Empathic and Affective Advocacy to Humanize Cities

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Us

Nickname for São Paulo

SampaPé

On foot

Main goal

improve walking experience on cities
Action fronts

Walking Culture

Cities for people
Action lines

Advocacy
- Research
- Mapping

Walks

Communication
- Community Engagement
Project

sentindo nos pes

IN SOMEONE ELSE SHOES
What is

Invite decision makers in the city to walk with walking activists feeling how is walking experience and evaluating city conditions.

All is recorded and became video for web.
Tools

ACTIVISTS

CAMERA

FRAMES
Sentindo nos Pés, 2011 - Aline Cardoso

SampaPé está com Aline Cardoso há 3 meses.

Levamos a secretária municipal Aline Cardoso, para caminhar na rua e refletir sobre como a mobilidade é importante para o desenvolvimento econômico da cidade.

No Sentindo nos Pés - projeto de mobilidade e participation - tomadoras e tomadores de decisão caminham, observando de forma crítica as rotas e mobilidade, como forma de despejo das formas de resolver problemas.

Produção: SampaPé!
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6.170 pessoas alcançadas.
Goals

- Change decision makers perceptions on walking on cities;
- Public commitments for more walkable cities;
- Strengthen relation with decision makers;
- Shorten relation between citizens and decision makers;
Who walked

1 Mayor
2 Municipal Secretaries
2 Presidents Public Companies
3 City Councillors
1 Area Coordinator
2 Borough Mayor
São Paulo's Mayor
Every city decision maker, regardless of the position and area, is related and can make something to improve the quality of walking in the city.
São Paulo's Secretary of Work
Empathy

Moving around improvements can be accelerated with decision makers empathy
City's councillor
Short term results

- Some guard rails on corner's taken out;
- Councillors consultation to vote for laws;
- Demand from CET president to present shared streets concept to traffic engineers;
  - Meetings invitation and other collaborations;
How to do

Share experience for more groups, people and cities
Let's walk and talk

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