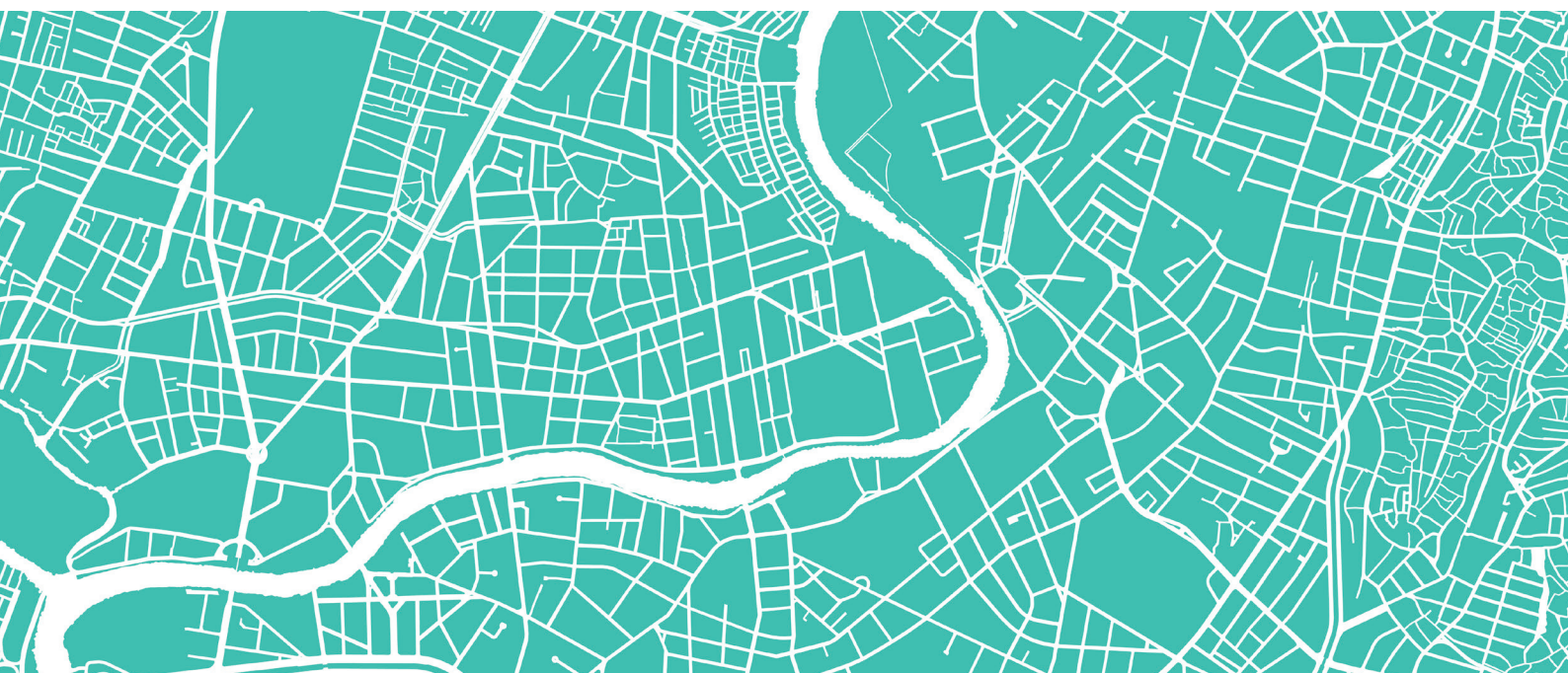




Foreign, Commonwealth
& Development Office



Country Level Event

Turkey

25 November 2021

UKBEAG
UK Built Environment Advisory Group

UN HABITAT
FOR A BETTER URBAN FUTURE



Introduction

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The Turkey Country Level Event formed part of the Strategic Capacity Development Component being delivered by the UK Built Environment Advisory Group (UKBEAG) in collaboration with UN Habitat, in support of the FCDO Global Future Cities Programme. The programme for the country level event was developed in collaboration with the FCDO, UN Habitat, the Delivery Partner and City Stakeholders and was informed by the findings of the Capacity Needs Assessment that was undertaken by City Stakeholders earlier in the year.

