



World Urban Campaign Secretariat

Expert group Meeting on the 100 Cities Summit

Shanghai, 5-6 October 2010

Outcome Report

The Expert Group Meeting on the 100 Cities Summit of the World Urban Campaign was held on 5-6 October 2010. The meeting was sponsored by Pressgroup and held at the Eton Hotel, Pudong, Shanghai. The meeting was attended by 15 experts, representing a comprehensive range of UN-Habitat Partners (see list of participants, annex A).

The meeting was opened by Axumite Gebre-Egzhiaber, Coordinator of the World Urban Campaign, who welcomed the participants. She reiterated UN-HABITAT's commitment to the 100 Cities Initiative and to the 100 Cities Summit to be held in April 2011 with the City of Alicante as the host and Pressgroup the organising partner.

The coordinator reminded that the 100 Cities Summit should be conceived as an innovative learning event on cities. The event should be designed in a way that can best highlight living practices, promoting interactions between partners from every participating city, sharing knowledge between cities, demonstrating effective models and practices. The objectives of the Expert Group on the 100 Cities Summit is to bring new ideas for making the summit a real innovative learning event, propose a structure for the Summit, define criteria for the selection of participating cities.

Participants expressed the need to use the 100 Cities Summit as a first experiment to involve all stakeholders around a common objective of learning for better action. Beyond story telling, the Summit should use the learning element in a meaningful way up so that it reaches the community level, turning the World Urban Campaign into a movement.

Progress made on the 100 Cities Initiative was presented by the WUC Secretariat (see *Background Document - Expert Group Meeting on the 100 Cities Summit*). This was followed by a presentation on progress made by Pressgroup as a follow-up to the Fourth WUC Steering Committee meeting in May 2010 (see *Pressgroup: 100 Cities Initiative - Activities List June-Sept, 2010* and powerpoint presentation). The '100 Cities News' e-book was also presented as a key communication tool to be used prior to the 100 Cities Summit.

The WUC Secretariat also presented a concept note as a background for the meeting (see *Towards the Convening of a High Level Summit on the 100 Cities Initiative of the World Urban Campaign - Inputs from the Secretariat on the Summit Concept-Note*).

Through plenary and group sessions held in two days (see meeting agenda, annex B), experts have agreed on the goals, expected outcomes and format for the 100 Cities Summit as described below.

A. SUMMIT GOALS

The overall goal of the *100 Cities Initiative* is to facilitate exchange and learning about innovative practices on sustainable urban development as well as promoting dialogue and engagement among the key stakeholders within the participating cities through articulating and sharing their 'stories'. The Summit shall provide an opportunity for promoting learning and enhancing innovation through a guided process of knowledge management, best practices and benchmarking.

The 100 Cities Initiative, as a component of the World Urban Campaign will establish "Living Practices" conversations about the practical solutions, real experiences, and innovations among existing cities for new urban developments that seek these conditions of balance and shared community values among the three pillars of Sustainable Urban Development as articulated by the World Urban Campaign principles (adopted in Paris, 7-9 December, 2009).

Within the overall framework of the Campaign, the initiative shall also serve as a key operational anchor on the ground with a potential to mobilize stakeholders at the lowest level and to interface leaders, actors, enablers, innovators and all those involved in sustainability reform processes. The Summit shall help building innovation clusters on sustainable urban development by connecting enablers, leaders, innovators and actors on the ground.

B. THE LEARNING OBJECTIVE

A central objective of the 100 Cities Summit is learning. This learning objective involves processes and that should take place at several levels:

- 1/ Self-learning for the "living practice" whereby "local teams/stakeholders" extract and refine lessons learned from their own experience in order to share them more effectively.
- 2/ Another level of learning is for the participants attending the event. These participants need to be targeted and briefed on how they can maximize and enhance their own learning interactions and thus enhance the learning by others.
- 3/ A third level of learning will be for WUC partners in terms of improved learning methodologies that can be scaled up and applied to the 100 Cities Initiative, to their own events and to the World Urban Forum.

In order to reach its goal, the Summit shall address key principles of collaboration and partnership for effective action. Leaders are expected to work towards making their cities more sustainable. This requires new forms of collaboration, effective and sustained partnerships with and across a range of different stakeholders that includes public to public (within cities, national regional and local) city to city and local stakeholders (local communities, public sector, businesses, academic institutions, etc.).

