



USUDS Project



Strategic plans as tools of urban transformation

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AL Fayhaa 2020



The Vision

Al Fayhaa is a developed community with regional pivotal role , enjoying prosperous living conditions and openness stemming from the long lasting heritage and cultural values of the cities



AL Fayhaa 2020



The Mission

Promoting social justice , improving citizens' competencies & job creation opportunities, strengthening citizen's national loyalty and shared community responsibilities, reviving the values of their heritage, and stimulating private and public institutions with local and regional impact to benefit from available opportunities



AL Fayhaa 2020



Strategic Track 1: Integrated Territorial Management & Enhancement of Urban Space

The Projects (1)

1. Develop a strategy to regenerate historic neighborhoods
2. Create an Urban Park & green spaces in the 3 cities
3. Develop the coast of AL FAYHAA including an Aquarium
4. Establish an integrated public transport lines and parking lots
5. Unify the three Master plans of the cities of AL FAYHAA
6. Rearrange the principal axes of AL FAYHAA cities
7. Complete the western Highway and the East interchange
8. Survey current situation & establish a system of indicators
- 9.⁴ Establish the Project Management Unit in AL FAYHAA



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Strategic Track 2 : Enhance City competitiveness

The Projects (2)

10. Tripoli Special Economic Zone

11. Reactivate the industrial areas of AL FAYHAA

12. Rehabilitate the railway station of Tripoli

13. International Conference for Reactivation of
International Fair



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Strategic Track 3 : Promote Social Development

The Projects (3)

14.Social Housing Project

15.Organize the handicrafts Sector

16.Re organize the existing cultural and sports facilities for leisure and recreation

17.Create an Urban Lobby to support AL FAYHAA projects

18.Create an office of Local Development in AL FAYHAA



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Strategic Track 4 : Development of the Economy

The Projects (4)

19.Strategic Plans for the existing and potential
Economic Clusters

20.Develop Touristic Track and its services

21.Create links with the Diaspora



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Strategic Track 5 : Improvement of the AL FAYHAA Cities' Image

The Projects (5)

22.Create Urban Events

- Cities of Arabic Classical music
- Gourmet Cities
- Crafts Cities

23.Elaborate an administrative structure for selected museums

24.Reactivate communication structure to promote the image of the city locally , nationally and internationally



Al Fayhaa Transformation Project Management Unit (9)



- Providing the union of AL FAYHAA with practical tools to manage the execution of the projects
- Coordinating among all concerned partners
- Absorbing the new projects and integrating them in the general program of the strategic plan

- The first action will be the creation of a team of experts to follow up the AFSDS .It wil coordinate also with the Tripoli LDB who will do the CIP of the projects and the TEDO who will monitor and Evaluate the Strategy .This team will be the nuclei of the ALFAYHAA Local Development Bureau (Project 18) and could be in future integrated in it .



Al Fayhaa Transformation TEDO & Local Development Office (18)



- TEDO will be moved from the Technical Department and will be addressed directly by the President and the council (Level of Decision Makers)
- TEDO will coordinate with the new committees (Counseling and Executive)
- It will be at the same level of the Local Development office



Strategic Plans as tools of urban transformation



AL FAYHAA Sustainable Development Strategy is a “Best Practice”

On the Regional level

- AL FAYHAA is the Middle East antenna of the KTC elaborated within USUDS project

On the national level

- Many municipalities followed AL FAYHAA and started their own strategies (Tyr , Saida ,Jezzine ,Donnieh ,...) .
- ₁₁ Beirut will follow very soon



Strategic Plans as tools of urban transformation



AL FAYHAA Sustainable Development Strategy is a “Best Practice”

On the local level

- A vision , a mission and 24 strategic projects were elaborated through one of the pillars of the good governance ,i.e. the participatory approach that grouped around 68 different stakeholders



Strategic Plans as tools of urban transformation



Although some of the activities are not the direct responsibilities of the Municipalities and some require financing at the central government level

- Urban transformation is inevitable due to :
 - The Civic engagement in the elaboration of the strategic vision
 - The Quick Wins and the projects that will be executed through proposals submitted within the ENPI CBCMED Program



AL FAYHA Projects as tools of Urban Transformation



Strategic Project SP4

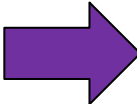


Establish Integrated Public Transport lines
and Parking Lots as part of a general
solution to the parking problem



RAMUD

RAMUD

- Absence of Public Transport /Taxis & Services to be considered as  complementary to the Public Transport / AL FAYHAA
- Participative approach and consultative meetings with the drivers and sector investors
- Use of Information Technology in the management of Urban Transport
- Capacity Building and Knowledge transfer
- New Taxi Station



