to the issue of fares in public transport, in addition to the emphasis on guaranteeing access to education. Among the references for tariff policies are [State Law No. 15,692/2015](#) (public transport in the Metropolitan Regions of the State of São Paulo) and [State Law No. 3,339/1999](#) (intermunicipal urban public transport in the territory of the State of Rio de Janeiro).

Despite the breadth of state initiatives related to the issue of tariffs in public transport, it is noteworthy that there is still a gap in best urban mobility practices in the metropolitan area, mainly related to intermunicipal management in actions that promote sustainable urban development and improvements in the public transport network urban mobility from a systemic and integrated perspective.

What initiatives are happening in our cities?

At the local scale of action, best municipal practices consist of effective methodologies for practical application and transformation of the territory, with a greater volume of projects being identified aimed at requalifying public space and improving access to public transport. It can be stated that the main contribution of municipalities to urban mobility is linked to urban redesign, even if there are variations in the main intention of the action.

Guiding instruments



*public policies aimed at early childhood extend to the entire population

The instruments guiding best municipal practices have a great potential for physical and social impact when worked together in an intersectoral manner, involving different departments and public bodies of the Municipal Administration, Legislative Power, Judiciary, and civil society through a democratic and participatory process.



Map 1: Number of initiatives by location (municipalities)

Main themes and initiatives found in Brazilian cities

Among the best municipal practices mapped, five key themes were identified based on the typology of the projects analyzed.: **1.** Urban Requalification; **2.** Neighborhood plans; **3.** School routes; **4.** Public transportation; **5.** Urban mobility, leisure and education.

THEMATIC I

Redevelopment of public space

What is it? Specific urban intervention projects and redesign of public space, promoting more accessible and safer areas, including tactical urbanism actions (temporary or permanent)

Highlights Great impact on road safety with the reduction in car speeds and improvement in urban environmental quality (a more welcoming, safe, playful and attractive city)

Best practices mapped [Early Childhood Pathways](#) | Boa Vista-RR

Interventions on access routes to public facilities frequented by children, such as health, social assistance and education units, with an emphasis on reducing cases of vulnerability

[Complete Streets](#) | Porto Alegre-RS

Street with intense nighttime use, but little daytime vitality. Close to the UFRGS central campus, a school in the region and is part of the Pedestrian Tourist Route, in addition to crossing three Areas of Cultural Interest. Drivers were speeding above the permitted limit and there were no safe spaces for pedestrians, resulting in a high rate of pedestrian collisions at night.

THEMATIC 2

Neighborhood plans

What is it? Projetos de transformação urbana em caráter mais abrangente - escala de bairro - abordando a mobilidade urbana como temática transversal

Highlights Engajamento popular e criação de metodologias dos processos participativos que podem ser replicadas em outros bairros

Best practices mapped **[Novo Horizonte Neighborhood Plan and region](#)** | Jundiaí-SP
Region characterized by a very low demographic density, with the existence of sub-housing buildings, various public facilities and a socially vulnerable population

[Mais Vida nos Morros \(More Life in the Hills\)](#) | Recife-PE

Communities in a situation of social vulnerability (priority to communities with the worst indicators of social development, such as HDI, violence index, etc.), which have residents engaged in important activities and equipment for early childhood in the surrounding area

[Jardim Lapenna Neighborhood Plan](#) | São Paulo-SP

Wide presence of civil society institutions in the territory, best supply of public health and education facilities, close to a metropolitan train station, with several socio-environmental problems, such as the lack of sewage collection, access to treated water and a population with a high of vulnerability

THEMATIC 3

School routes

What is it? Initiatives aimed at improving home-school-home routes, with emphasis on interventions in public spaces around educational institutions

Highlights Collection and use of data to monitor indicators and evaluate performance, aiming to reduce infant mortality in traffic

Best practices mapped **[A Caminho da Escola 2.0 \(On the Way to School 2.0\)](#)** | Rio de Janeiro-RJ
Predominantly residential region, located close to urban facilities such as health units, social assistance centers, state, municipal and private schools, with a high flow of pedestrians and cyclists and a concentration of traffic accidents in two points

[Safe School Route Program](#) | São Paulo-SP

Peripheral areas close to schools, with a concentration of traffic accidents, where a large proportion of students and companions make the journey from home to school on foot

