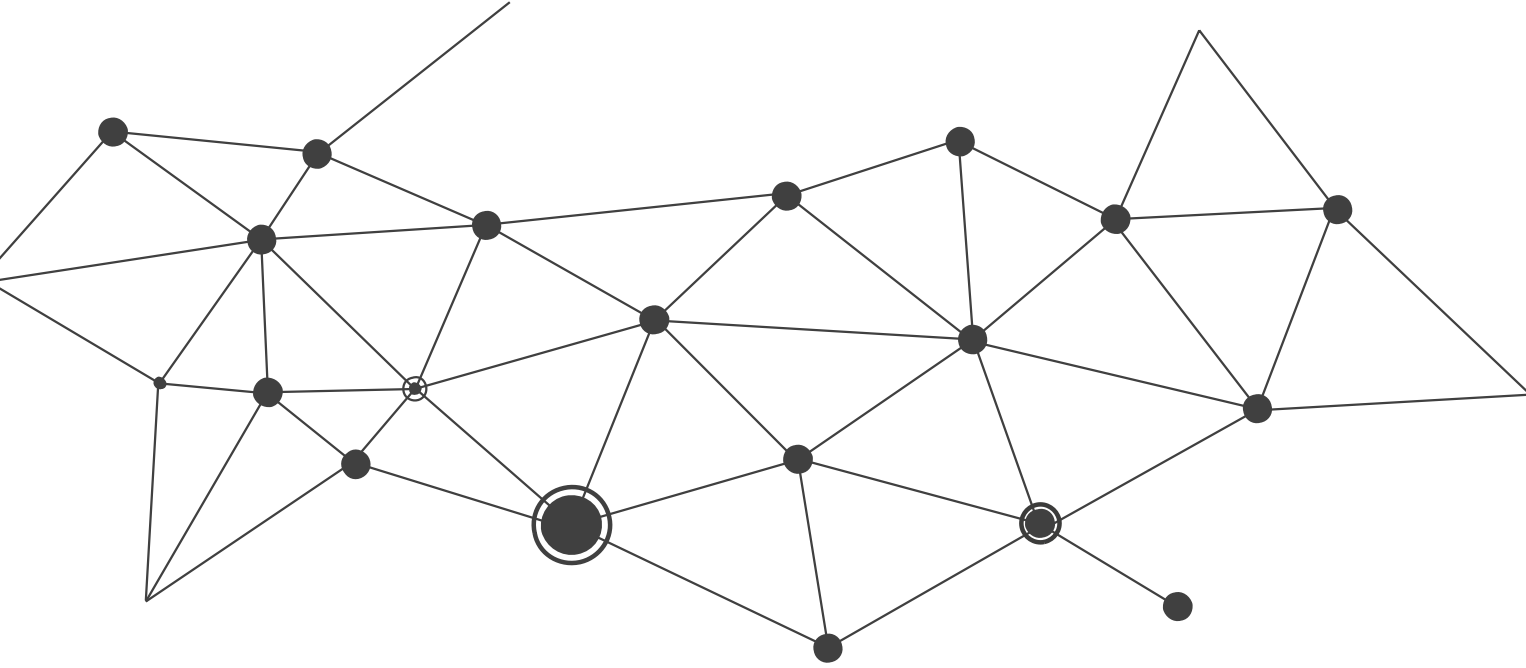


Kick-off Working Group for a working group on

Developing a strategic plan for municipalities in the Middle East and North Africa (MENA) region

Haneen Hassouneh

7 August 2023



Context and Importance of Strategic Planning

7 August 2023

Significance of Strategic Planning for Municipalities in the MENA Region

- Exploring the Connection between Strategic Plans, Community Development, and Sustainable Goals



Introduction

Importance of Strategic Planning

Strategic planning is crucial for municipalities to effectively manage resources and prioritize initiatives.

It provides a roadmap for achieving long-term goals and responding to changing needs of the community.

By aligning resources and actions, municipalities can enhance service delivery and promote sustainable development.

Strategic planning ensures efficient allocation of resources and enables municipalities to address the evolving needs of the community.

It guides decision-making and helps prioritize initiatives to achieve desired outcomes.

By adopting a strategic approach, municipalities can improve service delivery and promote the well-being of the community.

The Importance of Strategic Planning

Strategic planning is a process that helps municipalities define their direction and make decisions on allocating resources to pursue this direction. It helps municipalities align their activities with their vision and goals. Strategic planning is crucial for driving sustainable development in MENA municipalities.





Importance of Strategic Planning

Planning for Long-Term Success



1. Provides a Clear Direction

Strategic planning helps municipalities define their goals and objectives, providing a clear direction for the future.



2. Aligns Resources and Efforts

It ensures that resources are allocated effectively and efforts are focused on achieving desired outcomes.

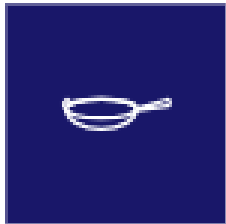


3. Enhances Decision Making

Strategic planning enables informed decision making based on long-term goals and objectives.

