

Citizen Participation to Accelerate the Implementation of SDGs in São Paulo

Citizen engagement and monitoring is essential to advance the Municipal Agenda 2030. To make this possible, São Paulo, Brazil is making it more accessible by using open data and simple language.



“Only 1 per cent of the Brazilian population is aware of the SDG Agenda. Ensuring that the other 99 per cent of the population is aware of and engaged in the implementation of the SDGs is everyone's duty, and it is only possible when local governments and civil society come together for this purpose.”

ObservaSampa: Explore São Paulo through its SDG data

Environmental Protection

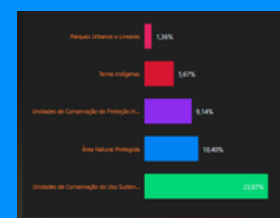
Protected natural area

158,921 km²

Number of municipal parks

108

Percentage of territory with Protected Area



➤ **São Paulo** developed ObservaSampa, a monitoring platform with open data and visualizations on the SDG goals progress.

➤ The city also trained citizens on agendas related to the SDGs for the implementation of the Municipal Agenda 2030 (MA2030).

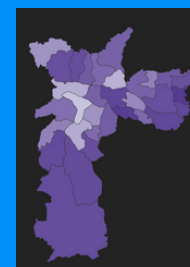
➤ They designed a communication plan to engage the population in the MA2030.

Education

Performance index in basic education 2005-2021



Child mortality



Virada SDG is a global movement to implement the UN Sustainable Development Goals, seeking a more just and sustainable future.

Virada SDG 2023:

- **25,000** active participants.
- **3 million** people impacted in traffic with Virada ODS material;
- **7 million** users impacted on the bus with the Virada ODS newspaper;
- **18** graffiti murals painted in public places about the SDGs;
- **4** winning teams at local hackathon.