CONNECTIVE CITIES

INTERNATIONAL COMMUNITY OF PRACTICE FOR SUSTAINABLE URBAN DEVELOPMENT

Partners of Connective Cities

Deutscher Städtetag

ENGAGEMENT GLOBAL
Service für Entwicklungsinitiativen

with its
SERVICE AGENCY
COMMUNITIES IN ONE WORLD

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Commissioned by

Federal Ministry for Economic Cooperation and Development

Topic C: Quality citizen dialogue & stakeholder engagement

Landesarbeitsgemeinschaft Agenda 21 NRW e.V. (LAG 21), Germany

- ## **Municipality/Organisation:**

Regional Sustainability Network for North Rhine-Westphalia (LAG 21 NRW) with 30+ municipalities in NRW

- ## **Project/Good Practice title:**

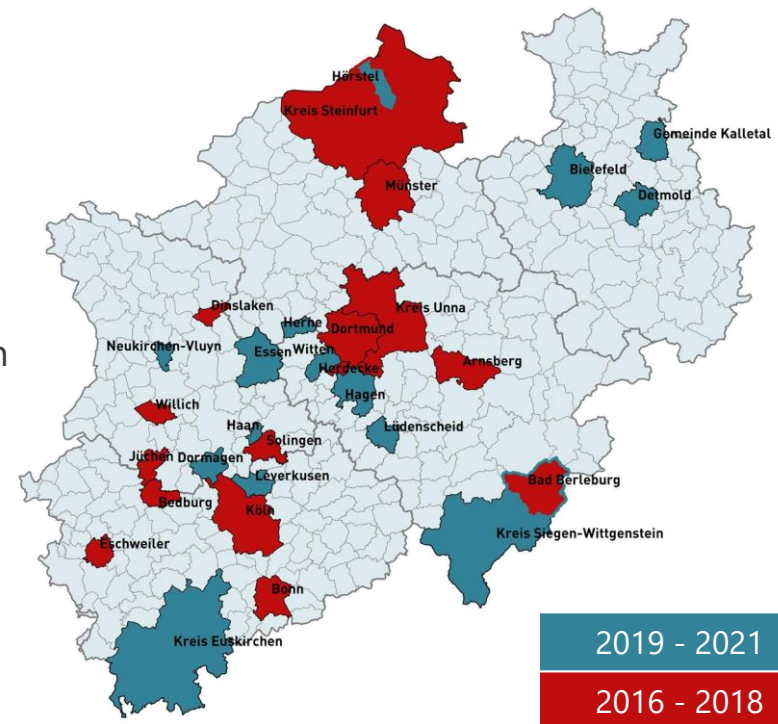Globally Sustainable Municipality in North Rhine-Westphalia (GNK NRW)

- ## **Name/s of the involved institutions:**

Service Agency Communities in One World (SKEW) of Engagement Global in cooperation with LAG 21 NRW. The project was funded by the Federal Ministry for Economic Cooperation and Development (BMZ).
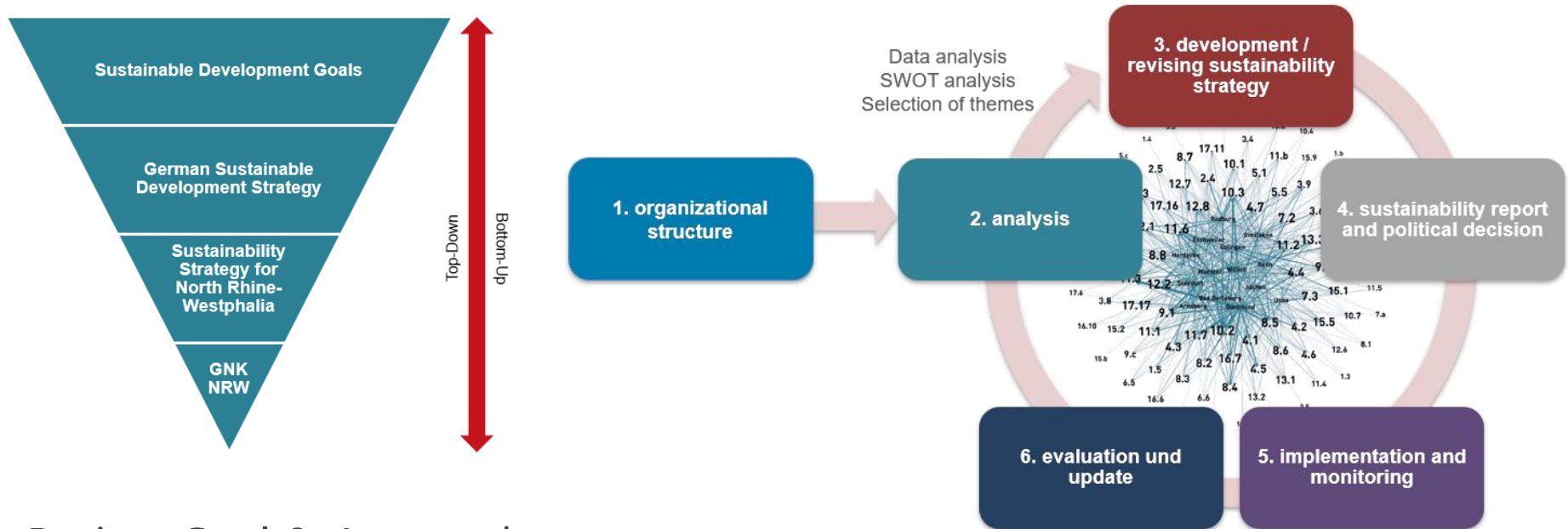
- ## **Three-line project description:**

