

IDRC-Partners @WUF2006

Report on IDRC's Participation
in the Third Edition of the UN-Habitat World Urban Forum

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1. Executive Summary

UN Habitat is the United Nations' agency for cities. Since 2002, UN Habitat has staged the biannual World Urban Forum (WUF), a forum for practitioners to share experiences, network and collaborate. WUF also provides advice on policy directions for UN Habitat's Governing Council. Following the Government of Canada's decision to host WUF3 in Vancouver, in early 2003 the Department of Western Economic Diversification (WED) invited IDRC to participate in WUF3. IDRC's participation in WUF3 was of historical significance to the Centre's urban programming in several respects. WUF3 was an opportunity for IDRC to take stock of past accomplishments and launch the new Urban Poverty and Environment program, and its Focus Cities Research Initiative (FCRI).

IDRC's involvement in WUF3 aimed to enhance the Centre and its partners' **visibility**, raise public **awareness** of urban agriculture and environmental risk management, facilitate **networking** and **strengthen capacities**. The Centre's preparation for and participation at WUF3 demanded significant human and financial resources.

IDRC joined the federal Inter-Departmental Committee (IDC) on WUF3 upon its establishment in June 2003. Our early decision to participate in WUF, and our diligence with preparations, set a reference for other federal departments and opened up opportunities to build relationships with key federal agencies. In addition to attending IDC planning and communications meetings, IDRC kept abreast of critical developments through close personal interaction with the official Canada Secretariat offices in Ottawa and Vancouver. Canada's post-WUF3 legacy is an aspect of IDC business that IDRC has approached with great care. In early 2005 IDRC struck an external advisory committee, which allowed IDRC to identify and implement collaborations with a smaller group of organisations.

Within IDRC, project development for WUF3 started in early 2004 in the former Cities Feeding People Program (CFP) and ENRM Program Area. The main grant for WUF3 (102631) was approved in the late summer of 2004, with an appropriation from the Forward Planning Fund. In October 2004, an Event Coordinator was hired and the WUF Coordinating Unit (CU) was established, with members from Communications, Special Initiatives and UPE. In early 2005, a Management Committee (MC) was set up, consisting of the directors of ENRM, SID, Communications and LACRO, and the UPE Program Leader. Communications subsequently identified a lead person to coordinate communications for WUF3, and struck several task forces.

Early on, IDRC and its partners began planning a series of networking events. Preparatory activities included a planning workshop in Toronto in mid-2004, and a second meeting in Montreal in October 2005, which brought together all IDRC's WUF partners to build team spirit, refine messages, rehearse presentations, and enhance presentational skills. The Montreal workshop and subsequent reviews by the CU greatly helped to improve the quality of the presentations. To secure space on the WUF3 official program, IDRC and its partners competed with more than 150 other organisations. Persistent but tactful lobbying helped to get the events accepted.

In terms of communications, IDRC prepared a range of publications and publicity items for WUF, including "Shaping Livable Cities" and a UPE publication entitled "Focus Cities Research Initiative: Achieving the Millennium Development Goals One Neighbourhood at a Time". One journalist from each Focus City was invited to attend WUF3 and write articles for publication on IDRC's website, to amplify "voices from the South". Similar to other summits, IDRC accepted the invitation to exhibit in the Government of Canada pavilion. Given IDRC's focus on urban

agriculture (UA), efforts were made to integrate UA concepts in the booth. Expose Urban Solutions!, a global photo competition, was designed to capture the creativity and entrepreneurial spirit pulsing through cities.

IDRC's program at WUF3 was ambitious, diverse and lively. IDRC's program involved the participation of 57 partners from around the world; 5 networking events; 1 dialogue at the official WUF arts and cultural event; a tour to urban agriculture sites; the participation of Focus Cities partners; booths with demos; a gala reception; a book launch; a photo contest; donors' and researchers' roundtables; and the participation of IDRC's President. The Centre's participation at WUF3 was successful on several fronts. Although there is always room for improvement, IDRC's main objectives were met.

Visibility: Through the IDC process, IDRC's urban programming became much better known among Canadian federal agencies. More than 700 delegates attended IDRC-supported networking events. Traffic at the IDRC booth was "brisk" with an estimated 3000 visitors, including prominent Canadian politicians and other VIPs. Over 200 people attended IDRC's Gala Reception.

Awareness: Awareness was raised on urban agriculture and environmental risk management through activities including networking events, film screenings, the booth and demonstrations. The scope and magnitude of media coverage of IDRC at WUF3 was particularly impressive. Over 40 news items about IDRC were filed by local, national and international media. Thanks in large part to the efforts of IDRC and its partners, UA was identified as a key actionable idea following the 2005 Habitat Jam, and for the first time, UA was used as a key descriptor for WUF networking events.

Networking and partnership-building: Partnership-building opportunities were pursued at WUF and during the preparatory process. For example, the IDRC-CIDA relationship was developed by co-organising a donor roundtable. IDRC received several constructive suggestions to improve networking opportunities at future events.

Capacity-strengthening: Follow-up interviews confirmed the strong value partners placed on the preparatory workshops and the opportunity to work with IDRC to refine their messages and hone their presentational skills. Various partners indicated the training would have positive long-term impacts on their work.

The last section of this report highlights key lessons emerging from WUF3, as well as suggestions that may beneficially inform IDRC's engagement in future WUFs and similar international events.

2. Background and Objectives

UN Habitat is the United Nations' agency for cities. Since 2002 the agency has staged the biannual World Urban Forum (WUF), a merger of the former Urban Environment and Urban Poverty Forums. WUF brings together representatives from all UN Habitat stakeholders including civil society. UN Habitat forums were long dominated by national government delegations but recently other levels of government and social actors began to be included on the official program. Still, WUF intends to be a forum of practitioners rather than researchers, where cities share experiences, network and develop further collaboration.

WUF provides technical advice on policy directions for UN-Habitat's Governing Council. The main outcome of WUF is a report submitted to the agency's Executive Director, which is not subject to any negotiation. WUF1 was held in Nairobi in 2002, followed by WUF2 (Barcelona in 2004) and WUF 3 (Vancouver in 2006). WUF4 will be hosted by Nanjing, China in 2008.

Following the Government of Canada's decision to host WUF3 in Vancouver, in early 2003 Western Economic Diversification (WED) invited IDRC to participate in WUF3. IDRC would contribute to the substantive part of the WUF3 program, focusing on its achievements in the field of urban agriculture. This focus was later broadened to include its work on urban environmental risk. The VP assigned the team leader of Cites Feeding People (CFP) to organise IDRC's programmatic contribution to WUF3 and engage other Centre units as required.

IDRC's participation in WUF3 was of historical significance to the Centre's urban programming in several respects. Firstly, WUF3 would be held in Vancouver, exactly 30 years after the first UN Conference on Human Settlements held in the same city, which led to the creation of the UN Centre for Human Settlements. Secondly, after over a decade of close collaboration, WUF3 would afford an ideal venue for IDRC to share with the UN stakeholder community and the Canadian public the results of its work with several UN Habitat programs in urban research and policy. Finally, WUF3 took place at a pivotal moment in IDRC's own urban programming. CFP was instrumental in putting urban agriculture (UA) on the map and mobilizing the development community and politicians to support UA, while its Environmental Management Secretariat provided Latin American municipalities with instruments for better environmental and natural resource management. In early 2005 IDRC substantially increased its support to urban research when EMS and CFP evolved into a new Urban Poverty and Environment (UPE) Program Initiative. WUF3 arose as an opportunity for IDRC to take stock and launch its new program, in particular UPE's Focus Cities Research Initiative (FCRI).

UPE's work will include not only urban agriculture and urban vulnerability/risk management, but also water and sanitation, solid waste management and land tenure. At UPE's core is research to build trust between municipal governments and civil society, mobilizing entrepreneurs and learning from latent innovation that is common in poor urban areas. At WUF4, UPE expects to present a new round of IDRC work based on the FCRI that highlights new ways of addressing the challenges of urbanization.

The theme of WUF3 was: **Our Future: Sustainable Cities – Turning Ideas into Action**. This theme was supported by three sub-themes:

Urban Growth and the Environment
Partnership and Finance
Social Inclusion and Cohesion

IDRC's WUF3 Objectives

IDRC's participation at WUF3 aimed to enhance the Centre and its partners' visibility, raise public awareness of urban agriculture and environmental risk management, facilitate networking and strengthen capacities. Specifically, IDRC's objectives were to:

- ♦ Demonstrate IDRC leadership in urban development by sharing practical experiences and knowledge of IDRC partners, and by introducing the new UPE program, including the Focus City Research Initiative (FCRI).

- ♦ Share results of IDRC-supported research and raise awareness on the contributions of urban agriculture and environmental risk management to sustainable urban development;
- ♦ Create networking and partnership-building opportunities for IDRC and partners;
- ♦ Strengthen partner's capacities in communicating the results of their research at international forums.

3. The Road to WUF3

In summary, IDRC used WUF3 to increase recognition by the UN system and its stakeholders of IDRC and its partners' effectiveness in conducting and using urban research for better urban policy. Currently, this goal is particularly advanced on the urban agriculture front. WUF2 was the first forum ever to stage an event on urban agriculture, and it was organised by IDRC. Building on this icebreaker, IDRC's strategy for WUF3 was to broaden awareness, and enhance support for urban agriculture among the UN Habitat community. IDRC's program for WUF3 therefore involved a wide range of activities. The official program of WUF3 was the first to include "urban agriculture" among its descriptors for networking events, and urban agriculture was one of the most widely discussed topics during the pre-WUF worldwide Habitat Jam. Towards the end of WUF3, IDRC lead partners suggested that, with the attention now brought to urban agriculture at WUF3, it could be timely to raise the bar at WUF4 and lobby to include an international roundtable on urban agriculture on the official program. It is hoped that in the future IDRC will be able to use the WUF to raise the profile of other urban issues among the UN Habitat community.

IDRC's decision to contribute to WUF3 primarily through networking events drew the Centre into an international competition. The WUF3 official program consisted of several types of events: plenaries, dialogues, roundtables, debates, networking and training events. The networking event category was the most suited for IDRC to share research achievements and expand networking opportunities. However, networking slots are granted on a competitive basis. This threw a wrench of uncertainty into the wheels of preparation, which needed to be understood by all involved in IDRC's process. Although IDRC began planning networking events in mid-2004, final decisions on "winning" events were only published in early 2006, after the selection process was clarified through negotiations between the Government of Canada and UN Habitat.

IDRC's participation at WUF3 demanded significant human and financial resources. IDRC played a key leadership and coordination role in organising WUF3 events, strengthening capacities, providing financial assistance to partners, lobbying to secure space on the formal agenda, building partnerships, and handling logistics. WUF3 related activities were financed through projects, three RSPs and Communications' budget¹. Specifically:

- ♦ Preparatory meeting: WUF 2006 (Toronto)- RSP102629, Luc Mougeot, ~ CAD 53,000
- ♦ Urban Agriculture at the Third UN-Habitat World Urban Forum- 102631, Luc Mougeot, CAD 540,000 (this amount includes 137,000 CAD that was granted to UN-Habitat in support of its Urban Indicators Program and finalisation of the State of the World Cities Report 2006).
- ♦ Focus Cities teams at the World Urban Forum 2006-RSP 103683, Mark Redwood, CAD 108,000
- ♦ Publication of Milenio Ambiental special WUF issues-RSP 103601, Walter Ubal, CAD 38,300

¹ Note that neither IDRC staff time nor travel is included in this assessment.

- ♦ Participatory Planning, Design and Development of Garden Neighborhoods-102440, Mark Redwood, CAD 70,193
- ♦ Communications: CAD 241,980

Total funding committed to WUF: CAD 1, 051 473. Spending under the 102631 grant was kept within the originally approved amount and generated a small balance.

Preparing for WUF involved both external and internal processes. The section below highlights key aspects of these.

External planning process

IDRC joined the federal Inter-Departmental Committee (IDC) on WUF3 from the onset. Shortly after WED's invitation, the IDRC staff met with the WED's executive secretary on defining the nature of IDRC's contribution to WUF 3. From thereon, IDRC's relationship with the Government of Canada shifted to the Inter-departmental committee, led initially by a pro-tempore secretariat, based at the Canadian Mortgage and Housing Corporation (CMHC).

IDRC's early decision to participate in WUF, and its diligence with preparations set a reference for other federal departments. The IDC came into being in June 2003. At the first IDC meeting IDRC confirmed its willingness to participate and to contribute funds to defray this participation. In early 2003 CMHC and IDRC were approached by UN Habitat to contribute to the Global Urban Observatory's Urban Indicators Phase III (UIP) project. CMHC thought CIDA should be the main contributor, but when this failed, IDRC assigned some of its WUF3 grant to support UIP products related to WUF3.

CMHC was intrigued by IDRC's longstanding collaboration with UN Habitat and IDRC seized the opportunity to build trust with the then lead agency on WUF3. IDRC began building a relationship with CMHC through briefings, meetings and an invitation to review the Centre's proposal for participation at WUF3. IDRC invited CMHC to sit on IDRC's external advisory committee for WUF in early 2005. In 2006 it also involved CMHC in the review of a UBC historical analysis of Canada-UN Habitat relations, funded by IDRC. In return, CMHC advised IDRC, and invited IDRC to core group meetings on specific issues, particularly as they related to UN Habitat matters. IDRC was invited by the secretariat to join the Official Canadian Delegation to WUF2. In Barcelona, the Centre organised a highly successful breakfast between its research partners and the two lead Canadian ministers and staged a networking event on urban agriculture. The Centre's work on urban agriculture was noted by Canada's lead minister in the closing ceremonies.

In mid 2005, the lead role for WUF3 was transferred from CMHC to a formal Canada WUF Secretariat under the purview of the Department of Human Resources and Skills Development (HRSD). The level of trust developed by IDRC with CMHC no doubt earned it a good recommendation by CMHC to the newly appointed Commissioner General. At his first meeting with the IDC in May 2005, the Commissioner was already fully aware of our important commitment to WUF3 and long-standing relationship with UN Habitat, and requested a meeting with IDRC staff, which took place shortly thereafter.

By mid 2005 the Canadian federal engagement had grown considerably and IDRC, with a substantial commitment at stake, had to keep abreast of all critical developments without being engulfed by the proceedings. IDRC was in an exceptional and relationally challenging position: on one hand, it had evolved a longstanding relationship with UN Habitat, on the other

hand, it had chosen to participate in this UN event as a member of the Canadian federal community. Therefore, it had to comply with this community's formal process of engagement, which included competing with other Canadian applicants for slots assigned to Canada by UN Habitat on the official WUF3 program. IDRC occupied the pole position in terms of preparations, so it needed to walk a fine line between being open to advising, assisting and collaborating with other agencies, and remaining faithful to its objectives. A certain level of accommodation of mutual interest was possible. However, inevitably some funding requests from a few agencies, universities and the private sector had to be turned down.

The Ottawa office of the Canada WUF Secretariat, as convener of the IDC, remained the main federal conduit for Canadian coordination and participation in WUF3. This is why IDRC gave top priority to attending its meetings. The IDC grew in size and its meetings were eventually split into IDC-Programming and IDC-Communications meetings. IDRC staff from SID attended the former while Communications staff attended the latter.

Canada's post-WUF3 legacy is an aspect of IDC business that IDRC has approached with great care. Particularly after the 2006 federal elections, Infrastructure Canada, the federal interlocutor on local government matters, became a more assertive player in WUF3. Exchanges between the IDRC President and the InfraCan deputy minister led both to initiate a consultative process for Canada to better coordinate its policy regarding global urbanisation. IDRC hosted a first meeting prior to WUF3, and is set to host a second meeting in mid-October 2006.

The Canada Secretariat set up offices in both Ottawa and Vancouver and IDRC interacted closely with both. While the Ottawa office handled substantive programming, the Vancouver office (led by the Globe Foundation) handled most of the logistics. IDRC sent three missions to Vancouver, which included visits to the Canada WUF Secretariat office. The first in mid 2005 served to survey the official venue, hotels and facilities for meetings, as well as identify potential sites for an urban agriculture tour. Early bookings translated into considerable savings to IDRC. The second and third missions served to confirm bookings, assess progress of local partners and finalise preparations. In-person meetings enabled IDRC to build rapport with Globe staff, which enormously facilitated subsequent telecommunications and assistance. IDRC assisted the Vancouver office with several planning aspects of the Habitat Jam - a pre-WUF worldwide 72-hour e-consultation on urban development issues - and with proposing guidelines for networking event submissions. These were submitted by the Secretariat to the UN Habitat mission and were used by UN Habitat in its instructions to prospective WUF3 applicants.

In early 2005 IDRC struck an external advisory committee (AC) to extend its base of support beyond the Canadian IDC. This was composed of representatives from CIDA, CMHC, Industry Canada (Sustainable Cities Initiative), the Federation of Canadian Municipalities (FCM), United Cities and Local Governments (UCLG), Harvard University, City of Vancouver, the University of British Columbia (UBC), and UN Habitat. This AC served as a focused forum where key agencies were able to share and reflect on each others' plans for WUF, advise IDRC on its program, identify areas of collaboration on the way to and beyond WUF, and assist in disseminating each others' programs at WUF. Through this AC, CIDA consulted IDRC on its activities for WUF. IDRC and SCI agreed to include an SCI case study in one of IDRC's networking events (later cancelled when federal funding to SCI was not renewed). IDRC struck a similar collaboration with FCM and with the City of Vancouver, with Halifax's disaster management experiences featured in one of the IDRC networking events and Vancouver's urban agricultural work featured in another. Senior staff within the City of Vancouver are of the view that IDRC's meetings with City councillors, its praise for the City's Food Policy Council initiative and its invitation for the City to showcase its experience at WUF3, were critical in

revitalizing political support within the City Council for UA. As regards UBC, several collaboration options were assessed, resulting in the involvement of landscape architecture students in designing and staging permaculture installations at the WUF3 venue, in collaboration with the Environmental Youth Alliance (EYA).

