



BELO HORIZONTE CITY HALL INTERNATIONAL RELATIONS OFFICE

**COMMUNICATION IN THE CRISIS: CITIZENS,
PASSENGERS & CUSTOMERS**

BELO HORIZONTE

Population

2.5 million inhabitants

Population of the Metropolitan Region

5.9 million inhabitants

GDP

US\$ 33 bi (2014)

HDI

0.810



BELO HORIZONTE



*Third largest metropolis in Brazil and
seventh in Latin America*

A world map with a dark blue background. Overlaid on the map are several large, semi-transparent blue circles of varying sizes, representing hotspots or epicenters of COVID-19 cases. The circles are concentrated in North America, Europe, and Asia. The text 'Coronavírus (COVID-19)' is written in white, bold, sans-serif font across the middle of the map.

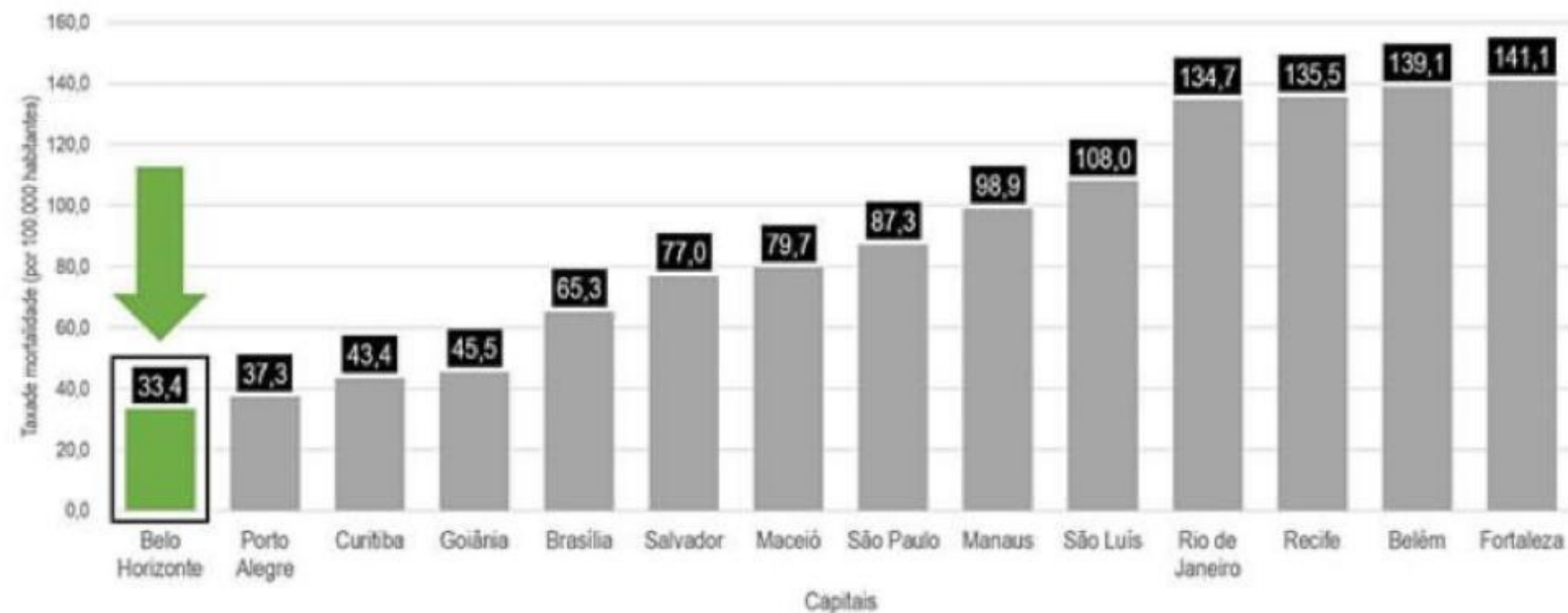
Coronavírus (COVID-19)

PANDEMIC

- Brazil: global epicenter of COVID-19, behind the United States and India
- Number of deaths in Brazil at the end of August equivalent to the sum of the number of deaths in Peru, Mexico, Colombia, Chile and Argentina.

COVID-19 PANDEMIC IN BELO HORIZONTE

**Taxas de mortalidade por COVID-19 (por 100 mil habitantes)
das capitais Brasileiras com mais de 1.000.000 de habitantes**



Elaboração: PBH. Fonte de dados primários: Brasil.io; 19/08/2020

BH is the capital with more than a million inhabitants with lower mortality rate by covid-19

First Brazilian capital to implement social distance / isolation

Provision of assistance services to the vulnerable population during the pandemic

COMMUNICATION ACTIONS OF BELO HORIZONTE CITY HALL IN RESPONSE TO CORONAVIRUS

General Actions

- Preventive action for wearing masks on buses by the Civil Guard
- Coronavirus platform on the website, PBH App and Social Networks
- Booklet for communication with the population of villages, slums and agglomerations
- Health Surveillance inspectors visits to commercial establishments
- Ready-to-download orientation posters
- Distance learning for waste collectors related to the new Security Protocol
- Pamphlets for the population on the special waste disposal protocol



VILLAGES, SLUMS AND AGGLOMERATES

Belo Horizonte has a population of 2.5 million, of which 25% - about 625,000 people - live in informal settlements and make up the portion most vulnerable to the physical and economic impacts of the disease.

There are approximately 328 informal settlements (dense set of disorderly and irregular housing, mainly low-income and without essential public services) in the city.

Villages, slums and agglomeration are mainly located in areas of geological risk and occupied by populations in economic and social vulnerability.

