

CYCLES



Young Lives in Seven Cities.



São Paulo
BRAZIL

The project.

Children and Youth in Cities: Lifestyles Evaluation and Sustainability (CYCLES) is an international research project based in seven cities that span six continents: Christchurch, NZ; Dhaka, BD; Makhandha, SA; London, UK; New Delhi, IN; São Paulo, BR; Yokohama, JP. It seeks to understand the urban experiences and ideas for living well within environmental limits of young people aged 12-24 living in these diverse cities.

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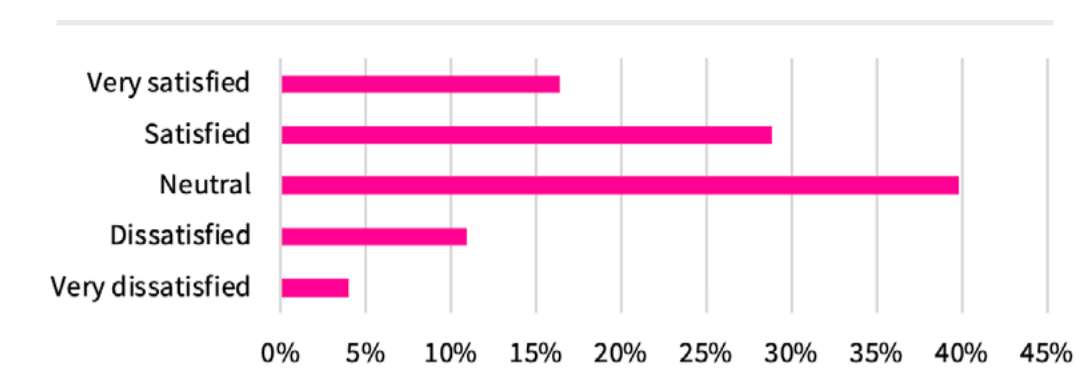
The city.

Home to around 2.7 million young people, São Paulo is the largest city in Brazil and South America. The scale of urbanisation in São Paulo is believed to have contributed to local changes in climate, including atypical rains. The dynamics of urbanisation have also contributed to a series of social problems for young people. The intense and accelerated growth of São Paulo has been greater than its structures are able to support and has been accompanied by wide social disparity. Within São Paulo, urban divisions shape young people's access to mobility, leisure and employability. While central parts of the city can be lively centres of cultural diversity and employment, these spaces are intermingled with areas of poor housing that dramatically display inequality. Areas on the periphery of São Paulo also tend to be characterized by a lack of infrastructure, high crime rates, as well as restricted access to healthcare, education and jobs.



What is important for living well

Life satisfaction



- Being healthy, having enough money for the basics, and good relationships with significant others were the most important things for a good life.
- Unfortunately, almost 40 per cent of survey respondents were dissatisfied with the job opportunities available in the city. Participants also spoke of feeling insecure in the city and thought that the rates of crime, robberies and violence were among the worst things about living in São Paulo. Just 21 per cent of respondents were satisfied with their safety on the city's streets.
- The rates of respondents reporting that they could make a difference in the city either individually (39%) or together (42%) with others were relatively low.
- Positive aspects of the city included the city's infrastructure, such as access to leisure, culture and commerce. Young people also described the importance of friends and family.

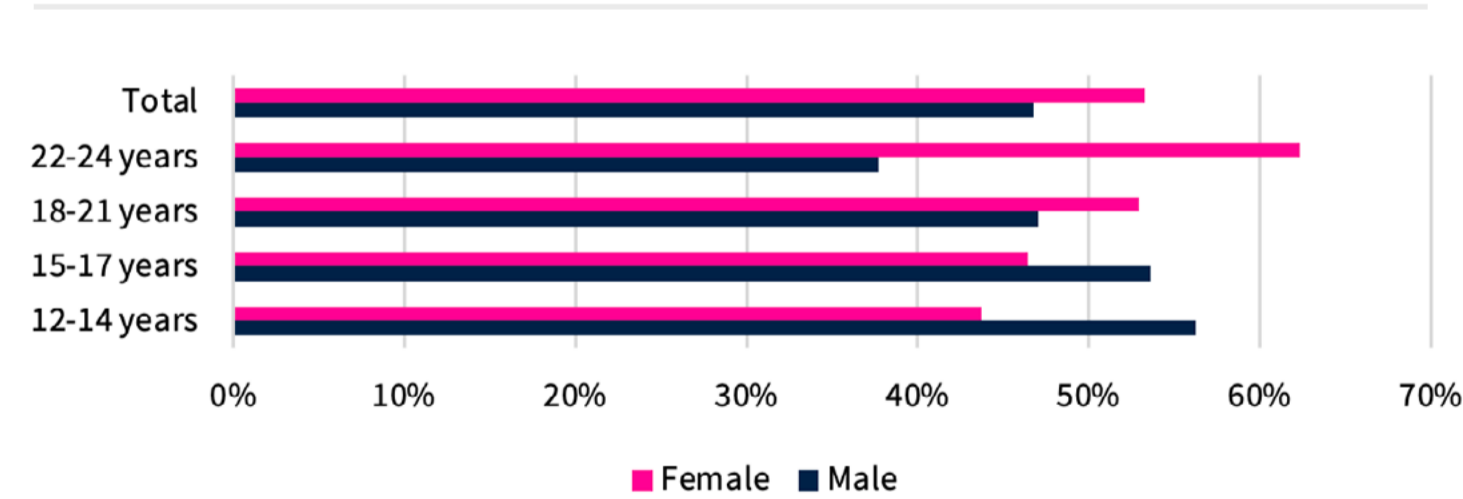
The survey.