WUF was also an ideal occasion for IDRC to strengthen its relationship with UN-Habitat.

The agency's senior manager responsible for WUF joined IDRC's external advisory committee and attended all meetings. His recommendations were extremely valuable in helping IDRC decide on its event design and submission strategy. UN Habitat invited IDRC to join its international advisory board for the State of the World's Cities Report 2006. As part of this process IDRC prepared a piece on urban agriculture and reviewed the full final manuscript. The Centre was also invited to participate in the UN Habitat Roundtable of Researchers at WUF (represented by its ENRM Director). Additional indication of the growing relationship is reflected in invitations UN-Habitat issued to IDRC to participate in several events at WUF3, which had to be declined due to time constraints.

WUF internal coordination and planning

Project development for WUF3 was initiated in early 2004. The main grant for WUF3 (102631) was approved in the late summer of 2004, with funds provided through the Forward Planning Fund. While this application was being processed, an RSP was created to fund the first preparatory meeting in Toronto (August 2004). The Toronto meeting brought together 25 IDRC staff and partners to review select IDRC-supported project results and brainstorm on the content and format of IDRC and its partners' program for WUF3.

In October 2004, a Coordinator was hired to carry out overall management of IDRC's program for WUF3. Shortly thereafter, a WUF Coordinating Unit (CU) was established consisting of members from Communications, Special Initiatives and the UPE team. Point persons were identified from each group to liaise with their teams and the CU on WUF related matters. The CU expanded over time to include additional members of the Communications and UPE teams (for details on members and their roles see Annex I).

The CU developed a framework outlining objectives, key messages and activities for the WUF. A communications plan was also developed. These "living" documents evolved over time to include additional activities, refine messages and adjust objectives. Initially, meetings were held on an as-needed basis. As of early 2006, task forces were established to tackle specific communications activities, and meeting frequencies intensified as WUF approached.

In early 2005, a Management Committee (MC) was established consisting of the directors of ENRM, SID, Communications and LACRO and the UPE Program Leader to guide and advise the CU. Meetings were held quarterly and members were kept abreast through progress reports.

UPE's program for WUF was coordinated by a lead PO while other team members were heavily involved on communications activities and the logistics of Focus Cities' partner participation. In the three months leading up to WUF, short weekly meetings took place to review tasks and timelines. To manage the different UPE activities, each UPE PO assumed the lead to a) attend at least one IDRC networking event and provide a report on that event; and, for those POs responsible for an FC project, b) to work closely with their respective teams while at WUF3.

In October of 2005, the second preparatory meeting was held in Montreal. This meeting brought together all IDRC WUF partners to build team spirit, refine messages, rehearse presentations, and enhance presentational skills. In total, 26 partners, 8 staff and 2 facilitators participated in the workshop. External critics were brought in from CIDA and McGill University.

In April 2006, SID hired an intern to work on the evaluation and monitoring exercises for WUF. In close collaboration with the CU, UPE, Communications and the Evaluation Unit, she developed a strategy, which included surveys and interviews with partners, staff and WUF delegates, prior to, during and after the event.

Event engineering

IDRC began planning early on a series of networking events. In designing the sessions, the CU collaborated with partners to share ownership of the events. For each event, a Session Leader (SL) was identified to propose the format, objectives and key messages. The SLs were also tasked with selecting speakers, supporting their preparations and chairing the session in Vancouver. Given the focus of WUF3 organisers on “doers” as opposed to “thinkers”, and “practice” as opposed to “theory”, IDRC made a special effort to invite a range of actors involved with IDRC supported projects.

Terms of reference were drafted for the SLs and presentations commissioned in July 2005. Guidelines for preparing the presentations were included as part of the terms of reference for each speaker. For all but one event, speakers were invited to prepare a presentation and its accompanying script. This was done in an effort to clearly link the preparation of the visual presentation and its content.

First drafts of the presentations and scripts were reviewed by the CU and comments sent to the speakers in September of 2005. The revised scripts and power points were presented during the second preparatory meeting in Montreal in October 2005. Speakers revised their work based on comments received in Montreal and resubmitted in early 2006. Additional revisions were made on a case-by-case basis prior to WUF and a final round of rehearsals took place in Vancouver before the events.

There are key design elements of the events that merit attention. As at WUF2, VIPs were invited to open or close events. Having VIPs not only helped attract an audience but more importantly boosted chances of getting the event accepted on the formal program, especially if the VIPs were at the ministerial level. Identifying and securing VIPs for the sessions took a considerable amount of work.

A novel feature of the sessions was an attempt to offer both North and South perspectives. To accomplish this, each panel included one Canadian experience. Strategic partners such as the Federation of Canadian Municipalities (FCM), Sustainable Cities Initiative (SCI), the City of Montreal and the City of Vancouver were invited to present in IDRC-sponsored events. This decision led to increasing the number of case studies from three to four in each panel.

The final formula for most of the events was as follows: a VIP who opened or closed the event, a chair who introduced and moderated the event, four case studies and a “way forward” presented by an IDRC officer. Audience interaction was a priority for all panels. The method that worked best was to interact with the audience after two cases were presented and then proceed with two more cases, followed by a final discussion. This helped keep the audience engaged.

The experience in Barcelona taught us that including interesting audiovisual materials in the presentations could significantly enhance the events. Building on this, efforts were made to include attractive images, maps and video as much as possible. The Montreal workshop and subsequent reviews helped to improve enormously the visual quality of the presentations.

Networking event competition

To secure space on the WUF3 formal agenda IDRC and partners competed with more than 150 Canadian and international organisations. The competition consisted of two rounds. In the first, over 210 events were considered, of which 91 were approved. In the second round 119 events competed, of which 73 were accepted.

To increase chances for the proposed events to be selected, IDRC formally submitted two events and requested lead partners to submit others. IDRC proposed a young researchers event to the World Planners Congress but this was not accepted. After consultation with UN-Habitat and the Canada WUF Secretariat the young researchers event was submitted in the second round but again was cut. Overall, however, the strategy worked well with five out of six IDRC sponsored networking events being accepted. Eventually, a parallel venue associated with WUF3 was secured for the young researchers event.

Persistent but tactful lobbying through the IDC, Canada WUF Secretariat and the external Advisory Committee helped get the events accepted. One technique used by partners, on our recommendation, was to submit letters of support from local government representatives along with their applications.

Focus Cities writers participation

One writer from each Focus City was invited to attend WUF3 and write articles for publication on IDRC's website. This was a joint activity between UPE and Communications. It aimed to amplify "voices from the South" on IDRC's corporate web site, while documenting the start-up of the first five Focus Cities projects and raising the profile of the Focus Cities among urban development practitioners. The activity also aimed to build the capacity of southern writers to report on urban issues and the impact of development projects such as the FCRI. (See Annex II.)

Terms of reference for the writers were developed by UPE and Communications, and included the production of five articles: one pre-WUF, three related to WUF, and one post-WUF, after the launch of the Focus Cities projects. UPE worked directly with Focus Cities Teams to identify and select suitable candidates. This strategy reduced transaction costs and helped ensure FC teams were comfortable with the selected candidates.

Annex II contains a brief overview of the activity and profiles of the writers. Of the five writers, three (Moreno, Dakar, and Kampala) were directly involved with local media; one was a working journalist for the Ugandan *New Vision* daily. Although the quality of the English writing of the Colombo candidate – who is the press officer for the Colombo Municipal Council - was too weak to contract, UPE decided to fund his travel to WUF so he could write Sinhalese articles for local media.

Communications

In 2005, Communications identified a "lead" within the division to coordinate communications preparation for WUF3. In early 2006, this approach was further refined by the creation of task forces to tackle specific activities, namely the photo contest; marketing/promotional material; the thematic website, the booth and exhibition; the launch of the In_Focus book on UA; media

relations; and a reception. The task forces included staff from Communications as well as The Programs and Partnership Branch and met bi-weekly. Key activities in advance of WUF3 are highlighted below.

The IDRC Booth for WUF3

Similar to other summits, IDRC accepted the invitation to exhibit in the Government of Canada pavilion as part of a “whole of government” approach to WUF3. Over 16 organizations/government departments participated. As the lead department, HRSD took on the majority of the costs (space rental, furniture, computers, signage, etc). The pavilion was 5,500 square feet, of which IDRC had a 590-square-foot booth located in the far left corner of the pavilion. Given the large amount of space allocated to IDRC, the Centre was responsible for all the costs (furniture, computer equipment, signage, etc.). Through a tender process, BC Events was selected to design and build the Canadian pavilion. IDRC also hired them to design and build its own booth.

Communications staff participated in the monthly IDC-Communications meetings to discuss the Canadian pavilion. These meetings were excellent for networking with other governmental departments and NGOs working in the field.

Given IDRC's focus on urban agriculture, efforts were made to integrate UA concepts in the booth, such as displays on composting, plants, and water management. City Farmer in Vancouver supplied a rain barrel, composting bins, ladybugs, and advice from their experts at particular times during the exhibition, to respond to the public's questions on urban agriculture/composting. The urban program themes were also reflected in the imagery chosen for display.

To attract visitors to the booth, IDRC arranged to give away sample body creams made in Rosario, Argentina with urban herbs. Rosario has developed municipal small agro-industries that include the production and processing of medicinal plants. Small cards explaining this UA connection in Rosario were attached to 1,000 35ml bottles.

Expose Urban Solutions

Expose Urban Solutions! a global photo competition launched prior to the Forum, was designed to capture the entrepreneurial spirit and creative energy pulsing through the world's cities. The contest showed some of the innovative things people in the world are doing to make their cities better, more livable places. The themes of the contest were based on the research areas of the UPE program initiative. Objectives included: increasing support for Urban Agriculture and demonstrating that UA is part of the solution in reducing poverty; attracting WUF delegates to an IDRC event that would provide an opportunity to acquaint them with both IDRC and the new UPE program; expanding IDRC's collection of photos; providing an opportunity to involve the Canadian and UN delegations; and finally, attracting the media.

A consultant was hired to assist in the organization of the contest. She managed marketing, coordinated the submission and judging process, and worked with the consultant we hired (through Bellanet) to develop a web-based program to submit photos for the contest. She also worked on the reception/awards ceremony and hired a curator to exhibit the best 20 photos in Vancouver. This activity would not have been possible without the help of consultants.

Over 170 photos were received and a panel of four international judges selected three images that best captured the WUF theme of turning ideas into in action:

- ♦ Leah Castillo's (of Antipolo City, the Philippines) image "Recycling Trash into Works of Art" shows an artisan at work transforming aluminium cans into small figurines for sale in retail shops.
- ♦ Laura Berman's (of Toronto, Canada) photo, "Success!" depicts a young woman brimming with pride at the handful of fresh organic carrots she has just plucked from a community garden located in the heart of Toronto.
- ♦ Brendan Baker (of Vancouver, Canada) captured the genius of local metal workers in Dakar, Senegal, who manufactured injection moulds to shape molten recycled plastic into replacement pistons for rope water pumps.

The winners received \$2,500 and a trip to WUF3 to receive their awards at the IDRC reception. Unfortunately, due to visa difficulties, Ms. Castillo was unable to travel to Vancouver. A prize of \$1000 for a People's Choice award was reserved for a fourth winner based on voting by WUF delegates.

Promotional Materials

Communications developed several products to promote IDRC participation in WUF3:

- Advertisements in a special *Globe and Mail* insert for WUF, in the *Vancouver Sun*, Canadian Geographic, Quebec Science, and in Women and Environment Magazine;
- A flyer describing IDRC and events for distribution at WUF;
- A specialized web site (www.idrc.ca/wuf) that included IDRC's program for WUF and many other resources related to the Centre's participation. This was primarily developed by the WUF coordinator with input from Communications. The IDRC-WUF website received more than 4,000 visitors during the month of June. Partner institutions also advertised the IDRC program through their websites and list-servs.
- A bookmark that was distributed in advance of WUF at other conferences such as the Conférence de Montréal, the annual general meeting of the Federation of Canadian Municipalities and the 2005 Sustainable Development Conference in Geneva, etc.;
- The invitation cards to the reception;
- Photo contest ballots; and
- Posters promoting the People's Choice Award Photo Contest in Vancouver

UPE also produced a brochure announcing the call for concept notes and distributed a more general brochure on the program initiative.

Media relations

The Vancouver venue for WUF and subsequent media attention to issues of urban development provided IDRC with a unique opportunity to raise its profile among Canadians and the domestic media.

A pitch letter outlining the work and experiences of IDRC spokespersons Luc Mougeot and Naser Faruqui was crafted and sent to over 350 journalists, editors, columnists and newsrooms in the Canadian media. The photo competition, including Vancouver-based winner Brendan Baker, and IDRC documentaries screened at WUF were also pitched to reporters with great success. The Senior Media Advisor further targeted journalists assigned to cover WUF, architecture, agriculture and the environment for subsequent follow-up telephone calls. An initial press release outlining IDRC's activities at WUF was distributed Canada-wide and in the

WUF media room. This was followed by a second media advisory targeting Vancouver-based media to promote IDRC's panel in the Earth Village.

IDRC garnered significant coverage prior to WUF. As of March 2006, IDRC was working with reporters at *The Ottawa Citizen*, *Canada World View*, *Green Planet Monitor*, and *Development Gateway* on special editions dedicated to urban issues and WUF. In late May and early June, IDRC was working on further pre-conference coverage with reporters at *The Province*, a Vancouver-based Canwest paper, and *The Ottawa Citizen*.

Publications for WUF3

In early 2006, it was decided to prepare a publication for distribution at WUF3, rather than after the event. The booklet, "Shaping Livable Cities," featured local experiences and partners' contact information. The booklet includes an introduction by Maureen O'Neil; 12 articles on cities practising urban agriculture or environmental risk management; a middle spread on three Latin American and one Canadian-led initiative on city networks; and a forward-looking section highlighting IDRC's Focus Cities Research Program. It is available in French, English and Spanish. Moreover, two special issues of the international magazine "Milenio Ambiental" were prepared for the Forum. The first was dedicated to city networking and the second on environmental risk management. Electronic versions of these materials are available at www.idrc.ca/wuf.

UPE also produced and distributed a publication on the Focus Cities Research Program. "Focus Cities Research Initiative: Achieving the Millennium Development Goals One Neighbourhood at a Time" was prepared in the months leading to WUF3. It consists of a foreword by Jean Lebel and Naser Faruqi; a way forward section highlighting UPE's program and five case studies featuring the first cohort of Focus Cities selected in 2006.

Allegro 168, an Ottawa company was hired to produce the publications in three languages.

The Art of Logistics

For the most part, IDRC's WUF3-related activities were organised and administered by the Centre. This translated into countless hours spent by staff in planning and organising IDRC's program and the participation of its partners.

GAD and BTI arranged travel with the supervision and assistance of members of the CU. Many of the travelers were Spanish speakers and this created additional work, as assigned staff did not speak the language. Also, much effort went into contacting Canadian authorities to facilitate the issuance of visas.

Hotel arrangements and on-the-ground assistance for both the Montreal preparatory meeting and WUF were carried out by the IDRC meeting planner. It was crucial to have this person handle much of the logistics related to accommodation, rental of venues, travel support, side events, etc. Other on-the-ground support included two students hired in Vancouver to assist with the set-up and administration of surveys during events. Their help was invaluable given IDRC staff's workloads.

Certain logistical aspects were planned for Vancouver that proved extremely useful and essential for any large conference. The majority of IDRC staff had cell phones, and for those that did not, rentals were arranged. A single meeting venue was rented for the entire week of the WUF and was used extensively for rehearsals, meetings, briefings, etc. An office was set-up in a meeting room in the Ramada Hotel and included a portable printer. The office was heavily

used before and during the entire event, evenings included. Finally, a van was rented for the entire week of the WUF and also proved invaluable.

4. IDRC and partners@WUF3

The IDRC program for WUF3 was ambitious, diverse and lively. IDRC's program involved the participation of some 57 partners from around the world. (See Annexes VI and VII for details.) The Centre staged 5 networking events, 1 dialogue at the official WUF arts and cultural event, a tour to urban agriculture sites, participation of Focus Cities partners, booths with demos, gala reception, launch of In_Focus book, photo contest, participation in roundtables for donors and researchers, and the participation of IDRC's President. Below is a brief overview of all IDRC sponsored activities with detailed information available in Annex III.

Networking events

(a) Growing Better Cities: Create Jobs, Protect the Environment, and Enhance Food Security, June 20, 2006

More than 160 participants attended this event, where local government officials from the South and North shared strategies for integrating urban agriculture into municipal development policies. City officials discussed the successes and challenges they faced in adopting urban agriculture and share future plans. Vancouver City Councillor Peter Ladner announced the establishment of 2010 new garden plots in Vancouver by the year 2010. Lively exchanges between journalists and politicians delighted the plenary. This was the first event ever to be staged at a UN conference by city governments from four continents on urban agriculture policymaking.

(b). Urban-Risk-Proofing: Safer Cities Through Better Environmental Management, June 20, 2006

This networking event featured four cities susceptible to extreme natural phenomena (flooding, earthquakes, etc.) and their experiences in developing and using integrated environmental management and planning tools to reduce urban vulnerability. Between 90-100 people attended, including government officials, researchers and experts working on risk management. The presentations and discussions indicated that many countries are still approaching natural disasters as emergencies and there is a need to shift to prevention strategies. Discussions highlighted the need to establish a regional open database to share cities experiences and practices on vulnerability and risk management as well as establish a particular program to meet the demands faced by city governments.

(c) Partnering with the Poor: Leveraging Land for Change, June 21, 2006

This event featured the experiences of partner cities involved in the "Making the Edible Landscape" global project funded by IDRC and coordinated by McGill's Minimum Cost Housing Group. About 140 WUF delegates attended. For each city (three in total) one political and one community representative shared their experiences with low-cost housing projects that integrate urban agriculture as a poverty reduction strategy. Montreal also presented its municipal urban agriculture program. Maxensia Takirambule, a HIV-positive community representative from Kampala, stole the show with a powerful presentation on how urban agriculture has given her

and her family renewed hope. Globe and Mail (Matthew Kwong) was there and interviewed Margaret Azuba from Kampala, Miguel Zamarini from Rosario and Mark Redwood.