[Caminhos da Escola \(School Paths\)](#) | Fortaleza-CE

Regions with a large concentration of public schools in critical road safety conditions, the vast majority of which are located on the outskirts, with historically disadvantaged communities and, in many cases, informal settlements

THEMATIC 4

Public transportation

What is it? Projects related to expanding and improving access to public transport, such as fare reduction, free fees, infrastructure and mode management

Highlights Socio-environmental responsibility (reduction of pollutant emissions), promotion of sustainable urban development and social inclusion of vulnerable groups (access to public facilities)

Best practices mapped [Zero Fare Bus and Public Shared Bike Service](#) | Maricá-RJ
Municipality with almost 200 thousand inhabitants, marked by strong resistance from bus companies to the implementation of free public service and political power struggles associated with the transport service

[Safe Routes for Education: East Perimetral Metropolitan BRT Corridor](#) | São Paulo-SP
Focus on groups of users who are more vulnerable to the externalities of urban mobility and accessibility in their daily journeys (babies, children, teenagers and elderly people)

[Priority routes for early childhood](#) | Recife-PE
Region with irregular sidewalks and inadequate bus stops, greater proximity to early childhood care facilities and roads that are most needed for the city; predominance of caregivers of children aged 0 to 3 years with a similar socioeconomic profile

THEMATIC 5

Urban mobility, leisure and education

What is it? Programs involving a set of urban interventions aimed at improving leisure spaces and traffic education actions

Highlights Integration with instruments and other local policies, such as encouraging culture, sport and others of a recreational and public nature; integration and diversity of actors involved with popular engagement

Best practices mapped [Open Streets](#) | São Paulo-SP
Opening of public roads for people, with the support of civil society organizations and traders, in order to promote leisure through the occupation of public spaces, with the intention of expanding the program to more peripheral areas of the city

[Play Streets](#) | Jundiaí-SP
Opening public roads for people, with a focus on children, in places where there are no hospitals or bus lines, in addition to the intense flow of vehicles due to

commercial or service activities, stimulating neighborhood interaction and diversity of uses

[Using the QR code](#), access the complete file of local best practices, also containing the main material that was consulted to collect information.

Challenges faced

1) The challenges faced by children, adolescents and young people

Main obstacles associated with the urban mobility of children, adolescents and young people, taking into account key aspects identified in the bibliographic survey and mapped best municipal practices.

Lack of public safety and risk of violent approaches

Streets without daytime activities and, especially, at night, isolated and poorly lit public transport access points, empty vehicles or the opposite of this (overcrowding in transport and access points), lack of public lighting and facades that are not active and permeable, providing natural surveillance of the streets, make children, adolescents and young people more vulnerable to threats to their safety, such as harassment and urban violence. It is worth highlighting that concerns are even greater depending on gender, race, age, income and physical disability.

Paths for action: [Master Plans](#) [Municipal Urban Mobility Plans](#) [Land use policies](#) [Road project guidelines](#) [2030 Agenda](#)

Traffic injuries and fatalities

Some aspects that are related to road safety: high speeds of motor vehicles; lack of traffic calming devices and measures, such as speed bumps, raised pedestrian crossings, chicanes and wider sidewalks; crossings that are poorly marked and/or poorly lit; inadequate traffic signal timing for the crossing; lack of infrastructure for active mobility; intersections without pedestrian visibility; in addition to the lack of educational programs for traffic safety, coupled with non-compliance with legislation and lack of supervision.

Paths to action: [Vision Zero](#) [Decade of Action for Traffic Safety](#) [National Plan to Reduce Traffic Deaths and Injuries](#) [Road safety management](#) [Adequate road infrastructure](#) [User behavior and safety](#) [Zones 30](#) [Inspection and compliance with legislation](#)

Air pollution and noise pollution

Traffic is one of the main causes of air pollution in cities and has a major impact on noise pollution, which directly interferes with physical health, highlighting the increased risk of respiratory diseases, and the cognitive development of children. In addition to urban redesign to prioritize active means of travel, the use of low-carbon fuels should also be discussed.

