Leading-level cities and regions of the UN Global Compact - Cities Programme are conscious of their roles as civic leaders and global citizens and also work to improve the knowledge and practices of other cities and regions. They actively and meaningfully engage their citizens and other stakeholders in their planning and projects.

Cities or regions at the Leading-level of the Cities Programme have a dedicated plan with a holistic, integrated approach which sets goals related to the Ten Principles of the UN Global Compact, has measurable outcomes and impacts across social equity and justice, environmental sustainability, fair work and good governance. They are also working to advance the Global Sustainable Development Agenda.

See www.citiesprogramme.org

Figure 1 – The Ten Principles of the United Nations Global Compact

**HUMAN RIGHTS**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

**LABOUR**

Principle 3: Businesses should uphold the freedom of association and effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and


**ENVIRONMENT**

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

**ANTI-CORRUPTION**

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.
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“Founded in 1947, Maringá was born, planned in harmony with the environment. Today, with about 400,000 inhabitants, it is one of the greenest cities in Brazil, with about 26 m² of green area per inhabitant. It is also a reference in education, with one in every five of its residents with higher education and almost 100 per cent of its population under 15 years old fully literate. Among the 5,565 municipalities in Brazil, Maringá has the United Nations Human Development Index of 0.808, the 23rd highest in the country¹, and 0.864 of the Municipal Development FIRJAN Index, the 38th best Brazilian city in which to live².

It is also the 8th best city in the country to raise children³, and is still ranked as the 20th most competitive micro-region of country, being 4th best in goods market, 6th in Quality of Life, 7th in Social Infrastructure, and 11th in the Business Sophistication.

Compared with cities of similar size, Maringá has the highest percentage of high-income households and, in parallel, the lowest percentage of households with low income, and recently Maringá was ranked as the 16th smart city of Brazil, obtaining the best score in Urban Planning”.

To better understand how Maringá has reached and maintains these indicators, the city is presented below.

Introduction

The Maringá City Hall has been a signatory to the UN Global Compact and the Global Compact Cities Programme since 2012, integrating this global platform of cities with good practices.

The actions of this report for Leading City commitment to the Global Compact Cities Programme are divided into two major sections: PUBLIC MANAGEMENT, and ORGANISED CIVIL SOCIETY.

In the PUBLIC MANAGEMENT Section, we present local actions and the role of Maringá City Hall to ensure sustainability in their environmental and economic dimensions (income generation) and social (citizens health and quality of life). Among the set of principles of the Global Compact presents the municipal utilities into two subsections: ENVIRONMENT AND QUALITY OF LIFE; and HUMAN RIGHTS AND PROMOTION OF EQUALITY.

In the Section ORGANIZED CIVIL SOCIETY, will present local and pioneering actions that ensure community participation in security discussions, monitoring of public finances, and economic development.

Maringá developed as a city facing the association and engagement of its citizens, which resulted in mature entities shall ensure the sustainable growth of the city. In three subsections, we highlight three entities:

- the Maringá COMMUNITY SAFETY COUNCIL;
- the Maringá ECONOMIC DEVELOPMENT COUNCIL; and
- the Maringá SOCIAL OBSERVATORY.

The City of Maringá, in its role as a Leading-level city, commits to report on its activities in these aforementioned areas on a regular basis over the next three years.
1. Public Management

In Maringá, public management is sustainable, transparent, modern and planned, with balance between income and expenses, tax revenue above inflation, and surplus balance, with per capita investment leader among cities with more than 100,000 inhabitants. With the best fiscal management of Paraná for the third consecutive year, Maringá is ranked 12th in Brazil, and was awarded the 1st Paraná’s Public Manager Prize, delivered by the Union of Tax Auditors of the Paraná State.

The Maringá City Hall is a national reference in education and culture, equality, health, sports and leisure, environment, and other public services, not only for the quality of services offered and the tradition of successful partnerships with organized civil society and their engaged bodies, but also by intelligent logistics in offering services and public facilities strategically located in the neighborhoods, becoming closer to public utilities, thereby improving the population quality of life.

