CONFERENCE ON “URBAN POLICY”

16th – 18th May 2010, Rabat

MOROCCO
ORGANIZED BY...

**IFHP** The International Federation for Housing and Planning (IFHP) is a world-wide network of professional institutions and individuals of many signatures active in the broad fields of housing, urban development and planning. With a main focus on sustainable development, the Federation organizes a wide range of activities and creates opportunities for the international exchange of knowledge and experience in these professional fields. By this exchange, its aim is to promote mutual learning and inspiration, and generate new ideas amongst professionals in order to equip them to find the best local solutions to the global challenges facing housing and planning today. Its activities include the annual congress, conferences, working groups, workshops, professional visits, implementation labs, summer schools, student competitions and film & video competitions.

**COFHUAT** This association was established after World War II (it was then called CFHU (French Confederation for Housing and Town Planning), with the aim of bringing together a number of French institutions in the field of housing and town planning within one organization. It offered a forum for professionals both to exchange ideas on the problems of reconstruction, and to organize French participation in international networks and contacts, notably IFHP. Independent of any lobby, it is now an organisation for developing new ideas and inter-professional exchanges on a variety of issues faced by rural and urban areas.

**French State Secretariat in charge of urban policy** is a mission administration under the authority of the Ministry of Employment, Social Relations, Family, Solidarity and the City. It is responsible for conceiving, promoting and evaluating policies for the most disadvantaged neighbourhoods in urban areas. The General Secretariat of CIV is responsible for the management, planning, evaluation, experimentation and conception of policies and for the promotion of interministerial cooperation and partnership.

**The Municipality of Rabat** wants to promote creativity and innovation as its key competences. Design is important to Rabat in both its cultural and economic manifestations. Stakeholders in its territorial development have been leaning on Rabat's long tradition of art and handcrafts in order to develop the city as a creative and innovative development pole. This city is involved in a number of structural projects such as the tramway and several urban renewal development sites. This programme will permit the city to change its image and function within 10 years. Environmental concerns are today widely recognized and shared by all. Their urgency at the global level must be applied at the level of territorial development and professional practice.

**The Moroccan Ministry for Housing, Urbanism and Spatial Planning**'s mission is to elaborate and implement governmental policy related to housing, urban development and planning. As such, the Ministry is responsible for the definition of strategies and overseeing the implementation of real estate development, for the elaboration and implementation of government policy in spatial planning, housing, architecture and rural development.
BACKGROUND

This conference is being developed within the context of the Barcelona Process and The Union for the Mediterranean by taking current urban problems and policies as an issue that concerns everybody in their daily lives. It is an interactional and interrelational theme which allows different countries and cities to compare and share their different experiences.

THEME

Urban policy has different objectives:

- The improvement of the physical urban environment: the inclusive city in linking the disadvantaged areas with the rest of the city, urban renovation, housing and eco-technologies.

- The improvement of the quality of life and the reduction of urban inequality: safety, education, employment, exclusion.

SUB-THEMES

Urban policy aims to improve the urban environment and the quality of life of its inhabitants. Within this broad framework, three subthemes will be addressed:

- The inclusive city: reducing the isolation of disadvantaged neighbourhoods by improving the physical connections between them and the rest of the city and addressing the issue of urban mobility.

- Urban renovation: the renovation of buildings and the urban fabric not yet up to present-day standards in terms of aesthetics, energy use, adaptation to new family structures etc and the role of habitat/social housing renewal in urban regeneration.

- Social support: creating better opportunities for the inhabitants of disadvantaged neighbourhoods to participate fully in the life of their city through employment, educational, cultural and other policies.

EXPECTED RESULTS

- Sharing knowledge and experience on effective solutions
- Identifying similarities in urban policy in different countries with the aim of creating a dialogue between their cities
- The reinforcement of bilateral relationships between cities on different aspects of urban policy
KEYNOTE SPEAKERS

**Ahmed Taoufiq Hejira**
Mr Ahmed Taoufiq Hejira is minister of housing, urbanism and land planning of the kingdom of Morocco since October 15th, 2007. He was born in 1959 in Oujda. He is tenured of a Doctorate of 3rd cycle in urbanism of the University of Montreal. Mr Hejira inserted the ministry in 1983 as director in charge centre of Studies and Communication within the National Agency in charge of Insalubrious housing (public establishment under tutelage of the ministry that becom group Al Omrane in 2004); then as manager of studies and Communication before being named Regional Inspector of land planning, urbanism, housing, and Environment of the region of Fes Boulemane. From 2002 till 2007, Ahmed Taoufiq Hejira was named Minister delegated to the Prime minister of housing and urbanism. His political engagement started very early. He having been national councilman of the party of Istiqsal In 1989 and, the central commission in 1998, Mr Hejira was elected member of the executive committee of the party of Istiqsal in 2003.

