



REPORT TO THE EXECUTIVE MAYOR

LC17252

1. SUBJECT

FEEDBACK ON THE INTERNATIONAL TRIP UNDERTAKEN FROM 11 TO 17 OCTOBER 2016 TO ATTEND THE WORLD DESIGN CAPITAL NETWORK OF CITIES MEETING, THE OPENING OF THE DESIGN HOUSE EXHIBITION AND THE DESIGN POLICY CONFERENCE IN TAIPEI, TAIWAN

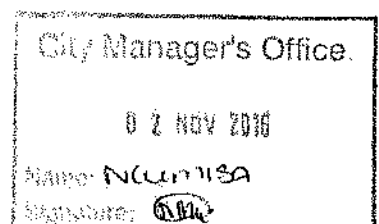
ONDERWERP

TERUGVOER OOR DIE INTERNASIONALE REIS ONDERNEEM VAN 11 TOT 17 OKTOBER 2016 OM DIE VERGADERING VAN DIE NETWERK VAN STEDE VAN DIE WÊRELDONTWERPHOOFSTAD, DIE OPENING VAN DIE ONTWERPHUIS-UITSTALLING, EN DIE ONTWERPBELEIDSKONFERENSIE IN TAIPEI, TAIWAN, BY TE WOON

ISIHLOKO

INGXELO EMALUNGA NOHAMBO KUMAZWE ANGAPHANDLE
OLUQHUTYWE UKUSUSELA NGOWE-11 UKUYA NGOWE-17 OKTHOBA
2016 NGENJONGO YOKUZIMASA INTLANGANISO
ENGOTHUNGELWANO LWEZIXEKO EZIKUYILO LOMGANGATHO
WEHLABATHI, UKUVULWA KOMBONISO YENDLU ELUYILO NENKOMFA
ENGOMGAQO-NKQUBO WOYILO ESE-TAIPEI, E-TAIWAN

H3032



Making progress possible. Together.

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3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	<ul style="list-style-type: none"> World Design Capital Network of Cities Meeting Official Opening of World Design Capital Design House Exhibition World Design Capital Design Policy Conference
OTHER	All travel and accommodation expenses for the Deputy Mayor were covered by the Taipei City Government, while travel and accommodation for Daniel Sullivan was paid for by the City of Cape Town.
DATE	12-16 October 2016
VENUE	Taipei (various)
CITY	Taipei
COUNTRY	Taiwan
ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Ian Neilson	EXECUTIVE DEPUTY MAYOR
Daniel Sullivan	STRATEGIC SUPPORT ANALYST - SPU
<p align="center">PROVIDE SUMMARY OF HOST ORGANISATION / CITY</p> <p>AS THE CURRENT WORLD DESIGN CAPITAL, TAIPEI HAVE EMBRACED THE THEME OF 'ADAPTIVE CITY' TO HELP DESIGN THEIR STRATEGIES, PROGRAMMES AND INFRASTRUCTURE FOR THE FUTURE. AS THE OWNER OF THE WDC PROGRAMME, ICSID ARE TRYING TO POSITION THEMSELVES AS THE ENABLER OF EFFECTIVE DESIGN LINKED TO THE ATTAINMENT OF THE UN'S SUSTAINABLE DEVELOPMENT GOALS. TO ARTICULATE THIS, THEY ARE REBRANDING THEMSELVES AS THE "WORLD DESIGN ORGANISATION" AS OF 01 JANUARY 2017.</p>	

4. OBJECTIVE

As the previous World Design Capital (2014), the City of Cape Town was invited to Taipei in order to demonstrate how the title has helped promote the use of design-led thinking within the City of Cape Town. It was also presented as an opportunity for the City of Cape Town to foster relationships with and learn from other Global Cities and role-players who are on a similar journey.

Finally, participation in these events also provided the City an opportunity to promote the City as a destination for investment and tourism.

The demonstration and knowledge sharing took part on the following three platforms:

- Network of Cities Meeting – 13th October 2016, Regent Taipei Hotel
- International Design House Exhibition – 13th-30th October 2016, Songshan Cultural and Creative Park
- International Design Policy Conference – 15th and 16th October 2016, Taipei International Conference Centre

5. OUTCOMES

- ☐ - Partnership Agreement
- ☐ - Membership Agreement
- ☐ - Grants Agreement
- X - Memorandum of Understanding
- ☐ - Statement of Intent
- X - Other

6. ACTIONS REQUIRED

The MOU signed by the Deputy Mayor at the Network of Cities Meeting states an intention to facilitate collaboration

- in design exchange
- incubation of talent
- industrial support
- and research and development

The City of Cape Town will need to engage with the Taipei Government and the other World Design Capital Cities to articulate how this intention is expressed.

7. IMPLICATIONS

- | | | | |
|-----|---|------|------------------------------|
| 7.1 | <u>Constitutional and Policy Implications</u> | No X | Yes <input type="checkbox"/> |
| 7.2 | <u>Environmental implications</u> | No X | Yes <input type="checkbox"/> |
| 7.3 | <u>Financial Implications</u> | No X | Yes <input type="checkbox"/> |
| 7.4 | <u>Legal Implications</u> | No X | Yes <input type="checkbox"/> |

7.5 Staff Implications

No X

Yes ☐

7.6 Risk Implications

No X

Yes ☐

8. OTHER SERVICES CONSULTED

None

9. RECOMMENDATIONS

RECOMMENDED that:

- a) IT BE NOTED
- b) A working group is established within the City to engage with counterparts in the Taipei government, and other WDC cities, to discuss potential opportunities for engagement which lead to mutual benefit.

