

GOLDEN ADOBE



**TEHRAN GLOBAL AWARD
FOR URBAN MANAGEMENT**



**IN COMMEMORATION
OF OCTOBER 31
WORLD CITIES DAY**

Introduction



Globalization in recent decades has led to dramatic changes in the process of urbanization and features of world cities. Cities, as a result of globalization of economy, human relations, cultural trends and individual awareness, undergo developments whose intensity and weakness differ in proportion to the extent of association of cities with the flow of globalization. The influences of globalization on cities has led to the emergence of a new pattern of urbanization in recent decades in the world which can be distinguished from different forms of urbanization with the feature of global performance in the fields of economy, culture, politics and new practices of life.

Since the process of urbanization of communities is growing rapidly, today's cities are facing serious demographic, economic, social, environmental and planning challenges and in the absence of an effective

and efficient planning against urban changes consequences of urbanization in different communities would be critical. Therefore, the international community should strengthen its cooperation within different urban dimensions and should cooperate with each other on basic and important urban topics such as urban infrastructure, urban management, urban services, etc.

In order to achieve this vision, in 2013, the United Nations General Assembly on the basis of a proposal by the Economic and Investment Committee, decided to hold the "World Cities Day" on 31 October each year. The day was reported to all United Nations member states, international and affiliated organizations, civil societies and all relevant stakeholders. In this regard, the United Nations Program for Human Settlement is the coordinator of programs.



October 31 World Cities Day

In 2013, the United Nations General Assembly on the basis of a proposal by the Economic and Investment Committee, decided to commemorate the “World Cities Day” on 31 October each year. The day was communicated to all UN member states, international and affiliated organizations, civil societies and all relevant stakeholders. In this regard, the United Nations Human Settlement Programme (UN-HABITAT) operates as the coordinator of programs.

World Cities Day was first proposed in a declaration issued on the closing day of the World Expo 2010 in Shanghai, China in a bid to recall, renew and advance ideas and practices of the Shanghai Expo for future development.

The World Cities Day was first held in Tehran by the urban management of Tehran with the cooperation of the UN-HABITAT – Tehran Office and the award which had been designed on the occasion was unveiled.

It is expected from the “World Cities Day” to take steps for the promotion of interests of the international community in global urbanization, forging cooperation among countries in their opportunities and challenges in urbanization and for sustainable urban development throughout the world.

First World Cities Day Ceremony in Tehran

Based on an agreement reached between the communication and International Affairs center of Tehran Municipality and representative of the the United Nations Human Settlement Programme (UN-HABITAT) in Iran, on 31 October 2014 for the first time a joint ceremony was held at Goftegoo Garden Park in the presence of a number of urban officials, heads of international organizations and members of the diplomatic corps in Tehran, university professors, scholars, researchers, students and Tehran citizens to mark the World Cities Day by Tehran Municipality with the collaboration of the UN-HABITAT.

During the ceremony, messages by UN Secretary General Ban Ki-moon and by Executive Director of UN-HABITAT Joan Claus were read by the FAO representative and representative of the UN-HABITAT in Iran, respectively.



Also, in this ceremony Chairman of the Islamic City Council of Tehran, deputy of road and urban development minister, General Secretary of the Islamic Republic's National Committee for Human Settlement, the mayor's adviser and chairman of the Communication and International Affairs Center of Tehran Municipality as the main speakers voiced their viewpoints. Also, an academic-specialized meeting was held in the presence of a number of urban directors and university professors who presented their academic and specialized viewpoints about the theme "Better City, Better Life" and "Advancement of Urban Development".

