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How to engage individuals and communities in planing strategies and construction of public polices?

Camila Camolesi Guimarães

Alexandre Muselli Barbosa

Priscila Moreira Argentin

Sergio Brazolin

Carolina Carvalho

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A série “Comunicação Técnica” compreende trabalhos elaborados por técnicos do IPT, apresentados em eventos, publicados em revistas especializadas ou quando seu conteúdo apresentar relevância pública.

PROIBIDO REPRODUÇÃO

How to engage individuals and communities in planning strategies and construction of public policies?

Camila Camolesi Guimarães, Alexandre Muselli Barbosa, Priscilla Moreira
Argentin, Sérgio Brazolin, Carolina Carvalho

INTRODUCTION

- Social participation in public planning and policy formulation is a social right;
- Challenges of community engagement in planning stages;
- Different contexts in developed and developing countries;
- Brazilian public planning structure:

Political levels:

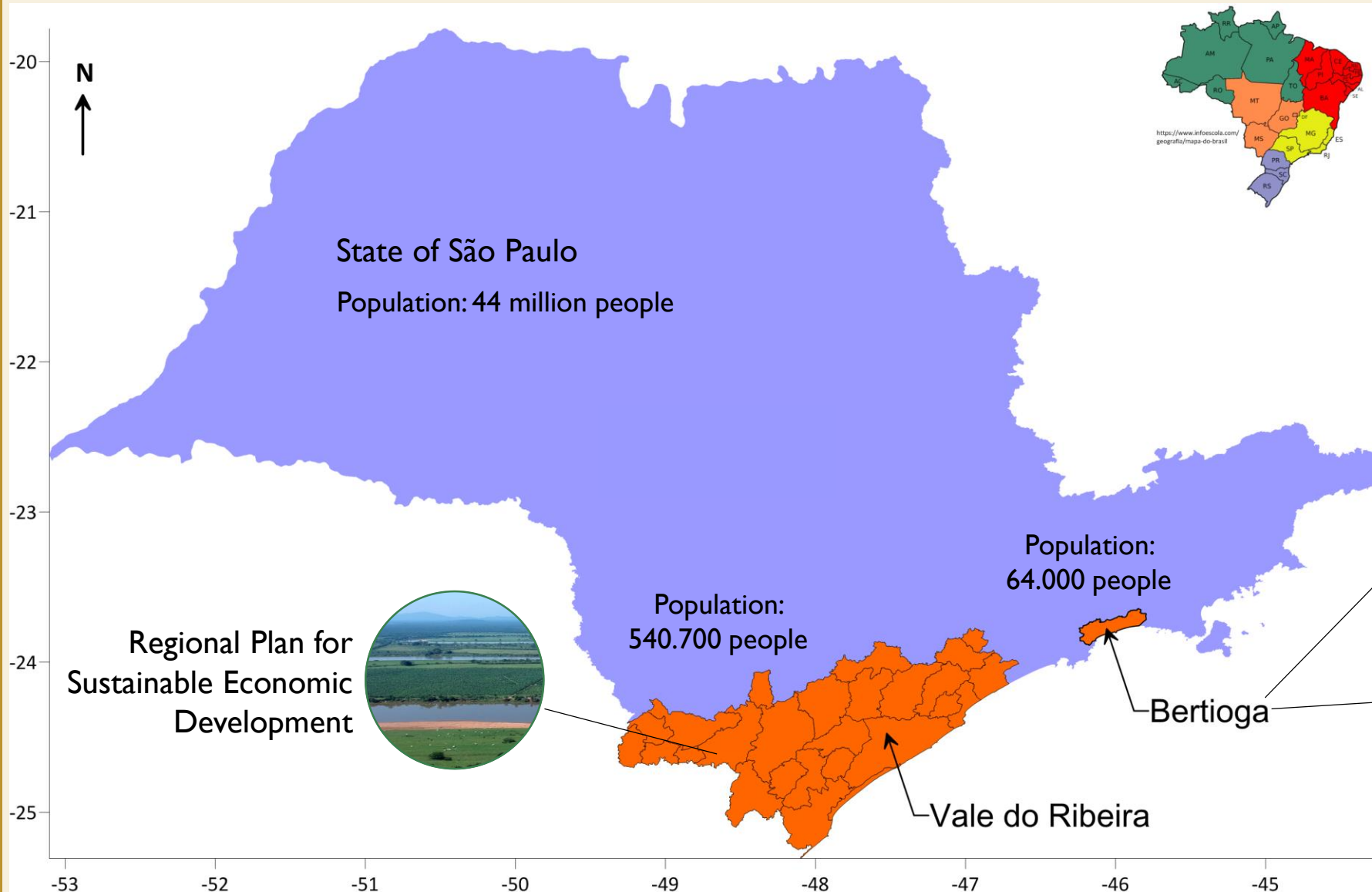


Planning stages:

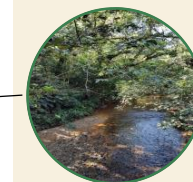