AANBEVEEL dat:

- a) DAARVAN KENNIS GENEEM WORD
- b) 'n Werkgroep word gestig in die Stad om te skakel met eweknieë in die Taipei-regering, en ander wêreldontwerphoofstede, om potensiële geleenthede vir samewerking te bespreek wat tot wedersydse voordeel kan lei.

KUNDULULWE ukuba:

- c) MAYIQWALASELWE
- d) Kumiselwe iqela lokusebenza kwiSixeko ukuze libandakanye oogxa balo kuburhulumente base-Taipei nezinye izixeko ze-WDC ukuze kuxoxwe amathuba angakho angokubandakanya apho kuyakuthi kukhokele inzuzo engentsebenziswano.

10. GENERAL DISCUSSION

Each of the events which the City participated in presented opportunities for knowledge sharing, promotion and further collaboration. Of note were the following:

**Network of Cities Meeting:
Thursday, 13th October**

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All cities present at the network of Cities Meeting (Taipei, Koning, Eindhoven, Mexico, Helsinki, Phoenix) expressed an interest in applying design thinking to city strategy and planning so as to address challenges and make cities more liveable. Public participation and effective citizen involvement in decision making was something which all cities were chasing. The question "What is a City if not for its Citizens?" came up several times.

Mayor Wen Je Ko of **Taipei** led discussions by sharing their view on design needing to permeate government and their theme of 'Adaptive City' articulated the need to leaving space for plans to continually evolve so-as to ensure effective responses to future needs.

The newly appointed Chief Design Officer of **Helsinki**, Anne Stenros provided a very academic view of the importance of innovation and the need to balance radical innovation with incremental innovation. Their main emphasis was on bringing design-led thinking, particularly empathy into City strategy and planning activities, elevating design from problem solving to solution finding (exploiting of future trends to create opportunities and progress). Interestingly, Taipei also indicated that, as a result of their pursuit of a design-thinking strategy, they are embarking on a restructuring process (the first in 100 years) where they will be moving from 36 departments to 4.

Deputy Mayor of **Cape Town**, Ian Neilson, spoke of our plans in the built environment as well as the principles of the ODTP in order to design the City with communities for the future.

Mexico City's Deputy Mayor spoke of their vision to use their World Design Capital year to grow their tourism economy. He also briefly shared some projects that they are using to encourage mobility and sustainability, namely the bike sharing system and some park upgrade projects.

The Mayor of **Eindhoven**, Staff Depla admitted that Eindhoven was much smaller than the other cities represented but that they had a useful contribution on collaboration within the triple helix. He highlighted the use of public spaces and private sector (Philips) to positively influence citizen behavior. Furthermore, he outlined a novel contracting/tender approach to ensure suppliers can be engaged to work with residents in the delivery of valued services while developing their own products through a co-creation process.

The Mayor of **Kolding Municipality**, Jørn Pedersen, indicated that they see Design Thinking as the unfolding of a democratic process. They are in the process of training all of their leaders in Design Thinking and emphasizing the fact that humans should come first, not buildings. For them, it was important to remove the 'air of authority' and get closer to the people.

The Mayor of **Phoenix**, Greg Stanton, indicated that they have similar challenges to Cape Town around sprawl and water conservation and they have started programs to support densification through proactive rezoning and making the city

more accessible for pedestrians. He also mentioned that they have started incentivizing public participation through partnership reward programs.

**Design House Exhibition:
Thursday, 13th October**

The design house exhibition was opened by the President of Taiwan, Tsai Ing-wen at a ceremony attended by Taipei's design community and press. The design house exhibition was opened spread out across several buildings in the old warehouse district in Taipei.

Whilst much of the exhibition focussed on some of the more traditional aspects of product design, the Cities Exhibition (housed in one of the warehouses) demonstrated how Cities are applying design and design thinking to their urban challenges.

The City of Cape Town's Stand demonstrated some of what was accomplished through and delivered since we held the WDC title. It showcased initiatives undertaken by the City as well as some highlights from organisations within Cape Town which were launched or significantly accelerated on account of WDC.

As of Sunday 16th October, there had already been 200,000 visitors through the exhibition.

**Design Policy Conference:
Saturday 15th – Sunday 16th October**

The conference consisted of 4 sessions over the two day period:

Session 1: Design for Public Policy

The overall theme was to look at urban design strategies and ways to put design at the core of policy-making to enhance city governance. The presentations given by the various city representatives put forward approaches that break away from function-oriented policy-making to embed design and design-led thinking into city governance.

The presentation given by the Deputy Mayor (see appendix) helped to highlight the achievements of World Design Capital, demonstrated how we are effectively using data in our approach to planning and how we propose to develop a more citizen-centric model of governance through ODTP.

Session 2: Design for Social Impact

This session explored ways in which design had been applied, and could be applied to address some fundamental social challenges and create alternative futures. It helped to articulate how effective design could be spread to make society a better place. The ways in which subtle design tweaks could be made to transform society and achieve fairer distribution of resources, better environmental protection, and integration were discussed.

Session 3: Design for Future Living

This was a very tech-focused session where future trends were explored and ways to combine the power of technology and design in order to create a better future were highlighted. The session posited that digital technology has not only revolutionized industries but has also become ubiquitous in our lives – the challenge was therefore how to make technology innovation relevant to human needs.

Session 4: Design for Sustainable Cities

This session focused on some of the city revitalization programs and architectural design being employed to promote sustainable city objectives. There was also an interesting presentation from BMW (sponsor) on their new 'car-ownership' model and the journey they have taken with design in their company.


Meeting with Helsinki Delegation:

In addition to the formal program, we had a closed meeting with the Mayor of Helsinki and his team. During this meeting it was emphasized that we should explore a more formal collaboration with them in light of both cities being former World Design Capitals. Such a relationship will help to share lessons on how we apply design-led thinking into a metropolitan administration.

