

5<sup>TH</sup>

EDITION OF TEHRAN GOLDEN ADOBE GLOBAL AWARD

# Healthy Cities; Local Actions, Global Impacts

For Top Urban Projects & Experiences



DECEMBER 2020



# INTRODUCTION

Cities, with different essential features and shaping the individual and social living conditions of their inhabitants, form the platform for the emergence and flourishing of civilizations, and history shows that progresses are made based on urban pivots and their characteristics. At the same time, the high speed of urbanization has faced the process of this development with great social, economic, cultural, environmental and other challenges.

Challenges that have emerged in different cities and geographical locations can provide the prospect of achieving effective, efficient and generalizable programs with extensive international cooperation in the urban field and through synergy and participation of different countries,

In line with realization of this vision, the Tehran Golden Adobe Global Award (TGAGA) held its first meeting in 2014 in collaboration with the Tehran Municipality Communication and International Affairs Center and the United Nations Human Settlement Program (UN-Habitat).

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This award is an international event that is held every year with the aim of development, innovation and common progress for cities around the world. To this end, identifying the best and most effective experiences and introducing them to the international community for generalization and republishing has been taken into account. Tehran Golden Adobe, as a comprehensive, scientific and non-profit project, by holding a global competition in the field of urban projects, tries to play an effective role in solving challenges followed by urban development.

Tehran Golden Adobe Global Award, as the only comprehensive award in the country in the field of urban development, tries to take advantage of all domestic and foreign potentials and cooperation and full participation of non-governmental institutions, popular organizations, universities, scientific and research centers and institutions, experts and professionals in this field to play a role in realizing the vision and development of urbanization at the local, national and transnational levels.





# HISTORY

So far, four rounds of the Tehran Golden Adobe Global Award have been held in Tehran Metropolis since 2014, at the initiative of the Tehran Municipality Communication and International Affairs Center, coinciding with the celebrations of the World Cities Day (October 31). This international event was founded in order to synergize the participation of cities to achieve urban development and promote successful global experiences. In this regard, various international organizations and institutions including METROPOLIS, UN-Habitat, Walk21, UCLG, UCLG-MEWA, ISOCARP, have cooperated with the TGAGA Secretariat. In different periods, in addition to holding competitions and judging the works received, the TGAGA Secretariat puts on agenda sideline programs with specific themes in compliance with the current global requirements and necessities of the time.

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- 1 The first round of the TGAGA (2014) was held in the field of **"urban management"** on a national scale and with emphasis on development projects in Tehran and appreciation of three projects. The guests and scholars in urban fields held a specialized meeting to discuss and exchange views on issues of urban development.
- 2 The second edition of TGAGA (2015) was held, with emphasis on the theme of **"Glocalization"** and covered 8 topics. In this competition, 330 urban projects from all over the world were evaluated by the jury and prizes were awarded to 24 selected projects. During this period, specialized meetings were held with the presence of international thinkers on two themes: **"Glocalization"** and **"Sister City"**.
- 3 The third round of the TGAGA (2016) was planned in 7 topics with wider international cooperation. Out of 400 works evaluated by the jury 24 projects were picked for commendation. During this round, two specialized meetings were held with the participation of university professors and professionals on the topics of **"Smart City"** and **"Resilience"**. The fourth round of the TGAGA was postponed for two years due to major managerial reshuffles.
- 4 The fourth edition of the TGAGA (2019) with the theme **"Smart, Resilient & Livable Cities for All"** was defined in 7 topics and 289 registered projects were evaluated. Simultaneously with the TGAGA 4th the symbol of Tehran's friendly and sister cities was unveiled in Milad Tower of Tehran with the aim of promoting interaction, coexistence and world peace.
- 5 The fifth edition of the TGAGA (2020) is planned for November this year, with the theme **"Healthy Cities; Local Actions, Global Impacts"** in 7 topics. Due to the outbreak of COVID -19 worldwide, the event will be held online with thinkers from around the world. Exchange of views in specialized meetings will focus on urban pandemic.