**Fadela Amara**
Fadela Amara was named State Secretary in charge of Urban Policy in June 2007. Until this date, she was president and founder of the movement « Ni putes ni soumises » which fights for the emancipation of young men and women, gender equality, co-education and secularity in neighbourhoods and beyond. She was born in Clermont-Ferrand, France in 1964 from Algerian immigrant parents. She got involved at a very young age in republican, civic and human rights associations fighting against racism, anti-semitism and other forms of discrimination. In August 2004 Fadela Amara was appointed a member of the Consultative Commission for Human Rights by the Prime Minister. She was also appointed a member of the High Authority for the struggle against discrimination and for equality in 2005 by the President of the Republic.

**Fathallah OUALALOU**
Mr. Fathallah Oualalou was born in Rabat in 1942. He graduated in economics from the Rabat Faculty of Law (1964) and obtained a DES in 1966 and a Ph.D. in economics from the University of Paris. He was appointed Minister of Economy and Finance in 1998 and Minister of Finance and Privatization in 2002. Since 1977, he has been Municipal Councillor and Member of the House of Representatives several times in Rabat Municipal Council. He is now the Mayor of the City of Rabat. Mr Oualalou is also very active in the academic field. He is Professor in economics at the Faculties of Law in Rabat, Casablanca and the National School of Administration (École Nationale d'Administration) in Rabat. He has published several books and articles in the areas of economic theory, financial economics, the economies of the Maghreb and the Arab world and relations between Europe and the Arab World.
SPEAKERS AND EXPERTS

Each sub-theme will be introduced by a European, a Moroccan and an Expert Keynote speaker and will be followed by a short discussion. Afterwards, several cities will present practical and innovative solutions to the issues addressed in each session. After each presentation, the expert will join the keynote speaker to constitute a panel and participate in the debate.

The keynote speeches and presentations from the panel experts will be made by:

- National politicians and representatives of national administrations
- Local politicians and representatives of local (and regional) administrations
- Other experts on the sub-themes

The conference is being supported i.a. by the Moroccan and French authorities, the Municipality of Rabat, the European Investment Bank, Urbact, Veolia, The CDG Development and the French Embassy in Morocco.
DRAFT DETAILED PROGRAMME (subject to change)

Saturday 15th:

10.00 – 17.00 IFHP BUREAU MEETING: Rabat City Hall

Sunday 16th:

During the day ARRIVAL OF PARTICIPANTS
10.00 – 12.00 IFHP COUNCIL: Rabat City Hall
12.00 – 15.00 REGISTRATION: Rabat City Hall
18.00 – 20.00 TECHNICAL VISIT: Visit to Bouregreg Project

Monday 17th:

8.30 – 9.45 LOCAL PARTICIPANTS REGISTRATION: Moroccan Ministry of Foreign Affairs
10.00 – 11.15 INTRODUCTIVE SESSION – URBAN POLICY CHALLENGES

In the contemporary context and especially in relation to the Union for The Mediterranean

Welcome words by the IFHP President Francesc Ventura i Teixidor

- Ahmed Taoufiq Hejira
  Moroccan Minister for Housing, Urbanism and Planning
- Fadela Amara
  French State Secretary for Urban Policy
- Fathalah Oualalou
  Mayor of Rabat
- Philippe de Fontaine Vive
  Vice President of the European Investment Bank
11.15 – 13.15

1st SESSION – THE INCLUSIVE CITY

Reducing the isolation of disadvantaged neighbourhoods by improving the physical connections between them and the rest of the city and addressing the issue of urban mobility.

