

REVITALIZING URBAN CIVIC CULTURE

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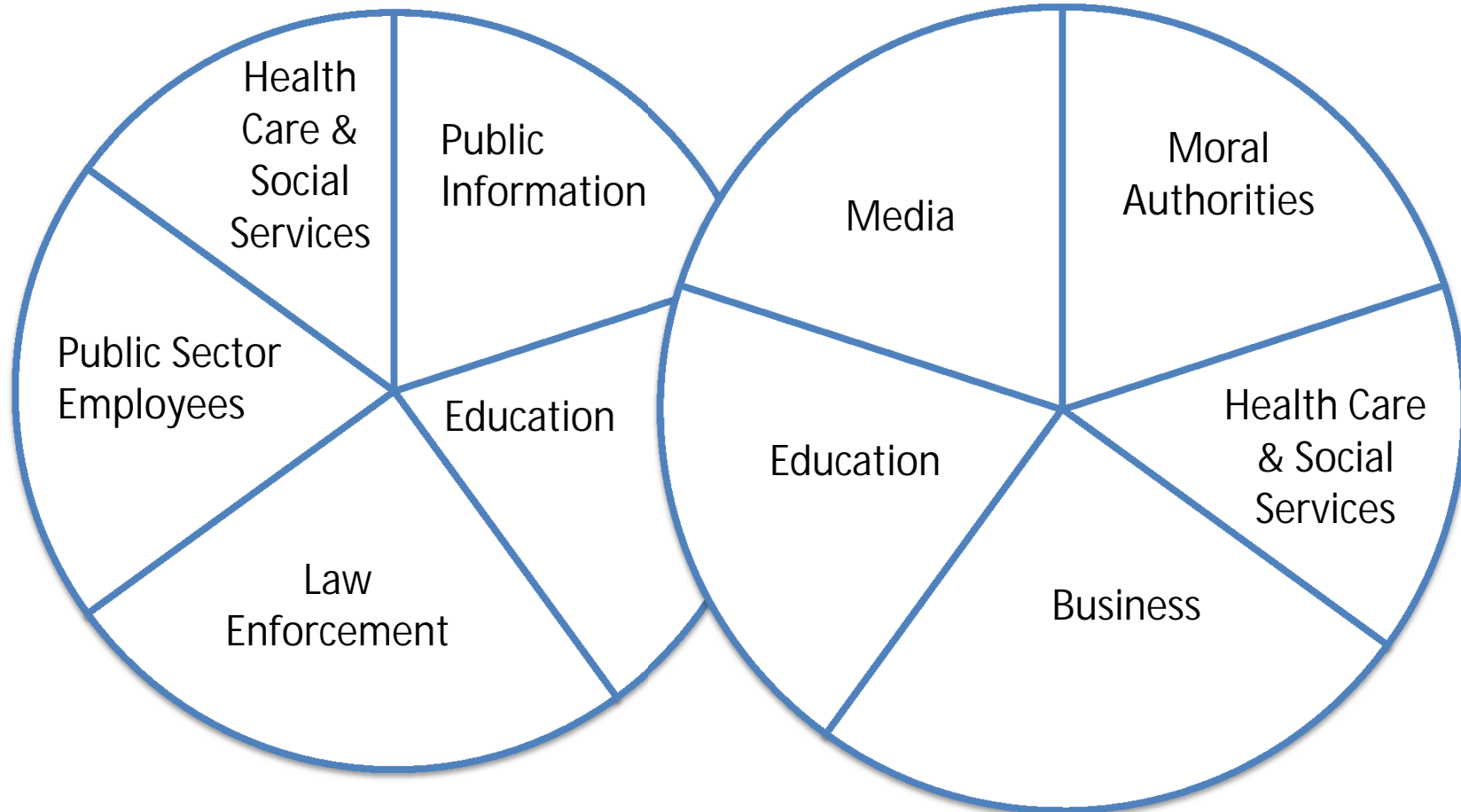
REVITALIZING URBAN CIVIC CULTURE

- 1) How Urban Culture of Lawfulness and Public Safety Were Developed in a Relatively Short Time
 - The Two Wheels of the Cart
- 2) Palermo and Other Cities
- 3) Techniques that Work
- 4) Applicability to Local Urban Environments
- 5) Next Steps?

THE TWO WHEELS OF THE CART

Government Sectors

Civil Society and Business Sectors



KEY SECTORS IN REVITALIZING CULTURE

Sector	Law Enforcement and Other Public Sector Employees	Mass Media	School-Based Education	Centers of Moral Authority
a) Role of Sector	<ul style="list-style-type: none"> ▪ Demonstrate that rule of law matters and that corruption is not rewarded <ul style="list-style-type: none"> ▪ Show how to be a role model of the rule of law in and outside the organization ▪ Involve citizens in preventing crime and corruption 	<ul style="list-style-type: none"> ▪ Popularize CoL messages ▪ Involve citizens, particularly youth and families ▪ Foster hope by publicizing effective government and citizen efforts 	<ul style="list-style-type: none"> ▪ Reach students, families, communities ▪ Help young people understand how rule of law improves quality of life ▪ Build knowledge and skills to prevent crime, corruption, drug trafficking 	<ul style="list-style-type: none"> ▪ Reinforce school-based CoL lessons ▪ Build awareness of citizens' role and responsibility ▪ Show activists and believers that crime, corruption, & drugs are robbing them of their cultural values and identity
b) Methods	<ul style="list-style-type: none"> ▪ Systematic education, incentives, and management to enhance professional integrity of public sector employees 	<ul style="list-style-type: none"> ▪ Seminars to build professional media knowledge, capacity ▪ Programs valorize and popularize ROL 	<ul style="list-style-type: none"> ▪ School-based CoL curriculum taught by regular classroom teachers during normal school day ▪ School projects and incentives 	<ul style="list-style-type: none"> ▪ CoL education by religious and cultural institutions
c) Sustainability	<ul style="list-style-type: none"> ▪ CoL integrated into professional education and performance standards 	<ul style="list-style-type: none"> ▪ CoL programs are both entertaining and profitable in short and long term 	<ul style="list-style-type: none"> ▪ CoL curriculum institutionalized as part of regular education of children 	<ul style="list-style-type: none"> ▪ Civic and religious leaders adopt CoL as an integral part of their daily teaching and pastoral messages

MULTISECTOR APPROACH

- Reaching Sizeable Audiences
- Sustainability
- Incentives
- Demonstration & Reinforcement Actions

Model for Urban Environments

REQUIREMENTS FOR EACH SECTOR	DIAGNOSIS	PRESCRIPTION
Leaders -- Vision & Narratives		
Trainers, Mentors, Educators		
Heroes/Moral Authorities		
Education -- Rule of Law Respect Personal Responsibility		
Incentives		
Demonstrations		

NEXT STEPS ?

- 1) Secure Leadership Consensus on Complementary Cultural Approach
- 2) Review Opportunities, Obstacles, & Required Capabilities for Cultural Change
- 3) Development & Consensus on 3-5 Year Plan