

INTERNATIONAL IDEAS COMPETITION “EXPERIMENTAL URBAN AREA IN AFRICA” CALL FOR ENTRIES

1. Introduction

1.1 The “*Developing the Regions of Africa and Europe*” project: an overview

Africa represents a tremendous opportunity just around the corner from Europe. There are many indications that a “new structural course” is underway: the growth rates of many economies in the area, the emergence of a significant middle class to generate demand and consumption, the birth of a private sector also ready to act as a credible partner for foreign small- and medium-sized companies, the strengthening of government and institutions and the new “clout” wielded by the continent in international geo-politics.

For years, many countries, such as China, India, the United States, Japan and Korea, have been showing considerable interest in this continent with major investment and across-the-board political and economic relations, with major penetration of their own companies.

As a unified entity, and despite its geographical proximity and traditional relations with Africa (primarily on a bilateral level, however), Europe has shown lesser strategic incisiveness. This represents a potential “own goal”, including for business.

On the basis of these considerations, at the request of the *Fondazione Banco di Sicilia*,¹ *The European House-Ambrosetti*², undertook in 2006 a major long-term study aimed at reinforcing strategic relations between Europe and Africa.

Each year (2011 will be the fifth), the Project involves:

- An exclusive **Forum** that brings together 250 leaders from Europe and Africa (heads of state, ministers, business leaders, Nobel prize winners and opinion leaders) for high-level discussions on European-African relations and business opportunities. The Forum is held in October in Taormina, Sicily.
- An in-depth **strategic study** on key political, economic and social themes for Africa and Europe, identifying the best areas and ways of collaborating to the mutual benefit of each area. Over the years, major **public-private initiatives** have also been planned to bring about qualitative/quantitative structural “quantum leaps” in selected economic sectors of mutual benefit to the European and African countries and businesses involved.

¹ One of the largest Italian banking foundations. Through the Banco di Sicilia, it is connected with Unicredit, one of Europe’s leading banking groups; www.fondazionebancodisicilia.it.

² A renowned European strategic consulting group founded in 1965 and now present in 12 countries around the world; www.ambrosetti.eu.

The sectors of primary focus for the Project, around which the various activities are developed and that represent the basis of interest of the players involved are:

- Agro-industry and food.
- Urban development.
- Infrastructure and energy.
- Banking and financial system.

In addition to these, major focus is given the geopolitical and strategic issues inherent in the changes currently underway on the African continent and their impact on European-African relations (as well as the rest of the world).

1.2 2011 Project: goals and themes

The fifth edition (2011) of the project involves:

- Examination—through specific position papers—of developments in the new power structures in North Africa and their implications for Europe and the rest of the world.
- Updating of the annual “*ADAM-Ambrosetti Development of Africa Map*” strategic observatory of the economic and geopolitical situation of African countries and European-African relations to evaluate the state of the art of the various countries and outline the foreseeable lines of development and their sustainability.
- An international ideas competition to develop the Masterplan for an experimental urban neighborhood to be created in Africa; the winner will be announced during the 5th Taormina Forum.
- Organization of the 5th Taormina Forum (October 6-7, 2011), the central theme of which will be the new balance-of-power in North Africa and how this will change European-African relations.

1.3 The reason behind an international ideas competition for “an experimental urban area in Africa”

In Africa, urbanization is more rapid than in any other part of the world. By 2030:

- More than 750 million Africans will be living in cities (more than the urban population of the entire western hemisphere), 45% more than current figures;
- The rapid growth of the urban population will be absorbed chiefly (2/3) by the smaller cities in which more than 50% already resides;
- Mega-cities with more than 10 million inhabitants will increase from the present figure of 1 (Cairo) to 3 (Cairo, Kinshasa and Lagos); cities with more than 1 million inhabitants will also increase from 52 to 75.

The most significant and largest-scale strategies and projects for development and urban redesign will focus on Africa. After years of bad decisions and the failure of politics to devote sufficient attention to the problem, the urban question has once again begun to occupy a more central

position in the agendas of many African governments and the international community.

The challenge is clear: Africa's urban agglomerates will have to be designed in order to withstand demographic and migratory pressure, the challenges of governance and balancing the needs of economic development with those of social inclusion and sustainability. In line with these goals and keeping in mind specific local conditions, the urban services, infrastructure work and functions that will contribute to determining the future of megalopolises and new forms of agglomeration (e.g. urban corridors and city-regions) that are developing in Africa must be planned in a coherent manner.

This competition – open to architects, engineers and planners under 40 years of age who are citizens of European Union or African countries – is intended to mobilize professional skills and intellectual resources to promote **new approaches and potential solutions** to the issues surrounding urban development in Africa. The vehicle for this will be original and innovative projects set within actual urban contexts in African cities and metropolises.