CASE STUDIES



Environmental
Education
Municipal Plan



Atlantic Florest
Municipal Plan

ENGAGEMENT STRATEGIES



Environmental Education Municipal Plan

- Phases: Diagnostic, needs and priority assessment, validation of results;
- In-person Workshops (WS): 2 WS for presenting the process, 7 WS for diagnosis and 5 WS for validation;
- Participative methodologies;
- Distribution in the territory, during the evening;
- Online questionnaires;
- Public audiences and consultation;
- Dissemination in social media, official municipal channels, schools, mailing lists and Whatsapp groups.



Atlantic Forest Municipal Plan

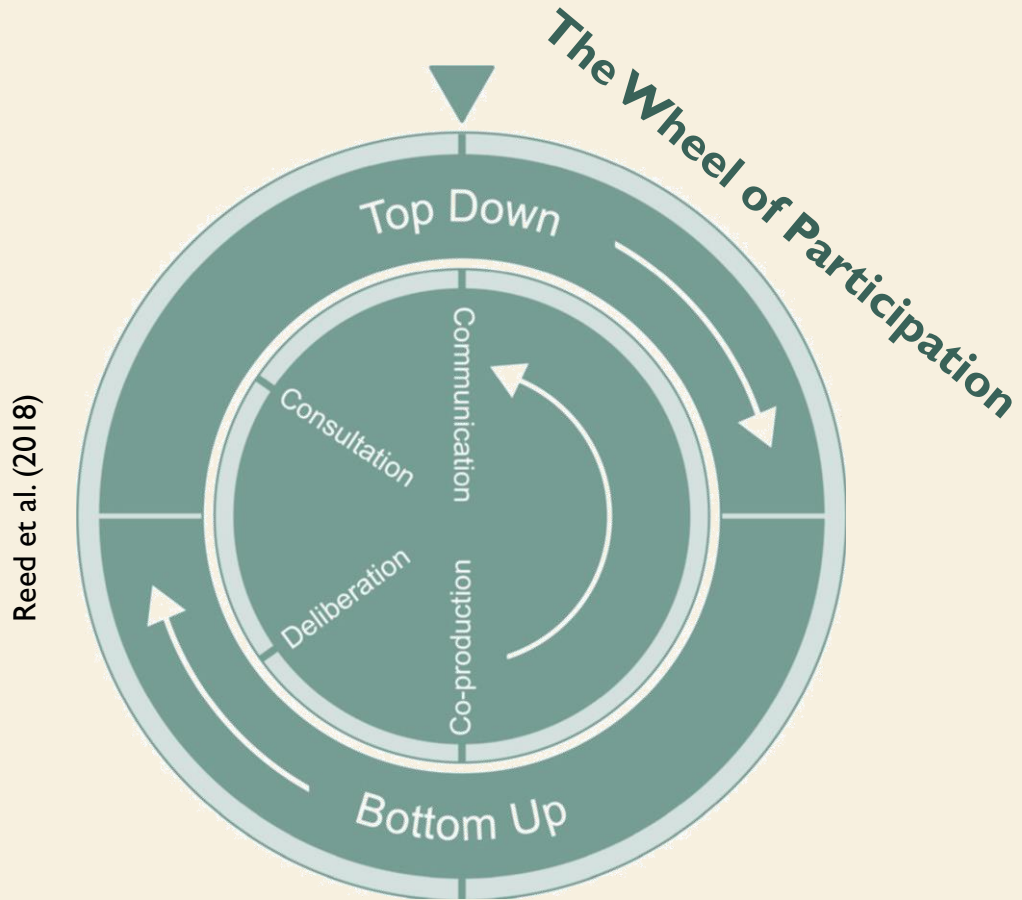
- Phases: Diagnosis, priority assessment and construction of action plan;
- Methods: Participatory Rapid Diagnosis, participative mapping and other participative methodologies;
- In-person Workshops (WS): 3 WS for diagnosis, 3 WS for results validation, prioritization and action plan;
- Online questionnaire;
- Distribution in the territory, during the evening;
- Dissemination in social media, official municipal channels (website), mailing lists and Whatsapp groups.