MESSAGE BY

# HONORARY PRESIDENT OF TGAGA PIROUZ HANACHI, MAYOR OF TEHRAN

The city is the most important human habitat in the modern era. The city platform shows the extent of civilization, participation, social life and the blossoming of the capabilities and talents of the citizens. Today that geographical boundaries do not play a restrictive and deterrent role thanks to the modern communication technologies better urban management technics and approaches can be identified through presenting and transferring global experiences to administer the cities and improve the citizens' lives qualitatively and quantitatively. These technics and approaches can then be applied with due regard to their indigenous identity as well as cultural, economic, geographical and political characteristics in different cities of the world.

The Metropolitan Municipality of Tehran, the capital of Iran, has been a pioneer in hosting international events since 2014, and has brought together men of learning and scientific and executive elites in the field of urban management from all over the world in order to provide a forum for exchanging superior urban experiences.

The fifth edition of the Tehran Golden Adobe Global Award will be held in December at a time that the whole world is hit by the spread of the corona virus a phenomenon unprecedented in the history and experience of the last several decades of the world, which has affected many programs, and national and international relations and interactions.

This unpleasant global experience can teach many lessons, not only for current residents and city managers, but also lessons for the future generations. Therefore, we decided to underline the experiences and actions of the world cities in the fight against the spread of the corona virus during the fifth edition of the Tehran Golden Adobe Global Award to provide an opportunity for city managers to share their thoughts and record their findings in the global memory. Let this event be a step towards improving the welfare and public health of the citizens of the world, from today to future generations; One after another!





# TOPICS

The 5th edition of the Tehran Golden Adobe Global Award, with emphasis on the field of peace and health, will be held under the following seven topics:

## **1. Architecture, Urbanization & Protection of Cultural Heritage**

Upgrading visual identity; Revival of indigenous architecture and urban planning; Emphasis on human-centered urban planning and maintaining the human scale; Priority of pedestrian movement, safety and security and non-motorized transport; Improving the quality of urban spaces; Promoting the principles and techniques of urban design and construction; Repair of worn tissues; Recreation and reviving historical identity.

## **2. Sustainable Development, Resilience & Urban Livability**

Conservation of natural resources and management of human systems relationships and ecosystems; Explaining a comprehensive outlook of sustainability in all dimensions; Attention to energy efficiency and clean energies; Green space expansion, waste management and urban cleanliness; Reducing vulnerability to natural and man-made crises; Improving the city's ability to absorb, adapt and respond to changes in urban systems; Effective management in health crises; Protecting the health of citizens; Supporting cultural diversity and living patterns.

## **3. Development of Infrastructure, Public Transportation & Municipal Services**

Development of technical, civil and railway infrastructure and underground lines; Development of service infrastructures such as water, sewage, internet, etc; Improving the quality of services in the areas of health, waste, cemeteries, etc; Development and updating of recreational and tourism spaces.



#### **4. Citizen Participation & Cultural & Social Development of the City**

Laying the groundwork for increasing social interaction and citizen participation; Crystallization of hope and social vitality in cities; Promoting ethical values and indigenous cultures of citizenship; Training, empowerment and improvement of citizenship skills and behaviors; Establishment of interactive communication networks between citizens and stakeholders; Strengthen public trust; Consolidating the neighborhood, indigenous and religious identity of the city.

#### **5. Innovation, Technology & Smart City**

Solving urban challenges with methods based on new, creative, intelligent and advanced technologies; Improving efficiency in the field of urban life; Continuous flow of municipal services to citizens around the clock; Development of ICT infrastructure and intelligent systems for decision-making, planning, management and urban governance; Innovative interaction and employment in the city.

#### **6. Urban Economy, Investment & Entrepreneurship**

Defining economic identity for cities in various fields of industry, religion, fashion and clothing, food, sports, etc. based on potential capacities; Increasing cooperation and competitiveness of the city economy; Development of economic participation and investment opportunities in the city; Development of start-ups and businesses based on new technologies in the city; Stabilizing the revenues and financial resources of municipalities.

#### **7. Local Governance, Urban Planning & Management**

Increasing of transparency, decentralization and public participation in management; Updating programs using new methods; Paying attention to the cohesion and integrity of urban management; Development of urban e-government; Development of international relations and urban diplomacy; Use of quantitatively new and advanced models in planning and decision making; Strengthening local management with a bottom-up approach.





# TERMS OF PARTICIPATION

The gates of the Tehran Golden Adobe Global Award are open to all cities, urban areas and local governments from around the world. They can participate in this global competition within the framework of the TGAGA goals and principles and by observing the following conditions.