More information, please see: www.Maringá.pr.gov.br

In this subsection Environment and Quality of Life, we will present the pioneering actions that Maringá City Hall performs for the benefit of the population related to the Environment, Health, Sports and Leisure.

Environment

With 13 forest reserves, totaling 1400 square kilometers of protected area, more than 103 thousand square meters of gardens, more than 160,000 trees, the city accounts for about 26 m² of green area per inhabitant, which contribute to attenuate the heat of the sun, renew oxygen from the air, filter air pollutants, increase air unit, and stabilize at room temperature. With 100% of clean tap water in urban areas, 98% of sewage and garbage collection in every neighborhood, Maringá also ranks as the 1st of Parana and 2nd best city in sanitation in Brazil. The Maringá City Hall features Municipal Environment Department, Municipal Sanitation, the Maringá Regulatory Agency, and the Municipal Department of Public Services, which has Civil Defense coordinating body, integrated with other departments and state and federal agencies.

The Maringá City Hall has been active in the recovery and revitalization of its valley bottoms and parks and developed master plans seeking to fulfill the environmental dimension of sustainability as the Basic Sanitation Plan, the Integrated Waste Plan on line, and the Municipal Plan of Conservation and recovery of the Atlantic Forest, as well as installation points for recyclable and electronic waste collect.

The Vale Fund Areas Preservation Program has increased the quality of water resources, preserving riparian vegetation, with the removal of non-native forest animals, and planting thousands of seedlings to the community in environmental education actions, as well as deploying the margin of ecological sidewalks valley bottoms, having already built 51,000 m² of pavement in 22 linear kilometers. The Department of Environment, in partnership with other entities, also has sensitized the population with regard to environmental preservation, with several annual awareness campaigns.
Health

With an investment of 31% of its budget for health sector, and one health center for every 10,000 inhabitants index, Maringá City Hall is a reference in health. The prizes that the Ministry of Health grants to the Maringá Healthy Program are proof of this, recognizing the awareness projects and disease prevention.

- In 2013, the city of Maringá launched the **Health Card**, and in 2014, launched the **Health Portal Maringá**, attended by the Brazilian Minister of Health, who called Maringá a health model for the whole country. Unprecedented and pioneering format, the Portal allows user access and health professionals to patient information. With the Health Card, which all Maringá Citizens are entitled to and which is already in the hands of more than 200,000 inhabitants of the city, people can access test results, the vaccination records and medical history.

- Maringá is also classified as the 5th best Brazil index relative to combating child mortality. In 2013, the **Maringá Mother Program (Programa Mãe Maringáense)** was implemented in all health units and further reduced the infant mortality rate. The program encourages breastfeeding and offers preventive examinations.

- The Department of Health has a **Municipal Coordination of STD/AIDS and Viral Hepatitis**, working with different community organizations, and has conducted hundreds of thematic campaigns always aiming to reach young people, which is a public high vulnerability with sexually transmitted diseases.

- The Department of Health also has **Monitoring Health Centers**, favoring greater dialogue of health workers and their services in the neighborhoods.

- There is also a **Prevention and Attention Network to Violence**, a network that brings together representatives not only health but also the departments of Education, Social Welfare, Women, as well as non-governmental organizations, police, prosecutors, Child Protection Agency. The network is structured in thirteen local groups, and together the participants integrate and discuss strategies for addressing cases of violence that are common to the services of each locality, bringing the integrated public service closer to the citizen.

