

GUD's 10th Anniversary Update, 2001-2011

December 14, 2011 (Revised March 2, 2012)

Dr. Marc A. Weiss, Chairman and CEO



Last December Global Urban Development (GUD) celebrated our 10th anniversary – we were legally incorporated on December 3, 2001 as a non-profit organization in Washington, DC. It's hard to believe that an entire decade has gone by since we first set out for Prague on our ambitious and improbable journey to build a global network of leaders and develop a set of inspiring ideas and innovative policies that can help enable all people, everywhere in the world, to live and thrive in peace with each other, and help enable all people, everywhere in the world, to live and thrive in peace with nature.

It's even harder to believe the considerable progress that GUD has accomplished over these past 10 years. And for those of you who know about my severe health problems during more than four of those years (from October 2005 through December 2009), it's incredibly hard to believe that I am still here, alive and (relatively) well. Life itself has turned out to be the most extraordinary gift of all, an ongoing blessing for which I am profoundly and humbly grateful.

Please allow me to express my heartfelt thanks to each and every one of you for your steadfast love and support during the decade now behind us, and hopefully for many, many more years into the future. I especially want to thank my wife, Nancy Sedmak-Weiss, GUD Secretary-Treasurer and Managing Editor of *GUD Magazine*. Nancy's great love and dedication kept both me, and GUD, alive and moving forward during extremely difficult and challenging circumstances.



In the spirit of GUD's 10th anniversary celebration combined with our annual update for 2011, what follows are reflections on the past decade of GUD's evolution as well as on its current context and future trajectory. The following 10-year summary is relatively brief, and necessarily very selective. It is designed to highlight a few of

GUD's successes and to thank many people who generously contributed their time, ideas, money, and many other resources that made possible our considerable progress since 2001. Please accept my apologies in advance for all of the people, places, projects, publications, events, and organizations that I do not mention by name in the next few paragraphs. Please know that our appreciation and gratitude remains forever strong.

GUD's 10-YEAR HISTORY: December 2001 to December 2011



GUD began in 2001 as the Prague Institute for Global Urban Development, officially changing our name to Global Urban Development in October 2005. Over the past 10 years we built a



worldwide network that now consists of more than 500 leaders and experts in nearly 60 countries who serve on our Board of Directors, Advisory Board, and as Senior Fellows and Fellows affiliated with GUD's 14 offices located in Barcelona, Beijing, Belo Horizonte, Curitiba, Hong Kong, Istanbul, London, Prague, Rehoboth, San Francisco Bay Area, Singapore, Sydney, Toronto, and Washington, DC. During our first decade as an international non-profit policy organization and global professional network, 10 distinguished GUD leaders have passed away: Nick Bollman, Kim Van Deventer, Andrzej Flis, Richard Hollingsworth, Monika Jaeckel, Gill-Chin Lim, Roger Montgomery, Peter Oberlander, John Parr, and Anthony Smith. Several other inspiring leaders with whom GUD had the pleasure of collaborating, especially Ray Anderson, have also passed on. We deeply mourn the loss of our beloved friends and colleagues.

In the original Prague Institute brochure that GUD proudly unveiled early in 2002, there were three major themes: Treating People and Communities as Assets, Facing the Metropolitan Challenge, and Celebrating Our Urban Heritage. Today GUD's three core themes are Economic Development, Sustainability, and Inclusiveness, and we have nine program themes: Analyzing Global Urban Development; Building Gender Equality; Celebrating Our Urban Heritage; Envisioning Sustainable Futures; Facing the Environmental Challenge; Generating Sustainable Economic Development; Improving Global Health; Inclusive Economic Development: Treating People and Communities as

Assets; and Metropolitan Economic Strategy: Advancing Innovation, Prosperity, and Quality of Life.