(d) Cultivating Inclusive Cities: Multi-stakeholder policy-making and action planning for urban agriculture and food security, June 22, 2006

One hundred and sixty delegates attended this event to learn and discuss participatory approaches for formulating policies and action-plans on urban agriculture. The session featured the perspectives and experiences of different stakeholders (researcher, farmer, NGO and local government) involved in RUAF's Cities Farming for the Future program. The presentations stressed that urban agriculture must be accepted as a natural feature of the urban ecosystem and adequately supported by local authorities to enhance benefits and minimise risks. The panellists demonstrated that participatory multi-stakeholder approaches to policy-making on UA substantially enhance the acceptability and success of interventions.

(e) City Networks: engines of urban sustainability, June 22, 2006

In this session, representatives of Latin American municipal networks discussed their experiences in sharing tools and developing best practices for improving urban environmental management. Approximately 90 delegates attended. The Mayor of Santo Andres, Brazil opened the event, and representatives of FLACMA, MERCOCIUDADES and FEMICA delivered presentations. The discussion pointed to the need to engage citizens and youth in particular in the activities of city networks. Another point related to the need for governments to step-up their commitment and ensure the financial sustainability of networks. The coordinator of the Canadian-led +30 Network was present and expressed interest in collaborating with the LAC networks.

(f). Growing Cities, Growing Food: Unleashing Urban Farming, June 22, 2006

This dialogue was part of the Earth: World Urban Festival, the official UNESCO-designated arts and cultural festival of the WUF. The event took place in a large tent located on the Great Northern Way campus, a former industrial site, 15 min by car from the official WUF venue. About 40-45 participants attended, most of whom were local residents. Researchers supported by IDRC presented their experiences, highlighting how graduate-level development research is helping cities adopt and manage urban agriculture. The event was opened by William Rees, inventor of the ecological footprint analysis, and moderated by Tom Sandborn, a local freelance journalist. The discussion was lively and highly interactive. Many of the questions and comments focused on specific aspects of each speaker's research. Work is underway for IDRC to e-publish the presenters' papers.

Showcasing Vancouver's Urban Agriculture tour

The Environmental Youth Alliance (EYA), a Vancouver-based NGO, organised this tour, which took place on June 23, 2006 from 8:15 a.m. to 2:15 p.m. Using buses run on biodiesel, participants had the opportunity to visit the Vancouver Library rooftop, Grandview Elementary school garden, Strathcona community garden and City Farmer's demonstration site. Approximately 35 selected IDRC partners attended the tour. The participants ranged from NGOs representatives and researchers, to local governments and urban farmers. The sites were selected based on their relevance to a UA related policy issue and, at each site, presentations were given by experts to highlight these. A locally produced organic lunch was served at Strathcona Community Garden and a giveaway bag with locally produced goodies

was offered to each participant. The feedback on the tour was very positive and it was suggested that this type of event be repeated in the future.

IDRC also worked with EYA to involve UBC students in the design and creation of permaculture demos for display at the WUF3 venue. The EYA created a “Living Seat” built entirely with recycled materials and featuring a rain collection system, composter, drip irrigation, and food crops. The students built three designs, namely: the “Lego Gardens”, “Spotlight on International Success” and “Spaceship Kitchen” (see images). The Living Seat was set outdoors at the entrance of the official venue and, with its parabolic profile against the harbour and mountain backdrop, quickly became a photo op for delegates and tourists alike. It will be permanently installed in a downtown Vancouver community centre, while Spaceship Kitchen has found a new home at the Faculty of Land and Food Systems at UBC.

Booth, demos and photo contest

Traffic at the IDRC booth was “brisk” with an estimated 3000 delegates visiting during the week. During the Canada reception on Sunday June 18, prominent Canadian politicians and other VIPs visited the IDRC booth as part of their tour of the Canada Pavilion. These included: Lawrence Cannon, Minister of Transport, Infrastructure, and Communities; Diane Finley, Minister of Human Resources and Social Development; Ted Menzies, Parliamentary Secretary for International Development; and Lee Richardson, Calgary Centre MP; Charles Kelly, Commissioner General of WUF 3; and Baroness Kay Andrews, UK Parliamentary Under Secretary of State at the Department for Communities and Local Government.

Several demos took place in the booth including “how to make a garden in a box” (see Annex III for details). Part of the booth’s success is due to the amount of time spent by IDRC staff and partners talking to visitors.

Although many questionnaire respondents commented that the IDRC booth was not favourably located, more than 70% gave the booth set-up/layout a score of 8 or higher (on a scale of 1-10). About 47% of respondents gave the demonstrations a score of 8 or higher, although 23% of respondents chose “don’t know”, which may indicate that the demonstrations could be better publicized to participants in the IDRC conference program.

Delegates were invited to view 20 of the best images of the *Expose Urban Solutions* photo contest on display at the IDRC booth and cast a vote for their favourite. This was an excellent way to get people to the booth. Tom Graff, Vancouver curator, exhibited the photos in a very interesting, environmentally friendly fashion. The winner of the People’s Choice Award was Meaghen Simms of Ottawa, Canada. Her image “Reflections of Adaptation and Conservation” shows a young Tibetan whose face is reflected in the still surface of water collected and stored in a massive copper kettle, once used for brewing yak butter tea.

After the Forum, the booth was donated to the Environmental Youth Alliance (EYA) and will be incorporated in EYA’s garden at Strathcona Park. The photo display was shipped back to IDRC and other exhibit possibilities may be explored.

IDRC Gala Reception

On June 20th, IDRC hosted a reception at the Pan Pacific Hotel for its partners and special guests. The reception aimed to:

- ♦ promote IDRC’s new book “Growing Better Cities” and distribute complimentary copies to all the guests;

- ♦ announce the winners of the first round of the FCRI and launch the call for proposals for projects in Latin America and the Caribbean and the Middle East;
- ♦ unveil the top three photographs and present the winners with their cash prize;
- ♦ create a friendly and relaxed space for networking.

Over 200 people attended. Invitations went out (300) to all our researchers and partners, donors and senior bureaucrats from government departments. The evening's program included an opening by the Vivaldi Chamber Choir. The master of ceremony for the evening was Vicki Gabereau, a prominent television personality. Following the brief speeches and award ceremony, the musical group Silk Road provided ambiance music for the evening.

IDRC received numerous compliments on the evening. Someone emphatically said, "IDRC knows how to receive". However, making presentations during a reception was very difficult because of the continuous chatter.

Launch of In-Focus Growing Better Cities

On June 21st the book *Growing Better Cities: urban agriculture and sustainable development*, was launched, the 5th in the *In_Focus* series. Federico Burone welcomed everyone and introduced Luc Mougeot, who spoke dynamically about the content of the book and its importance within the urban agenda. Oumar Cissé, Director of IAGU (Institut africain de gestion urbaine) and coordinator of the Dakar FCRI project, provided a local perspective on the importance of UA in his country. The launch took place in the IDRC booth and was very successful, with over 60 people attending (booth area filled to capacity).

Focus Cities Writers

The three articles submitted by each writer contributed to FCRI communications, and to providing a Southern perspective on WUF3. The writers from Dakar and Kampala had press credentials, which gave them access to morning briefings and the press resource room. Each of the writers attended at least one of the IDRC networking sessions relevant to their Focus City. An interview was held with the IDRC President, ENRM Director and UPE Team Leader covering topics related to IDRC programming. On Thursday morning, the writers went on a tour of United We Can – a bottle recycling company run by homeless people – and City Farmer.

The writers' articles will be published by September 2006 in a feature section on the UPE-IDRC website. Some of the writers have also succeeded in highlighting the Focus Cities projects within local media: the writer from Senegal has published three of his articles in *Le Soleil* (Senegalese daily); and the writer from Kampala contributed material for the production of three articles in *The New Vision* (Uganda daily). The Argentinian writer intends to produce a short film documentary on WUF for presentation on a local Buenos Aires cable television channel.

FC Teams Participation

Seventeen Focus City partners attended WUF3, including four of the five Project Leaders, representing 12 institutions. Participants included the Mayor of Moreno, the Chairman of the Jakarta Planning Board (BAPEDA), and the Deputy Municipal Commissioner of Colombo. Nine FC partners attended the IDRC research partners' breakfast with the IDRC President, and twelve attended the UA tour. Throughout the week, each of the City Teams worked with their respective UPE Program Officer to strategically plan their activities at WUF. Networking for future donor or strategic partners was the main objective of each of the teams, and was successfully encouraged through IDRC's activities and introductions brokered by the POs. For example, the Colombo team met with the Sri Lanka Project Officer at the Federation of Canadian Municipalities, and strengthened their connections with Colombo partners in the

Edible Landscape project. The Jakarta team made contacts with the Greater Vancouver Regional District, and tentative plans are being explored for field trip visits. Finally, the Dakar project engaged in discussions with UN-Habitat for future collaboration.

Media coverage included an article in Senegal's *Le Soleil* featuring the Dakar team, and Vancouver's *Coop Radio* interviewing Kannke Jayaratne, President of Sevanatha in Colombo, and Mark Redwood. The Vancouver Province also ran a story on the Kampala FC project and team.

The week concluded with a Focus Cities debrief to reflect and provide feedback to help direct IDRC involvement in the next WUF. Despite language barriers and lack of knowledge of each others' projects, the FC members highly valued both the networking and learning opportunities. For future planning, this type of activity should be organized around issues and challenges shared by FC partners to catalyze discussion.

Donor Roundtable

IDRC and CIDA co-organized a donor dialogue on the eve of WUF3 to explore how to better coordinate urban programming. A number of partners were on hand including SIDA, DANIDA, DFID, CIDA, the World Bank and UN-Habitat. Naser Faruqi presented a summary of key issues relating to the rural-urban shift, in order to frame the context for discussions on how donors should respond.

One notable outcome was the level of interest in supporting urban research. The representatives from SIDA, DANIDA and the World Bank expressed this sentiment in particular. Some of the overriding themes on which there was broad agreement included recognizing the centrality of decentralization and what CIDA calls local governance; the "ruralization" of cities (where urban agriculture fits nicely); and a shift in scale towards smaller-scale interventions and away from high capital cost infrastructure projects. It was also agreed that it is important to frame the issue in terms of rural-urban interactions, rather than just urbanization and that we need a better understanding of rural-urban interactions in various contexts. There are a few different ways in which IDRC may wish to follow up: (a) SIDA's idea of establishing an Urban Research Network; (b) the Urban Research Symposium being organised by the World Bank in May 2007; (c) development of a Consultative Group on International Urban Research (an idea floated by the World Bank and SIDA).

The dialogue had the additional benefit of bringing CIDA and IDRC closer, both through the preparation of the event and during it. With the support of PPBD, UPE will continue to develop relationships with those that attended the donor dialogue event.

Making the Edible Landscape Booth

The IDRC-supported McGill School of Architecture project "Making the Edible Landscape" received positive feedback on its exposition. Its booth offered a highly innovative mix of research content, images, plants, video, and live presentations. Throughout WUF3, a number of VIP delegates visited including a group from the Government of Quebec, Gérald Tremblay (Mayor of Montreal) and his senior planner as well as numerous media representatives. Three "legends" of Canadian architecture and planning, Peter Oberlander, Bing Thom (Bing Thom Architects) and Richard Stren (Director of the University of Toronto Centre for Community and Urban Studies) all offered very positive impressions of the booth.

The booth benefited from high traffic, as it was well located, bright and attractive. Moreover, each city team brought political representatives and partners from their respective countries to

view the booth, generating a constant buzz at the site. RUAF shared a portion of the booth where they distributed the IDRC-RUAF co-publication “Cities Farming for the Future”. The booth has been returned to Montreal and the research team is looking at ways that it will be used in future events. To start, the booth will be reconstructed on the McGill campus in September, 2006. The international partner cities (Kampala, Colombo and Rosario) also will have the digital files to recreate the panels for use at regional events.

UN Habitat Roundtable for Researchers - Planning and Managing Sustainable Cities: From Research to Practice

This roundtable was co-convened by UN-Habitat and the Global Research Network on Human Settlements. The room was filled to capacity (audience of over 90). A few weeks prior to WUF3, IDRC was invited to organise this roundtable, an invitation that was declined. However the Centre provided advice on its format, proposed issues for its agenda, offered to participate with a speaker (ENRM Director) and submitted names of “research clients” which UN Habitat could invite to the Roundtable. With help from the CU, UPE and Communications, a journalist prepared the ENRM Director’s intervention. The roundtable discussed research strategies and institutional arrangements to make urban research more relevant to urban policymaking. Some presenters questioned donor agencies’ approaches and IDRC was the only donor at the table. Jean Lebel’s intervention addressed IDRC’s approach and exemplified research supported by IDRC which has affected urban policy change and improved city dwellers’ well-being. He also profiled IDRC’s new programming on urban issues.

Towards Sustainable Urbanization: Canada/ UN-Habitat Initiatives 1976-2006

In mid 2005 WED Minister Stephen Owen approached the IDRC President, recommending a proposal by UBC Professor Emeritus H. Peter Oberlander, Mr. Oberlander was a key Canadian figure at the 1976 UN Conference on Human Settlements in Vancouver, a director of the UBC Centre of Human Settlements, a former Deputy Minister to Urban Affairs and has served as a senior advisor to the Canadian Government on UN Habitat matters.

His proposal was to carry out a historical review of Canada-UN Habitat interactions to advance the human settlements agenda both internationally and domestically, over the past 30 yrs, and present the findings at WUF3. The proposal was funded in late 2005. SID helped UBC identify an Ottawa-based student for the literature search. A progress review workshop with Vancouver-based academics was held in March 2006, in which IDRC participated, and insisted on an external review, given its policy nature and potential impact. IDRC contacted federal policy analysts from CIDA, the Department of Foreign Affairs and International Trade (DFAIT) and CMHC who were invited by UBC to review the draft. During WUF3, this was presented to the Executive Director of UN Habitat and to other senior executives, including the IDRC President. While the draft report in March made only passing reference to IDRC’s work, thanks to the IDRC review, the final report referred more extensively to the evolution and impact of IDRC urban programming.

President’s participation

Maureen O’Neil, President of IDRC, participated in WUF from June 19 to 21. It was important to have the President represent the Centre at such a high-profile international event in Canada, which featured a large body of IDRC-supported research. Ms O’Neil’s program included:

- meeting with David Crombie, head of the Canadian Urban Institute.
- breakfast with the researchers involved in the Focus Cities Research Initiative;

- speech at the launch of Peter Oberlander's report *Towards Sustainable Urbanization: Canada/UN-Habitat Initiatives 1976-2006*, along with Anna Tibaijuka, Executive Director of UN-Habitat and representatives from Western Economic Diversification and the University of British Columbia
- visits to the IDRC booth, the Canadian pavilion, and the Edible Landscape booth
- attendance at IDRC's Growing Better Cities networking event
- host of the IDRC reception, at which Ms. O'Neil awarded one of the photo competition prizes.

Media coverage

As noted earlier in the report, IDRC received a significant amount of media coverage prior to WUF. During WUF itself, the Senior Media Advisor continued to handle media calls in Ottawa while on the ground, IDRC's Chief of Public Affairs followed-up with journalists and arranged several interviews with IDRC spokespersons.

The scope and magnitude of media coverage of IDRC at WUF is impressive – nearly 40 news items about IDRC were filed by local, national and international media (see Annex IV).

5. Outcomes

Participation at WUF3 was successful on several fronts. The main objectives were met, recognising there is always room for improvement. The section below outlines major outcomes of IDRC and its partner's involvement at WUF3.

♦ Raised awareness of IDRC and its partners in Canada and abroad

General awareness of IDRC and its urban programming was raised through several means, including its engagement in the preparatory process (IDC, External Advisory Committee and the Canada WUF Secretariat), the media, the photo contest, the website, events, the booth, reception, and the President's participation.

Through the IDC process, IDRC's urban programming became much more well known among Canadian agencies such as CMHC, Infrastructure Canada, DFAIT, CIDA and FCM. On several occasions during WUF preparations the Canada Secretariat turned to IDRC for advice. CIDA approached IDRC for input on their program for WUF3 and participated in IDRC's second preparatory meeting in Montreal. Moreover, collaboration with FCM, Industry Canada and CIDA on networking events and the donor dialogue also provided opportunities to raise awareness and the profile of partners. As a result of these efforts and the Juneau-O'Neil consultative process, government relations are being strengthened.

In terms of raising IDRC awareness within UN Habitat, IDRC has gained significant ground. By involving UN-Habitat on its external advisory committee, IDRC had direct access to the head of UN Habitat's division responsible for organising WUF. This relationship, helped guide IDRC in its planning for WUF and also provided the foundation for building closer links with UN Habitat. Moreover, IDRC supported the production of dissemination products for Habitat's Urban Indicators Program and the finalisation of the State of the World's Cities Report 2006 (SWCR). Related to this, Luc Mougeot sat on the advisory board of the SWCR and produced a paper on the contribution of urban agriculture to meeting the MDGs. Moreover, the UN Habitat Brussels Office Liaison, formerly Head of its Urban Development Branch, prefaced IDRC's *In_Focus* book on Growing Better Cities, and the current head of this Branch chaired one of IDRC's

networking events. Thoughts on the evolution of the UN-Habitat-WUF process and suggestions on how IDRC could continue to capitalise on this forum are available in Annex VIII.

Through IDRC's involvement with the WUF IDC, senior IDRC staff members have met with both Jim Wall, the former High Commissioner to Kenya and permanent representative to UN Habitat's Governing Council, and his successor Mr. Ross Hynes. Prior to WUF a meeting was also held with the deputy permanent representative of Canada, Mr. Bupinder S. Liddar.

IDRC-supported partners and activities at WUF3 attracted considerable media attention, prompting a Communications staff member to comment "WUF was likely the best large-scale conference IDRC attended in terms of raising the Centre's profile through the media".