In the ceremony which was held for the first time in Iran, upon the initiative of the Communication and International Affairs Center of Tehran Municipality and with the collaboration of the United Nations Human Settlement Programme, the «Golden Adobe» award which had been designed on the occasion of October 31, the World Cities Day, was unveiled and the award was presented for the first time to three top urban projects in Tehran, including:

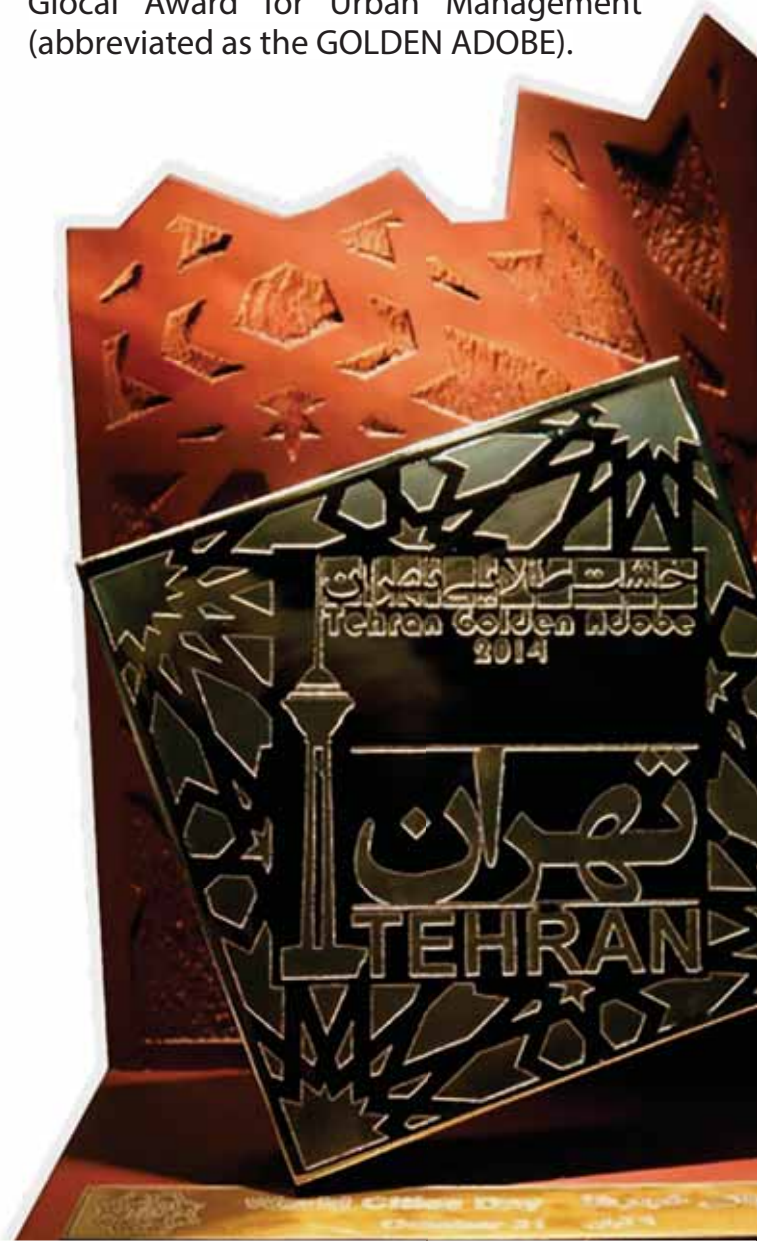
1. Golden Adobe Award in the area of urban infrastructure (Maziar Hosseini), technical assistant municipality of Tehran to the construction of Niayesh tunnels

2. Golden Adobe Award in the field of social and cultural projects for the development of urban tourism to Mr. Nurian (CEO Abbasabad municipality of Tehran to bridge Nature

3. And the best of award for green space development project to (Mr. Ali Mohammad Mokhtari) CEO of parks and green spaces municipality of Tehran went to the Persian Garden

Golden Adobe Tehran Glocal Award for Urban Management

Golden Adobe, Tehran Glocal Award for Urban Management is a comprehensive, academic and non-profit initiative that specializes in international Urban Management research and exchange under the framework of the Tehran Glocal Award for Urban Management (abbreviated as the GOLDEN ADOBE).





