



**A Joint Initiative of Ministry of Works and Urban Development, UN-Habitat, GTZ,  
CRDA- Urban Development Forum and Ethiopian Civil Service Collage**

## **Report World Habitat Day Celebrations– Ethiopia**

### **1. Introduction**

This year the Habitat Programme Manager has spearheaded the organization of world habitat day celebrations in coordination with the Ministry of Works and Urban Development and GTZ, CRDA – Urban Development Forum (NGOs), Ethiopian Civil Service Collage with various stakeholders in Addis Ababa partnering with private exhibition organizers (Corporate Media and communication and Afro-Dan Plc.). The day was celebrated colorfully from 29 September – 3 October 2006 for five days with various events. This years World Habitat Day has been celebrated with grand scale for the first time in Ethiopia.

The celebration has been able to bring together various organizations drawn from the private sector, academics, civil society organizations, UN-Habitat, the media and more than twenty eight cities and towns across the country under one roof depicting the direly needed partnership model for development.

The exhibition being the first of its kind in bringing cities together has attracted a large number of visitors and agencies seeking information on investment opportunities in the cities and towns.

The exhibition has provided considerable opportunity in sharing experiences among the participating cities and town in areas of city marketing strategies, service delivery and the like. To assist this process an interactive panel discussion at the exhibition center was facilitated and was attended by representatives of the participating cities in addition to the visitors who happen to be in the whole during these sessions.

A two weeklong TV advert blitz to publicize this year's WHD has been aired and two weekly newspapers were also used to advertise the event.

## **2. Organization**

WHD celebration preparation started on July 15, 2006 following the agreement secured from The State Minister of the Ministry of Works and Urban Development H.E Mr. Arkebe Oqubay with the agreement to establish a stakeholder Steering Committee (SC) to organize the events. A concept note was developed and circulated by the HPM to kick start discussions. While waiting the Ministry to play its leading role in the preparation the HPM has started lobbying major stakeholders with potential contribution to the event.

In the absence of strong leadership at the Ministry the HPM has taken the initiative to call informally lobbied agencies to the SC meeting. Which has included for the most part agencies agreed by the Ministry to be part of the SC.

The following individuals representing their agencies fully participated in organizing WHD events:

1. Mr. Tewodros Tigabu: HPM UN-Habitat (Chairman and Secretary)
2. Mr. Tenadam Zewdi: Ministry of Works and Urban Development, Member
3. Mr. Gerhard Mai: GTZ – Member
4. Mr. Teshome Shibru: NGOs – Urban Development Forum, Member
5. Mr. Yimer Mohamed: Ethiopian Civil Service Collage, Member
6. Mr. Silishi Tefera: Canadian Urban Institute, Member
7. Mr. Andualem Asrat: Corporate Media and Communication
8. Mr. Hoseana Adisu, NGOs - UDF – Plan Ethiopia

## **3. Habitat Day Events**

### **3.1 Journalist sensitization workshop**

The WHD Steering committee considered seriously role the Journalists and Media plays in contributing to wards achieving sustainable urban development in building a better future for generations to come. To this effect and with the support of German Development Cooperation (GTZ) a half-day sensitization workshop is organized specially for journalist and media outlets with the aim of sharing the state of affairs on global and local urbanization and creating an interactive platform.

The workshop was held at the German House Hall on September 28, 2006 starting from 10:30 am.

Presentation and discussion were held on the following

- WHD introduction, motto and urbanization in general and the situation of cities in Ethiopia – UN-Habitat HPM
- Achieving MDGs and developing Ethiopian cities through PASDEP – MWUD
- Housing Rights – APAP a local NGO
- Capacity Building for Urban Development – GTZ

Fifteen journalists drawn from the government and private media outlets attended the program and a press release was made during the occasion. The activity was given news coverage by Ethiopian radio and TV.



Germen House Hall on September 28, 2006

### 3.2 Habitat Exhibition from 29 September – 3 October 2006

The five days exhibition was held in Addis Ababa Exhibition Center. A total of 85 participants took part in displaying their activities, services and investment opportunities. Participants in the exhibition includes Cities and towns administrations, real estate developers, manufacturing industries, construction material suppliers, Non governmental organizations, Federal Ministry, Public Housing Programme of Addis Ababa, Public service providers (Water and Sanitation), WAC II Programme in Ethiopia, Human rights activists, training institutions etc..

Participation at the Habitat Exhibition

Participant by Category	Number
Urban Local Governments	28
NGOs, CBOs	10
Ministry, Public Service agencies	8
Real State Developers, Manufacturing and suppliers	24
Art	1
Bilateral agency	1

The Representative of the Minister Dr. Areham Tekeste Policy planning and research bureau head at the Ministry of works and Urban Development and Dr. Wubeshet Berhanu the Addis Ababa City Manager has delivered speeches on the relevance and importance of the occasion to the sector in general and to the respective institutions in particular. Ministry of Works and Urban Development, UN-Habitat - HPM, Addis Ababa City Government- City Manager and Mrs. Abebech Gobena, a renowned philanthropist representing SCOs officially opened the habitat exhibition jointly on the 29 September 2006. More than 25 - 30,000 people visited the exhibition and the entrance fee collected, which is close to 15,000 birr, has been donated to the victims of flash floods in Dire Dawa Town and Southern region.



Partial view of displays out side the exhibition hall





## Participating Cities

### 3.3 Interactive panel discussions

The aim of panel discussions was to create opportunity for the general public to understand issues around the urbanizing world and the state of affairs in Ethiopia. The panel discussions were organized at the exhibition centre on September 30 and October 1, 2006.

