

Eco² 2010 Yokohama
International Conference on Eco² Cities
October 21-22, 2010

Post-Conference Summary Report

January 2011

I. Background

Eco² Cities (Ecological Cities as Economic Cities) Initiative, adopted as an integral part of the World Bank Urban and Local Government Strategy, aims to help cities in developing countries achieve greater ecological and economic sustainability in synergy. Eco² Initiative was globally launched in July 2009 at the Urban Research Symposium in Marseille and its Eco² Book was published in May 2010. The Eco² Pilot operations since then have been prepared in Indonesia, the Philippines and Vietnam.

The World Bank and the Japan International Cooperation Agency (JICA) organized **the first international conference on Eco2 Cities (Eco² 2010 Yokohama)** on October 21-22, 2010 in Yokohama, Japan. The conference was co-sponsored by the City of Yokohama, and organized in collaboration with the following key ministries and organizations:

- a. Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Japan
- b. Ministry of Finance (MOF), Japan
- c. Ministry of Economy, Trade and Industry (METI), Japan
- d. Ministry of Foreign Affairs (MOFA), Japan
- e. New Energy and Industrial Technology Development Organization (NEDO), Japan
- f. Yokohama City University (YCU), Japan
- g. Cities Alliance
- h. CITYNET

The conference provided a platform for government policy makers, urban managers and planners, researchers, corporate representatives and international development communities to learn about the Eco2 Cities Initiative and innovative sustainable urban development practices around the world.

The workshop for East Asia Pilot Eco² Cities was held on October 23, 2010, for the invited delegations from the three pilot countries to discuss how to advance the Eco² agenda in their respective countries.

II. Objectives

1. Sustainable Development Network (SDN) Strategic Objectives

To identify Eco² Cities Initiative as a solid vehicle through which partnership between the World Bank and other donors, particularly Japan, can take place in sustainable development; and to develop a strong partnership for sustainable development among the forward looking cities in developing and developed countries, businesses, academia, civil society and donor community.

2. Conference Objectives

- 1) **Global dissemination of the Eco² Initiative:** To disseminate the operational and analytical framework, especially methodology and tools of the Eco² Initiative
- 2) **Learning from Global Good Practices:** To introduce good practices of sustainable urban development, resource and energy efficiency and greenhouse gas (GHG) reduction from global

good practice cities. This included learning from Japanese cities and private sector, as well as other cities such as Curitiba (Brazil) and Ahmedabad (India)

- 3) **Learning from Pilot Eco² Operations in Asia:** To learn from the cities in East Asia and Pacific (EAP) region where the World Bank has initiated preparation of pilot Eco² operations

III. Participants

Over 300 participants attended the 2-day conference, from the national and local governments, NGOs, private sector, academia, international organizations, and other interested entities, around the world. Among the prominent participants included: Ms. Inger Andersen, Vice President of Sustainable Development Network of the World Bank; Ms. Fumiko Kobayashi, Mayor of the city of Yokohama; Mr. Kenzo Oshima, Senior Vice President of JICA; Mr. Makoto Taketoshi, Vice Minister of Land, Infrastructure, Transport and Tourism, Japan; and Ms. Mary Jane Ortega, Secretary General of CITYNET. The conference was held at the same time as the executive committee meeting of CITYNET, and the committee members were able to attend the conference for valuable exchanges. About 25 government and municipal delegation members from the three Eco² pilot countries, with the World Bank country office staff, attended the half-day workshop on the pilot initiatives after the conference.

IV. Program

After the opening remarks by the representatives of the co-organizers of the conference, the conference program started with the **key note speech of Ms. Inger Andersen** (World Bank) who emphasized on cities' fundamental role in reducing pollution and launching on a path of low carbon, energy efficient growth. Ms. Andersen called attention to the potential of the Eco² Cities Initiative to enrich the collective insight on how to move the urban development agenda faster and more inclusively, referring to its integrated, cross-sectoral approach to achieving economic and ecological sustainability as well as social equity as one of the most important elements of the World Bank's new Urban and Local Government Strategy. Ms. Andersen concluded with a strong statement to "Act Now, Act Together, and Act Differently" and urged that the world's cities and energy and resource management systems be rapidly transformed in the next few decades, so that global emissions drop, resource waste is reduced drastically, urban sprawl is controlled and infrastructure is built to improve resilience to the changing climate. "We must do nothing less than go through a revolution in thinking, in approaches, in implementation and in impact", stressed Ms. Andersen.

