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**Istanbul Environment Friendly City Award: Nomination and Selection Process for the First Edition (2017)**

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## **Introduction**

Through Decision IG.22/19 adopted at COP 19 (Athens, Greece, February 2016), the Contracting Parties to the Barcelona Convention decided to establish the Environment Friendly City Award to be conferred to Mediterranean coastal cities, and name it the “Istanbul Environment Friendly City Award”. The Annex of Decision IG.22/19 contains the main elements of the Award, based on the outcome of a dedicated workshop held in Ankara, Turkey, on 25-26 May 2015.

The following text further elaborates on the process of nomination and selection of the award for the 2016-2017 biennium, while the Application Form (Appendix of the present document) is based on the annotations to the proposed categories listed in the Annex of Decision IG.22/19. For the purpose of finalizing the nomination and selection process and criteria, a Task Force was created, composed of representatives from the RACs and MED POL, led by the Coordinating Unit.

As the launching of the Award is a complex undertaking and the timeline for preparing and granting the first edition of the Award is very tight, the full process described in the nomination and selection process paper can not be followed. The first edition of the Award will be a pilot one, i.e. based on the experience and the lessons learnt from this first edition the relevant process and criteria may be revised as appropriate for future editions.

## **Definition**

The Istanbul Environment Friendly City Award aims to recognize and reward the efforts of local authorities to improve the environment and the quality of life and promote sustainable development in Mediterranean coastal towns and cities. It also aims to encourage local authorities to move towards a more environment friendly future and enable them to act as a role-model to inspire other towns and cities.

By definition, a sustainable coastal city is: “*A coastal city in harmony with the sea, utilizing its resources efficiently, equitably and sustainably, reducing its impact on marine and coastal environment and climate change, and managing the environment for the benefit of current and future generations*”. Therefore, an environment friendly city is a coastal city in which people enjoy a high quality of life and where sustainable development takes place within the carrying capacity of healthy ecosystems.

## **Objectives**

- \* recognize and reward the efforts of local authorities to improve the environment and quality of life and promote sustainable development in Mediterranean Coastal towns and cities.
- \* encourage local authorities to move towards a more environment friendly future
- \* enable local authorities to act a role model to inspire other towns and cities
- \* raise the awareness of the general public regarding the quality of environment and therefore the quality of life in their towns and cities

## **Application process**

The call for application will be opened on 15 May 2017 for 30 days, until 15 June 2017, and Mediterranean coastal cities will be invited to apply. The call for submissions will be launched by a news brief and a letter signed by the President of the Bureau and the Coordinator of UN Environment/MAP, and addressed to MAP focal points and MCSD members, inviting them to disseminate it to coastal cities.

Applications should be submitted by the local authority of a Mediterranean coastal town or city of a Contracting Party of the Barcelona Convention, in English. An application form and explanatory paper will be downloadable online on MAP and RACs websites. The application can either be signed by the mayor (or his delegate) or be accompanied with a mayoral declaration).

The Coordinating unit of the UN Environment/MAP will be in charge of receiving applications. A specific email address will be set for the purpose.

### **Eligibility criteria**

- Both small towns and metropolitan cities are eligible to apply.
- It is encouraged to develop partnerships with NGOs, scientific community, private sector or other stakeholders for the submission.

### **Evaluation**

The evaluation will be undertaken through the criteria/annotations proposed in the Annex of Decision IG.22/19, defined under four main categories:

1. Nature and Biodiversity Protection
2. Built Environment
3. Social, Economic and Cultural Sustainability
4. Governance

For this purpose an application form has been developed, as in Appendix of the present document. The application has two main parts. The first part is comprised by open questions, in order for the local authorities to introduce their case. The second part consists of specific questions/criteria based on the four main categories noted above and the annotations listed under each of these categories in the Annex of Decision IG.22/19.

In addition to the proposed criteria, the historical perspective of the candidate city will also be considered. The improvements observed in the city are very important regarding the city's efforts towards sustainability, the progress achieved as compared with its past, as well as the city's efforts and perspectives for further future improvement. Improvement achieved will be a benchmark criterion. The evaluation of the historical perspective and progress of each candidate city will be presented in a narrative form. For this first edition of the Award, equal weight will be granted to each of the four main categories.

