

International Ecocity Conference
Ecocity Focus Lab Series



ECOCITY
BUILDERS



International Ecocity Conference
Ecocity Focus Lab Application Manual

INTRODUCTION

Since 1990, Ecocity Builders, a California non-profit corporation, has convened a conference series now known as Ecocity World Summit.

This series occurs once every two years in a different city around the world. The Summits have grown into a global forum for the latest thought and action on all things sustainable as it pertains to the complete and healthy urban ecosystem.

In order to further complement the broad scope of Ecocity World Summits, Ecocity Builders has launched a more in-depth issues companion series, Ecocity Focus Lab. This sister series is meant to provide a forum and opportunity to explore new ecocity ideas, different approaches, and innovative ecocity projects in more depth and detail. The primary requirement is originality: unusual ways of thinking, introductions to more sustainable cultures and behaviors, and solutions that offer alternatives to business-as-usual. We hope that applicants will respond with ideas that help the world see cities with new eyes.



1- INFORMATION

Ecocity Builders invites expressions of interest from those wishing to apply to host an Ecocity Focus Lab. A successful application will reflect the mission of the conference series as follows:

To promote the understanding and development of cities which are ecologically healthy and sustainable, economically prosperous and fair, and socially just and caring.



Applications from all over the world are welcome.

This document contains the full application manual including information required of interested hosts.

1.1. WHAT IS ECOCITY FOCUS LAB?

The term “ecocity” (alternately “eco-city”) was introduced by Ecocity Builders founder Richard Register in 1979. The term is now in common use in much of the world. “Sustainable city” and “green city” are popular as well. Yet in our tradition of drawing directly from basic life principles for the design and organization of cities, the conference series has stayed committed to “eco-” because the prefix is derived from “ecology,” the science of life and living systems on our planet. This terminology is particularly important because life gives us not only our very existence but also useful models for design.

The Ecocity World Summit Series was the first and is now the world’s longest running conference for ecological city design, development and functioning. With attendance and interest in the conference growing significantly, in 2015, Ecocity Builders announced the launch of Ecocity Focus Lab to provide a forum for deeper exploration of unique ecocity ideas and actions. Like the Ecocity World Summits, Ecocity Focus Lab conferences can investigate urban problems, climate change, renewable energy, transportation, environmentally healthy architecture, city layout and anything else related to ecocities. But, unlike Ecocity World Summits, Ecocity Focus Lab conferences do not attempt to address the entire range of ecocity topics. The instead focus on a smaller number of key issues, projects and places.

Hosts are encouraged to propose Ecocity Focus Lab conferences in the manner that best achieves their goals. That might involve assembling a broad spectrum of thinkers and doers on a particular aspect of ecocity development, planning or education. On the other hand, the goal of the conference might be best served by letting attendees experience a place and a culture that embodies the behaviors needed for true sustainability. It could be both intellectual as well as experiential.

1.1.1. Objectives of the Ecocity Focus Lab International Ecocity Conference Series.

Potential hosts should ensure that their proposals are in keeping with the following general objectives. All proposals should offer innovative and original approaches to ecocity development and education.

1. Cities becoming ecocities

The Ecocity Focus Lab Ecocity Conference Series can showcase both the “new towns” approach and the “transform existing cities” approach that aspire to meet goals of urban ecological health, social justice and equity. We want to promote approaches addressing basic principles for healthy whole-systems transformation that harmonize the built and natural environments and their constituent parts.

2. Demonstrating appropriate prioritization towards the goal

We also seek to demonstrate an understanding of true proportions and how to prioritize between the large and important transformational tasks and their smaller steps. Many technologies and practices are helpful but only in the right location relative to other functions of the city and its geography, culture, climate and biology.

3. Cutting across scales, systems and particulars

We seek solutions over all scales, from the single technological item to the whole system; from the small village and town to the city and metropolis, to the planet. The term “ecocity” denotes the ecologically healthy total built community at all scales.