The program included a variety of current, significant topics, ranging from sustainable green growth initiatives by selected cities around the world, support for sustainable urban development by development agencies, and the operational and analytical framework of the Eco² Cities Initiatives and pilot operations, to experience sharing by Japanese cities, innovative technology of the Japanese private sector, adaptation to climate change and coastal city study, and city-to-city collaboration (For detailed agenda and presentations, see www.worldbank.org/eco2, click Yokohama Conference → Agenda).

A reception was held in the evening of Day 1 where two innovative inventions from Japan were introduced: "Cycloclean", a water purifying bicycle, and "5 links", a compact foldable bicycle. The Cycloclean particularly impressed Ms. Andersen and Ms. Hayashi (Mayor of the City of Yokohama) who demonstrated it for the audience.

As a conclusion of the conference, **Yokohama Declaration** was announced by the City of Yokohama. Yokohama Declaration reflected many points in the Key Note Speech of Ms. Andersen, which were discussed intensively throughout the conference and endorsed by the key participants of the conference.

Yokohama Declaration highlighted: 1) the challenge and opportunity of unprecedented scale of urbanization in developing countries, 2) strategy leading to sustainable urban development, 3) roles of key stakeholders, and 4) message to APEC, with a strong call for the participants to “Act Now, Act Together, and Act Differently”. Yokohama Declaration was endorsed by the conference participants, and became the key product of the conference which shows the direction for global efforts on Eco² sustainable urban development.

The workshop on the Eco² pilot operations in East Asia focused on group discussion to brainstorm the practical way forward to plan Eco² paths in the respective pilot country.

V. Outcomes

1. Outcomes vis-à-vis SDN Strategic Objectives

Partnership between the World Bank and other donors, particularly Japan, enhanced: Global Partnership Luncheon was chaired by Ms. Andersen to discuss current issues and efforts on sustainable urban development undertaken by the key partner agencies, including various Ministries in Japan, Ministry of Environment in Sweden, Ministry of National Development in Singapore, JICA, ADB, UNESCAP and Cities Alliance. The four key Ministries in Japan, namely, Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Ministry of Finance (MOF), Ministry of Economy, Trade and Industry (METI), and Ministry of Foreign Affairs (MOFA), as well as New Energy and Industrial Technology Development Organization (NEDO), all of who closely supported the organization of the conference, showed high interest in moving forward sustainable development agenda globally, building on Eco² concept. Especially, MLIT, METI and NEDO have respectively established and advanced highly comprehensive working framework on the topic, which they would be interested in expanding through effective partnerships. Importantly, the World Bank signed a **Memorandum of Understanding (MOU) with NEDO** during the conference to further advance the work of Eco² in developing countries through effective partnership.

Partnership among cities, businesses, academia, civil society and donor community established: The conference was attended by an array of participants from different fields. The intense 2-day conference stirred further interests of the participants to take up sustainable development approach in their respective professional arena, and reconfirmed the importance of partnerships to tackle the complex challenges that urbanization poses. As the second concrete form of such partnership on Eco² during the conference, the World Bank signed **MOU with the International Academic Consortium for Sustainable Cities (IACSC)**. IACSC is a consortium of 20 universities in Asia aiming at contributing to local and global community by creating sustainable society, with Yokohama City University (YCU) as its secretariat. The MOU intends to advance the work of Eco² globally utilizing the academic network.

Reconfirmation on the importance of partnerships as well as the two MOUs contributed to firming the foundation of emerging Eco² community of practice.

2. Outcomes vis-à-vis Conference Objectives

Global dissemination of the Eco² Initiative: As indicated by conference evaluation (Annex 1), the sessions on Eco² Cities operational and analytical framework and the Eco² pilot initiatives in the Asia were well received by the audience. Eco² Cities books that were on sale at the conference venue were sold out. The large number of the participants as well as active questions and answer sessions at the conference also demonstrate high enthusiasm to learn about the Eco². The conference was covered by

various media, including NIKKEI (equivalent of Wall Street Journal in Japan) and other newspapers and NHK national TV program. Overall, dissemination was successful.