### **Nomination and selection process**

The application form, prepared on the basis of the criteria presented in the Annex of Decision IG.22/19 as further elaborated by the Task Force, is attached as Appendix to this document. Questions are allowed before submission. A helpdesk will be established by Plan Bleu when the call of submissions is launched, so possible candidate cities are able to further inquire about the award through the helpdesk.

The selection will be carried out in three steps, with the involvement of the following three bodies:

- i. Secretariat: UNEP/MAP Coordinating Unit
- ii. Technical Committee: the committee should be formed no later than the 30<sup>th</sup> of May, and composed of the Task Force supported by 3 independent eminent experts.
- iii. The experts will be selected by the Secretariat, taking into consideration their different backgrounds and experience, in relation to the scope of the award and the four main categories of evaluation criteria noted above. The MCSD Steering Committee will be invited to approve the selection of the 3 experts
- iv. Jury: The Bureau members and the President of the MCSD Steering Committee

The selection steps will be:

#### ***First step:***

##### *Initial screening*



**Proposed indicative budget (44,000 Euro)**

<i>Description</i>	<i>Budget allocated in Euro</i>
Graphic identity/slogan & promotion/dissemination actions of award scheme + Award + Electronic voting + Ceremony	<b>18000</b>
Cost of participation of the Mayor or representative in the Award ceremony	1,000
<b>Helpdesk</b>	
P2 for 5 months (5000 USD/month)	25000
<b>Total</b>	<b>44000</b>

## **Communication Plan for Istanbul Environment Friendly City Award**

### **Background**

The 19th Meeting of the Contracting Parties to the Barcelona Convention and its Protocols adopted decision IG 22/19 and decided: “to establish the Environment Friendly City Award to be conferred to Mediterranean Coastal cities, and name it the Istanbul Environment Friendly City Award”.

A sustainable coastal city is “A coastal city in harmony with the sea, utilizing its resources efficiently, equitably and sustainably, reducing its impact on marine and coastal environment and climate change, and managing the environment for the benefit of current and future generations”. Therefore, an environment friendly city is a coastal city in which people enjoy a high quality of life and where sustainable development takes place within the carrying capacity of healthy ecosystems.

Applications will be received from local authorities from a Mediterranean coastal town or city of a Contracting Party to the Barcelona Convention and its Protocols (83eme bureau meeting decision)

The first edition of the Award will be conferred on COP 20 (17-20 December 2017).

Launching of the Award – Expression of interest from Mediterranean coastal cities’ authorities

Date: April 2017

Place/by whom: News brief through the UN Environment/MAP Secretariat, RACs websites as well as by a letter signed by the President of the Bureau and the UNEP/MAP Coordinator

### **Objectives**

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### **Responsibilities**

The communication plan was approved by the Task Force working on the award, namely UN Environment/MAP and its Components (RACs and MEDPOL).

Communication and awareness raising activities will be undertaken by the UN Environment/MAP Secretariat and MAP Components as well as by the Contracting Parties to the Barcelona Convention.

### **Target audience**

The plan targets the Mediterranean public in general, as well as local authorities of potential applicant cities.

Contracting Parties will be kept abreast of the progress of the award through different dissemination channels.

Contracting Parties and possible applicant cities are encouraged to organize related events to announce their application to the award to their citizens with their available resources, while ensuring visibility for UN Environment/MAP.

Note: The use of UN Environment/MAP logo by participating local authorities should be with the prior approval of the Secretariat. All UN Environment/MAP branded communication material prepared should be approved by the Secretariat before making it public.

### **Dissemination Channels**

- Information contact points at Ministries in charge of environmental issues of the Contracting Parties (list prepared by UN Environment/MAP Information Office for COP 19).

- Websites: UNEP/MAP, RACs and UNEP as well as websites of ministries competent on environmental issues in the Contracting Parties. A special page for the award will be created on UN Environment/MAP website. All RACs websites will link to it
- Newsletters (DEPI, UN Environment in Europe, RACs,...)
- Media (local, national, regional, Mediterranean network)
- EU Neighborhood Info Centre and relevant EU funded projects (SCP/RAC can provide a list)
- Key Mediterranean intergovernmental institutions, not-for-profits, etc. (e.g. UfM, ASCAME)
- Social Media (for example MedPartnership, SCP/RAC and SwitchMed accounts as well as personal accounts)
- Testimonials including participating / winning local authorities
- NGOs officially accredited as MAP Partners
- UN Environment/MAP and Components Focal Points, MCSM members (especially MEDcities)

Based on the above, a dissemination list will be prepared with the contribution of all Task Force members.

