



Bernard
van Leer
FOUNDATION

Achieving impactful changes for young children and caregivers through tactical interventions

Mobilizing quick improvements through tactical trials in streets, public spaces, around Anganwadis and health centers

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**If you could
experience the city
from 95cm – the
height of a healthy
3-year-old – what
would you change?**

URBAN95 



What a toddler-friendly city looks like: The Urban95 Manifesto

Available in other languages.



An Urban95 city is a place where...

1.

Babies, toddlers and the people who care for them are seen, heard, counted and considered.

2.

Caregivers are given the time and respect they need to provide vital care and support.

3.

Vulnerable families receive the extra support they need to thrive.

4.

City agencies work together, and with the community, to support families with small children.

5.

Public spaces prompt singing, conversation and play.

6.

Shared streets are dedicated to cleaner, safer and fairer modes of transportation.

7.

Children's routes help families travel safely and comfortably wherever they wish to go.

8.

Early years services are located within a 15 minutes' walk from where families live.

9.

Neighbourhoods bridge cultural divides and provide spaces for socialising.

10.

Clean air, pure water and refreshing nature surround and nurture every resident.

By experiencing the city as a toddler would

we can help tackle the enormous challenges facing city leaders every day.

By supporting cities that promote

loving behaviours and healthy brain development at every scale, we can help improve the lives of millions, both now and for the future.

“Urban planning and development must enhance the talent, creativity, and aspiration of children”

Venkaiah Naidu,

Honourable Vice President of India





How can *WE* get creative and aspirational with Urban Planning and Development, so those growing up in our cities today with ?



5 Hours to Road Safety

Street Transformation in Sao Paulo

Global Designing Cities Initiative - NACTO

Supported by Bloomberg Philanthropies Initiative for Global Road Safety

Footage and Edits - Ankita Chachra





There are more than 150 languages in India that are spoken by at least 10,000 people.