- The **Department of Social Welfare and Maringá Citizenship acts intersectorally** with the municipal, state, public security, civil society, universities, councils, support groups, among other actors considered indispensable for the development of the work that takes place in three areas: authority, care and prevention. The **Director of Programs on Drugs** aims to promote the socialization of knowledge about drugs by conducting forums, workshops, campaigns, production of material for prevention, training course, dialogues with the service network. The “Cool Chat Project”, which includes the participation of schools and organizations operating in the city, aims to approach the youth through dialogues, either through conversations, information materials delivery of drugs, mediate discussions and clarify drug use, refer to the network of care for adolescents.
In 2007, the Department of Public Services, the city of Maringá implemented the **Community Gardens program**, which is now a public policy on healthy eating and agro-ecological urban land use, and a model for cities across Brazil. Maringá has 26 community gardens distributed in the neighborhoods, which employs 700 families, producing every year 250 tons of natural and healthy food. 40% of production is for own household consumption, and 60% is marketed, creating the opportunity for employment and income. The Community Gardens program has received several awards since its inception, and include: Environmental Merit Award from International Rotary Club; Award of the Adventist Development and Relief Resources International Agency; Rosane Cunha Award of Ministry of Social Development and Hunger Alleviation; Award of Bank of Brazil Social Technology Foundation; Award of Bank of Brazil Foundation; Seal of the United Nations Millennium Development Goals. For News see: http://www2.Maringá.pr.gov.br/portal?cod=pagina/1274/prefeitura-entrega-mais-uma-horta-comunitaferia-nesta-quartafeira-25

**Sports and Leisure**

Maringá has increasingly become a state and national reference in sport, having a total of nearly 130 public sports facilities which means a rate of three public sports equipment for every ten thousand inhabitants. Maringá’s achievements and special events in sport and leisure include:

- From the Olympic Village, one of the best structured sporting facilities in the country, the city hosted the 2013 games in the National Volleyball Superliga; it also hosted games of the National Futsal League; and games in the National Handball League.

- The Velodrome Olympic Village of Maringá was chosen by Brazilian Confederation of Cycling to host training for the Brazilian National Cycling Track up to the Olympics in 2016.

- Currently, ten entities are contracted to City Hall, through the Sports and Recreation Department, the manager of these activities: Athletics Association of Maringá, Association of Disabled by amputation of Maringá, Maringá Baseball Association, Maringá Cycling Club, Maringá Association of Handball, Maringá Softball Association, Maringá Taekwondo Association, Maringá Association Tennis table, Maringá Volleyball Association and Maringá Association of Beach Volleyball.

- The Maringá City Hall also offers 13 sports centers for its population, based in neighborhoods, offering various sports, artistic and recreational arrangements for its population, also including activities in municipal centers of early childhood education. As a result, the city’s sports centers offer leisure activities options, sports and physical activities that provide a better quality of life and socio-cultural exchanges across the leisure, sport and physical activity, currently serving 42,000 people.

- Maringá also has the traditional “Prova Rústica Tiradentes” annual athletics event, currently in its 42nd edition, which brings together nearly 5,000 athletes in 32 categories.

- Maringá is also a national reference in Paralympic sports. As the first city of Paraná to be a parathletics management, it has hosted local, state, regional and national events and is also developing activities with
disabled people.

- Maringá was also a pioneer in Brazil in the implementation of the Academies of the Third Age, health promotion concept and quality of life today which is replicated across the country. Today, Maringá has 59 academies distributed in the neighborhoods where activities are carried out with the community, especially the elderly, from typical and supervised activities of sports and leisure, to lectures and community celebrations, improving the quality of life in this age group.

- In 2015, the city installed Inclusion Space, the first public space of Maringá with play equipment for children with disabilities.


In the following subsection, Human Rights and Promotion of Equality we will present the pioneering actions that Maringá City Hall performed for the benefit of its population in the following two areas: Education and Culture; and Promotion of Equality.

**Education and Culture**

- For every R$ 4 invested by Maringá City Hall, R$ 1 is intended for education, since the expansion of places in kindergartens with the construction of new and modern installations to creating schools full time, with English classes and constant training of its professionals, it follows that Maringá has an Basic Education Development index above the state and national average, rising more than 27% since the creation of the index, reaching in 2013 the goal of the Ministry of Education and Culture, designed in 2021.

- With regard to early childhood education, the City has expanded the number of positions. With the creation of new schools in 2014, over three thousand new jobs were created.