### **Material to be prepared**

#### a) Logo

The logo should reflect the scope/vision of the award. The logo should not be changed every biennium, to keep the identity. Winning cities will have the right to use the logo and tag line of the award provided the biennium during which they won the award.

#### b) Tag line/slogan

The tag line/slogan will be inscribed on the honorary board that the winning city will receive, and it can be used together with the logo, mentioning the biennium when it was awarded as noted above.

#### c) Leaflet (time permitting)

The leaflet is aimed to be simple and informative, introducing the award, application criteria and selection process, and specifying the way and deadline for application. Translation into national languages should be considered.

#### d) Web stories

A number of web stories/news items will be prepared at the following stages:

- Launching of the award
- Announcement of the short list with focus on the achievements, based on which the cities were selected.
- Announcement of the award winner during COP 20

#### e) Banner

A specific banner for the event during COP 20 with the logo of UN Environment/MAP, logo and title/slogan of the award shall be produced (Note: the banner would preferably show no date or place, so that it can be reused for future award editions).

#### f) Possible Side Event during COP 20

Theme: How can a coastal city become more environment friendly?

Focus: Applicant cities to present the achievements based on which they were short-listed.

#### g) Media

Press release to be disseminated at the launching of the award and news about the short-listed and winning cities to be included in the COP 20 press release.

#### h) Social media campaign

The aim is to highlight the applicant cities' achievements, based on which they were short-listed. A social media campaign will be prepared and shared with all stakeholders for wider dissemination.

**Indicative Table of Communication Activities**

<b>Timing</b>	<b>Activity</b>	<b>Actions needed</b>	<b>By</b>
May 2017	Logo	Design / Approval	Design: Plan Bleu
May 2017	Tag line/slogan	Development / Approval	Secretariat + RACs
May 2017	Leaflet	Preparation of content Design Translation	Plan Bleu
May 2017	<b>Launching of the award</b> (call for applications from Mediterranean coastal towns and cities' authorities )	Letter signed by Gaetano and Bureau Chair addressed to MAP Focal Points and MCSD members inviting them to disseminate the call News brief / press release Website Social media campaign	Secretariat INFO-RAC RACs
By COP 20	Banner	Design and Printing	Plan Bleu
Launching of the award Short listing Awarding/COP 20	Web stories	Contact applicant/winning cities Drafting / Approval	Plan Bleu
COP 20	Side event during COP 20	Contacts with cities Preparation	Plan Bleu follows with MedCities, UCLG (Mediterranean Commission), AVITEM (Mediterranean Sustainable Cities and Territories Agency, Marseille) Secretariat
	Press release	Drafting / Approval	Secretariat
	Social media	Preparation	Secretariat Plan Bleu
COP 20	<b>Award conferring</b>	Press coverage and social media within the COP 20	Secretariat /INFO-RAC



**Implementation Timeline for the first edition of the award (2017)**

<b>Activity</b>	<b>Timeline</b>	<b>Actions needed</b>	<b>By</b>
<b>Communication material</b>			Plan Bleu
- Logo	2nd week of May 2017	Design /Approval	
- Tagline	2nd week of May 2017	Preparation of content	
- Leaflet	2 <sup>nd</sup> week of May	Translation	
- Banner	COP 20		
- Award Plaque	COP 20		
<b>Launching of the award</b>	15 May till 15 June	Draft News brief + letter	Secretariat Plan Bleu translates into French
<b>Establish help desk</b>	15 May	A specific email address will be assigned by Plan Bleu for this	Secretariat Plan Bleu INFO/RAC
<b>Establishing the technical committee</b>	30 May 2017	Suggest five experts to be part of the committee in addition to task force members. MCSD Steering Committee to select 3 experts	Secretariat and components MCSD
<b>First screening</b>	30 June 2017	Secretariat does the first screening checking on eligibility of applicants	Secretariat / Plan Bleu
<b>Second screening by technical committee teleconference</b>	30 July	Short listing by the committee and nomination of 3 candidate cities Report submitted to Bureau meeting for approval of cities Letter drafted to contact the 3 candidate cities	Technical committee
<b>Public voting</b>	15 August – 15 Sept 2017	Public voting is open for 30 days	INFO/RAC
<b>Final selection</b>	October 2017	Based on ranking, Jury decides the winning city	Jury (Bureau members and president of MCSD)
<b>Award conferring</b>	COP 20	Invitation of mayor of winning city to COP 20 Press coverage and social media within the COP 20	Plan Bleu Secretariat and INFO-RAC
<b>Award Side event during COP 20</b>	COP 20	Contacts with cities Preparation	Plan Bleu
<b>Press release</b>		Drafting / Approval	Secretariat / INFO-RAC
<b>Social media</b>		Preparation	INFO/RAC – Plan Bleu

