RAMALLAH MEASURES OVER COVID-19
CIVIC ENGAGEMENT AND COMMUNICATION

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Note the presentations are organized for the purpose of knowledge sharing and do not necessarily represent the views of the organizers
1948 first wave of displaced Palestinians

1967 Second wave of displaced Palestinians

1995 Headquarters of PNA

2000s Urban expansion

2017 Comprehensive Urban Resilience Strategy

2020 combating COVID-19, recovery and renewal
CRISIS URBAN MANAGEMENT

Pressing Challenges

- lack of control over land and borders
- financial challenges
- Lack of available information about the virus

City Mitigation

- Proactive planning
- Inclusiveness vs. resources
- Access to information
COMMUNICATING WITH CHANGE

- Proactive planning:
  - Internal consensus
  - Emergency team

- Make sure everyone is connecting:

  The city was zoned into 19 neighborhoods to facilitate better services. Use of GIS interactive apps and spatial analysis to document cases, support decision-making and management of incoming requests.
BRIDGING THE GAPE

- communication and awareness campaigns across social platforms:
  - exchange and be understood
  - facts than fear
  - Health+Environmental impacts
  - be part of the change

- support the eco-system:
  - work with health-care partners and officials
  - build online-community of credible sources of information
EQUAL ENGAGEMENT TO COMMUNITY LIFE

Virtual Story-telling for kids

Young Talents engagement

Live sports classes through social media

Jazz Day
30 April

Land Day
30 March
CIVIC ENGAGEMENT IN RESPONDING TO CRISIS

EXAMPLE:

On a yearly basis, the municipality organizes the "Ramallah Spring" - an event that invites everyone to plant the city. Due to the current circumstances, the municipality asked citizens to plant their homes.

- 80,000 plants were distributed
- 2500 houses received plants
- 150 city volunteers participated in the distribution of plants
FACILITATE CITIZENS’ EFFECTIVE INVOLVEMENT
NEW FORMS OF ENGAGEMENT TO INFORM URBAN GOVERNANCE PROCESSES

- Inclusive planning
- rethink: “Development Cooperation”

- balance between Digitization and Analog
- educate citizens while transforming into digital services
- provide e-services: municipal services, e-cash, create and maintain active online community
LESSONS-LEARNED

- From service recipient to active participants
- The more inclusive we are the more we are able to maintain our resources during crisis
- Communicate to build resilience + build trust during crisis