11. ANNEXURES

Annexure A – Copy of presentation by Alderman Neilson
Annexure B – Network of Cities MOU

FOR FURTHER DETAILS CONTACT:

NAME	Daniel Sullivan
CONTACT NUMBERS	021 4005097
E-MAIL ADDRESS	Daniel.sullivan@capetown.gov.za
DIRECTORATE	City Manager: Office of the Executive Mayor
SIGNATURE	

JMH


MANAGER INTERNATIONAL RELATIONS
Denver van Schalkwyk

Comment:

Noted.

DATE

2/12/2016


CITY MANAGER

ACHMAT EBRAHIM

☒ SUPPORTED FOR ONWARD SUBMISSION TO
MAYOR ☒ / MAYCO ☐ / COUNCIL ☐

☐ NOT SUPPORTED

☐ REFERRED BACK

DATE

05.12.2016

COMMENT:


LEGAL COMPLIANCE

☐ REPORT COMPLIANT WITH THE PROVISIONS OF
COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS
AND ALL LEGISLATION RELATING TO THE MATTER
UNDER CONSIDERATION.

☐ NON-COMPLIANT

Comment:

NAME

Joan-Mari Holt

TEL

021 400 2753

DATE

07/12/2016

For information. JMH

P. de Lille.

EXECUTIVE MAYOR
PATRICIA DE LILLE

☒ SUPPORTED FOR ONWARD SUBMISSION TO
MAYCO ☐ / COUNCIL ☐

☐ PC RECOMMENDATION

☐ RECOMMENDATION AS CONTAINED IN
ORIGINAL REPORT

☐ ALTERNATIVE RECOMMENDATION TO BE
REFLECTED BELOW

☐ APPROVED I.T.O. DELEGATED AUTHORITY

☐ NOTED

☐ REFUSED

☐ REFERRED BACK

DATE 19.01.2017



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

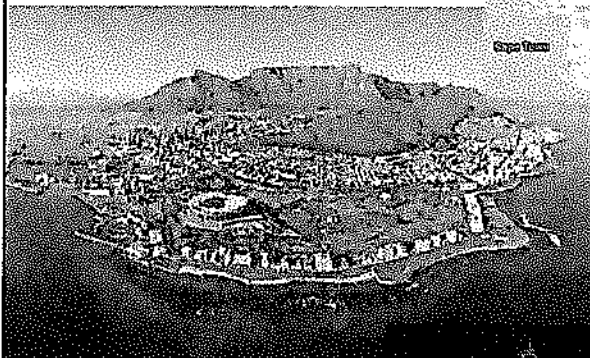
Designing in the City of Cape Town

Alderman Ian Nellson
Deputy Mayor
City of Cape Town

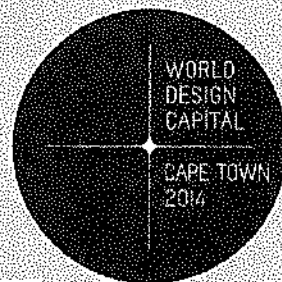
Making progress possible. Together.

SALES, MARKETING & PUBLIC RELATIONS DIVISION

Our Time as the World Design Capital 2014



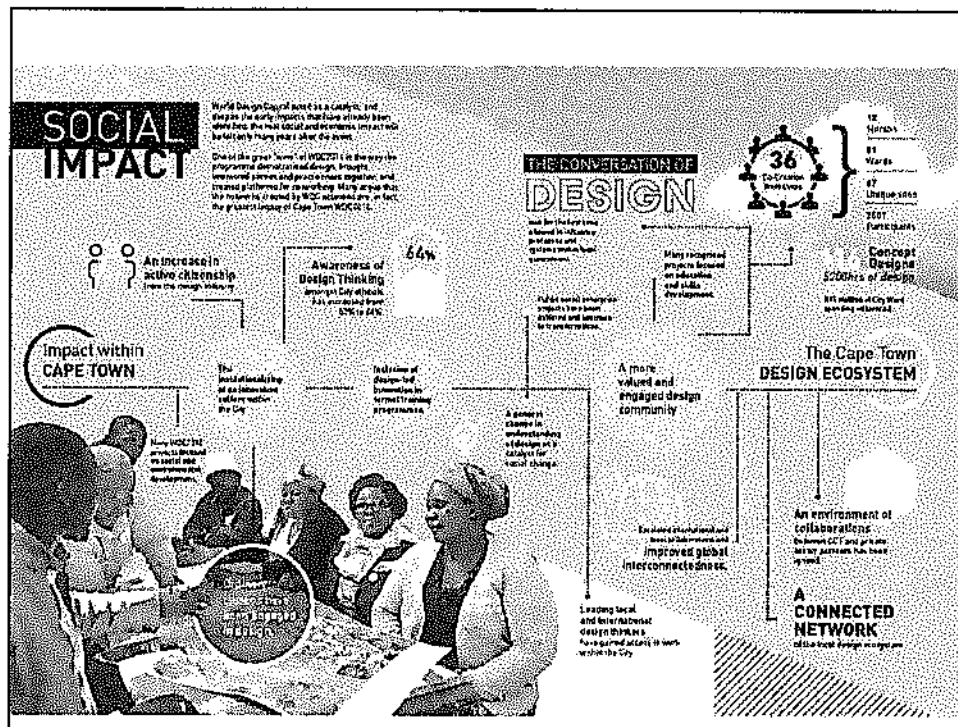
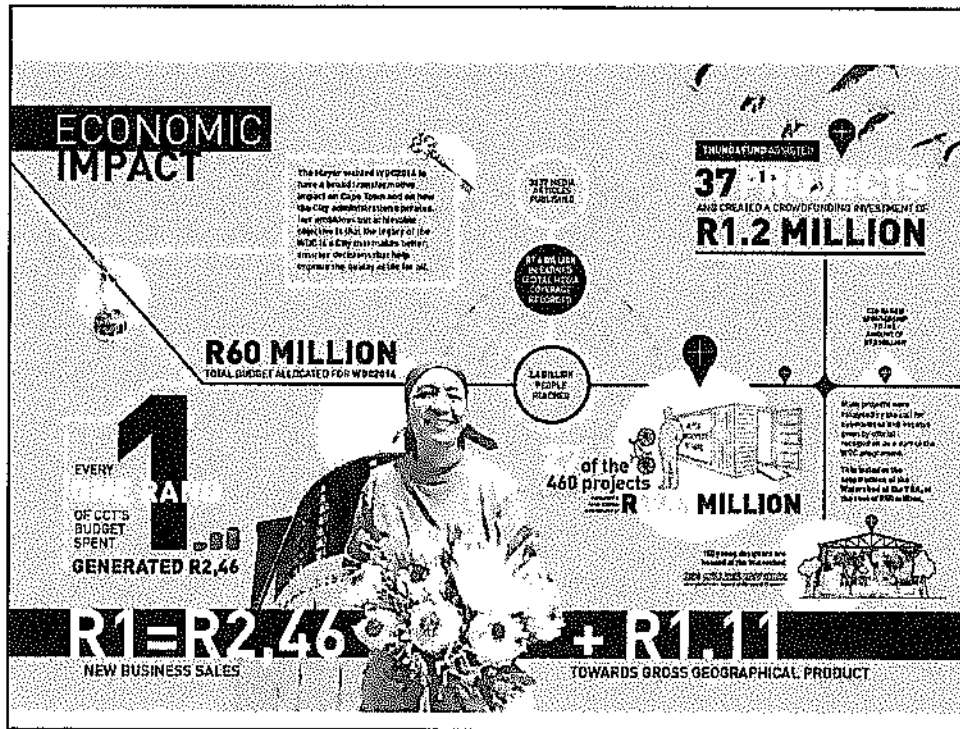
Cape Town