Pathways to action: [2030 Agenda](#) [New Urban Agenda](#) [Climate Agenda](#)

Lack of quality of the urban environment

In addition to atmospheric and noise pollution, the absence of urban furniture for resting and staying, shaded places, shelters to protect against heat and rain, other urban equipment, such as trash cans, drinking fountains and public bathrooms, in addition to the inadequate disposal of waste on sidewalks and streets also influence travel.

Paths to action: [Master Plans](#) [Road project guidelines](#)

Lack of accessibility when traveling and in public spaces

Unpaved, discontinuous, narrow sidewalks, without accessibility ramps and tactile flooring, without a clear area for passage, stations and vehicles without level boarding, as well as steps and other obstacles on the routes, harm everyone, but mainly affect people with disabilities and those with reduced mobility, such as young children, and make access difficult for people in wheelchairs, with baby strollers or carrying bags, for example. The lack of accessibility on sidewalks, in addition to restricting use and making universal access impossible, induces people to walk on the streets, increasing the risk to their safety.

Paths for action: [NBR 9050 Master Plans Municipal Urban Mobility Plans Statute of Persons with Disabilities National Plan to Reduce Deaths and Injuries in Traffic 2030 Agenda](#)

Long travel time and distance from homes to places where public services and equipment are offered

The greater the distance to be covered, the more important the quality of the environment and public and road safety are. Economic access and the infrastructure offered are some of the decisive factors for choosing the mode of transport. Knowing that some transport options are often unavailable or unsafe, the availability of essential services close to homes is very important. Large distances also create difficulties for the socio-productive inclusion of adolescents and young people.

Paths to action: [Master Plans Municipal Urban Mobility Plans Cities 15 minutes Land use policies Sustainable Transport-Oriented Development](#)

Limited and artificial living spaces

Children and adolescents tend to spend most of their time in increasingly smaller and more enclosed spaces, given the reduction in natural and green areas, which has a negative impact on psychosocial development and difficulties in inclusion and social participation. Interaction with territories, playing outdoors and connecting with nature are important aspects for autonomy and integral development.

Paths for action: [Legal Framework for Early Childhood Child and Adolescent Statute Youth Statute Child Friendly Cities Initiative - UNICEF](#)

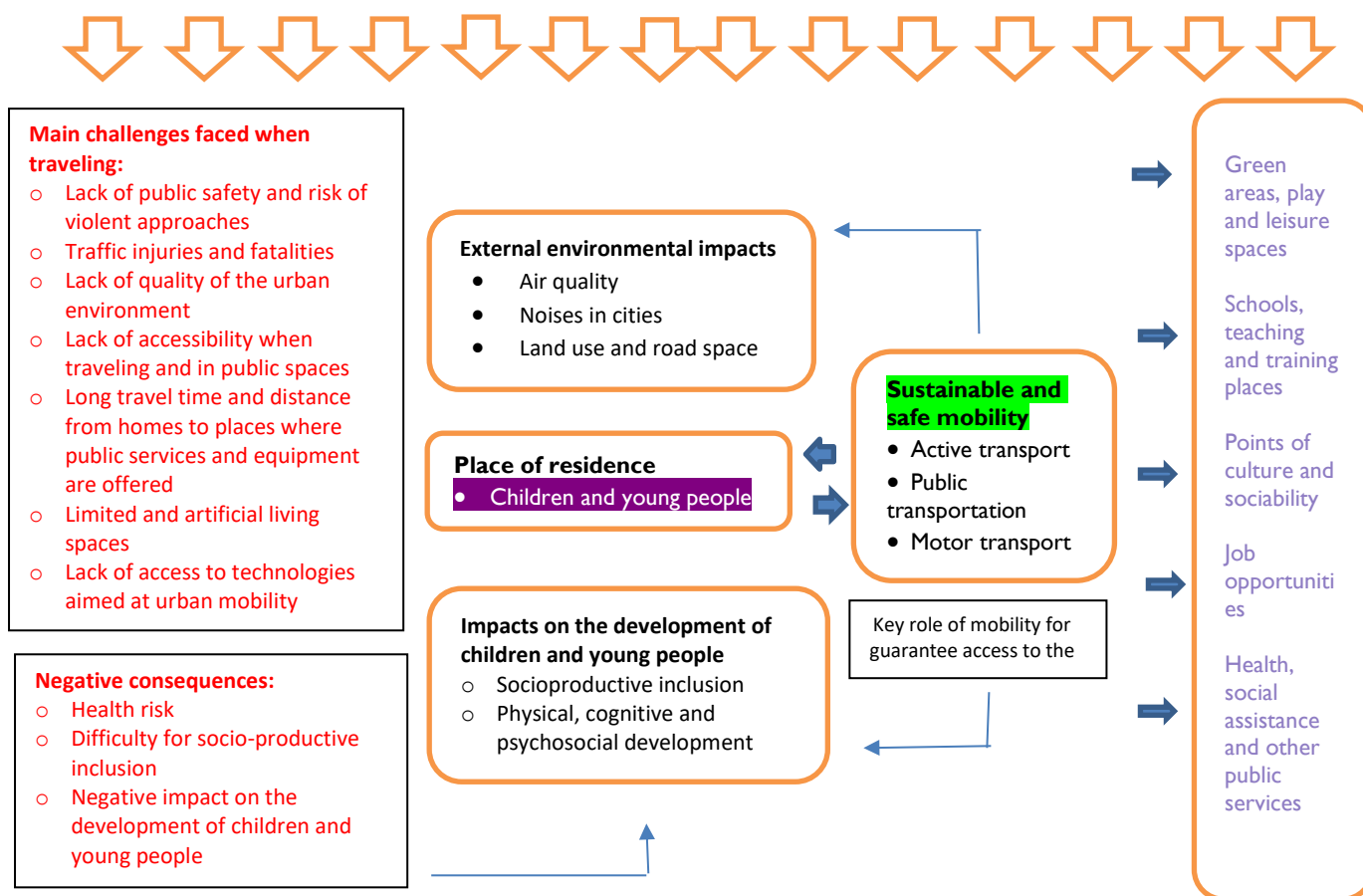
Lack of access to technologies aimed at urban mobility

