



Shared Prosperity Dignified Life



31 October 2024



**Concept Note**  
**Final Event of the First Arab Mayors' Academy**  
**Training Event at 12<sup>th</sup> Session of the World Urban Forum**

**“Planning for Impact: Integrating Results-Based Management into  
Community-Based Planning”**

05.11.2024 | 09:00-12:00 pm (3 hours)

Multipurpose room 03, Egypt International Exhibition Center

**Organizers:**

United Nations Economic and Social Commission for Western Asia (UNESCWA)

United Nations Human Settlements Programme (UN-Habitat)

United Cities and Local Governments - Middle East and West Asia Section (UCLG-MEWA)

**Partners:**

CityClimate Finance Gap Fund in partnership with the Global Covenant of Mayors for Climate and Energy

**Background**

The Arab Mayors Academy, launched in July 2024, is a collaborative initiative led by the United Nations Economic and Social Commission for Western Asia (UNESCWA) and the United Nations Human Settlements Programme (UN-Habitat). The First edition of the Arab Mayors Academy is implemented in partnership with the United Cities and Local Governments Middle East and West Asia Section (UCLG-MEWA). This landmark program is designed to strengthen the capacities of local leadership across the Arab region, equipping city leaders with the tools to address the complex challenges of urban development. The Academy was established in response to pressing global issues, particularly those highlighted in the New Urban Agenda and the 2030 Agenda for Sustainable Development. City leaders today are tasked with localizing global sustainability frameworks while fostering inclusive, resilient, and sustainable urban environments.

The Arab region, marked by rapid urbanization, socio-economic disparities, and evolving urban challenges such as climate change, requires local leaders to have robust decision-making frameworks that blend strategic foresight with actionable solutions. The Arab Mayors Academy has been a catalyst for empowering city leaders through capacity building, executive training, and peer-to-peer learning, fostering a network of local champions for sustainable urban development.

The learning path of the first edition of the Arab Mayors Academy has been multifaceted. The learning journey started by an in-person training that was held at the UN-House in Beirut, Lebanon in July 2024. This was followed by two online learning components, namely e-learning courses, and a series of nine interactive webinars covering key urban development priority areas to the Arab region which were held during the period August – October 2024. This event marks the final training activity that warps up the first edition of the Arab Mayors Academy at the 12<sup>th</sup> session of the World Urban Forum. The event is focused on planning for impact.



## Objective:

The objective of this training session is to equip participants with practical tools to integrate Results-Based Management (RBM) principles into community-based planning, enabling them to drive measurable impact within their local contexts. By the end of the session, participants will have an enhanced understanding of how to design, implement, and monitor projects that align with both local and global development agendas. They will also develop strategic planning skills to ensure their initiatives deliver tangible outcomes and foster long-term sustainability. Key goals of this event include:

- Increasing participants' knowledge of RBM, focusing on setting clear, measurable goals, tracking progress, and assessing the effectiveness of strategies.
- Strengthening the ability to embed RBM into planning to achieve meaningful, community-driven results.
- Encouraging knowledge-sharing and peer learning among city leaders to adapt RBM to diverse urban contexts.

## Structure of Training Event:

The first session will introduce participants to Results-Based Management (RBM) and Community Planning, focusing on key principles and how to apply RBM for impactful urban development. This will be followed by discussions on localizing the Sustainable Development Goals (SDGs) and fundraising strategies, providing practical guidance on aligning community projects with global targets and securing funding for sustainable initiatives.

Participants will then engage in a scenario-based group activity, applying RBM techniques and funding strategies to solve a community planning challenge, with expert feedback provided. The event will conclude with a final evaluation and closing remarks, highlighting key takeaways and actionable insights.

## Expected Outcomes:

This final training of the Arab Mayors Academy will equip city leaders to actively integrate Results-Based Management (RBM) into their governance practices, driving impactful and sustainable urban development.