The São Paulo CYCLES survey was carried out in November 2019 to January 2020. It surveyed 201 young people aged 13-24 about what it was like to live in São Paulo, their wellbeing, and their lifestyles.

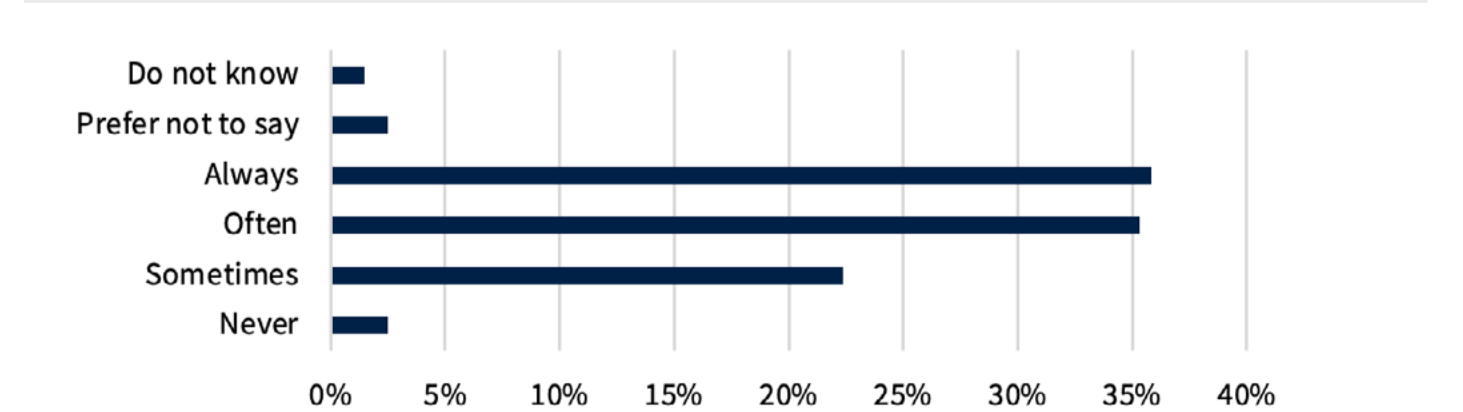
The survey participants reflected diversity of difference across the city, representing a range of genders, social classes and races.

Young people were recruited for the survey via Quantas, a company specialized in market research surveys.

Survey participants age and gender



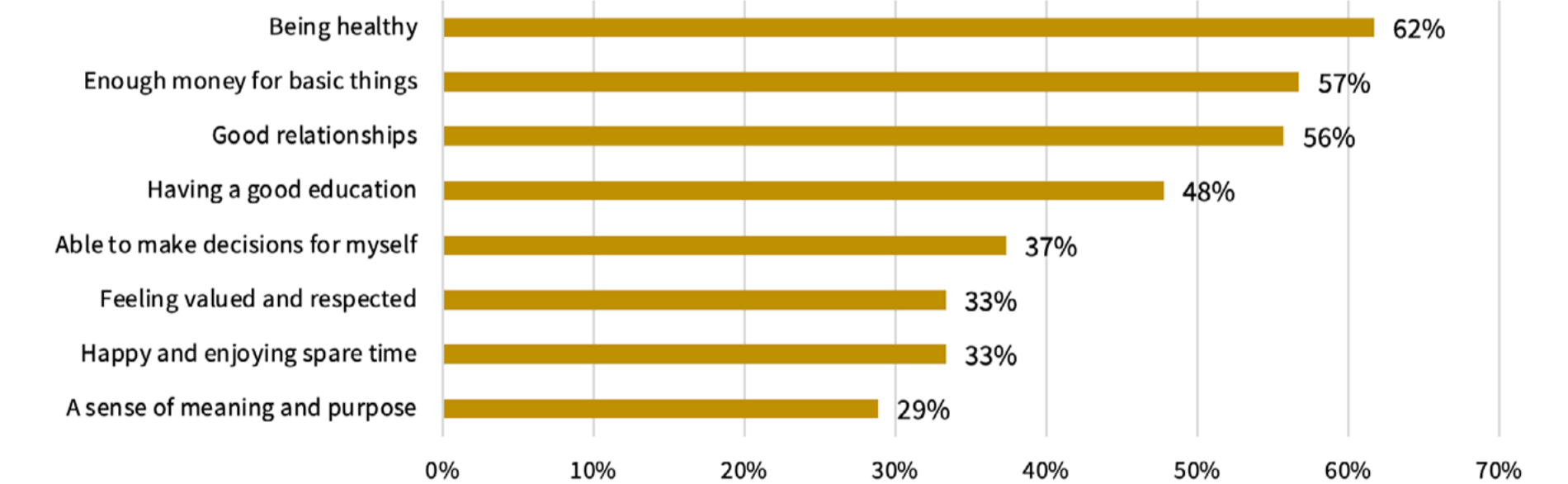
Worry about money



Young people's wellbeing in São Paulo.

- 45 per cent of survey respondents reported that they were satisfied or very satisfied with their lives.
- Most (94%) worried about money to some extent.

Factors important for wellbeing



The worst things about living in São Paulo...



...and the best things.





Prosperity Matters

What can prosperity possibly mean in a world of environmental, social and economic limits?—We work with people, policy and business to address this question, developing pragmatic steps towards a shared and lasting prosperity.

Find out more about the CYCLES project via:
www.cusp.ac.uk/cycles

Local research team

Helio Mattar, Larissa Kuroki,
Fernanda Iwasaka, Bruno Yamanaka
Akatu Institute, Brazil

Contact: bruno.yamanaka@akatu.org.br