Intervention: Fadela Amara

European Keynote:
- Franck Michel
  Marketing and Territories Director, Veolia Transport, France

Moroccan Keynote:
- Najib Benyahia
  Director of New Towns, Al Omrane Group
- Abdelatif Chadali
  Director of Planning, Ministry of Interior

Expert Keynotes:
- Jean-Loup Drubigny
  Director of Urbact
- M. Sakel
  Project of Rabat-Salé Tramway

DISCUSSION: Moderator M. Boukhaffa

13.30 – 15.00

LUNCH.

15.15 – 17.00

EXPERT PANEL

The keynotes constitute the basis of the panel and will be join by the cities and regions after exposing their innovative solutions. This panel will react to the different cases and will permit the debate.

- Oriol Nel. Lo
  Territorial Planning Secretary, Territorial Policy and Public Work Department, Cataluña, Spain
- Xavier Lemoine
  Mayor of Montfermeil, France
- Max Hennion
  Economist – Transport, urban development, environment, strategic planning and institutional development., European Delegation in Morocco
- Bo Aronsson
  Director of the Goteborg Regional Planning , Goteborg, Sweden
- Bettina Laville
  Lawyer and advisor of the French “Conseil D’Etat” for Sustainable Development affairs

DEBATE: Moderator Kaiwa Abdelkader

20.00

RABAT CITY OFFICIAL DINNER
Tuesday 18th:

9.15 – 11.00

2nd – URBAN RENOVATION

The renovation of buildings and the urban fabric not yet up to present-day standards in terms of aesthetics, energy use, adaptation to new family structures etc and the role of habitat/social housing renewal in urban regeneration

European Keynote:

- Barbara Lemke
  Urbanist, Urban Project Department, European Investment Bank

Moroccan Keynote:

- Said Tazi
  Ex Director of the National School of Architecture and Director at the Ministry of housing, urbanism and land planning
- Allal Sekrouhi
  Director of Local Collectivities

Expert Keynotes:

- M’hmed Grine
  President of the CDG Foundation and Institute

DISCUSSION: Moderator M. Boukhaffa

15 min coffee break

11.00 – 12.15

EXPERT PANEL

The keynote speakers constitute the basis of the panel and will be joined by the cities and regions after presenting their innovative solutions. This panel will react to the different cases and will participate in the debate.

- Irene Wiese v. Ofen
  Past Honorary President of the German Association for housing, Urban and Regional Planning, Essen, Germany
- Pedro Marin Cots
  Chief of the European Program Department and Director of the Urban Environmental Observatory (OMAU), City of Málaga, Spain
- Carlos Zarzo Hamma
  Technical Support, General Direction for Urbanism and Territorial Strategy, Department for Environment, Housing and Planning, Autonomous Community of Madrid, Spain
- Marco Santangelo
  Urbact Building Healthy Communities project Lead Expert, Turin, Italy

DEBATE: Moderator Abouhani Abdelghani

12.30 – 14.00

LUNCH.
14.15 – 15.30

**3RD SESSION – SOCIAL SUPPORT**

Creating better opportunities to participate fully in the life of their city for the inhabitants of disadvantaged neighbourhoods through employment, educational, cultural and other policies.

*European Keynote:*
- Fadela Amara  
  French State Secretary for Urban Policy

*Moroccan Keynote:*
- M. Benabdesselam  
  Chair of social support, Al Omrane Group

*Expert Keynote:*
- Ali Rabarison – van de Laan  
  Deputy Director for Communities, Ministry for Housing, Planning and Environment, Netherlands

**DISCUSSION: Moderator Abdelaziz Adidi**

15.30 – 16.45

**EXPERT PANEL**

The keynotes constitute the basis of the panel and will be join by the cities and regions after exposing their innovative solutions. This panel will react to the different cases and will permit the debate.

- Inês Salpico  
  Chair of IFHP Working Group on Public Art and Urban Culture and freelance artist, Lisbon, Portugal

- Gemma del Corral  
  Director of the Woman Area, City of Málaga, Spain

- Lamiaê Salhi  
  Safety Department, Rotterdam, Netherlands

- Reinhard Fischer  
  Communication Manager, Urbact Cohesion Network CoNet, Berlin, Germany

- Zahia Ziouani  
  Orchestra Director, Divertimento Orchestra, Stains, France

**DEBATE: Moderator Abdelaziz Adidi**

16.45 – 17.00

**SUMMING UP BY THE GENERAL RAPPORTEUR**

Closing by Francesc Ventura i Teixidor  
President IFHP
STUDY VISIT

This project was launched by His Majesty, King Mohammed VI on January 7th 2006 and is one of the most important planning projects in Morocco.