Despite the advancement of technologies aimed at urban mobility, such as map applications for the online integrated public transport system, shared bicycles or travel planning in general, a large number of teenagers and young people do not have access to these tools, either due to lack of access to the internet or necessary electronic equipment, which is even more pronounced when we take an economic and socio-spatial perspective.

Paths to action: [Public innovation and Inclusion Policies Smart cities](#)

Urban Planning and Mobility Policies

In addition to Mobility Plans (PlanMob), public policies such as Master Plans and Local Housing Policies of Social Interest (PLHIS) establish guidelines that connect territorial and social issues, directly influencing issues related to the mobility of children and young people.



2) The challenges of building best practices

Challenges of greatest incidence identified in the analysis of mapped municipal initiatives, being points of attention for future actions and replicability projects.

Awareness and communication with the population of the importance of the actions

Information needs to reach the population, so that they can understand the importance of initiatives based on data and evidence. Awareness-raising and training activities are essential for changing collective behavior and awakening a feeling of belonging to the territory. The key point is how communication is constructed.

Community engagement and participation methodologies, including active listening to children, adolescents and young people

Listening to and engaging the people involved, adults and children, with interactive and playful activities that aid understanding and allow them to express their opinions and suggestions - which should be incorporated into the projects, in other words, that promote community protagonism, is one of the main steps in promoting active social participation, not just in planning, but at all stages.

A paradigm shift in the technical sector and training towards innovative solutions with greater impact

It is common for public authorities to have hierarchical structures that are rigid. In order to innovate, it is necessary to restructure internally, follow a new approach and have a specialized team to strengthen and consolidate actions, as well as stimulate other innovative public policies.

Mediation of the different interests and articulation between the multi-stakeholders involved

The greater the number of players involved, the more diverse and inclusive the project tends to be. Strategic partnerships are extremely important for implementing and improving initiatives. At the same time, integration is one of the main challenges, requiring a logic of collective construction that can articulate the role of each one, uniting efforts and thus further fostering intersectionality.

Availability of budget and access to suitable financial models

The budget issue is a decisive factor in the implementation of initiatives, which involves the cost of the proposed actions and the planned public budget. Building strategic partnerships with universities, foundations, private companies and non-profit organizations, for example, and seeking external funding open up new avenues.