**Istanbul Environment Friendly City Award**  
**Application Form**

**City Introduction and Context**

**City:**

**Country:**

**Date of submission:**

**Competent authority:**

**Contact person (Name, Last name, position,  
email, telephone, postal address ):**

**Overview of the application: motivation and vision for the future (maximum 1 page).**

**Describe the main environmental problems faced by the city due to geographical, social and economic factors and what actions have been taken to face them (maximum 1 page).**

**Progress achieved in the city during the last 5-10 years in relation to environmental protection and sustainable development (please describe briefly the key achievements, in maximum ½ page).**

Has an environmental award or other related distinction been received in the past (maximum ½ page)?

Please, complete:

Indicator	Value	Year of data
Population (Inhabitants)		
Total area (Km <sup>2</sup> )		
Distance from the coast (Km)		
Population density (Inh./km <sup>2</sup> )		
Coastline length (m)		
GDP (€/Capita)		

You are kindly requested to answer the following questions, which are separated in four main categories. If your answer is "Yes" or "In process", please fill the relevant tables to justify your answer according to the given indicators. Please try to respond to most questions. Provide a short description of measures, projects, initiatives and achievements, focusing on the last 5 years. Where appropriate, please provide available evidence of the measures taken (e.g. Environmental certificates).

**i. Nature and Biodiversity Protection**

- Has your city taken climate change related measures?
  - Yes
  - No
  - In process

Indicator	Evidence of the measures/progress achieved in the last 5years
Mitigation: Showing GHG reduction efforts (e.g. GHG emissions in tons per capita in 2005 & in 2015)	
Adaptation: Demonstrating enhanced or maintained resilience of natural systems (key habitats and species / carbon sinks) against climate change impacts	
Adaptation: Improved urban resilience to natural and human induced risks based on prevention, preparedness and response (in particular against sea level rise)	

- Has your city taken measures for marine and coastal ecosystem protection?

Yes

No

In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
<b>Protecting coastal and marine ecosystems</b>	
<b>Contributing to the establishment and the management of protected areas (of international / regional labels)</b>	
<b>Preserving natural coastline</b>	
<b>Progress to reach the Good Environmental Status related to biodiversity (6-year cycle)</b>	

- Is your city making wise/efficient/sustainable use of natural resources?

Yes

No

In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
<b>Efficiency in water use (e.g. leakage as % of water supply, annual water exploitation, rate of reused water)</b>	
<b>Sustainable use of land-based resources (sand, gravel, etc.)</b>	
<b>Sustainable use of marine and coastal resources</b>	
<b>The city's footprint remaining within a given range that is meaningful in the context of the Mediterranean region</b>	

**ii. Built environment**

- Does your city have resilient coastal infrastructure?  
Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
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**Existence of flood management and coastal protection measures (soft and/or hard infrastructure)**

**Defined set-back line for protecting against future sea level rise and preserving free access to the coast**

- Does your city proceed to a sustainable land use?  
Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
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**Promoting green urban areas (e.g. m<sup>2</sup> per number of inhabitants)**

**Limiting coastal urban sprawl**

**Free access of public to the shore/beaches**

**Mixed use neighborhoods**

**Demonstration of easy access to basic services**

**Barrier-free urban design for disabled groups**

- Is the city's local transport plan friendly to the environment?  
Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
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**Promoting walking, cycling and public transport**

**Promoting car-free settlements**

**Limitations and management of access of private cars to the city**

- Is your city taking measures related to the pollution and waste?

