

Millennial communications for inclusive city planning

Project Information Document (PID)

Case #	D
Project Name	Millennial communications for inclusive city planning
Project Theme	Millennial communications
Region	LATIN AMERICA AND CARIBBEAN
Country	Peru

1. Project Context

In 2007, a very strong earthquake hit the province of Pisco (population 205,000, according to the national census conducted in 2012) in Peru. Close to 600 people died and approximately 16,000 buildings were destroyed. Now, six years later, basic services (water, sanitation, energy, and main transport roads and highways) have finally been restored and the Government of Peru and the municipality of Pisco would like to include this city in a new program called “Our Cities”.

Figure 1. Province of Pisco, Department of Ica, Peru.



Our Cities is a program that was created by the Government to promote sustainable development in cities across the country through coordinated and participatory processes that include local governments, the private sector, civil society and citizens at large. One of the main instruments of this program is the City Plan, a tool that is intended to allow cities to manage their territory in a holistic way. Pisco is now in the process of creating its City Plan under this approach.

2. The Objectives

For citizens to feel that their participation indeed improves the quality of life of all inhabitants, they have to trust local authorities. Citizens have ownership of their city when they feel that they are an active part of it and identify with it. When this happens, citizens see the city as a shared property, and they take care of it as such.

Participative processes feed from and reinforce these feelings, enabling a virtuous cycle that creates a more open and transparent public administration that is willing to plan together with citizens and hence also reinforces trust. Citizens are not only the center of the plan (as many cities currently state) but also active participants in the design of the plan itself.

The Project Development Objective (PDO) is to help the city of Pisco create a communications strategy which would effectively strengthen the public's trust of their local government, which in turn would create a more cohesive identity.

2.1 Challenges

To get to this stage of collaboration, however, Pisco must face a number of outstanding challenges. First and foremost, delays in rebuilding key infrastructure after the earthquake has eroded trust in local governments. This trust in authorities needs to be restored.

Furthermore, recent trends show that the city has been growing driven by an increase in the migrant population, employed primarily in nascent industry clusters and agriculture activities, with little—if any— connection to the city at all. This is compounded with youth feeling disenfranchised from the government process, believing their voices would not be heard by local authorities. This trend has left many feeling as if the city lacks a clear “identity”.

Finally, Pisco has five different districts¹, each with clear differences that create additional challenges towards building a sole identity for the city. To complicate matters further, district authorities often do not share information with each other.

3. The Opportunity

Even though penetration of smartphones and Internet is not high in the city, mobile phones are pervasive and every household in the province has access to at least one mobile phone. Thus, new technology is vital for successful delivery of the PDOs.

The Municipality of Pisco would like to implement a communications program that leverages mobile networks—including the growing number of social network users—in the city. The program should (i) help create a more cohesive identity for the city; (ii) improve participation from citizens in the process; and (iii) build trust between authorities and citizens at large.

You are invited design and submit proposals for a communications strategy that includes:

- Intended audience(s);
- Communication goals;
- Message(s);
- Communication channels;
- Partnerships (if any);
- Budget and potential revenue sources to mitigate impact on city budget; and
- Measure and evaluation (targets).

¹ The province of Pisco has 205,000 inhabitants, and consists of five districts: Pisco, San Clemente, Tupac Amaru, San Andres, and Paracas. Out of the five, Pisco has the highest population (110,000).