4. Connecting people with Ecocity knowledge

The conference series aspires to provide the best information among its participants relative to their interests and to connect people of a wide variety of kindred disciplines and cross-cutting projects associated with the conference’s major themes. In our case, our chief objective is to facilitate outcomes, including new and refreshed partnerships and collaborations that help build and run the healthy cities of the future.

5. Promoting the host city

The conference series serves to spotlight the best in the ecocity offerings of the host city and to bring them enhanced success in their relevant work.

1.2. ORGANIZATION

Coordination

Once a hosting conference production organization — or cooperating set of organizations — has been approved, the Ecocity Focus Lab moves into planning stage in partnership with Ecocity Builders. A clear, well-organized flow of information is tantamount to a successful conference.

Program

Ecocity Focus Lab strives to further the legacy of the Ecocity World Summit as pioneering and open to a wide range of interests and perspectives. The hosts should agree that the core themes and concerns of the Ecocity Focus Lab series as laid out in this manual are furthered.

Production

Ecocity Builders representatives are official advisors to the planning process but local organizers are solely responsible for matters of communication and coordination with all subcontractors in the production process. This includes but is not limited to seeking partners and sponsors; negotiating for venue facilities and services; inviting and coordinating travel; negotiating with presenters about program; payment for expenses and speakers' fees; and provision for meals, entertainment and special events.

1.2.1. Opportunities for Hosts

As a sister event of a large, prestigious and internationally recognized conference, the Ecocity Focus Lab helps a host city in many ways. The event brings in capital to the local economy through attendee's use of the city's lodging, dining and tour opportunities.

Most importantly, it provides an opportunity for showcasing the host city's particular relevant contributions to an international movement with opportunities for solving local problems and leading toward new innovations advancing cultural and technological creativity. This in turn frequently elicits considerable local coverage in the press and some international coverage.

Academic institutions have traditionally mined the conferences for new material. On occasions, such associated positive attention has helped supportive politicians get elected.

Host benefits additionally include:

- ◆ Fresh support for particular technologies, policies and systems such as solar, wind, energy conservation and mixed-use building ordinances; pending and recently enacted policies promoting further development of transit and pedestrian infrastructure
- ◆ Raising the prestige and visibility of the conference's city and host organization
- ◆ Facilitating robust communication between those working on furthering ecocity components of the city

- Creating opportunities to address climate change, strengthen resilience, and work on solutions towards the UN Sustainable Development Goals
- Receiving feedback on current local or regional plans and learning from best kindred practices from around the world
- Providing leadership and networking opportunities for locals in the many fields that relate directly to ecocity design, planning, building and operation
- Providing local politicians an opportunity to highlight their ecocity ideas, and serving the public by creating an opportunity for citizens to make their ideas known to the politicians
- Facilitating new friendships, contacts and alliances.

1.3. COSTS AND FINANCES

The host city/organization has full financial responsibility for the conference, receiving all direct income and bearing all direct costs related to production, promotion and follow-up relating to their Ecocity Focus Lab.

1.3.1. Costs - relative to size, location, etc.

The size, scope, and consequent costs of a conference is at the discretion of its host. Costs can be recouped with the following income sources.

1.3.2. Income

Event income is typically raised from several different sources:

- Delegate fees
- Commercial sponsorship
- Institutional support such as government administrations, departments, and foundations
- Financial contribution from partners in organizing the event
- Patron donations
- Exhibition space rental



1.4. DELEGATES AND OTHER IMPORTANT ASPECTS

1.4.1. Delegate composition

Delegates could include:

- ◆ Private and government urban planners, architects, landscape architects, transit professionals and engineers
- ◆ Climate change and resource management experts
- ◆ Disaster recovery, mitigation and adaptation experts and survivors
- ◆ Academics and teachers at all levels, and students in associated areas
- ◆ Local, national and international politicians
- ◆ Representatives of slums and informal communities, minorities, indigenous peoples and other groups often left out of the debate
- ◆ Public health officials, professionals and private health organizations
- ◆ Ecotourism providers and green hoteliers
- ◆ Economic experts, bankers and other financial services providers
- ◆ Practitioners of urban food production, community and individual based community gardens, commercial and municipal
- ◆ Journalists, public relations experts, entertainers, artists, and sports heroes
- ◆ Philosophers and evolutionary theorists

1.4.2. Formats

Typical formats in a conference program design are itemized below. However, potential hosts are encouraged to propose Ecocity Focus Labs using the formats that they feel best meet their goals, which might be formats that are not included in this list.

