



GoLocal

Towards a Sustainable City

WWW.GLOCALCITIES.ORG



Go Local for Coherence: Campaign for the
promotion of Development and Sustainability

Glocal: is an informal concept used in
Education for Sustainable Development
that connects global trends to local realities.



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NEW CHALLENGES

Recent international projections point out that in 2030 around 60% of world population will be living in urban areas. This reality will imply changes in the current socioeconomic, cultural and environmental approaches. In this context, the role of Municipalities, as privileged actors in the area of development and cooperation, is perceived as crucial for strengthening the 3 pillars of sustainable development – social, economic and environmental.

When faced with new local, national and international challenges that affect the daily life of many cities all over the world as: high unemployment rates, financial constraints, strong social tension and environmental pressure, Municipalities that seek to enhance self and common interests of populations, have competencies to give a solid and effective answer to these challenges. However, the answer cannot be dissociated from global realities.

In an interdependent world, it is necessary to reinforce global partnerships for development, and all the actors – mainly Municipalities – must pursue the commitments assumed at an international level. When, in September 2000, leaders of governments of 189 countries met in the United Nations for the Millennium Summit and signed the Millennium Declaration, committing to promote education and global partnership and fight, together, against poverty, hunger, gender inequality, environmental degradation

and HIV/AIDS, also the Municipalities assumed the commitment to achieve the Millennium Development Goals (MDGs), becoming fundamental actors to its implementation. With only 3 years left for the deadline established to reach a more just and sustainable world, there is still a long way ahead.

Agenda 21, as well as the Millennium Declaration of Local Governments, that underlines the need to “strengthen local governments to reach the MDGs until 2015, through a renewed citizens participation and effective partnerships with local communities and the private sector” give local decision makers the legitimacy and responsibility to lead an effort to the fulfilment of MDGs, working together with the communities in which they are involved, and to associate themselves to the creation of a Sustainable World.

The Campaign Go Local: Towards a Sustainable City aims to encourage Municipalities to follow a road of sustainability and support them to be an active voice in Development at a Glocal level. Only then, it will be possible to give an efficient, effective and legitimate answer to the challenges and opportunities with which communities and nations all over the world are faced.

**Because Sustainable Development
is a shared responsibility,
what will be your role?**

THE CAMPAIGN

Imagine a Municipality...

1. That promotes policies, programmes and services that will support a more sustainable future to the citizens,
2. That integrates international questions in the local agenda,
3. Where citizens find answers to their needs and where they participate in the decisions that affect them,
4. With global conscience, committed to Sustainable Development and active in the promotion of Social Justice.

Have you imagined?

The campaign Go Local: Towards a Sustainable City aims to raise awareness and mobilise the Municipalities and citizens to changes in policies and practices towards Social Justice, Inclusive Economy and Sustainable Development.

A path of inclusion, values promotion, and involvement of several stakeholders, that contributes to the territories' future.

The Goal: promote a Sustainable City

Until May 2014, IMVF, NAMBR, IDEAS and FAMSI will ensure that the Campaign Go Local: Towards a Sustainable City is an added value to the work already done by Municipalities, integrating them in a network with other existent initiatives, disseminating and sharing good practices, and giving them increased visibility.

Cities are true clusters of innovation, creativity and economic growth and can be role models of good practices, building a network of glocal Municipalities all over the world.



5 GOALS TO A GLOCAL CITY

The challenge of the campaign Go Local: Towards a Sustainable City is directed to Municipalities and to civil society in Portugal, Spain and Bulgaria. We invite you to participate in the construction of a sustainable future and to the reinforcement of development policies.

We have put forward 5 goals to be met by participating Municipalities:

1 Take up a Local Pledge

Promoting sustainable and inclusive development at local level demands strong political will. Hence, Municipalities which aim to become a Glocal Municipality must:

- Publicly sign the Local Pledge Commitment;
- Promote, along with the Go Local Campaign a local mechanism for the implementation of the ‘5 Goals towards a Glocal City;
- Ensure the coherence of intermunicipality cooperation policy with Development principles;
- Engage and cooperate with other entities in favour of international commitments like the Millennium Development Goals.