Golden Adobe, Tehran Glocal Award for Urban Management is committed to:

- Promoting evaluation and researches of the GOLDEN ADOBE
- Exploring and constructing a complete theoretical framework for international Urban Management
- Driving forward the innovative development and common progress for cities around the world.
- Offering intellectual support for global Urban Management.

Golden Adobe, Tehran Glocal Award for Urban Management undertakes the following tasks:

- Conducting researches on subjects related to international Urban Management and development.
- Publishing international periodicals on Urban Management research
- Organizing seminars and symposiums in the realm of Urban Management



Golden Adobe, Tehran Glocal Award for Urban Management is to be awarded in a special ceremony by Tehran Mayor on the World Cities Day every year to the projects, urban executives and top citizens who have been most influential in promoting sustainable urban development.

Golden Adobe, Tehran Glocal Award for Urban Management focuses on the following eight areas of urban development:

1 Architecture, Urban Planning and Cultural Heritage

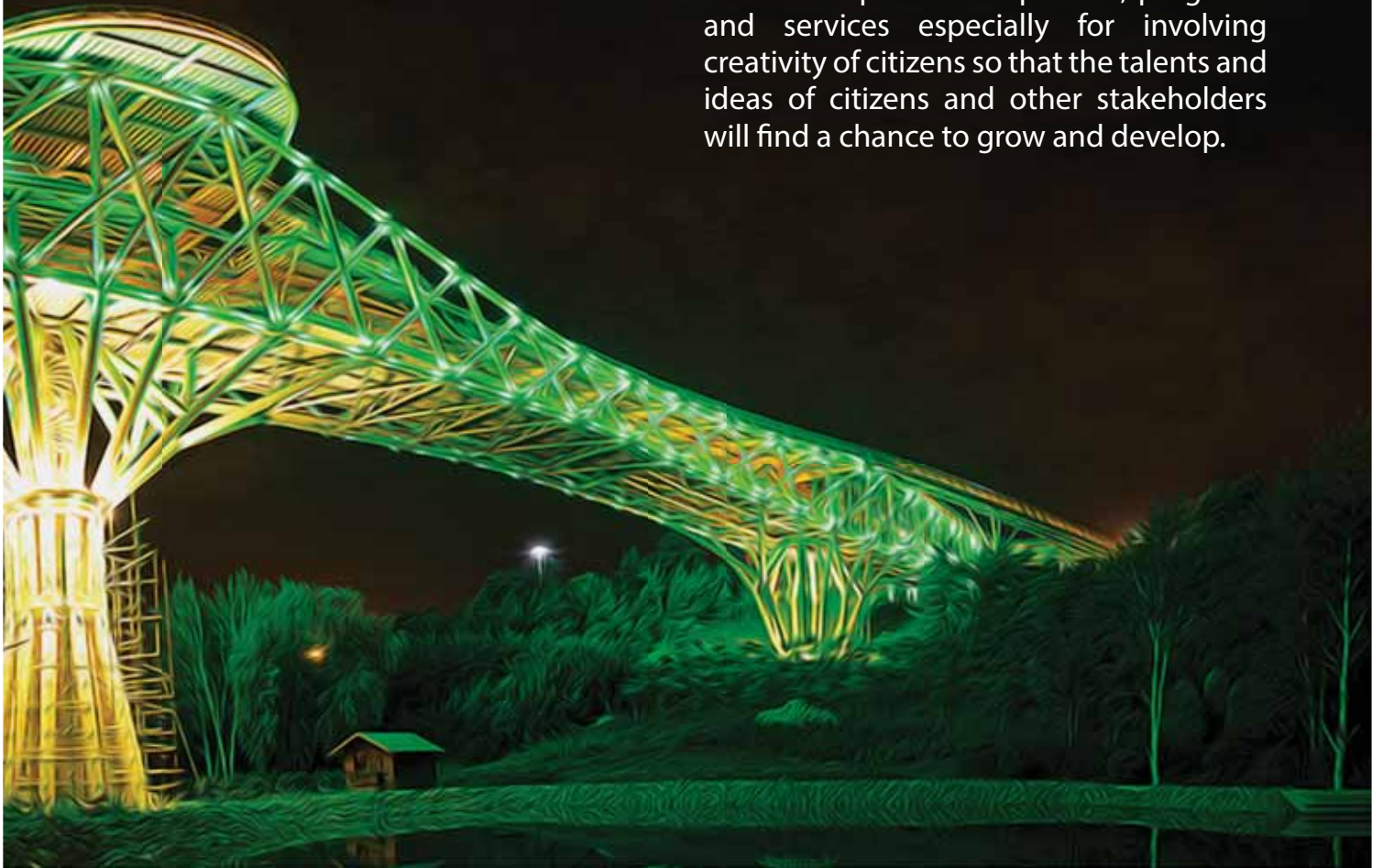
Promotion of art and techniques of design and construction of buildings, urban spaces and symbols to coordinately meet the functional and landscaping needs of the city, improving the face of the city, safeguarding and protecting valuable buildings and historical spaces of the city, strengthening indigenous and national identity of the buildings and urban spaces.