- ◆ Plenary Sessions
- ◆ Workshops
- ◆ Breakout sessions
- ◆ Tours with discussion and debate or simply for information and experience
- ◆ Roundtable discussions and panels
- ◆ Interactive formats
- ◆ Spontaneous planning forums
- ◆ Combinations: ecocity conferences are known for considerable delegate participation and examination of the ecological relationship between topics, or “cross-cutting issues.”

1.4.3. Exhibition

If consistent with the conference goals, we recommend that the applicant organizers include an exhibition in the conference venue or nearby to be held throughout the duration of the conference. An

exhibit hall allows sponsors, vendors, professional organizations and students to display information about their products, services, and ideas. The exhibit hall gives variety and change of scene for the conference delegates, as well as providing revenue for the host organization in exhibition fees and vending. The exhibit hall may consider featuring the follow offerings from professionals, businesses, industry, government, academic institutions and diverse NGOs:

- New or reshaped cities, represented with designs from history both conceptual and completed.
- Transportation, energy, water, food and clean air design and projects, including actual examples of built technologies, drawings or photos of application of those technologies – all these directly to do with influencing cities toward a healthier condition
- Demonstrations of written policies facilitating the dissemination of the above technologies and associated products
- Scientific information about the Earth's past and future condition, especially as relates to our built infrastructure
- Mapping systems and other means to grasp overall patterns of city development

1.4.4. Proceedings

Records of the proceedings and/or results of the conference are important to furthering the aims of the conference series. Thus Ecocity Builders requests the applicant's ideas for documenting the conference.

- If possible, we would like to see some degree of print and/or electronic record made, with an emphasis on multimedia and open data.
- We request access to all media materials (photos, video recordings, etc.) produced by the host organizers of and for the conference.
- Hosts will need to submit a conference report in English after the conclusion of the event.

2- APPLICATION QUESTIONS

2.1. THE ECOCITY FOCUS LAB INTERNATIONAL ECOCITY CONFERENCE QUESTIONS

Applicants are asked to provide short responses to the questions below. You should demonstrate how your event will be unique and not only add value to the Ecocity conference and summit series but also play an important part in raising the profile of your city for its work on eco-social urban issues.

➡ Please answer the following questions using word processing software and email your answers in (.pdf) or (.doc) form to kirstin@ecocitybuilders.org



2.1.1. Basics

1. Why do you want to hold the conference?

We would like to understand your interest in the Ecocity Focus Lab and how you think it would benefit your city, organization, region, and/or country.

2. What other special reasons are there for us to choose your location?

Why do you feel that your city would be a good fit for the conference series? Are there some touchstone issues, features, or historical lessons that connect you to the ecocity movement? Some special visions for the future that conferees could take home among the outstanding and influential memories of the event provided by your city?

2.1.2. Program content

3. Will you propose an overall theme of the conference?

A theme provides an organizing principle for topics within the event and is also a selling point in itself. This theme should be mirrored in the programming and reflect current trending aspects in ecocity development. It may relate to a specific challenge or strength of your region, for example, sea level rise, arid climate, rapid urbanization, etc.

4. What are the main objectives of your conference program in the context of advancing ecocities worldwide?

The Ecocity Focus Lab is an event that not only seeks to provide information but also to push forward the boundaries in bringing people together for promoting and building ecologically healthy cities, towns and villages.