More than **700** delegates attended IDRC-supported networking sessions, with 60% of participants who completed the survey (n=65) indicating they had heard of IDRC before, while 38% were introduced to IDRC at the networking event. Most respondents heard about the networking events through the WUF programme, the WUF-Canada website, or the UN-Habitat website.

The IDRC booth also received considerable traffic with over **3000** delegates visiting throughout the week. More than 50% of visitors surveyed (n=93) had not heard of IDRC before. A significant percentage of networking event attendants were not familiar with IDRC, nor were the majority of visitors to the booth. This suggests the complementary role played by networking events and the booth in increasing awareness of IDRC's work among delegates.

♦ **Raised awareness on urban agriculture and environmental risk management**

Thanks to a large extent to the participation of IDRC and partners in the Habitat Jam (December 1-3, 2005) urban agriculture was identified as two of the 70 actionable ideas the online event produced. Page 15 of the Habitat Jam report identifies urban agriculture as a poverty reduction strategy and features the experience of the city of Kampala. The report highlights urban agriculture as a strategy to reconnect people, food and the land. It is suggested that vacant urban spaces be used for UA to help build the community, green urban spaces and support the local economy.

More than **700** attended the five IDRC-supported networking sessions (including the Partnering with the Poor event) and the Growing Cities, Growing Food event at the Earth Village. These sessions provided the opportunity to share the results of research on two key development issues, urban agriculture and environmental risk management, with a wide range of people.

Information collected through the surveys distributed to participants at the networking events indicate that IDRC's messages on urban agriculture and environmental risk management were well received by the audiences.² When asked about the level of interest and usefulness of the presentations, 37% found them extremely interesting and 42% very interesting. About 20% found the presentations extremely useful for their work and 35% very useful.

When asked about the key messages they were taking away from the panels, the vast majority of audience survey respondents from the urban agriculture sessions identified positive, constructive messages from the events. Participants commented that urban agriculture is

² Note: Surveys were distributed at the following events: Cultivating Inclusive Cities, Growing Better Cities, City Networks and Risk-Proofing Cities.

“legitimate and practical”, “possible and urgently needed”, and a “workable and smart part of the future for urban sustainability”. Others remarked that urban agriculture “innovation in Southern countries is inspiring for North America”, and emphasized the importance of participatory planning, engagement with policymakers, and drawing out the strong economic arguments in support of urban agriculture. A participant from the municipal authority of Malmo, Sweden, commented that Malmo should perhaps develop an urban agriculture policy or strategy.

Follow-up interviews indicated that IDRC’s willingness to work with a Northern city (Vancouver) was instrumental in helping the city’s urban agriculture and food security agenda move forward. Vancouver food systems planner Wendy Mendes suggested that policy-makers in the city “pay attention to the signals” given by a respected outside research organization like IDRC showing interest in Vancouver and issues such as urban agriculture. She argued that IDRC’s engagement with the City of Vancouver provided an opportunity to speak with elected officials and build momentum on issues of urban agriculture and food security.

Feedback on the messages taken away from the environmental risk management events was much more limited (fewer surveys were returned by audience members), but generally positive. For example, participants commented on the need to “assess environmental risk when planning a city in order to prevent it” and also that emergency preparedness has political, scientific and social dimensions. Audience members reflected on the importance of incorporating disaster prevention into urban planning, and the need to involve community members in this process. In the City Networks event participants noted the “strong partnerships in existence” through city networks and the “emerging interdependence of cities”. Participants found the session stimulating and expressed interest to learn more. Some called for the need to engage youth and citizens in networks.

Awareness raising on the issues also took place through the booths in the exhibition area, the demos, the films shown at Cine Urbana and of course the media. McGill’s Edible Landscape booth was interpretive with information on the urban agriculture projects in all 4 participating cities. The booth received a lot of traffic and presentations and demos were well attended. The media took an interest in the project and Vikram Bhatt, the project director from McGill, was interviewed on CBC television.

Three IDRC-supported films on UA were screened at Cine Urbana and one was shown at the Canada Pavilion main stage. For the Urban Agriculture film produced by RUAF about 50 people attended while the IPES-FAO film on urban producer associations was attended by about 20. This was another way in which the theme of urban agriculture was embedded into the WUF3 program.

As was mentioned earlier, IDRC lead partners felt that WUF3 succeeded in bringing attention to the issue of urban agriculture and that it would be timely to raise the bar at WUF4 and lobby to include an international roundtable on urban agriculture on the official program. It is hoped that in the future IDRC will be able to use the WUF to raise the profile of other urban issues among the UN Habitat community.

♦ Increased networking and partnership-building opportunities for IDRC and partners

Networking and partnership-building opportunities were pursued not only at the Forum, but also in the preparation process. For example, Making the Edible Landscape project developed its relationship with the City of Montreal throughout WUF preparations and gained increasing political support from the City, reflected in a June 21, 2006 press release posted on

the Ville de Montreal website. The press release highlights the City of Montreal's participation in the Partnering with the Poor networking event, and applauds the Edible Landscape Project and the role of urban agriculture in creating "lively and inclusive neighbourhoods".

Another example of partnership building is found in the relationship fostered between CIDA and IDRC especially in the context of co-organising the donor's roundtable. CIDA members expressed in the last IDC meeting on August 10, 2006 that WUF3 helped the agency start to rethink its policies and programs vis a vis urban issues. This development may create new opportunities for IDRC to collaborate more closely with CIDA.

Many partners particularly valued the opportunity to link Southern cities and Canadian cities such as Halifax and Vancouver. Participants from Halifax and Vancouver indicated that WUF "opened their eyes" to the breadth and depth of work being done on urban agriculture and environmental risk management in the developing world, and indicated that they hope to continue learning more. Brad Anguish, Director of Environmental Management Services at the Halifax Regional Municipality expressed particular interest to interact with Latin American counterparts.

For various participants interviewed after WUF, the Forum was an opportunity to meet colleagues face-to-face after reading one another's research or working together electronically for a long time. This opportunity was highly valued by many participants, some of whom indicated that their networking at WUF has already begun to bear fruit. For example, George Matovu, Director of the Municipal Development Partnership (MDP) has been invited to an Urban Harvest meeting in Mozambique to discuss WUF follow-up, and hopes to develop "mutual synergies" with Kampala city councillors involved in the FCRI.

Through the WUF experience IDRC has strengthened relationships with existing partners such as UN Habitat and also created new ones, especially with Canadian organisations such as the Environmental Youth Alliance (EYA) and the University of British Columbia.

IDRC partners and staff who attended WUF3 (n=47) were surveyed and asked whether the Forum was beneficial in terms of building new networks/contacts. The majority (64%) responded that they greatly benefited from the experience in this respect. For instance, the Colombo Focus City team connecting with the Federation of Canadian Municipalities (FCM) and the contacts the Jakarta team made with the Greater Vancouver Regional District (GVRD).

IDRC partners were also asked to identify the most important thing that they learned or will take home from WUF. The most popular responses amongst panellists and Focus City partners (n=32) related to networking and partnership building.

It is important to note, however, that in the more in-depth interviews carried out after WUF; some participants were sceptical about the networking benefits afforded by WUF. While those involved in the "young researchers" panel were very positive about the networking opportunities, others indicated that the schedule was too busy to allow for in-depth conversations with potential partners beyond IDRC-supported speakers, and believed that IDRC missed opportunities to promote "inter-network networking" and strategic links between IDRC partners and other Canadian organizations.

To improve networking possibilities at similar events partners suggested that IDRC could provide more information in advance to enhance networking and also create spaces for meaningful exchanges at the WUF. Also, it was suggested that IDRC could consider supporting

follow-up activities that would give continuity to the networking (e-conferencing, exchanges, support networks, etc.) initiated at WUF.

- ♦ **Increased capacity of IDRC partners to communicate the results of their research and participate effectively in international forums**

Interviews with session leaders and panellists confirmed the strong value partners placed on the Montreal preparatory workshop and the opportunity to work with IDRC to refine their presentations and develop stronger presentational skills. Session leaders were confident the training received in Montreal had improved the quality of the presentations. When audience members (n=65) at the networking events were asked through the survey about the quality of the presentations, 29% responded that the presentations were excellent and 34% that they were very good.

While early departure from the Cultivating Inclusive Cities and Growing Better Cities networking events was modest, almost half of the audience left during the course of the City Networks and Urban Risk-Proofing events, perhaps reflecting frustration with limited audience interaction. But it could also have to do with these events running late in the afternoon (16:30-18:30 slot), by which time most delegates were tired and more likely to leave.

Christian Flores was the communications consultant who offered training to Spanish speaking partners in Montreal and facilitated rehearsals in Vancouver. He noted in his final report that when compared to Montreal presentations, the final presentations in Vancouver were much clearer, stimulating and attractive. Also, the messages were better developed and distilled. He noted that although all speakers knew what needed to be improved for Vancouver, only four out of eight had made the improvements before arriving to Vancouver while three more made the changes after the final rehearsal and one person did not make any changes. This points to the usefulness of holding rehearsals before events, to provide speakers a final opportunity to improve and adjust their interventions.

Feedback monitoring underlined the importance of approaching capacity-building activities with sensitivity and care, in order to avoid conveying the wrong message to IDRC partners. One partner suggested that the extensive attention devoted to preparation, training and rehearsals reflected “insecurity floating in IDRC”, while others emphasized the importance of ensuring that the training did not turn into a “school exercise”.

For the most part, however, interviewees reacted positively to the training, with many indicating that it would have positive long-term impacts on their work. UPE staff attended the Montreal workshop and their experience gave them reason to ensure that Focus Cities would devote resources to acquiring or developing communications skills, as part of their dissemination strategy. Likewise, the RUAF global network used the Montreal workshop as a model to train its trainers, under its new Cities Farming for the Future project.

6. Lessons and suggestions for future WUF-like events

Some of the **key lessons** emerging from this experience include the following:

- ♦ It is critical to have one dedicated person coordinate overall activities for large events.
- ♦ It is essential to have strong and sustained leadership in the planning process at the program area level.

- ♦ Early engagement can enable the Centre to take on a leadership role and potentially influence the agenda of organisations such as UN Habitat.
- ♦ Transaction costs of conferences, especially when Centre-administered, are very high.
- ♦ Capacity building exercises can significantly enhance the quality of presentations made in international events.
- ♦ Past IDRC experiences in large events can help inform participation in future ones. Therefore, documentation and sharing of learning is important.
- ♦ Establishing an external advisory committee can be very useful for gathering intelligence, building support, attracting new partners and designing events for large conferences.
- ♦ Participation on interdepartmental committees is labour-intensive but can significantly strengthen governmental relations, build partnerships and provide IDRC access to information that it could not get otherwise.

The WUF process and the monitoring exercises carried out before, during and after the Forum produced several suggestions that may help inform different aspects of IDRC's engagement in future WUFs and similar international events. For a full list of suggestions, see the Summary Report on IDRC @ WUF 2006 Monitoring Activities (Annex V).

General

- Get involved in the planning process (internal and external) early on.
- Involve high-level IDRC management at very early stages of the planning process when strategic objectives are decided.
- Assess which large-scale international events are critical to IDRC several years in advance, and make this information available across the Centre to facilitate advance planning.
- Ensure that the lessons IDRC learned through participation in WUF 3 are passed on to inform the Centre's engagement in WUF 4 and other similar events and reflected in the design stage (PAD).
- The Evaluation Unit might consider examining or reviewing IDRC's involvement in large-scale events in order to systematise and document learning on process and outcomes.

Coordination

- Assign one person to coordinate the overall process.
- Define early in the coordination process roles and responsibilities of key Centre units and persons involved. Work towards events such as WUF should be part of team and individual workplans.
- Ensure that roles and relationships with partners are clear and consistent from the start.
- Coordinate with external partners and event managers to ensure that sessions with similar themes are not run at the same time.
- Monitoring and evaluation are important and should be planned early on in the process for WUF or any large conference.

Programming

- At WUF4, run fewer events but at a higher level.
 - For example, stage a roundtable or dialogue on the official program, which provides the opportunity to influence UN Habitat's final report and agenda. (See Annex VIII for a discussion of the evolution of the WUF, its influence on the UN Habitat agenda, and opportunities for IDRC to participate in this process.)
- Maintain a clear programmatic focus on a concrete research topic and avoid over-crowding the conference schedule.

- In presentations on project experience, encourage partners to focus in detail on challenges they have faced.
 - Encourage more detailed presentations, rather than simply overviews. To enable this, many IDRC partners recommended limiting the number of speakers on a panel to four. In the future a focus on challenges could be achieved by centring presentations on a major challenge and how it was overcome.
- Ensure greater interaction between speakers and the audience.
 - This implies recruiting stronger moderators who will make sure that time limits are respected. Greater interaction could be achieved by having the speakers ask the audience questions. Rather than convening a series of presentations at WUF4, increased interaction could be facilitated by running multistakeholder presentations in a question and answer discussion format.
- Use the WUF as an opportunity to convene programming and monitoring meetings with partners, as well as meetings with other donors.
- Help partners *strategically* network with individuals and organizations beyond those participating in IDRC programs. Maximize the opportunity to introduce partners to other Canadian organizations, and to promote inter-network networking.
- To advance networking opportunities, provide more information in advance on the IDRC partners who will attend the event, and stimulate discussion in advance.
- Continue to support capacity building through preparatory meetings, reviewing presentations and holding rehearsals for the panels.
 - However, next time the preparatory session could be held closer to WUF, and rehearsals could be run a few days before the Forum starts, in order not to detract from the chance to attend sessions and network.
 - More emphasis should be placed on helping partners formulate messages and be strategic with their presentations.
- Continue to support activities such as the urban agriculture tour of Vancouver that provide participants with opportunities to learn first hand about other cities' policies and experiences.
- Continue to support multi-actor panels, based if possible on a "question and answer" model.
- Have the Focus Cities teams work together prior to WUF4 to learn from each other, exchange methodologies, and prepare a plan for presenting the Focus Cities case studies together at WUF 2008. In addition, arrange for the FC teams to meet for one or two days just prior to WUF 2008 to share progress and strategically plan the week's activities.

Communications

- Ensure a Communications strategy is developed well in advance, with a sharp, simple focus that has the unified support of the conference team. Developing a Communications strategy well in advance would help parcel out tasks more equitably.
- Hold more presentations at the booth, and use the booth as an interpretive space to highlight the results of our partners' work.
 - Have an interpretive panel at the booth, and attempt to secure a more prominent place for the booth.
- Continue holding a major reception at large-scale meetings, as this is one of the only times for IDRC partners to meet each other and IDRC's broader networks.
- Refine the concept of bringing in Southern journalists/writers to cover international events such as WUF, so that there is a clearer sense of what IDRC wants from the writers, and how their material will be used.
- Give more room to IDRC partners in IDRC's strategy of communications with the media (assist partners with talking points, carry IDRC-partner joint interviews with media, etc.)

GAD and logistics

- Have Spanish contracts prepared and administered by LACRO.
- Enlist the support of IDRC's meeting planner early on.
- Streamline points of contact for partners' travel to a single person within IDRC, and arrange with BTI so that one designated staff member authorize all travel changes.
- Budget realistically so that all IDRC staff and partners can stay in one hotel.
- Agree early on (before PAD is signed) with Communications Division whose budget will cover what and include funds for translation, shipping and evaluation.

Annex I: Membership and Roles of IDRC- WUF Coordinating Unit & Communications Taskforces

WUF COORDINATING UNIT	
Name	Role
Megan Bradley	Lead on monitoring and evaluation activities for WUF
Marcia Chandra	Coordinated participation of UPE FC writers, publications for WUF3, booth demos and launch of FC competition.
Kevin Conway	Point person on CU representing Communications. Lead writer for promo pieces, web site, articles on IDRC at WUF3.
Emmanuelle Dany	Lead on accommodation, venue rentals and on the ground logistical support
Eric Dickson	Coordinated the participation of Focus Cities partners
Pauline Dole	Lead on communications contribution to WUF3 (booth, photo contest, reception, President's participation)
Alicia Iglesias	Provided programmatic and logistical support for the preparation and participation of partners in environmental risk events
Luc Mougeot	Team leader of IDRC's program at WUF3 (government relations, event design and preparation, In_Focus book, etc.)
Mark Redwood	Point person for UPE, lead on donor roundtable
Kristina Taboulchanas	Lead coordinator for WUF3 program (event organization, participation of IDRC speakers, publications, promotion, government relations, etc.)
Walter Ubal	Lead on the design of the environmental risk events
Communications Task Forces	
Title	Membership
Photo Contest	Pauline Dole, Lyse Lavictoire
Marketing/Promo	Maria Brunelli, Pauline Dole, Kristina Taboulchanas, Francine Bouchard, Kevin Conway
WUF Website	Kristina Taboulchanas, Kevin Conway, Nadine Robitaille
Booth and exhibition	Pauline Dole, Francine Bouchard, Marcia Chandra, Kristina Taboulchanas, Eric Dickson
Media relations and reception	Jennifer Pepall, Pauline Dole, Isabelle Bourgeault-Tasse, Emma Dany
In-Focus book	Bill Carman, Rowena Beamish, Kevin Conway, Louise Guenette

Annex II: Brief on Focus Cities Writers at WUF**Background**

In January 2006, five Focus City Teams were selected to participate in the Focus Cities Research Initiative – Dakar, Senegal; Kampala, Uganda; Jakarta, Indonesia; Colombo, Sri Lanka; and Moreno, Argentina. These teams are being invited to attend the World Urban Forum (WUF) III in Vancouver, Canada in June 2006 as part of a communications and networking strategy for the Focus Cities Research Initiative and the Focus Cities projects. As part of the Communications Strategy for the launch of the program, UPE is collaborating with the Communications Division to invite one writer from each of the five Focus Cities to write articles on the Focus City Teams and projects, including travel to accompany the teams to WUF. The consultants will also contribute to providing a southern perspective on WUF.