2 Sustainable Development and Ecological Environment

Ensuring sustainability of the environment with the inclusion of principles of sustainable development among macro policies and preventing destruction of natural resources and destruction of ecosystem; and expansion of desirable urban green space

3 Urban innovations and creativities for better life

Cooperation and interaction within the principles of urban management system for education, creativity and innovation in all the components of policies, programs and services especially for involving creativity of citizens so that the talents and ideas of citizens and other stakeholders will find a chance to grow and develop.





4

Development of urban infrastructure, facilities and essential services



Enforcement of comprehensive policies in line with development of urban infrastructures such as public transportation infrastructures, information and communication technology infrastructures and urban electronic government, energy and provision of resources infrastructures, resistant urbanization infrastructures, safety and urban security services, development of essential urban services and facilities and provision of citizens' vital needs.

5

Safety of cities and citizens



Necessary preparedness to deal with incidents, natural and unnatural disasters in order to reduce the losses and casualties caused by such events and increasing sustainability of cities against these crises by emphasizing on rehabilitation, retrofit and reconstruction of the settlements

6

Social and Cultural development of the city



Promotion of culture of the city means a common way of life, thought and action which is a complicated collection of symbols, values, knowledge, beliefs, arts, regulations, morals and habits and what people live with and plays a very effective role in the way and quality of life of citizens.



7 Public Transportation and Smart Cities

Developing public transportation as a green, clean, cheap, comprehensive, comfortable, reliable and fast transportation, and also reducing mobility demand through the extension of servicing systems which are based on advanced communication and information technologies and decreasing energy consumption in cities.

8 Local Governance and Urban Management

Achieving good urban governance based on indexes such as decentralization, deregulation, transparency, accountability, futuremaking, law orientation, partnership, equity, improving productivity and integration in management.