The aim of the event was to bring together representatives from each of the four participating municipalities to build upon the momentum of the programme and to draw on the experience of a range of subject matter experts to consider some of the issues to be addressed as the projects move from design to implementation.

The event opened with a short introduction highlighting some of the key feedback from a Capacity Needs Assessment that was undertaken earlier in the year. This was then followed by two interactive Q&A sessions, each of which were preceded by a pair of short presentations from a range of Subject Matter Experts. The first interactive Q&A considered how to move from policy to impact, while the second interactive session considered the ways in which to deliver effective outcomes.

The contributions from the Subject Matter Experts were also informed by the six topics which formed part of the Thematic Programme that had been delivered earlier in the year, namely:

- 1 Integrated & Inclusive Planning
- 2 Governance & Collaboration
- 3 Evidence-based Design & the Effective use of Data
- 4 Project Finance & Procurement
- 5 Implementation & Enforcement, Monitoring & Evaluation
- 6 Leadership & Change Management

The purpose of this document is to serve as a summary of the main contributors and the principal matters discussed.



Effective integrated planning works at all scales (i.e. national, regional, district and local) and needs to be inclusive (i.e. it should address the needs of all stakeholder groups, including vulnerable and marginalised groups and communities). To achieve this, it will typically include provision for a range of consultative and/or participatory planning activities.

Event Overview

Part I, Welcome and Introductions

1.0 Peter Oborn from the UKBEAG welcomed those present, invited them to make introductions and provided an overview of the event. Ms Irem Karim, FCDO Prosperity Fund Programming Manager offered introductory remarks.

Part II, Moving From Policy To Impact

2.1 **Ms Victoria Delbridge**, Head of Cities that Work, **International Growth Centre** gave a short framing presentation on moving from policy to practice.

2.2 **Mr Ben Snaith**, Researcher, **Open Data Institute** gave a presentation on operationalising data.

Part III, Delivering Effective Outcomes

3.0 **Dr Stewart Kettle**, Principal Advisor, International Development, **The Behavioural Insights Team** gave a presentation on changing behaviours.

A discussion took place with participants following each set of presentations, the outcome of which is summarised on the following pages.



Principal Matters Discussed

The following provides a summary of the key matters discussed during Global Future Cities' (GFCP) Turkey Country Level event. As the projects are moving from design into implementation, the event focused the delivery of effective outcomes, especially the use of data and behavioural insights.

Generally

The projects forming part of the Global Future Cities Programme have made significant progress – most are completed or nearing completion despite disruptions from the COVID-19 pandemic.

In Ankara, a city-wide Bicycle Master Plan and associated guidelines have been prepared, and the pilot project will begin next year. The project is set to improve sustainable mobility and create a more accessible and liveable city. The second project has looked at improving the streets and open public space in Çankaya district municipality neighbourhoods to be safer and more inclusive for all.

In Bursa, the plan to use smart city technologies to improve urban management has been finalised – with the pilot set to be one of the first of its kind. The project focuses particularly on traffic and public transportation but integrates mobility policies with other aspects of urban management such as air quality, noise, lighting, water management and natural gas. This project is notable for its comprehensive approach to smart city technology and the incorporation of environmental sensors will better enable the city to set targets, monitor and manage the environmental impacts of future interventions.

In Istanbul, the city's first Sustainable Urban Mobility Plan (SUMP) has been drafted, aiming to increase connectivity, inclusion, and sustainable economic growth. This is a first for a mega-city of its size. It has integrated existing planning frameworks and highlighted the importance and benefits of cooperation between different institutions. The second project has focussed on improving participatory planning for resilience, working with specific community groups to achieve a more sustainable and inclusive future for the city.