Continuity/replicability of the project and/or consolidation as a public policy/regulation

The expansion of actions, in most cases, depends mainly on political interest, the results and impacts generated by the first initiative, and the availability of funds to extend its reach. Consolidation as a public policy, integrated into the territory and other public policies from a broader perspective, offers a support for its replicability.

In addition to these cross-cutting challenges, **there are specific challenges for public transportation:**

Management of contracts, concessions, gratuities and fare financing

Some aspects related to the management of public transport systems must be taken into account in order to protect the public interest of these services, such as fare policy and accessible forms of payment, effective integration, reliability, regularity, control of contracts and operations, among others. Promoting the regulation of services is fundamental, highlighting the gap in the federal regulatory framework regarding the management of municipal and intercity transportation within metropolitan regions.

Facilitating access to public transport suited to the needs of the entire population, including people with disabilities and/or reduced mobility

Accessibility is one of the attributes that guarantee a quality, safe and inclusive public transport service, encouraging everyone to use it and access other services and activities in cities. Providing access to transport and public spaces, including boarding and disembarking points, and facilitating movement is to comply with legislation and contribute to economic and social aspects. The importance of preferential seating, lowered floors in vehicles and visual, audible and tactile signage stands out.

3) The challenges that still need solutions

These are issues that are still little dealt with in Brazilian practice, but which are extremely important for the mobility of children, adolescents and young people. In this way, the gaps in public policies are highlighted, which are in themselves challenges to be faced.

- **Harassment on public transport and prevention and reception policies;** In addition to implementing reporting mechanisms, it is necessary to provide easy and safe access.
- **Racial discrimination** and police approaches in the path of black children and young people, **selectivity marked by the socioeconomic perspective;** Despite several studies, there is a lack of specific public policies for action and combating institutional racial violence.
- **Urban planning aimed at reducing distances** in order to increase access to public equipment and services and the frequency of use by the population.
- **Practices and governance on a metropolitan basis,** aiming at the integration, compatibility and continuity of urban mobility systems: coordination between public sectors is necessary.
- **Tariff policies that consider the travel needs of teenagers and young people beyond their studies;** public policies that consider the chain of travel and that benefit children, adolescents and young people who do not have access to education.

Recommendations for successful initiatives

What can be considered best practice involves a combination of several factors, which differ greatly in each context. Therefore, there is no single and final solution, especially when the challenges are of varied nature. However, some project strategies with best results can be replicated when the issues are similar, increasing the potential for success of new actions (including shortcuts from lessons learned!).

To this end, we present recommendations based on the initiatives mapped. The intention is to facilitate the journey, so that new initiatives can emerge, overcoming challenges through measures that generate the best results in guaranteeing mobility and preserving the lives of children, adolescents and young people.

Recommendations can also be understood as stages in the construction of a project, in which each actor can contribute from their own perspective and capacity for action. The diagram below summarizes this process:

Main steps for building a project

Who?	What?	How?	
1. Political will and public sector support	2. Identification of key issues	3. Design of proposals and solutions	4. Guarantee of financial resources
For the desire for transformation to become practical, support and the actions of public authorities - such as city halls, legislative branches or public companies - are fundamental to ensuring that intentions become reality and are consolidated over time. What has been noticed is that, initiatives that share the political will of those in power, usually go further and achieve better results.	Identifying the central issues is essential to be more efficient in building a project and thus achieving better results. But, in a community, everyone has a vision of priorities, and when there is a lot to improve, it is difficult to build a proposal that is easy to get off the ground.	When it is clear which is the main issue to be addressed, it is important to define how the approach will be, what measures will be taken, and how the solutions will be designed. Therefore, it is necessary to have strategies to listen to everyone who will be impacted by the actions, especially children and adolescents and the actors present in the local territory, considering their specificities.	The financial resources allocated to an initiative need to be enough so that it can happen in all its stages. The lack of budget is often the argument that makes an action unfeasible, and the opposite may also apply - in which the offer of specific investments for the mobility of children and adolescents becomes the driver of projects in this direction.

And then?

