

Project Nev-Citizen – Rights Guide

<http://nev.iv.fapesp.br> – <http://www.guiadedireitos.org>

CENTER OF STUDIES ON VIOLENCE

The Violence Study Center (NEV) arose in 1987, as a group of studies linked to the pro-rectory of research at the University of São Paulo. In approximately twenty years of history, the NEV has been going deeper into research on violence, democracy and human rights and in the year 2000, it has become part of the FAPESP's Cepid (Center of research, innovation and diffusion) Program, which made possible a great dialogue with the community, refining its educational project, and a bigger investment in knowledge diffusion and transfer.

PROJECT “NEV-CITIZEN”

Research and studies achieved by the Violence Study Center (NEV) show that the precarious access to economical, social and cultural rights limits the practice of civil rights, worsens the violence and makes difficult the strengthening of democracy.

Despite several programs and services created in the last few years attempting to foment and assure the access to rights, it is noticed that, sometimes, they don't reach the ones who most need them. Partly, many of those programs and services are not widely publicized and, when they are, the information is diffuse and not clear.

Before this information, the project *NEV-Citizen – Diffusion of Rights* attempts to create alternatives to eliminate difficulties, getting information about the city of São Paulo and creating strategies to make them known. The elaboration of a website is one of these strategies and its objective is to list public equipments, free or low-cost services and programs available to the community, creating a database which is easy and fast to be consulted, including the areas of education, health, work and income, culture and leisure, security and urban infrastructure.

The project NEV-Citizen was born from the perception that to solidify democracy in our country it is needed trust in the institutions and, in order to this to happen, they need

to be more efficient and transparent. This way the information publicity about the programs and services available to the community contributes, not only to make the access to those services democrat, but also to give power to the community so it can control and supervise those services and the work done by them. Besides all that, our challenge is, through this guide, to make clear that the assurance of rights is a State's obligation and so they can't be presented and received as assistance, favor or aid.

PORTAL "RIGHTS GUIDE"

The development of a portal was one of the accessible, low-cost and good reach solutions to pour out information about rights. The main objective of the website is to centralize and make transparent the substantial information which gives the warranty of rights to the community on their every-day life. Through the portal, we seek to introduce the public services in a simple, uncomplicated manner, showing what they mean and where they are, who they are meant to, what they should offer, how to access them and to whom to turn if they don't work properly.

With the purpose to strengthen rights guaranteed by the Brazilian Constitution and by the Federal, State and Municipal laws, we intend to establish mediation between the thing that is on the papers and the real problems the community faces every day. In order to do that, we assembled information about public equipments, non-profit or low-cost services and programs managed by the government and non-governmental institutions.

In spite of the portal have been created to serve those who live or use the services of the city of São Paulo, being this their main focus, they also assemble much information which can be used by citizens of other States and even by Brazilian citizens leaving abroad.

The information content is divided into subjects as education, health, work and income, culture and leisure, security, documents. These subjects are subdivided into the city zones: north, south, east and west. Each of the subjects is related to the rights and the services and equipments the city offers, as well as their addresses, telephone numbers and informations about how to proceed to have access to these services and equipments. The website has also a news section to inform enrolment dates, events, etc

INCUBADORA VIRTUAL¹

The decision to elaborate the rights guide from the plone system and resources offered by FAPESP's Incubadora Virtual came after an invitation and the participation in a workshop by the end of the year 2004. In touch with the resources made available by the Incubadora Virtual it came crystal clear that the system offered a series of advantages as:

- Team work possibility
- Remote access
- Great flexibility in the disposition of the contents
- Low programming knowledge
- Customizing possibilities

The possibility of instantly publishing the information and data raised allows us to constantly evaluate the receptivity and the visitor's interests in the portal, guiding us in the survey and contributing to adapt the website into the needs of those who access it. To attract the attention and to make the surfing friendly, we try to keep a simple interface which has as focus the information content published, however remembering to maintain an inviting layout, by using primary colors and light shades in addition to the pictures related to the subject discussed.

The tools offered by the Incubadora Virtual through the Zope/Plone system are powerful instruments in the elaboration of websites from the simplest, with a few texts and static information contents, to more complex and dynamic ones, built by several developers and collaborators. Such flexibility can be an excellent allied tool to a website which was born small and with few actualizations but has the necessity and the possibility to become a medium or even a big portal. We understand now that the organization and the systemization of a great range of information is one of ours greatest challenges in the elaboration of a portal with a good use. With the plone system it is possible to extinguish these problems.

¹ Incubadora is a term is technically used to mean the institution (FAPESP) has a project which holds and develops works that may come to research. Virtual is used to mean the projects developed on the web.

Another important allied tool we intent to use with bigger intensity in the near future is the possibility of receiving contributions from other users as in elaborating texts and information content to be published in the portal.

In short, the Incubadora Virtual made possible the building of the portal with information contents published since its first day, in constant expansion, with few technical restrictions to grow, a great internal searching system and excellent publicizing and ranking at Google, the main mechanism of search around the world.

What differs the project NEV-Citizen – Rights Guide from the majority of portals hold by the Incubadora is that it is not a website of a project, the website itself is the project and all the raised information content is prepared to be placed online by the resources offered by the Incubadora.

THE IMPORTANCE OF THE PARTNERSHIP NEV- INCUBADORA VIRTUAL

The building of the portal has allowed a very important discussion between different “knowledges” or “technologies”. The Incubadora offers the tools, technical knowledge, and the necessary support to spread information which is produced e systematized at the Violence Study Center.

Weekly, the portal www.guiadedireitos.org, receive close to 250.00 page views, and a great amount of emails which proves that the information published at the website is relevant and fulfill the needs of the community.

The partnership between NEV and the Incubadora Virtual has been shown as very beneficial, because the tools that are developed and made available by the Incubadora allow us to offer to the great public a share of the knowledge produced at NEV which contributes to the practice of law, citizenship and democracy by the community. Nowadays, there is no doubt that tools like this are a great help to spread to the community, fast and directly, knowledge and technologies created in the University

At the same time, the tool created by the Incubadora Virtual allow us to keep track of which are the most accessed pages, not only making possible to improve and amplify the information contents for those areas, but also suggesting new research areas to NEV.

AUTHORS

RENATO ALVES

e-mail: ralves@usp.br

Addresses: Av. Prof. Lúcio Martins Rodrigues, trav. 4, bl 2 - Cidade Universitária

Zip code: 05508-900 - São Paulo – SP - Brazil

Tel: 55-11-3091-5072

Fax: 55-11-3091-4950

ARIADNE NATAL

e-mail: ariadnenatal@gmail.com

Addresses: Av. Prof. Lúcio Martins Rodrigues, trav. 4, bl 2 - Cidade Universitária

Zip code: 05508-900 - São Paulo – SP - Brazil

Tel: 55-11-3091-5072

Fax: 55-11-3091-4950