Key Takeaways

- **In moving from policy to impact**, it was discussed that cities may wish to consider:
 1. the governance structure of the city – including vertical and horizontal coordination;
 2. the legal framework to enforce to clarify mandates, and ensure long-term accountability;
 3. how to achieve compliance with these laws – either through monitoring and enforcement or through encouraging voluntary cooperation;
 4. finance and prioritisation of projects, building in budget realities and making the economic case from the start;
 5. experimentation, and using pilot projects to demonstrate value while building incrementally and adapting as progress is made.
- The use of **data to derive impact** in city interventions was also discussed. **Open Cities** and Smart Cities were compared – with the ideals of the former presented as a more realistic and appropriate model to work towards in promoting data-driven urbanisation. Technologies are expensive and certain systems can lead to vendor lock-in and silos. As a result, the central focus should be the **end-use** of the data and technology in which investment has been made, ensuring that future use aligns with data skills and literacy in the city. It was also noted that the true **value of using data comes from sharing it**. The subject matter experts proposed that cities need to constantly work towards finding a balance between 'data fearing' and 'data hoarding' to facilitate trust and openness between stakeholders.

Ankara
Turkey



- **Behavioural insights** were also discussed as a way to facilitate rapid change, through an in-depth **understanding of the user**. Cities need to drill down from the broader goals, map the user journey and find very specific aspects that need to be targeted for change. The four key steps to facilitate this include making interventions:

1. **Easy** – either make the process easier or enhance communication.
2. **Attractive** – incentivising behaviour with money or making it more fun or more interesting.
3. **Social** – we copy what people around us do, therefore by providing citizens with information on how others behave it is possible to motivate different decisions.
4. **Timely** – well timed prompts, or appealing to the fact that people are more inclined to respond to immediate/present issues rather than future issues, can also be used for more effective policy design.

It was also noted that people are also more likely to change behaviour if they are undergoing another big change simultaneously. For example, a change in lifestyle due to Covid-19.

Going forward

- **Shifting from policy to impact** requires both quick wins to build legitimacy while also investing in long-term structural change in government and laws. Behavioural insights show how minor changes to the timing or availability of information can be used as part of current and future interventions – and in doing so achieving a substantial difference in outcomes in a short period.
- Doubling down on **user-centred design** is at the heart of successful projects. This requires drilling down from the broad objectives into the specific needs – whether focussing on a particular behaviour or finding the ultimate use for the data being generated. This also requires a **participatory approach**. In Ankara, for example, mapping of the user journey of cyclists has already been done, and building on this with further nudges to encourage a modal shift could deepen the success.
- While data often highlights silos, it can also be used as a tool to **build integration and collaboration** between departments. In Bursa, pooling and communicating the data already collected was highlighted as an important focus of the next phase; while in Istanbul, emphasis was placed on maintaining the cross-department working groups established through the interventions. Using behavioural insights could also motivate further collaboration and sharing between departments and cities.
- It was discussed that collaboration could also extend beyond data to **sharing the exceptional know-how and expertise** that has been developed through each intervention with additional cities throughout Turkey.
- Finally, it was agreed that **rigorous evaluation** should be actively planned before the interventions are rolled out – this will have implications on how the rollout occurs and what data needs to be gathered before and after.



The aim of the strategic capacity development component is to complement the other elements of the Global Future Cities Programme, to consider some of the barriers and enablers to sustainable urbanisation and to help achieve the programme's long-term impact.

