

Cities Alliance

European Presence: Options for Consideration

The EXCO asked the secretariat to prepare costed options for a possible presence of the Cities Alliance in Europe. Three viable options have been developed in context of the proposed WP and Financing Plan for FY10-FY12, presented below.

One or more could be implemented as part of the medium-term plans (depending on budget window and tradeoffs). There are also other viable options.

OPTION 1.

Add a CA secretariat regional staff person to be based in Europe, hosted by a CA member organization.

a. TOR would be approx. 2/3 time for secretariat Programme Operations and 1/3 for Partnership Operations.

➤ Programme Operations

Main tasks would be for communications & advocacy team/WP, with initial priorities to identify, develop and strengthen linkages with a wide range of existing and potential partners for CA knowledge dissemination and communications/advocacy initiatives. This would include multi-lateral, bilateral, LGAs, professional associations, institutes, and universities. It might include support to staging occasional small-scale CA events/forums in the region.

The staff member would provide support to Country Operations and Knowledge & Learning teams to help improve coherence of effort from European-based organization in CA country-level operations, and linking in new value-added partners.

➤ Partnership Operations

Main tasks would be to support Programme Manager in member relations, outreach and other aspects of Partnership Operations work programme. This would include assistance in setting up and following up on Manager visits to European members and partners, and engagement in international forums in the region.

b. Staff/consultant appointment (local hire, GF level) for initial two years. Estimated budget (assuming strong Euro) including office/admin and travel costs is approx. \$200,000 to 240,000 per year.

c. An alternative implementation arrangement would be to provide funding to a CA member/partner to take on this staff position and TOR, with softer linkages to CA day-to-day operations.

OPTION 2.

Develop a joint WP initiative/campaign with one or more CA members/partners for a set of communications/advocacy activities in Europe during FY11-FY12.

- a. The WP could include 2 or 3 Cities Alliance “summits” or other prominent events to promote the strategies and programmes of CA members, the key messages in chapter 1 of CA 10 year anniversary annual report, etc, targeted at European opinion makers, development agencies and/or private sector/civil society.
- b. Eminent experts from a CA Advocacy Panel could be drawn upon to help design and lead the events.
- c. Estimated budget of \$300,000-\$350,000.

OPTION 3.

Put out to tender a contract for a 18-24 month programme to promote key CA messages in European markets, and to improve attitudes and attention on city/urban/slum issues.

- a. Aim tender at companies specialized in promoting public interest messages. The strategy would be to see what bright ideas that communications/advocacy specialists might have for advancing CA causes.
- b. CA secretariat or WB could administer contract under Bank procurement, but EXCO could be involved in tendering and selection.
- c. Estimated budget of \$250,000-\$350,000.

ANALYSIS

All three options have potential to add value to CA work programme. If there is adequate budget and CA secretariat capacity to administer, all three could be implemented over the next few years. A total of \$600,000 was included in the draft FY10-FY12 WP and financing plan, of which \$150,000 has already been committed (Places We Live exhibit, for World Habitat Day 2009).

The secretariat recommends deferring decisions on the advocacy plans and European presence until after getting these inputs during the 20 January PPF discussion on the updated MTS and repositioned CA business model.

Note: The secretariat has invited a leading communications expert to the Mumbai CG meetings to help facilitate CA discussions on communications and advocacy – Mr. Cemil Giray Alyanak, President of Mondofragilis Group. Mr. Alyanak will bring valuable perspective on these options, as well as new ideas and connections with a wide range of networks.