The 4th Edition of
TEHRAN GOLDEN ADOBE GLOBAL AWARD
Global Award For Top Urban Projects In Commemoration of World Cities Day
2019
www.tehrangoldenadobe.com
The community urbanization process is growing rapidly. Today, more than 60% of the world population lives in cities. This is while the urban population of Iran has grown to more than 70 percent. Urbanization has brought with it opportunities and threats. Today, although the cities have become centers of global transformation and play a leading role in driving contemporary trends and developments and act as the driving force of local, regional and global development, they also face serious societal, economic, cultural, security, social and environmental challenges. The designing and application of effective and efficient policies and programs at the local, national and international levels is necessary to counteract the consequences of urbanization-driven changes in different societies. Accordingly, the international community should strengthen its cooperation in various urban areas and interact with each other on major urban issues such as: urban infrastructure, local governance, urban management, urban services and other vital fields.

The United Nations General Assembly decided in 2013 to designate October 31 as the World Cities Day, starting from 2014. The idea was proposed by the UN economic and investment committee and all UN member states, international organizations, civil societies, and any other stakeholders are urged to observe the day and raise awareness about the World Cities Day, which is coordinated by the UN-Habitat, a UN program aimed at a better urban future. Tehran was the first city to commemorate the World Cities Day. Over the past three years (2014-2016), the ceremony has coincided with the award ceremony of the Tehran Golden Adobe Award, hosted by the Tehran Municipality in collaboration with the United Nations Human Settlements Program and other relevant domestic and international organizations and through active presence of national and local officials.

On October 31, 2014 a special event was held with the participation of the Tehran Office of UN-HABITAT at the presence of local, national and international officials, during which the “Tehran Golden Adobe Global Award” was unveiled as Tehran Glocalization award to promote urban good governance in the world. According to an agreement reached between the Communications and International Affairs Center of Tehran Municipality and UN-HABITAT Representative in Iran on October 31, 2014 for the first time, a joint ceremony was held attended by a number of national and urban officials, heads of international organizations, members of the diplomatic corps in Tehran, university professors, scholars, researchers, students and citizens of Tehran.

Messages from UN Secretary-General Ban Ki-moon and Executive Director of the United Nations Human Settlements Program were read out at the ceremony. During the program, a scientific-specialized meeting was held with the participation of a number of urban managers and university lecturers who presented their views on the theme “better city, better life” and “urban development”. The annual “World Cities Day” is expected to accelerate the move towards promoting the international community’s interests in global urbanization and consolidation of cooperation between countries in using the opportunities and challenges of urban development and sustainable urban development around the world.

Tehran Golden Adobe, Tehran Glocalization Award is a comprehensive, scientific and nonprofit plan that specializes in the field of introduction and support of superior international urban management projects and the exchange of superior urban management practices.

Tehran Golden Adobe is awarded to the best projects and practices in cities, regions and communities throughout the world, and aims at recognizing the importance of local governments and urban management in promoting the social and economic environment and the sustainability of cities and regions and improving the living condition of citizens. Concurrent with the annual “World Cities Day” ceremonies, Tehran Golden Adobe Global Award as the only comprehensive and reference award for urban development and management is handed out by Tehran Mayor to top urban managers and citizens who are most influential on the basis of evaluation of the Jury in implementation of key and sustainable urban development projects.

The importance of such innovations and initiatives in the field of urban development and management, especially in the post - New Urban Agenda, as well as the document on Sustainable Development Goals (SDG), can play an important role in promoting the livability of cities and the citizens’ quality of life. The theme for this year’s Tehran Golden Adobe Award is the creation of “smart, resilient and livable cities for all.”
The world today is passing through a very important historical stage. The evolution of urbanization has led to the emergence of densely populated cities and fabrics. The highest growth in urbanization in the coming decades is related to developing countries. This great transformation is both an opportunity and a very serious threat.

A host of challenges and problems such as the provision of essential services, health and education, welfare and well-being of the urban population, requires sustainable development to devise new plans. These challenges, together with the global climate change issue, have faced local governments with special sensitivities. In the coming years, the emergence and outbreak of new social and political forces in the developing countries will test decentralization and democracy in various ways so that alongside re-urbanization, human settlements, governance and local governments will become more important.

Today the cities have rightly appreciated the effective role of urban communication and diplomacy, interaction and cultural exchanges, two-way transfer of information and practices in urban development and improvement of the quality of citizens’ life. Therefore, they are trying by utilizing and sharing useful practices, to take the course towards urban prosperity and success with more speed and better quality. In this context, developing communities and cities need more interactions and exchanges of this kind.