Attendance

Key Stakeholders

Ankara Metropolitan Municipality

Bursa Metropolitan Municipality

Çankaya Municipality

Istanbul Metropolitan Municipality

Subject Matter Experts

International Growth Centre

Open Data Institute

Behavioural Insights Team



Links to Further Information

Copies of the presentations delivered during the event can be accessed by following this link:
<https://tinyurl.com/9drtabhm>

We include below a variety of links we hope the City Stakeholders may find useful:

Case studies of Open Data's impact from The GovLab:

<https://odimpact.org>

EAST: Four Simple Ways to Apply Behavioural Insights:

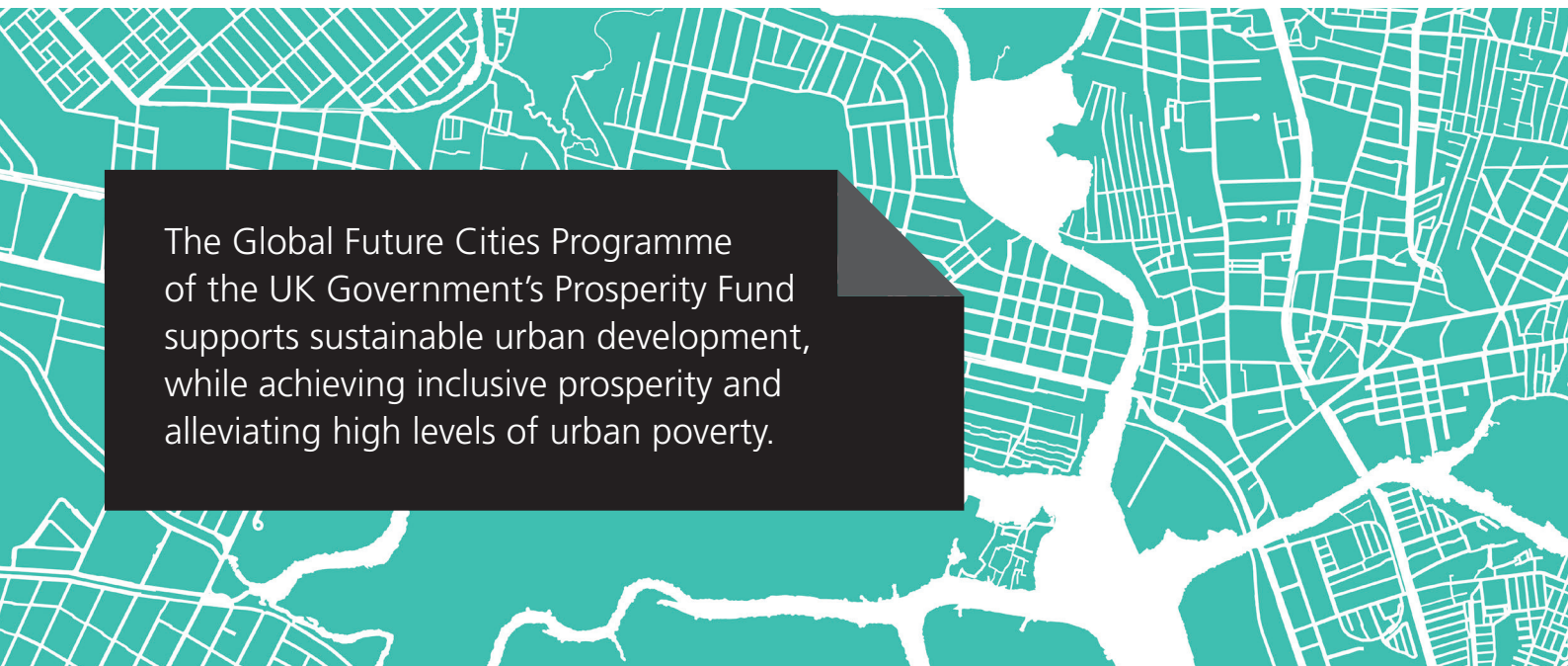
<https://www.bi.team/publications/east-four-simple-ways-to-apply-behavioural-insights/>

Assessment framework for measuring economic success in transport, land-use planning and resilience interventions:

<https://www.globalfuturecities.org/node/171>



For further information about the programme, please contact
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The Global Future Cities Programme
of the UK Government's Prosperity Fund
supports sustainable urban development,
while achieving inclusive prosperity and
alleviating high levels of urban poverty.



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