It needs partners to understand what the imperatives and opportunities are, develop a shared vision and objectives and identify what each stakeholder can bring to the table, what their specific roles are, in order to achieve effective partnerships for sustainable urban development.

Partners shall generate inspiring stories, insights and innovations on effectiveness of partnerships. They shall also lead to the analysis of tools and methods around "living partnerships".

C. EXPECTED OUTCOMES

The 100 Cities Summit shall generate the following outcomes:

- New learning among city leaders, WUC partners, UN-Habitat staff and councilors, and urban development experts, resulting from descriptions and conversations about the selected "Living Practices" as city stories that triggers transformative change.

- A more thorough and broader understanding among urban partners and decision-leaders for the need and available methodologies for measuring progress toward urban sustainability.
- A new level of interest in the promotion of greater and more effective urban partnerships among and between sectors of civil society, the private sector, researchers/educational institutions, professionals/experts, and units and departments of urban/regional governance.
- A number of actionable recommendations, upon which to build the strategic plans for continuation of the World Urban Campaign and subsequent UN-Habitat-driven conversations and meetings on Sustainable Urban Development, worldwide.
- An enhanced and increased network of cities, partners and units of government working for global urban sustainability.

Overall, the 100 Cities summit shall generate more effective actions and partnerships resulting from a better match between supply with demand for knowledge, expertise, and experience in support of more sustainable urban development.

The same outcomes are expected in other components of the World Urban Campaign, particularly on tools and methods, policies and legislation.

Summit Outcomes

Learning + Collaboration = Action

Outcomes	Short term	Long term
Learning	<ul style="list-style-type: none"> - All participants will have learned about: <ul style="list-style-type: none"> o Substantive knowledge o Tools and methods o new perceptions of their own realities. - Generic material disseminated (website, ebook, etc) 	<ul style="list-style-type: none"> - Models for conveying knowledge on sustainable cities - Models for conveying knowledge for the World Urban Campaign - Help shape future World Urban Forum
Collaboration	<ul style="list-style-type: none"> - Strengthened city teams - New intra-city and inter-city networks - Understanding the drivers of partnerships - Fundamentals for potential collaboration 	<ul style="list-style-type: none"> - New and strengthened partnerships
Action	<ul style="list-style-type: none"> - More visibility/ credibility for participating cities and the WUC as a whole - Further enrichment of the 100 Cities - Strengthened commitments in the participating cities - Further inputs to tools and methods, good policies - Inputs to WUC Partners future events 	<ul style="list-style-type: none"> - Champions to monitor on-going city activities

D. SELECTION CRITERIA, LEARNING METHODS AND SUMMIT FORMAT

On the basis of the above goals, objectives and expected outcomes, criteria for selecting living practices and learning methods for the Summit are proposed as follows:

Criteria for selecting living practices

- Lessons of relevance to sustainable development and to the World Urban Campaign Paris Principles
- Balance and diversity of living practices in terms of size and geography
- Level of innovation embedded in the living practice
- Level of engagement of City Champions
- Level of Collective and participatory engagement of stakeholders

Learning methods

- Story-telling
- Focused panel discussions
- 'Fishbowls'
- Consultative/expert clinics
- 'Charrettes'
- Study tour vs traditional site visit
- Role playing/digital/tele-conference/tele-linking
- Blogging

The above formats and methods shall match the following learning objectives:

- I have learned about new approaches/tools/methods?
- I have gained new knowledge (thematic)?
- I have learned about new perceptions of my own community/reality?

Proposed Model Summit Format

The 100 Cities Summit shall be articulated along Plenary sessions, Interactive Workshops and Field Trips, Networking Meals (lunches and tapas) in a three-day schedule:

	Day 1	Day 2	Day 3
9-10 am	Plenary session	Plenary session	Interactive workshops
10-2	Interactive workshops	Interactive workshops	
2-4	Lunch	Lunch	Lunch
4-7	Interactive workshops	Field Trip	Plenary session

The Summit shall host 200 to 300 participants to foster exchange between about 20 cities.

Pre-Summit preparation

Pre-Summit preparation is fundamental in ensuring its success. It is linked to the event architecture in terms of the number of stories to be selected and the corresponding learning methods to be used.

A central part of pre-summit preparation will be the hand-holding and facilitation for the story tellers. This involves preparing the story tellers to focus not only what they have achieved but what challenges/obstacles they still face, not just lessons learned from success but also from failure. Several partners who have this expertise (e.g. BLP network) should be mobilized when and wherever possible. Guidelines and templates will be updated for this purpose. The extent of hand-holding also depends on the type of learning methodology used, from the relatively straight forward story telling format focusing on lessons learned to the more complicated use of fish-bowl and charrette type sessions.