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STAD KAAPSTAD



**LIVE DESIGN.
TRANSFORM
LIFE.**



Designing within the City Government

Digital Enablement

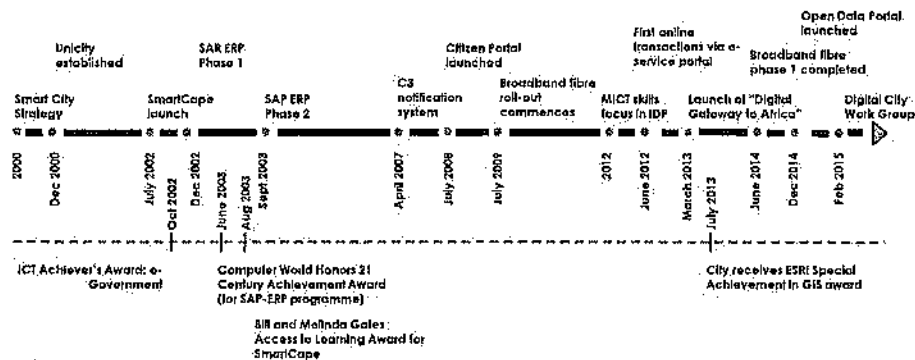


Digitally Enabling an Integrated City

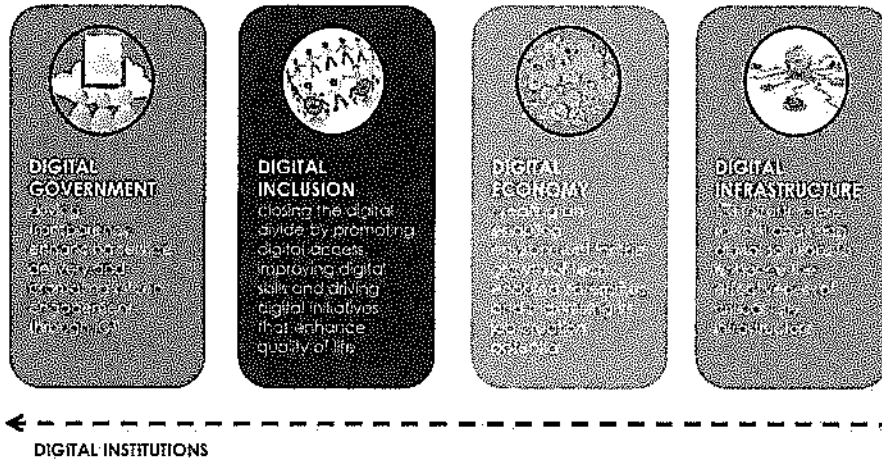
Key focus: Transforming municipal service delivery through business process automation strategy

Key focus: Digital infrastructure strategy

What is next?



Our consolidated Digital Strategy



Opportunities in Data



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July 28, 2016

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Welcome to the City of Cape Town Open Data Portal

This portal makes available data that the City of Cape Town has approved in terms of its Open Data Policy. It enables the public to access and use the City's data to improve transparency, to enhance and actively engage residents and other stakeholders in local government, as well as to promote economic development. Please note that by accessing the content of the Open Data Portal, you agree to our Terms of Use. Please read before accessing the data.



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Dataset approved by the City's Open Data Steering Committee on 22 June 2016 (Tuesday, 14 August 2016).
4175 City of Cape Town Open Data Steering Committee meeting held on 22 June 2016. 1 dataset was submitted for approval. On the day, 1475 datasets were approved for publication.

