

Application Form

PART 1: BASIC DATA

Experience data (complete the information below in a clear and concise manner)

Title of the experience: khayyerin-e-Shahryar (Shahryar Charitable Council)		
Name of the city or region: Mashhad		
Inhabitants of the city or territory: 3,600,000		
Country: Iran		
Institution presenting the candidacy (name of the municipality, department, government, institution leading the candidate experience): Mashhad Municipality		
Website of the experience or institution: https://eco.mashhad.ir/khayerin		
Profiles in social networks of the experience or the institution: khayyerin-e-shahryar (instagram)		
Start date of the experience: Oct 20, 2020		
End date of the experience (if operational, indicate "ongoing"): ongoing		
Budget of the experience (indicate the budget of the experience or the resources mobilized for its development and implementation): Note 24, Budget of 1400, Mashhad Municipality		
Type of candidacy (Mark with an X in the right column)	New experience	X
	Innovation on an existing experience	
	Continuity of an experience	
Type of experience (Mark with an X in the right column) (you may choose more than one)	Participatory budgeting	
	Participatory planning	X
	Standing council	X
	Workshop/meeting for diagnosis, monitoring, etc.	

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	Public Hearing/Forum	X	
	Poll/referendum		
	Assemblies / Citizen juries / Deliberation spaces	X	
	E-government/Open government/Digital platforms		
	Citizen initiative		
	Other (specify):		
<p>Objective of the experience</p> <p>(Mark with an X in the right column) (you may choose more than one)</p>	To achieve higher levels of equality in terms of participation	X	
	Including diversity as a criterion for inclusion		
	Community empowerment	X	
	To empower non-organised citizens		
	To increase citizen's rights in terms of political participation		
	To connect different tools of participation within a participatory democracy "ecosystem"	X	
	To improve the effectiveness and efficiency of the mechanisms of participatory democracy		
	To improve the quality of public decision-making through the mechanisms of participatory democracy	X	
	To improve the evaluation and accountability of the mechanisms of participatory democracy		
To improve any public policy through the active participation of the public	X		
<p>Territorial area</p> <p>(Mark with an X in the right column)</p>	All the territory	Local	
		Regional	X

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<i>(you may choose more than one)</i>	District	
	Neighbourhood	
Thematic area (Mark with an X in the right column) <i>(you may choose more than one)</i>	Governance	X
	Education	
	Transport	
	Urban management	X
	Health	
	Security	
	Environment/Climate change and/or urban agriculture	
	Civic associations, grassroots and new social movements.	X
	Culture	
	Housing	
	Job creation	
	Decentralization	X
	Local development	X
	Training/learning	
	Economy and/or finances	X
	Legal regulations	
	Social inclusion	X
All		

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	Other (write the topic)	
<p>Sustainable Development Goals (SDG) associated with the practice</p> <p><i>Mark with an X in the right column (more than one option can be chosen)</i></p> <p><i>You can also add the specific target</i></p>	SDG 1 - No poverty	X
	SDG 2 - Zero hunger	
	SDG 3 - Good health and well- being	
	SDG 4 - Quality education	
	SDG 5 - Gender equality	
	SDG 6 - Clean water and sanitation	
	SDG 7 - Affordable and clean energy	
	SDG 8 - Decent work and economic growth	X
	SDG 9 - Industry, Innovation and Infrastructure	
	SDG 10 - Reduced inequality	X
	SDG 11 - Sustainable cities and communities	X
	SDG 12 - Responsible consumption and production	
	SDG 13 - Climate action	
	SDG 14 - Life below water	
	SDG 15 - Life on land	
	SDG 16 - Peace, justice and strong institutions	X
	SDG 17 - Partnership for the goals	X

PART 2: DESCRIPTION OF THE EXPERIENCE

Fill in the following fields clearly and concisely. You can add links if you consider it appropriate.