AL FAYHA Projects as tools of Urban Transformation



Concept notes have been presented to the ENPI CBCMED Program within the second call for proposals for standard projects to implement the strategic plan and develop an area-based transformation projects involving extensive partnerships

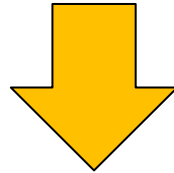
- MEDCHALLENGE
- GASTRONOMED
- MEDSEATIES



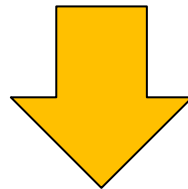
AL FAYHA Projects as tools of Urban Transformation



Strategic Project SP20



Develop Touristic tracks and its services



MEDCHALLENGE



AL FAYHA Projects as tools of Urban Transformation



MEDCHALLENGE / Objectives and Results

- Develop concrete actions
- Encourage tourists in the old city of Tripoli and the other two cities.
 - The Specific target groups are tourists and inhabitants of the old city, merchants, restaurants and handicrafts.
- Define touristic paths (streets, monuments, squares, ...)
- Work together with the tourism stakeholders (tourism agencies, hotels, restaurants) that will act in external promotion, information.



AL FAYHA Projects as tools of Urban Transformation



Strategic Project SP22



Create an Urban Event to include the main events in the cities of AL FAYHAA

- Cities of Arabic classical music
- Gourmet Cities
- Crafts Cities



GASTRONOMED



AL FAYHA Projects as tools of Urban Transformation



Gastronomed / OBJECTIVES

- Contribute to the socio economic development of the cities of AL FAYHAA through the valorization of the local culinary identity through an exchange of experiences and practices between Mediterranean's partners .
- Improve the competitiveness and the spirit of innovation of small culinary businesses of Al-Fayhaa by promoting a new concept of a healthy cuisine and valorizing a traditional know how



AL FAYHA Projects as tools of Urban Transformation



Gastronomed / Results

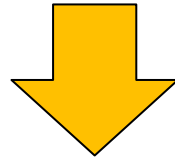
- The culinary practices of AL FAYHAA cities are preserved
- The know-how in gastronomy is revitalized
- Local culinary small businesses are more creative and competitive
- New dimensions (economic, social, cultural and hygienic) are introduced in the interest of the preservation of the culinary heritage.
- A gastronomic festival of the Mediterranean cities is organized in AL FAYHAA .



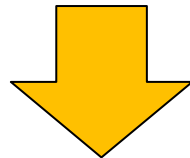
AL FAYHA Projects as tools of Urban Transformation



Strategic Project SP 3



Develop the coast of AL FAYHAA
(Including the construction of an
Aquarium)



MEDSEATIES



AL FAYHA Projects as tools of Urban Transformation



MEDSEATIES / OBJECTIVES

Contributing to the empowerment of Mediterranean local authorities (both decentralized authorities and State local agencies) and private stakeholders in the multi-level decision-making processes related to the management of coastal cities



AL FAYHA Projects as tools of Urban Transformation



MEDSEATIES / Results

- A Transnational Mediterranean network and joint consultative body gathering international, national and local public and private stakeholders for building trust and identifying innovative solutions and tools for the governance of coastal cities
- A Mediterranean database of good practices identified with a set of common indicators on the governance of coastal urban areas
- Policy Implementation Guidelines on the best legal and institutional tools to be implemented at national level in order to favor an inter sectoral and integrated governance of coastal urban territories;



AL FAYHA Projects as tools of Urban Transformation



Decentralized Cooperation

In parallel to the proposals to the ENPI CBCMED Program AL FAYHAA is reinforcing its decentralized Cooperation with many Mediterranean partners since more than 15 years

- Many projects are under execution like ISIMED that phase 1 started with Malaga and now is continuing in its phase 2 with CMI, Marseille and UNDP Artgold on board
- Local Development Bureau in Tripoli Municipality financially supported by the Deputation of Barcelona that will elaborate the CIP of all the strategic projects
(Start of the Strategic Project 18)



AL FAYHA Projects as tools of Urban Transformation



Decentralized Cooperation

Projects under elaboration and to be financed by Marseille
, French Ministry of foreign affairs and AL FAYHAA

- Local Development Bureau in AL FAYHAA / **Strategic project 18**
- Four public spaces in cities of AL FAYHAA in areas with high density helping in changing the image of the AL FAYHAA / **Strategic project 2**
- Coastal Activities in Tripoli and Mina / **Strategic project 3**