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Designing within the City Government

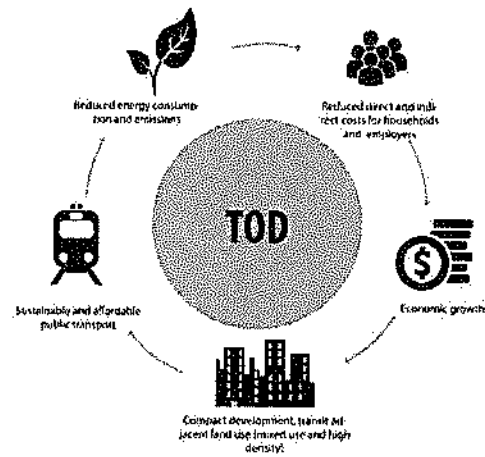
Spatial Transformation



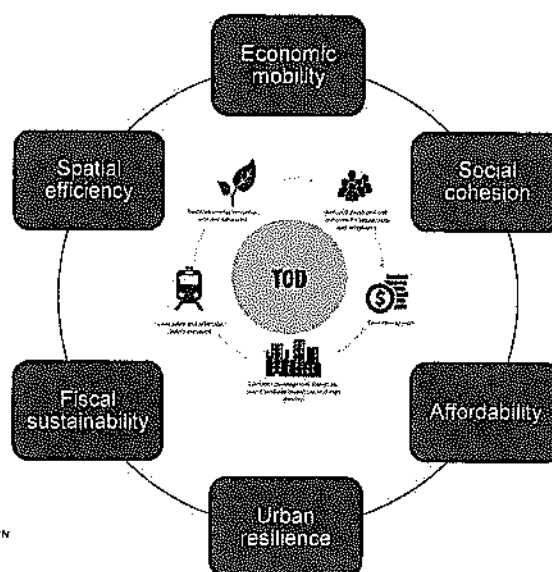
Dealing with spatial design legacy



Cape Town's Spatial Transformation Agenda: Transit Oriented Development (TOD)



From Data to Planning: Outcomes



Spatial Economy

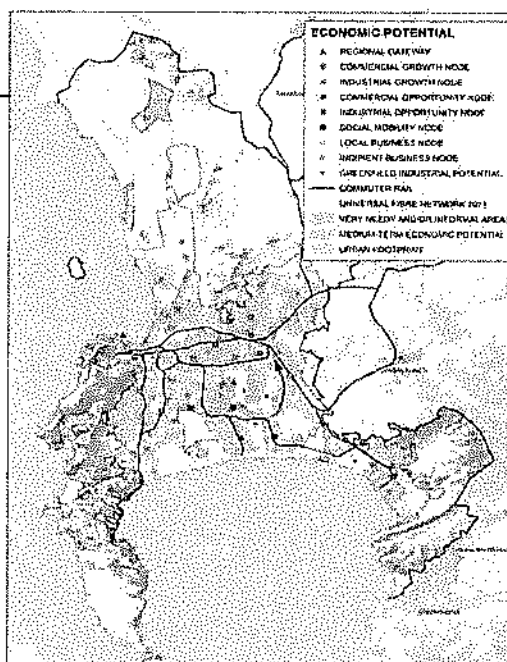
Connecting people to jobs sustainably:

According to TCT's Transport Development Index 95% of public transport users are in the low to low-medium income groups

The average direct transport cost for the low income public transport user group is 45% of monthly household income



CITY OF CAPE TOWN
ISIXHO SASAKAPA
STAD KAAPSTAD



Go to: Index > Header > Footer > Index presentation starts from footer field

13

Modelling: Projecting and Predicting Land Uses in the Future

City of Cape Town anticipated growth by 2032:

	New Dwelling units:	500 000
	Retail:	1 000 000 m ²
	Office:	3 500 000 m ²
	Industrial:	4 500 000 m ²

