

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, 11 cities are members of the Network:

- Calgary, Canada
- Curitiba, Brazil
- Dakar, Senegal
- Dar es Salaam, Tanzania
- Edmonton, Canada
- Matamoros, Mexico
- Olympia, USA
- Porto Alegre, Brazil
- Salvador, Brazil
- San Jose, Costa Rica
- The Greater Vancouver Regional District, Canada.

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

The Partners

The +30 Network Partners serve as the management committee for the Network, serve 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)
- 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.

Dr. Nola-Kate Seymoar, President and CEO of the International Centre for Sustainable Cities, Member of the International Panel of Advisors

Jane McRae, Director of Programs, +30 Network

Alison Ritchie, City Liaison, +30 Network

Samantha Anderson, Communications Manager and Web Administrator, +30 Network

International Panel of Advisors

Co-Chairs:

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

Liz Dowdeswell, President, Nuclear Waste Management Organization, Canada

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)

Mike Harcourt, University of British Columbia (UBC)

Affiliates:

Heather Schoemaker, Industry Canada

Members:

Alan Artibise, Divisional Dean College Liberal Arts and Science Arizona State University, USA

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

Jeb Bruggmann, President Globalegacy International Ltd., Canada

Ken Cameron, CEO Homeowner Protection Office, Canada

Gwynne Dyer, Independent Journalist, England

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,

Andrzej Kassenberg, President Institute of Sustainable Development, Poland

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

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

Housing, the Honourable Joe Fontana. The cities that participated in the ceremony were: Calgary, Canada; Dar Es Salaam, Tanzania; Olympia, USA; Porto Alegre, Brazil; Salvador, Brazil; and the Greater Vancouver Regional District, Canada.

Samantha Anderson (+30 Network Communications Manager) participated in Industry Canada's Sustainable Cities Initiative (SCI) **Roadmap Mission to Bucharest**, Romania, September 28-30. The purpose of this trip was to introduce the +30 Network to the municipal government. Director of Programs Jane McRae joined SCI's **Technical Mission to Durban**, South Africa, at the beginning of November, to formalise Durban's participation in the Network. While there, Jane participated in the Durban's city steering committee meetings and work sessions. She also presented *the +30 Network* at the South African City Network session on HIV/AIDS.

Current Events

On September 15, 2004, at the **World Urban Forum**, in **Barcelona**, Spain, the +30 Network partnership between the International Centre for Sustainable Cities, ICLEI-Local Governments for Sustainability, the Greater Vancouver Regional District, and the University of British Columbia was formalised in a signing ceremony convened by Industry Canada and hosted by the Honourable Stephen Owen, Minister of Western Economic Diversification (WD) and Minister of State (Sport) for Canada.

The +30 Network also held a three-hour Networking Session on September 16 as part of the World Urban Forum program. Chaired and facilitated by ICLEI's Secretary-General, Konrad Otto-Zimmermann, about 100 attendees participated in a dialogue on various aspects of long term planning for sustainability - from practical experience to challenges facing cities wanting to develop long term plans. A signing ceremony was held with member cities present at the session. The signing ceremony was presided over by Canada's Minister of Labour and

Sustainability Highlights

A Sustainable Approach to Water Conservation in Matamoros, Mexico

The city of Matamoros, in the state of Tamaulipas, Mexico, recently made a commitment to urban sustainability by becoming one of the founding members of the +30 Network. Matamoros has already had considerable success applying sustainability principles in its municipal programs, particularly in the field of water management.

With a growing population of approximately 450,000, water management is a primary area of concern for city officials. The city receives 100% of its water from the Rio Bravo, which has run dry three times in recent memory. The health, social and environmental concerns are obvious; lack of water has also been cited as a factor in limiting economic expansion in

the city where Mexico's first maquiladoras, the foreign-owned factories of the border regions, opened in the 1960's.

In response to Matamoros' water crisis, the city's water and sewage utility (the Junta de Agua y Drenaje or JAD) launched a conservation program entitled "A New Culture for Water Use and Conservation" on September 19, 1999. Aside from hard infrastructure, this is Matamoros' largest and most comprehensive public project.

