

*In the name of the Most Beneficent, the Most Merciful*



# Mashhad

## Islamic Republic of Iran





# Holy City of Mashhad

- Area:

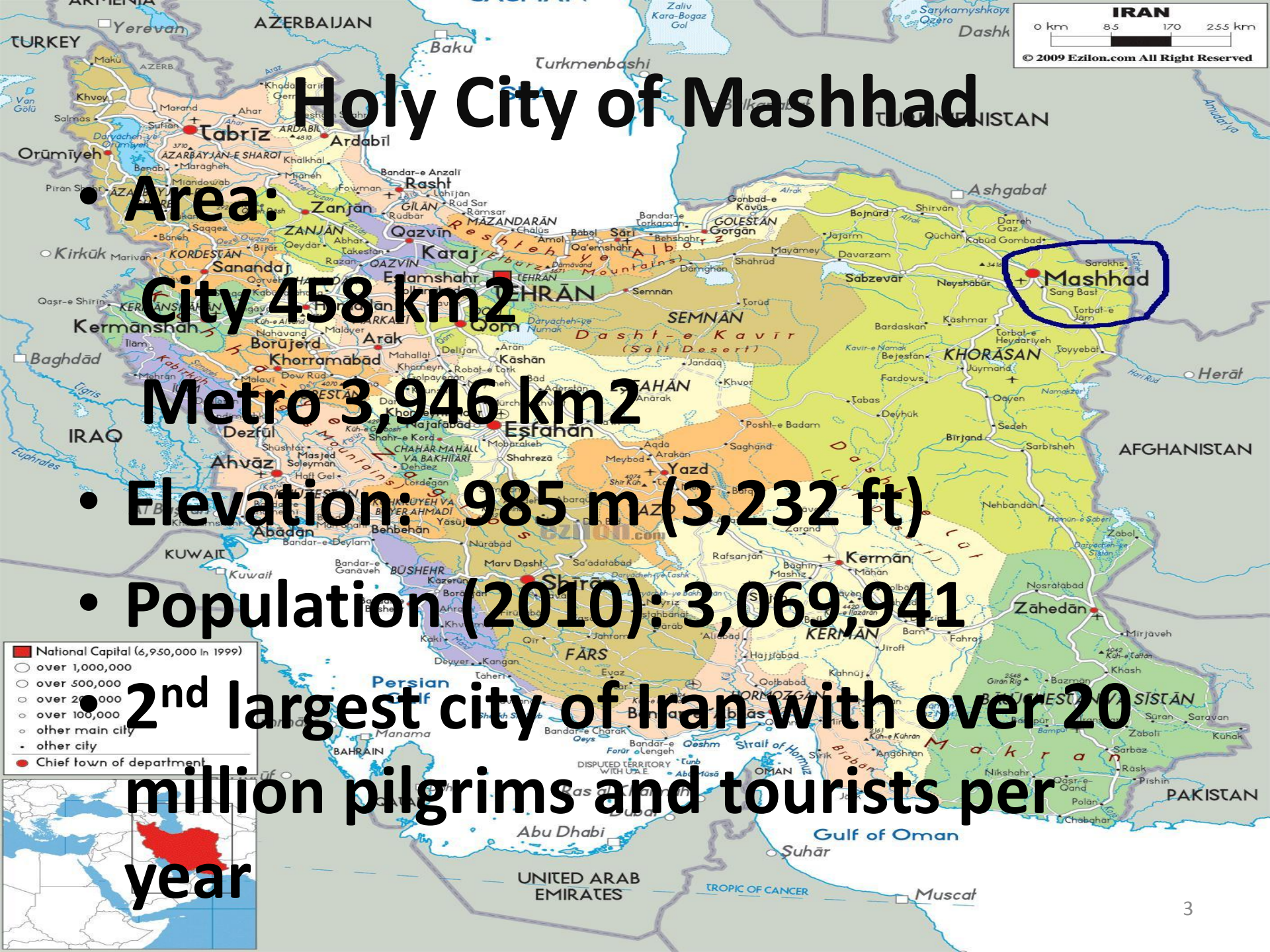
City 458 km<sup>2</sup>

Metro 3,946 km<sup>2</sup>

- Elevation: 985 m (3,232 ft)

- Population (2010): 3,069,941

- 2<sup>nd</sup> largest city of Iran with over 20 million pilgrims and tourists per year





# Metropolis Training Center of Mashhad (MTCM)



**metropolis** ●  
Metropolis Training Center  
of Mashhad



United Cities and Local Governments  
Cités et Gouvernements Locaux Unis  
Ciudades y Gobiernos Locales Unidos



## Metropolis Training Center of Mashhad (MTCM)

**Today urban managements around the world are facing common and specific challenges.**

To overcome these challenges we need:

- Knowledge empowerment
- Information exchange
- Experience sharing
- Producing innovative solutions

**Mashhad municipality established the *Training Center* in order to prepare a base for these needs.**

# MTCM Deployment Strategies



# **MTCM Deployment Strategies**

- **Writing the objectives of the center**
- **Creating motivation in Mashhad municipality officials**
- **Preparing a proposal and submitting it to the Metropolis**
  - I. **Why a training center is need?**
  - II. **Mashhad capabilities (financial, educational and logistic resources)**
  - III. **Organization chart**

# MTCM Deployment Strategies

- A Metropolis team of experts evaluated Mashhad's capabilities to set up and run international training workshops twice (2007 & 2008).
- Approval of Metropolis Board of Directors to establish the Mashhad Training Center (2008).
- Yearly budget allocation for the *Center* by Mashhad municipality (\$220,000, including staff, office, equipment, logistics and three training program).



