

GROUP EXERCISE
TO DETERMINE SPECIFIC
FOCUS OF AE-NETWORK
IN 2016

GROUP TWO



GROUP 2 – HOW DO WE MAKE CITIES MORE SUSTAINABLE?

1

Read introduction text about theme

2

Read and discuss “Why is this a Business Case and Why Should Business Organisations Engage”

3

Read and discuss Sample Solutions

4

Rate the Sample Solutions to find the most important

5

Brainstorm, discuss and describe in detail how the AE-Network in 2016 can work with the selected, most important solution

6

Present suggestions for AE-Network in plenum (5 min. per presentation)

7

In plenum: Vote to find the specific focus on the AE-Network in 2016

INTRODUCTION TEXT

HOW DO WE MAKE CITIES MORE SUSTAINABLE?

The world's cities occupy 4 percent of the Earth's land area, yet they are home to more than half of the world's people. By 2030, that percentage will swell to 60 percent. Indeed, the United Nations projects that cities will absorb most of the world's population increase between now and 2050—more than two billion people—with the vast majority of urban expansion taking place in the developing world.

Growing urbanization can be a plus for the environment, because people who live in dense cities drive less, their living spaces use less energy, and they require fewer resources. However, there are also troubling trends, like increased traffic congestion, smog, and blight. Some cities' per-capita greenhouse gas emissions are higher than the national average, and many cities are surrounded by suburbs with large carbon footprints. It will be important to pay attention to how we build cities, if we want metropolitan areas that make the planet a better place.

What is the most important thing we can do to make cities more liveable and sustainable in their use of energy?

WHY IS THIS A BUSINESS CASE AND WHY SHOULD BUSINESS ORGANISATIONS ENGAGE?

There are great profits to be made when making cities more sustainable. Overall, more sustainable and efficient cities reduces the cost of doing business. On a company level, companies that improve their own energy efficiency and thereby contribute to more sustainable cities can become more profitable and productive. Therefore, there is vast potential for business organisations to help their companies in this process.

Cities can be regarded as complex as a human body. You need to regard it holistically. Maybe not surprising, the World Bank argues that successful PPPs and PPD is imperative for cities development and sustainability. They find that leading cities focus their energies on leveraging both economy-wide and sector-specific policies. In practice, successful cities create a favourable business climate *and* target individual sectors for pro-active economic development initiatives. They use a combination of policies focused on crosscutting issues such as land, capital markets and infrastructure, while not losing focus on the needs of different industries and firms. The crucial factor is consultation, collaboration and partnerships with the private sector. In fact, success also involves building coalitions for growth with neighbours and other tiers of government.

GROUP 2 – HOW DO WE MAKE CITIES MORE SUSTAINABLE?

Moreover, once you get it, there are enormous profits to be made: 72% of cities grow faster than their countries. However, these benefits do not happen uniformly across all cities: the top 10% of cities increase GDP almost three times more than the remaining 90%. They create jobs four to five times faster. Their residents enjoy higher incomes and productivity, and they are magnets for external investment.

As a concrete example, McKinsey has found that consolidating loads to reduce truck numbers on congested city roads can increase traffic speeds by up to 30 percent and reduce greenhouse gas emissions by about 50,000 tonnes of CO₂ equivalent per million inhabitants at no significant infrastructure expense. Reducing congestion improves city dwellers' quality of life and cuts the cost of doing business by making delivery times more consistent and reliable.

CASE: DANISH CLEANTECH HUB. SUPPORTING SUSTAINABLE CITIES AROUND THE WORLD

Confederation of Danish Industry is working to promote its member companies' competencies within green tech whilst helping promote the sustainability in New York. After the super storm Sandy in 2012 New York realised it needs to invest in cleantech and climate change adaption. A US-Danish public-private partnership was established and is now the single entry point for all cleantech related activities between Denmark and New York. The initiative was initiated by DI and State of Green (Denmark's official green brand) and the partnership has already had significant success and created new opportunities for Danish businesses in New York.

SAMPLE SOLUTIONS

Improve mass transit: Around the world, urban commuters spend hours each year stuck in traffic congestion, burning through gasoline just idling in road jams. Use of public transit is increasing in some places, but not at the pace most experts say is needed. Roadway occupancy levels could increase sixfold in some countries, according to the International Energy Agency (IEA). Would better mass transit systems get more commuters off the road?

Make buildings more efficient: In the developed world, fully 40 percent of carbon dioxide emissions come from heating, cooling, and powering buildings. Many countries have embarked on major efforts to better insulate buildings and install more modern and efficient heating and ventilation equipment. Energy savings could reach 30 percent or more. Should cities invest in major weatherization and energy upgrade efforts?

GROUP 2 – HOW DO WE MAKE CITIES MORE SUSTAINABLE?

Improve water re-usage: fresh water reserves are scarce all around the globe and particularly in the MENA region. Water is by many predicted to determine many future conflicts yet many countries do not do enough when it comes to water reuse, both when it comes to private consumption and industrial consumption.

Boost clean energy: The electricity plants that power the world's cities are often out of sight and out of mind. But some municipalities are taking steps to reduce their reliance on power transmitted from distant generating stations. Cities are integrating solar energy onto rooftops, capturing and recycling waste heat, and purchasing wind power. Switching from coal to natural gas also can cut carbon emissions and other pollutants.

Upgrade infrastructure: aging energy delivery systems in many cities need to be upgraded to handle increased weather and flooding risks as well as growing population. Cities will need better flood management, smarter and more resilient electricity and fuel delivery systems to provide basic human services, and for communities to grow and thrive into the next century.

RATING

WHAT IS THE NEXT CRUCIAL STEP IN FIGHTING MENA CITIES' AIR POLLUTION? GIVE YOUR RATING FOR THE ANSWERS BELOW AND SHARE YOUR THOUGHTS IN THE COMMENTS.

Solution	Rating (1-5)	Comments
Improve mass transit		
Make buildings more efficient		
Improve water re-usage		
Boost clean energy		
Upgrade infrastructure		

SELECTED SOLUTION: _____

BRAINSTORM, DISCUSS AND DESCRIBE

HOW CAN THE AE-NETWORK WORK WITH THE SELECTED SOLUTION IN 2016 TO FIGHT THE AIR POLLUTION IN THE CITIES ACROSS MENA?

- **Brainstorm:**
 - o Considering what is realistic within one year and considering the capacity and mandate of the AE-network, what would be the most valuable way for the AE-network to work with this topic?
 - o How can AE-members share knowledge and best practice in this field?
 - o What would be the desired output and outcome of the work of 2016 of the AE-network? Please be specific.
- **Discuss:**
 - o Should the AE-network work with this through service provision to its member companies and/or through development of a common policy position?
 - o How should the AE-members work together on this?
 - o How should the action be communicated and promoted?
 - o Which action could give good business benefits?
- **Describe (to be presented in plenum):**
 - o What concrete action do you suggest for the AE-network 2016?
 - o What would be the concrete goal/objective of this action? (within 2016 and on the longer run)
 - o Who should be the lead on this action?
 - o What should be done by members and the Secretariat respectively until next working group meeting?
 - o Other considerations



You should write your work on a laptop. Arabic or English.

Please prepare for your presentation in plenum, which should take no more than 5 minutes.