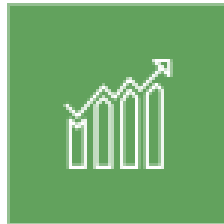
Community Development

Fostering Growth and Progress



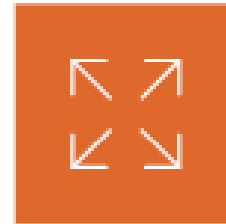
1. Infrastructure Development

Strategic planning supports the development of essential infrastructure, such as transportation, utilities, and public facilities.



2. Economic Growth

It promotes economic growth by attracting investments, creating job opportunities, and supporting local businesses.



3. Social Inclusion

Strategic planning focuses on social inclusion, ensuring that community members have equal access to resources and services.

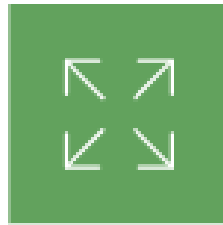
Sustainable Goals

Building a Better Future



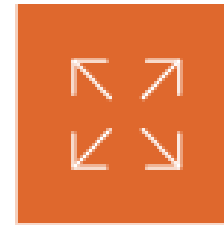
1. Environmental Conservation

Strategic planning facilitates the integration of sustainable practices, such as renewable energy, waste management, and conservation of natural resources.



2. Social Equity

It promotes social equity by addressing social issues, reducing inequality, and ensuring equal opportunities for all community members.



3. Economic Sustainability

Strategic planning aims to achieve economic sustainability by promoting responsible economic growth and diversification.

Examples of Successful Strategic Planning

There are several examples of successful strategic planning in MENA municipalities. For example, Dubai's strategic plan for 2021 focuses on sustainability, innovation, and happiness. Abu Dhabi's 203 plan aims to create a sustainable and diversified economy. These plans demonstrate the importance of strategic planning in driving sustainable development.



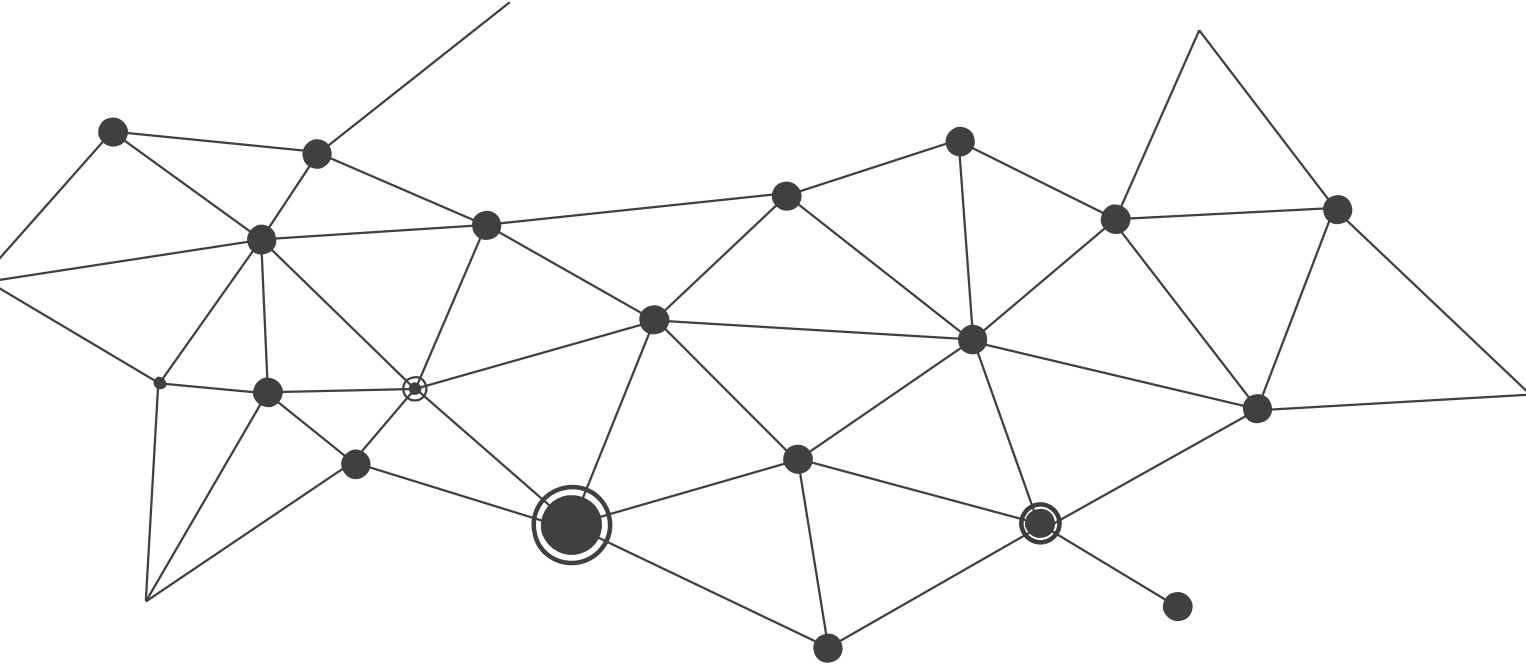
Conclusion

1. Strategic planning is crucial for municipalities in the MENA region to achieve long-term success and sustainable goals.
2. By aligning resources, fostering community development, and addressing social, economic, and environmental challenges, strategic planning plays a vital role in shaping the future of municipalities.
3. Municipalities should prioritize strategic planning and regularly review and update their plans to adapt to changing circumstances and emerging opportunities.