Source: India Census, 2001



Secret Recipe



Istanbul, Turkey



Milan, Italy



Fortaleza, Brazil

Credits: NACTO-GDCI



Secret Recipe



+



+



+



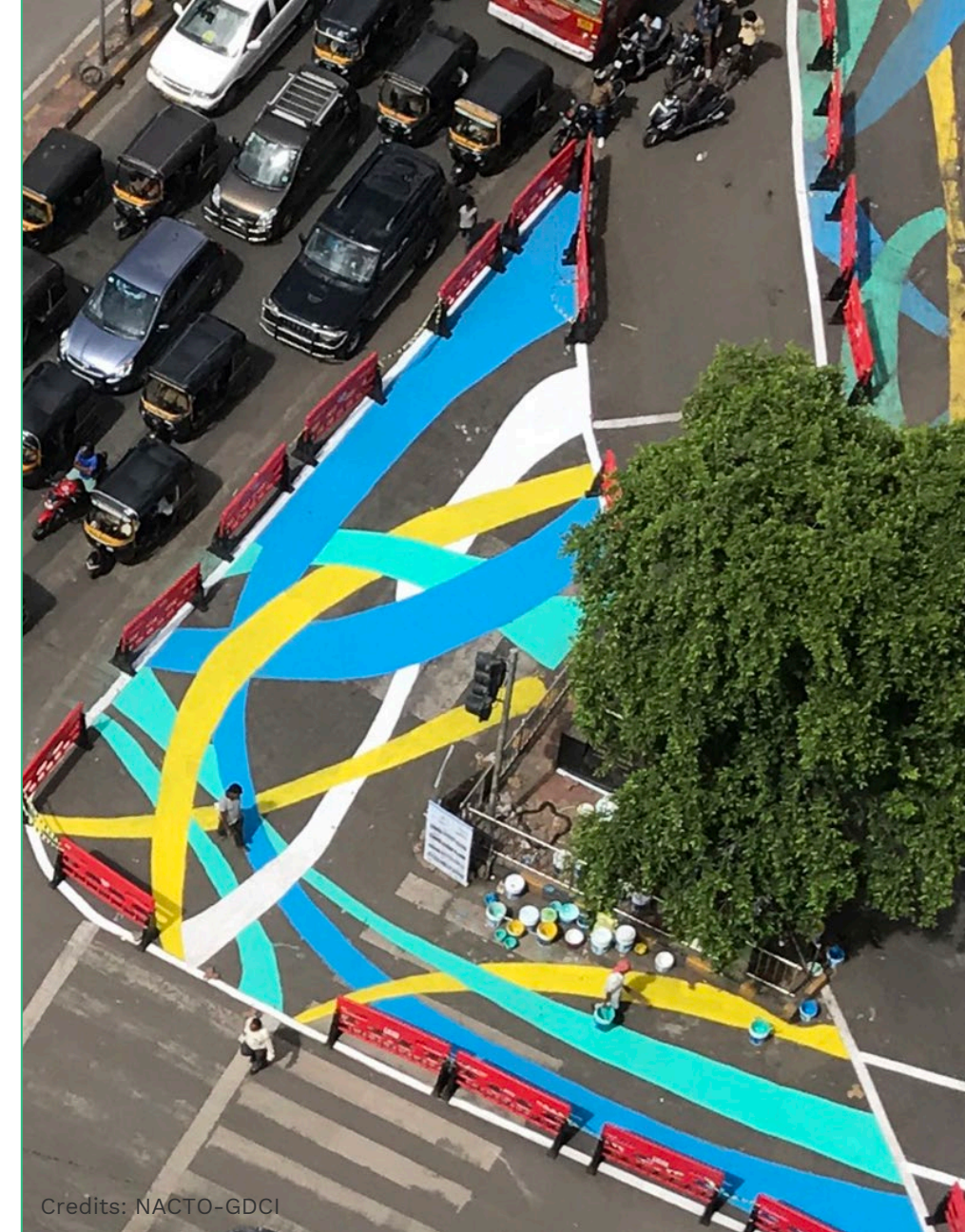


Toolkit: the basics

Chalk , Paint, Buckets, Rope, Brushes, Water and Tape



Toolkit: Planters and Surface Treatments



Toolkit: Additional features for place-making



Seating



Play Equipment



Credits: NACTO-GDCI

Umbrellas



Kiosks/ Vendors

Most Importantly - People!!