Inclusive Economic Development: Treating People and Communities as Assets

Inclusive Economic Development: Treating People and Communities as Assets gave birth during 2002-4 to the Community Productivity Project (CPP), in partnership with Shack/Slum Dwellers International (SDI), the United Nations Development Program (UNDP), and the United Nations Human Settlements Program (UN-Habitat). The CPP helped innovate the policy framework for Inclusive Economic Development Strategies and Community Productivity Indicators. The CPP partnership included government agencies and NGOs in Cape Town, Cleveland, Mexico City, Mumbai, London, Nairobi, Jakarta, Rio de Janeiro, Sao Paulo, and Tirana. Despite the efforts of Besnik Aliaj, Jockin Arputham, Nefise Bazoglu, Gregory Berzonsky, Sergio Besserman Vianna, Lance Buhl, Sundar Burra, Tim Campbell, William Cobbett, Claudia Coulton, Celine d'Cruz, Kim Van Deventer, Mary del Carmen Diaz Amador, Malika Djebli, Marlene Fernandes, Peter Hall, Emile Van Heyningen, Eric Hoddersen, Jane Katz, Jeroen Klink, Nomaindia Mfeketo, Nhanla Mjoli-Mncube, Eduardo Moreno, Geoff Mulgan, Sheela Patel, Janice Perlman, Jonas Rabinovitch, Wicaksono Sarosa, Nina Schuler, Wandia Seaforth, Nancy Sedmak-Weiss, Marta Suplicy, Nigel Tapela, Marta Tellado, Patrick Wakely, Emiel Wegelin, Erna Witoelar, Nicholas You, Robert Zdenek, and many others, and even with the encouragement of Gene Sperling and the Clinton Global Initiative, we were unable to raise the \$10 million needed to do the full-scale global Community Productivity Project. The good news is that I now believe there will be numerous opportunities for GUD to engage in Inclusive Economic Development in many countries during the next few years, including working in partnership with Un Techo Para Mi Pais in Latin America.

Creating Jobs and Livelihoods

As an outgrowth of our major GUD meeting at the 2010 UN World Urban Forum in Rio de Janeiro, Brazil, GUD created a new committee, Creating Jobs and Livelihoods. Recently this committee merged with Inclusive Economic Development.

Celebrating Our Urban Heritage

Celebrating Our Urban Heritage has been quite influential as a theme under the dynamic leadership of committee Co-Chairs Luigi Fusco Girard, Donovan Rypkema, and Belinda Yuen. This GUD program committee helped produce an urban heritage special issue of *GUD Magazine* in 2008, and continues to work on creating greater understanding among policymakers and investors of GUD's decade-long project on "Urban Heritage as an Economic Asset." Currently GUD is working with the International Scientific Committee on the Economics of Conservation (ISCEC) of the International Council on Monuments and Sites (ICOMOS) to produce a special issue of the *Journal of Cultural Heritage Management and Sustainable Development*. The Co-Editors of this special issue are GUD Advisory Board member Christer Gustafsson and GUD Board member Don Rypkema.

Facing the Metropolitan Challenge

Facing the Metropolitan Challenge started in 2002 with two key projects:

A) Thanks to GUD Vice Chair Peter Hall, Global Urban Development was included in a European Commission-funded research consortium, headed by the Royal Institute of Technology in Stockholm, to analyze the urban development impacts of the enlargement of the European Union to include eight new countries from central and eastern Europe, including the Czech Republic, where GUD's Prague headquarters was located. During June 2003, GUD hosted one of the first meetings of this multinational research consortium. This memorable three-day meeting included a public lecture by Sir Peter Hall attended by more than 100 invited guests (his speech/report was published in the 2005 inaugural issue of *GUD Magazine* as "The World's Urban Systems: A European Perspective"), and a delightful celebratory dinner on the night that the Czech Republic officially voted to join the European Union.



B) GUD actively participated in the Coalition for Sustainable Urbanization together with UN-Habitat, UNDP, UN Advisory Committee on Local Authorities, ICLEI-Local Governments for Sustainability, World Bank, Cities Alliance, Asian Development Bank, Inter-American Development Bank, Metropolis, United Cities and Local Governments (UCLG), and numerous other organizations. This Coalition organized the highly successful five-day Local Government Session, attended by more than 1,000 local officials from many different countries, at the UN World Summit on Sustainable Development ("Earth Summit") in Johannesburg, South Africa during August 2002. Two GUD Board members, Kaarin Taipale and Nicholas You, were key leaders of the Coalition for Sustainable Urbanization, with Kaarin representing ICLEI and Nick representing UN-Habitat.