BOOKLET FOR COMMUNICATION WITH THE POPULATION OF VILLAGES, SLUMS AND AGGLOMERATES

- Objective: to inform, raise awareness and educate about preventive care
- Challenge: to communicate properly
 - Adequate and adapted language
 - "We are at war"
- Challenge of adherence
- Collective awareness raise



PREVENTIVE EDUCATIVE ACTION ON BUSES BY THE CIVIL GUARD

Objective: to inform, raise awareness and educate about preventive care in public transportation.

Legal Framework: A Decree was published to allow the Municipal Guard to act legally (entry on public transport was not allowed)



REPOSITORY OF INTERNATIONAL RECOMMENDATIONS AND GOOD PRACTICES IN RESPONSE TO CORONAVÍRUS

Collective research document developed by the International Relations Office of Belo Horizonte City Hall.

Involved institutions: International Relations Office of Belo Horizonte City Hall, Centro Universitário de Belo Horizonte, academic volunteers.

The english editions can be found on the following links:

[VOLUME I](#) (1st, 2nd and 3rd Editions)

[VOLUME II](#) (4th, 5th and 6th Editions)

[VOLUME III](#) (7th, 8th and 9th Editions)



REPOSITORY OF INTERNATIONAL RECOMMENDATIONS AND GOOD PRACTICES IN RESPONSE TO CORONAVÍRUS

| Main Repository | Resume Repository | Smart City Repository | Belo Horizonte Repository |
|--|---------------------------------------|--------------------------------------|---------------------------|
| 1.184 actions 159 countries 80 IOs | 285 actions 78 countries 11 IOs | 183 actions 38 countries 7 IOs | 96 actions 1 country |
| Total: | 1.748 actions | 159 countries | 98 IOs |

REPOSITORY OF INTERNATIONAL RECOMMENDATIONS AND GOOD PRACTICES IN RESPONSE TO CORONAVÍRUS

Framework conditions

- Competence decree of the International Relations Office
 - establish and manage official bilateral and multilateral links with international governments and organizations
 - establish guidelines, plan and order the elaboration and implementation of actions, projects and programs of an international character or potential
 - plan and promote actions based on the Municipality's strategies and interests, seeking to prospect for new opportunities, investments and partnerships for its development;
 - consolidate information and evaluate the results of the actions, of the international and strategic agendas for the Municipality.

REPOSITORY OF INTERNATIONAL RECOMMENDATIONS AND GOOD PRACTICES IN RESPONSE TO CORONAVÍRUS

Challenge

- To identify and disseminate information, analysis and data regarding effective measures to face COVID-19, in a context of global uncertainty.

Objective

- To collect the measures and recommendations being adopted by cities and international organizations around the world in response to Coronavirus.
- The gathered information oriented and encouraged the implementation of good practices in Belo Horizonte and other cities and local governments.

Gender perspective

- Specific sub-axis for the mapping of measures focused on gender protection
- Recognition that the pandemic deepens inequalities and that specific policies for women must be put in place.

REPOSITORY OF INTERNATIONAL RECOMMENDATIONS AND GOOD PRACTICES IN RESPONSE TO CORONAVÍRUS

Methods, tools and instruments

- Produced in portuguese and translated into english, spanish and french, so that international decision makers could also access the document.
- Distribution to Local Governments, Universities, International Chambers of Commerce, Consulates, Embassies, Foreign Representations and International Organizations
- Publication divided into editions and volumes. Each volume comprises 3 editions and the each edition concentrates the measures included in the previous ones.
- Divided in 9 different thematic axes and subaxes
- Presentation of quantitative mapping in tables and graphs, indicating the evolution of adherence and the degree of implementation of the measures presented.

REPOSITORY OF INTERNATIONAL RECOMMENDATIONS AND GOOD PRACTICES IN RESPONSE TO CORONAVÍRUS

Cross-cutting issues

- The repository was produced remotely
- The successful production of the Repository projected Belo Horizonte as an example of combating the pandemic, which led the International Relations Office to be invited to speak about the repository in international webinars, in addition to being nominated in the Smart City Expo Awards in the category COVID-19 Innovation
- Elaboration of the 10th edition of the Repository in progress, with a quantitative analysis of the measures and actions established in previous editions

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Concrete tangible results

Inside the city

- Creation of a pandemic response committee
- 300 public services transferred to the Mayor's Office website and app;
- Installation of sanitary checkpoints
- Suspension of the activities of commercial establishments
- Distribution of hygiene products and basic food baskets
- installation of sinks in the city to encourage hand hygiene
- Promotion of virtual visits to the Architectural Complex of Pampulha
- Closing of blocks for restaurants to ensure social distance

Outside the city

- Nationally the document was used as a basis for other similar publications by other Brazilian cities such as São Paulo and Porto Alegre;
- Original measures from Belo Horizonte, such as the distribution of Food Baskets to municipal students mitigating the lack of school meals, were adopted in other cities.
- The city of Barcelona also distributed the repository
- Cities for Global Health inserted several actions from Belo Horizonte on its platform.

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Sanitary checkpoint



Closure of public squares



Sink in a public square

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Sustainability

- Belo Horizonte proposed the creation of a Latin American Observatory in order to maintain a dialogue channel with cities and local governments with the similar challenges to share experiences and best practices more easily and promptly.

Lessons learnt

- The importance of maintaining an open and more recurrent channel of dialogue with partner cities, networks and other international forums
- Strengthening other working methods in order to optimize and streamline processes
- Recognition of the importance and potential of the International Relations departments in maintaining the habit of collecting good international practices to subsidize municipal actions not only in crisis contexts but to make this a regular competence.

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Open questions

- The challenge remains to change the city's operating paradigm, in order to stop acting reactively to start acting in a preventive and resilient manner regarding the risks to urban life.
- There is no integrated mechanism in the city so that the authorities and civil society can act together.

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