- The Department of Culture promotes hundreds of cultural activities through the year from encouraging reading in libraries to events and art workshops. During holidays, like Christmas, the department, in partnership with organizations, promotions include Christmas parades in the neighborhoods, generating a cultural program through the month of December. With regard to artistic performances, Maringá City Hall offer plays and dance shows and music for free to the public through the year. Its largest theater, Calil Haddad, with nearly 8000 square meters of built area, has modern and complete infrastructure and is among the best in the country.
Promotion of Equality

- In promoting equality, Maringá City Hall has a Women’s Department and Racial Equality Promotion Office, with hundreds of cultural events and thematic seminars offered each year.

- Maringá was one of the first municipalities in Paraná to establish a Women’s Municipal Office, which operates the Municipal Council of Women - including community representatives and government - and for Assistance to Women Reference Center, all with goal of developing the qualification, recovery and empowerment of women.

- The Women’s Municipal Office is also structured with a house to shelter victims of violence. It also promotes an affirmative action policy to reaffirm the status of women as social and political subject, and prioritizes the child and adolescents stay in the school system in situations where the mother victim of violence is sheltered. When the child is also sheltered, they receive support in their school activities. According to the National Policy on Combating Violence Against Women, four areas address violence which are prevention, combat, assistance and guarantee of rights.

- The Women’s Municipal Office also promotes economic and financial autonomy of women through training courses with qualifications that provide social inclusion, income generation and employment for women from 16 years old.
2. Organized Civil Society

Maringá’s organized civil society also assists public management and adds strength to an increasingly better city, contributes since its founding with actions that are replicated across the country and serve as a model and inspiration for other cities.

It is a driving force for sustainable development, transparency, and security ensuring the observance of human rights and citizenship.

Maringá Commercial and Business Association, from 1953, Maringá Communitarian Security Council, from 1983, Maringá Council for Economic Development, from 1996, and Maringá Social Observatory, from 2005, recognized nationally and internationally, were created with voluntary participation by union leaders and local entities, which maintain with the government a city that plans its future with sustainable techniques and visions, such as hiring, with resources of organized civil society, a socioeconomic plan and a long-term urban development to be carried out by international consultants of the highest standard and that will guide growth and investment in various sectors of the city of Maringá the next 30 years.

Examples like these inspire cities across the country to visit Maringá and seek to replicate councils and observatories, demonstrating that Maringá City Hall and organized civil society work together in a planned and continued effort, making this city a global reference for sustainable city.

This section is divided into three subsections: Maringá COMMUNITARIAN SECURITY COUNCIL; Maringá COUNCIL FOR ECONOMIC DEVELOPMENT; Maringá SOCIAL OBSERVATORY.

2.1. Maringá Communitarian Security Council

Maringá Communitarian Security Council was the first communitarian security council of our country and is qualified as a Civil Society Organization of Public Interest. It works on increasing community safety, supports the security structures and social defense of the city. It has been a link between the community, security forces and leaders of the government seeking a safer and more ethical society.

It consists of groups of people from the organized civil society who meet to discuss and analyze, plan and track the resolution of their community safety issues, develop educational campaigns and strengthen understanding and cooperation ties between the various local leaders.

For more information, please visit: www.consegmaringá.org

The Maringá Communitarian Security Council supports projects and invest directly in actions for the safety of the city. We can highlight the following actions:

Recognize

It provides professional appreciation and recognition of the staff of all public organs linked to Maringá Social Protection System and Public Security and their families, by offering free courses in undergraduate, professional, semi professional and/or personal development through partnerships with public and private institutions.

Training School

The qualification and performance of the police force are responsibilities of the State Government, but local actions are possible with good projects. In Maringá, the organized civil society, at the initiative of Maringá Communitarian Security Council, conquered the creation of a training school for military soldiers, the 2nd of Paraná, inaugurated in 2012, the only one at the countryside. This training center assists soldiers of the Military Police and Firefighters of the North, West and Northwest’s units in Paraná and has taught courses for more than 900 Military Police and Firefighters. During training in the training school, these professionals work in the streets of Maringá and region. This is an example of how local action made it possible to increase the police force in the region, improving safety.

