



International Scientific Cooperation Office  
Municipality of Mashhad



SMART City Solutions  
for an Active Citizenship



## CAPACITY BUILDING WORKSHOP – CITIZENSHIP SERIES

### INCREASING MUNICIPAL REVENUE WITH SMART SOLUTIONS

Mashhad, Iran  
December 2019

CONCEPT NOTE

co-organised by



in partnership with:



## THE URAÍA PLATFORM

Uraía is a platform jointly lead by UN-Habitat and FMDV launched in June 2014, that gathers local governments and their partners in identifying and sharing innovative solutions to apply SMART technologies to improve municipal finances, service management efficiency and increase transparency and accountability. The Platform constitutes today a network of more than 350 partners from all around the world, including cities, their associations, research institutions and private sector who share practises and experiences to reinforce knowledge and capacities to apply innovative solutions.

Over the past years, Uraia has become a useful instrument for cities and their partners addressing the challenge of implementing innovation in municipal management through the use of SMART technologies.

## THE CAPACITY BUILDING WORKSHOP- CITIZENSHIP SERIES

Every year, the Uraía Platform focuses its work on a specific topic, identified as a priority for local governments. The topic is addressed during the “Citizenship Series”, which includes a multi-stakeholder workshop plus its consequent annual “Guidelines”, a document produced resuming the discussions of the meeting and giving the voice to practitioners to share experiences. This year the meeting will be held in **Mashhad, Iran** on the theme: increasing ***municipal revenues with SMART solutions***, with a particular focus on ***SMART waste and water management***.

Previous events of the Citizenship series include:

In **2015**, the Platform met in Oslo (Norway) to discuss partners’ experiences on SMART projects led in collaboration with private companies. Based on the experiences of the participants, the Platform elaborated a document on **‘Public-Private Partnerships for SMART City Management. Recommendations for local governments to prepare and implement SMART PPPs’**. The document takes a practical point of view on the main issues local governments face when dealing with SMART technologies and engaging in contracts with the private sector, highlighting difficulties, solutions and experiences shared by practitioners in city management. To see the example set by last year workshop in Oslo, you can download the document in PLEASE INCLUDE THE FORMAL LINK WITHIN THE URAIA WEBPAGE.

In April **2016**, the Uraía Platform organized its annual workshop in Nicosia, Cyprus, under the title: ***“The Impact of SMART technologies in the municipal budget: tax recovery and energy savings for better public services”***. technologies for increased municipal efficiency and potential impacts on the municipal budget. The exchanges focused particularly in exploring how technological innovation can help cities to increase municipal revenue by improving tax collection and generate savings through energy efficient policies and, even more important, how these increased municipal resources can be transformed into better, more efficient and inclusive public services. The document resulting of this event can be access here:

[file:///C:/Users/PC/AppData/Local/Packages/Microsoft.MicrosoftEdge\\_8wekyb3d8bbwe/Temp/State/Downloads/1617\\_arquivoB%20\(1\).pdf](file:///C:/Users/PC/AppData/Local/Packages/Microsoft.MicrosoftEdge_8wekyb3d8bbwe/Temp/State/Downloads/1617_arquivoB%20(1).pdf)

In 2017, Uraía organized its annual "Citizenship Series" in Madrid from 8 to 10th February 2017. This year theme was "Transparent and accountable cities: innovative solutions for municipal management and finance" in partnership with the Spanish Federation of Municipalities and Provinces (FEMP). The objective of the workshop was to present and exchange experiences on initiatives developed by local governments and their partners to implement mechanisms for transparency, accountability and open government in cities.

In 2018, Brussels was chosen to host this meeting, with the help of the BRIC. Discussions on "Using data to empower cities and their citizens" were held on May 30th and 31st. The main objective of the workshop was to identify how local governments are using big and open data in city management. The final report is available here: [file:///C:/Users/PC/AppData/Local/Packages/Microsoft.MicrosoftEdge\\_8wekyb3d8bbwe/Temp/State/Downloads/Report\\_Brussels\\_2018\\_FINAL%20\(1\).pdf](file:///C:/Users/PC/AppData/Local/Packages/Microsoft.MicrosoftEdge_8wekyb3d8bbwe/Temp/State/Downloads/Report_Brussels_2018_FINAL%20(1).pdf)

## 2019 CITIZENSHIP SERIES: INCREASING MUNICIPAL REVENUES WITH SMART SOLUTIONS, MASHHAD, IRAN

During this 2019 event on Increasing **municipal revenues with SMART solutions**, participants will be invited to discuss and identify the trending topics and challenges regarding the current use of SMART technologies and its impacts on the municipal budget and management that are shaping the daily life of cities.

They will analyse and compare what are the inspiring and replicable experiences, and specifically how cities can improve municipal revenue by improving tax collection and generate savings with a specific focus on water management.

The workshop will be organized through peer to peer exchanges along with dialogues with practitioners from the private sector, investment, research and experts, in order to organize multi-stakeholders and multi-sectorial dialogues to create a shared culture of working and co-production of solutions to specific cases.

## GOALS

The objectives of this workshop are the following:

1. To offer a space to exchange experiences among peers and practitioners: city managers, decision-makers, technology providers, NGOs and community representatives.