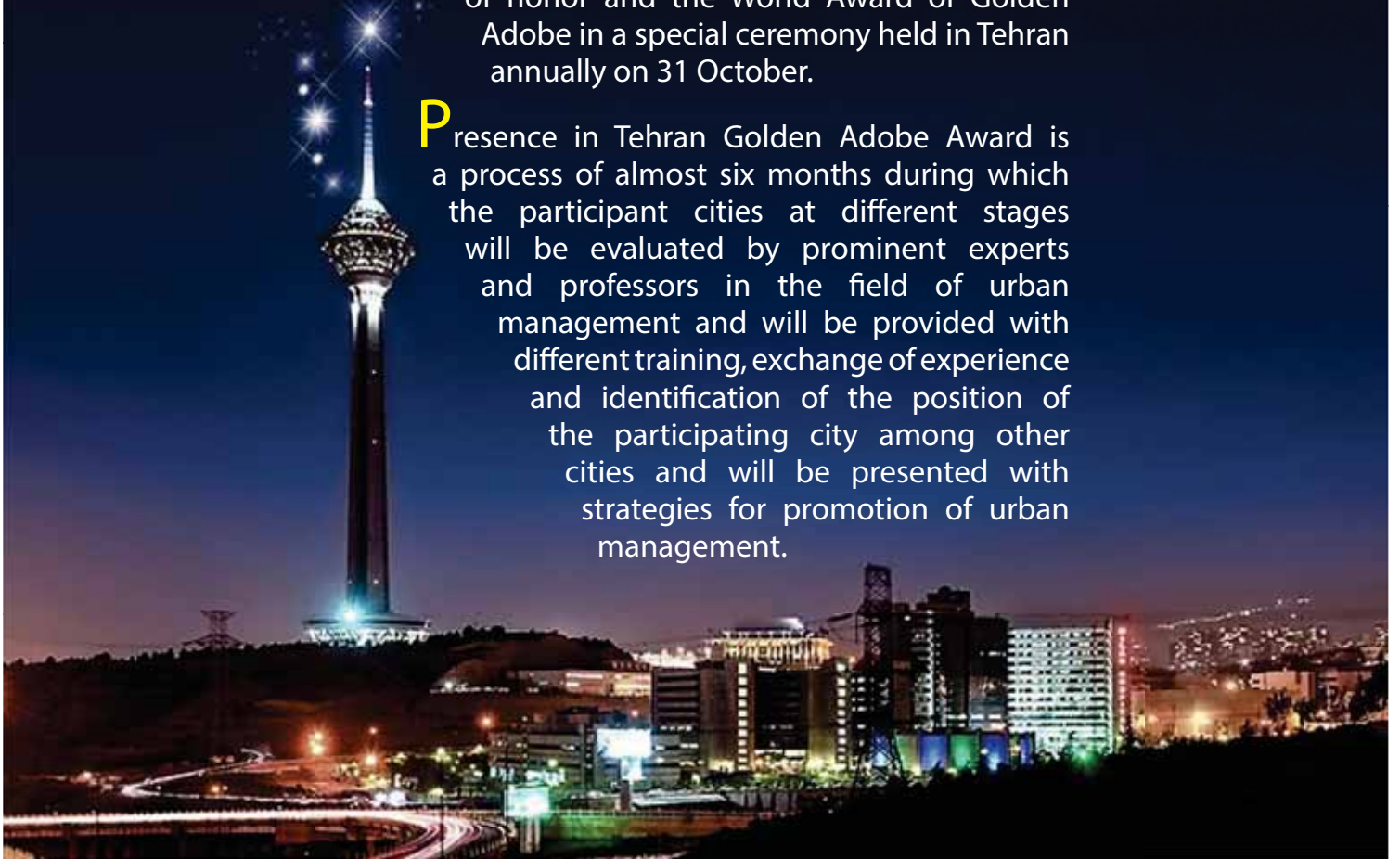


Rules and Procedure

Tehran Golden Adobe Award which has been officially held since 2014 with the participation of the UN-HABITAT is a global event and is held annually at the level of all cities in the world.

The Communication and International Affairs center of Tehran Municipality is responsible for directing and organizing the award in Iran with the cooperation of specialized institutions and academic and research centers and universities and professional associations under the supervision of the Supreme Council of Steering the World Award. Evaluation of the projects presented by the participant cities will be conducted by a Supreme Arbitration Committee which comprises professors and experts in the field of urban management from around the world organized in specialized committees. The top projects in the 8 areas will be introduced and be presented with a plaque of honor and the World Award of Golden Adobe in a special ceremony held in Tehran annually on 31 October.