2 Communicate for Development – Municipality 2.0

Through networking, Municipality 2.0 privileges participatory democracy and horizontal cooperation, aiming citizens' awareness and self-appropriation of municipality's policies. A Glocal Municipality must:

- Promote synergies and raise awareness for dialogue and information sharing on best practices for sustainable development;
- Promote debate, experience sharing and solidarity among other Municipalities at a glocal level;
- Invest in capacity building at local level, strengthening and capitalizing local organizations work;
- Publicly publish Municipality's achievements referring to the commitment taken;
- Consult and involve the community, publicizing its contributions;
- Promote debate and information sharing through local media.

3 Promote a City of Opportunities

It's urgent to promote social equality, contributing to an improvement of life conditions of population in particular from Developing Countries. To disseminate glocally the good practices at a social level is the key to guarantee Social Justice. Therefore, a Glocal Municipality must:

- Promote better access to people with any kind of disabilities;
- Promote social projects which, on the one hand, encourage the integration of elderly in the society and, on the other hand, promotes parenthood and family;
- Promote lifelong learning opportunities;
- Support and integrate disadvantaged citizens;
- Promote intercultural dialogue and support migrant communities;
- Assure to its citizens free access to culture and information.



4

Create an Inclusive Economy

In a world with limited natural resources, sustainable development demands these are distributed equality, with fairness and transparency. Therefore, the Glocal Municipality must:

- Guarantee equal opportunities both for men and women;
- Ease youngsters' and disabled people access to Municipality's employment;
- Stimulate economic proximity, of products and local business;
- Introduce social, environmental and ethical criteria in procurement procedures;
- Support social entrepreneurship;
- Support voluntary service, especially among Municipality workers.

5

Manage Urban Ecology

Current pressure on cities demands the improvement and introduction of new environmental management practices at local level, trying to fight climate change through an eco-efficient behaviour. Climate Change has a glocal effect, with a more significant impact on millions of people in Developing Countries. In a collective effort, the Glocal Municipality must:

- Support renewable energy as well as energy efficiency certification equipment's;
- Use adequate equipment for water consumption reduction and efficiency;
- Prevent residues production and promote its separation, recollection, transport and treatment, supporting R's policy implementation: Reduce, Reuse, Rethink, Repair and Recycle;
- Promote and create conditions to the existence of more sustainable mobility habits;
- Promote open green spaces, respect and protect local species;
- Privilege the use of organic products as well as local/national production.

For sure that you recognise the way your Municipality acts in some of these good practices...Therefore, you are in the right path towards becoming a Glocal Municipality!

The commitment of the Municipality towards sustainability will be valued in a national ranking giving visibility and publicly recognising the commitment of decision makers, municipality officers and other local stakeholders.



BENEFITS FOR PARTICIPATING MUNICIPALITIES

- ✓ Reinforcement of the proximity and dialogue among the Municipalities and citizens;
- ✓ Reinforcement of networks;
- ✓ Training for Municipality's Officers;
- ✓ Coaching and support to Municipality's officers and Presidency;
- ✓ Reinforcement of the internal cohesion and team spirit among Municipality's officers;
- ✓ Public recognition of good practices in sustainability management;
- ✓ Visibility in the media;
- ✓ Integrated action in several areas, allowing a more inclusive and sustainable society;
- ✓ Special role in the prosecution of international commitments in favour of Sustainable Development, Millennium Development Goals and Development and Cooperation policies

ACTIVITIES

- Thematic Trainings [communication, urban ecology, inclusive economy, development policies]
- National Events and International Conferences among the Municipalities of the countries participating in the Project and of other countries that show interest in the themes under discussion, free of costs to the Municipalities
- Promotion and exchange Best Practices that can be adapted to other realities
- Networking and Partnership Building among the several Municipalities that participate in the Project
- Visibility Campaign that will award and recognise all the work developed by Municipalities
- Partnerships with other networks and campaigns that will allow a optimisation of the work done
- Intermunicipal Cooperation strengthening the bonds and increasing the impact and effectiveness of the actions



5 STEPS TO PARTICIPATE:

- 1** Participate: Go to www.glocalcities.org or contact the National Coordination of the Campaign.
- 2** Identify: The Focal Point, Municipality's Officers, and key civil society stakeholders that will follow the Project.
- 3** Train: Free trainings on the 5 goals, Blueprint diagnosis and goals of the campaign.
- 4** Diagnosis: Application of the Blueprint Diagnosis in the 5 goals and development of a specific Action Plan for each Municipality.
- 5** Sign: the Local Pledge Commitment



Coordination of the Campaign

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 Atores pelo Desenvolvimento

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