

## **The +30 Network**

---

*The +30 Network is a peer learning Network of cities engaged in long-term planning for sustainability. The Network was launched at an inaugural conference and professional development seminar at the University of British Columbia in March 2004. As of the publication of this newsletter, 15 cities are members of the Network:*

- Adelaide, Australia
- Bucharest, Romania
- Calgary, Canada
- Curitiba, Brazil
- Dakar, Senegal
- Dar es Salaam, Tanzania
- Edmonton, Canada
- eThekweni (Durban), South Africa
- Matamoros, Mexico
- Porto Alegre, Brazil
- Salvador, Brazil
- San José, Costa Rica
- Ulaanbaatar, Mongolia
- The Greater Vancouver Regional District, Canada
- Whistler, Canada

This newsletter is intended to update members of the Network and the wider public on Network events and activities, website features, and sustainability highlights of member cities.

## **Current Events**

---

*The +30 Network held its fourth web dialogue in July 2005 on Housing and Green Buildings. This dialogue session was guest facilitated David Rousseau and Gwendolyn Hallsmith.*

Some highlights included:

- The challenges encountered in Durban when rapid residential construction was allowed to dictate urban form and the importance of clear communications with a city's citizens when difficult decisions need to be taken.

- Adelaide's innovative approaches to affordable housing and green design. Adelaide responded to David's request for information on housing trusts and described the work the South Australia Housing Trust has been doing in Adelaide, and how it has begun to incorporate sustainability principles in its work to provide affordable housing. Also addressed are Adelaide's rental housing program, land banking, and new developments showcasing green building practices for residential buildings.
- Gwendolyn Hallsmith sums up her impressions from the work her organization *Global Community Initiatives* has done in North America and Africa on housing and states that "Adequate housing should be a human right. Not a market commodity, not a form of deliberate impoverishment" and asked the members what innovative ideas they have about how to change our housing systems so that basic needs are met in ways that are affordable and that provide quality housing.
- David Rousseau, challenges the misconception that green buildings are always more expensive than conventionally-built ones and are therefore not appropriate for affordable housing.

*President and CEO, Nola Kate Seymoar and Director of Programs, Jane McRae visited Halifax, Nova Scotia and Saint John, New Brunswick July 6 – 13, 2005. They attended a dinner meeting of the Prime Minister's External Advisory Committee on Cities, lead by Mike Harcourt. Dr. Seymoar and Ms. McRae also met with the Mayors and staff in Halifax and Saint John to invite their participation in the +30 Network.*

*Nola Kate Seymoar traveled to Niagara, Ontario July 15, 2005 to present the +30*

*Network* to the city planners. The Niagara Region includes 12 municipalities.

*Nola Kate Seymoar* met with the Mayor of Kelowna, BC to discuss the involvement of the Okanagan Region in the +30 *Network*. The Okanagan Region includes 10 municipalities.

Detailed discussions are currently underway in the above mentioned cities.

## **Sustainability Highlight**

### **"Active Adelaide"**

**by Emmy Sampson**

*Adelaide, capital city of South Australia, wants to be recognized internationally as a Green City by 2010. Although led by a small project team, this goal is supported by a broad section of the population including the Capital City Committee Adelaide (CCC). The CCC is a legislated collaboration between the Adelaide City Council and the South Australian Government that ensures consensus on and implementation of priorities for the city of Adelaide. Towards this end, the Adelaide Green City Program is presently involved in major strategic initiatives, including the development of a zero greenhouse gas emissions strategy and the development of a wastewater reuse scheme. Just as important as these ambitious environmental changes to the long-term resiliency of a city, are the changes the general population makes to their personal habits. This sustainability highlight focuses on habit change through the case study of "Active Adelaide," a pilot project of Green City Adelaide that aims to promote cycling as a mode of transportation in the city. Active Adelaide was initiated at a one day workshop that was attended by forty people from across State and local government.*

*Consequently, implementation and delivery of the program was achieved*

*through a multi sector partnership between Adelaide Green City, Bicycle SA, which is a not-for-profit organization, the State Government, Adelaide City Council, and a number of private bicycle businesses.*

*The Active Adelaide pilot project sought to encourage and support Adelaide central business district (CBD) employees to cycle to and from work. In March 2005, after reviewing 900 responses to a survey, 70 people were selected to participate on the basis that they were generally more sedentary, did minimal exercise per week, and regularly drove their cars to work. Incentives for participation included discounted prices on new bikes, free Cycle Safe workshops, access to end of trip facilities including showers and secure bicycle parking (as it turned out, these facilities were often located too far from participant's work places), a Green City cycling jersey, and a Shimano trip computer.*



*Participants in Active Adelaide commute to work by bicycle.*

*During a three-month period, participant logbooks indicated a significant change in average mode share of travel to work, with car use dropping from 83% to 46% and bicycle use increasing from 2% to 32% of work trips. An evaluation of the program by participants found that 89% of respondents reported that their*

cycling skills and confidence had increased as a result of Active Adelaide. There are many factors in this cycling program that bode well for its success in the longer term. The two most prevalent motives reported for continuing to cycle were health and a lower-greenhouse emitting lifestyle. By combining travel and exercise, this could result in better time management and (theoretically) more leisure time. The city is attempting to further bolster interest in cycling through initiatives such as the 'Tour Down Under' race and a free bicycle scheme whereby anyone with valid ID can exchange his or her ID for the use of a bike for two hours. In order to better understand travel habits, a study is being conducted with those who were not chosen to participate in the program. Further research may ensue as many of the participants of Active Adelaide expressed interest in a follow-up study to determine the durability of the results. The large number of survey respondents provides the Green City team with the ammunition to influence Chief Executives of Government departments to implement cycle friendly initiatives for their employees.