Learning from Global Good Practices: A range of good practices by cities were introduced, such as Curitiba (Brazil), Ahmedabad (India), Stockholm (Sweden), Singapore, Kitakyushu (Japan) and Toyama (Japan), and well received by the audience. Good initiatives by international agencies, Japanese private sector and other entities were also introduced and stimulated discussion. **Good practice Japanese cities and private firms** were selected based on the World Bank's ongoing study done by Almec Corporation, namely "Study on Japanese Experience on Sustainable Urban Development including Pollution Control and Management, Resource / Energy Efficiency and GHG Reduction". The successful transformation of Japanese cities which had problems of pollution and malfunction of urban systems, into highly low carbon, smart cities inspired many participants. This 200-page report, one of the key outputs of the conference, is available at www.worldbank.org/eco2.

Learning from Pilot Eco² Operations in Asia: The efforts on sustainable urban development by the national and local governments in the three pilot countries (Indonesia, the Philippines and Vietnam) were highly appreciated and encouraged detailed discussions during the conference as well as in the dedicated special workshop for EAP Eco² pilot countries held immediately after the conference. Naturally, the progress of identification and development of Eco² pilot projects varies from country to country and city to city. The representatives from the national and local governments from the pilot countries demonstrated good understanding of the Eco² concept and its four principles, and strong commitment to make their cities Eco². The next challenge, as raised by many participants, is the practical application of the Eco² concepts into actual planning and downstream projects as well as their implementation within the existing local framework. The concepts need to be well grasped not only by the governments but also by all the relevant stakeholders, and innovative, integrated measures need to be explored. The selected pilot cities in the three countries are further building concrete Eco² paths to achieve their goals with continuous support from EAP urban team and Finance, Economics and Urban Department (FEUUR) Eco² team.

VI. Reflection

The conference was a great success with a good turn-out. There was visibly a high interest and enthusiasm among the participants to learn about Eco² and innovative initiatives. Importance of acting urgently and jointly toward sustainable urban cities was reconfirmed, as emphasized in the Key Note Speech and Yokohama Declaration. At the same time, areas that need further discussion were identified, such as practical aspects of replication and implementation of good practices and technologies, including costs. A remaining challenge is to put the concepts into operation in the specific country / city contexts, integrating effectively into the existing urban infrastructure, society and policy environment, in order to build up locally suitable Eco² pathways.

Ms. Andersen, in her January 2011 message to the SDN, mentioned Eco² Yokohama as one of the remarkable achievements in 2010 and reflected that "the Eco2 Cities Forum in October showed how much economic growth and environmental security can benefit from strong urban initiatives".

VII. Follow-up

Various follow up activities have been undertaken, and will be further explored, in order to accelerate dissemination and application of Eco² through effective partnerships, and maintain and expand the impact of the conference.

Undertaken:

- 1) Based on the request from JICA and the World Bank, APEC disseminated the key messages derived from the Eco² conference by circulating Yokohama Declaration and relevant materials to its members at the APEC meeting in Yokohama in November 2010.

Currently Ongoing:

- 2) Detailed action for the MOU between the World Bank and NEDO is being elaborated. As the first step, NEDO has been invited to the Bank's Urban Week in January - February 2011, along with the city of Yokohama and the MLIT, to share its innovations on smart grid and energy efficiency schemes.
- 3) Detailed action for the MOU between the World Bank and IASCS/YCU is being elaborated. YCU has also been invited to the Bank's Urban Week to present the new 5R initiatives. Furthermore, a proposal is being considered whereby Eco² city model is disseminated through the academic network, mobilizing the researchers and students.
- 4) The top managers from EAP and EASSD will visit Japan in early 2011 to explore collaboration with Japanese government and the private sector to explore possible collaboration in promotion of green growth, including energy efficiency and sustainable urban development agenda. The senior manager of EASIN met with the Japanese private sector based in Washington DC to propose collaboration on green growth, and will meet NEDO and Yokohama delegation during the urban week on the same subject.
- 5) Dissemination of Eco² Cities Initiatives is further accelerated beyond three EAP pilot countries, including the technical assistance to the government of Malaysia and possibly to Sri Lanka (beginning with Kandy as a pilot city, building on the successful national Eco² workshop organized in July 2010).
- 6) Eco² Implementation Guide is being developed to help cities and other stakeholders to implement Eco² practically, and is expected to be finalized by mid 2011. This may be applied to cities which are requesting the Bank's support in developing their own green cities and sustainable urban development programs, based on demand both from the cities and the Bank regions.
- 7) The study of Japanese Experiences on Sustainable Urban Development by Almec will be finalized by the end of January 2011.
- 8) The three pilot Eco² countries are further consolidating planning of their Eco² paths. Indonesia plans to organize a national workshop on Eco² in early 2011, as well as a South-South knowledge exchange visit for the city officials of Surabaya to Ahmedabad.
- 9) The next phase on the coastal study undertaken by JICA is being discussed with FEUUR and the regions.

The following conference related materials are available at www.worldbank.org/eco2 :

(Click on Eco² 2010 Yokohama Conference → Agenda, or Presentations and Key Documents from the Conference)

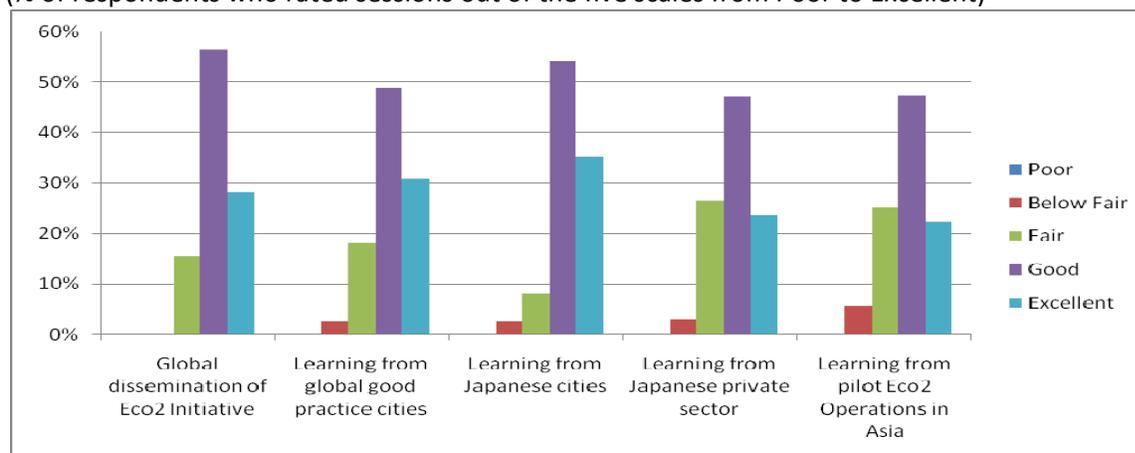
- **Agenda**
- **Key Note Speech**
- **Presentations**
- **Yokohama Declaration**
- **Proceedings of the Conference**
- **Post-conference Summary Report**
- **Study on Japanese Experiences on Sustainable Urban Development**

Evaluation

Evaluation forms were filled out by the invited EAP delegations. The tables below summarize their evaluation of the conference.

TABLE – 1 : Success of the Conference in Meeting its Objectives

(% of respondents who rated sessions out of the five scales from Poor to Excellent)



35% of the respondents rated the session on “Japanese Cities” Excellent in meeting the Conference objectives, followed by 31% rating Excellent for “Global Good Practices”.

TABLE – 2 : Effectiveness and Potential Impact of the Conference

(% of respondents who scored Excellent or Good out of the five scales from Poor to Excellent)

		% who scored Excellent or Good
1	Overall usefulness of the conference	69%
2	Relevance to current work / functions	72%
3	Extent to which you acquired new info	65%
4	Usefulness of the info obtained	65%
5	Extent to which you will use the new info	68%

The majority of the respondents found the Conference useful and relevant to their current work, and would like to use the new information acquired during the Conference.