Metropolitan Economic Strategy & Facing the Environmental Challenge

As the cutting-edge ideas of Facing the Metropolitan Challenge increasingly became more mainstream and widely accepted among national governments and international institutions such as the Organization for Economic Cooperation and Development (OECD), European Union, United Nations, and World Bank, GUD decided to split its original theme into two separate initiatives and program committees:

1) **Metropolitan Economic Strategy: Advancing Innovation, Prosperity, and Quality of Life**, with GUD's special blend of technological innovation, global competitiveness, sustainability, and inclusiveness designed to generate prosperity and quality of life for central cities, metropolitan areas, urban regions, states/provinces, and nations worldwide.

GUD created its program committee on Metropolitan Economic Strategy: Advancing Innovation, Prosperity, and Quality of Life program committee in order to make Metropolitan Economic Strategy a global policy initiative. One early project involved producing a major theme paper on "Productive Cities and Metropolitan Economic Strategy" for the UN International Forum on Urban Poverty in Marrakech, Morocco in 2001. In 2002 GUD conducted, with funding from the US Agency for International Development (USAID), four days

of professional training on Metropolitan Economic Strategy for senior national, provincial, and city government economic development officials participating in the South African Cities Network (thanks to Andrew Borraine). GUD later conducted professional training on urban economic development for senior USAID officials in Washington, DC during 2006. Thanks to David Dowall for his collaboration.

During 2003 and 2004, GUD advised the Central Bohemia Regional Government (around Prague) and the Metropolitan Strategic Plan Association of Barcelona. GUD also wrote two major reports for the OECD on "Leveraging Private Financing and Investment for Economic and Community Development" and on the internationally recognized, award-winning NoMa (North of Massachusetts Avenue) Sustainable Economic Development Strategy in Washington, DC. (Thanks to Jonathan Potter, Marco Marchese, and the OECD's Local Economic and Employment Development Program). In 2002 GUD produced a major report for the National Governors Association (NGA) on *State Policy Approaches to Promote Metropolitan Economic Strategy*, and during 2004-5 we provided strategic advice on Metropolitan Economic Strategy for the Hampton Roads Partnership in Norfolk, Virginia. Over the past decade GUD focused on globalizing Metropolitan Economic Strategy, as expressed by our research project on cross-border international urban regions, through our Metropolitan Economic Strategy reports on Belo Horizonte, Curitiba, Johannesburg, the Oresund Region (Copenhagen-Malmo), Shanghai, Singapore, San Diego-Tijuana, and Trieste-Koper, and in our comparative study for the Brookings Institution on national policies supporting Metropolitan Economic Strategy.

Please click here for "[Teamwork: Why Metropolitan Economic Strategy is the Key to Generating Sustainable Prosperity and Quality of Life for the World.](#)" This article from the inaugural 2005 issue of *GUD Magazine* summarizes our strategic policy framework.

2) Facing the Environmental Challenge, which focuses on sustainable urban development. The first major project by this program committee involved GUD conducting research and producing reports on Sustainable Urban Development in the US and Canada, funded by the Government of Sweden's Mistra Foundation for Strategic Environmental Research. GUD Board member Henrik Nolmark

coordinated the much larger Mistra-funded worldwide research project, and we thank Henrik for graciously including GUD as part of his overall team, and thanks to GUD Board member Nola-Kate Seymoar and her colleagues at Sustainable Cities International for the Canada report.

In addition, GUD signed a Memorandum of Agreement with the Chinese Government in October 2009 to give strategic advice for the US-China Mayors Sustainable Cities Program, particularly with respect to Sustainable Economic Development Strategies. Thanks to Jiang Mingjun, Lawrence Bloom, and C. S. Kiang for connecting us. Also, GUD Vice Chairs Nicky Gavron and Peter Hall are working with



Lord Nicholas Stern, Dimitri Zenghelis, and their senior faculty colleagues at the London School of Economics on the Stern Cities Program, a research project analyzing the economics of sustainable urban development. Finally, GUD serves on the Steering Committee of the United Nations Sustainable Development Knowledge Partnership, established by the UN Department of Economic and Social Affairs.

Generating Sustainable Economic Development

GUD's Facing the Environmental Challenge and Metropolitan Economic Strategy committees also collaborated to create a new GUD program committee on Generating Sustainable Economic Development. GUD President James Nixon, in addition to serving as the committee's Co-Chair, has played a vital role in developing GUD's comprehensive Sustainable Economic Development strategic framework, and serves as the main executive manager of GUD's professional practice advising and consulting on Sustainable Economic Development Strategies for sub-national governments throughout the world.