Objectives

There are three key objectives of having writers from the selected cities attend the World Urban Forum:

- to provide UPE and the Communications Division with quality articles that document the initial project stages of the first five Focus Cities projects, and provide a developing country perspective on WUF and the Centre's participation;
- to enhance, through written material, the visibility and promotion of the Focus Cities projects and the Centre's participation at WUF within the Focus Cities, across urban development practitioners in the respective regions, and throughout the international development community; and,
- to build the capacity of a cadre of southern consultants with expertise in reporting on urban issues and their impact on development within the Focus Cities. The consultants are invited to WUF where, for an entire week, they will enjoy the benefits of working in a highly promoted international event, where they will be given extensive exposure and the opportunity to exchange with peers. This opportunity also features briefing activities and field visits with the objective of building capacities to report on urban-related issues.

Purpose and Use of the Articles

The articles are intended for publication on the Centre's website and in other mediums, and/or as reference material for developing public relations material on the Focus Cities and the Centre's participation in the WUF. They will reflect a Southern perspective on urban issues that will be important for reaching Canadian audiences through our Corporate Communications initiatives, as well as reaching UPE audiences, which include donors, research institutions, and stakeholders within the Focus Cities. Publication of the consultant's articles by the Centre will depend on the quality of the final work submitted.

Activities will include the following:

- a) visit the Focus City project and team, attend the project launch and interview team members;
- b) attend and cover participation of the Focus City Teams and the Centre's participation at the WUF III in Vancouver, Canada, June 19-23, 2006; and,
- c) develop, write and submit a total of five (5) articles related to the Focus City Project and the World Urban Forum.

Profiles of Writers

Mamadou Kassé, Dakar

Mamadou is a journalist with a diploma from the Centre d'Etudes des Sciences et Techniques de l'Information (CESTI), the largest journalism college in West Africa. He specializes in reporting on environment, land management and human settlements issues. He is a founding member of the Network of African Journalists for the Environment. Until 2004, he worked at Le Soleil, a daily newspaper as the lifestyles and environment reporter, as well as Chief Editor. He is currently a technical advisor for the Minister of Communication, and a professor at CESTI.

Iair Kon, Moreno

Iair Kon was born in Afula, Israel, and moved to Buenos Aires in 1976. He studied Social Communication Sciences at the University of Buenos Aires (UBA), and has a Master's degree in French literature. He has worked as a journalist in local media as well as in Reuters International news agency (Buenos Aires desk), the French News Agency (AFP), and the Deutsche Presse Agentur (DPA). He currently works at the National University of Tres de Febrero audiovisual production center, where he is the executive producer of cultural and social documentaries and TV programmes for Canal (a), the most important cultural channel in Latin America. He's also stringer of the Clarin newspaper cultural supplement.

- At WUF, Iair will be filming a documentary to produce for television.

Marco Kusumawijaya, Jakarta

Marco Kusumawijaya is an architect and urban planner. He has worked for more than 20 years as a consultant on architectural and urban development projects in Jakarta and Indonesia, collaborating with NGO's, governments, and international organizations such as the World Bank, the British Council, UNDP and UN-Habitat. His recent work includes planning of 23 villages in tsunami-hit Aceh and the design and construction of about 1000 houses. He regularly writes columns on urban issues for a number of magazines and newspapers, including a just-published translation of David Bornstein's book "How to Change the World" into the Indonesian language.

Alfred Geresom Musamali, Kampala

Alfred Musamali is a Ugandan journalist working for the The New Vision, Uganda's government-owned daily newspaper. He holds degrees from Makerere University and is currently the beneficiary of a SIDA scholarship for the Post-Graduate Diploma in Environmental Journalism and Communication (PGDEJ). With over 20 years of experience as a communicator and communication trainer, he is also a creative writer and filmmaker, and has filmed a documentary entitled "Skills for Local Development" in cooperation with GTZ.

- At WUF, Alfred holds Press Accreditation, and will also be writing articles for The New Vision.

D.G. Prassana Sirisena, Colombo

Since 1989, Prassana Sirisena has been working with local municipal government, and is currently a Management Assistant and Press Officer for the Colombo Municipal Council. He holds a Certificate in Telecommunications from the City & Guilds of London Institute. He has been involved in highlighting local government work in urban poverty and environmental projects.

- At WUF, Prassana will be writing articles in Sinhalese for dissemination in Colombo.

Annex III: IDRC events at WUF3

IDRC and partner events at WUF3 consisted of 5 networking sessions, 1 dialogue and a tour of urban agriculture sites. The city experiences presented in the IDRC sponsored networking events were published in “Shaping Livable Cities: stories of progress around the world” which is available both in hard copy and online at: http://www.idrc.ca/wuf/ev-98851-201-1-DO_TOPIC.html. The section below provides additional information to events outlined in the main body of the report.

1. Growing Better Cities: Create Jobs, Protect the Environment, and Enhance Food Security

Tuesday, June 20, 2006

13:30-15:30

Vancouver Trade and Convention Centre MR 08

Urban agriculture can help overcome a range of social, economic, and environmental challenges. Local authorities – North and South – shared their experience in using urban and peri-urban agriculture initiatives to build cleaner, greener, food-secure cities.

Opening remarks: The Honourable David Crombie, former Mayor of Toronto and Canadian federal Minister of Multiculturalism, currently CEO and President, Canadian Urban Institute, Toronto, Canada

Chair: Marielle Dubbeling, ETC / International Network of Resource Centres on Urban Agriculture and Food Security, Leusden, The Netherlands

Panelists:

Miguel Zamarini, President, Municipal Council, Rosario, Argentina

John Ssebaana Kizito, former Mayor, Kampala, Uganda

Peter Ladner, Municipal Councillor, Vancouver, Canada

Junping Liu, Director of Resources and Regional Planning Office, Beijing Research Centre of Rural Economy, Beijing, China

Naser Faruqi, Team Leader, Urban Poverty and Environment Program Initiative, IDRC, Ottawa, Canada

Comments on the session

The event was packed and well organised. More than 160 people squeezed in the room to hear the experiences of local authorities on UA. The chairing of the session was excellent. The presentations were well delivered and visually interesting. Kampala, Rosario and Vancouver used video in their presentations helping grab the audience's attention. After the presentation of the first two cases, the chair opened the floor to discussion. This was followed by the final two presentations and way forward by UPE Team Leader Naser Faruqi. A final discussion with the audience ensued before the session was closed. This approach enhanced interaction keeping the audience alert and interested. This event represents a benchmark: it is the first panel ever to be staged at a UN conference by city governments on urban agriculture policymaking. The event gave recognition to cities on stage and identified them as resources for other interested cities.

2. Urban-Risk-Proofing: Safer Cities Through Better Environmental Management

Tuesday June 20, 2006

16:30-18:30**Vancouver Trade and Convention Centre MR08**

The urban poor are especially vulnerable to extreme natural events such as floods and the effects of climate change. Latin Americans and Canadians shared their experiences in developing and using environmental management and planning tools to reduce urban vulnerability.

Opening remarks and Chair: José Ballesteros, Coordinator of the Walter Resources Group at the Ministry of Environment, Housing and Territorial Development, Bogotá, Colombia

Closing remarks: Omar Dario Cardona, Professor of Civil Engineering, University of the Andes, Bogotá, Colombia

Panellists:

Hilda Herzer, Director, Centro de Estudios Sociales y Ambientales, Buenos Aires, Argentina
Victor Manuel Gonzalez, Regional Coordinator of the Inter-American Development Bank (IDB) / Federation of Municipalities of the Central America Isthmus (FEMICA) - IDRC joint project on Integrated Risk Management, Huehuetenago, Guatemala.

Nelly Soliman, former Mayor, El Progreso, Honduras

Brad Anguish, Director, Environmental Management Services, Halifax, Canada

Walter Ubal, Senior Program Specialist, IDRC, Montevideo, Uruguay

Comments on session

This event attracted considerable interest. About 100 delegates attended to hear from researchers and local government representatives of their efforts to reduce urban vulnerability through the application of integrated planning approaches. The case studies were relevant and interesting. Some of the presentations went well past the time allotted and the chairing of the session was not as effective as it could have been. A decision was made during the rehearsal to have everyone present before any interaction with the audience took place. This resulted in a long session with only 10 minutes available for discussion at the end. Despite this, many people stayed until the end and approached speakers after the session. In this event the panelists stressed the need to adopt integrated approaches to risk management and demonstrate how poverty exacerbates vulnerability.

3. Partnering with the Poor: Leveraging Land for Change**Wednesday June 21, 2006****13:30-15:30****Vancouver Trade and Convention Centre MR03**

Lack of opportunity stifles the creative energy of the urban poor and limits their ability to build a better life. But access to public land can prime the entrepreneurial pump, provide a better diet, and create meaningful employment. During this event participants learned how low-cost housing projects, urban farming, and public/private partnerships have empowered poor communities on three continents.

Opening remarks: Vikram Bhatt, Director, Minimum Cost Housing Group, School of Architecture, McGill University, Montréal, Canada

Chair: The Honourable H. Peter Oberlander, Senior Research Associate, Institute of Governance Studies and Professor Emeritus in Regional Planning University of British Columbia), Vancouver, Canada

Panellists:

James Sseggane, Town Clerk, Acting Mayor, City of Kampala, Kampala, Uganda
 Maxensia Nakibuuka Takiambule, Community Representative, Kampala, Uganda
 Mohamed Abdul Cader Mohamud Fazal, Director of Engineering, Colombo Municipal Council, Colombo, Sri Lanka
 K.A. Jayaratne, President, Sevanatha Urban Resource Centre, Colombo, Sri Lanka
 Gerald Tremblay, Mayor, City of Montréal, Montréal, Canada
 Daniel Reid, Horticultural Animator, City of Montréal, Montréal, Canada
 Rosario Fernandez Rudi, Sub-director of Secretariat for Public Housing, Municipality of Rosario, Rosario, Argentina
 Antonio Lattuca, Coordinator of the Municipal Urban Agriculture Program, Rosario, Argentina

Comments on event

This event was sponsored by IDRC but organized entirely by McGill's Minimum Cost Housing Group. The room was packed with about 140 delegates. Two speakers represented each city making the panel quite large (in total 8 speakers). Despite limited interaction with the audience the topic and experiences were engaging. The presentation of Maxensia Takiambule, a sero-positive mother of four from Kampala stole the show.

4. Cultivating Inclusive Cities

Thursday, June 22, 2006

13:30-15:30

Vancouver Trade and Convention Centre MR08

Local engagement is the key to building strong communities and promoting change. This is a story of path-breaking partnerships and innovative approaches told by the people involved. In this event members of the RUAF network shared their insights in using participatory processes to develop sound urban agriculture policies to address growing urban poverty and food insecurity.

Opening remarks: The Honourable Sybilla Dekker, Minister of Housing, Spatial Planning and Environment, The Hague, The Netherlands

Chair: Dinesh Mehta, acting Chief of Urban Development Branch, UN-HABITAT, Nairobi, Kenya

Panellists:

Henk de Zeeuw, Coordinator, International Network of Resource Centres on Urban Agriculture and Food Security and Senior Advisor, ETC-Foundation, Leusden, The Netherlands
 Raquel Barriga Velasco, Councillor, Villa María del Triunfo, Lima, Peru
 El Hadji Oumar Sissokho, President of PROVANIA, Urban Farmer Association of Pikine, Dakar, Senegal
 Gayathri Devi Mekala, Researcher, International Water Management Institute, Hyderabad, India
 George Matovu, Director, Municipal Development Partnership / Eastern and South Africa, Harare, Zimbabwe

Comments on event

This event also generated much interest. About 160 people crammed into the meeting room. The presentations were visually interesting and well delivered. Having different actors involved in the RUAF network (i.e. farmer, researcher, NGO representative and politician) worked well. The speakers provided compelling arguments as to why urban agriculture should form part of local development plans. They also demonstrated how participatory and multi-actor approach to policy formulation and action planning can enhance the success of interventions.

5. Growing Cities, Growing Food: Unleashing Urban Farming**Thursday June 22, 2006****15:15-17:15****Earth: World Urban Forum**

Venue: Shobono, Great Northern Way Campus, Vancouver

A new generation of researchers has taken up the cause of promoting farming in the city. Learn how they are working with governments to promote urban agriculture as a safe and viable way to reduce hunger, generate employment, and enhance the environment.

Opening remarks: William Rees, Professor, Community and Regional Planning, University of British Columbia, Vancouver, Canada

Chair: Alice Hovorka, Assistant Professor of Geography), University of Guelph, Guelph, Canada

Panellists:

Grace Nabulo, PhD student, Makerere University, Kampala, Uganda

Andres Velez-Guerra, Program Officer, Federation of Canadian Municipalities, Ottawa, Canada

Shannon Pirie, PhD student, l'Université de Montréal, Montréal, Canada

David Honeschau, Research Associate for the Design Centre for Sustainability at the University of British Columbia, Vancouver, Canada

Comments on event

This event took place at the “Earth: the World Urban Festival” which was located on the grounds of the Great Northern Way Campus. The World Urban Festival was the UNESCO-designated official arts and culture festival of the World Urban Forum. Between 40-45 people attended the event. The panellists delivered 5min presentations on their research in language tailored to the general public. A local journalist moderated the panel making it highly interactive. The public participated enthusiastically in the discussions and expressed a lot of interest on the topic. Holding the event in this venue helped raise awareness with the local population and challenged the panellists to speak about their research in lay terms.

6. City Networks: Engines of Urban Sustainability**16:30-18:30**

Vancouver Trade and Convention Centre MR08

Networks can be very powerful tools for addressing serious social, environmental and economic matters. Network members representing governments, local authorities, and municipal federations discussed their experiences in sharing tools and developing best practices for improving urban environmental management.

Opening remarks: João Avamileno, Mayor, Santo André, Brazil

Chair: Eduardo Passalacqua, Urban Governance Specialist, Buenos Aires, Argentina

Panellists:

Patricia Duran de Jager, Executive Director, Federation of Municipalities of the Central America Isthmus (FEMICA), Guatemala City, Guatemala

Alberto Kleiman, International Relations Expert and Special Advisor on International Cooperation to the Presidency, Brasília, Brazil

Gilberto Toro, Executive Secretary, Latin American Federation of Cities, Municipalities and Associations of Local Governments, FLACMA

Federico Burone, Director, Regional Office for Latin America and the Caribbean, IDRC, Montevideo, Uruguay.

Comments on event

An estimated 100 delegates attended this networking session. For the most part the presentations were clear, well delivered and stayed within the 10 min limit. The moderator opened the floor to discussion on two occasions following the example set by the Growing Cities panel. There was a lot of interest from the audience and the discussion was engaging. The 16:30-18:30 time slot is challenging, as most delegates are tired that late in the day resulting in higher rates of walkouts. Consequently, it is critical to include more time to interact and engage the audience. The panellists presented the experiences of city networks in Latin America highlighting achievements and difficulties. This led to an interesting discussion on the sustainability of networks and the need to engage youth and citizens.

7. Showcasing Vancouver's Urban Agriculture

Friday June 23, 2006

8:15-14:14

The tour to Vancouver urban agriculture sites was a great success. Approximately 38 persons mostly IDRC southern partners attended the tour. Buses running on bio-diesel were used to visit the following sites:

- ♦ Vancouver Library Rooftop
Speaker: Cornelia Oberlander
- ♦ Grandview Elementary School
Speaker: Jen Harrison (school garden coordinator)
- ♦ Strathcona Community Garden
Speakers: Alan de Genova (Commissioner of Vancouver Parks Board)
Muggs Sigurgeirson (Strathcona Gardeners Association), Art Bomke (UBC)
Heather Pritchard (organic peri-urban farmer who prepared the lunch)
- ♦ City Farmer demo garden
Mike Levenston (Director of City Farmer)
Chris Underwood (Solid Waste manager of Vancouver)

A professional briefing kit with info on each site and bios on all the speakers was distributed. Also, all participants received a bag made of recycled materials that was filled with locally made goodies: crackers, urban honey, chocolates, chutney and salsa. The participants were thrilled with the giveaway.

The presentations were interesting and well delivered. Even better was the locally grown organic lunch at the Strathcona community garden. By Friday, people were quite tired, so for future tours limiting the number of sites to reduce the length of the event is recommended. Also, reducing the number of speakers at sites can help decrease the duration.

8. Demos at Booth (ongoing throughout week)

Demonstrations were organized in the IDRC booth to attract and engage visitors. The following demos took place:

- ♦ Garden in a Box with Sharon Slack, master gardener from City Farmer who demonstrated how to build gardens in small containers.

- ♦ Composting Chef: Priscilla Costa, played a Portuguese grandmother, sharing her secret for compost success describing in a fun and anecdotal style the dos and don'ts of composting.
- ♦ GIS and Water Management: Geneviève Lefebvre, an intern with ICT4D, explained the role of GIS and other information technologies in managing water. Geneviève also made a presentation on the stage of the Canadian pavilion.

The three presenters did a very good job: they were interesting, outgoing and responded well to questions. The location made it difficult to attract visitors walking by the booth – which was the intent of the demos in the first place. Moreover, the proximity to the Canadian stage made it hard because of the volume of other presentations, while competition with Canadian stage events complicated matters.