From 2016 to 2021, within two project terms, 30 municipalities in North Rhine-Westphalia developed sustainability strategies in the context of the 2030 Agenda.
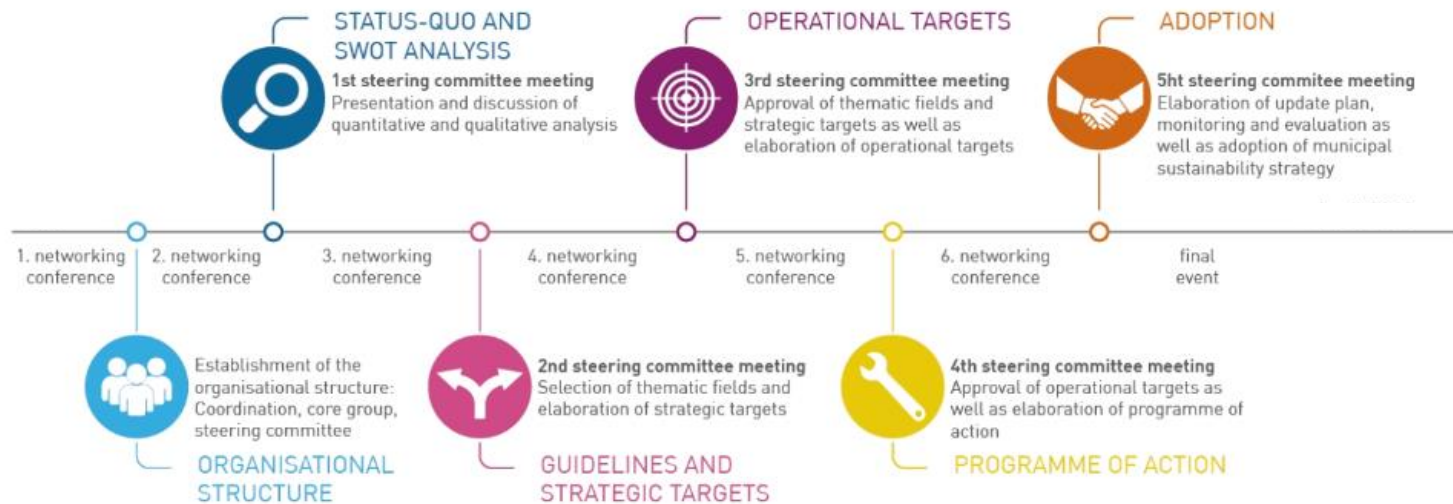
In a participatory process the municipalities localized the SDGs by designing sustainability strategies with specific local targets. These strategies highlight the international effects of local action and underline the importance of global responsibility at the local level.
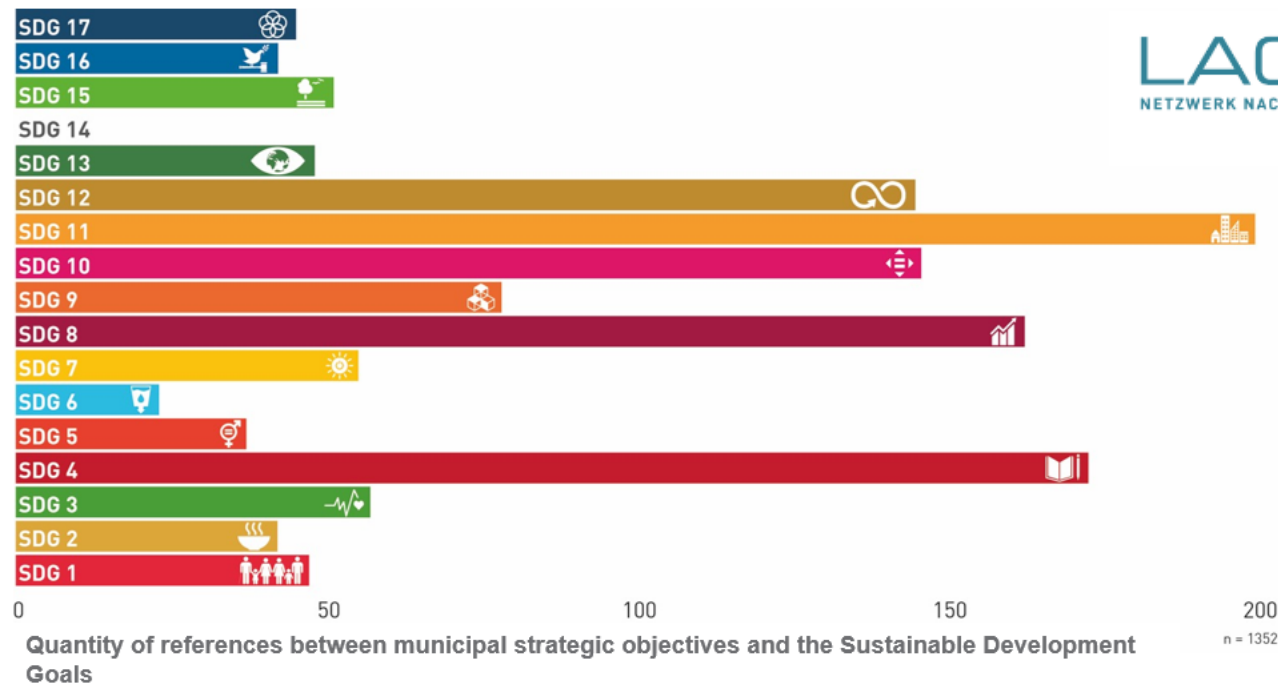
Starting point/Institutional setting:

Project Goal & Approach:

Outputs

SDG 17
SDG 16
SDG 15
SDG 14
SDG 13
SDG 12
SDG 11
SDG 10
SDG 9
SDG 8
SDG 7
SDG 6
SDG 5
SDG 4
SDG 3
SDG 2
SDG 1

0   50   100   150   200

n = 1352

Quantity of references between municipal strategic objectives and the Sustainable Development Goals

Lessons learnt

- Shared identity through co-operative and participatory strategy development goes hand in hand with sensitization of local stakeholders (politics, municipal administration and civil society) - possible through active involvement;
- Establishment of persisting organizational structures (steering committee, core group and coordination);
- Dovetailing with other municipal strategy processes is essential;
- Creation of new municipal staff positions in the realm of sustainability management helps to give the project a long-term perspective.

Follow-up

Third project term (2021-2022) with a focal point on local reviews aligned with national (Reporting framework for sustainable municipalities) and international standards (VLRs).

Topic C: Quality citizen dialogue & stakeholder engagement

City of São Luís, Maranhão, Brazil

Organisation: City of São Luís, Maranhão, Brazil / Municipal Secretariat of Innovation, Sustainability and Special Projects (SEMISPE).

Project: Creation and implementation of the Municipal Plan of Creative Economy for the Sustainable Development of São Luís.

Involved institutions:
SEMISPE; representatives of civil society, companies, local organisations (NGO's) and universities.

Project description:

- Creation and implementation of a Public Policy instrument to guide decision-making on Sustainable Development over the next 10 years;

- Participatory creation of an action plan focused on achieving the SDGs through Creative Economy;

- Participatory governance process involving sectors of civil society, non-governmental organizations, collectives, especially women, black people, LGBTQIA+ people, territories and traditional communities.