Given that it is an ideas competition, the projects will be elaborated on a conceptual level, but they must also address and interact with specific urban situations and reflect the social-economic and historical/cultural/environmental conditions of these settings on a neighborhood, city and regional scale.

Within the context of the conceptual project, they must also address innovative urban development questions and parameters. Indicatively, these include:

- a) Integration. Pertinence of the project to the city and urban context selected by the participant; contextual design of infrastructure, utilities and mobility systems;
- b) Multifunctionality. Provision for a range of functions: residential, commercial, service sector, manufacturing and services;
- c) Social integration. Creation and/or improvement of social relations through various types of buildings and social housing initiatives;
- d) Sustainability. Innovative use of renewable energy sources and advanced technology solutions;
- e) Architectural and urban planning quality. Quality of the urban planning concept and architectural design in relation to the cultural and natural context of the site, city and region;
- f) Innovation. Innovative approach to the project theme in terms of its potential application in a range of contexts and scales;
- g) Economic sustainability. Pre-feasibility economic evaluation that takes into account public-private partnership models.

2. Theme and scope of the competition

2.1 The theme of the competition is the preliminary design (concept) of an urban area for a resident population of approximately 10,000 people within a specific urban context in an African country of the participant's choice.

2.2 In the project documentation, as indicated in section 11 below, the participant must briefly present the urban context selected and its social-economic and historic/cultural/environmental aspects.

2.3 The urban area design must involve:

- a) the ability to interact with the social-cultural, historical and environmental context of the city chosen;
 - b) an open point-of-view focused on the future in terms of the urban planning concept and the architectural design, including the goal of reinforcing social relations and improving the quality of life;
 - c) technologically-advanced proposals in terms of infrastructure, mobility, plant and equipment and services;
 - d) innovative elements regarding interaction with and respect for the environment and use of sustainable energy sources;
 - e) economic feasibility scenarios through enhanced use of resources available locally;
 - f) preliminary estimate of the cost of realizing the project (buildings, infrastructure and services) and preliminary estimate of running costs;
 - g) a framework broken down into separate implementation phases and modular design components that can play an active role in urban renewal processes on a broader scale.
3. Promoter of the competition
 - 3.1 The competition is promoted by the Fondazione Banco di Sicilia with the organizational support of The European House - Ambrosetti S.p.A.
 4. Competition organization
 - 4.1 The competition is organized and coordinated by The European House - Ambrosetti S.p.A.
 - 4.2 Contact information:

The European House-Ambrosetti S.p.A.
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http://www.ambrosetti.eu/italian/fa_concorso_per_idee.php?iExpand3=479
 - 4.3 The competition coordinator is Ms. Elena Antiga.
 5. Type of competition
 - 5.1 It is a single-phase, open ideas competition carried out anonymously.
 - 5.2 The entire process of the competition, including registration, questions and answers, submission of entries and their judging will be conducted entirely via internet.
 6. Eligibility
 - 6.1 The competition is open to architects, engineers and planners who are citizens of European Union or African countries.
 - 6.2 Participants must be under 40 years of age (as of the deadline for submitting competition documentation).
 - 6.3 Participating architects, engineers and planners must have a legally-valid university degree for at least five years.
 - 6.4 Participation is open to both individual and groups of architects, engineers and planners. For groups, a group leader must be indicated who will represent the group and is solely responsible for contact and relations with

- the competition promoter. All members of the group must meet the requirements outlined in paragraphs 6.1 and 6.2 above.
- 6.5 Consultants and specialists, indicated as such and therefore not full members of the project group, do not have to meet the requisites given in paragraphs 6.1 and 6.2 above.
 - 6.6 The following are not eligible to participate:
 - a) Anyone who is employed by or has an on-going working relationship with the competition promoter or organizer, members of the jury or experts or consultants who were involved in the organization of the competition;
 - b) Close relatives to a member of the jury or experts or consultants who were involved in any way in the organization of the competition;
 - c) Anyone who was involved, in any way, in the preparation and organization of the competition.
7. Language of the competition
- 7.1 The official language of the competition is English.
8. Inquiries
- 8.1 All questions regarding the competition must be submitted only via electronic mail to the competition e-mail contact address provided, no later than June 10, 2011.
 - 8.2 All answers to questions, which will become an integral part of the competition call for entries, will be posted on the competition website no later than June 20, 2011.
 - 8.3 Questions received after the above deadline will not be taken into consideration.
9. Registration and submission of documentation
- 9.1 As indicated in section 5, paragraph 2 above, registration and submission of competition documentation will be done together telematically.
 - 9.2 Once the online application form has been compiled and the documentation uploaded (see section 11), the system will automatically generate a confirmation e-mail.
 - 9.3 The e-mail sent to the participant will contain their competition registration code and this must be kept until the names of the winners are made public.
 - 9.4 Participants must confirm their registration by clicking on the link included in the e-mail.
 - 9.5 The deadline for registration is no later than July 20, 2011.
 - 9.6 In order to reduce the possibility of system congestion participants are requested, in so far as possible, to activate the procedure for transmission of documents in advance of the deadline.
10. Anonymity
- 10.1 The anonymity of entries will be maintained throughout the entire process of the competition until the drawing up of the final list of winners and honorable mentions.
 - 10.2 Following the announcement of the winners, their names will be disclosed.
 - 10.3 Every project will be assigned automatically by the telematic system an alphanumeric identification code that is unique and randomly-generated and will constitute the official identification of the document during evaluation.