5. Articulation between actors and sectors for integrated action	6. Continuity and monitoring over time	7. Multiplication of actions in the territory
The mobility of children and adolescents involves several areas of knowledge, actors and sectors of public power. The more plural an initiative is, the broader its impacts and its contribution to guaranteeing rights. However, it is necessary that everyone involved is well articulated in coordinated actions to guarantee the success of the project, minimizing conflicts and optimizing resources.	It is very important that the positive impacts of an initiative remain over time for the benefit of the population. Therefore, it is necessary to have strategies so that the project is not left aside by the public authorities, whilst also maintaining best monitoring of its results and checking for possible revision needs.	When the results are best, the ideas, concepts, and strategies used can help multiply benefits to new areas. Thus, best practices can also pave the way for new actions and facilitate the implementation of projects that face similar issues.

From there, we can better understand the forms of contribution and strategies that different actors can engage in to overcome the main challenges. The following sheets present some of these possibilities, with practical examples for inspiration. An alternative format for the forms, restructured for a better understanding of the actions and strategies of each phase of the project, [is available in the QR code](#).

CIVIL SOCIETY - community leaders, residents, activists		
Actions and strategies	Steps contribution	Where was it made?
act in participatory forums and seek out existing legal bodies (ombudsman offices, complaints to the Public Ministry, etc.) to dialogue with public authorities	1 3 5	<ul style="list-style-type: none"> → participation in the District Councils for the Jardim Lapenna Neighborhood Plan - São Paulo/SP → complaints to the Public Prosecutor's Office in "Ruas Completas" - Porto Alegre/RS → use of the population's demands channel in the "Novo Horizonte Neighborhood Plan" - Jundiaí/SP
press for the creation of laws, plans and other instruments that provide legal support and regulate projects, programs and actions	1 6 7	<ul style="list-style-type: none"> → pressure on the City Council for the "Jardim Lapenna Neighborhood Plan" - São Paulo/SP → pressure to formalize the decree on "Open Streets" - São Paulo/SP
establish councils, committees or assemblies to discuss community issues, map conflicts and agree priorities	2 3 5	<ul style="list-style-type: none"> → community meetings to discuss the "Jardim Lapenna neighborhood plan" - São Paulo/SP → community engagement in the proposals for the "Mais Vida nos Morros" project - Recife/PE
seek support and training through organizations that already have experience with this type of work	2 3 4	<ul style="list-style-type: none"> → articulation with social organizations and universities in the "Open Streets" project - São Paulo/SP
participate and disseminate information about actions within the community (workshops, surveys, public hearings, etc.)	2 3 4	<ul style="list-style-type: none"> → joint efforts in the "Mais Vida nos Morros" project - Recife/PE
demand and monitor the inclusion of projects in the Annual Budget Law (LOA)	4 6 7	<ul style="list-style-type: none"> → inclusion in the LOA of the "Jardim Lapenna neighborhood plan" - São Paulo/SP → inclusion in the LOA of the "Novo Horizonte Neighborhood Plan" - Jundiaí/SP
clearly assign responsibilities (local leaders, organizers, communicators, janitorial groups)	5 6	<ul style="list-style-type: none"> → organization of leaders and ambassadors in the "Mais Vida nos Morros" project - Recife/PE → "Open Streets" janitorial program - São Paulo/SP

Legend steps:

- 1. Political will and public sector support
- 2. Identification of main issues
- 3. Design of proposals and solutions
- 4. Guarantee of financial resources
- 5. Coordination between actors and sectors for integrated action
- 6. Continuity and monitoring over time
- 7. Multiplication of actions in the territory