2.1.3. City context

5. What ecocity-like facilities or development currently exists in the host city that would appeal to attendees?

Many of our attendees have a professional interest in the ecocity conditions and amenities of the host city. Attendees not only want to hear about ecocity design and planning but also to see practical examples on guided visits.

6. What strategies currently exist or are planned for in your city to promote and build ecocity projects and adopt ecocity policies?

2.1.4. Basics

7. When do you propose to hold the conference?

The date will depend on your location, climate and weather at the particular time of year, holiday calendars and the like. We are open to negotiation. The conference should not take place too close to a planned Ecocity World Summit.

8. Where do you propose to hold the conference?

An ideal venue would be convenient to the city center, transport services, accommodation and tour destinations.

9. How long will the conference run?

The event should have time for plenary and workshop sessions. It has worked well in past conferences to open the sessions with a keynote speech by one or a few well-known and popular presenters the evening before the first full day.

10. Who are your primary partners in applying for and organizing the conference?

11. Who would be the lead body responsible for the conference organization and who will be the Event Director?

Ecocity Builders requests that Ecocity Focus Lab organizers designate an official convener or two co-conveners for summit. The convener may also be called "Director," "President," or "Chair." Please describe the resources and authority the convener will have to oversee conference production.

12. Can you provide us with a draft budget estimate for your application?

The budget should outline proposed major income sources and expenditure items, and as far as is possible be in balance. Greater proportion of costs that can be covered by sponsoring bodies and others will be seen as a positive indication of good planning. If you already have any firm offers of support, please let us know.

13.Sponsors.

Please let us know more about your ideas for sponsorship. What are your sponsoring aims and possibilities for this event? How important are your aims to the overall budget in terms of promoting ecocities in your city and other cities by way of the conference?

14. Who will be responsible for raising any sponsoring or external sources of finance?

Gaining funds and sponsorship is obviously an important part of the event planning. We wish to know how you plan to address this issue. Will there be enough institutional support for the conference to make this unnecessary? If not, who will be responsible for this task?

15.What strategies will you adopt to ensure good attendance at your event?

The event program should be engaging and innovative to encourage target groups to participate. What strategies will you put in place to ensure that this conference has a widespread appeal, both locally and regionally? In particular, what publicity and promotion would you plan? We are looking for your innovative ideas on this matter.

2.1.5. Planning and organization

16.How will you ensure that relevant local NGOs, green businesses and thought leaders, and citizens will play a full role in the organizing of the conference?

It is important to us that representative citizens play a substantive part in the planning process. How will you ensure that such people are directly involved in the planning and programming?

17.Upon selection of your application, how long would you need before you could start work?

Once a host city is chosen, conference planning should start immediately. Therefore, we need to know that a planning team with the necessary resources to do the job effectively can be in place immediately after the final selection. There will not be time to wait very long for decision-making after the selection process is complete. We also wish to see a draft timetable of the planning stages of the conference.

2.1.6. Event quality

18.What language will the conference be held in?

The conference and conference materials may be in the most appropriate language for your region. Communications with Ecocity Builders will need to be in English. A final report to Ecocity Builders must also be in English.

19.What social programs might you organize for delegates to the conference?

While not required, we recommend you plan for social programs. Social programs are not only important to provide time for attendees to network with each other but also give visiting delegates a lasting impression of your city and its heritage. Social events might include everything from boat rides and dances to the more traditional receptions and dinners. What might you propose for a social program?