These panel discussions were organized as a side event in the exhibition hall to allow easy entry and interaction. A total of four interactive panel discussions were organized and conducted and six discussion papers were presented.

The panel discussion was started off by a discussion papers presentation providing facts in a simplified manner on the issue under discussion to make it easily understandable by the man on the street. The discussion papers were delivered by ECSC (three), NGOs Urban Development Forum, WAC II programme and Action Professional Association for the People.

The following thematic areas were selected for panel discussions:

- Housing and infrastructure
- Water and Sanitation
- Urban Poverty and development
- Urban Environmental Protection for sustainable urban development

Invited panellists and moderators were drawn from Ethiopian Civil Service Collage, UN-Habitat, NGOs urban development forum, Addis Ababa University and various government agencies from both federal and local governments.

The resources to cover expenses for this activity were fully sponsored through a grant provided by Cordaid.

The visiting city residents, interested professionals and stakeholders attended each of the panel discussions. All panel discussions were attended with an average number 45 participants.



### **3.4 Site Visits:** Site visit program to model projects around the city

With the aim of linking the various discussions in the panel discussions with real projects and operations that are considered to address the various issues raised a half a day site visit programme was organized on September 30. Cordaid has sponsored the cost towards this event.

The selected projects for the visit were:

- Addis Ababa City Government Public Housing Project
- Biofarm Addis Ababa Operations (NGO)
- Addis Solid Waste Recycling enterprise (private business)
- WISE - Women empowerment project (NGO)

A total of 160 people took part in the visit programme. In particular, the Addis Ababa Public housing programme has captured the attention of many individuals. Each visit was hosted by the respective agencies and discussions were held with the management of these projects on site. This occasion has created an opportunity for participating cities representative to expose to various development projects and approaches by Government agency, private sector and NGOs in Addis Ababa. Most of the participating cities representatives expressed the need for a forum to share experiences and best practices between cities in the country.



Visit at the Biofarm on Urban Agriculture and recycling - September 30

### **3.5 Youth Activities**

With the aim of creating awareness among the youth in Addis Ababa various youth activities were organized. A panel discussion, community work and a habitat cultural night events were organized. These events were organized in collaboration the exhibition organizers, the Addis Ababa Youth Association and with the financial support of Cordaid.

During the panel discussions organized by the youth association papers on the trend of world urbanization, the role of the youth in urban development and Cities and youth facilities for growth and development were presented and discussed.

Community service in the form of street cleaning under the banner “Clean cities for healthier society” was conducted.

A musical group from Kolfe Keranio Sub-City has performed for the young during the Habitat Youth Night.



### 3.6 The World Habitat Day official function

The world habitat day official function was held at the exhibition center hall in the presence of invited guests and dignitaries.

- Representative of the Minister of the Ministry of Works and Urban Development delivered the Message of the Minister on the occasion
- Representative of UNCT Resident Coordinator and UNDP resident representative delivered the Message of the UN General Secretary Mr. Koffi Annan
- Message of Mrs. Anna Tibaijuka, Under-Secretary General of the United Nations and Executive Director of UN-HABITAT delivered by Habitat Programme Manager

The representative of the Ministry handed over certificate of appreciation to the participating cities and agencies sponsoring the cities to enable them take part in the exhibition.

During the event a special Magazine published for the occasion, T-shirts and brochures were distributed.





Dr. Abraham Tekeste,  
Ministry of Works and Urban Development



Mr. Joe Feeney – UNDP Representative



Mr. Tewodros Tigabu – UN-Habitat HPM



Handing over Certificates of appreciation



### 3.7 Radio Programme

Two hours of radio programme was aired on the 2 and 3 October 2006 on FM station.

- SG and ED's messages
- Interviews with various stakeholders on the theme of the day "Cities – magnets of hope"
- Panel discussions with stakeholders
- Event coverage
- Interview with the HPM

### 4. Promotion Materials

The following Materials were produced and distributed during various events.

No.	Promotion Materials	Qty
1	Journalist Pack	30
2	T-shirts	1,200
3	Posters	4,000
4	Magazine	2,000
5	Billboard (mounted for one year)	25.2 sqm
6	Banners	10



## 5. Budget

This is a summary of budget utilization and sources

Item	Description	Estimated cost (birr)
1	<b>Panel Discussion</b>	10,000.00
2	<b>Site Visits</b>	
	Transpiration, community cost and panel discussions	10,800.00
3	<b>Exhibition &amp; Official Functions</b>	120,000.00
4	<b>Youth Events</b>	
4.1	Voluntary works and panel discussion	13,000.00
4.2	Habitat night	20,000.00
5	<b>Promotion Materials</b>	
5.1	Promotion Materials	
	<ul style="list-style-type: none"> <li>a) Broachers</li> <li>b) Magazine</li> <li>c) T-shirts</li> <li>d) Billboards</li> <li>e) Banners</li> <li>f) Poster</li> </ul>	107,950.00
5.2	Television, radio and newspaper ads	50,000.00
5.3	Special Radio Programme	72,000.00
	<b>Total</b>	<b>403,750.00 (USD 46,408.00)</b>

US\$= 8.70 birr

### Fund Raising for activities

- Amount Raised through sponsorship from private sector = 154,700.00
- Amount Raised by the WHD SC mainly UN-Habitat and UDF = 164,000.00
- CRDA – Urban Development forum = 50,000.00
- Help age international = 25,000.00

**Total = 393,000.00 (US\$ 45172.00)**