Climate Prosperity

Beginning in 2007, GUD created and helped organize the Climate Prosperity Project in the US and the Climate Prosperity Alliance globally, both of which were later established as independent

organizations. The Climate Prosperity Project promoted a new wave of Sustainable Economic Development Strategies in US cities and regions during 2008-9. The Climate Prosperity Alliance (CPA) and GUD worked together with Tariq Banuri, the UN's Director of Sustainable Development and a senior member of the UN Secretary-General's climate team, to develop the Global Climate Prosperity Agreement ("The One Trillion Dollar Deal"). GUD and CPA also collaborated with Hazel Henderson and Ethical Markets Media to create the Global Climate Prosperity Scoreboard (now the Green Transition Scoreboard), and later teamed up with Jigar Shah and the Carbon War Room to design the Global Coal Transition and Clean Technology Investment Initiative. These initiatives helped encourage the recent agreement by developed countries, operating through the UN Framework Convention on Climate Change (UNFCCC), to establish the Green Climate Fund, which beginning in 2020 will make available \$100 billion annually to developing countries for climate mitigation and adaptation.

Building Gender Equality

In 2004 GUD adopted the theme of Building Gender Equality, creating a committee spearheaded by the late and beloved Monika Jaeckel. We even introduced the principle of gender equality in successfully reconfiguring the composition of GUD's Board of Directors.

Improving Global Health

In 2006 we added the theme and program committee on Improving Global Health. Under the leadership of Claire Blanchard, Wilfried Kreisel, and Vivian Lin, this committee is working closely with the International Union for Health Promotion and Education (IUHPE) to organize a worldwide campaign, hopefully to be led by IUHPE beginning in 2013, entitled "Leaving Coal in the Ground: Building a Sustainable Economy and Ending a Global Health Crisis by 2030." We are very pleased to participate in this path-breaking and visionary movement.

Analyzing Global Urban Development

Along the way we also added a theme and program committee on Analyzing Global Urban Development, reflecting the

many scholars, researchers, writers, and analysts that are part of GUD's worldwide professional network. This committee is actively involved with LSE's Stern Cities Program studying the economics of sustainable urban development. It is also working with the Global City Indicators Facility (GCIF), the World Bank Urbanization Knowledge Partnership, and Habitat for Humanity's Global Housing Indicators policy project.

Envisioning Sustainable Futures

Recently we added Envisioning Sustainable Futures (ESF) as a theme (initially called Climate Prosperity Media/Arts), reflecting the media and arts talent in GUD's network. ESF will encourage education, communications, and entertainment about the global future of Sustainability, Economic Development, and Inclusiveness.



International Collaboration

Throughout the past decade, GUD has participated in and partnered with many international organizations. For example, GUD serves on the Steering Committees for the United Nations Sustainable Development Knowledge Partnership, the UN-Habitat World Urban Campaign, and the UN-Habitat Best Practices and Local Leadership Program, on the Editorial Board of the *Journal of Town and City Management*, on the Board of Advisors for Green World City, and as a member of the Coalition for Sustainable Urbanization, International Scientific Committee on the Economics of Conservation, Partnership on Sustainable Low Carbon Transport, Clinton Global Initiative, European Spatial Planning Observation Network, International Housing Coalition, Development, and Citistates Group. Similarly, GUD served on the Board of Directors of the International Downtown Association, as a member of the Metropolis Commission on Urban Mobility and the Metropolis Commission on Financing Urban Infrastructure and Services, and on the International Board of Advisers for Harvard University's Ash Center for Democratic Governance and Innovation. In addition, GUD has served as an adviser to the World Bank, OECD, USAID, European Union, UN, and World Future Council.