Annex IV: IDRC in the News @ WUF/Le CRDI dans les medias @u FUM

Print: 29
Television: 5
Radio: 7
Total: 39 pieces

Summer Coverage**Canada World View / Canada: Regard sur le monde (FAC)
Summer 2006 Edition / Édition été 2006**

- *Urban Planet / La planète urbaine*
- *Fighting Urban Poverty with Green Know-How / Combattre la pauvreté urbaine par le savoir-faire écologique*
- *Expose Urban Solutions! / Zoom sur les solutions urbaines !*

July 15, 2006

Le soleil (Dakar, Sénégal)

- *Équation de la décharge de Mbeubeuss : Le CRDI soutient une approche participative*

June 29, 2006

Inter-Press Services

- *Sex and the Mega City*

June 24, 2006

Vancouver Sun

June 24, 2006

- *Civic problems The SAME around the world: World Urban Forum I Mayors face similar pressures from citizens*

June 23, 2006

Tanzania Standard News

- *From slums to sustainability* (original ran in IPS, June 16, 2006)
<http://www.dailynews-tsn.com/news.php?id=1760>

June 22, 2006

Hour.ca

- *McGill turns shantytowns into gardens: The edible city*

Cityspace (CBC Newsworld)

June 22, 2006 – 8pm Ottawa

- Interview with Vikram Bhatt, McGill University, on McGill-IDRC project *Making the Edible Landscape*

Réseau de l'information (RDI)

Live 12:00 am Pacific

- Interview with Luc Mougeot

The Vancouver Sun

- Make room for urban farmers, see Security now top priority for cities

Runs an excerpt of IDRC's Growing Better Cities: Urban Agriculture for Sustainable Development, by Luc Mougeot, Senior Program Specialist (Canadian Partnerships)

The Globe and Mail

June 22, 2006

- *Urban spots sprout veggies*

Interviewed: Mark Redwood (IDRC), Vikram Bhatt (McGill), Margaret Azuba (Edible Landscapes, Kampala), Maxensia Takiramule (beneficiary, Edible Landscapes in Kampala)

June 21, 2006

On the Coast (CBC Radio)

June 21, 2006 - 4:40 Pacific Time (7:40pm/Ottawa)

- Interview with Jean Lebel (IDRC)

Cityspace (CBC Newsworld)

June 21, 2006 – 5pm Pacific / 8pm Ottawa

- Interview with Naser Faruqi

June 20, 2006

Agence de Presse Sénégalaise

- *Le 3-ème Forum urbain mondial s'est ouvert à Vancouver*

http://www.aps.sn/articles.php?id_article=19923

CKNW Radio in Vancouver

June 20, 2006

- Interview with Luc Mougeot on urban agriculture (IDRC), 7:05pm-7:30

Coop Radio in Vancouver (Waiting for Audio)

- Interview with Mark Redwood (IDRC) and Colombo (Sri Lanka) *Focus City Research Initiative partner*

<http://www.coopradio.org/listen/index.html>

CBC Newsworld

June 20, 2006 – 12:00 am

- Interview with Naser Faruqi (IDRC)

The Ottawa Citizen

- *Bringing green to the grey city*

Interviewed: Mark Redwood and Luc Mougeot (IDRC)

Carl Bernier et Cie.

Jean Lebel, IDRC, 7:40am

<http://www.radio-canada.ca/regions/ottawa/Radio/bernieretcie.shtml>

June 19, 2006

CBC Newsworld

June 19, 2006 (4:30 pm)

- Interview with Tonya Crawford, McGill University

The Province

- Quotes from the documentary *Greywater Reuse in the Middle East*
Frames and quotes from project beneficiaries

The Province

- Canada not so flush as most believe

Interviewed: Naser Faruqui (IDRC)

The Province

- *Not enough water to quench world's thirst*

Interviewed: Naser Faruqui (IDRC)

Radio France International

Africa News Broadcast (English Language)

The interview was broadcast on June 19, 2006. **Note:** The interview is located at 9 minutes, 20 seconds on the broadcast.

To listen to the interview on the 7:00 am broadcast:

http://www.rfi.fr/langues/statiques/rfi_anglais.asp

June 18, 2006

Noticiero Todelar de Colombia (Tolerar Radio Station, 890 AM)

- Radio interview with Luc Mougeot (IDRC)

The Ottawa Citizen

- *What is a Slum?*

- *Growing Opportunity: Urban agriculture takes root in empty lots and abandoned spaces*

Interviewed: Luc Mougeot, Naser Faruqui (IDRC)

The Montreal Gazette

- *The urbanization of poverty: What that headline means is that more than a billion people now live in bleak, hopeless slums*

Interviewed: Luc Mougeot, Naser Faruqui (IDRC)

The Edmonton Journal

June 18, 2006

- *World's slums now home to one billion as burden of poverty shifts to cities: Virtually all population growth confined to urban areas*

Interviewed: Luc Mougeot, Naser Faruqui (IDRC)

The Province

June 18, 2006

- *Changing the world one photo at a time*

Interviewed: Brendan Baker, recipient

June 17, 2006

À vous la terre (SRC/Radio)

June 17, 2006

Interviewed: Jean Lebel, Director of ENRM

<http://www.radio-canada.ca/radio/emissions/emission.asp?numero=1660>

The Montreal Gazette

June 17, 2006

- *Affordable housing and edible landscape on the table*

Interviewed: Luc Mougeot, Naser Faruqui (IDRC)

June 16, 2006

Inter-Press Services (English/Spanish)

June 16, 2006

- Development: From Slums to Sustainability

- Metas Del Milenio: De los tugurios a la sustentabilidad

Globalinfo.org

June 16, 2006

- *Development: Millions around the world live in appalling slums*

(Note: This article is a duplication of the IPS article Development: From Slums to Sustainability)

June 12, 2006

The Globe and Mail

June 12, 2006

- *Changing how the world thinks about cities*

Interviewed: Naser Faruqui (IDRC) and Vikram Bhatt (McGill)

June 2, 2006

Development Gateway Website

June 2, 2006

Knowledge Sharing for Sustainability

<http://topics.developmentgateway.org/special/urbanenvironment>

Material not yet aired/published

Agence France Presse (TBC)

June 21, 2006

- Interview with Luc Mougeot (IDRC) on book launch
- Other: interview with a Portuguese-language paper with Federico Burone (tbc)

Annex V: Summary Report on IDRC @ WUF 2006 Monitoring Activities: Key data and trends

Background

Increasingly, IDRC and its partners are participating in high-level international events that bring together thousands of stakeholders working on development issues in both the South and the North. In the last few years, IDRC has invested significant resources, both monetary and in-kind, to engage in these types of events. Although evaluative thinking has been applied in all of the event-related initiatives supported by IDRC, there has not been a systematic and comprehensive tracking of the benefits, challenges and areas for improvement.

In 2004, IDRC began planning for WUF 3, which took place in Vancouver from 19-23 June 2006. In May 2006, the Special Initiatives Division intern (Megan Bradley) began working with the IDRC WUF Coordination Unit to develop a monitoring plan for IDRC's engagement at WUF and to assist in the collection and collation of data before, during and after the Forum. The initial monitoring plan had to be amended due to reductions in the size of the IDRC delegation to WUF, which made it impossible for the intern to attend WUF.

Monitoring activities and objectives

The monitoring activities aimed to provide insight into the success of IDRC's efforts before, during and after WUF, in terms of the Centre's key corporate objectives for the Forum. These objectives were:

- (i) to raise awareness of IDRC's profile, in Canada and internationally;
- (ii) to raise awareness of two key urban development issues, urban agriculture and environmental risk management;
- (iii) to support networking and partnership-building opportunities for IDRC partners;
- (iv) to increase the capacity of IDRC partners to communicate the results of their research and participate effectively in international forums.

The overall objective was to systematically monitor and collect data to inform key outcomes of the IDRC partners @ WUF 2006 program. Data was collected from IDRC staff, networking event session leaders and speakers, Focus City partners, participants in IDRC events at WUF, visitors to the IDRC booth, and other stakeholders such as coordinators of the urban agriculture tour of Vancouver.

Public Affairs/Communications took primary responsibility for monitoring activities related to the first objective (i), including tracking media pick-up, website traffic, and traffic at the IDRC WUF booth. Under the supervision of Luc Mougeot and Kristina Taboulchanas, Megan Bradley planned and coordinated monitoring activities related to the second (ii), third (iii) and fourth (iv) objectives. These activities were designed and carried out with support from the Evaluation Unit, Communications and UPE. More information on objectives, roles and responsibilities, and methodology is available in the IDRC @ WUF 2006 Monitoring Strategy (9 June 2006).

Key monitoring activities included:

- Media coverage monitoring (carried out by Communications)
- Website traffic monitoring
- Booth traffic monitoring (business card drop, booth monitoring form)

- Networking event factsheets (used to collect basic data on attendance, audience participation, etc.)
- Networking event audience surveys (used to collect data on composition of audience, reactions to the presentations, perceptions of quality of event, etc.)
- De-brief with participants in Growing Cities, Growing Food session
- De-brief with IDRC staff at WUF
- Focus Cities After Action Review (carried out at WUF by UPE staff)
- Evaluation questionnaire for participants in IDRC @ WUF 2006 programme (presenters, Focus City partners, IDRC staff) (used to gather information on strengths and weaknesses of program, directions for improvement)
- Interviews with IDRC partners (session leaders, speakers, tour coordinators, etc.) (carried out in person and by telephone to gather more in-depth information on networking opportunities presented by WUF, perceptions of the strengths and weaknesses of IDRC's approach to WUF, avenues for follow-up, etc.)
- IDRC staff After Action Review (interviews carried out with some IDRC staff unable to attend After Action Review) (see appended WUF After Action Review Report)
- Tracer study (to be carried out in November 2006, to examine what influence participation at WUF had on the development of IDRC partners' networks, and on their partnership building activities.)

See the appendices to this report for copies of the data collection instruments.

Key data on IDRC's objectives for WUF 2006

Objective One: *To raise awareness of IDRC's profile, in Canada and internationally.*

Data gathered through several monitoring activities illustrates the progress made in raising awareness of IDRC's profile nationally and internationally.

Media coverage

IDRC-supported partners and activities at WUF attracted considerable media attention, prompting a Communications staff member to comment that WUF was likely the best large-scale conference IDRC had attended, in terms of meeting the objective of raising the Centre's profile through the media (interview with Kevin Conway). As of 23 June 2006, 24 print articles were published in the national and international press related to IDRC and WUF, in addition to 5 television segments and 7 radio pieces. Nelly Soliman's participation in WUF was also publicized in a national newspaper, and mentioned on local television and radio.

Website traffic

Between August 2005 and the end of July 2006, the WUF page on IDRC's website attracted 129,862 hits, which peaked in June 2006 with 46,162 hits. The site attracted 17,958 unique visitors in this time period, with a peak of 4233 in June 2006.

IDRC publications at WUF

89% of respondents to the Evaluation Questionnaire gave the IDRC publications for WUF a score of 8 or higher (on a scale of 1-10).

Networking Events

More than 700 people attended IDRC-supported networking sessions (including the Partnering with the Poor event) and the Growing Cities, Growing Food event at the Earth Village. 60% of participants who completed the audience questionnaire (n=65) indicated that they had heard of

IDRC before, 38% were introduced to IDRC at the networking event. Most respondents heard about the networking events through the WUF programme, the WUF-Canada website, or the UN-Habitat website.

Visits to IDRC booth at WUF

More than 70% of Evaluation Questionnaire respondents (n=47) gave the booth set-up/layout a score of 8 or higher (on a scale of 1-10). However, many Evaluation Questionnaire respondents commented that the IDRC booth was not favourably located. 47% of respondents gave the demonstrations a score of 8 or higher. 23% of respondents chose “don’t know”, which may indicate that the demonstrations could be better publicized to participants in the IDRC conference program.

Although only limited monitoring was possible at the booth, results reflect the diversity of visitors attracted to the IDRC display and demonstrations. IDRC staff at the booth used the monitoring form to record the following information from 93 visitors (percentages are approximate):

Geographic distribution:	
Canada	33%
Africa	24%
Asia and Australia	19%
Latin America and Caribbean	10%
USA	9%
Europe	5%
Occupation/organization:	
Researchers (incl. students)	25%
NGOs and small businesses	22%
National governments (incl. MPs)	13%
Local governments and planners	13%
Media and arts	4%
UN	3%
Unknown	20%
Heard of IDRC before	
Yes	46%
No	53%
No response	1%
Attended other IDRC events at WUF	
Yes	28%
No	58%
No response	14%

46% of those surveyed at the booth had heard of IDRC before, while 53% had not. 28% attended other events at WUF, 58% did not.

73 visitors left business cards at the booth, the details of which reflected comparable diversity in terms of geographic distribution.

Objective Two: *To raise awareness of two key urban development issues, urban agriculture and environmental risk management*

More than 700 attended the IDRC-supported networking sessions (including the Partnering with the Poor event) and the Growing Cities, Growing Food event at the Earth Village. Approximately 60 people attended the launch of *Growing Better Cities*. These sessions provided the opportunity to share the results of research on two key development issues, urban agriculture and environmental risk management, with a wide range of people.

Information collected through the surveys distributed to participants at the networking events indicates that IDRC's messages regarding urban agriculture and environmental risk management were well-received by the audiences.³ When asked about the level of interest and usefulness of the presentations, the following responses were received (65 respondents):

Level of interest

- | | |
|---|--|
| <input type="checkbox"/> extremely interesting (24) (37%) | <input type="checkbox"/> very interesting (27) (42%) |
| <input type="checkbox"/> somewhat interesting (5) (8%) | <input type="checkbox"/> not interesting (0) (0%) |
| <input type="checkbox"/> no response (9) (14%) | |

Usefulness for my work

- | | |
|--|---|
| <input type="checkbox"/> extremely useful (13) (20%) | <input type="checkbox"/> very useful (23) (35%) |
| <input type="checkbox"/> somewhat useful (16) (25%) | <input type="checkbox"/> not useful (0) (0%) |
| <input type="checkbox"/> no response (13) (20%) | |

When asked about the key messages they were taking away from the panels, the vast majority of audience survey respondents from the urban agriculture sessions identified positive, constructive messages from the events. Participants commented that urban agriculture is “legitimate and practical”, “possible and urgently needed”, and a “workable and smart part of the future for urban sustainability—already!” Others remarked that urban agriculture “innovation in Southern countries is inspiring for North America”, and emphasized the importance of participatory planning, engagement with policymakers, and drawing out the strong economic arguments in support of urban agriculture. A participant from the municipal authority of Malmo, Sweden, commented that Malmo should perhaps develop an urban agriculture policy or strategy.

Follow-up interviews indicated that IDRC's willingness to work with a Northern city (Vancouver) was instrumental in helping the city's urban agriculture and food security agenda move forward. Vancouver food security planner Wendy Mendes suggested that policy-makers in the city “pay attention to the signals” given by a respected outside research organization like IDRC showing interest in Vancouver and issues such as urban agriculture. She argued that IDRC's engagement with the city of Vancouver provided an opportunity to speak with elected officials to build momentum on issues of urban agriculture and food security.

Feedback on the messages taken away from the environmental risk management events was much more limited (fewer surveys were returned by audience members), but generally positive. For example, participants commented on the “strong partnerships in existence” to manage environmental risks, and the “emerging interdependence of cities”. Audience members reflected on the importance of incorporating disaster prevention into urban planning, and the need to involve community members in this process.

³ Note: Surveys were distributed at the following events: Cultivating Inclusive Cities, Growing Better Cities, City Networks and Risk-Proofing Cities.

Objective Three: *To support networking and partnership-building opportunities for IDRC partners*

Networking and partnership-building opportunities were pursued not only at the Forum, but in the preparation process. For example, the Edible Landscapes project developed its relationship with the City of Montreal throughout the WUF preparation process and gained increasing political support from the city, reflected in a 21 June 2006 press release posted on the Ville de Montreal website.

Many partners particularly valued the opportunity to link Southern cities and Canadian cities such as Halifax and Vancouver. Participants from Halifax and Vancouver indicated that WUF “opened their eyes” to the breadth and depth of work being done on urban agriculture and environmental risk management in the developing world, and indicated that they hope to continue learning more. For various participants interviewed after WUF, the Forum was an opportunity to meet colleagues face-to-face after reading one another’s research or working together electronically for a long time. This opportunity was highly valued by many participants, some of whom indicated that their networking at WUF has already begun to bear fruit. For example, researcher George Matovu has been invited to an Urban Harvest meeting in Mozambique to discuss WUF follow-up, and hopes to develop “mutual synergies” with Kampala city counsellors involved in the FCRI.

The Evaluation Questionnaire asked participants about the benefit of attending WUF in terms of building new networks/contacts. The following answers were given:

	Greatly benefited	Somewhat benefited	Did not benefit	No response
Partners (Non-Focus Cities)	15	2	0	1
Focus Cities Partners	10	4	0	0
IDRC Staff	5	7	1	2
Total	30 (64%)	13 (28%)	1 (2%)	3 (6%)

The Evaluation Questionnaire also asked participants to identify the most important thing they learned or will take home from WUF. The most popular responses amongst panellists and Focus City partners (32 responses) related to networking and partnership-building, and included:

- Exchange of experiences (between cities, particularly Vancouver), learning about new issues (7)
- New partnerships, contacts (6)
- Common challenges between Northern and Southern cities/similarity of urban agriculture challenges and techniques in different cities (5)
- Value of networks (4)

It is important to note, however, that in the more in-depth interviews carried out after WUF, various participants were sceptical about the networking benefits afforded by WUF. While those involved in the “young researchers” panel were very positive about the networking opportunities, others indicated that the schedule was too busy to allow for in-depth conversations with

potential partners beyond IDRC-supported speakers, and believed that IDRC missed opportunities to promote “inter-network networking” and strategic links between IDRC partners and other Canadian organizations.

Panellists and Focus City partners who completed the Evaluation Questionnaire indicated that in order to improve networking possibilities at similar events, IDRC could:

- Provide more information and stimulate discussion in advance (7)
- Compile experiences and contacts (3)
- Arrange more interaction, activities between Focus Cities partners (3)
- Support networks (including follow-up, e-conferencing) (2)

Objective Four: To increase the capacity of IDRC partners to communicate the results of their research and participate effectively in international forums

Interviews with session leaders and panellists confirmed the strong value partners placed on the Montreal preparatory workshop and the opportunity to work with IDRC to refine the presentations and develop stronger presentational skills. Session leaders were confident the training received in Montreal improved the quality of the presentations, and when audience members at the networking events were asked through the survey about the quality of the presentations, the following responses were received (65 respondents):

Quality of presentations

- | | |
|---|---|
| <input type="checkbox"/> excellent (19) (29%) | <input type="checkbox"/> very good (22) (34%) |
| <input type="checkbox"/> good (12) (18%) | <input type="checkbox"/> poor (0) (0%) |
| <input type="checkbox"/> no response (12) (18%) | |

While early departure from the Cultivating Inclusive Cities and Growing Better Cities networking events was modest, almost half of the audience left during the course of the City Networks and Urban Risk-Proofing events, perhaps reflecting frustration with limited audience interaction.

