



Kick of meeting for a working group on

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

Date: 7 August 2023

Time: 11:00 -13:30 (Amman time)

Language: Arabic

Enrollment link: <https://community.connective-cities.net/en/node/1389>

Thematic focus of the event

to introduce participants to the key concepts, objectives, and anticipated outcomes of the working group. It aims to set the tone for the collaborative effort and provide an overview of the significance of strategic planning for municipalities in the Middle East and North Africa (MENA) region. The kick-off meeting's theme revolves around building a strong foundation for the working group's activities, fostering understanding of the strategic planning process, and encouraging participants to engage actively in the subsequent sessions.

Objectives of the event

1. **Knowledge Enhancement:** Provide participants with a clear understanding of the importance of strategic planning for municipalities in the MENA region, including its role in achieving sustainable community development.
2. **Skill Development:** Equip participants with practical skills and techniques for effectively analyzing data, setting goals, formulating strategies, and developing action plans tailored to the unique needs and challenges of their municipalities.
3. **Collaboration and Coordination:** Foster a collaborative environment where participants can share experiences, insights, and best practices related to strategic planning, promoting cross-learning and cooperation among municipalities.
4. **Problem Solving:** Enhance participants' ability to identify and address challenges and obstacles in their municipalities through systematic analysis, thoughtful decision-making, and strategic alignment.
5. **Resource Allocation:** Enable participants to allocate resources efficiently by understanding how to identify and prioritize projects, allocate budgets, and allocate human resources in alignment with strategic goals.
6. **Sustainable Development:** Highlight the role of strategic planning in promoting environmental, economic, and social sustainability within municipalities, leading to long-term, balanced growth.

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7. Visionary Leadership: Empower participants with the knowledge and tools to lead their municipalities towards a shared vision, fostering unity and cooperation among various stakeholders.
8. Effective Implementation: Enhance participants' ability to implement strategic plans by providing insights into monitoring progress, measuring outcomes, and making informed adjustments as necessary.
9. Networking: Facilitate networking and relationship-building among participants, encouraging ongoing communication and collaboration beyond the event.
10. Capacity Building: Contribute to the overall capacity development of municipalities in the MENA region, enabling them to plan, implement, and monitor strategic initiatives effectively.

These objectives collectively aim to empower municipalities in the MENA region to create well-informed, tailored strategic plans that drive sustainable development and address the unique challenges and opportunities of their communities.

The Agenda

Time (Amman time)	Agenda	Details
11:00 – 11:10	Welcome Note	Dr. Muna Shaalan Regional Coordinator
11:10-11:30	Context and Importance of Strategic Planning <ul style="list-style-type: none"> • Presentation on the significance of strategic planning for municipalities in the MENA region • Explanation of how strategic plans contribute to community development and sustainable goals 	Arch. Haneen Hassouneh
11:30-11:40	Overview of Working Group Objectives <ul style="list-style-type: none"> • Presentation of the working group's purpose and goals • Explanation of the expected outcomes and benefits for participating municipalities 	Arch. Haneen Hassouneh
11:40-11:50	Key Elements of Effective Strategic Plans Detailed discussion on the components of successful strategic plans: <ul style="list-style-type: none"> • Vision, mission, and goals 	Arch. Haneen Hassouneh

	<ul style="list-style-type: none"> • SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) • Action plans and timelines • Resource allocation and monitoring 	
11:50– 12:15	<p>Process of Developing Strategic Plans Step-by-step explanation of the strategic planning process:</p> <ul style="list-style-type: none"> • Data and information analysis • Stakeholder engagement and collaboration • Goal setting and strategy formulation • Action plan development 	Arch. Haneen Hassouneh
12:15-12:40	Good example Madaba Municipality strategic plan	Mr.Mohammad Abo Gaood
12:40-13:00	Open discussion	Moderator: Arch. Haneen Hassouneh
13:00-13:15	Tourism plan working group	Mrs.Hanan Haber
13:00-13:30	<p>Closing Remarks and Next Steps</p> <ul style="list-style-type: none"> • Recap of key takeaways from the kick-off meeting • Outline of the upcoming sessions and activities of the working group • Encouragement for active participation and engagement 	Arch. Haneen Hassouneh

Connective Cities at a glance

Connective Cities is a cooperation project between the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the German Association of Cities and Engagement Global with its Service Agency Communities in One World (SKEW)ⁱ. The project promotes international knowledge- exchange among urban practitioners from city administrations, civil society, academia and the private sector since 2013. Connective Cities activities enables joint learning, peer-to-peer advisory and the development of joint projects on topics of sustainable urban developmentⁱⁱ

ⁱ Connective Cities is supported by the German Federal Ministry for Economic Cooperation and Development (BMZ).

ⁱⁱ Since its launch in 2013, Connective Cities has already held over 30 workshops attended by more than 2000 participants from over 200 cities in 65 countries worldwide. Connective Cities organised a dialogue event on the topic of public health protection in biological emergencies at the local level in Frankfurt in November 2015