Residential



Trip production at Origin

Movement of goods and people

Economic

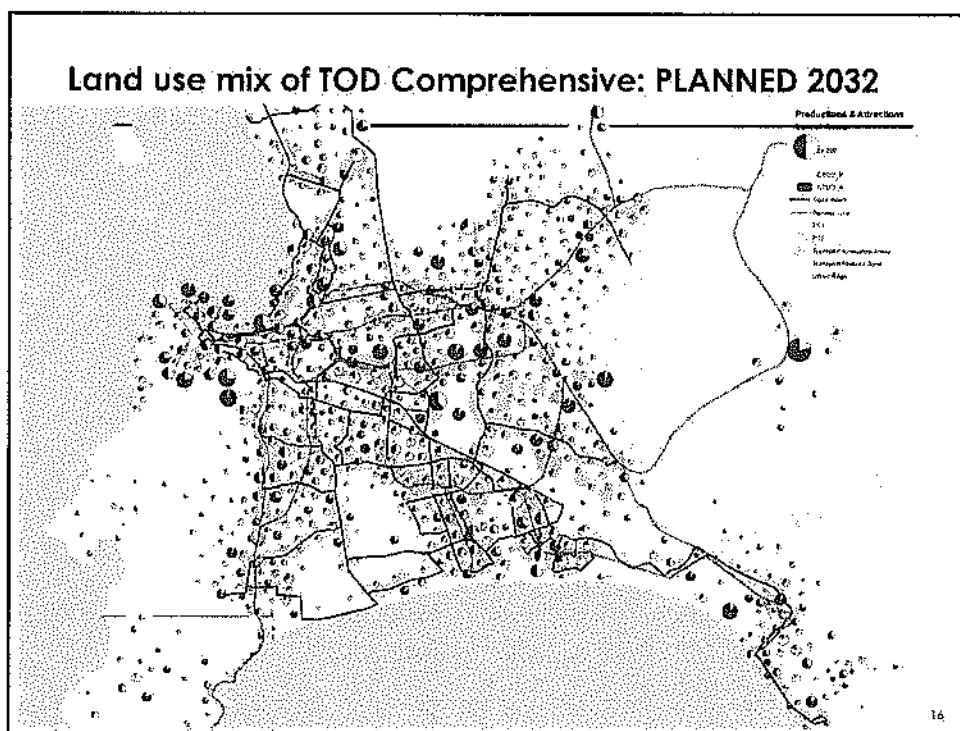
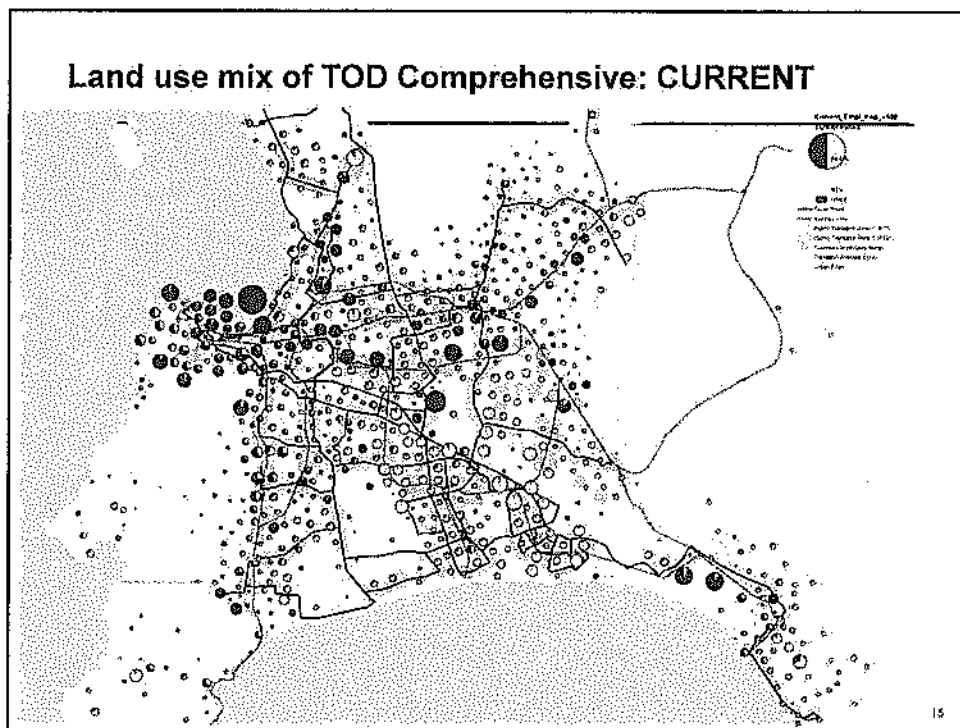


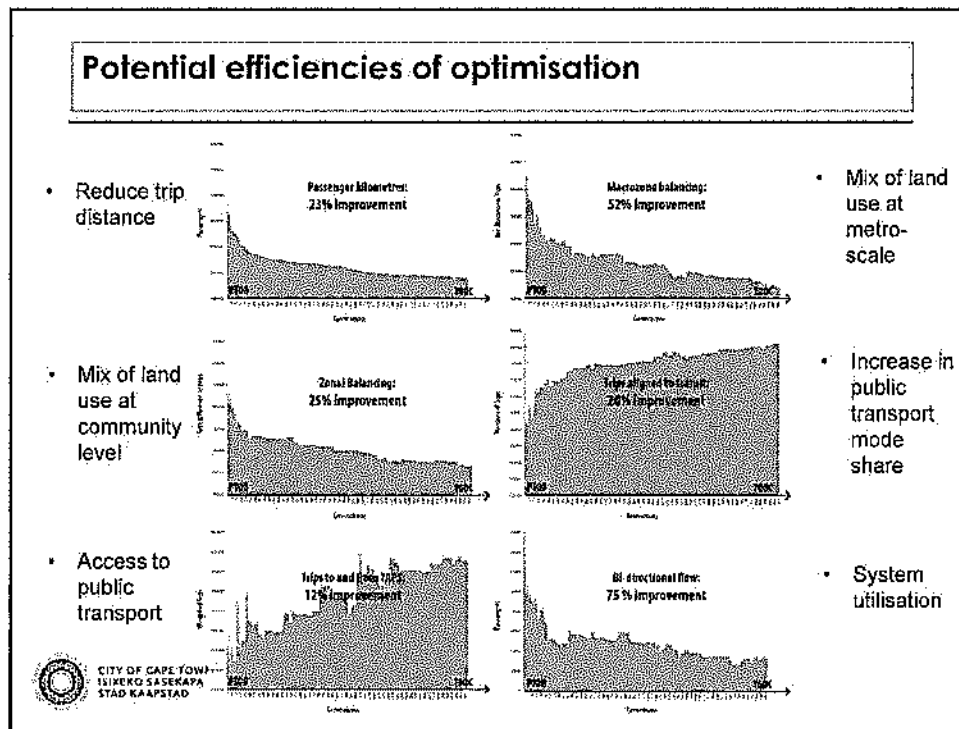
Trip attraction at Destination



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Where would development be located?
What would the impact be of growth in these locations?