Take Action Now

Start Planning for a Better Future





Overview of Working Group Objectives

7 August 2023

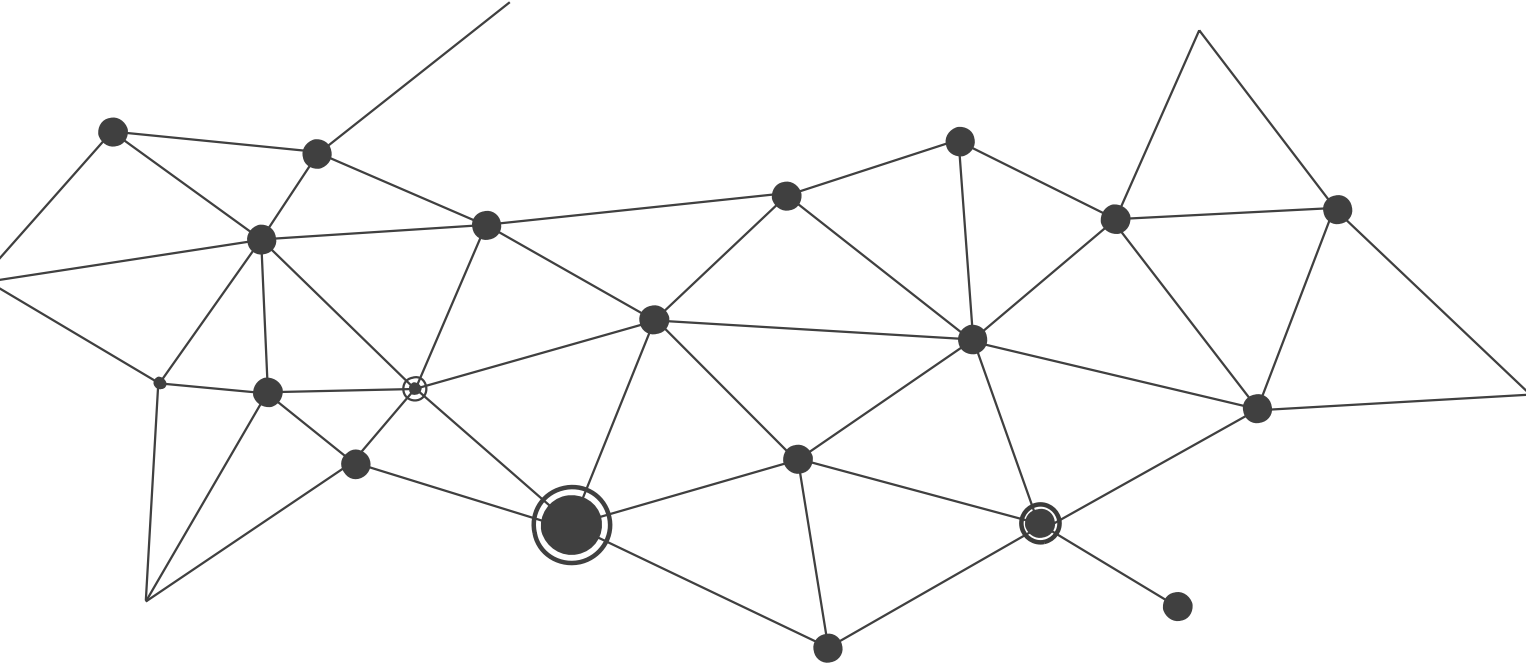
Overview of Working Group Objectives

- the working group's purpose and goals
- Explanation of the expected outcomes and benefits for participating municipalities

Explanation of the expected outcomes and benefits for participating municipalities

- Comprehensive understanding of the process of developing strategic plans: Participants learn about the stages and elements of developing strategic plans, including analyzing the internal and external environment, setting goals and strategies, developing detailed action plans, and evaluating performance. This enables them to implement the process in an organized and effective manner.
- Development of analysis and planning skills: Participants learn how to analyze data and information necessary for developing successful strategic plans. They are trained on using various analysis tools and appropriate techniques to assess capabilities and challenges and identify priorities. In addition, they learn how to develop detailed action plans and identify steps and timelines.
- Promoting cooperation and coordination: The working group process encourages cooperation and coordination among participants in developing strategic plans. Participants are encouraged to work as a team to analyze data and make joint decisions. Communication, sharing experiences, and knowledge are enhanced to achieve smoother and more effective strategic plan implementation.
- Achieving sustainable goals and vision: The working group process for municipalities to develop strategic plans contributes to achieving sustainable goals for the municipality and developing communities. Clear, measurable goals are set, along with plans to achieve them. Environmental, economic, and social sustainability are enhanced in planning and implementation processes.