Context

*In a **maximum of 300 words**, it presents the cultural, geographical, historical, institutional and socioeconomic context of the city, the territory in which the experience takes place.*

Mashhad is a metropolis in northeastern Iran and the capital of Khorasan Razavi province. According to the general population and housing census of 2016, this city with a population of 3,057,679 is the second most populous city in Iran after Tehran. Due to the presence of the shrine of Imam Reza (Pbuh), annually more than 20 Million pilgrims visit Mashhad from inside and outside of Iran. Facilities such as an active international airport with numerous domestic and international flights, a modern transportation network, the most active train station, the existence of highways and convenient roads, the largest number of hotels and guesthouses, and the existence of natural and historical sites, attract more and more visitors to this city every year. Attractions and facilities of Mashhad have led to population growth, as the population of the city has increased more than 3 times compared to 1976. Decrease in sources of income in municipalities and increase in population; has caused inequality in service delivery and inequitable distribution of infrastructure such as playgrounds, parks, fire stations, cultural centers, etc. in urban areas. Emphasis on attracting citizens' participation to provide resources and use the capacity of citizens in solving urban problems has been a significant point in the current situation of urban management in Mashhad.

Precedents

*Explain the precedents and origins of the experience: if it is the innovation of an existing experience, what are its origins, if it is a new experience, what are the antecedents in participation in your city/municipality/region. You can also indicate if you have been inspired by experiences in other cities/countries. (**maximum 300 words**)*

The spread of urbanization and population growth in the suburbs has led to injustice in the distribution of services and the inability of governments to provide infrastructure services. In general, in the process of providing resources and infrastructure, the main role was played by the government and municipalities, which acted without the participation of citizens in the process of financing and decision-making. Lack of citizen participation in the process of deciding the type of project, governance, method of operation, and financing of the project,

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has reduced the satisfaction of citizens and also lack of trust in the management system in municipalities. Due to the issues mentioned and the need to provide a participatory model with the presence of citizens and Influential urban figures on citizens' trust, this project was necessary to attract and facilitate the participation of donors and citizens in urban management. In this regard, the secretariat of Shahryar Donors was established in Mashhad Municipality to create a specific structure in a semi-governmental manner with the presence of seven non-governmental members, including (NGOs, prominent donors, social and economic empowerment institutions, charities) and three representatives of Mashhad Municipality (mayor and two deputy mayors) and a representative of other government bodies related to the theme of each project. In fact, Shahriar's Donors are the infrastructure of the council, which, with an emphasis on urban democracy, decides on the type of project, location, and the role of citizens as financing donors, prioritization urban needs, and defining the project. The main purpose of this platform is to encourage, facilitate, and attract the participation of donors and citizens in providing financial resources for urban projects.

Objectives of the experience

*What is the objective listed in Part 1 that you think is the most important, and indicate other outstanding objectives of the experience (**maximum 100 words**)*

1. Achieving higher levels of equality in terms of participation
2. Empowerment of the society
3. Connecting various tools of participation in an "ecosystem" of participatory democracy
4. Improving the quality of public decision-making through participatory democracy mechanisms
5. Improve any public policy through the active participation of the citizens
6. Establishment of an advisory department in the implementation, selection and prioritization of urban projects
7. Increase financial participation by citizens in providing infrastructure
8. Improving distributive justice in the field of services in low-income areas
9. Increase public trust in municipalities
10. Promoting urban discourse and policies as a real platform for benevolence

Methodology

*Describe the methodology of the experience: phases of the process, participation channels (**maximum 300 words**)*

Secretariat of Shahryar Donors was established in line with the approval of the City Council with the aim of transparency, regulation, facilitation, acceleration, confidence building, creating coherent and integrated management in attracting the participation of the third sector of the economy (Shahryar Donors) in public and non-profit projects that leads to

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increase the level of social welfare, reducing social harms and promoting the social responsibility of citizens.