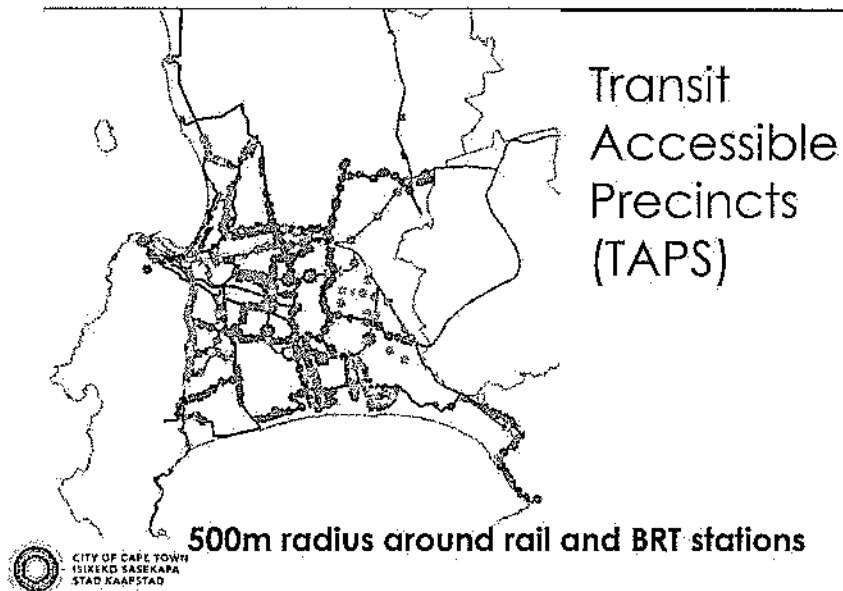


How?

- Carrots or Sticks or both?
- What are the legislative or regulatory frameworks that determine what is possible?
- What are the land value capture mechanisms for different circumstances?
- How do you use this to cross-subsidise?
- What funding sources are available to finance TOD stimulation?

Financial Tools and Levers

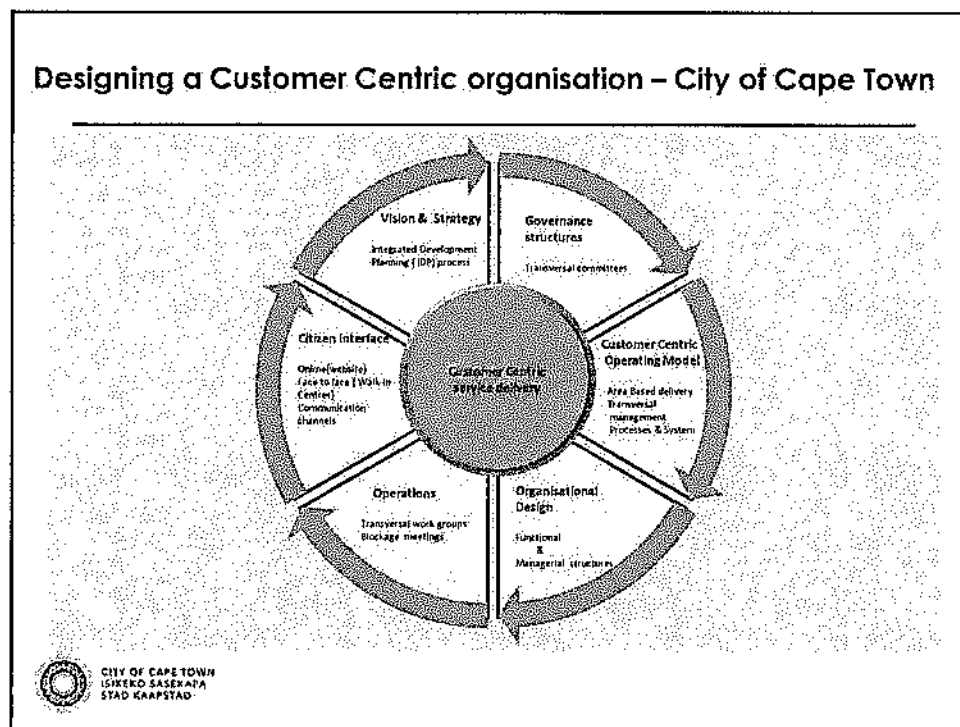
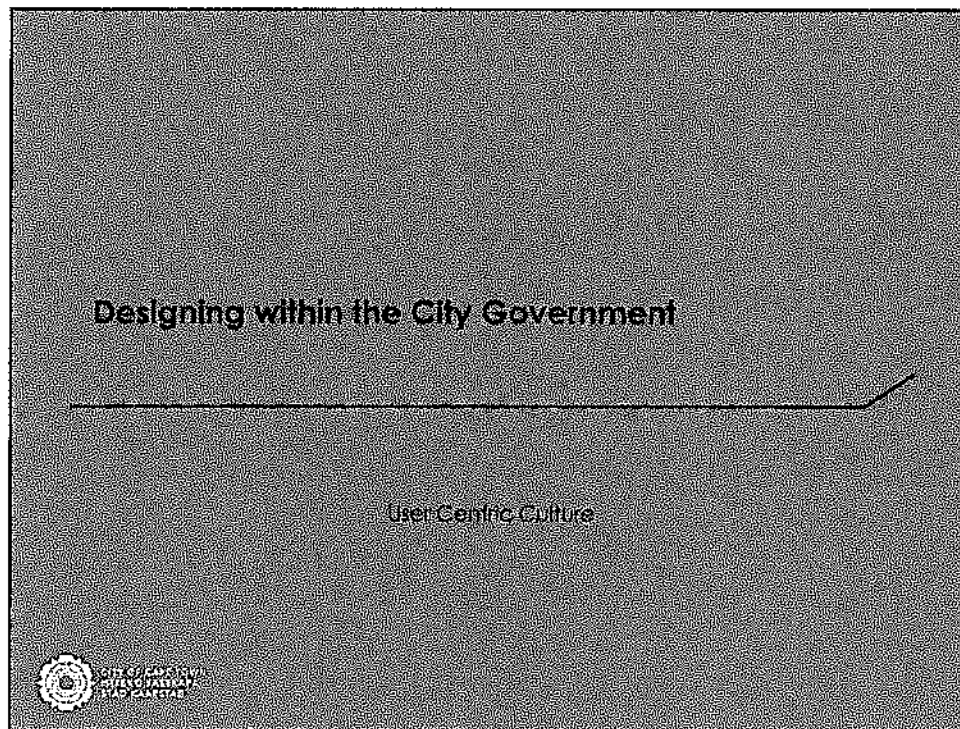
How?