Regional Plan for Sustainable Economic Development

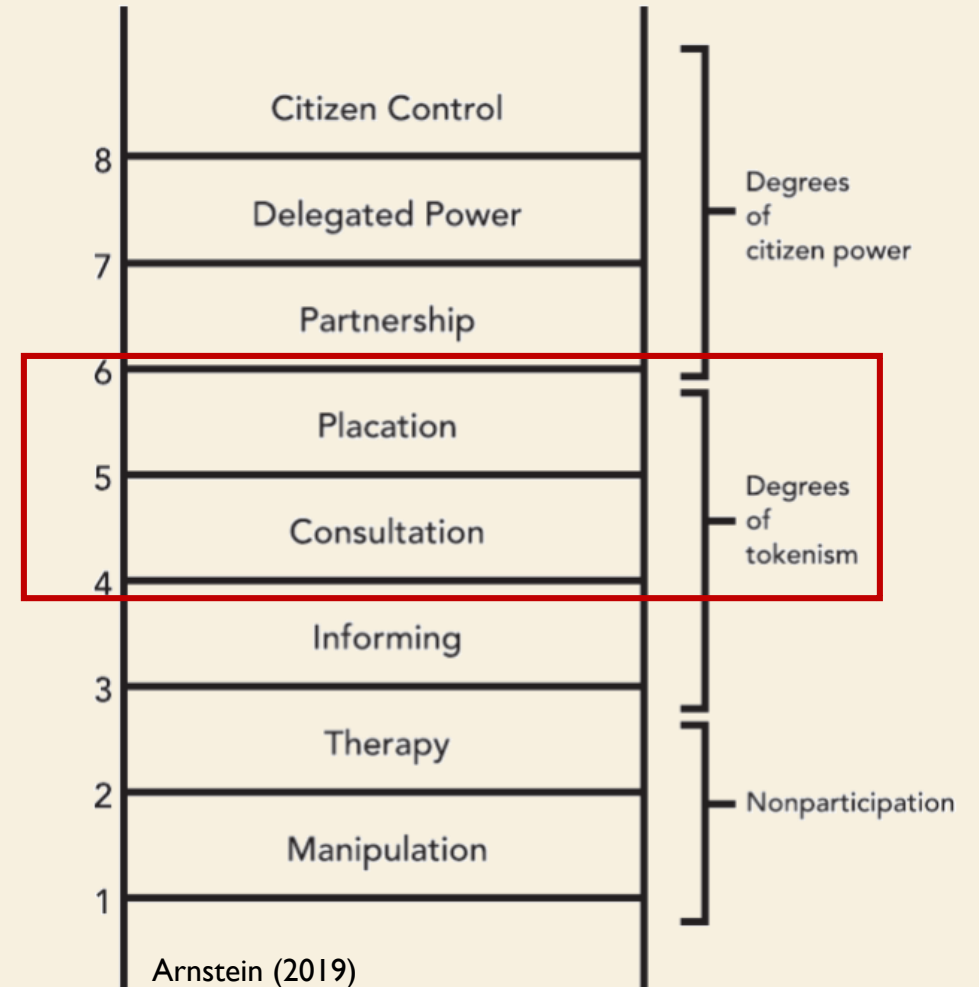
- Main topics: Mining, Agriculture, Tourism, New Economies and Sustainable Development;
- 1 In-person forum: Mining;
- 3 online participative workshops: tourism, agriculture and new economies;
- 3 online forums: tourism, agriculture, environment and sustainable development;
- Expositive and interactive approaches;
- Dissemination in mailing lists, social media and direct invites to key stakeholders.