Organización: Ciudad de São Luís, Maranhão, Brazil / Secretaría Municipal de Innovación, Sostenibilidad y Proyectos Especiales (SEMISPE)

Proyecto: Plan Municipal de Economía Creativa para el Desarrollo Sostenible

Instituciones: SEMISPE; organizaciones locales, ONG, gobierno, empresas, universidades

Descripción del proyecto:

- Creación e implementación de un instrumento de Política Pública para orientar la toma de decisiones sobre Desarrollo Sostenible en los próximos 10 años;

- Construcción participativa de un plan de acción enfocado a alcanzar las metas de los Objetivos de Desarrollo Sostenible a través de la Economía Creativa;

- Proceso de gobernanza participativa, involucrando a sectores de la sociedad civil, organizaciones no gubernamentales, colectivos, especialmente mujeres, negros, LGBTQIA+,

Starting point/Institutional setting:

- **Main Problem:** low rate of sustainable development and participatory governance in the municipality of São Luís; Especially women, young people, black and LGBT people are the most marginalised in decision-making and public policy-making processes.
- **Challenge:** Enabling the participatory process of society during the COVID-19 pandemic, which increases inequalities in access to information and digital technology in local communities and all the territories of the city.
- **Actors involved:** representatives of governments, non-governmental organizations, collectives, companies, universities and civil society leaders

Project Goal & Approach:

- **Goal:** Structuring the Creative Economy Plan to become a Public Policy that will act as a guideline for the Sustainable Development of São Luís, addressing priority themes in five axes: Diversity and Social Inclusion; Education, Health and Environment; Technological and Social Innovation; Culture and Tourism and Knowledge Management.

Steps already taken:
(1) Creation of the scope of priority action; (2) Meeting to validate the scope of the Plan with social actors; (3) Mapping of social actors in the communities and territories of the city; (4) Mapping and adequacy of the SDG indicators and targets for monitoring local implementation and the reach of the 2030 Agenda;

Next steps, to be carried out in a virtual way:

- Five sectoral meetings with mapped social actors. The purpose of these meetings is to collectively build the actions and goals to be implemented through the Creative Economy Plan for the Sustainable Development of São Luís in the next 10 years.
- Launch of a book of indicators on Creative Economy and Sustainable Development in São Luís; Creation of the Steering Committee, formed by representatives of governments, civil society, universities, collectives, to monitor and evaluate the goals of the Creative Economy Plan for the Sustainable Development of São Luís;
- Two biannual Municipal Conferences to present the results already achieved by the actions of the Creative Economy Plan for the Sustainable Development of São Luís.
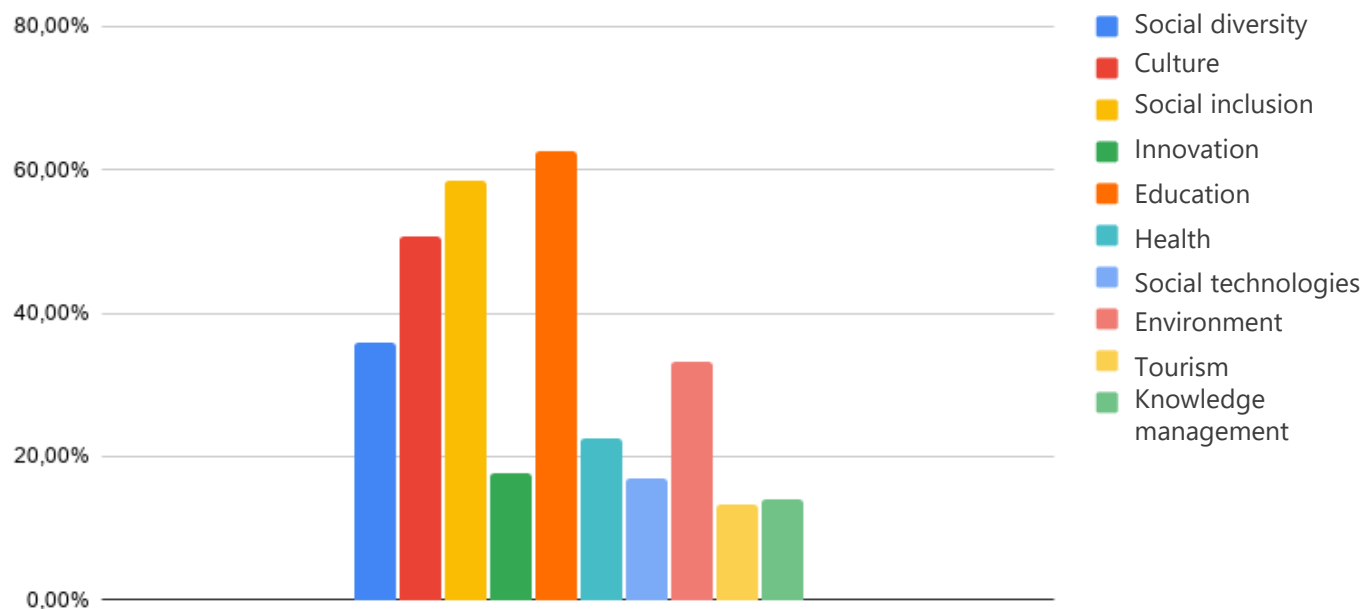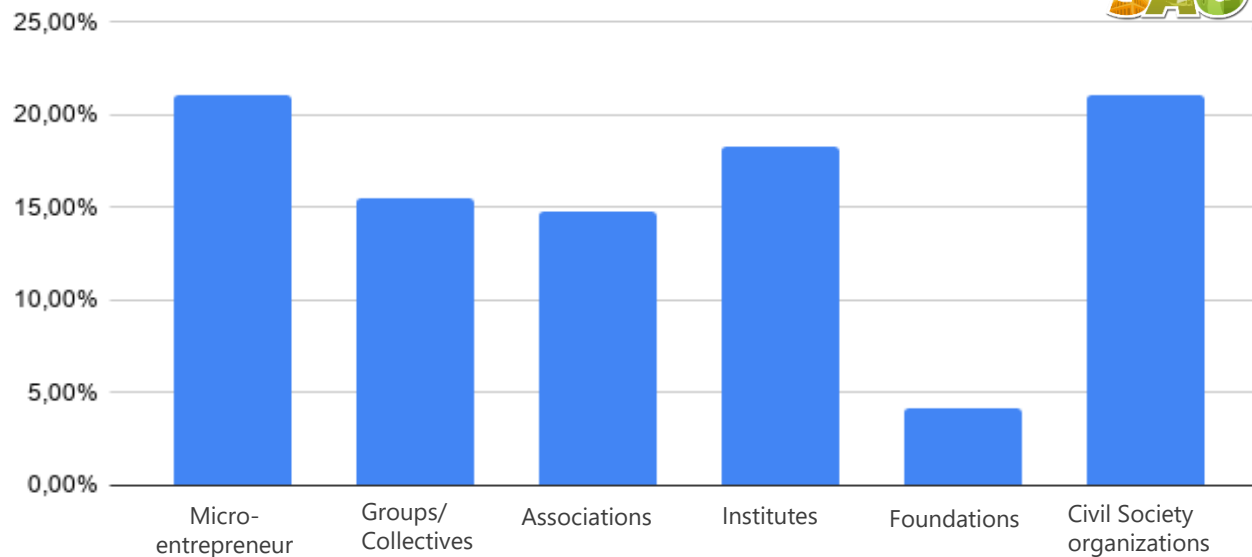
Outputs:
- Mapping of social actors

Lessons Learnt:
- The validation stage of an action proposal is necessary and indispensable during the process of building a public policy;
- Validation generates public policy products that will really benefit the most vulnerable people or groups;
- For a public policy to be efficient for the population, participatory governance is necessary during its creation process, in addition to the use of data and indicators on the people and territories to which this policy is aimed;
- Low social and institutional involvement in the participation governance proposal;
- Difficulty working through collaborative networks;
- Importance of social capital in the optimization of public resources and in proposing innovative actions in Public Management;

Follow-up:
- Challenge of ensuring the effective participation of social actors who do not have access to the internet or digital connection devices;
- Creation of a Law to regulate the Creative Economy Plan for Sustainable Development as a Public Policy for the next 10 years;
- Creation and strengthening of the Steering Committee as an instance of social participation in monitoring the goals and indicators of the Municipal Plan for Creative Economy for Sustainable Development;
- As a long-term result, it is expected to increase São Luís' position in the sustainability and participatory governance index through this public policy instrument.

Topic C: Quality citizen dialogue & stakeholder engagement

City of Bonn, Germany

- **Municipality:** City of Bonn

- **Project/Good Practice title:** How to make SDG-data attractive for citizens

- **Name/s of the involved institution/s:** Various departments of the municipality, external stakeholders

- **Project description:**
Low-threshold offerings to communicate the SDGs and data on their implementation.