Schooling for young people

It offers Technical Professional Training for teenagers and young people, to 120 adolescents aged between 14 and 18 years old, in the mornings and afternoons at the philanthropic organization ‘Home School for Children of Maringá’. They are teenagers who are at risk and in social vulnerability, and who come from
municipal public schools in poor neighborhoods of Maringá. Classes are offered in different timetables from their regular school schedule and it also has a partnership with vocational schools, removing these adolescents from vulnerabilities, thereby promoting their personal and intellectual growth through socialization and the strengthening of family and community ties, avoiding engagement with the world of crime and drugs, qualifying them for the performance of activities related to administrative and commercial services.

**Special Testimony Room for Children and Adolescents**

The creation of specialized care room, differentiated and protected, is specially designed for testimony of children and women victims of violence, abuse and rape. With audio and video system, only the victim and the skilled professional who will gather the testimony remain in the room, creating an environment that favors free expression.

**Vision of Freedom**

Thanks to the joint efforts of various institutions of the organized civil society of Maringá and State Government support, the Maringá State Penitentiary started in 2004 the project Vision of Freedom, in which detainees work for the benefit of the visually impaired. In a recording studio within the institution, with computer and media equipment, detainees produce Braille books, embossed teaching materials and talking books that are distributed in public schools in 123 cities in Brazil. This material is also being sent to more 104 entities in 25 states in Brazil and also to the National Library of Lisbon, Portugal. It has been already produced over 60 thousand talking books, nearly 60 thousand embossed materials and more than 5 thousand CDs. In 2011, the Vision of Freedom project won two awards: Citizenship Award Herbert de Souza of Banco do Brasil National Association of Employees and the Foundation Award of Banco do Brasil of Social Technology. In 2014, it was one of the winners of the 5th edition of the Development Goals Award of the Millennium Brazil. This is another example of how a coordinated local action enabled the promotion of citizenship and nation-wide education, even within a penitentiary.

For more information, please visit: www.cidadessustentaveis.org.br/boas-praticas/em-Maringá-o-programa-visao-de-liberdade-visao-reintegracao-de-detentos

For the video about the project, please visit: https://www.youtube.com/watch?v=3rlnVWQ8-uY
2.2. Maringá Council For Economic Development (CODEM)

Maringá Council for Economic Development (CODEM) is a voluntary and non-partisan city council created by unprecedented initiative of the organized civil society in the city of Maringá. Resulting from a movement called Rethinking Maringá, initiated in 1994 and led by the city’s trade association. It encouraged the participation of the organized civil society in making political decisions and local and regional future planning, counting on the participation of government authorities and dozens of other entities such as Parana Industry Federation (Federação das Indústrias do Estado do Paraná), Brazilian Support Service for Micro and Small Enterprise (Serviço Brasileiro de Apoio às Micro e Pequenas Empresas), Maringá State University (Universidade Estadual de Maringá), religious institutions, employers and labor unions and associations.

Of a consulting nature, CODEM promotes institutional coordination, especially with government agencies and with agencies that promote economic development. Through thematic technical chambers, specialized representatives of various organizations can study a current issue and discuss a common action for sustainable development of the city with the government authorities. This is CODEM biggest goal: prepare studies and proposals for economic development for medium and long term, being the institutional guardian of all major development projects for Maringá and region.

CODEM’s first project was the document called Maringá 2020, created in 1997, containing future development ideas. Realizing that many of the Maringá 2020 objectives had already been achieved in 2007, CODEM organized the preparation of Maringá 2030, created in 2009.

Currently, CODEM maintains its proactive initiatives focused on planned and sustainable long-term development, and is organizing the Masterplan Metropolis of Maringá, aimed to seek the hiring of a socioeconomic and urban planning that will provide new guidelines to improve the socio-economic indicators and develop a sustainable urban infrastructure to Maringá and region until 2047. These and the other actions described below inspire dozens of delegations from all over Brazil to come to Maringá in an attempt to replicate CODEM’s successful economic development model in their territories.