20. How accessible are the conference and accommodation sites?

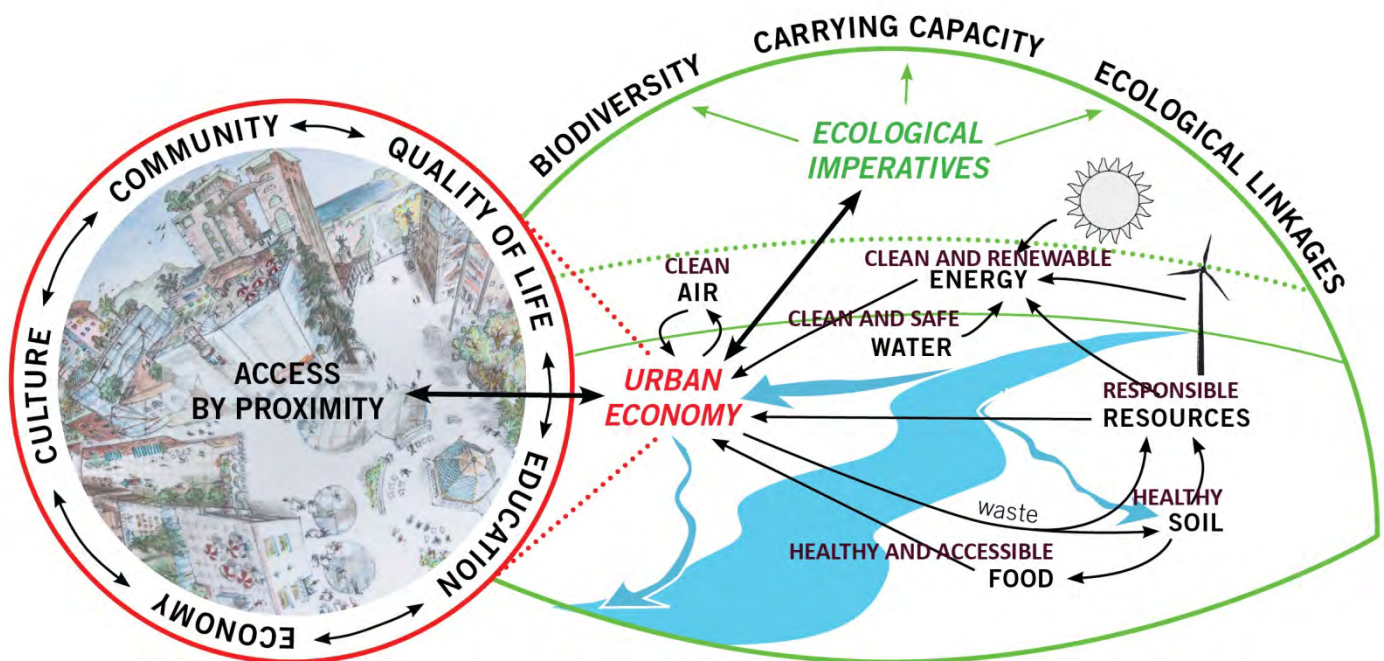
All functions and events during the conference, including evening and social events, should be easily accessible to the majority of attendees by walking, cycling, or public transport. How do your venue options reflect this aim?

21. What side visits might you organize around the conference date?

Optional side visits are those made to other cities or nearby sites that can be included in the program as part of a post-conference option for delegates. These should have some ecological city relevance, but can also be for cultural or historic enrichment. What side visits would you plan as part of the conference?

22. What communications strategy will you employ in order to guarantee a rich delegate and speaker attendance at the conference?

The host city and/or conference organizing institutions are expected to come up with a communications plan that will have to be coordinated with Ecocity Builders. A well-organized and well-publicized call for proposals to solicit top-quality speakers, as well as attract quality delegates, is essential to a rich program. A formal draft communications plan and budget should be supplied with the application.



3. TERMS OF REFERENCE

3.1. WRITTEN APPLICATION MATERIAL

Applicants are free to determine the format and presentation of their application. However, your proposal should answer all the questions and conditions (Chapter 2) so that your application can be appraised fairly. Please also bear in mind the selection criteria set out in point 3.2 below.

Language: All written material must be in English so that Ecocity Builders evaluators can do a good job of interpretation without hiring a translator. All prices must be quoted in U.S. dollars (USD) or both USD and local currency.