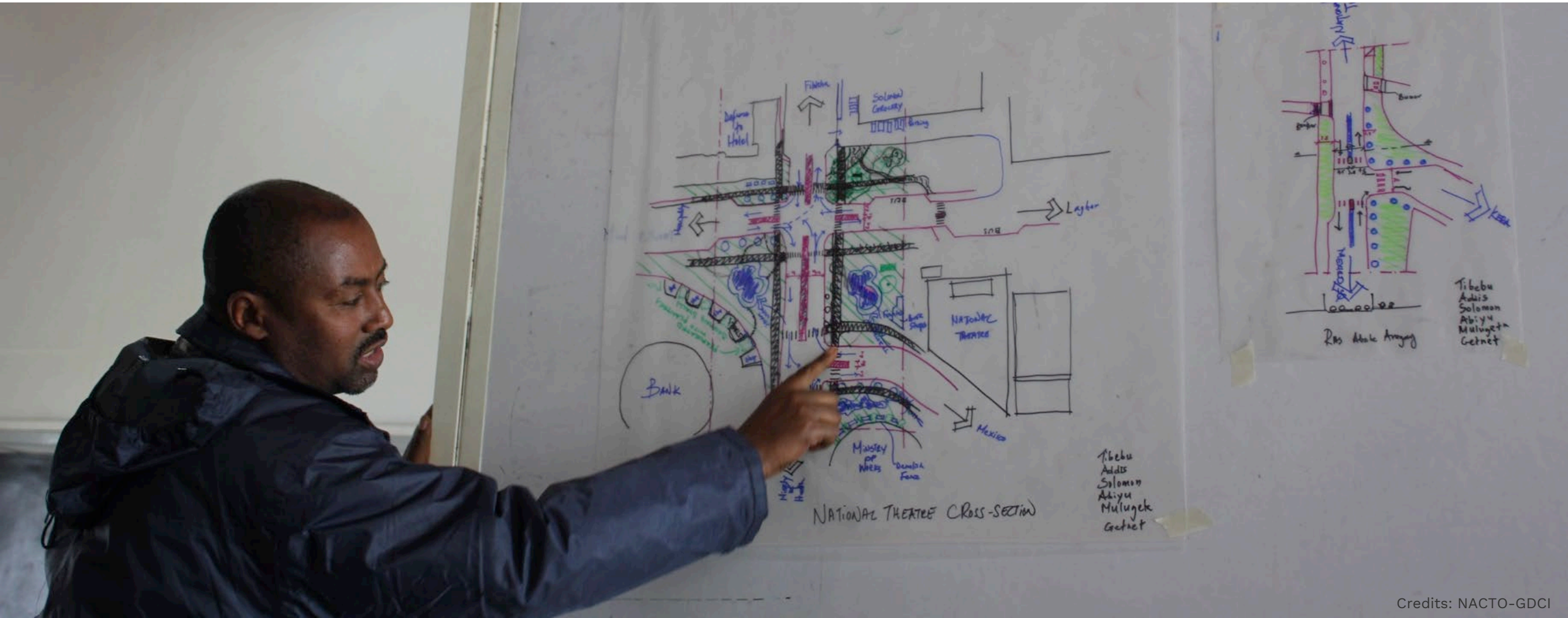


Trials, Trainings and Tests





Drawing indoors...



Credits: NACTO-GDCI



to experimenting on site!



Credits: NACTO-GDCI



Show to build support



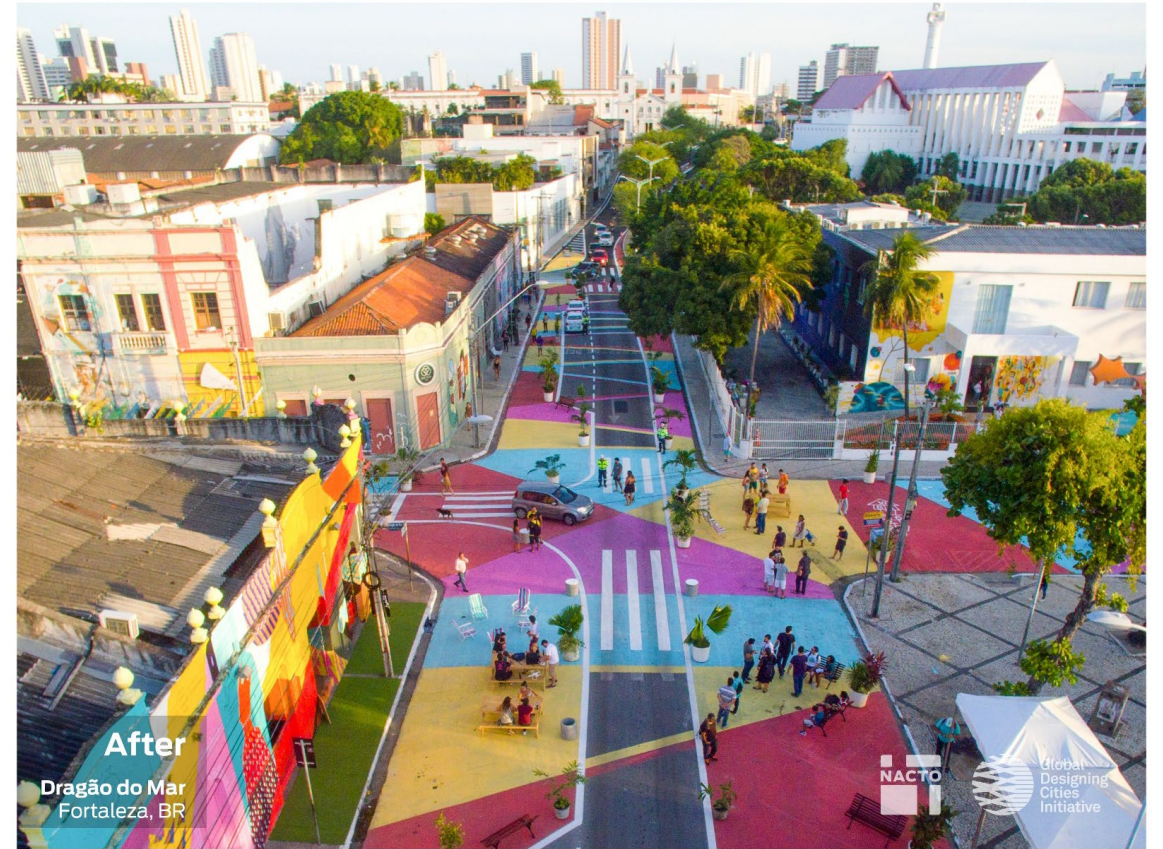
Credits: NACTO-GDCI

Pop up – few hours!!