2. To share trends and inspiring practices regarding the application of SMART technologies to cities.
3. To highlight common challenges faced by city managers.
4. To establish key recommendations and lessons learned.
5. To strengthen local governments' capacities for innovation in public management.
6. To exchange support and collaboration in implementing efforts to create SMART investments
7. To identify new opportunities to "build with" and "govern with" city residents.
8. To establish collaboration between participating cities at the to assist leaders with the implementation of new initiatives
9. To elaborate a final publication integrating conclusions of the discussions and compilation of best practices

## AGENDA

### Day ONE – Setting the framework

During the first session, the workshop will particularly focus its work in exploring how technological innovation can help cities to increase municipal revenue by enhancing tax recovery performance thanks to better control and monitoring in order to create better, more efficient and inclusive public services. It will explore also how SMART technologies can also offer an opportunity for local governments to reduce costs in two main aspects thanks to the optimization of administrative procedures such as e-government policies and improved management of municipal assets such as office buildings. Second, by generating savings in the management of infrastructure and services offered to citizens such as transportation, waste and water management, public lighting, etc. and particularly thanks to solutions that aim at increase energy efficiency to reduce the energy bill

With this aim, participants will have the opportunity to largely exchange about these strategies and to deeply discuss on related strategies such as:

- ✓ Enabling payments of taxes and bills for citizens and economic operators through Mobile Money
- ✓ Improving transparency & trackability
- ✓ Increasing the number of costumers, tacking informality
- ✓ Building efficiency of public services and infrastructure
- ✓ Developing and maintaining SMART technology projects
- ✓ Creating new partnership models for front-end investment and revenue sharing, among many others.

### Day TWO – Focus on water and waste management

#### 1. SMART WATER MANAGEMENT

Despite the progress made in recent years; access to basic water services, including clean drinking water and sanitation, is still unavailable to a large fraction of the world's population. In 2016, an estimated 663 million people lacked access to improved sources of drinking water and there was 2.4 billion people with no access to adequate sanitation. This problem is particularly concentrated in developing countries as it is estimated that 60% of the population lacking access to potable water is located in Sub-Saharan Africa and South Asia. Access to water is higher in urban than rural areas (96% against 81%), however growing urban population also results in increasing urban dwellers that still lack access to water and sanitation services

A combination of water scarcity accentuated by climate change, and growing water demand for agricultural, industrial and domestic use consumption, generates further stress on the supply and demand of water resource. In addition, poor management has also an important impact on access to water. Given the tough financial constraints on water utilities, it becomes increasingly important that customers are billed correctly to improve water revenue collection.

Access to water is essential to build more resilient cities and to reduce the vulnerability of the poor. Local governments usually hold the responsibility to manage water in urban areas, however, they do not always have the human resources, let alone the financial and technical capabilities to keep up with rapid demand, often relying on external sources of funding and establishing a good cooperation with the private sector. The elevated cost of urban water supply in most cities points to the urgent need for more efficient use and conservation of the resource, and the need to optimize the management of the existing system to reduce costs while improving the quality of the service.

For this reason, during this session, participants will be able to discuss about related topics on water management such as:

- ✓ How ICTs allow utilities to monitor physical condition on water structure
- ✓ How to increase more efficient water management infrastructures
- ✓ How to promote cost saving initiatives (such as sensors, smart meters...).

## 2. SMART WASTE MANAGEMENT

In this session participants will:

- ✓ Share experiences on innovation in resource reuse and recycling
- ✓ Explore strategies for driving greater engagement in recycling and alternatives to landfill.
- ✓ Exchange on cases that allow the creation of new business opportunities and jobs
- ✓ Exchange on strategies on changing the way we deal with waste and on how we can generating alternative supply chain pathways for resources.

This session will allow participants to:

- ✓ Understanding of the dynamic and evolving nature of economies/societies/cities

- ✓ Better approaching the 'urban sensibilities'
- ✓ Discussing on current opportunities for positive urban human interaction
- ✓ Exchanging on current trends on culture approaches to city management

## METHODOLOGY

The workshop will combine plenary sessions and more in-depth debates in working groups.

**The first day** of the event will be for exclusive participation of Uraia partners and invitees, targeting a number of 80-100 participants and decision makers coming from different countries of the world and ensuring geographic representation.

Participants will include representatives from local governments, network of cities, research centres, international organizations, and private sector companies. Participation is by invitation only and will have to be previously approved by the Secretariat of the event.

**The second day session** will be organized as a workshop in groups work around the two topics mentioned above.

The discussions and conclusions will be gathered in a final publication and disseminated among public at large.

## LOGISTICS

The event will be held in English. Translation will be ensured into Farsi. The Mashhad MITI will cover the accommodations including lodging (only on December 2 -5), breakfast and lunch and inner-city transportation, just for one representative from each city.

A comprehensive package of information will be sent to the participants and posted on our website in early September.

Prior to the acceptance to the event by the organizers, officially invited participants will be invited to submit information on the nature and extent of their interest and experience in SMART technologies to improve municipal finances, service management efficiency and increase transparency and accountability and fill a form.

Mashhad will support visa procedures and sent official invitation letters to support administrative visa processing for selected participants.

For more information, please contact the Metropolis International Institute – Mashhad Branch office: Tel: +98 513 8490018 Email: [info@mashhadisco.ir](mailto:info@mashhadisco.ir) Web: [isco.mashhad.ir](http://isco.mashhad.ir)

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