- Go to PDF local strategic plan draft form



Key Elements of Effective Strategic Plans / the components of successful strategic plans

7 August 2023



Key Components of a Strategic Plan

Elements for Success



Mission and Vision Statements

Mission and vision statements provide a sense of purpose and direction for the municipality.



Goals and Objectives

Goals and objectives define desired outcomes and guide decision-making.



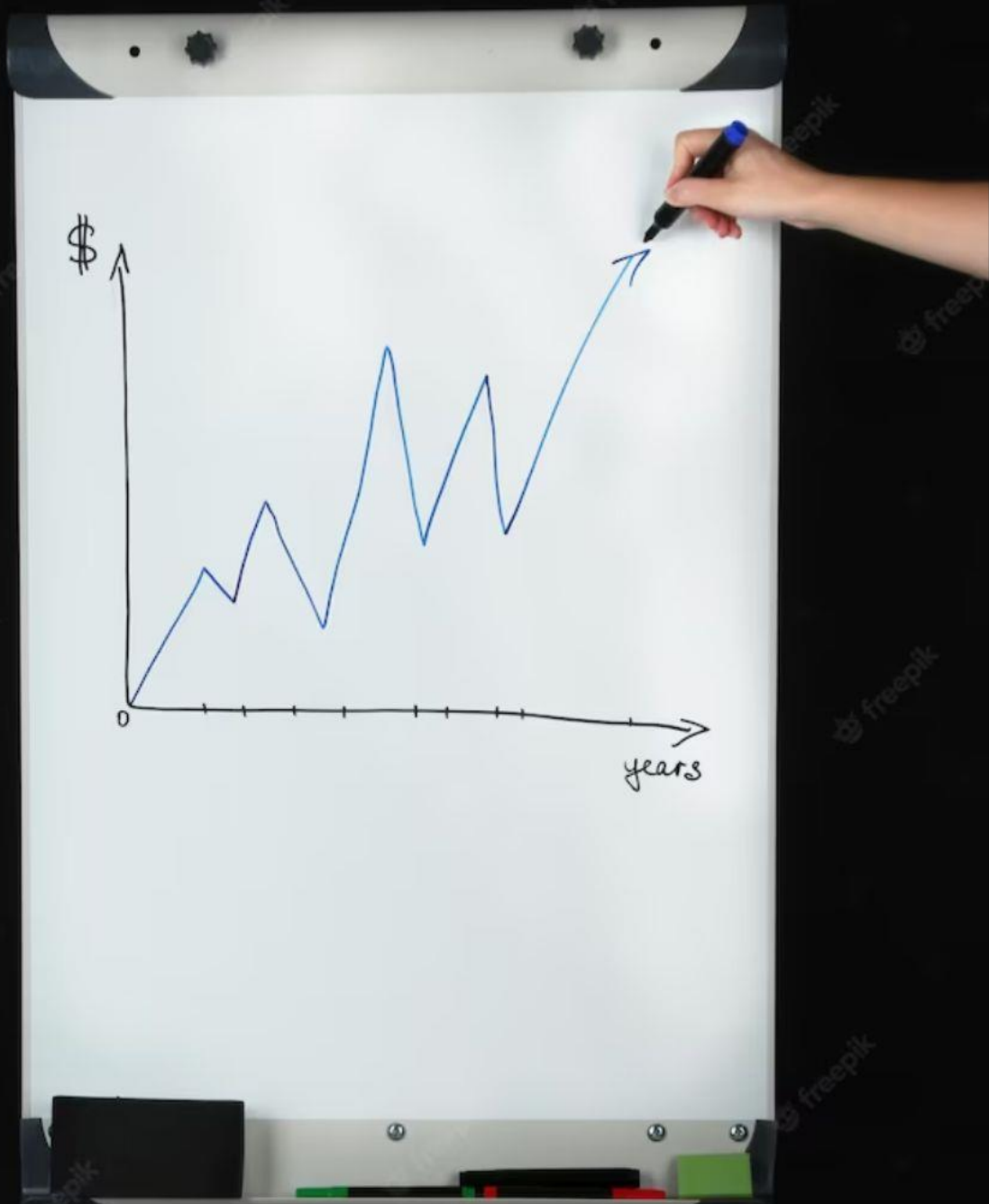
Action Plans

Action plans outline specific initiatives and activities to achieve the goals.



Performance Measures

Performance measures track progress and enable evaluation of the plan's effectiveness.



Key Elements of Strategic Planning

Strategic planning involves several key elements, including **vision**, **mission**, **goals**, **objectives**, **action plans**, and **monitoring and evaluation**. Each of these elements is crucial for ensuring that the municipality is on track to achieve its sustainable development goals.