The monitoring exercises underlined the importance of approaching capacity-building activities with sensitivity and care in order to avoid conveying the wrong message to IDRC partners. One partner suggested that the extensive attention devoted to preparation, training and rehearsals reflected “insecurity floating in IDRC”, while others emphasized the importance of ensuring that the training did not turn into a “school exercise”. For the most part, however, interviewees reacted positively to the training, with many indicating that it would have positive long-term impacts on their work.

Lessons and suggestions raised through monitoring activities

When asked on the Evaluation Questionnaire to rate the overall experience of WUF on a scale of 1 to 10, the following distribution of answers resulted:

1	2	3	4	5	6	7	8	9	10	Don't know
					1 (2%)	3 (6%)	24 (51%)	9 (19%)	8 (17%)	2 (4%)

Also on the Evaluation Questionnaire, 46 out of 47 respondents (97.8%) indicated that they would want to participate in an event like WUF again. The most popular reasons offered for wanting to participate again were:

- Opportunity to learn, exchange ideas and contribute to debate (20)
- Networking, meet diverse people and Focus City partners (15)

When respondents were asked on the Evaluation Questionnaire what they liked most about WUF, answers included:

- Networking/meeting partners (including potential future partners for IDRC) (15)
- Networking events (especially on urban agriculture) (10)
- Sharing experiences with other cities (5)
- Diversity of participants and themes (4)

Looking towards future international events, the Evaluation Questionnaire respondents indicated that the following elements would be important to repeat:

- Networking events/presentations and discussions (including events with participation of 'beneficiaries') (13)
- Focus on urban agriculture (7)
- Urban agriculture tour (6)
- Networking (6)
- Booth and demonstrations (4)

The monitoring exercises also indicated where participants were dissatisfied with the experience, and how IDRC might improve its engagement in future events. Evaluation Questionnaire respondents indicated that the following factors were the ones they liked least about WUF:

- Schedule too busy/too many events (11)
- Too many people (including over-crowding in networking sessions) (8)
- Not enough attention to Latin America (including lack of representation and materials in Spanish) (3)
- Changes in location and time of events (2)
- Conflicting sessions (2)
- Lack of strategic meetings with partners, FCRI, other Canadian agencies (2)

The monitoring exercises also produced detailed recommendations for different aspects of IDRC's engagement in future WUFs and similar international events:

General

- Get involved in the planning process (internal and external) well in advance.
 - IDRC should not necessarily wait for external agencies to get organized before instigating the internal planning process. Early organization can enable the Centre to take on a leadership role and potentially influence the agenda of organizations like UN-Habitat.
- Involve high-level IDRC management at very early stages of the planning process when strategic objectives are decided.
- Utilize external contacts (for example, through an external advisory committee) to gather advice and build support for a particular approach to participation in a large-scale meeting such as WUF.
- Start planning for WUF 4 now!

- Assess which large-scale international events are critical to IDRC several years in advance, and make this information available across the Centre to facilitate advance planning.
- Ensure that the lessons IDRC learned through participation in WUF 3 are passed on to inform the Centre's engagement in WUF 4 and other similar events.
 - *Before the PAD stage* for upcoming large-scale conferences, bring together WUF 3 organizers and new organizing teams to share lessons.
 - Ask the Evaluation Unit to look at a wide range of large-scale events such as WUF 3 that IDRC has participated in over the course of recent years to systematically examine what IDRC has learned and gained.

Coordination

- Establish and operationalize key internal coordination roles early in the preparation process.
 - Ensure that the different actors within the Centre (e.g. program, Communications, senior management, GAD) are actively involved in the coordination process from the start, and that the role and responsibilities of "point people" are clear and included in regular team workplans.
- Make sure that roles and relationships with partners are clear from the start.
 - Requests were made beyond contract expectations that were difficult for some partners to meet. In some cases this resulted from different messages coming from IDRC's Ottawa and Montevideo offices. For future events, ensure that roles are clearly understood, both externally and internally.
- Coordinate with external partners and event managers to ensure that sessions with similar themes are not run at the same time.
- Ensure the Centre does not 'crowd' partners, and that the Centre's approach is clearly understood by its partners.
 - IDRC's approach was regarded by some partners as being somewhat overbearing in terms of programmatic direction and media focus. For example, one speaker said he felt the direction for the panel had been set before involving the speakers, although he acknowledged IDRC became more "flexible" as the process unfolded. One session leader reflected that IDRC partners must have a strong and confident relationship with the Centre to ensure that they do not feel smothered, while another questioned IDRC's drive to gain media attention. IDRC needs to explain to its partners its approach to events like WUF, and its reasons for stressing media coverage.

GAD and logistics

- As international conferences are particularly labour-intensive events, ensure that more administrative support is available to the coordination team.
- Include money for translation and evaluation in the initial budget.
- Have Spanish contracts prepared and administered by LACRO.
- Consider making travel arrangements as a RAP.
- Streamline points of contact for partners' travel to a single person within IDRC, and arrange with BTI so that all travel changes must be authorized by a particular IDRC staff member.
 - Consistently apply conditions in contract on travel. (i.e. Partners should not be allowed to change itineraries once they are booked, unless essential.)
- Maintain a master list on the W-drive with all of the participants' logistical details (e.g. names, contact details, hotel information, itinerary, cost of travel, etc.)
- Budget realistically so that all IDRC staff and partners can stay in one hotel.
- Ensure everyone has a cell phone.

- Rethink the packaging of the IDRC program so that last minute changes can be made easily.

Programming

- At WUF 4, run fewer events but at a higher level.
 - For example, stage a roundtable or dialogue on the official program, which provides the opportunity to influence UN-Habitat's final report and agenda, as well as their policy networks.
- Maintain a clear programmatic focus on a concrete research topic and avoid over-crowding the conference schedule.
- Given the size of meetings such as WUF, support partners in making strategic decisions about which events to attend, and how to make the most of participation in a large-scale international event.
 - In particular, encourage teams of IDRC partners (e.g. Focus Cities teams) to make strategic decisions about their participation as a group.
- Focus in detail on challenges, rather than simply successes.
 - Encourage more detailed presentations, rather than simply overviews. To enable this, many IDRC partners recommended limiting the number of speakers on a panel to four. It was suggested that in the future a focus on challenges could be achieved by centring presentations on a major challenge and how it was overcome.
- Ensure greater interaction between speakers and the audience.
 - This implies recruiting stronger moderators who will make sure that time limits are respected. It was suggested that greater interaction could be achieved by having the speakers ask the audience questions.
 - Promote events to ensure strong levels of participation, but be sure that event staff manage the number of people coming in to the presentation, so that it is not overcrowded and discussion is still possible.
- Use the WUF as an opportunity to convene programming and monitoring meetings with partners, as well as meetings with other donors.
- Help partners *strategically* network with individuals and organizations beyond those participating in IDRC programs. Maximize the opportunity to introduce partners to other Canadian organizations, and to promote inter-network networking.
- To advance networking and learning opportunities, provide more information in advance on the IDRC partners who will attend the event, and stimulate discussion in advance.
 - Networking opportunities could be further supported by compiling and distributing contact information, as well as by supporting follow-up networking activities such as e-conferencing.
- Continue to support capacity building through preparatory meetings, reviewing presentations and holding rehearsals for the panels.
 - However, it was suggested that next time the preparatory session be held closer to WUF, and that the rehearsals be run a few days before the Forum starts, in order not to detract from the chance to attend sessions and network.
 - The purpose of the training and preparatory sessions should be made clear to participants beforehand. More emphasis should be placed on helping partners formulate messages and be strategic with their presentations. The group-building aspect should be preserved, and efforts should be made to “stay away from turning it into a schooling exercise.”
- Spend more time on the initial information session for IDRC partners and go through details thoroughly.

- It was also suggested that this session could be beneficially used to provide more political background on WUF and the challenges facing the forum.
- Continue to facilitate activities such as the urban agriculture tour of Vancouver that provide participants with opportunities to learn first hand, in an informal setting, about other cities' policies and experiences.
- Continue supporting an event at the "alternative festivals" such as the WUF Earth Festival that run alongside major international conferences.
 - This is a strategic move for IDRC that enables the Centre to reach a diverse audience. However, it is essential to ensure that the event is thoroughly and accurately promoted.
- Continue to support panels with diverse speakers (geographically, professionally, civil society representatives, project beneficiaries, etc.).
- Support follow-up to WUF by exploring opportunities for collaboration between Northern and Southern cities working on urban agriculture and risk management.
 - In particular, it was suggested that IDRC could facilitate the establishment of partnerships between Canadian cities such as Vancouver, and Southern cities. It would also recommended that IDRC consider supporting distance learning materials for a course on urban agriculture. Case studies on urban agriculture were suggested as particularly useful potential contributions.
- Support the development of peer-reviewed publications on urban agriculture to strengthen its place on the agendas of organizations such as IIED and UN-Habitat.
 - It was suggested that IDRC, in cooperation with other partners, could approach IIED and propose a special edition of *Environment and Urbanization* on urban agriculture for WUF 4.

Communications

- Ensure a Communications strategy is developed well in advance, with a sharp, simple focus that has the unified support of the conference team. Developing a Communications strategy well in advance would help parcel out tasks more equitably.
- Hold more presentations at the booth, and use the booth as a place to highlight the results of our partners' work.
 - Have an interpretive panel at the booth, and attempt to secure a more prominent place for the booth.
- Continue holding a major reception at large-scale meetings, as this is one of the only times for IDRC partners to meet each other and IDRC's broader networks.
- Create a Communications "check list" to clearly identify what needs to be done within Communications and by whom, in advance of major conferences.
- Explore new communications technologies/media, such as PodCasts, to draw more visitors to the IDRC site and share increased information about events.
- Continue writing "pre-packaged" articles profiling IDRC partners, which can be released quickly from the conference site following brief interviews.
- Ensure IDRC Communications staff have good access to communications equipment on the conference site.
 - This could be facilitated by having IDRC staff gain media accreditation.
- Refine the concept of bringing in Southern Focus Cities writers so that there is a clearer sense of what IDRC wants from the writers, and how their material will be used.
- Have Communications recommend the number of publications to ship so that extras are not left over after the event.
- Pitch IDRC stories to foreign media as well as to Canadian outlets.

Annex VI: IDRC partners and staff at WUF3

Name	Title	Institution	Country
1. Anguish, Brad	Director, Environmental Services	Halifax Regional Municipality	Canada
2. Aratchige Jayaratne, Kannke (Mr.)	President	Urban Resource Centre SEVANANTHA	Sri Lanka
3. Arregui, Andres (Mr.)	Mayor of Moreno	Municipality of Moreno	Argentina
4. Avamileno, Joao (Mr.)	Mayor of Santo Andres		Brazil
5. Azuba Ssemwanga, Margaret Joy	Project Coordinator, Edible Landscape Project	Kampala City Council	Uganda
6. Ballestros, José (Mr.)	Engineer	Ministry of Environment	Columbia
7. Barriga Velazco, Raquel (Ms.)	Municipal Councillor	Villa Maria del Triunfo	Peru
8. Bhatt, Vikram		McGill University	Canada
9. Cissé, Oumar	Director	IAGU	Senegal
10. Cummaudo, Martin Gabriel	Architecture Student	Edible Landscape	Argentina
11. De Zeeuw, Henk (Mr.)	Director	RUAFF Foundation	The Netherlands
12. Devi, Gayarthri (Ms.)	Researcher	IWMI	India
13. Dubbeling, Marielle (Ms.)	Senior Advisor	ETC	The Netherlands
14. Duran de Jager, Patricia (Ms.)	Director	FEMICA	Guatemala
15. Ernie, Widianty (Mrs.)	Assistant for Chairman of Jakarta Planning Board	Bapeda	Indonesia

16. Flores, Christian	Consultant		Canada
17. Gonzalez, Victor Manuel (Mr.)	Regional Coordinator	FEMICA	Guatemala
18. Gunawardena, Prasanna Senaka Rupasingha	Architect/Planner, former Mayor of Colombo 2002-2006	City of Colombo	Colombo, Sri Lanka
19. Hardoy, Ana (Ms.)	Executive Director	IIED-AL	Argentina
20. Hardoy, Jorgelina (Ms.)	Researcher	IIED LAC	Argentina
21. Herzer, Hilda (Ms.)	Director, Centro		Argentina
22. Honeschau, David		UBC	Canada
23. Hovorka, Alice (Ms.)	Assistant professor	University of Guelph	Canada
24. Jayasundera, Nimal Shantha	Deputy Municipal Commissioner	Colombo Municipal Council	Sri Lanka
25. Karanja, Nancy K N Prof.	Professor	Department of Soil Science, University of Nairobi	Kenya
26. Kariyawasam, Pradeep Santosh	Chief Medical Officer	Edible Landscape	
27. Kassé, Mamadou	Journalist	Le Soleil	Senegal
28. Kleiman, Alberto (Mr.)	Advisor	Brazilian Presidency	Brazil
29. Kon, Iair	Consultant/Writer	IDRC	Argentina
30. Kongshaug, Rune		McGill University	Canada
31. Kusuma Widjaja, Amento (Marco Kusumawijaya)	Consultant/Writer	IDRC	Indonesia
32. Lattuca, Antonio	Director Rosario Urban Agriculture Program	City of Rosario	Argentina

33. Liu, Junping	Director of Resources and Regional Planning		Beijing
34. Lwasa, Shuaib	Universal Lecturer Principal Consultant, Ministry of Health Consultant	Kampala City Council	Uganda
35. Mallawaratchchi, Tamara (Mrs.)	Director Engineering	Colombo Municipal Council - CMC	Sri Lanka
36. Matovu, George (Mr.)	Director	Municipal Development Partnership	Zimbabwe
37. Maxensia, Nakibuuka Takirambule	Accountant, Community Representative	Edible Landscape	
38. Mohamud Fazal, Mohamed Abdul Cader (Mr.)	Director of Engineering, Colombo Municipal Council	Edible Landscape	
39. Musamali, Alfred Geresom	Writer	The New Vision Newspaper	Uganda
40. Nabulo, Grace (Ms.)	Researcher	University of Nottingham	UK
41. Niang, Seydou	Researcher, IFAN	IFAN	Senegal
42. Omar Dario, Cardona	Expert on disaster prevention	University of Andes	Colombia
43. Oumar Sissokho, Hadji (Mr.)	Urban Producer Leader	IAGU	Senegal
44. Owino, Ruth Proscovia (Ms.)	Kampala City Council	Kampala City Council	Uganda
45. Palathiratne, Palitha Chandranatha Deepananda	Director of Nutritive Medicinal Plants Department		Colombo, Sri Lanka
46. Passalacqua, Eduardo (Mr.)	Municipal Governance Expert		Argentina
47. Pirie, Shannon (Ms.)	Graduate Student	UBC	Canada
48. Prassana Sirisena, D.G. (Mr.)	Press Officer		Sri Lanka

49. Redmond, Craig	Country Director	Mercy Corps Indonesia	Indonesia
50. Sebayang, Suzy	HP3 Program Manager	Mercy Corps Indonesia	Indonesia
51. Soliman, Nelly (Ms.)	Former Mayor of El Progreso	City of El Progreso	Honduras, C.A.
52. Ssebaana Kizito, John	Former Mayor of Kampala	City of Kampala	Uganda
53. Sseggane, James	Town Clerk	City of Kampala	Uganda
54. Sy, Moussa		IAGU	
55. Tal Dia, Anta	Researcher	Institut de Santé et Développement	Senegal
56. Tenywa, Moses Makooma	Soil Physicist, Department of Soil	Makerere University	Kampala Uganda
57. Zamarini, Miguel	President	Municipal Council of Rosario	Argentina
VIPS not sponsored by IDRC but related to our participation			
1. Crombie, David	CEO Canadian Urban Institute	Canadian Urban Institute	
2. Dekker, Minister Sybilla	Minister of Housing	Spatial Planning and the Environment	The Netherlands
3. Gunewardena, Dinesh (Hon.)	Minister of Urban Development and Water Supply	Ministry of Urban Development & Water Supply	
4. Haryadi, Achmad	Chairman of BAPEDA, Jakarta Provincial Planning Department	BAPEDA	Indonesia
5. Ipenza Pacheco, Washington (Dr.)	District Municipality of Villa Maria del Triunfo, Lima	City of Lima	Peru
6. Ladner, Peter	Municipal Councillor Vancouver	City of Vancouver	Canada
7. Rees, William	Professor	UBC	Canada

IDRC DELEGATION			
1. Ana Boischio	Senior Program Specialist	IDRC	Canada
2. Francine Bouchard	Information Officer	IDRC	Canada
3. Federico Burone	Regional Director	IDRC	Uruguay
4. Marcia Chandra	Research Officer	IDRC	Canada
5. Kevin Conway	Senior Corporate Writer	IDRC	Canada
6. Jean D'Aragon	Senior Program Officer	IDRC	Canada
7. Emmanuelle Dany	Meeting Planner	IDRC	Canada
8. Pauline Dole	Public Affairs Officer	IDRC	Canada
9. Naser Faruqi	Team Leader	IDRC	Canada
10. Francois Gasengayire	Senior Program Officer	IDRC	Kenya
11. Alicia Iglesias	Research Officer	IDRC	Uruguay
12. Jean Lebel	Director	IDRC	Canada
13. Genevieve Lefebvre	Intern	IDRC	Canada
14. Luc Mougeot	Senior Program Specialist	IDRC	Canada
15. Maureen O'Neil	President	IDRC	Canada
16. Jennifer Pepall	Chief, Public Affairs and Government Relations	IDRC	Canada

17. Mark Redwood	Program Officer	IDRC	Canada
18. Kristina Taboulchanas	Coordinator	IDRC	Canada
19. Ann Thomas	Senior Program Officer	IDRC	Canada
20. Walter Ubal	Senior Program Specialist	IDRC	Canada

Annex VII: Bios of IDRC sponsored speakers

Event 1. Growing Better Cities: Create Job, Protect the Environment and Enhance Food Security

Honourable David Crombie is President and Chief Executive Officer, Canadian Urban Institute (CUI). David was Mayor of Toronto from 1972 to 1978 and a Member of the Parliament of Canada from 1978 to 1988, during which time he served in three different federal Cabinet posts — Minister of Health and Welfare, Minister of Indian and Northern Affairs, and Secretary of State. He is the founding Chair of Toronto's Waterfront Regeneration Trust and served as Chancellor of Ryerson University in Toronto. In addition to his leadership of CUI, he is Chair, Ontario Place Corporation, Chair, Advisory Council of the Nuclear Waste Management Organization (NWMO), and President, David Crombie & Associates Inc. David received a Doctor of Laws (honoris causa) from the University of Toronto for his contribution to his native Toronto and a Doctor of Laws (honoris causa) from the University of Waterloo for his contribution to the quality of life of Canadians and the environment. He became an Officer of the Order of Canada in 2005.

