THE BEST MEASURE OF A SUCCESSFUL CITY

Designing Cities 2017, Chicago - October 2017
A FAIR START, A FAIR SOCIETY
50 YEARS OF WORK AROUND THE WORLD
EARLY EXPERIENCE SHAPES BRAIN ARCHITECTURE

Surviving

Thriving
Cost of Inaction

The brain’s ability to change in response to experiences

The amount of effort such change requires

Source: Levitt (2009)

Center on the Developing Child, Harvard University
www.developingchild.harvard.edu
Children are like an indicator species. If we can build a successful city for children, we will have a successful city for all people.

Enrique Peñalosa, Mayor of Bogotá, Colombia
How are the needs of babies and toddlers different from those of ‘children in general’?
So it’s important to consider the needs of the adults they are with – from safety to grown-up amenities.

If the needs of small children AND their caregivers are met, it’s a good indicator that the needs of most residents are too.
If they – and their caregivers – feel comfortable in public space it’s a good indicator that other residents will too.
If they can get around efficiently and comfortably, it’s a good indicator that most other residents can too.
Young children are more vulnerable to air, water and noise pollution.

If air and water is clean enough for them, and noise levels not overwhelming their senses, it’s a good indicator the general population is also safe.
When children and caregivers are healthy and well-supported, the productivity benefits are passed onto the local economy.

In this sense, they are not only a good indicator of a city’s future workforce, but also the productivity of residents today.
10 PIONEERING CITIES
PIONEERING CITIES: TEL AVIV
PIONEERING CITIES: BHUBANESWAR
PIONEERING CITIES: ISTANBUL

Designing Cities 2017
PIONEERING CITIES: BOGOTÁ
THE URBAN95 CHALLENGE
URBAN95 CHALLENGE: THE WINNING IDEAS

Kenya

Mexico

Greece
URBAN95 CHALLENGE: THE WINNING IDEAS

India

Bangladesh
CORE CONCEPT: CHILDREN’S PRIORITY ZONE
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**Sample metrics**

1. Enriched caregiver-child interactions
2. More outdoor play
3. Increased walking and cycling
4. Reduced transport time to key services
5. Improved air quality
6. Increased involvement in civic activities
STEP 1: ANCHORING THE ZONE
STEP 2: SIGNALLING THE ZONE

- Signage
- Ambassadors
- Behavioral prompts

Question for your child: Where does milk come from?

Question for your child: What’s your favorite vegetable?
STEP 3: CONNECTING THE ZONE

-Playable streets and sidewalks

-Safe routes for walking and cycling

-Traffic calming
STEP 4: CONSTRUCTING LANDMARKS IN THE ZONE

- Pedestrianised areas
- Parks and gardens
- Playgrounds
SCALING THE CHILDREN’S PRIORITY ZONE
AN INVITATION TO GET IN THE ZONE
AN INVITATION TO GET IN THE ZONE
THANK YOU

Cecilia Vaca Jones
@cecyvacajones @urban95cm
bernardvanleer.org/urban95