Our world needs institutions and structures that could classify the useful and valuable practices as well as the needs of human societies at different levels and arrange proper provisions for human spaces. The local government is one of these institutions. Such an institution reflects the rights and capabilities of local institutions in regulating and managing a significant part of public affairs, within the framework of national laws and accepting responsibility in the interests of citizens. With this approach, citizens’ needs in the territorial sphere are of great importance. There is no doubt that the joint participation of all of us, which is nothing beyond smart provision and supply to meet the needs and concerns of our citizens, depends on exchange of information, approaches, ideas and practices at local, regional and international levels more than ever.

My emphasis on exchange of views is about readiness of local governments to prevent and cope with potential crises arising from environmental and human hazards. The mutual benefit of Tehran and other cities of the world from the valuable practices of each other can be the basis of useful expert discussions between domestic and foreign experts. Utilizing the positive practices of societies and civilizations, as well as new approaches clearly demonstrate that local governments need the people’s meaningful participation in all aspects of local development.

Regarding the urban management of Tehran, we too believe that traditional perception about participation will not be able to quell the challenges ahead. We will therefore attempt to institutionalize participation by significantly increasing the conscious presence of the people in the process of urban affairs, even at the lowest levels of management. Participation in the three areas of policymaking, planning and oversight should become a public demand so that the citizens would consider the benefits of development bottom-up materialized.

The future city by enjoying features such as participatory city, creative city, cultural city, vibrant city, compact city, green city, accountable city, and a city in interaction with the international environment, can find spatial crystallization by becoming competitive. The future city in urban-scale performance is an interactive city with a positive approach to global developments which intermingles progress with justice within itself in order for sustainable and all-inclusive development to materialize. The future city with a culture-driven intellectual approach praises the values of the indigenous culture and safeguarding and developing the city inhabitants’ cultural beliefs further institutionalizes education and audacity within the social strata.

Tehran defines its future through positive, constructive, and effective interaction with other cities in the world, and believes that the best way to succeed and reduce challenges is through regional and international cooperation. Hence, the development of such cooperation is on our agenda. In this context, designing the “Golden Adobe Global Award” as the Tehran Glocalization Award is a powerful strategy for the exchange of information and knowledge and for establishment and expansion of a technical cooperation network for the development of infrastructures and enhancement of the resilience of our cities.

Here, as the mayor and on behalf of citizens and urban management of Tehran, I invite all the cities and organizations, institutions and local, national and international companies involved in urban planning, development and management and local governance to maintain an active presence in the call for the “Tehran Golden Adobe Global Award” which will be held this year under the theme of “Smart, Resilient and Livable Cities for All” and play an effective role in improving the quality of life of citizens and strengthening the network of urban cooperation and diplomacy.

I am impatiently waiting to meet and talk with you at “Golden Adobe 2019”, Tehran’s Global Award for top urban projects on November 2, 2019 in Tehran.
The Golden Adobe, the Tehran Global Award for urban management focused on the theme “Cities for All,” and the seven axes of Management and Development are as follows:

**Resiliency, Livability and Sustainable Urban Development**
- Nurturing environmental sustainability and enhancing the city’s livability through the inclusion of sustainable development principles among macro policies and programs; conservation and protection of natural resources and urban ecosystems; expansion of green space; waste management and cleanliness of the city; environmental pollution control; clean and green energy management; full readiness for prevention and management of accidents, hazards, natural and human-induced disasters and crises; improvement of infrastructure resilience, systems and urban living practices

**Public Participation and Urban Socio-Cultural Development**
- Education, empowerment, skills improvement and correcting citizenship behavior, strengthening social communication and interactive networks with citizens and stakeholders; boosting public confidence; promoting citizen participation; strengthening neighborhood, native and religious identity of the city; consolidation of dynamic coherence and integration in the social life of citizens; building and strengthening the spirit of hope, vitality and social happiness; developing moral values and citizenship culture in the path of reforming and promoting citizens’ behavior; facilitating and encouraging creativity and innovation in social life

**Architecture, Urbanism, Cultural Heritage and Urban Regeneration**
- Improving the principles, art and designing techniques and urban constructions; promoting public spaces, urban passages and symbols; integration in policymaking, planning and urban development measures; restoration and improvement of deteriorated textures and revitalization of the identity of buildings, places and urban neighborhoods; beautification and improving the urban environment and landscape; protection of cultural heritage, textures, spaces and the valuable monuments of the city; the application of the principles, art and techniques of Iranian-Islamic architecture in urbanization, construction and urban development

**Smart and Creative Human-Oriented Cities**
- Development of smart and innovative urban infrastructure and services in the areas of education, health, transportation, energy, investment, production, employment, consumption, culture and art, design, architecture and urban development through proper use of modern and advanced technologies, especially ICTs; protecting and supporting cultural diversity and patterns and practices of life; creative and innovative engagement in the city; proper and creative use of capacities and diverse cultural, social, and economic talents of different ethnic groups and different segments of citizenship