11. Documentation requirements
 - 11.1 The projects, elaborated using the technique of the participant's choice, must be transmitted following the instructions given on the competition website. They must consist of:
 - a) 3 tables in UNI A1 (60 cm x 84 cm) horizontal format;
 - b) a written presentation of 10,000 characters maximum.
 - 11.2 The project tables must contain:
 - a) Table 1: a description/illustration of the city and the specific urban context in which the project will be set;
 - b) Tables 2 and 3: project presentation.
 - 11.3 Participants are free to represent the project using the scale and method they prefer.
 - 11.4 The proposals must not involve and/or include work that has already been completed or is in the process of completion.
 - 11.5 Projects that have already received a prize or award, have been presented previously in conferences/seminars or published, may not be submitted to this competition.
 - 11.6 Project documentation must be produced and transmitted in Adobe Acrobat PDF format, or image format, such as JPEG, BMP or TIFF.
 - 11.7 Projects must be submitted anonymously and marked with an ID word/phrase in the upper right-hand corner of each of the three tables.
12. Preliminary examination
 - 12.1 Submitted projects will undergo a preliminary examination to ascertain that they meet the technical and formal criteria of the competition. In this preliminary examination, the competition coordinator will be assisted by a technical secretary appointed by the competition organizer. Following this examination, a report will be drawn up and given to the jury.
13. Jury
 - 13.1 The jury charged with examining and evaluating the projects will be comprised of:
 - a) the President of the Fondazione Banco di Sicilia or his delegated representative;
 - b) A Senior Partner of The European House-Ambrosetti or his delegated representative;
 - c) three (3) experts of acknowledged fame, jointly appointed by the competition promoter and organizer.
 - 13.2 The promoter and organizer will further appoint two (2) alternate jurors.
 - 13.3 The names of the members of the jury will be posted on the competition website when the evaluation process begins on July 20, 2011.
 - 13.4 The competition coordinator will act as secretary during the jury sessions, but will not have the right to vote.
 - 13.5 The jury has the right to call in experts, but experts will not have the right to vote.
 - 13.6 Verification of the names of participants, publication of the jury's final decision and exposition of the winning projects and honorable mentions will take place once the jury has reached its final decision.
 - 13.7 The competition promoter agrees to honor the decisions of the jury.

14 Judging criteria:

14.1 The jury will evaluate the projects on the basis of the following criteria:

- a) Innovation: Innovative approach to the competition theme in terms of its potential application in a range of contexts and scales.
- b) Quality of the urban planning concept and architectural design, in terms of:
 - insertion into the historical, natural and environmental context of the city;
 - inclusion of different functions – residential, public housing, commercial, service sector, manufacturing and services;
 - integration of infrastructure, utilities and mobility systems;
 - improvement of social relations.
- c) Sustainability: innovative use of renewable energy sources, materials easily found locally and advanced technology solutions.
- d) Economic sustainability. Pre-feasibility economic evaluation that takes into account public-private partnership models.

14.2 The jury will assign points for the evaluation criteria listed above.

15 Prizes

15.1 The competition prizes are:

- a) 1st prize: €10,000.00 and travel and living expenses paid for 3 days in Taormina for the awards ceremony.
- b) 2nd prize: €5,000.00.
- c) 3rd prize: €3,000.00.

15.2 The cash prizes and any fees will be paid within sixty (60) days of the announcement of the winners.

15.3 The jury will also select five (5) projects to receive an honorable mention for specific aspects or planning solutions in the projects themselves.

16 Calendar

- May 20, 2011 – publication of the call for entries/competition opening.
- June 10, 2011 – deadline for sending questions.
- June 20, 2011 – deadline for posting of answers to the questions on the competition website.
- July 20, 2011 – telematic transmission of project documentation.
- July 20, 2011 – jury begins the selection process.
- September 15, 2011 – announcement of competition winners.
- October 6-7, 2011 – Awards ceremony during the 5th “Developing the Regions of Africa and Europe” Forum, Taormina, Sicilia.

17 Project Copyright

17.1 Participants will keep the rights to their projects.

17.2 Participants – whether prize-winners or not – agree to authorize the promoter to make the projects public through exhibitions and/or publications, for which participants will not have any right to compensation and/or reimbursement.

18 Acceptance of the conditions of participation

18.1 Participation in the competition implies familiarity with this call for entries and acceptance of it in its entirety.