

# MITI

## Metropolis International Training Institute

Antennas: regional centers & headquarters

# MASHHAD

# MIDDLE EAST REGIONAL CENTER



*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>

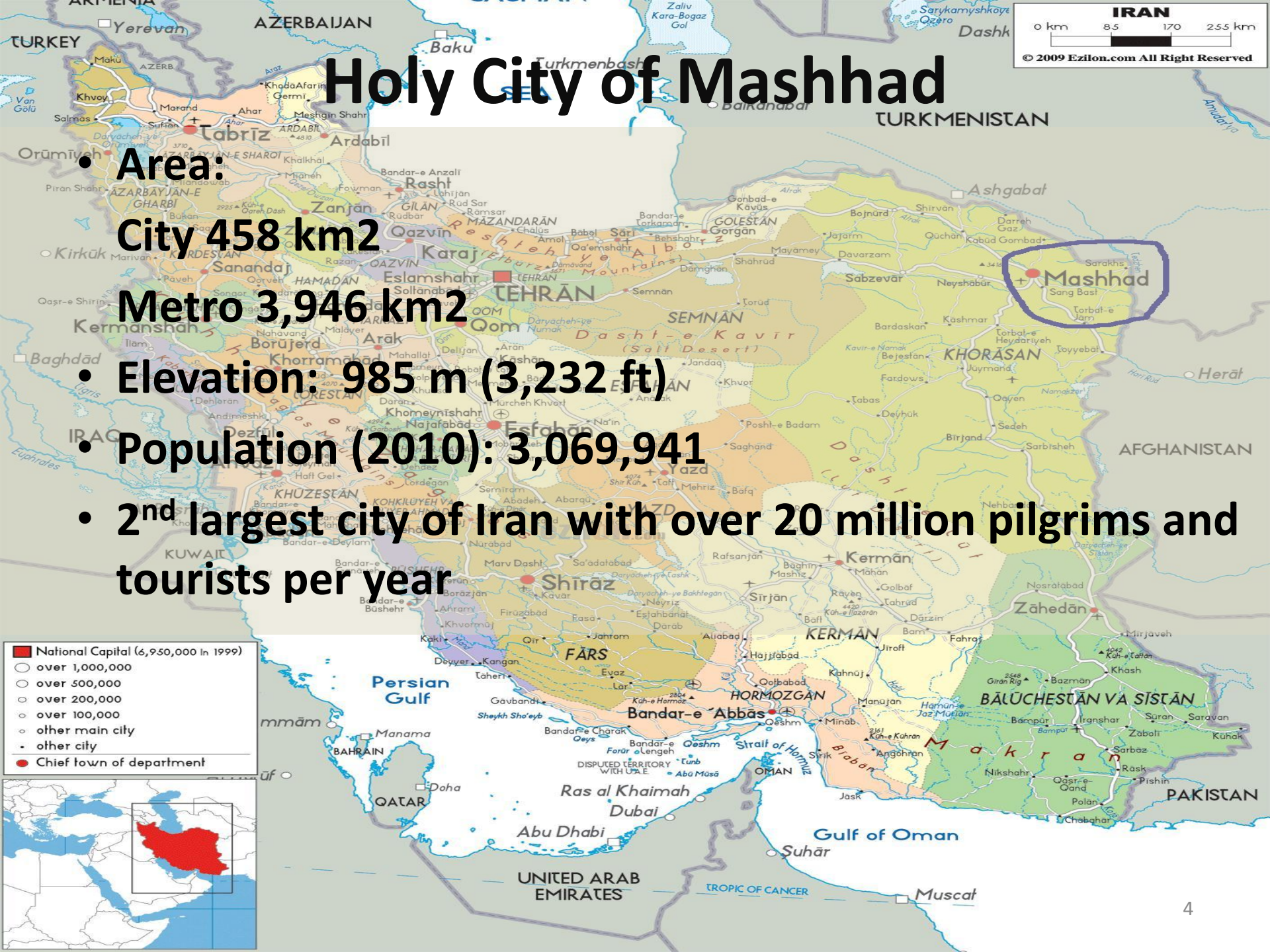
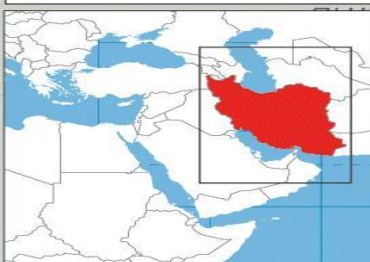
Metro 3,946 km<sup>2</sup>

• 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

- National Capital (6,950,000 in 1999)
- over 1,000,000
- over 500,000
- over 200,000
- over 100,000
- other main city
- other city
- Chief town of department



# The Metropolis training center in Mashhad



metropolis ●



# The Metropolis training center in Mashhad

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 its training center in order to prepare a base for these needs.