Also, GUD has worked with the Energy and Climate Partnership of the Americas, Tallberg Foundation, Ashoka, United Cities and Local Governments, International Union for Health Promotion and Education, United Way International, Sister Cities International, Cities Alliance, International Chamber of Commerce, Global Federation of Competitiveness Councils, American Chambers of Commerce Abroad, International Economic Development Council, Tomorrow's Company, World Business Academy, Urban Land Institute, Globe Forum, ICLEI-Local Governments for Sustainability, C40 Cities Climate Leadership Group, Global City Indicators Facility, American Planning Association, American Council on Renewable Energy, National Association of Housing and Redevelopment Officials, Carbon War Room, Climate Group, Institute for Transportation and Development Policy, ShoreBank International, Habitat for Humanity International, Microcredit Summit Campaign, Shack/Slum Dwellers International, Grameen Trust, Grassroots Women's International Academies, Mother Centers International Network for Empowerment, Huairou Commission, Young Foundation, International Renewable Energy Agency, Washington International Renewable Energy Conference, 350.org, International Council on Monuments and Sites, Ethical Markets Media, State of the World Forum, Earth Policy Institute, Urban Age Institute, Woodrow Wilson International Center, Building and Social Housing Foundation, North/North Network, Columbia University Earth Institute Millennium Cities Initiative, Massachusetts Institute of Technology Sloan School of Management, Cornell University Global Labor Institute, Georgetown University Global Education Institute, London School of Economics Grantham Research Institute on Climate Change and the Environment, and University College London Development Planning Unit, among many others.

Every two years GUD holds a major meeting of our global network at the UN World Urban Forum, and we hope to see many of you at the next UN WUF meeting in Naples, Italy in early September 2012.

Sustainable Economic Development Strategies

GUD's Generating Sustainable Economic Development initiative has grown substantially during the past six years. In 2006 we moved our main headquarters office from Prague back to Washington,

DC, because we decided that if the US could begin following the path of Sustainable Economic Development, then it would be easier for other places around the world to do likewise. With financial assistance from the Rockefeller Brothers Fund and the Environmental Defense Fund (thanks to Michael Northrop and Jackie Roberts), GUD developed an innovative policy and program framework for Sustainable Economic Development Strategies that was applied in various ways by San Antonio, San Jose/Silicon Valley, Southwest Florida, Metropolitan Portland, Metropolitan Denver, and the State of Delaware.

During the past two years, GUD completed a strategy for Sarasota County, Florida to become a "Center for Innovation in Energy and Sustainability" with funding provided by the US Department of Energy. The final report, summary slideshow presentation, and five of the background reports are available on the Publications page of GUD's website, www.globalurban.org, together with various strategy reports from the other places mentioned above. Thanks to my GUD Sarasota team colleagues: James Nixon, John Cleveland, and Al Victors.

Please enjoy GUD's colorful and attractive new SED logo, where Sustainability and Economic Development separately merge into the new jointly overlapping space of Sustainable Economic Development.



Energy and Climate Partnership of the Americas (ECPA)

GUD's substantial Sustainable Economic Development activities over the past five years recently led to a major international opportunity. On June 7-8, 2011 in Curitiba, Brazil, the Brazil and US Governments, through the Energy and Climate Partnership of the Americas (ECPA), sponsored a conference on "Planning for Sustainable

Economic Development Across the Americas." GUD played a key role in organizing this conference, working with the American Planning Association, the City of Curitiba, and the US State Department. Thanks to Eduardo Pereira Guimaraes, Secretary of International Relations for the City of Curitiba, Edson Ramon, President of the Commercial Association of Parana, and Paul Farmer, APA Executive Director, as well as thanks to all the leaders from GUD's network who either spoke at and participated in the conference or helped enable it to succeed: GUD Vice Chair Jaime Lerner, Rosa Alegria, Rob Bennett, Cid Blanco, Jr., Christina Carvalho Pinto, Aser Cortines, Emilio Haddad, Walter Hook, Daniel Kammen, Paul Krutko, Rodrigo Loures, Adalberto Maluf, Cecilia Martinez, Stephanie McLellan, Cesar Menezes, James Nixon, Emilia Queiroga Barros, Nancy Sedmak-Weiss, Jeffrey Soule, Ramiro Wahrhaftig, Stephen Walsh, and Larry Zinn.



[Please click here](#) to view the ECPA conference agenda, six of the powerpoint presentations, and related photos. GUD's website is directly linked to the official ECPA website, operated by the Organization of American States (OAS), which also contains information and documents about the Curitiba conference: <http://www.ecpamericas.org/events/default.aspx?id=90>.

Please click here for "[The Global Future of Green Capitalism](#)." This article, written for the ECPA Curitiba conference, briefly explains GUD's Sustainable Economic Development framework. For a more detailed overview, please read the GUD publication, *Sustainable Economic Development Strategies*.