# MTCM Deployment Strategies

- Preparing a data base of Iranian and international experts working on different areas of urban management and are able to teach in English or French
- Collecting the training needs of the cities in the region by survey
- Setting up 4 day workshops

# About the Training Programs

- Themes are based on needs of the region & new ideas (e.g. Cultural effects of urban projects).
- Teaching approach mostly based on experience of the trainers and less theocratic or academic by emphasizing on successful case studies & best & worst practices.
- Utilizing experience of trainees to present their projects, experiences, etc...

# Targeted Audience

- Municipal & City Council Experts & Advisers
- High & Mid-level Managers & Policy-Makers





# Hosted Workshops 2007 to 2013

- **2007** - Co-hosted a Metropolis C5 workshop on **City Indicators & Performance Measurements**.
- **2007** - **Online class on Road Infrastructure** with the Metropolis Int'l Institute for municipality engineers.
- **2008** - Hosted 3 training workshops on **Public Transportation Management, Housing Financing, & Water Management**.
- **2009** - Hosted 3 training workshops on **Local Sustainable Development, Human Resources Development, & Disaster Risk Reduction**.
- **2010** – Hosted workshops on **the Management of Urban Sprawl & Unofficial Settlements and Urban Design and Landscaping for Sustainable Tourism**.
- **2011** – Hosted workshop **on Building a Green City** & Hosted 2 workshops on **e-Government & Urban Governance**.
- **2012** – Hosted 3 workshops on **Mass Transit & BRT Planning & Public Education for Natural Disaster Preparedness & Socio-Cultural Effects of Urban Projects**
- **2013**- Hosted 2 workshops on **Smart City & Strategic Planing**

# Features of MTCM

- Providing simultaneous translations on demand (Arabic, Turkish, English, French, Persian).
- International certificates are offered only to those who participate in 80% of the training program + technical tour.
- Power Points & related training materials + pictures are collected and put in a CD that is distributed at the end of every program.
- Documenting all the programs and making DVDs of all the lectures and disseminating to smaller cities for minimum fees.
- Surveys are passed out to all participants to at the end of the program.
- A group picture on a frame is given to all participants.
- Programs are always at the hotel venue.
- Leisure tours are offered.
- Complimentary inner-city transportation is offered to participants.
- Specific staff to act solely as interpreters and guides for guests.

# Technical Tours

2009 – Local Sustainable Development  
Tour of Tourists Project Site

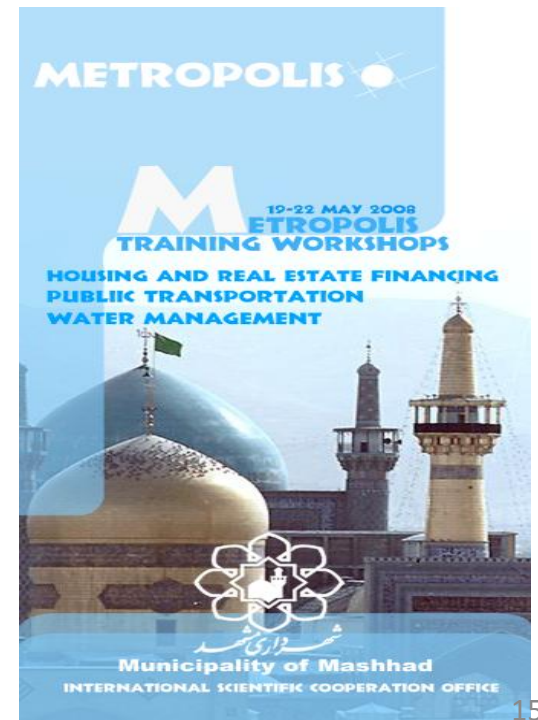


2011 – Building Green Spaces  
Tour of Rooftop Garden



# In Summary

- 19 workshops have been held from 2007 – 2013.
- About 1200 people have been trained.
- About :
  - 300 foreign participants
  - 400 Iranians from out of
  - 500 Mashhad participants



# Participants from different countries

Iraq	Kazakhstan	Egypt
Afghanistan	Kyrgyzstan	Jordan
India	Philippines	Lebanon
Pakistan	Tajikistan	Saudi Arabia
Indonesia	Turkmenistan	Syria
Japan	Bahrain	Turkey
Mali	Kenya	Senegal
Congo	Australia	Canada
Bosnia and Herzegovina	France	Russia
Switzerland		

# Facilities for foreign participants

- No registration fee
- Six nights of accommodation, foods & inner-city transportation
- CD's, workshop materials and photos





Thank you

**metropolis** ●

**Metropolis Training Center  
Middle East Branch  
Mashhad**