Yes

No

In process

**Indicator**

**Evidence of the measures/progress achieved in the last 5 years**

**Air quality within allowed standards (including progress made)**

**Bathing water quality within allowed standards**

**Waste water management and treatment infrastructure available and functioning (e.g. % of the city population served by waste water collection, % of primary, secondary and tertiary treatment)**

**Light intensity within allowed standards (including the marine and coastal areas) & measures to reduce the ecological impacts of artificial light**

**Measures to reduce noise level in city, including the marine areas**

**Describe the solid waste management infrastructure available and functioning**

**Types of waste treatment techniques used with relevant % (as well as % of city population with regular solid waste collection)**

**Existence of open dump sites**

**Waste segregation put into place**

**3Rs (Reduce-Reuse-Recycle) (including % of the city's solid waste that is recycled & % of organic waste composted)**

**Marine litter removal/clean up**

- Is your city's water system sustainable?  
Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
<b>Availability and affordability of water for human use (e.g. % of population with potable water supply service)</b>	
<b>Efficient and sustainable water demand management (e.g. % of city population benefiting from rain water collectors)</b>	

- Does your city promote energy efficiency?  
Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
<b>Promoting/demonstration of energy conservation in buildings</b>	
<b>Production and use of renewable energy (e.g. % of total energy derived from renewable sources, as a share of the city's total energy consumption)</b>	

- Does your city promote green settlements, building materials and technological systems?  
Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
<b>Promotion of local and recycled materials</b>	
<b>Focusing on reuse of brownfields for urban transformation</b>	
<b>Amount (m<sup>2</sup>) of green areas per population (e.g. urban public open space per capita)</b>	
<b>Construction of green buildings or retrofitting of existing buildings</b>	
<b>Budget allocation for retrofitting of historical building</b>	



**iii. Social, Economic and Cultural Sustainability**

- Does your city promote integration and solidarity for its citizens?

Yes

No

In process

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<b>Indicator</b>	<b>Evidence of the measures/progress achieved in the last 5 years</b>
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**Upgrading slums/informal/illegal settlements**

**Promoting mixed income neighborhoods**

**Building child-friendly settlements (e.g. Child-friendly city recognitions)**

- Does your city promote and ensure the sustainability of local cultural values and traditions?

Yes

No

In process

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<b>Indicator</b>	<b>Evidence of the measures/progress achieved in the last 5 years</b>
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**Efforts/budget allocation for renovation/retrofitting/rehabilitation of historical buildings and settlements (e.g. projects of rehabilitation of historic centers)**  
**Promotion of Ecotourism and Hospitality**

- Does your city promote green economy?

Yes

No

In process

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<b>Indicator</b>	<b>Evidence of the measures/progress achieved in the last 5 years</b>
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**Sustainable consumption and production**

**Eco-innovation, sustainable employment and green jobs**

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**Promoting local market, short channels, and the circular economy principles**

**Promoting women entrepreneurship**

**Promoting territorial synergies (connections with neighboring settlements and hinterland)**

**iv. Policy and Governance**

- Has your city developed policies for environment and sustainable development?

Yes

No

In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
Existence (with allocated budget) of environmental policy, strategies and action plans for sustainability	
Existence (with allocated budget) of resilience policy (natural disasters)	
Existence (with allocated budget) of climate change mitigation and adaptation strategy	

- Do the city's authorities promote environmental planning and management?

Yes

No

In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
Urban planning	
ICZM (national or local) existence and implementation (with budget allocation)	
Promoting strategies for sustainable mobility (with budget allocation) (e.g. integrated public transport systems; promotion of public transport, bicycles)	
Pollution prevention action plans for water, waste, air, noise (with budget allocation)	

- Are there appropriate institutional measures in place?

Yes

No

In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
Accountable and transparent local government	

**Partnerships with NGOs and other stakeholders**

**Participation in decision-making (empowered society)**

**Capacity enhancing**

- Does your city promote and support implementation and monitoring?

- Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
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**Existence of standards, rules and regulations for developers/investors**

**ICZM implementation practices**

**Demonstration/achievements of green public buildings, green transport systems, etc.**

**Definition and adoption of a monitoring system (e.g. dashboard of sustainability, urban observatory of the environment and sustainable development)**

**Sustainable finance (fees, taxes, etc.)**

**Green procurement**

**Sustainable municipal finance (percentage devoted to environmental management)**

- Is communication and outreach promoted?

- Yes
- No
- In process

Indicator	Evidence of the measures/progress achieved in the last 5 years
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**Public awareness on sustainability/environment (with budget allocation)**

**Education and training programs/activities (on environment and sustainability) targeting**

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**adults and children (with budget  
allocation/person assigned)**

**International cooperation and networks**

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