The structure of Shahryar Donors includes the following sections:

1- The structure of the Shahryar Donors Council:

It is a non-governmental, non-political and independent council, which according to the relevant regulations, has been established outside the structure of Mashhad Municipality and consists of at least 21 and at most 41 influential donors (charities) in the holy city of Mashhad, along with a representative nominated by the city council of Mashhad.

2- The structure of Shahryar Donors Headquarters

Headquarter in Mashhad Municipality, headed by the mayor and seven influential city donors who act in line with the goals of Shahryar Donors and review and approve the proposals of the secretariat of Shahryar Donor's headquarters.

3- Secretariat of Shahryar Donors Council:

It is a secretariat in the economic department, that is in charge of administrative and executive affairs of donors, helping to study, identify, analyze the problems, and provide solutions for failures in public and charitable affairs and also attracting public contributions.

The activities of Shahryar Donors and the procedure for defining the project are as follows:

- 1- Creating a database of charitable opportunities in public and non-profit affairs
- 2- Identifying the citizen donors
- 3- Preparing a booklet of charitable opportunities and public participation and a web-based system (platform)
- 4- Reviewing the offers that are received from the donors
- 5- Proposing the concept of the secretariat in Shahryar Donors headquarter
- 6- Preparing a bill and obtaining the approval of the City Council
- 7- Signing a contract and starting the executive operations
- 8- Financial and executive supervision

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Innovation

*Explain what you consider most innovative in the practice. (In a **maximum of 150 words**)*

- 1- Creating a participation structure at all levels and aspects of participation (financial, planning, regulatory, ...)
- 2- Establishment of a consultative structure based on democracy by donors in which, in case of accepting the financing budget of 30 to 50 percent of the project by the donors, the city management (Municipality) is obliged to finance the entire project.
- 3- Implementation of participatory projects by donors with the participation of citizens in order to reduce social harm and improve social welfare in cities
- 4- Preparation of a comprehensive database of city needs, in accordance with the geographical map and distribution of urban infrastructure
- 5- Decentralization in decision-making style in urban projects and exploitation style with emphasis on citizen participation

Inclusion

*Point out the importance of including as many groups and diverse populations as possible and how you have achieved it. (In a **maximum of 150 words**)*

In the Secretariat of Shahryar Donors, with emphasis on low-income areas and special groups such as working children, socially disadvantaged women, addicted mothers and children, vulnerable women, residents of low-income areas and immigrants, they are considered the beneficiaries.

The method of identifying donors is done through the method of "snowballing" and reviewing their previous actions, and finally the formation of the Shahryar Donors Council and holding elections to select seven donors on behalf of other donors in the Shahryar Donors Headquarters.

Identifying the needy has been done by facilitation offices, cultural centers, other governmental agencies and drawing a map of urban needs and preparing a booklet of good opportunities.

Communication

*What has been the strategy and communication channels of the experience so that the population knows about it and gets involved. (In a **maximum of 150 words**)*

Communication strategy has been done in 4 steps:

- 1- Knowledge: Increasing the level of citizens' knowledge about the methods of citizen participation

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- 2- Insight: Changing citizens' insights
- 3- Attitude: Improving citizens' attitudes about participation methods
- 4- Behavior: Changing the behavior of citizens with the aim of increasing citizen participation

And the following actions have been taken with the aim of following the above 4 strategies during the last year:

- 1- Holding two charity financing events with the aim of creating literature on benevolent financing and acquainting the people with the headquarters of Shahryar donors.
- 2- Creating content in social media in the form of motion graphics, clips, two-minute documentaries
- 3- Preparing a booklet of charity opportunities by announcing the needs of the city and the method of participation
- 4- Creating a web-site
- 5- Public announcement and invitation of local citizens for the opening ceremonies of projects provided by the donors

Appreciation and thanks to the donors who participated in providing urban infrastructure

Articulation with other actors

*It explains how the experience was articulated with different actors and simultaneous or pre-existing processes. What roles did these participants assume? Explain the degree of success of this joint. (In a **maximum of 150 words**)*

In Shahryar Donors, citizens' participation takes place in all stages and aspects, and due to the council management in the donors' headquarters, the donors' council and the presence of representatives of other departments and executive bodies, have created a consortium of participation and more synergy in this area. Due to the implementation of the project in low-income neighborhoods and the direct impact of the project on local people, the cooperation of citizens directly has led to better project implementation.