Vision and Mission

Vision and Mission: The foundation of a successful strategic plan. A clear and concise vision and mission statement sets the tone for the entire plan and provides direction for decision-making.



SWOT Analysis

SWOT Analysis: Identifying Strengths, Weaknesses, Opportunities, and Threats. A thorough analysis of the municipality's internal and external environment is critical to the development of a successful strategic plan.



Goals and Objectives

Goals and Objectives: Setting measurable and achievable goals and objectives is essential to the success of a strategic plan. They provide a roadmap for the municipality to follow and help measure progress.



Action Plan

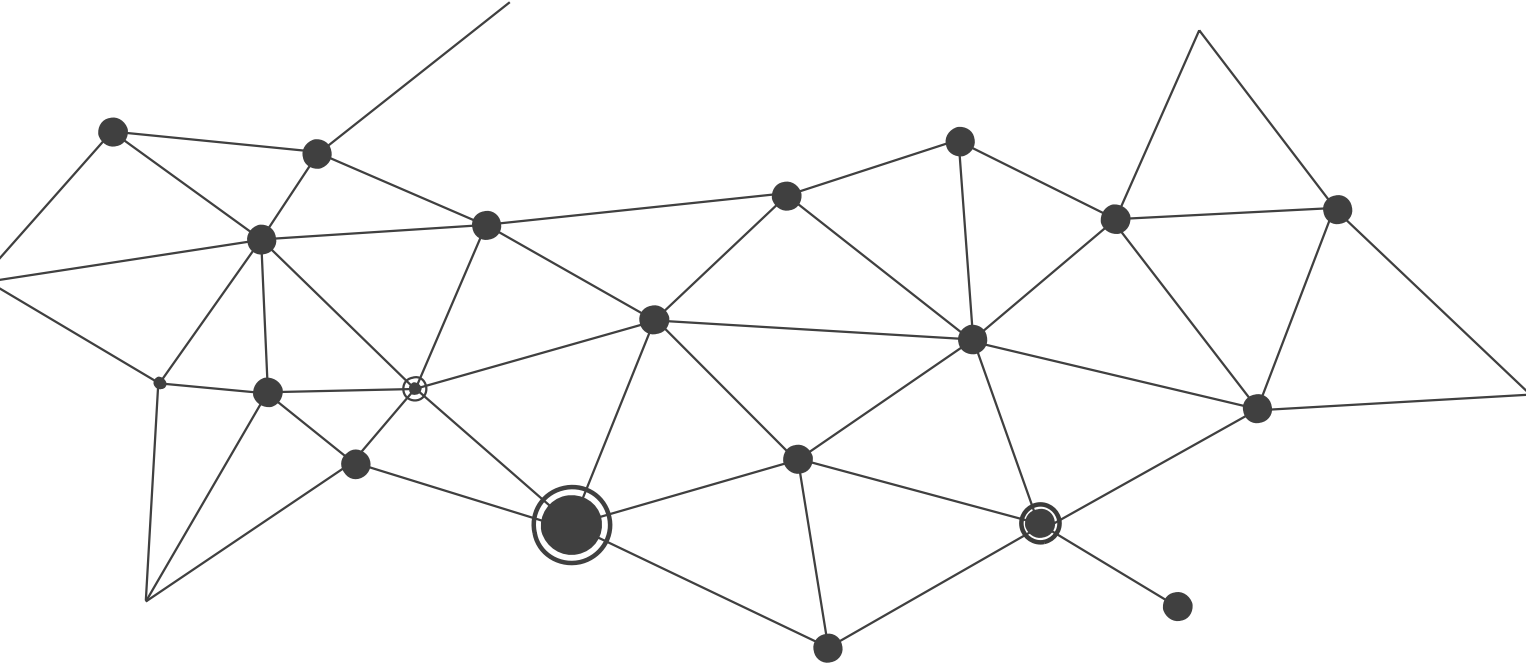
Action Plan: The detailed steps that must be taken to achieve the goals and objectives set forth in the strategic plan. The action plan should be comprehensive and include timelines, responsible parties, and resources needed.





Conclusion

Conclusion: Building a strong foundation for a successful strategic plan is critical for municipalities. By including a clear vision and mission, conducting a thorough SWOT analysis, setting measurable goals and objectives, and developing a detailed action plan, municipalities can achieve success.