Precinct Example: Philippi East Node

VIDEO ANIMATION





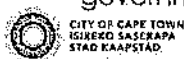
Vision and Mission

The inclusive vision of the City for citizens and staff is threefold:

- To be an opportunity city that creates an enabling environment for economic growth and job creation and to provide help to those who need it most
- To deliver quality services to all residents
- To serve the citizens of Cape Town as a well-governed and corruption free administration which includes all

In pursuit of this vision the City's mission is as follows:

- To contribute actively to the development of its environmental, human and social capital
- To offer high-quality services to all who live in, do business in or visit Cape Town as tourists
- To be known for its efficient, effective and caring government



Design : Products, Processes, Practices and Behaviour for customer value creation

Focus on the customer and organize everyone on delivering end products and services that are valued by the customer.

Realign organizational roles and resources around the processes that deliver customer value.

Make the remaining support functions "partners in process performance."

Transform management roles from "command and control" to "strategic and process leadership."

Recast performance management systems to emphasize customer-driven team behaviours.

Promote multiple competencies in individuals and teams.

Innovation and design approach

Supporting operational processes would require a decentralization of decision-making functions.

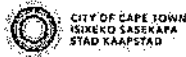
Localize decision-making as much as possible to empower those responsible for services with the authority to allow our service offering to be as adaptable and responsive as possible.



Organisational Design Principles

Critical factors for functional structure:

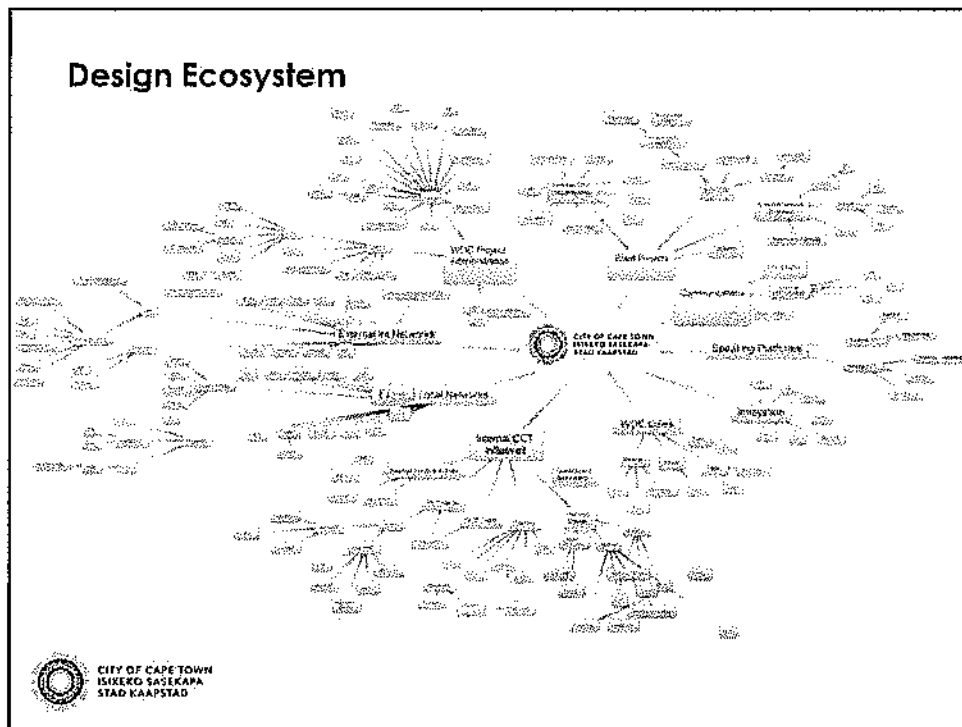
- Align senior management commitment and mind-set
- Understand the drivers of customer value for the organisation
- Define the organizational processes that support the customer value drivers
- Understand how the current organization supports these processes
- Drive horizontal skills and support down to the customer facing services
- Streamlining decision flows, delayering the organization, and increasing the ability of customer facing people to make decisions



Designing within the City Government

Collaborations for Creating Shared Value







Network of Cities Meeting

Memorandum of Understanding

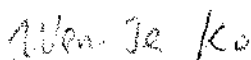
Since becoming the first WDC in the Chinese-speaking world, Taipei has strived to introduce design thinking into public policy so as to establish a wide range of innovative operational systems. In the future, Taipei will assume the role of Asia's major creative and development center for design, and expand its global network to continue driving design development.

In light of the shared objective of all participating design cities, Taipei aims to strengthen bilateral exchange and cooperation by enhancing the promotion of design and exploring export opportunities for the design industry.

In accordance with the principles of equity and mutual benefit, both parties to the present memorandum hereby declare their intention to facilitate collaboration in design exchange, the incubation of talent, industrial support, and research and development. Signatory parties retain the right to decide the practical details of the collaboration and its execution through future bilateral discussions.

This memorandum was signed on 13th October, 2016. Two authentic copies exist, one held by each party. The memorandum enters into effect on the day it is signed.

Taipei City



Wen-je Ko
Mayor

City of Cape Town



Alderman Ian Neilson
Executive Deputy Mayor