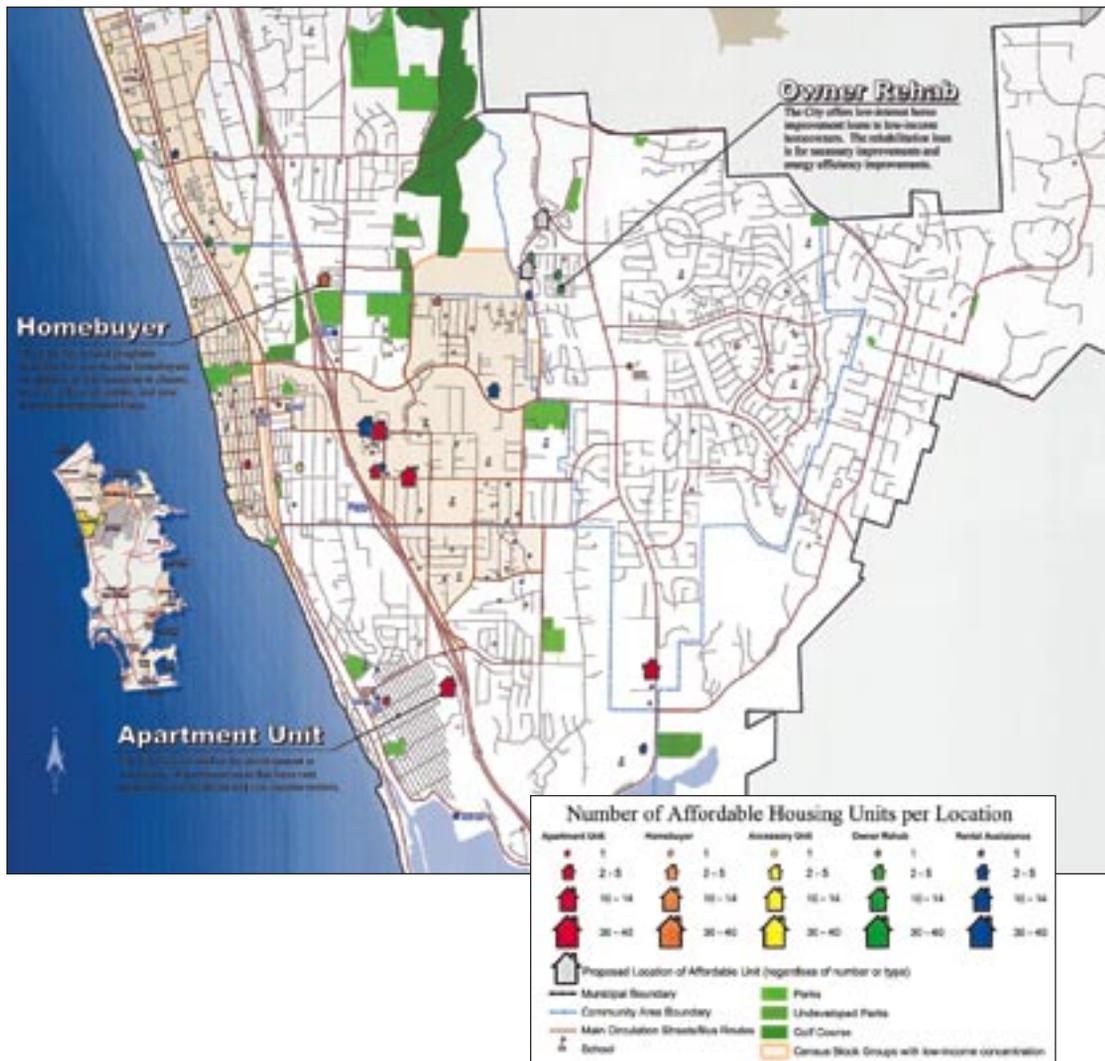


# POVERTY REDUCTION

Joyce Foresman

International Center for Remote Sensing Education



The city of Encinitas in Southern California needed to find areas and lots suitable for development of low-income housing. Considering many factors, such as population density, proximity to services, and distribution of low-income households, the city was able to put lots of information on a single map. Working with Habitat for Humanity, they were able to build several single-family homes.

*Definition*

The identification of people living in conditions characterized by the availability of little or no money, goods, or means of support, and the development of means to alleviate or ameliorate those conditions.

*Description*

Poverty is perhaps the greatest challenge humanity has faced. The total number of people living in poverty in urban areas has increased in recent years, even though the total percentage of people in poverty worldwide is down—not just in developing countries, but in developed countries as well. The day to day misery that poverty causes goes without question (or should); apart from that misery, poverty strikes at the very heart of the concept of sustainable development: it alienates citizens from the institutions that govern them, the decision making, planning, implementation, and management of programs that are supposed to raise the quality of their lives. Sustainability depends on the cooperative actions of individuals and the communities in which they live. Practical tools must be established to promote and sustain participatory action by local governments and communities and to communicate proper and effective political commitment. Encouraging citizens to identify their problems, facilitating their efforts to address their social and economic needs collectively, and developing community-based planning maps and models for the future pooling of resources are essential to the health and well-being of the entire world.

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