Process of Developing Strategic Plans

Step-by-step explanation of the strategic planning process

7 August 2023

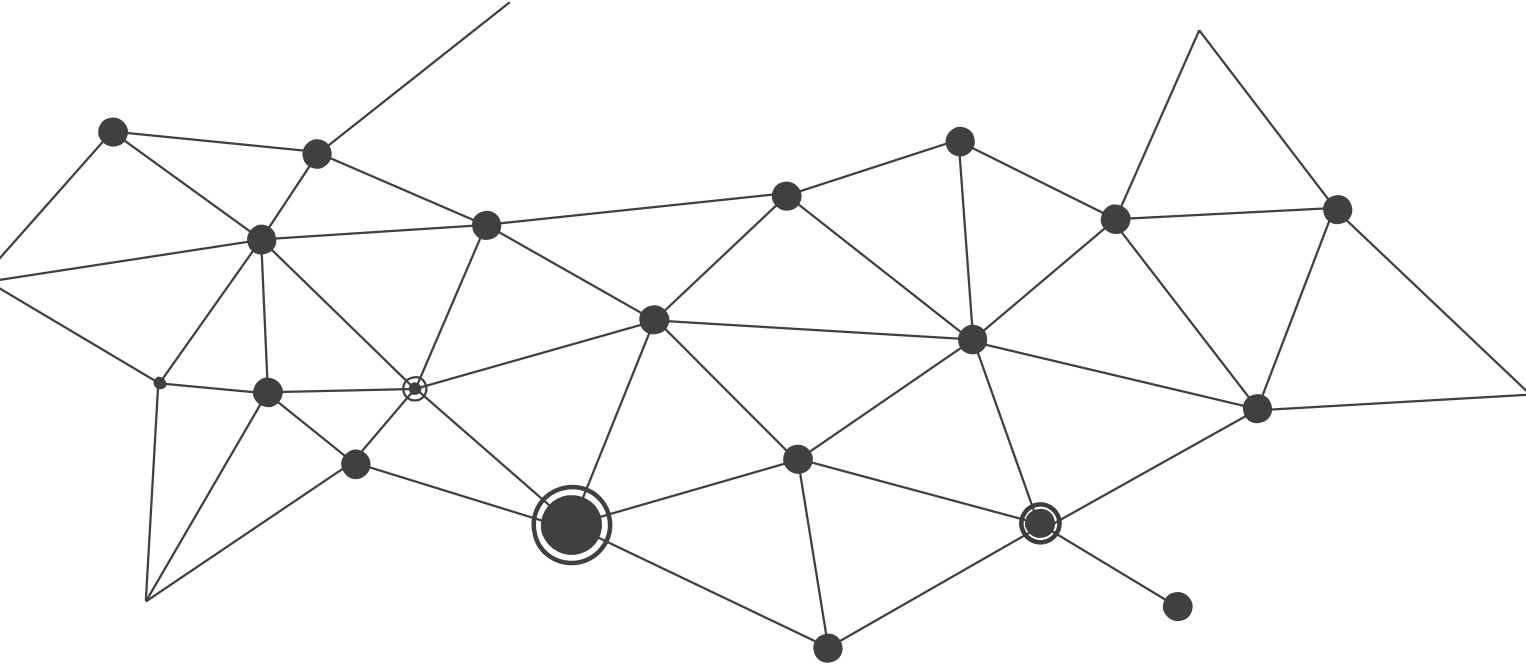
Process of Developing Strategic Plans Step-by-step explanation of the strategic planning process:

- Data and information analysis
- Stakeholder engagement and collaboration
- Goal setting and strategy formulation
- Action plan development

- The strategic planning process is a method that organizations use to develop plans to achieve overall, long-term goals. The process can vary depending on the organization, but most strategic planning cycles can be summarized in the following steps:
Data and information analysis: The first step in the strategic planning process is to conduct a comprehensive assessment of the organization's internal and external environment. This includes analyzing its strengths, weaknesses, opportunities, and threats (SWOT analysis).
- Stakeholder engagement and collaboration: It is important to involve stakeholders in the strategic planning process to ensure that everyone is working towards a common goal. This includes employees, customers, partners, and other relevant stakeholders.
- Goal setting and strategy formulation: The next step is to set specific, measurable, achievable, relevant, and time-bound (SMART) goals that align with the organization's vision and mission. Strategies should be developed to achieve these goals, and they should be based on the SWOT analysis and stakeholder input.
- Action plan development: An action plan should be developed to outline the specific steps that the organization will take to achieve its goals. This should include timelines, milestones, and responsibilities to ensure that everyone is working towards the same goal.
- Resource allocation and monitoring: A strategic plan should also include a plan for allocating resources, such as people, money, and time, to ensure that the organization can achieve its goals. Monitoring progress against the plan is also critical to ensure that the organization stays on track and can make adjustments as needed.