# The Metropolis training center in Mashhad

## Deployment Strategies



# **The Metropolis training center in Mashhad**

## **Deployment Strategies**

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



# The Metropolis training center in Mashhad

## 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 programs).

# The Metropolis training center in Mashhad

## Deployment Strategies

- Preparing a database of Iranian and international experts working on different areas of urban management and who 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

# The Metropolis training center in Mashhad

## About the training programs

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



# The Metropolis training center in Mashhad

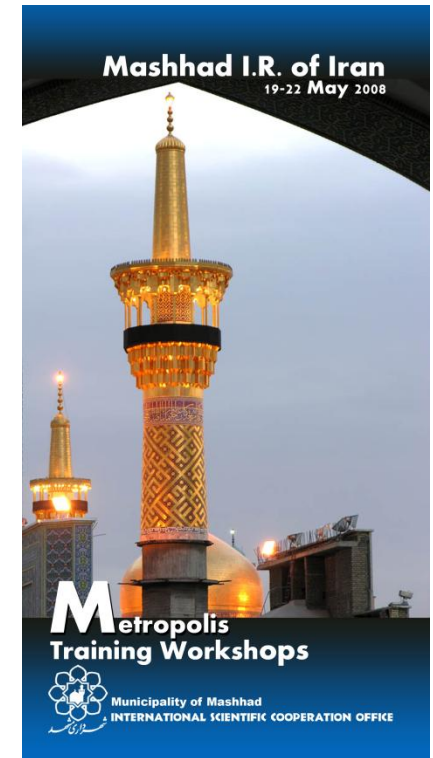
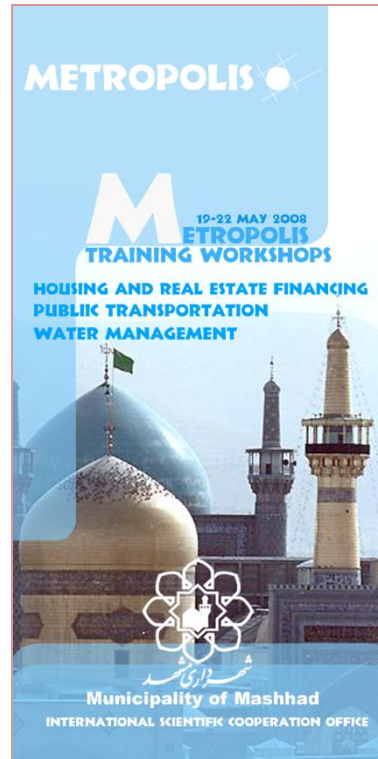
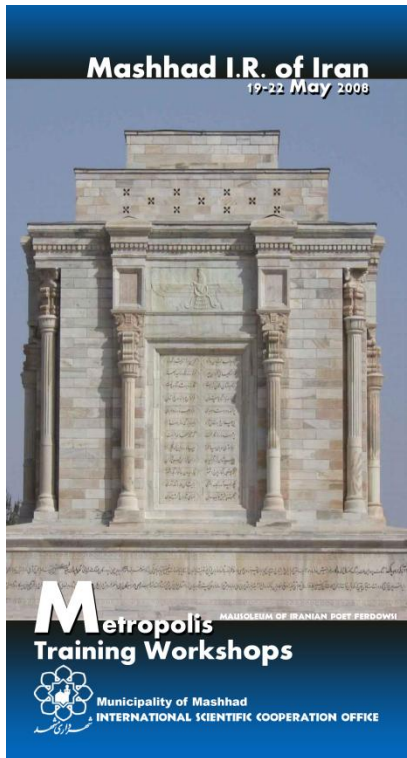
## Target audiences

- Municipal & city council experts and advisers
- High & mid-level managers and policy-makers



# The Metropolis training center in Mashhad

## Previous workshops (2007-2012)



# The Metropolis training center in Mashhad

## Hosted workshops (2007-2012)

**2007**

Metropolis C5 workshop on **City Indicators & Performance Measurements** (co-host)

**2007**

**Online class on Road Infrastructure** for municipality engineers.

**2008**

- **Public Transportation Management**
- **Housing Financing**
- **Water Management**

**2009**

- **Local Sustainable Development**
- **Human Resources Development**
- **Disaster Risk Reduction**

**2010**

- **The Management of Urban Sprawl & Unofficial Settlements**
- **Urban Design and Landscaping for Sustainable Tourism**

**2011**

- **Building a Green City**
- **e-Government**
- **Urban Governance**

**2012**

- **Mass Transit & BRT Planning**
- **Public Education for Natural Disaster Preparedness**
- **Socio-Cultural Effects of Urban Projects**





# The Metropolis training center in Mashhad

## Features

- Simultaneous translations provided 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 with 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.

# The Metropolis training center in Mashhad

## Features

- 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.

# The Metropolis training center in Mashhad

## Technical tours

**2009**

Local Sustainable Development  
Tour of Tourists Project Site



**2011**

Building Green Spaces  
Tour of Rooftop Garden



# The Metropolis training center in Mashhad

## In summary

- 16 workshops held from 2007 to 2012
- About 1050 people trained:
  - **24%** foreign participants
  - **34%** Iranians from out of Mashhad
  - **42%** participants from Mashhad

# The Metropolis training center in Mashhad

## Origin of foreign participants

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

# The Metropolis training center in Mashhad

## Facilities for foreign participants

- No registration fees
- Six nights of accommodation, foods & inner-city transportation
- CDs, workshop materials and photos

**THANK YOU**

**MASHHAD**

**Middle East Regional Center**

**metropolis** ●

**MITI - Metropolis International Training Institute**