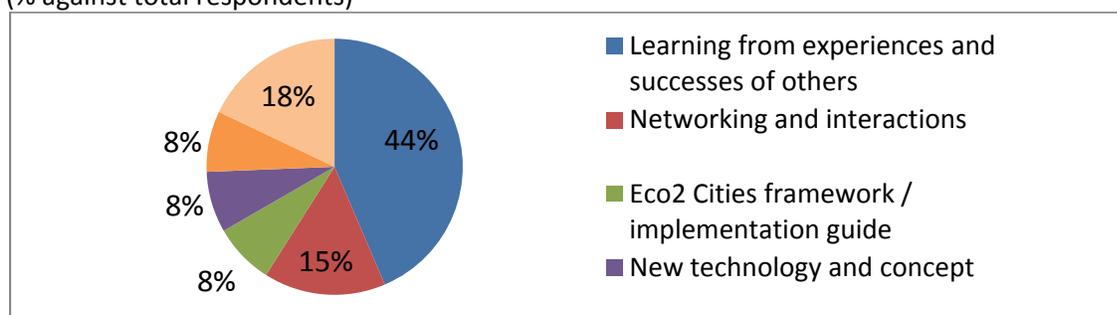
TABLE – 3 : Added Value of the Conference

(% of respondents who scored Excellent or Good out of the five scales from Poor to Excellent)

	The Conference provided the opportunity to:	% who scored Excellent or Good
1	Engage speakers directly with questions or concerns from my own experience	60%
2	Interact / network with others	69%
3	Develop useful contacts to continue working on the issue	71%

TABLE – 4 : Most Useful and Interesting about the Conference (Open ended question)

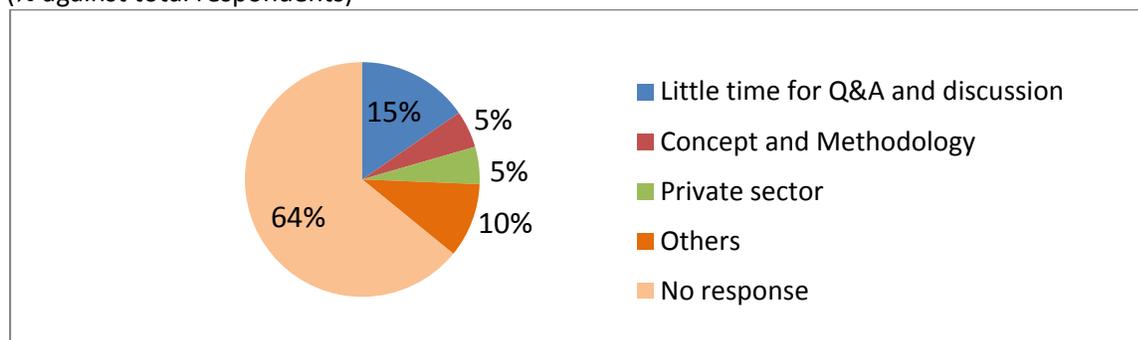
(% against total respondents)



44% of the respondents indicated that learning from experiences, successes and lessons from other cities and organizations was most useful and interesting. 15% of the respondents indicated that networking / interaction with other participants was most useful. 18% did not respond to the question.

TABLE – 5 : Least Useful and Interesting about the Conference (Open ended question)

(% against total respondents)



15% indicated that there were too many presentations with little time for Q&A and discussion.

TABLE – 6 : Advice to Improve the Next Conference (Open ended question)

Majority Feedback	Individual Feedback
Include field / Eco city visits	Encourage more participation from local governments, civil society & private sector
Allot more time for Q&A and discussion	Include more examples from developing countries
	Have the next conference in other regions / Eco2 pilot city such as Haiphong city
	Adjust the topics to the needs of different Eco2 countries
	Have less intense / carefully selected successful cases
	Add more details in presentations, provide sufficient materials
	Include more time for informal networking, Add more days for conference
	Have more facilitators
	Hold conference frequently / every 4 months
	Enforce detailed follow-up for implementation
	Improve food arrangement