1. Approach

Wheel
- Existing potentials are used to reach people; SDG information-booth at existing events with a large audience (Museum Mile Festival etc.)
- Infotainment: knowledge is conveyed in a playful way
- ESD approach: existing SDG data is processed in a question and answer format, plus background information (digital wheel) and conversations (booths)

Info-lunch
- Make SDG-related measures of the municipality visible by continuous events with advance announcements and follow-up reports on the intranet

2. Institutional Setting

- City of Bonn: subsidized staff position to raise awareness of the SDGs & municipal sustainability strategy (city & administration)

- New format **Bonn SDG-Days**; launched 2018
- Trade mark: **SDG-wheel of fortune**
- 2020: **digital SDG-wheel of fortune**

- New format **Info-Lunch**; launched 2019
- Title: **We and the 17 Goals**
- Colleagues present to colleagues
- Every month, always 12:30 - 1:15 pm

3. Objectives/Goals

- Make the SDGs known by people & visible to a broad public (e.g. by presenting them at well-attended events)
- Make offers that are accessible to all (e.g. everyone can turn the wheel of fortune, all employees can take part in the info-lunch).
- Make them easy to understand by applying them to local examples, thus making local examples better known

Goal 7 "Affordable and Clean Energy" ✕

Please select a question on Goal 7 "Affordable and Clean Energy"

A In Germany, too, efforts are being made to increase the use of renew... energy sources in order to reduce environmental pollution. How larg... share of renewable energy in gross electricity consumption in Germa... 2018?

B The Bonner Stadtwerke (SWB) utilities company offers electricity to ... of Bonn and relies increasingly on electricity from renewable energy... What percentage of SWB's electricity in 2019 came from renewable... sources?

C How many square meters of roof surface in Bonn are suitable for ele... generation powered by the sun (solar panels/photovoltaics)?

KIDS Question for smart kids aged 7 years and older

D Renewable energy come fr...

Goal 12 "Responsible Consumption and Production" ✕

Please select a question on Goal 12 "Responsible Consumption and Production"

A How much of the price that we in Germany spend on a conventionally traded bar of chocolate reaches the cocoa farmers in the producing countries such as Ghana?

B A town that actively promotes fair trade, so that, for example, coffee or cocoa farmers receive fair wages, can be certified as a "Fair Trade Town". When did the City of Bonn become a "Fair Trade Town"?

C Bonn's city administration is promoting sustainable consumption and production in more and more areas. What does it do?

KIDS Question for smart kids aged 7 years and older

D There are six "Fair Trade Schools" in Bonn. Are you at one yourself? Then you can get involved there or suggest that your school becomes a Fair Trade...

4. Outputs

Wheel

- SDG wheel of fortune at info-booth is always well frequented, often long queues; copied by other cities
- Feedback on digital wheel of fortune: interesting and well done other cities/organizations interested in adaptation

Info-lunch

- Between 10 and 30 participants per info-lunch
- they receive in-depth information on SDG-topics and data on SDG implementation
- Visibility of the series makes measures of the municipal sustainability strategy better known

6. Follow-up / Open questions

Open questions

- How to bring SDG monitoring data to the people (get uut of the expert circle)?
- Which innovative methods could be used to communicate SDG data in an appealing and easy-to-understand way (e.g. through infotainment, art, actions)?
- What might citizens be most interested in about SDG data?
- What could be of particular interest to policymakers about the data?
- How can recommendations for action be derived from the data and communicated?

5. Lessons learnt

ZUKUNFT.
FUTURE.
AVENIR.
BONN.

Wheel

- Bright colours of the wheel are attractive
- Infotainment/playful approach goes down well
- The questions must not be too difficult
- The personal conversations are very important
- Direct feedback is lacking with the digital SDG-wheel

Info-Lunch

- Topics related to climate and mobility are particularly in demand
- colleagues like to see a connection to their own field of work or everyday life
- Continuous offer proves its worth

