

City	
Country	Portugal
Population	111,892
Title of policy or practice	Promoting Sustainable Development in Funchal
Subtitle (optional)	Different Ways of Community Engagement
URL video	
Category	Social and Economic Equity
SDGs	SDGs: 2, 4, 11, 13.
Brief description	<p>Funchal is a small city with 111,892 inhabitants. Capital of Madeira island, 15% of its total area is composed of public green spaces. This a reason that leads to the general idea that Funchal is a garden city.</p> <p>Funchal Municipality's mission is to design and implement policy measures that contribute to the sustainable development of its area, improving the quality of life in the city and empowering citizens. Reinforcing the importance of the self-awareness of each one's role in preserving the environment and developing the capital as a greener city.</p> <p>The City Council grants different initiatives in order to promote the development of personal, social, professional and environmental skills designed to various target audiences on different themes contributing to its awareness and empowerment, also leading to different ways of community engagement through several projects, such as: Educational and Social Projects in Ecological Areas; Competitions for School Gardens, i.e, "Uma Escola, Um Jardim" since 1994; Competitions for Gardens, Flowered Balconies and Allotment Gardens, i.e. "Funchal, Cidade Florida", since 1997; Promoting municipal allotment gardens, social housing neighbourhoods allotment gardens and schools vegetable gardens since 2005; Promotion of Eco-Schools (international program of the Foundation for Environmental Education, ABAE). This project encourages actions and recognizes the quality work developed by each school within the project, concerning Environmental Education for Sustainability, since 2006; Award/Assessment of the Municipality's performance in promoting sustainable development "Eco XXI Program", since 2015.</p>
Date of start and state (ongoing/completed)	01/1994 Ongoing
Actors and stakeholders involvement	<p>As Funchal belongs to the Educating Cities Network, we try to integrate all city departments in order to do a transversal work and mobilize different educational agents within the city.</p> <p>The Education and Quality of Life Department leads this process and co-works with other departments: Science and Natural Resources, Urban Planning, Civil Protection, also with the municipal social housing enterprise, Schools, Educating Cities Association, UMa (Madeira University), local social organizations.</p>
Approach	Funchal has an annual activity program aimed at different audiences: schools, kindergartens, elderly, municipal community centres and unemployed people. We raise awareness among people on the ecological footprint, biodiversity, natural risks, natural resources and the sustainability of the territory: we are acting locally, thinking globally. The growth of urban allotment projects, vegetable gardens within municipal social housing and school gardens is a symbol of municipality commitment.

<p>Innovation</p>	<p>Funchal was the first municipality on Madeira island to start working on environmental education, producing its own materials and methodologies, in order to raise people’s environmental awareness. We created our educational and recreational materials (games, paper and 3D exhibitions, adapted to regional context and reality).</p> <p>Citizens experience conservation of nature by visiting and exploring gardens in the city, as well as Funchal Ecological Park. Planting endemic trees, analysing the mountains upstream of the city, biodiversity and cultural heritage, discovering the city on foot, learning organic production, demonstrating more sustainable practices in school gardens, studying water and sewage, sorting solid waste by visiting our municipal services or participating in cleaning campaigns. We reinforce these skills with projects like "Recreando Lares" or "Bairro a Brilhar, Todos a Limpar".</p> <p>New challenges:</p> <ul style="list-style-type: none"> • Changing population lifestyles, in order to raise awareness on natural risks and environmental sustainability, while promoting organic production increase; • Increasing consumption of local products, while maintaining the land’s identity; • Raising awareness on local marine biodiversity.
<p>Impact</p>	<p>The City Hall and the Municipal Housing Enterprise developed allotment gardens in the social neighbourhoods in order to grant better and healthier food for the needy families, along with the development of a safer, more beautiful and organic surrounding.</p> <p>Educational and Social Projects with different population targets:</p> <ul style="list-style-type: none"> • 1994: 1081 participants - 1 educational theme; • 2018: 18761 participants - 21 educational themes. <p>Competitions for School Gardens “Uma Escola, Um Jardim”:</p> <ul style="list-style-type: none"> • 1994: students started to get involved in the maintenance of a part of school gardens; • Since 2005: schools began creating and managing their vegetable gardens; • 2018: almost all the schools of the municipality have a green garden project and use their production to cook their own food or to sell the products and raise funds for their projects. <p>Competitions for Gardens, Flowered Balconies and Allotment Gardens “Funchal, Cidade Florida”:</p> <ul style="list-style-type: none"> • Since 1998: 22 editions, average of 70 participants. <p>Municipal allotment gardens:</p> <ul style="list-style-type: none"> • Since 2005: 23 projects / 911 families benefited, helping to increase Funchal families’ income and also their quality of life. <p>Promotion of social housing neighbourhoods allotment gardens:</p> <ul style="list-style-type: none"> • Since 2009: 7 projects / 911 families benefited, helping to increase social housing neighbourhoods families’ income and also their quality of life.
<p>Inclusion</p>	<p>The educational policies explained in the prior items were directed both to needy and non-needy population. However, the focus was on people with scarce resources. A strong effort has been done in order to work with different civil society organizations, to increase their work and the number of people involved.</p> <p>Families with poor financial resources had access to municipal allotment gardens and to organic production training, in order to improve their financial income and the quality of food at home. Some policy measures are coordinated with the regional government, for example the “Organic fair”, every Wednesday morning in the city centre.</p> <p>At this moment, we are planning to create a free organic market in the city, that can enable and increase the participating groups of farmers, enlarging the trade and exchange of organic products.</p>

The idea is to gather schools, social allotment organic producers and "local normal farmers" in the same agro-fair.

Adversity coefficient

- Scarcity of municipal lands available: The City Hall signed different agreements with private land owners and made those lands available to people who have difficult financial resources. The City Hall also promoted organic farming on those lands.
- Natural risks: As a capital of an island region, Funchal area is exposed to different natural risks that endanger life and make it more vulnerable to climate change and disasters. Therefore, the City Hall government has been focusing its action on educational actions on individual and collective awareness on the importance of keeping lands cultivated and consuming local products as a way to promote a safer and a less vulnerable land.

This is the reason why the City Hall focuses on educational training programs involving schools, young people and civil society, as a way to replicate successful models and processes that can be included in sustainable practices.