Marielle Dubbeling is Senior Advisor on Urban Agriculture with ETC, Urban Agriculture, The Netherlands. She is primarily involved in training and the development of multi-stakeholder processes for action planning and policy design in urban agriculture. She is also part of RUAF (International Network of Resource Centres on Urban Agriculture and Food Security), which is coordinated by ETC. Marielle has been working on urban agriculture for 10 years. From 1999 to 2004 she worked for IPES (Promoción del Desarrollo Sostenible) and the UN-HABITAT ([United Nations Human Settlements Programme](#)) Urban Management Programme in Latin America, where she supported the development of municipal programs on urban agriculture in cities in Ecuador, Peru, Argentina, Brazil, and Cuba.

Liu Junping is Director, Resources and Regional Planning Office, Beijing Research Centre for Rural Economy. This local authority designs policies for the municipal government, supplies services to the Beijing rural area, and collaborates with academics and international organizations to achieve its objectives. Junping is also Vice-Chair, Beijing Entertainment Farming and Agri-Tourism Association, which undertakes research and supports the development of agri-tourism in rural Beijing.

John Ssebaana Kizito recently ended a 7-year term as Mayor of Kampala City, Uganda. John was supportive of the legalization of urban agriculture in Kampala City, which led to the revision of outdated bylaws on urban agriculture, the establishment of an urban agriculture department in Kampala City Council, and the implementation of various projects on urban agriculture, specifically aimed at women, youth, HIV-AIDS affected households, and poor urban farmers. Under his leadership in 2004, Kampala City Council allocated 30 acres of land for the development of an edible neighbourhood, which showcased the integration of urban agriculture into planning and design.

Peter Ladner was elected to Vancouver City Council in 2002 and re-elected in 2005. Peter has more than 35 years of journalistic experience in print, radio, and television and is a frequent speaker on business and community issues. His community and business experience includes participation in the Vancouver City Planning Commission and the Capital Campaign committee for the Vancouver Public Library. He has also been involved in Leadership Vancouver, the International Centre for Sustainable Cities, the UBC Alumni Association, New Media BC, the

International Association of Area Business Publications, and the Forum for Women Entrepreneurs. He holds eleven local and regional appointments within the Greater Vancouver Regional District. Peter is a long-time commuter cyclist and an avid runner, skier, snowboarder, and kayaker. He is a long-time gardener who used to work as a landscaper. He has converted his front lawn in Kitsilano into a fruit and vegetable garden.

Miguel Zamarini is President of the Municipal Council of Rosario, Argentina. He has gained a broad perspective on Rosario's strengths and weakness thanks to his previous portfolios as president of the city's Housing Commission and Secretary of Social Promotion, Sports and Recreation. Miguel has been an important champion of Rosario's municipal urban agriculture program and a strong supporter of women-led initiatives.

Event 2. Urban Risk-Proofing: making cities safer through environmental risk management

Brad Anguish is Director, Environmental Management Services, Halifax Regional Municipality (HRM). Brad held many staff and command positions with the Canadian Navy. For the last 5 years of his naval career, he was a senior manager in the local ship repair facility. For the past 3 years, Brad's portfolio has included: Harbour Solutions Project; Wastewater and Stormwater Management; Solid Waste Management; Sustainable Environment Management Office; Utility Relationship Management; Bylaw Services; Animal Control; and Youth-At-Risk programming. Brad is a certified professional engineer (PEng) and a professional project manager (PMP). He has a degree in Mechanical Engineering from Royal Military College, completed advanced marine engineering studies in Manadon, England, and a Master of Business Administration degree from Saint Mary's University.

Jose Edier Ballesteros was a Geologist with the National University of Kazaktan. He is now a consultant for the Ministry of Environment in Colombia. Jose's work focuses on policymaking and the preparation of methodological instruments for risk management at a local level. He works closely with different branches of government and with nongovernment organizations to help municipal administrations include risk management in their agendas and move from disaster mediation to disaster prevention.

Omar D. Cardona is a Civil Engineer with a PhD in Earthquake Engineering and Structural Dynamics. He is a Professor in the Institute of Environmental Studies, National University of Colombia, Manizales. He is the former President of the Colombian Association for Earthquake Engineering and the General Director of the National Directorate of Disaster Prevention and Attention of Colombia. Omar has been a consultant of the IDB ([Inter-American Development Bank](#)), the World Bank, UNDP (United Nations Development Programme), and other agencies of the United Nations. He is founder member of Latin American Network of Social Studies on Disaster Prevention (LA RED). In 2004, he won the United Nations Sasakawa Prize for Disaster Reduction.

Hilda Maria Herzer is an Argentinian sociologist with a PhD from New York University. Her research field is urban habitat. She has an interest in mitigating disasters, improving risk management, reducing social and economic vulnerability, and enhancing the environment. She heads the nongovernmental organization CENTRO (Estudios Sociales y Ambientales), which has successfully carried out different projects in the field of urban habitat.

Nelly Margoth Soliman Nadal was Mayor of the Municipality of El Progreso between 2002 and 2006 and Municipal Councillor in El Progreso between 1998 and 2002. During her career in the

local government, Nelly gave prominence to the problem of vulnerability to natural disasters. She sought training in risk management and disaster prevention and mitigation from various national and international organizations that specialize in environmental management and disaster mitigation. Between 1998 and 2002 she was President, Municipal Emergency Measures Committee (CODEM). Nelly was recognized by many national and international agencies, including the Red Cross, for her outstanding efforts during Hurricane Mitch.

Victor Manuel Gonzalez Vasquez is an agricultural engineer with an MSc in Environmental Policy and Management. A Guatemalan, Victor has experience in territorial administration and natural resource management. He has held the following positions: Agricultural Policies and Strategies Coordinator; National Director, National Geographic Institute of Guatemala; Project Management Coordinator for International River Basins and Aquatic Resources; University Professor; International Advisor and Consultant, Municipal Development and Local Empowerment; Regional Coordinator in Integrated Risk Management and Management of Environmental Vulnerability and Climate Change in Central America.

Event 3. City Networks: engines of urban sustainability

João Avamileno had a career as a machinist with Pirelli Cabos SA. He was elected to two successive terms (1988 and 1991) as President, Metal Workers' Union of Santo André and São Bernardo do Campo. João left the Union in 1992 and became a city councillor for the Labour Party (PT) in Santo André in 1993. In 1996, he became Vice-Mayor after a successful showing in the Santo André municipal elections. In 2000, he was re-elected Vice-Mayor, and became Mayor after the death of Celso Daniel in 2003. In 2004, he was re-elected Mayor Intendente of Santo André. He has served since December 2005 as Executive Secretary of the Red de Mercociudades [network of MERCOSUR (Southern Common Market) cities].

Alberto Kleiman is a lawyer with a MSc in International Relations from the University of São Paulo in Brazil. He is Special Advisor to the President of the Republic of Brazil for international cooperation by local and regional governments, an issue that is becoming increasingly relevant in Brazil. In the City of Santo Andre, he belongs to the Executive Secretariat of the Mercociudades Network. Alberto was the International Relations Coordinator for the Mayor of São Paulo (under the government of Marta Suplicy) where he focused on international networking

Patricia Durán de Jager, is Executive Director, Federation of Municipalities of the Central American Isthmus (FEMICA). As a diplomat with the government of Costa Rica, Patricia held several key postings including, Director, International Organizations, Director, Asia, Africa and Oceania Affairs, Director, Latin America Affairs, and Counsellor, Costa Rica Embassy, Honduras. She was also a member of the International Council for Local Environmental Initiatives (ICLEI) Executive Committee.

Eduardo H. Passalacqua (MA) is an expert on local governance and management and a consultant to ECLAC (Economic Commission for Latin America and the Caribbean), UNDESD (United Nations Decade of Education for Sustainable Development), UNDP (United Nations Development Programme), municipalities, and research centres throughout Latin America. Eduardo is a senior lecturer at several public and private universities; a member of the ICMA (International City/Country Management Association) International Committee; former Chief of Staff, City of Buenos Aires; Director, National Institute of Public Administration in Argentina; and President, CEAMSE (Ecological Coordination Corporation of Buenos Aires Metropolitan Area).

He has published more than 40 books and articles on municipal government and administration, with a focus on public services (both basic and social) and environmental management. Eduardo conducts research and works with local health networks.

Event 4. Cultivating Inclusive Cities: Multi-stakeholder Policy Making and Action Planning for Urban Agriculture and Food Security

Raquel Barriga is the youngest female councillor in the Municipality of Villa Maria del Triunfo. Raquel has a degree in Law and Political Science and works on gender and public policy issues. She chairs the Women and Family Affairs Committee within the Municipality. Raquel believes that urban agriculture can provide livelihood and empowerment opportunities for disadvantaged women.

George Matovu is Regional Director, Municipal Development Partnership for Eastern and Southern Africa (MDP-ESA) based in Harare, Zimbabwe. George has a keen interest in promoting e-learning for mayors and local government elected leaders in Africa. He is Chairperson, Resources Centres for Urban Agriculture and Food Security (RUAF) Foundation. George would like to see urban agriculture mainstreamed into urban planning as a strategy to promote food security and nutrition of urban populations. He is also Chairperson, Africa Local Government Action Forum (ALGAF), which is an interactive videoconferencing initiative that brings together African mayors and councillors, civil society, and the private sector to share experiences on ways to improve the performance of decentralized local governments in service delivery and local economic growth. During the clean up of urban areas in Zimbabwe in August 2005, MDP-ESA successfully lobbied for preservation and protection of urban agriculture.

Dinesh Mehta is the officer in charge of Urban Development at UN-HABITAT ([United Nations Human Settlements Programme](#)). As a Coordinator of the Urban Management Programme, he encouraged partner cities and institutions to undertake city consultations on urban agriculture.

Gayathri Devi Mekala is a Research Associate with IWMI (International Water Management Institute). Under its Agriculture, Water and Cities program, IWMI seeks ways to make safe and productive use of wastewater. IWMI is a member of the RUAF (International Network of Resource Centres on Urban Agriculture and Food Security) Foundation, and its Hyderabad Office coordinates the Cities Farming for the Future program for South and Southeast Asia. Gayathri has a keen interest in wastewater reuse in urban agriculture and has studied the socioeconomic and institutional aspects of wastewater use in urban and periurban agriculture along the Musi River in Hyderabad. Gayathri is implementing a multi-stakeholder process in Hyderabad to integrate urban agriculture into municipal planning.

Henk de Zeeuw is an agricultural sociologist with experience in participatory agricultural research and extension. He is the Head of the Urban Agriculture Unit of the ETC Foundation, The Netherlands. Henk coordinates RUAF (International Network of Resource Centres on Urban Agriculture and Food Security) and its Cities Farming for the Future program.

Event 5. Growing Cities, Growing Food: Unleashing Urban Agriculture

Andres Velez-Guerra is a Colombian national who, before moving to Canada in 2000, worked with the regional environmental authority in the Colombian province of Antioquia, Corantioquia. As an Environmental Consultant, Andres evaluates the impacts of infrastructure development projects. In 2003, he obtained a Master's Degree in Environmental Studies and Urban Planning from York University. While carrying out his Master's Degree, Andres worked with Water and

Wastewater Services, City of Toronto. At IDRC from 2004 to 2005, he conducted two research projects on land-tenure issues in Mali and Sri Lanka. Andres is a Provisional Member of the Canadian Institute of Planners and is a Project Officer with the Federation of Canadian Municipalities, Ottawa.

David Hohenschau is a Research Associate with the Design Centre for Sustainability at the University of British Columbia (UBC), Canada. He is a founding member and Director of Community Studio, a student-run community service project within UBC's Landscape Architecture program. David holds a Master's in Landscape Architecture from UBC and a BSc in Environmental Design from the University of Massachusetts.

Alice Hovorka is an Assistant Professor in Geography at the University of Guelph. She is an expert on urbanization in Southern Africa, with a focus on gender and urban agriculture. Alice has collaborated with the Cities Feeding People Programme Initiative at the International Development Research Centre. She serves on the Gender Advisory Group of the International Resource Centre for Urban Agriculture and Food Security (RUAFF) Foundation. She is collaborating with the Government of Botswana and co-facilitated the launch of the Botswana Policy Initiative on (Peri-) Urban Agriculture in June 2004.

Grace Nabulo is a lecturer in Plant Physiology and Conservation Biology at Makerere University, Kampala. Grace won AGROPOLIS research awards in 2001 and 2003 and holds an MSc in Botany from Makerere University and an MSc in Environmental Science from the University of Nottingham. She is currently a PhD student in Plant Science at the University of Nottingham, supported by the UK Commonwealth Scholarship Commission. Her work focuses on risk assessment of heavy metal contamination in (peri-) urban agriculture. Grace is affiliated with several organizations, including the CGIAR (Consultative Group on International Agricultural Research) Urban Harvest, the Kampala Urban Food Security and Livestock Coordinating Committee, the Women Organizing for Change in Agriculture and Natural Resource Management, the British Soil Science Society, and the Uganda National Association for Community and Occupational Health.

Shannon Pirie is a native of Northern Ontario who attends McGill University, Montreal. She completed her BArch at Carleton University in 2000. After graduation, she relocated to Chicago as a designer and project manager in two architectural firms. She completed her post-professional Masters at McGill University in the summer of 2005, where she studied urban composting initiatives in Montreal as a member of the Minimum Cost Housing Group. She is now pursuing a PhD at l'Université de Montréal. Her main area of study is social housing, with related interests in urban agriculture, material culture, sustainability, and construction methods and materials.

William Rees received his PhD in Population Ecology from the University of Toronto. He has taught at the University of British Columbia's School of Community and Regional Planning (SCARP) since 1969–1970. He founded SCARP's Environment and Resource Planning concentrations, and from 1994 to 1999, he served as Director of the School. William's work focuses on the public policy and planning implications of global environmental trends and on the necessary conditions for sustainable socioeconomic development. Much of his work is in human ecology and ecological economics, where he is best known for his "ecological footprint analysis."

Annex VIII: Thoughts on the Evolution of the UN-Habitat-WUF process

Importance of the Event

World Urban Forums are now the UN system's main regular global event, for its constituency to share, learn and network on urban issues in both North and South. The reach of such Forums has boomed, from approximately 2000 participants in 2002 to over 11,000 in 2006. We can expect the WUF to remain a key global platform to showcase the result of IDRC-supported research, and to expand the Centre's networks in applied urban research for development. The view that the Forums should be convened less frequently was expressed by many participants at UN-Habitat's after-action review in Vancouver.

Inclusiveness

UN Habitat has worked hard to ensure that the WUF continues to attract national government officials, while making room on WUF's official program for stakeholders from other levels of government and from civil society at large. This is a difficult balancing act. The space given to civil society (networking events) has grown considerably from WUF1 to WUF3, and at WUF3 roundtables were held for several groups of stakeholders. As host country for WUF3, Canada actively promoted the participation of multiple stakeholders and minorities on the WUF3 program. We will have to see how much China will do on this front at WUF4, but in the longer-term IDRC can probably expect to see more opportunities for the Centre and its partners in urban research to influence higher orders of the WUF official program.

Influence on agency policy

Given the recent promotion of UN Habitat from a UN centre to a UN program and the high costs WUFs represent for host countries, expectations are growing amongst UN Habitat Country Representatives for WUFs to bear more influence on the agency's policies. The need to monitor the impact of WUF on UN Habitat policy is generating increased debate (as per a Sep06 report from Canada's deputy permanent representative to UN Habitat). Assuming that the Forums will continue to be held, IDRC can expect that there will be more, not less, pressure for the WUF proceedings to be accounted for by the UN Habitat Governing Council (member states), and incorporated into the agency's policy directions.

IDRC's ability to influence UN Habitat policy through its participation in WUF will depend on the entry points the Centre exploits in the WUF process, as well as how IDRC contributes to the positions on UN-Habitat policy taken by Canada and other IDRC partner countries.

IDRC's approach to WUF and its efforts to influence UN Habitat policy should be part of a broader strategy and set of actions. To date, IDRC has raised its profile and built trust with UN Habitat by collaborating on the technical and program levels, particularly in terms of urban agriculture. Through the development of a relationship between IDRC and UN Habitat, the agency has come to appreciate the value of research in policy-setting; conversely, IDRC has come to appreciate the importance of engaging local authorities in effective policy-oriented research. Using WUF2 and 3 to publicize the results of research on urban agriculture carried out in cooperation with local authorities was critical to increasing comfort levels on urban agriculture amongst UN Habitat and its constituents.

The stage is now set for IDRC to engage, if it wishes to, in a higher order collaboration with UN Habitat at WUF4, through participating in activities (such as roundtables) on the official program, which are more likely than networking events to directly inform WUF recommendations to the UN Habitat Governing Council. In order to influence the contents of future WUF reports, IDRC

could also explore the possibility of gaining a seat on the advisory committee for the WUF report.