- **Lead with Impact:** Participants will strategically apply RBM to create urban plans that align global sustainability frameworks with local priorities, ensuring their cities thrive in a changing world.
- **Forward Thinking Strategic Planning:** Leaders will hone their skills to design adaptable, long-term urban strategies that address current needs while anticipating future challenges, using data-driven methods for continuous improvement.
- **Mobilize Resources for Growth:** By aligning urban initiatives with global development trends, participants will enhance their ability to secure the funding and resources needed to drive their city's future success.
- **Build a Regional Leadership Network:** City leaders will strengthen their regional collaboration, positioning themselves as forward-thinking influencers in global urban governance while establishing the Arab Cities Leadership Network for continued cooperation and innovation.

## Detailed Agenda:

<b>9:00-9:30</b>	<b>Opening Session &amp; Honorary Ceremony</b>  <b>Opening Remarks</b> <ul style="list-style-type: none"> <li>- Ms. Sukaina Al-Nasrawi, Lead of Sustainable Urban Development Portfolio, United Nations Economic and Social Commission for Western Asia (UNESCWA)</li> <li>- Ms. Rania Hedeya, Regional Representative for Arab States (a.i.), United Nations Human Settlements Programme</li> <li>- Mr. Mehmet Duman, Secretary General, United Cities and Local Governments – Middle East and West Asia Section (UCLG-MEWA)</li> </ul> <b>Honoring Ceremony</b> <ul style="list-style-type: none"> <li>- Insights from the founding members of the “Arab Cities Leaders Network – a Legacy of the Arab Mayors Academy” – Video</li> <li>- Presentation of Certificates of Completion – First Edition of the Arab Mayors Academy</li> <li>- Group photo.</li> </ul> <i>Facilitator: Ms. Nagwa Lachine, UN-Habitat</i>
<b>9:30 – 10:15</b>	<b>Results Based Management (RBM) and Community Planning: Concepts and Good Practices</b> <ul style="list-style-type: none"> <li>- Introduction to RBM: Overview of key principles, methodologies, and tools <i>Ms. Rosa Muraguri-Mwololo, Public Information Officer, UN-Habitat</i></li> <li>- Harnessing the Power of RBM for planning for impact <i>Mr. Iyad Hallis, Consultant on Urban Planning and Development</i></li> <li>- Discussion <i>Facilitators: Mr. Mohammad Zuheir Bakleh and Ms. Sukaina Al-Nasrawi, UNESCWA</i></li> </ul>
<b>10:15-10:30</b>	<b>Coffee Break</b>
<b>10:30-11:15</b>	<b>Accelerating the localization of the Sustainable Development Goals (SDGs): Planning and Fundraising Strategies</b> <ul style="list-style-type: none"> <li>- Integrating the SDGs into Community Planning (Practical strategies for aligning local initiatives with global SDG targets.) <i>Ms. Claudia Ribosa, Programs and Learning Officer, United Cities and Local Governments (UCLG)</i> <i>Ms. Sophie Lena Heuser, UN-Habitat</i></li> <li>- Introduction to the Gap Fund and Project Preparation Facilities (PPFs) <i>Ms. Johanna Granados Alcala, Head of the GCoM-Gap Fund Partnership, City Resilience and Climate Finance Advisor, Global Covenant of Mayors for Climate and Energy (GCoM)</i></li> <li>- Fundraising Tips and EOI development for Community Projects for Urban Climate Resilience <i>Ms. Shaden Al Galaly, City Advisor for the Middle East and North Africa, Gap Fund-GCoM Partnership</i></li> <li>- Discussion <i>Facilitator: Mr. Iyad Halli, UNESCWA and Ms. Reem Abu Samra, UCLG-MEWA</i></li> </ul>



11:15 – 11:45	<b>Group Activity: From Theory to Practice - RBM and Funding Strategies for Resilience</b> <ul style="list-style-type: none"> <li>- Activity on Planning for Resilience: participants engage in a scenario-based, community-planning exercise, applying what they learned from RBM approaches and funding strategies towards implementation.</li> <li>- Groups present their cases and receive feedback and recommendations.</li> </ul> Facilitators: UNESCWA, UN-Habitat, UCLG-MEWA and Gap Fund
11:45 – 12:00	<b>Evaluation and Closing Remarks</b>