**Provision of Resources, Investment, Entrepreneurship, Employment and Urban Economy**
- Entrepreneurship and employment development; income generation and economic empowerment of citizens; development of startups and businesses based on modern, innovative, smart and advanced technologies; increasing economic cooperation and competitiveness of the city; sustainability of the city’s income and resources; development of opportunities for economic and investment participation; good management of urban financial resources

**Development of Infrastructures, Public Transportation and Urban Services**
- Development of urban infrastructures in public transportation, smart transportation and management of parking lots and urban passage network; information and communication; housing; health; education; culture; recreation and tourism; energy; security and safety; essential services and facilities and provision of the basic and vital needs of citizens

**Promoting Local Governance, Planning and Management**
- Designing and implementing efficient urban governance systems based on criteria and indicators of decentralization; deregulation; rule of law; transparency; accountability; foresight; future making; participation; justice orientation; productivity; intelligence; comprehensiveness; veracity and integrity of urban management; urban E-government development; intelligent systems supporting policymaking, planning and decision making; urban observatories; international communications and urban diplomacy;
The gateway to Tehran Golden Adobe Global Award is open to all cities, urban areas and local governments from around the world. They can participate in this award within the framework of the goals and principles of the Tehran Golden Adobe Award.

The city’s top projects and practices must meet the following terms and criteria in order to participate in the contest:

- A project or practice that has been implemented and completed.
- The location of the project or the occurrence of the practice must be inside the city or its suburbs.
- Must have a business or experimental model as cited in one of the pivots of the invitation.
- Must have been implemented directly by the municipalities and local organizations or through their effective participation by private, public or state departments.
- Not more than five years should have passed since the completion or operation of the project.
- For registration in the Call, it must have the approval of the municipality or the executive agency responsible for urban management in each city.

Note:
Although the implemented projects and practices should be approved by the urban management for each city, the jury has the right to evaluate innovative projects and practices conducted by other partners and stakeholders, including the private sector independently of urban management.
Projects and practices submitted for the Golden Adobe Award should comply with the requirements specified in the Award Instructions.

The projects and practices of cities participating in the Call are registered and judged based on three population categories:

- Metropolises and large cities with a population of more than 700,000 thousand
- Medium cities with a population between 200,000 and 700,000 thousand people
- Small cities with less than 200,000 thousand population

Participating cities must introduce a person responsible for exchange of information and assessing the accuracy and validity of the works submitted to the Award Secretariat.

Participating cities should finalize the process of registration and project introduction or urban practice by October 20, by downloading the registration form, completing it, and sending it to the Secretariat by email. Projects and practices will be admitted into Tehran Golden Abode Award that their information is included in special forms (they can download from the Award website) or are registered through the Award website or are sent by post, email or fax to the Secretariat.

The information submitted for projects and practices must be typed in B-Nazanin Persian fonts or in Times New Roman English fonts in size 14. Persian speaking cities participating in the Award can send a copy in English as well (optional). This will help the Secretariat to publicize the work globally and their assessment by the international jury.

Participating cities can send or submit comprehensive information on registered projects and practices in the form of compact discs (DVDs) containing articles, reports, photographs, films, maps, documentation and other items about project introduction and promotion to the Secretariat.

All information and documentation submitted to the Secretariat for the main subjects shall not be returned. The Award Secretariat has the right to publicize the projects and practices participating in the Award in line with promotion and education in the field of urban management.
In the first stage, all registered projects are divided into three groups: metropolises and big cities, medium-sized cities, and small cities. Then the Award technical jury will examine and judge the works in seven areas by applying special assessment methods and models. Then by computing and ranking through the average scores given by the jury a shortlist containing a maximum of 3 projects or urban practices (one project or urban practice in each group of cities) in each axis (up to a total of 21 projects or urban practices) will be selected and introduced.

Out of the projects that find their way into the final stage in each area, one urban management project or practice is chosen and introduced as the top project or practice of the year through deliberation and consensus of the jury.

Meantime, all the projects and practices participating in the Call will receive certificate of participation in the Award, and all the projects that have been shortlisted (final stage) will receive plaque of honor.

To the final winners (maximum one project or urban practice in each axis), in addition to the certificate of participation and plaque of honor, a Tehran Golden Adobe statue will be awarded by the Mayor of Tehran and the honorary chairman of the Award.

On the sideline section of the Award, three top works selected by the panel of judges of this section will receive plaque of honor and the Tehran Golden Adobe statue.
Eligible projects or practices are evaluated according to the following main and equal weight criteria. The assessment team needs documentary evidences to reach the right decision.