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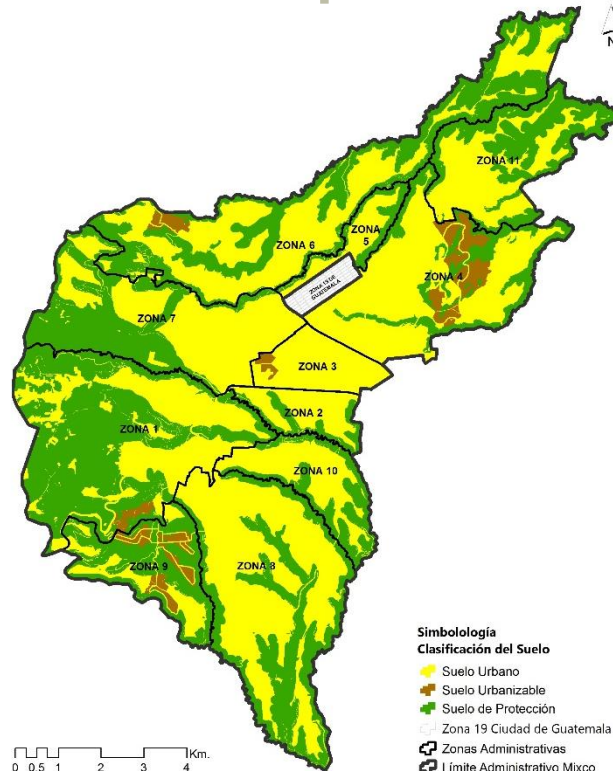
City of Mixco, Guatemala

Municipality of the City of Mixco, Guatemala
Plan de Ordenamiento Territorial
del Municipio de Mixco

Private Sector

Community Development Councils

District level Municipal Employees

Municipal Technical Offices

Universities and Colleges

Simbolología
Clasificación del Suelo
- Suelo Urbano
- Suelo Urbanizable
- Suelo de Protección
- Zona 19 Ciudad de Guatemala
- Zonas Administrativas
- Límite Administrativo Mixco

0 0.5 1   2   3   4   Km.

Plan de Ordenamiento Territorial it is an ordinance instrument which guides, orders and regulates land use to achieve a sustainable city model that translates into a quality of life for its citizens.
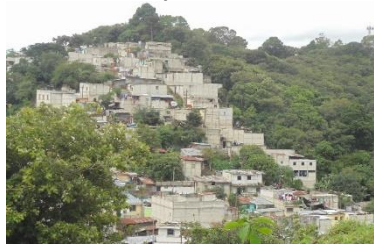
Plan de Ordenamiento Territorial Mixco

Starting point:

Land Use Conflicts

Residential development within risk prone areas

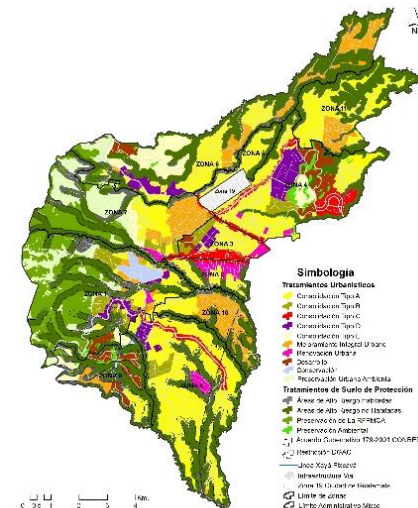Loss of protected natural land

Low citizen participation

One of the main challenges is that the urban growth in the municipality with very lax regulation, affecting specially women and children because transportation and land use has been shaped to benefit private vehicle circulation and mostly male workforce. Without a nationwide Planning regulations, each municipality oversees the creation of its own Land Use Plan to be applied.

Project Goal & Approach:

The goal is developing a regulation tool which will allow the municipality to consolidate neighborhoods according to its potential creating more public spaces and newer infrastructure for a better quality of life. One of the issues that influenced the Plan is the preservation of natural resources and definition of risk prone areas that will create not only safer areas for development but a system of protected areas that could include parks and recreational spaces.

Outputs

concrete tangible results

- Land Use regulations promoting sustainability

- Outline of areas proposed for Land Preservation

- Proposed norms and ordinances that match regulations for land use in the Natural Protect Area of Cordillera Alux

impacts of the project

- Restrict risk prone areas for habitational occupation

- Regulate land use inside Natural Protected Area

- Balanced and equitative development

sustainability of the project

- Being a regulatory tool which norms activities within the municipality encourages the community to participate in the implementation.
- Evaluation and updates are necessary because of changing dynamics in the city

Lessons learnt

Political actors need to be involved at every level and with an active participation

During the previous steps of formulating the Plan it is necessary to encourage citizen participation allowing the community to get involved closely in the implementation of the Plan

Follow-up

formulation of Small Area or Local Land Use Plans with gender perspective and an active citizen participation