Covering an area on some 6000ha, it represents a US$ 15 billion investment. The Vallée du Bouregreg Agency, SAMA DOUBAI Society and CDG are responsible for this project.

This six phase project involves the creation of a leisure port, a technological centre, commercial and residential zones, an Art and Work city, hotels and international conferences venues, an artificial island and modern transport such as tramway which will be open in 2010.

Since the project was launched, work has been principally concentrated on the first phase BAB EL BAHR and the second phase AMWAJ which will also be finished in 2010.

The following four phases are still under examination.

This project will have a massive socio-economical impact on both Rabat and Salé and foresees around 10 mil. tourists and the creation of 111,000 jobs.

This river orientated urban development project aims at reviving history whilst also developing the modern face of Morocco. Thanks to this project, Rabat will become one of the grandest capitals of Africa and the Mediterranean.

For more information please go to  http://www.bouregreg.com  (french only)
THE « Medinas 2030 » EXHIBITION

At the end of 2008, at the Venice Biennale International Architecture Exhibition, the European Investment Bank inaugurated its “Medinas 2030” initiative. It was in that context and in order to raise public awareness of the importance of renovating the ancient city centres of the Mediterranean that it was decided to launch a travelling exhibition on the challenges and experiences of successful regeneration projects in the Mediterranean. In this way the EIB hopes to improve the responses that can be given to the ongoing process of economic and social decline that, for several decades, has been affecting the historic centres of towns in the Mediterranean. This trend is the result of irreversible changes associated with the influx of people from the countryside and the new competition between urban areas that is being accelerated by the globalisation of our economies. The responses that can be provided are complex and therefore difficult to implement, as the preservation of these precious but fragile assets must take account of a whole host of social, human, technical and financial aspects. It must also be organised under the auspices of sound governance and a participatory dialogue in which the people concerned are closely involved. This is what the practitioners refer to as an “integrated approach”. Numerous experiments have already been attempted in the Mediterranean with regard to regeneration. A number of these schemes, always useful and often successful are presented in the Medinas 2030 exhibition. These initiatives have highlighted the usefulness of preparing a sustainable regeneration strategy that can be extended to each of the Mediterranean partner countries, with the adjustments required by local circumstances. This will make it possible to step up investment programmes to improve the quality of life of the inhabitants, while preserving the cultural value of these irreplaceable sites.
PRACTICAL INFORMATION

Venue

Ministry of Foreign Affairs and Cooperation (Belafrej Hall)

Avenue Franklin Roosevelt, Rabat

MOROCCO

Registration (Sunday) and meeting point for technical visit

Siège de la Municipalité de la Ville de Rabat

Avenue Mohamed Bel Hassan El Ouzzani Hay Ennahda

MOROCCO
Registration

These fees include: the access to the conference, Monday official diner, Monday and Tuesday lunches and Sunday Technical Visit

<table>
<thead>
<tr>
<th>REGISTRATION FEES CONFERENCE</th>
<th>By 15 April 2010</th>
<th>15 April – 10 May 2010</th>
<th>On-site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moroccan (+ countries with a GNI per capita under $3,855)</td>
<td>50€</td>
<td>80€</td>
<td>100€</td>
</tr>
<tr>
<td>Rest of the world Member</td>
<td>190€</td>
<td>240€</td>
<td>260€</td>
</tr>
<tr>
<td>Rest of the world Non Member</td>
<td>250€</td>
<td>290€</td>
<td>310€</td>
</tr>
<tr>
<td>Retired</td>
<td>50% discount**</td>
<td>50% discount**</td>
<td>50% discount**</td>
</tr>
<tr>
<td>Student</td>
<td>50€</td>
<td>60€</td>
<td>80€</td>
</tr>
<tr>
<td>Accompanying person</td>
<td>80€*</td>
<td>90€*</td>
<td>100€*</td>
</tr>
</tbody>
</table>

*These fees include: Monday official diner, Monday and Tuesday lunches and Sunday Technical Visit but not the access to the conference

** The 50% reduction is not available for Moroccan (+ countries with a GNI per capita under $3,855) registration fees

On-site registration

Registration made later than 14 May 2010 will be considered as on-site registration. Please then allow for a little more time at the registration desk in connection with the issuing of documentation and the settlement of accounts. Please remember to bring your proof of payment for presentation upon request.