**Comprehensiveness and Accessibility:**
Creating opportunities that are fair, comprehensive and accessible to all segments of the citizenry (A City for All)

**Sustainability:**
Attention to the conservation and protection of natural resources and urban ecosystems, biodiversity; prevention, immunization, intelligent resistance and adaptability to threats, harms and natural and manmade crises

**Resilience:**
Urban livability, the citizens’ practices of the quality of life in the city, the feeling of pleasure and satisfaction of citizens from life in the city, the social feeling and the sense of belonging to the city, the right of citizens to the city, infrastructures, suitable resources and services for citizens’ lives, livelihood tools, dialogue and mutual valuation among citizens

**Creativity and Innovation:**
Initiative, creativity and projects and practices being innovative

**Productivity:**
Employing and exploiting human, financial, natural, energy, information and time resources in an efficient and economical manner.

**Repeatability:**
Ability to be generalized and repeatable in other cities by preserving the identity and indigenous and environmental conditions of each city

**Necessity and Importance:**
The importance of projects or practices in addressing actual and public concerns of citizens

**Universalism:**
Attention to international communication and the application of global thought strategy to take advantage of opportunities and to stay safe from threats and harms of globalization

**Localism:**
Reliance on internal capacities, native and local culture and identity of cities and citizens

**Smartness:**
Clever use of information and communication resources and technologies in urban development planning and governance

**Transparency:**
Creating free flow of information and transparent and accessible systems and processes, and recognizing the role of oversight and social control of citizens, NGOs and media in urban governance and development

**Participatory:**
Informing, raising awareness and empowering citizens. Attention to responsibility, creating a sense of solidarity, mental and emotional involvement and feeling of belonging
Simultaneously with October 31, World Cities Day, shortlisted projects and practices (up to three projects or practices per axis), as well as final projects or practices of the year (maximum one project or practice in each axis) are introduced and awarded through the statement of the jury (technical and final).

All the projects or practices registered in the Call will receive certificate of participation. Shortlisted projects or practices in addition to certificate of participation will receive plaque of honor. Final projects and practices of the year, in addition to receiving certificate of participation and plaque of honor, will receive the Award statue, along with other valuable awards, from the Mayor of Tehran as the honorary chairman of the Award.

Awards for the best final projects will be donated by the Mayor of Tehran (honorary chairman of the Award) in the presence of local and foreign officials. Shortlisted projects or practices in addition to certificate of participation will receive plaque of honor. Final projects and practices of the year, in addition to receiving certificate of participation and plaque of honor, will receive the Award statue, along with other valuable awards, from the Mayor of Tehran as the honorary chairman of the Award.

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Side Events:

Exhibition on Best Urban Projects and Practices:

Coincident with the 4th Tehran Golden Abode Global Award and the award giving ceremonies, an exhibition has been set up to showcase photographs, films, replicas, project documentations, works, technologies and top-notch urban practices.

Unveiling of Tehran Sister Cities Symbol:

Coincident with the 4th Tehran Golden Abode Global Award, the First Tehran Sister and Friend Cities Festival will launch through Unveiling of Tehran Sister Cities Symbol.

Planning and organizing the activities of the Tehran Golden Abode Global Award will be based on the following structure:

Mayor of Tehran as the Founder and Honorary Chairman of the Award

Award Policy Council comprising a number of mayors, officials, pundits and domestic and international experts

Award Advisory Group

Award panel of jury and judges (including technical and final stage jury and evaluators from inside and outside the country)

Award Secretariat (Secretary General and Staff)

Plans, activities and reports of the Policymaking Council, the Scientific Panel and Advisers, the Secretary-General and Secretariat staff are in relation to the policymaking, planning, organization, coordination, implementation and monitoring of the processes for the promotion of the Tehran Golden Abode Global Award and they have no right to intervene and influence the process of evaluating and judging projects and practices forwarded to the Secretariat and should not manipulate the results.

Missions and Commitments of the Secretariat of the Tehran Golden Abode Global Award:

- Publicity and introduction of the Tehran Golden Abode Global Award at the local, national and international levels
- Efforts to develop and enhance the quality and excellence of the Tehran Golden Abode Global Award
- Examination and presentation of an appropriate theoretical framework for international urban management
- Collective efforts to promote innovation and development for world cities
- Attracting and providing scientific and intellectual support for good urban management in the world
- Education, counseling, research and publishing in the field of international urban management and urban diplomacy
- Holding specialized conferences and meetings in the field of international urban management;
Individuals, groups and specialized organizations in various areas of urban management can collaborate in different ways with the Tehran Golden Adobe Global Award:

- Mayors and municipal and local authorities
- Specialists and expert groups active in the field of urban management
- Universities and institutes and centers of science, research and education
- Organizations, companies, contractors, business owners and private sector activists in the field of urban development and management
- Professors and students of different levels of higher education in related fields
- Related NGOs
Contact Us

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