The participation of multiple sectors of the population, both directly and indirectly, seems to be a large factor in the success of the Active Adelaide project. The importance of this participation echoed the insights of Mr. Sogen Moodley from Durban who gave a case study on eThekweni's strategic plan at the +30 Network workshop in Dakar (March 2005). He stressed that the recognition of the need for change by the general population drives many initiatives. In his case study, he explained how when this recognition is embraced, the process of change does not belong to the urban planners or other champions of a project but belongs to all stakeholders. This increases the sustainability and durability of the initiative and also indicates a strong need for an "overarching city strategy." Mr. Moodley also stressed the importance of small steps that help a

city to move toward sustainability. Active Adelaide is one of these small steps to be celebrated for its contribution to the city's overarching grand goal to be recognized as a Green City by 2010.

Thanks to contributors:

- Alison Dwyer, Project Manager of Green City, Capital City Committee Adelaide
- Julia Winefield, Project Manager, Bicycle SA
- Trevor Cooke, participant and Assistant Director Property Council of Australia

[www.activeadelaide.com.au](http://www.activeadelaide.com.au)

***We would like to highlight a best practice urban sustainability initiative in each of the Network's cities. Please contact Samantha Anderson [sjanderson@icsc.ca](mailto:sjanderson@icsc.ca) 604-666-5505 with suggestions for future sustainability highlights.***

## **Web Features**

*There have been many additions to the +30 Network Resource Library. Three submissions we would like to highlight are:*

In Housing:

- *Improving the Lives of Slum Dwellers*, UN Millennium Project Task Force
- *Understanding Urban Poverty: What the Poverty Reduction Strategy Papers Tell Us*, Diana Miltin, International Institute of Environment and Development

In Communications:

- *Imagine Calgary Movie Stars Presentation*, a great example of how to creatively communicate the work of your long-term planning team

## Organizational Structure

---

### The Partners

The +30 Network Partners serve as the management committee for the Network, sit on the selection committee and on the International Panel of Advisors. They are:

- The International Centre for Sustainable Cities (ICSC)
- ICLEI – Local Governments for Sustainability (ICLEI)
- The Greater Vancouver Regional District (GVRD), and
- The University of British Columbia's Design Centre for Sustainability

### Key Secretariat Personnel

The International Centre for Sustainable Cities (ICSC), a non-government organization based in Vancouver, Canada is the secretariat of the +30 Network. For more information on ICSC, please visit our website at [www.icsc.ca](http://www.icsc.ca).

**Dr. Nola-Kate Seymoar**, President and CEO of the ICSC, Chair, Management Committee, International Panel of Advisors

**Jane McRae**, Director of Programs

**Samantha Anderson**, Communications Manager and Web Administrator

**Alison Ritchie**, City Liaison

## International Panel of Advisors

---

### Co-Chairs:

**Mike Harcourt**, Chair, Government of Canada External Advisory Committee on Cities and Communities, Canada

**Liz Dowdeswell**, President, Nuclear Waste Management Organization, Canada, former Executive Director, United Nations Environment Program

### Network Partner Representatives:

**Konrad Otto-Zimmermann**, ICLEI-Local Governments for Sustainability (ICLEI)

**Johnny Carline**, Greater Vancouver Regional District (GVRD)

**Nola-Kate Seymoar**, International Centre for Sustainable Cities (ICSC)

**Elisa Campbell**, University of British Columbia (UBC)

### Affiliates:

**Heather Schoemaker**, Industry Canada

### Members:

**Alan Artibise**, Divisional Dean, Arizona State University, USA

**Sengul Ackar**, President, Foundation of Support for Women's Work, Turkey

**Jeb Brugmann**, President, Globalegacy International Ltd., Canada

**Ken Cameron**, CEO, Homeowner Protection Office, Canada

**Gwynne Dyer**, Journalist, England

**Gwendolyn Hallsmith**, President, Global Community Initiatives, USA

**Prema Gopalan**, Executive Director, Syawam Sikshan Prayog, India

**Sir Peter Hall**, Professor of Planning, University College of London, England

**Hazel Henderson**, Evolutionary Economist and Author, USA

**Jeff Kenworthy**, Associate Professor, Institute for Sustainability and Technology Policy, Murdoch University, Australia

**Ashok Koshla**, President, Development Alternatives, India

**Karl - Henrik Robèrt**, Founder The Natural Step, Sweden

**Alice Soulek**, President, Back Stop Light Reflector, LLC and Alice B. Soulek, LLC, USA

**Nicholas You**, Coordinator Best Practices and Local Leadership UN Habitat, Kenya

## Contact Us

---

For further information about the +30 Network: Planning for Long-term Urban Sustainability please visit the website at [www.plus30network.ca](http://www.plus30network.ca) or contact:

Jane McRae,  
Program Director +30 Network,  
International Centre Sustainable Cities  
Tel: 1 604 666 2614  
Fax: 1 604 666 0009  
[jcmcrae@icsc.ca](mailto:jcmcrae@icsc.ca)