Metropolitan Economic Strategy and Sustainable Economic Development

Please click here for [Metropolitan Economic Strategy and Sustainable Economic Development](#). GUD prepared this slide presentation in November for senior Chinese national and urban government officials participating in Georgetown University's Global Education Institute, and revised it in February for my graduate course at Columbia University's School of International and Public Affairs. This slideshow combines GUD's work on Metropolitan Economic Strategy

and Sustainable Economic Development into one comprehensive package, the dynamic result of a decade of GUD's strategic combination of policy research and practical advisory work.

We wholeheartedly invite all of you to actively participate in spreading the word about Metropolitan Economic Strategy and Sustainable Economic Development throughout the world. Indeed, we strongly encourage you to reach out to government officials and to business and civic leaders, suggesting that they consider working with GUD to advise and assist them in how to design and implement Metropolitan Economic Strategies, Sustainable Economic Development Strategies and Inclusive Economic Development Strategies.

We are pleased to report that we expect GUD soon will be doing Metropolitan Economic Strategies and Sustainable Economic Development Strategies in Brazil, beginning in 2012. Starting in 2013, GUD plans to be doing such strategies in many countries throughout the world. Indeed, we firmly believe that Sustainable Economic Development will become a key component of the positive path forward for humanity, such that by 2020 nearly all sub-national economic development strategies globally will be based on growing businesses, jobs, and incomes by becoming more sustainable, not less. Earning and saving more money by conserving and reusing resources more efficiently will become the main engine of economic growth and the central driver of value creation worldwide. People, places, and organizations will improve their overall prosperity, quality of life, health, and peace, through innovation, efficiency, and conservation in the use and reuse of all natural and human resources. In other words, they will "get richer by becoming greener."

Sustainable Economic Development (SED) Network

Currently GUD President James Nixon is helping to coordinate the Sustainable Economic Development Network, bringing together the Urban Sustainability Directors Network (USDN), the International Economic Development Council (IEDC), and many other organizations, for the purpose of enabling local government sustainability officials and local government economic development officials to communicate and collaborate much more effectively, rather than engaging in perpetual conflict. The SED Network is first being organized in the US

and Canada, with the intention of becoming a global network over the coming decade.

Global Urban Development (GUD) Magazine

During the past decade we created *GUD Magazine*, a truly state-of-the-art international publication. We are very proud of all five issues of *GUD Magazine*, including the 2005 inaugural issue, the 2006 special issue focusing on the UN Millennium Development Goals, the 2007 special issue on urban land and housing policies published in partnership with the World Bank and the Institute for Applied Economic Research in Brazil (thanks to Mila Freire, Bruce Ferguson, Ricardo Lima, Dean Cira, and Christine Kessides), the 2008 special issue produced by the GUD program committee on Celebrating Our Urban Heritage, and the 2008 special issue on the role of the private sector and market-based innovative urban housing and community development, edited and published in partnership with Ashoka (thanks to Valeria Budinich, Stephanie Schmidt, Bruce Ferguson, and Aileen Nowlan). Some of you are among the authors from these five issues of *GUD Magazine*, and we thank you for contributing your wisdom and experience.

Please continue to share *GUD Magazine* with your friends and colleagues. I am using some of these articles for assigned readings in my Columbia University graduate course on "Global Urban Policy and Development." In the future GUD will be publishing individual articles more frequently than entire issues of *GUD Magazine*, and we encourage you to submit articles authored or co-authored by you, as well as to suggest both original material and interesting recent reprints written by others.

www.globalurban.org and www.globalurban.com

Beginning in 2012, GUD will introduce a companion website, www.globalurban.com, to supplement our 10 year-old website, www.globalurban.org. [Globalurban.com](http://www.globalurban.com) will be modern and advanced in terms of interactive conversations and social networking tools. It will be a communications vehicle for our 500-strong GUD worldwide network to communicate with, learn from, and assist each other in moving forward GUD's current three-part agenda of **Economic**

Development, Sustainability, and Inclusiveness. GUD's new globalurban.com website will link to the websites of many organizations and institutions, highlight RSS feeds from these sources, include Google+, Facebook, Twitter, and other social media, and feature numerous other creative elements. Please send us your ideas and feedback.

Thanks!