ENGAGEMENT MODELS



- Top-down co-production (influencing deliberation);
- Top-down two-way communication;
- Top-down one-way consultation.

The Ladder of Participation



RESULTS



Environmental Education Municipal Plan

Participation:

- WS1 (Presentation): 90 people;
- WS2 (Diagnosis and prioritization): 55 people;
- WS3 (Validation): 40 people;
- Online questionnaire: 175 responses.

Characteristics of participants:

Activists, residents, students, traditional community.

How results were incorporated in the Plan?

Priorization and needs included in Action Plan.



Atlantic Forest Municipal Plan

Participation:

- WS1 (RPD): 112 people;
- WS2 (Results validation, prioritization and action plan): 46 people;
- Online questionnaire: 29 responses.

Characteristics of participants:

Students, activists, tourist guides, residents.

How results were incorporated in the Plan?

Talking maps (positive and negative aspects), prioritization of areas for conservation, recovery and sustainable use.



Regional Plan for Sustainable Economic Development

Participation:

- In-person forum: 164 people;
- Online workshops: 196 people;
- Online forums: 290 people.

Characteristics of participants:

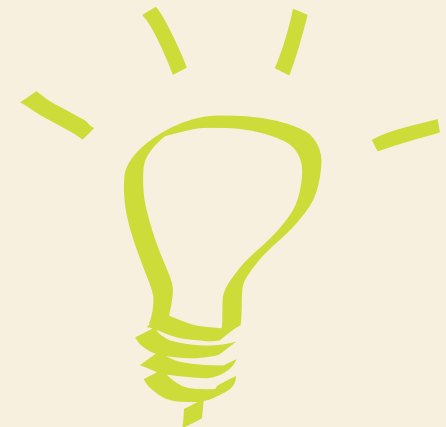
Government, private sector, regulatory agencies, NGOs, universities, residents.

How results were incorporated in the Plan?

Identified needs included in the Action Plan.

LET'S OPEN THE DISCUSSION!

- How to climb the ladder of participation in the planning process?
- What engagement strategies can we use?
- Different contexts in developed and developing countries;
- “Culture of participation”;
- Lack of basic infrastructure.



THANK YOU!

Camila Camolesi Guimarães

Section of Investigations, Risks and Environmental Management

Institute for Technological Research (IPT)

São Paulo, Brazil

camilacg@ipt.br



linkedin.com/school/iptsp/



instagram.com/ipt_oficial/



youtube.com/@IPTbr/

www.ipt.br

"How to reach and encourage individuals and communities to participate in municipal planning strategies and construction of public policies?"

Social participation in urban planning is a right of citizenship and is essential for the construction and implementation of effective public policies. In Brazil, the construction of municipal, regional, state, and federal management plans is among the main urban planning strategies, dealing with different socio-environmental topics, such as waste management, management of biodiversity and forest resources, sanitation, land use and occupation, risk management, sustainable development, and environmental education. For these plans to be built in alignment with the population's desires regarding the topics of interest, it is necessary to ensure that their construction involves social participation, considering individual and collective contributions in establishing the actions and goals that will guide the advancement of these topics over a given period. Popular participation in the construction of management plans in Brazil is generally intended through workshops, public hearings, and public consultations, which, mainly at the municipal level, reach a small number of participants, compared to the total population of the municipality, attracting mainly people who are already engaged in that particular subject. In this problem-solving workshop, the strategies applied to involve the community in the construction of the Atlantic Forest Plan, Environmental Education Plan, and Economic Sustainable Development Plan in municipalities in the State of São Paulo, Brazil, will be presented. Based on the results, the objective is to discuss with participants how to reach individuals and communities and encourage participation in municipal planning discussion environments, to ensure that the population's opinions and desires are included in these instruments. Furthermore, the aim is to discuss strategies so that municipal plans can be used as social instruments for monitoring the implementation of municipal public policies.