- The urban project should have been implemented and completed.
- The location of the project should be inside or within the city suburbs.
- The project should have a business or experimental model in line with one of the topics of the call.
- It should have been implemented directly by municipalities and local organizations or with their effective participation by the private, public or government sectors.
- It should not be more than five years since the completion or operation of the project.
- Registration in the call should have been approved by the municipality or the executive organization responsible for the urban management of each city.

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# IMPORTANT DATES

- **Beginning of the Registration:** October 18, 2020
- **End of Registration Deadline:** November 21, 2020
- **Closing Ceremony:** December 15, 2020

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# REGISTRATION PROCEDURES

Registration for TGAGA-5 is done online and the required documents will be uploaded on the TGAGA website. It is recommended to send additional documents and information such as video clips, news, brochures, website links and related social networks to the Secretariat online through the links provided on the site, in order to better introduce the projects.



# SIDE PROGRAMS

- Signing MOUs on multilateral international cooperation.
- Holding specialized meetings on urban pandemic.
- Holding online workshops.





# JUDGING

The evaluation of the projects registered in TGAGA is done in a two-stage process by the jury with at least 3 judgment rounds for each work. The criteria for judging the works are as follows:



# EVALUATION CRITERIA

- 1. Localization:** Paying attention to the issue of glocalization and indigenous identity and culture in the era of globalization and relying on internal and national capacities.
- 2. Generalizability:** The degree of generalizability and reproducibility in other cities while preserving the identity and local and environmental requirements of cities.
- 3. Innovation and Creativity:** Initiating and explaining a new way in theme description, design, implementation or operation.



- 4. Sustainability:** Attention to the protection and preservation of natural resources, urban ecosystems and biodiversity.
- 5. Resilience:** Anticipation, prevention, immunization, intelligent resistance and resilience and the ability to adapt to threats, damage and natural and man-made crises.
- 6. Inclusion:** Creating fair, inclusive and accessible opportunities and benefits and paying attention to specific social groups such as the elderly, the disabled, women, etc.
- 7. Participation:** Creating the ground for effective participation of citizens, public, private and non-governmental organizations and increasing their solidarity and sense of belonging.
- 8. Effectiveness:** The extent to which planned activities have been accomplished and planned results achieved.
- 9. Efficiency:** Utilizing and exploiting human, financial, natural, time resources in an efficient and economical way.
- 10. Necessity:** The relationship between the position of the project and the problems and concerns of the city and citizens.
- 11. Transparency:** Paying attention to the free flow of information and transparent and accessible processes and recognizing the role of oversight and social control of citizens, non-governmental organizations and the media in urban governance.
- 12. Documentation:** Paying attention to the complete registration of information and project process and creating the necessary platform for publication and introduction to the audience in the global community through websites, social networks, etc.
- 13. New Knowledge-Based Technologies:** Intelligent application of technology and utilization of up-to-date knowledge.





# TGAGA5 STRUCTURE

**MAYOR OF TEHRAN**  
HONORARY CHAIRMAN OF THE TGAGA

**GHOLAMHOSSEIN MOHAMMADI | POLICYMAKING COUNCIL**  
Explaining Goals, Prospects, Macro Strategies and Topics

**ZOHEIR SABAGHPOUR AZARIAN | SECRETARIAT**  
Implementation of Decisions of Policymaking  
and Governance Council of TGAGA

**EXECUTIVE COMMITTEE**

**SCIENTIFIC COMMITTEE**

**TECHNICAL COMMITTEE**

Formulating Content-Based  
Framework, Selecting Short  
List of the Projects and  
Scientific Steering

**THE JURY**

Selecting Winners  
from Short List





# JOIN US

The Secretariat of the TGAGA with the aim of maximum participation and improving the quality of the event, invites specialized individuals, groups and organizations on a local to national scale as follows:

- Mayors, city officials and local managers in urban affairs and urban spaces.
- Specialists active in the framework of the award topics.
- Universities, institutes, scientific, research and educational research within the award topics.
- Companies, contractors, business owners and private sector activists in the field of urban and local development.
- Professors and students of higher education in fields related to the topics.
- Non-governmental organizations (NGOs) active in urban fields.





# CONTACT US



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