We highlight the following actions: the development of the metropolitan region of Maringá, with its legal creation and the adoption of the single local telephone rate (Tarifa Telefônica Local Única), also developing the Region’s Urban Planned Infrastructure; implementation of the Countryside Customs Station; implementation of the Technological Incubator and Innovation Center of Maringá. All these successful actions demonstrate concrete positive results that led to structural changes and transformations in the territory where CODEM acts, it is possible to replicate these in other regions of Brazil.

For more information, please visit: www.codem.org.br
**Development Of The Metropolitan Area**

CODEM contributed actively to the creation of the metropolitan area of Maringá and created a Technical Chamber to specifically address the structural issues in Maringá and cities in the area. One of the actions taken was the creation of a single local telephone rate for all municipalities. This action was replicated in all metropolitan areas in the country.

The Council also has urban and logistics long-term plans for the area, with successful cases of urban mobility and vision for the future of the region. Contributed with a project that lowered the railway line that crossed the city from east to west, revitalizing the this pass with a new avenue, and enabling the implementation of an underground regional passengers train.

With regard to technology and innovation, CODEM also contributed to the creation of a technology incubator, an innovation center, and a local cluster of companies in the information of technology and communication sector.

**2.3. Maringá Social Observatory**

Maringá Social Observatory was created in order to provide opportunities to the society to promote social cohesion, through transparency and diligence in the management of public resources and awaken the community to the socioeconomic importance of taxes and the need for an increase in the effectiveness of its application. A working group was structured and also a methodology developed to monitor municipal expenses through bidding.

The Observatory consists of a group of professionals from various fields, such as lawyers, judges, accountants, economists, federal and state civil employees, businessmen, students and retirees who are driven by the same ideal and all are free of political party affiliation.

In the beginning of Maringá Social Observatory’s activities, all volunteers underwent training provided by the Union General Comptroller’s Office and the State of Parana Court of Auditors, which were of fundamental importance for the understanding of public proceedings, thus defining that the focus would be the bidding. Maringá Social Observatory staff meets once a week to trace work goals, which are discussed and evaluated by various members. Any information gathered by Maringá Social Observatory or by community complaints are reviewed by the Management Committee before any procedure. These meetings ensure the safety and reliability in decision making and dissemination of results.
The methodology of Maringá Social Observatory comprises three phases, which span from the publication of the invitation to bid, the analysis of processes and the delivery of product or service:

- In the first phase, the bid notice is analyzed and, if necessary, it will be requested the Government contestation or possible changes. After the conclusion that the document is transparent, it is disclosed to the largest possible number of companies.

- In the second phase, the focus turns to the bidding process, especially for the prices, quantities and quality of products and/or services purchased.

- In the third phase the delivery of products or services is monitored and verified - if what was offered in the bidding is being delivered. Analysis of inventory control and effective consumption will also be done.

Maringá Social Observatory have been developing their work to contribute to the proper relationship between the taxes collected and the services financed by these. It is an extremely simple idea, but of profound performance, proposing the challenge to overcome the era of welfare to the effective provision of service which is a responsibility of the government.

Awarded at the regional phase and running the national phase on the FINEP Innovation Award, won in the category of Social Technology, 2008; conquered 1st place in the V Experiences in Social Innovation Contest, of the United Nations Economic Commission for Latin America and the Caribbean, 2009; Jonathas Huho Parra Mota Award, 2012; And 2nd place in the National Tax Education Award, 2012.

For more information, please visit: http://observatoriosocialMaringá.org.br
3. References

1- United Nations Development Program (UNDP), 2010
2- Municipal Development FIRJAN Index, 2014
3- Delta Economics & Finance, 2015
4- Fundação Getúlio Vargas, 2015
5- Urban Systems, 2014