Evaluation:

*What evaluation mechanisms have been implemented? Develop whether citizenship has participated in the evaluation of the practice (In a **maximum of 300 words**)*

The implementation of projects in low-income areas and direct observation and use of projects by local citizens has caused a sense of satisfaction and participation in citizens.

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The amount of implemented projects and requests received by the Secretariat of Shahryar Charity Headquarters shows the extent of citizens' willingness to implement projects and participate in this field.

But the best way to measure satisfaction and effectiveness is to use the survey method and complete the questionnaire, which is on the agenda and will be implemented in the near future.

Impacts and results

*Describe the impacts and results of the process. How many people have participated, and which are their profiles. What have been the impacts on public policies, on the functioning of the administration and on citizens. (In a **maximum of 300 words**)*

- 1- Creating a participatory and consultative structure of donors in the municipality
- 2- Creating literature on benevolent(charity) participation in planning the city of Mashhad
- 3- Increasing the participation of citizens and creating a consortium of participation with the participation of 10 governmental organizations

- 4- Running two executive projects as follows:

A: Establishment of a center for controlling and reducing social harm to mothers and children with the aim of keeping addicted mothers and children at birth in a space with a capacity of 500 people per year

B: Establishment of social and economic empowerment center for women, by Mashhad brand companies (Mashhad leather, Mashhad carpet, ...) with the aim of creating employment and empowerment of women in low-income neighborhoods and completing the sales cycle in low-income neighborhoods with a capacity of 1200 People per year

PART 3: EXPERIENCE SUMMARY

*A summary of the experience: origin, objectives, operation, results, monitoring and evaluation (Do not hesitate to repeat aspects that have already been written before, this summary is the one that will be shared on the digital platform for open evaluation and in the publication of the award). (In a **maximum of 500 words**)*

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One of the most important challenges of urban management is to achieve sustainable urban development, social justice, equitable distribution of resources and infrastructure. Given the growth of urbanization, increasing migration to cities and the creation of a marginal texture in metropolitan areas, this has led to a significant increase in demand for goods and services. The existence of sufficient and continuous financial resources in order to meet the needs of the people of the city to provide urban services is one of the important points. In an urban economy, sustainable incomes must have two characteristics: sustainability and maintaining the quality of the urban environment. The city of Mashhad, as a religious metropolis of Iran, has played a significant role in attracting public participation in the development of cities. In general, the participation of donors in the establishment and continuity of cultural, economic, social and service institutions and centers in different periods of history has caused and originated effective movements in shaping the space of public places and subsequent urban development.

Municipalities and charitable financing

In general, the role of municipalities as a service institution in providing public services to all citizens is more prominent than other institutions.

Secretariat of Shahryar Donors in line with the approval of the City Council, with the aim of clarifying, facilitating, accelerating, and increasing trust, creating coherent and integrated management was established.

The results of the implementation of the Shahryar Charitable Plan include the following:

- 1- Creating a participatory and consultative structure of donors in the municipality
- 2- Creating literature on benevolent(charity) participation in planning the city of Mashhad
- 3- Increasing the participation of citizens and creating a consortium of participation with the participation of 10 governmental organizations
- 4- Running two executive projects as follows:
 - A: Establishment of a center for controlling and reducing social harm to mothers and children with the aim of keeping addicted mothers and children at birth in a space with a capacity of 500 people per year
 - B: Establishment of social and economic empowerment center for women, by Mashhad brand companies (Mashhad leather, Mashhad carpet, ...) with the aim of creating employment and empowerment of women in low-income neighborhoods and completing the sales cycle in low-income neighborhoods with a capacity of 1200 People per year