Summary: So that all the applications are easily comparable, we ask for a one-page summary of responses to the conditions and questions. This should be provided for both the short listing and final stages of application. The summary should be set out with:

- Applicant city name at the top of each page
- Condition/question numbers down the left of the page with the answers inset
- Indication on which page number/s the full response to that point can be found

Your answers should include all relevant information to allow us to evaluate your application. The quality of your answers will weigh more heavily than quantity of pages. Supplementary information on conference/hotel locations as well as city visitor attractions can be useful, but should be kept modest in size. Photos and graphics are welcome as long as the attachment remains within typical e-mail limits, or about 10MB. For full information on requirements for the application presentation, see section 3.6 on time tabling below.

3.2. CRITERIA FOR ACCEPTANCE

Applications will be approved on the basis of the following criteria:

- Potential for inspiring and furthering the ecocity movement worldwide
- Political commitment of the City Administration
- Creative and attractive ideas
- Proposals that further the aims and objectives of the Ecocity Focus Lab
- Involvement of advantageous partners
- Proven experience of managing large projects over time
- Sound financial planning giving good value
- Proposals that further actual policy, design, planning and building of ecocity elements
- Demonstration of logistical capacity such as international access and accommodations

3.3. DECISION MAKING

The Ecocity Builders Board of Directors is the decision making body. Their decisions are guided by a panel of selected experts from academic, professional and civil society organizations with international representation.

3.4. Agreement

Once a decision is made, an agreement is signed by the chosen city (or the relevant constituted body). This will set out the responsibilities and financial arrangements of both parties, which are governed by the following :

The agreement is made with Ecocity Builders, the Keeper of the International Ecocity Conferences. The general conference fee to Ecocity Builders is \$40,000 USD. This fee excludes the following :

- a. Cost of sessions in the host city, if needed, to discuss and develop the main themes, concept and presenters of the conference.
- b. Additional services of Ecocity Builders, on top of what is described in this manual, to be agreed on in the agreement with the host city. For instance, the expenses for one to three-day planning visits by representatives of Ecocity Builders if needed. These are covered separate from the \$40,000 fee by the host(s).
- c. During the conference the host city will be responsible for travel costs (travel and accommodation) for Ecocity Builders' Board of Directors or their representatives.

3.5. FINANCIALS (INCLUDING ECOCITY BUILDERS FEE)

The host city/organization has full financial responsibility for the conference, receiving all direct income and bearing all direct costs related to production, promotion and follow-up relating to their Ecocity Focus Lab Conference.

A general conference fee of \$40,000 is payable to Ecocity Builders, Inc. This fee includes your use of the name/logo Ecocity Focus Lab for your event, an event website page, conference program template, and our guidance with your team during the planning period. The host should additionally cover registrations for Ecocity Builders Board/staff and travel expenses 3-5 staff members.

3.6. TIMETABLE FOR PROPOSALS

Applications to host an Ecocity Focus Lab are accepted on a rolling basis. There is no limit to the number of Ecocity Focus Labs held in any given year. However, keep in mind that an Ecocity Focus Lab cannot take place too closely preceding or following a scheduled Ecocity World Summit. Except for unique cases, a proposal timeline should give organizers at least a year from acceptance to production to plan their conference.

3.6.1. Submitting an application

Submissions **must be** sent in electronic (e-mail) form to Ecocity Builders' Executive Director : **(kirstin@ecocitybuilders.org)**



The answers are to be supplied in **English** as an attached **Microsoft Word** and **PDF file**.



We also require the **name**, **address** and **phone numbers** of the main contact person for the application.



We welcome your questions regarding application and are happy to assist you in any way. Please feel free to contact us at any time.

3.6.2. Response to application

Ecocity Builders will respond to applicants within two months of the submission of a complete application.

3.7. FINAL REMARKS

We hope that the enclosed information helps you to appreciate the great potential of such a project. You are hereby invited to consider this invitation. We look forward to receiving your application.

Please send notification of your interest to:

ECOCITY
BUILDERS

Kirstin Miller

Executive Director

kirstin@ecocitybuilders.org



Ecocity Builders

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