INSTITUTES PRIVATE OR THIRD SECTOR ORGANIZATIONS UNIVERSITIES interested in promoting sustainable mobility		
Actions and strategies	Steps contribution	Where was it made?
support projects with strategic data, strengthening communication of initiatives and encouraging evidence-based decision making	1 2 3 5 7	<ul style="list-style-type: none"> → data collection by the social organization Cidade Ativa in the "Paulista Aberta" project - São Paulo/SP → support from the Bernard van Leer Foundation for the "Mais Vida nos Morros" communication plan - Recife/PE
guide the population regarding possible paths and existing legal instruments to carry out the project	1 5 4	<ul style="list-style-type: none"> → action of Instituto Tide Setúbal and FGV in support of the "Jardim Lapenna Neighborhood Plan" - São Paulo/SP
identify and articulate with the most accessible sectors of public power and sensitive to the agenda	1 3 5	<ul style="list-style-type: none"> → coordination of ITDP in projects such as "Safe routes for education" in São Paulo and "Priority routes for early childhood" in Recife
translate technical language and contribute to the dissemination of actions among the population	2 3 5	<ul style="list-style-type: none"> → WRI performance in the "Ruas Completas" project - Porto Alegre → GDCI mediation at "Caminhos da Escola" - Fortaleza/CE
provide materials, tools and methodologies related to projects of this nature, in addition to contributing to the adaptation of references to the local context	2 3 5 6	<ul style="list-style-type: none"> → facilitation of the Delibera Brasil platform in the "Jardim Lapenna Neighborhood Plan" - São Paulo/SP → facilitation of information via application on "Priority Routes for First Childhood" - Recife/PE → Urban95's role in supporting "Caminhos da Primeira Infância" - Boa Vista/RO
raise awareness and consolidate in the community and the public sector an attentive view of the mobility of children and adolescents, through activities and training	2 3 6 7	<ul style="list-style-type: none"> → Sensitive walks organized by ITDP in the "Safe Routes for Education" project - São Paulo/SP → Urban95 support in the actions of the "Ruas de Brincar" project - Jundiaí/SP → ITDP workshops with bus drivers on "Priority routes for education" - Recife/PE
finance initiatives, programs and studies aimed at the mobility of children and adolescents, promoting calls for proposals with successful formats	1 4 6 7	<ul style="list-style-type: none"> → foreign financing and "Streets for kids" notice in the "Caminhos da Escola" project - Fortaleza/CE → financing of impact assessment studies of "Paulista Aberta" - São Paulo/SP → private financing in the project "Caminhos da Primeira Infância" - Boa Vista/RO
contribute to project documentation, preparation of histories and monitoring of indicators	6 7	<ul style="list-style-type: none"> → data history carried out by Cidade Aberta in "Ruas de Brincar" - Jundiaí/SP → ITDP documentation in the "Safe Routes for Education" project - São Paulo/SP

Legend steps:

- 1. Political will and public sector support
- 2. Identification of main issues
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- 5. Coordination between actors and sectors for integrated action
- 6. Continuity and monitoring over time
- 7. Multiplication of actions in the territory

PUBLIC SECTOR - managers, technicians and legislative agents		
Actions and strategies	Steps contribution	Where was it made?
search for existing programs, contracts and budget lines to fit projects of this nature	1 4 7	<ul style="list-style-type: none"> → actions of the "Novo Horizonte Neighborhood Plan" - Jundiaí/SP → contracts for the execution of the project "On the way to school 2.0" - Rio de Janeiro/RJ
incorporate the program into the LOA and other planning instruments, such as the Strategic Plan, Multi-Year Plan, Master Plan, etc.	4 6 7	<ul style="list-style-type: none"> → approval of the "Jardim Lapenna Neighborhood Plan" in the LOA - São Paulo/SP → forecast of the "Neighborhood Plan" instrument in the Master Plan of Jundiaí/SP
adopt active and participatory listening methodologies for the population, with special attention to the demands of children, adolescents and young people	2 3 5 6	<ul style="list-style-type: none"> → participatory project "Ruas de Brincar" - Jundiaí/SP → construction of projects in the "Mais Vida nos Morros" program - Recife → participatory workshops of the project "On the way to school 2.0" - Rio de Janeiro/RJ
maintain permanent channels of communication with the population, legally institutionalized, such as forums, councils and committees	2 3 5 6	<ul style="list-style-type: none"> → "Children's Committee" in Jundiaí determined by Municipal Decree n° 27,780/2018) → dialogue in the District Councils for the "Jardim Lapenna Neighborhood Plan" - São Paulo/SP
mediate the different interests and conflicts mapped	2 3 5	<ul style="list-style-type: none"> → Conflict mediation adopted in the "Ruas Completas" project - Porto Alegre → definition of priorities in the "More Life in the Morros" program - Recife/PE
approach the initiative as part of a broader, intersectoral policy	3 5 6 7	<ul style="list-style-type: none"> → "Territories Educators" program and the "Safe School Route" initiative - São Paulo/SP → intersectoral policy for early childhood and the project "Caminhos da Primeira Infância" - Boa Vista/RO
promote integration and coordinate between different public sector bodies, with clarify from the sector responsible for leading the program	3 5 6	<ul style="list-style-type: none"> → Creation of the Children's City Working Group in Jundiaí/SP → leadership and coordination of CET in the "Safe School Route" - São Paulo/SP
create specific structures and allocate qualified technical staff for projects of this nature	3 6 7	<ul style="list-style-type: none"> → creation of a specific Secretariat and training to consolidate the "Mais Vida nos Morros" program - Recife/PE → creation of the Public Transport Company in the "Zero Tariff" program - Maricá/RJ
prioritize phased projects, with low-cost tactical or temporary urban planning actions, encouraging experimentation and allowing the reevaluation of implemented actions	1 3 4 6 7	<ul style="list-style-type: none"> → stages of the "Complete Streets" project - Porto Alegre/RS → methodology of the "Caminhos da Escola" project - Fortaleza/CE → minimum demand for infrastructure in "Ruas Abertas" - São Paulo/SP