Presence in Tehran Golden Adobe Award is a process of almost six months during which the participant cities at different stages will be evaluated by prominent experts and professors in the field of urban management and will be provided with different training, exchange of experience and identification of the position of the participating city among other cities and will be presented with strategies for promotion of urban management.



Join us

Group Member: Departments, scientific research institutes, teaching organizations, enterprises that focus on Urban Management development, as well as regional research institutes on Urban Management development

Individual Member: Individuals that involve in scientific research and teaching on urban development and socio-economic development, science, culture, ecological environment, etc. and corporate employees and individuals from other fields who are dedicated to the research on Urban Management development.

Advisory Board: We cordially invite international scholars, experts and specialists on Urban Management to join the Advisory Board. We seek to establish long-term partnerships in order to advance global research on Urban Management development.

Golden Adobe, Tehran Glocal Award for Urban Management is awarded to Best Projects and practices in the cities, regions and local communities worldwide. Its objective is to recognize the importance of local government and urban management in promoting the socio-economic environment and sustainability of cities and regions and advancing the livelihood of their citizens.

The first Golden Adobe was in 2014, and the second will be presented in 2015 up to six projects or practices that will each receive a prize of US \$5,000 as well as a trophy and a certificate.

Golden Adobe is co-organized by the World Association of the Major Metropolises (Metropolis), UN-HABITAT and the city of Tehran of the Islamic Republic of Iran.




The city of Tehran provides funding for the award.



Eligibility Criteria

The Golden Adobe is open to all city and regional governments around the world, including members of UN-HABITAT, UCLG, Metropolis and OICC. And other cities in the framework of the objectives and provisions of golden adobe are interested to participate in this award.

An initiative that is entered for the Tehran Award should meet the following eligibility criteria:

-  It should be an original undertaking such as a new policy, project, business model or practice that promotes social, economic and/or environmental sustainability in a city or region;
-  It should be an ongoing or recently completed initiative (within the past two years);
-  It should provide evidence and/or indicators of substantial impact and/or success in meeting the initiative's stated Objective.



Cities and local authorities are encouraged to submit several initiatives that support a given policy including those that are implemented in collaboration with private and civil society partners.

The Golden Adobe recognizes innovations in various thematic areas and domains. As a general guideline, innovative initiatives may be recognized

within the social, cultural, economic, environmental, governance and technological domains of sustainability, including, for example:

While the Award is discerned directly to a city or local authority, the jury reserves the right to attribute the innovation to actions undertaken by the city's private and/or civil society partners.



Assessment Criteria

Eligible projects or practices will be assessed according to 4 main criteria of equal weight. Documentary evidence will be required to enable the Jury to reach their decision.



Innovativeness: the extent to which initiative, creativity and new projects or practices have been developed to address a major social issue;



Effectiveness: the extent to which projects or practices have achieved or are on the way to achieving the proposed objectives and other socially desirable outcomes;



Replicability: the value of projects or practices in teaching others new ideas or good practices.



Significance: the importance of projects or practices in addressing problems of public concern.




Glocalization: A portmanteau of globalization and localization is a term that describes the adaptation of international products around the particularities of a local culture in which they are sold.




The Jury and Selection Process

An independent jury will be composed of a Technical Jury and a Review Jury.

 The Technical Jury will consist of members with significant knowledge and expertise in related fields as identified by the Secretariat and invited by the city of Tehran. The Technical Jury will:

Define a work plan and formulate evaluation criteria for Review Round I;


Short list 24 candidates based on the agreed evaluation criteria and forward these to the Review Jury for final selection.


 The Review Jury comprises members of Municipal Officials, University Professors and international prestige who will be selected, the city of Tehran. The Review Jury will:


Select the final winners from shortlisted candidates submitted by The Technical Jury;

Reserve the right to declare the GOLDEN ADOBE fully or partially void if the entries fail to meet the requested requirements.

The selection process used by the Golden Adobe to identify the final winners follows an impartial and independent process of 2 review rounds:

 Review Round I, conducted by the Technical Jury, will select a shortlist of 24 projects or practices from all submissions.