Implementing Your Strategies

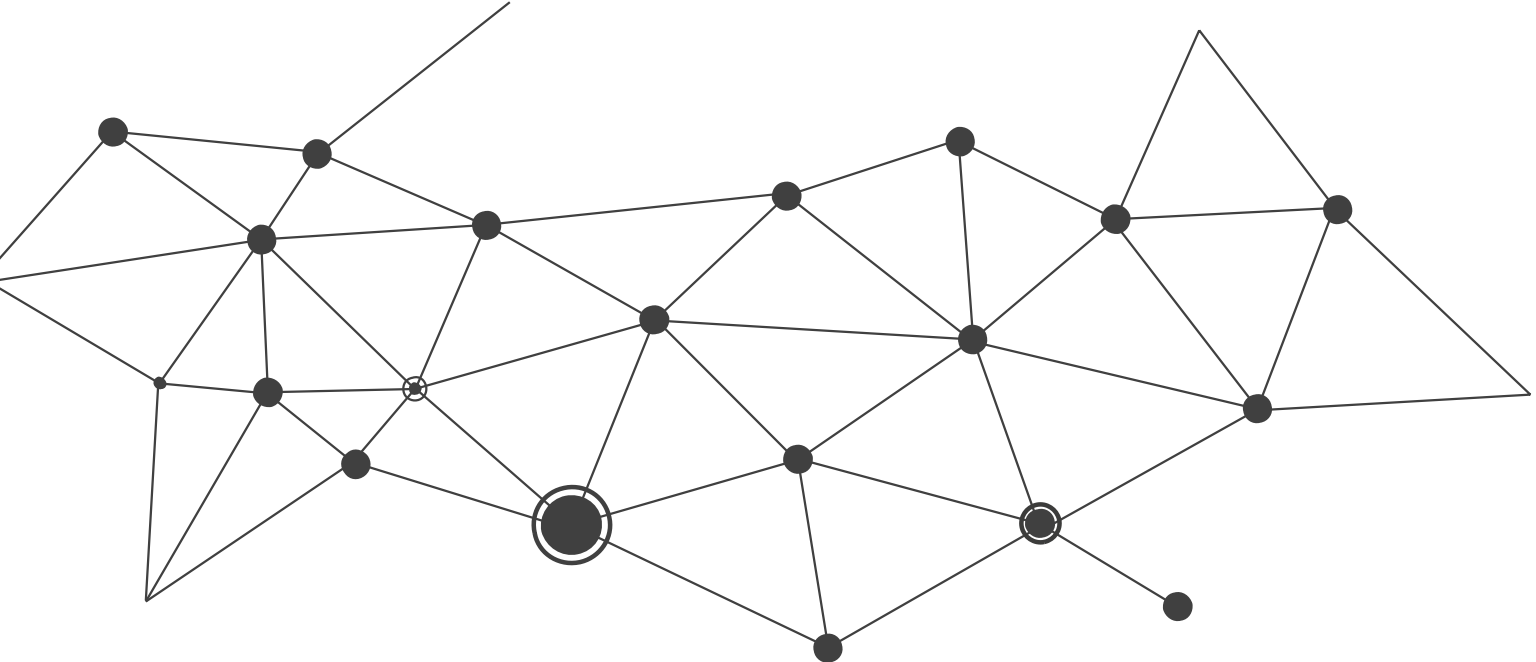
- Developing effective strategies is only the first step. You must also implement your strategies effectively. This involves **assigning responsibilities, setting timelines, and allocating resources**. You should also **monitor your progress** and **make adjustments** as needed. By doing this, you can ensure that your strategies are being implemented effectively and that you are making progress towards your goals and objectives.