Terms and Conditions

Payment must be made in Euro (€) to the order of IFHP 2010 Rabat Conference and remitted as follows:

- by credit card choosing the online payment option in our online registration form (between 10 -14 May, bank transfer is no longer available)

Confirmation: your registration will be confirmed after receiving the registration fees. All registration received after 14th May will not get a written confirmation but be processed on site. Please remember to bring your proof of payment for presentation upon request.
Final Registration
Participants must register at the Conference Bureau in the Rabat City Hall on Sunday 16th May or in the Moroccan Ministry of Foreign Affairs and Cooperation Hall on Monday 18th May (for Moroccans only).

Cancellation of participation: (a written request is mandatory): Pre-registered participants who are unable to attend the Conference will have their fees refunded less a processing fee of €40,- provided that written notice of non-attendance (by letter or fax) is received by the IFHP Secretariat by the 30th April. If cancellation is made after this date, no refund can be made. All refunds will be processed after the Conference.

IFHP Secretariat
Wassenaarseweg 43
2596 CG The Hague
Netherlands
Phone: +31-70 324 4557
Fax: +31-70 328 2085
E-mail: info@ifhp.org
Website: www.ifhp.org

COFHUAT Secretariat
21 Boulevard de Grenelle
75015 Paris
Phone: +33 - 14 040 7083
Fax : +33 – 14 040 7074
E-mail : info@cofhuat.org
Website : www.cofhuat.org

Hotels

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Simple Room with Breakfast</th>
<th>Double Room with Breakfast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sofitel Jardin des Roses 5* LUXE</td>
<td>3517 MAD / 313€</td>
<td>3517 MAD / 323€</td>
</tr>
<tr>
<td>La Tour Hassan 5*</td>
<td>1990 MAD / 178€</td>
<td>2330 MAD / 208€</td>
</tr>
<tr>
<td>Hôtel Rabat 5*</td>
<td>1290 MAD / 115€</td>
<td>1450 MAD / 130€</td>
</tr>
<tr>
<td>Golden Tulip Farah 5*</td>
<td>1230 MAD / 110€</td>
<td>1450 MAD / 130€</td>
</tr>
<tr>
<td>Hotel Oumil 4*</td>
<td>790 MAD / 67€</td>
<td>990 MAD / 88€</td>
</tr>
<tr>
<td>Hotel Rihab 4*</td>
<td>747 MAD / 71€</td>
<td>984 MAD / 84€</td>
</tr>
</tbody>
</table>

Prices in euro is indicative and may change in relation to the official change rate

In order to benefit of our special prices please contact our contact agency
Contact Agency

Golf Plus Événementiel
Voyage Manifestations

Tel : 00212 537 68 01 35
Fax : 00212 537 68 12 51
E-mail : golf@golfplusevent.com
Site internet : www.golfplusevent.com

Transport Airports – Rabat City

You will be welcomed by our staff arriving at the Mohammed V Casablanca or Rabat Airport. They will inform you about trains and taxis to reach Rabat and your hotel (only for people arriving Saturday 15th and Sunday 16th May)

From Mohammed V Airport (Casablanca)

1. ONCF Trains to Rabat-Ville station
   - The train station is located at the -1 level in the arrival zone
   - Departure every hour
   - Journey takes around 2 hours, depending on the train
   - 1st class : 115 MAD (11€) / 2nd class : 75 MAD (7€)
   - For additional information please use the following link www.oncf.ma

You will be welcomed at Rabat-Ville station by our staff and they will give you information to help you to reach your hotel.

2. Taxis to Rabat Ville :
   - Duration 1h00 - 1h15
   - Price 600- 650 MAD (55€ - 60€)

From Rabat Airport

1. Taxis to Rabat Ville
   - Price 150-200 MAD (14€ - 18€)

For more information about Casablanca and Rabat Airports, please use the following link
http://www.onda.ma/onda/fr

Transport Hotels – Venue

Free shuttle buses will be organized by Veolia Transport from the hotels listed above to the venue