



NEW TOWN DEVELOPMENT IN TEHRAN-KARAJ (Iran)

CODE: KAR-AB13

ACTION BRIEF AWARENESS RAISING – CITIZENS EXHIBITION

TOPICS:
CAPACITIES
GOVERNANCE

CHALLENGE

Attempts to change people's lifestyles in order to adapt to and mitigate the consequences of climate change are not reasonable without considering whether or not climate change matters to people, which aspects of the topic are crucial to them and for which reason. Therefore, it

is necessary to analyse these questions to be able to adapt the design of the Young Cities pilot projects to the needs and lifestyles of the inhabitants and to be able to develop suitable methods of awareness raising.

ACTION

The aims of this measure are to find out about attitudes of the citizens of Hashtgerd on environmental issues and climate change as well as energy consumption patterns. This is the basis for developing awareness raising measures for environmental and climate change issues. Those measures, in turn, were supposed to sensitise the population of the New Town Hashtgerd for the issue of climate change, sustainable energy consumption and energy-efficient building.

The main steps of the measure were:

- Survey of Hashtgerd inhabitants on attitudes towards climate change and individual energy consumption behaviour in 2009
- Evaluation of the survey and development of a Citizens' Exhibition
- Opening of the Citizens' Exhibition at the inauguration of the New Quality Building in 2010

The survey among Hashtgerd New Town inhabitants showed that there is a general knowledge about climate change as well as about the anthropogenic impact on climate.

However, this knowledge is not directly applied to energy saving behaviour or at least energy saving is most often being done with low-impact measures (e.g. use of energy-saving light bulbs). Also, attempts to save energy are being prevented by external conditions like the lack of sufficient public transportation means or a low quality of building, resulting in leaky outer shells of the buildings.

In order to raise awareness on the issue of climate change, energy saving and energy-efficient building, a Citizens' Exhibition was designed and carried out. A Citizens Exhibition links participative elements with aesthetic components. It presents the local people's views and attitudes in the form of excerpts from interviews on posters. Its aim is to spur dialogue and promote awareness concerning the selected issue. The Citizens' Exhibition was then opened and shown to a broader audience at the inauguration of the New Quality Building.



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RESULTS

STATE OF IMPLEMENTATION:

- The Citizens' Exhibition was opened and shown to a broader audience at an important event of the project, the inauguration of the New Quality Building in Hashtgerd New Town in 2010.
- LOCAL USERS / TARGET GROUPS: The target groups are residents of Hashtgerd New Town and different stakeholders, e.g. decision-makers.
- Visitors of the exhibition included residents of Hashtgerd New Town, politicians, project members and the media.

IMPACTS:

- The Citizens' Exhibition is an exhibition event that served to raise awareness and spur discussions on climate change, energy-efficient building and the infrastructure situation in Hashtgerd New Town.
- The impact of an exhibition, e.g. by evaluating a change of behaviour that can be directly attributed to the Citizens' Exhibition, can not normally be directly determined.

However, the Citizens Exhibition offers the opportunity to visualise opinions, attitudes and knowledge of the involved actors to the public

and thus start a process of dialogue and opinion forming. The exhibition was received positively and was lively discussed by the visitors.

MULTIPLICATION:

- The Citizens' Exhibition was revised and shown again at an expert workshop in Tehran in 2013.

LONG-TERM CONSOLIDATION:

- The presentation of the Citizen's Exhibition was intended to pave the way for further participative methods. Although several participative approaches were suggested and designed they failed to be implemented due to the impossibility to obtain an official permission.
- However, this shows that the Citizens' Exhibition is a very well suited participative and communicative method which even can be implemented in difficult situations or when participation is normally seen with scepticism.
- The method was adapted to the Iranian cultural context through some minor conceptual changes and can thus be recommended for the implementation in a different cultural context, e.g. in Muslim nations, as well.

CONTACT

Project: Young Cities - Developing Energy-Efficient Urban Fabric in the Tehran-Karaj Region.
Web: www.youngcities.de

Sabine Schröder
nexus Institute
Email: schroeder@nexusinstitut.de
Webpage: <http://www.youngcities.de/138.htm>