Credits: NACTO-GDCI

A few weeks / months



Credits: NACTO-GDCI

**A few hours /
every month**





Pop up – Day Event



Credits: NACTO-GDCI

Pop up – Day Event



Pop up – Day Event

57 Gallons of Paint

40 Traffic Cones

75 Planters

40 Beach Chairs

10 Umbrellas

24 SqMt of Grass

1,600 SqMt of Area Transformed



850 SqMt of
Additional
Pedestrian Space

68%
Increase in usable
public space

Credits: NACTO, GDO



Over 15 partners

São Paulo city government, Bloomberg Philanthropies Initiative for Global Road Safety, MobiLab, Companhia de Engenharia de Tráfego (CET-SP), Vital Strategies, ITDP Brasil and Citi Foundation. Additionally, the Commercial Association of São Paulo – São Miguel District, ANTP, Bijari, Cidade Ativa, Jovens do Brasil, Pingpoint, Red Ocara, Scipopolis and Urb-I collaborated on this project.



Credits: NACTO-GDCI





Engage the Community





Measure change



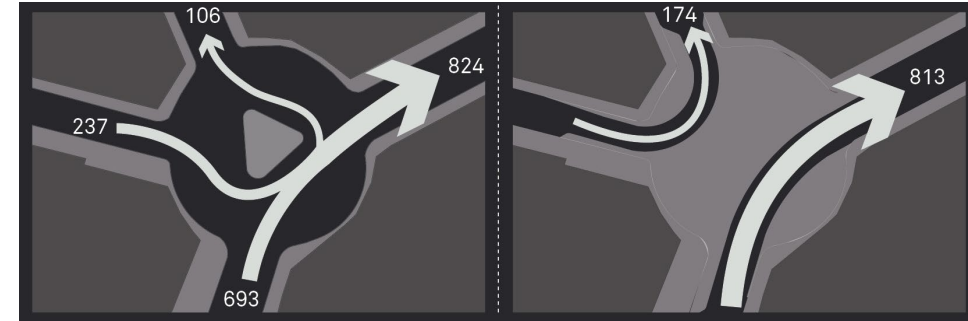
How safe do you feel on crosswalks?



Credits: NACTO-GDCI

30% reduction in speeding

Achieved safer speeds but maintained the throughput



Credits: NACTO-GDCI



Mumbai

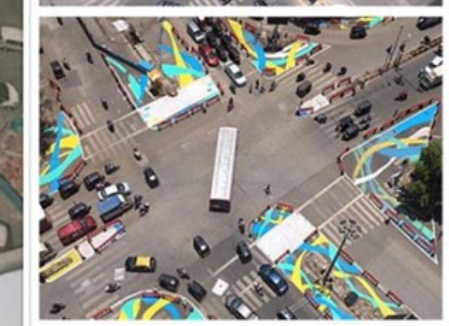
Credits: NACTO-GDCI



Mumbai

Credits: [unreadable]

Make an event – Invite the media





Or connect with an existing event...



#Binnale11
#MobilityWeekBrazil





...leads to change practices and manuals!





Before Conditions

Interim Intervention











1,075 m²
of reclaimed
public space



Credits: NACTO-GDCI



51%
increase in perception
of safety on site



43%
increase in feelings
of safety when
crossing the street


Credits: NACTO-GDCI



2x 
more children
(between the ages of 5-12)

Credits: NACTO-GDCI



3.5x 
**more babies and
toddlers**
(between the ages of 0-4)

Credits: NACTO-GDCI





Thank you!

Learn more at:
bernardvanleer.org/urban95

URBAN95 