Good example Madaba Municipality strategic plan

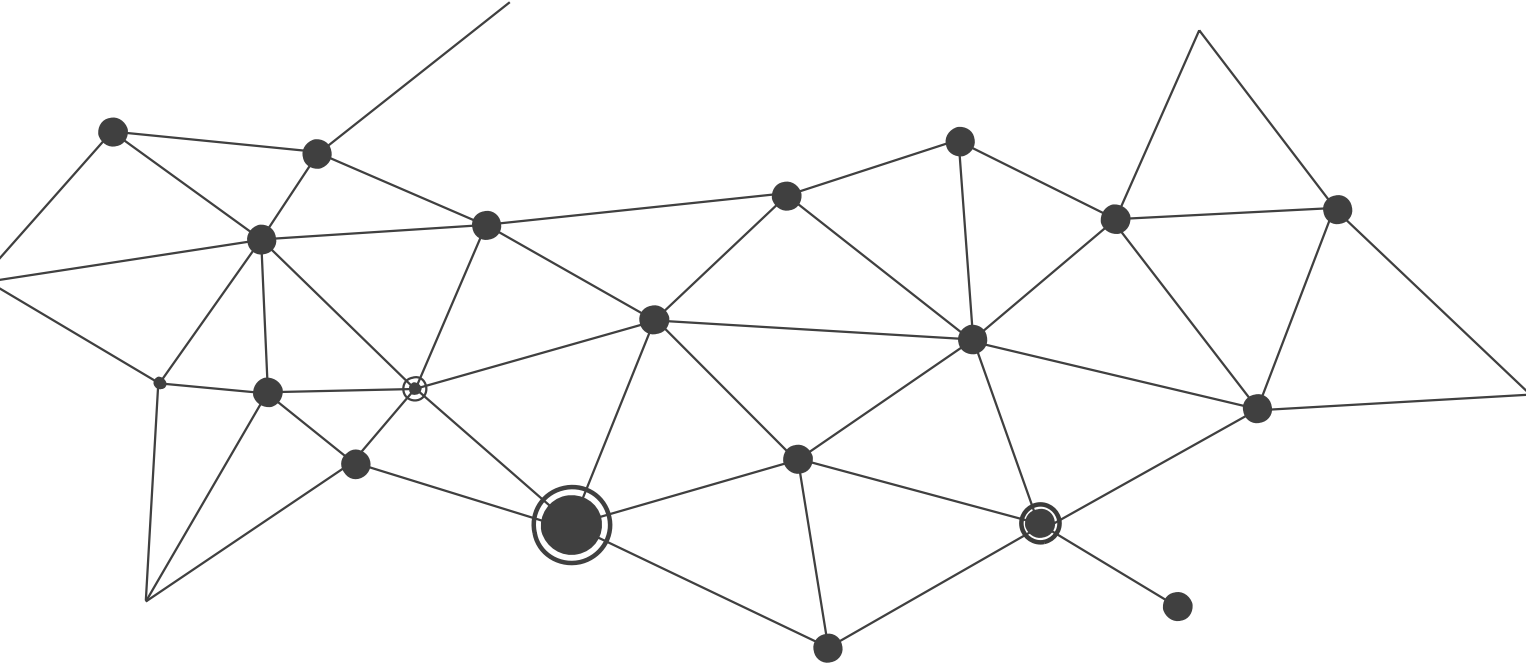
Mohammad Abo Gaood

7 August 2023



Open discussion

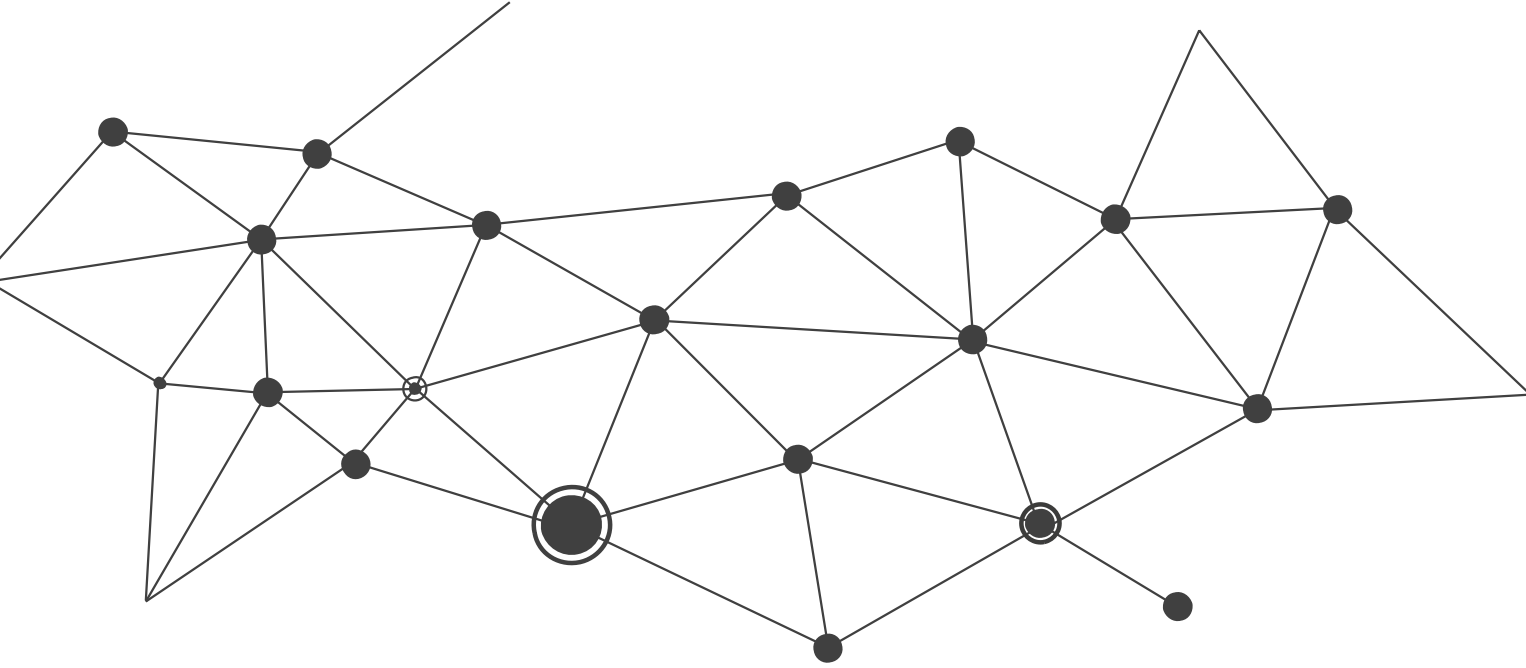
7 August 2023



Tourism plan working group

Hanan Haber

7 August 2023



Closing Remarks and Next Steps

7 August 2023



Conclusion

Strategic planning is a **critical** tool for **municipalities** in the **MENA Region** to achieve **community development** and **sustainable goals**. By following the **pathway** outlined in this presentation, municipalities can improve their **effectiveness** and **impact**.

thank
you