In conjunction with the Education Department, the JAD has worked extensively to educate Matamoros' children about water and water conservation in the city. It promotes conservation through school contests, theatre performances, books, murals, cartoons and singing contests. The JAD visits each school in the city once a term to explain about water conservation and pollution, distribute educational material and enroll students as "water detectives". These students are issued a detective badge and inform the utility about leaks, water wastage and polluting of water sources in their neighbourhoods. They document their findings with photographs. If a business or individual is cited three times, they will be fined by the JAD. The JAD follows up on complaints through fixing leaks, educational visits, and citations. The program has reached 97,000 children. The JAD also holds an annual contest whereby the water detective who has issued the most citations becomes director general of the JAD for a day. In 2003, Wendy Lizbeth Vargas Padron won with 1152 citations.

Being a water detective is not without its dangers. One outstanding detective, Marco Mauricio, not only won the contest for doing the most to promote water conservation in his neighbourhood, an area where water was particularly scarce, but also had to outrun a dog one

woman set on him after he cited her for the third time for washing down the sidewalk outside her house. After she was fined for wasting water, she complained to the JAD, who were able to convince her of the need to conserve water. She then visited Mark's father to praise Mark for his efforts.

In 1999, the program targeted pupils from preschool to grade 6; now the program has expanded to include high school and college students. The program uses cartoon characters to introduce the concept of water conservation to elementary school students: Super Gótico, the hero water drop who conserves water, a little boy named Quique who helps Super Gótico with his work and represents the water detectives of Matamoros, and the villain, Don Gastón Aguado, who wastes water at any opportunity. The JAD plans to expand "A New Culture for Water Use and Conservation" to factories and workplaces.



Super Gótico and children in Matamoros

Eight to ten times a year, the JAD, with the help of its water detectives, form Brigadas de Impacto, teams which descend on the downtown area and shopping malls to promote water conservation. They dress as Super Gótico, hand out brochures and talk to citizens about water conservation and pollution abatement. The JAD also takes advantage of various festivals and

parades held in the city to communicate its message.

In addition to the conservation program, the city instituted metering in 2003. Approximately one third of the city is now metered. Salvador Trevino, General Manager of the JAD, cites both metering and the conservation program as key factors in the significant drop in water use over the last year. In 2004, the utility had to buy 18% less water than in 2003 over the same time period.

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 604-666-5505 with suggestions for future sustainability highlights.

Web Features

Resource Library

The website is one of the most important resources for the Network Members, and web-based discussions are the main form of communication between Members outside of face-to-face meetings every two years. The website has many resources, one of which will be featured in each newsletter.

The Resource Library is restricted to members only. It can be accessed through the icon "Resource Library" on the left-hand content bar displayed after logging in to the site. It is located in the yellow block titled "Your Resources".

The Resource Library currently contains 6 categories, which one can browse or search by keyword. At the moment, most items in the library are brief descriptions and web links, with the exception of the paper prepared by the Secretariat to introduce a variety of planning tools and frameworks entitled: *Planning for Long-term Urban Sustainability: A Guide to Frameworks*

and Tools. Members are encouraged to contribute to the Resource Library. This can be done by clicking on "Add New" located under the title "Resource Library" on the Library home page. We do ask that the brief description include key words, as the search engine locates these during a key word search of the library items. If the item is a weblink, please supply the correct and up to date url (web address) in the space provided. If the item is located on a personal computer such as a word document or PDF file, this can be uploaded and added as a publication by clicking on the "browse" icon. Although members can add new authors, new categories cannot be added. In order to add a new category, please contact the web administrator at webadmin@icsc.ca. The current categories are fairly self-evident with the exception of 'Communications'. This category will function as a depository for resources that can be used by Network Members for presentations on the Network or on Long-term Planning. For example, one of the items in this category is a power point presentation that Alice Soulek of Olympia, Washington used to present to her city council and other groups on long-term planning. Of course, the presentation is specific to Olympia, but these resources will provide other Members with ideas they can tailor for their specific purpose. We hope that Members will contribute to the Resource Library to create comprehensive and extensive resource.

Contact Us

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