liaise with suppliers and project partners from the private sector to donate materials	4 7	→ "Everything by color" movement by Tintas Coral in conjunction with "Mais Vida nos Morros" - Recife/PE
regulate programs, contracting formats and offer clear procedures for building projects of this nature	6 7	→ creation of the service and operating contract for the "Shared Bicycle System" - Maricá/RJ → decree with procedures for requests in the "Ruas de Brincar" program-Jundiaí/SP → consolidation of the program with an easily replicable methodology "Mais Vida nos Morros"- Recife/PE → regulation and menu of solutions for "Ruas Abertas" - São Paulo/SP
format the project to attract international partnerships and investments	4 6 7	→ choice of intervention areas and attraction of IDB resources in "Mais Vida nos Morros" - Recife/PE → application of the Streets for Kids/GDCI project model - Fortaleza/CE → energy transition of the fleet on the "Zero-Tariff Bus" - Maricá/RJ → "Safe School Route" project - São Paulo/SP in the format of the "Safe Kids Brazil" program (Safe Kids Worldwide)
articulate initiatives with policies and programs promoted by other spheres of the public sector	4 6 7	→ royalties for subsidy of the "Zero-Tariff Bus" - Maricá/RJ and expectation of resources from the future Unified Mobility System → Institutional partnership with the Federal Government's "Happy Child" program in the "Caminhos da Primeira Infância" project - Boa Vista/RO
maintain a database to monitor projects and support new interventions	1 6 7	→ integrated data system associated with the "Caminhos da Primeira Infância" project - Boa Vista/RO → database of traffic accidents from the Traffic Companies (CET) in the projects "Safe School Route" - São Paulo/SP and "On the way to school 2.0" - Rio de Janeiro/RJ

Legend steps:

- 1. Political will and public sector support
- 2. Identification of main issues
- 3. Design of proposals and solutions
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Although there are still many challenges, the Brazilian context has also had space for a variety of solutions with best results. Some have become references not only locally, but also point to new possibilities in other contexts, even inspiring programs on a global scale.

Although the public sector is the one with the greatest scope for action and possible strategies, the stage involving the engagement of this sector has proven to be one of the most challenging in Brazil today. The experience of different cities has shown that the political will of the local government focused on the development of children and adolescents is one of the ingredients that most drives the multiplication of best practices.

It is also worth considering that some strategies go beyond the steps mentioned and that not every project necessarily follows the same order of action. For example, prioritizing areas in greater conditions of social vulnerability - such as lower-income neighborhoods, outskirts without infrastructure, far from commerce, leisure and opportunities - is a very important issue for guaranteeing basic rights for many children, young people and teenagers, with a potential for transformation that is much more comprehensive than the displacement itself. In this sense, this aspect becomes a point of attention for any project of this nature.

It is also worth remembering that the approach brought in this document concerns an urban reality. Other important challenges - such as access for children and adolescents from rural areas to public facilities, or the mobility of indigenous and quilombola youth in remote areas with low accessibility - must also be considered and addressed in the form of specific public policies.

Although the focus of the recommendations presented is to carry out projects that have a greater impact on the mobility of children, adolescents and young people, it is important to highlight that the benefits are not limited to this group. By paying more attention to those who are most vulnerable (both in relation to the risk of traffic fatalities and vulnerable to violence in public spaces), the results tend to provide a better and more accessible city for all people.

QR Code with related materials