Another part of pre-summit preparation will be in striking a balance between types of lessons to be extracted – between, for example, process lessons, lessons concerning new tools and methods, or lessons pertaining to policy.

A third component of pre-conference preparations is to prepare and brief all participants to the learning and sharing nature of the conference and how they are expected to play an inter-active role for their own benefit and the benefit of others. This should include, at a minimum, briefing on what is expected of participants in playing an active role in formal sessions (e.g. role plays, fish bowls, clinics, etc.) as well as less formal sessions involving video-conferencing, blogs, Da ze baos, idea boards, etc. This should ideally include participation in pre-conference e-conversations so that each participant can start their own learning/sharing processes prior to attending the conference.

The Summit programme content will be determined after distilling the ‘knowledge’ and learning so far gathered from the signed up city members, as well as from prominent selected one that are regionally representative from cities that have not yet signed up to the 100 Cities Initiative. It is crucial to identify the real champions and movers, those who have shown their commitment to learn, actively engaged in exchanging with others. The next step shall be to form adequate city teams or city delegations that represent the key partners of the living practices from civil society organizations to private sector, researchers and academia, parliamentarians, city officials and experts.

During the Summit, the exchange should not be about the innovation details. Rather it should be about achieving ‘break-through(s)’ in terms of identifying and applying new approaches, learning, mainstreaming, change management. To generate a learning experience, the deliberations about ‘break-through(s)’ need to be steered by professional resource persons and facilitators to be identified well in advance.

Communication and Marketing for the 100 Cities Summit will be another key element of success. There is a need to create the demand incrementally, along a time line, that includes:

- Sending Invitations
- Preparation of a Flyer
- Involvement of the media, built in the process, involving the local press and the digital media
- Communication through:
 - The 100 Cities News / 100 Cities Summit News
 - In several languages

The 100 Cities Summit

Goals, Principles, Format

Three Goals

1. a learning experience
2. building better collaboration
3. stimulating action

Three Organizing Principles

1. Variety of outcome driven learning methods¹
2. Build the global from the local
3. Maximize interaction

Three Days

	Day 1	Day 2	Day 3
9-10 am	Plenary session	Plenary session	Interactive workshops
10-2	Interactive workshops	Interactive workshops	
2-4	Lunch	Lunch	Lunch
4-7	Interactive workshops	Field Trip	Plenary session

Three Formats

1. Plenary
2. Interactive Workshops and Field Trips
3. Networking Meals (lunches and tapas)

¹ Diverse methods can include: story telling, charettes, scientific presentations, one to one exchange, consultancy clinics, field trips, exhibition, role playing, teleconferencing and blogging.

Annex A

List of Participants	
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Annex B

Meeting **AGENDA**

Day 1: Tuesday 5 October 2010

09h00-10h00: Introduction - Plenary session

Introduction of participants
Background briefing decisions and outcomes of the last Steering Committees
Follow-up to the outcome
Presentation of method of work and adoption of the agenda

10h00-10h15: Coffee break

10h15-13h00: Plenary brainstorming session

Participants will brainstorm on ways to make the 100 Cities Summit an innovative leaning event and propose key principles and design elements of the summit.

13h00-14h30: Lunch

14h30-16h00: Working groups

Two working groups will be formed to brainstorm as follows:
Group A: Design of the event: key components and elements of the programme
Group B: Key elements of a communication and media strategy for the Summit

16h00-16h15: Break

16h15-17h30: Working Groups (continued)

Day 2: Wednesday 6 October 2010

09h00-10h00: Second Plenary session

Report by the working groups

10h00-10h15: Coffee break

10h15-13h00: Working Groups

Two working groups will be formed to brainstorm as follows:
Group B: Criteria for selecting cities for the Summit (e.g. regional, thematic balance, etc.)
Group C: Principles for resource mobilization strategy for the Summit and who does what

10h00-10h15: Coffee break

10h15-13h00: Working groups (continued)

13h00-14h30: Lunch

14h30-16h00: Final Plenary

The working groups will report to plenary and on the 100 Cities Summit design, key components and programme, communication and media strategy, resource mobilization, criteria for selecting cities.

16h00-16h15: Break

16h15-17h00: **Conclusion**

Final agreement reached and conclusion on the way forward