 Review Round II will consist of the review of the 24 shortlisted candidates and the final selection of up to 8 GOLDEN ADOBE winners by the Review Jury.

 The Review Jury's decision is final and not contestable.

Submissions which are selected for the Golden Adobe will be notified by the Secretariat via email, telephone or fax.

The awards, including trophies and certificates, will be handed over to the Golden Adobe Winners at an award ceremony held at the end of year 2 of each award cycle.

The awards shall be collected by the mayor of the winning city, or a senior official representative in the case of the mayor's absence.



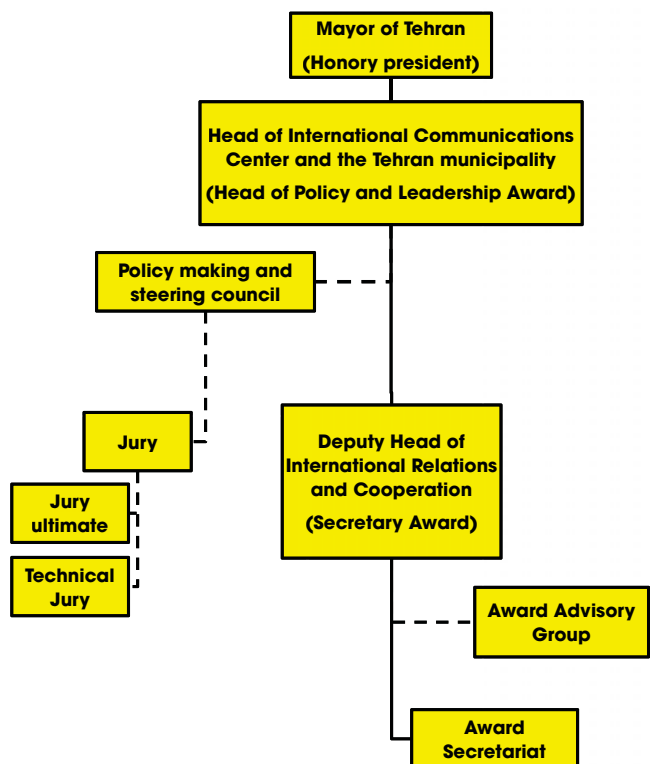


The Organizing Committee and Secretariat

The Golden Adobe Organizing Committee is responsible for planning and organizing activities of the Golden Adobe.

The Golden Adobe Secretariat reports to the Organizing Committee and is responsible for matters in relation to the operation and promotion of the Golden Adobe.

The Organizing Committee and Secretariat do not have the power to vote or decide on the winning results.



Acceptance of Rules and Procedures



Submission and participation in the Golden Adobe means that participants fully accept its rules and procedures.

Submitters shall be responsible for the truth and validity of their submissions.

Submitters are encouraged to complete the registration form and send it to the GOLDEN ADOBE Secretariat before 30 September, so that the Secretariat could follow up and provide assistance where necessary.

Submissions should be made in accordance with the application form.

Submissions should be made electronically in English and formatted to fit single-sided pages of A4 paper using Times New Roman 12 or 14 point font size. An optional copy in a language other than English may be included together with the compulsory English version.

Submitters should include the following supporting materials as an integral part of their submission:

Articles appearing in newspapers, professional journals, newsletters or other publications;

Photographs, videos and/or other graphic materials;

Maps and graphic materials.

Apart from the written report and supporting materials, submitters are encouraged to provide audio visual materials on DVD/CD or by email.

Submissions should be sent to the Golden Adobe Secretariat before 30 September by Email at info@tehrangoldenadobe.com or ird@tehran.ir

All submissions and supporting materials received will be acknowledged and will not be returned to the submitters.

The organizers reserve the right to publish submissions, wholly or in part, to further promote and disseminate lessons learned from Urban Management.





Contact us:

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GOLDEN ADOBE

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