

In Brazil, ITDP Fights Fake News with Hard Data

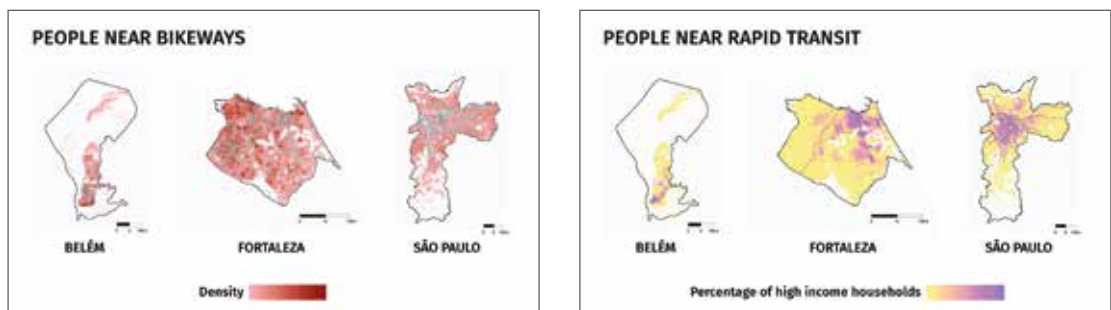
By Bernardo Serra and
Clarisse Cunha Linke,
ITDP Brazil

Brazil is experiencing a profound political transformation. Fatigue from years of ineffectual politics and corruption scandals has culminated in the dramatic resurgence of authoritarian conservatism. “Alternative facts,” which lean heavily on climate change denial, flood Brazilian social and traditional media. Unfortunately, this problem is not unique to Brazil, but ITDP Brazil is working to change the narrative with the best tool available: data.

To guarantee access to transparent and relevant data, ITDP Brazil launched a data platform, MobilIDADOS (a portmanteau of mobility and data). This tool presents complex technical data with analysis, assistance, and formats to engage technical and non-technical audiences. MobilIDADOS is an online interactive map presenting raw urban mobility data for 27 state capitals and nine metropolitan regions. A shared methodology determines the indicators, making the findings fully transparent. By promoting greater access to mobility information, MobilIDADOS is an essential resource for the many advocacy strategies and movements in progress. It also serves policy-makers and civil society to drive evidence-based solutions for safer, well-connected, and more inclusive Brazilian cities.

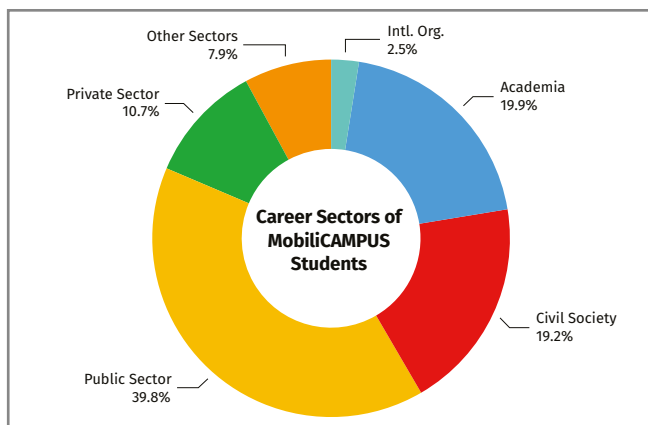
MobilIDADOS has become a useful tool for Brazilians in media, government, and civil society. It has an average of 1,000 users per month. Powered by ITDP, in partnership with eight Brazilian grassroots organizations, MobilIDADOS collects quality data and to create and disseminate evidence-based narratives about urban mobility challenges in the country. Metrics promoted by MobilIDADOS have been endorsed by Rio de Janeiro, Belo Horizonte, Fortaleza and the Brazilian Federal Ministry of Regional Development. Two new mobility and accessibility metrics created by ITDP, People Near Transit (PNT) and People Near Bikeways (PNB) have been adopted as measures of progress by governments at the federal and municipal levels, including Rio de Janeiro, Fortaleza, and Belo Horizonte.

This year, ITDP Brazil launched MobilICAMPUS, an e-learning platform offering an intensive, three-month course on urban mobility to educate and equip civil servants, academics,



MobilIDADOS provides information like People Near Bikeways and People Near Transit According to Household Income, with publicly available data. MobilIDADOS provides information on 27 state capitals and nine metropolitan regions. Above are selected cities from MobilIDADOS, with full data available on the site.

Images: ITDP Brazil



Below: The MobiliDADOS and MobiliCAMPUS websites. MobiliCAMPUS provides coursework in transit-oriented development, bus rapid transit, walkability, cycling networks, and Avoid-Shift-Improve. In 2019, it had 450 students and anticipates more in 2020.



students, and current and future Brazilian advocates for government transparency and sustainable transport. The training is free, but space is limited and the demand has been overwhelming. ITDP Brazil received over 1,000 applications for 150 spots in the first week. For the next round, ITDP doubled the size of the class and is working to expand the reach of the program. There is a clear desire among Brazilians to have access to international expertise and quality, local data. In the first year, ITDP Brazil educated 450 MobiliCAMPUS students on concepts like transit-oriented development, bus rapid transit, walkability, cycling networks, and the Avoid-Shift-Improve strategy.

While MobiliCAMPUS is laying the groundwork for change by training a new generation of city leaders, ITDP continues to use the tools of MobiliDADOS to directly support city, regional, and even the federal government – in defiance of political actors promoting a fictional narrative about climate change – for target adoptions and training on how to use clear and meaningful metrics. Thanks to the support of local civil society organizations, ITDP Brazil has assisted over 50 organizations in six cities over the past two years, who have created specific advocacy initiatives that further these goals.

Focusing on immediate challenges and defining real solutions is an urgent matter. MobiliDADOS includes a set of indicators to track how Brazilian cities are implementing sustainable mobility principles detailed in MobiliCAMPUS classes. MobiliDADOS and MobiliCAMPUS provide different but equally meaningful opportunities for Brazilians. These platforms are strengthening ITDP’s position within the national debate. They are elevating discussions about urban mobility and advancing the sustainable transport agenda. Despite being relatively new, both tools are positively impacting the struggle for better cities in Brazil.

MobiliDADOS: www.mobilidados.org.br

MobiliCAMPUS: www.mobilicampus.org.br