

Imagine Durban Long Term Plan

Building a better city, a better country and a better world for tomorrow

Draft for Public Comment

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Introduction

Imagine Durban is a council-led project on integrated, long-term planning. It is being implemented in conjunction with Sustainable Cities, an NGO from Vancouver, Canada; and the PLUS Network (a network of 35 cities sharing experiences in sustainability planning) who have received funding from the Canadian International Development Agency to support the project. The main purpose of the Imagine Durban project is to develop a visionary plan that can inspire citizens, non-governmental organisations, business and government to work together to make Durban the best city in the world. In addition to developing this plan the

Imagine Durban project promotes availability of information regarding long term sustainability in Durban and supports initiatives that show case sustainability in action. For more information visit www.imaginedurban.org.

In order to develop this plan the Imagine Durban project asked a cross section of citizens within Durban questions regarding what they liked about Durban, what they did not like, what changes they would like to see, what their hopes and dreams were for the future of Durban and what they could do to make their dreams a reality. Using these answers as a starting point, six key themes area were identified that citizens highlighted as the most important areas for collective action:

1. Creating a SAFE city
2. Promoting an ACCESSIBLE city
3. Creating a prosperous city where all enjoy SUSTAINABLE LIVELIHOODS
4. Celebrating our CULTURAL DIVERSITY, ARTS AND HERITAGE
5. Ensuring a more ENVIRONMENTALLY SUSTAINABLE City
6. Fostering a CARING AND EMPOWERING City

The draft plan is divided into the six themes. For each of the themes a goal statement is provided to articulate the vision for Durban for that theme. This is followed by a set of short, medium and long term targets to provide measurable indicators of success in achieving the goal. Each theme then presents key strategies for achieving the goal of the theme. This is then followed by a set of actions to implement the strategies.

These actions are tabulated according to respective actions from the following key stakeholder groups:

1. Individuals
2. Civil Society (Non-governmental organisations, community based organisations, schools, faith based organisations, tertiary institutions etc)
3. Businesses
4. Local Government
5. Provincial and National Government

It is important to note that while each theme is presented separately, given their inter-relatedness they need to be read as complementary. For instance the strategies related to promoting public transport and alternative transport that are discussed in the ACCESSIBLE city theme, are critical for the SUSTAINABLE LIVELIHOODS theme (as transport is a significant cost for poor people) and the ENVIRONMENTALLY SUSTAINABLE City theme (as increased use of public transport and alternative transport reduces air pollution and emissions of gases that contribute to climate change. It should also be noted that while the length of the themes vary, they are all regarded as equally important for the long term sustainability of Durban.

As this plan is visionary, it does not include details on how different sectors should roll out the actions suggested for them within the plan. In addition, the plan does not provide detailed targets for each of the separate sectors. The purpose of the plan is to inspire different sectors to take ownership of their action areas. eThekweni Municipality is

intending to adopt the plan as a revision of its existing 25-year long term development framework. Accordingly eThekweni Municipality will revise its Integrated Development Plan to align with the Imagine Durban Plan. The Integrated Development Plan will therefore reflect on how eThekweni Municipality actions suggested in the plan will be rolled out and the possible targets the Municipality will set itself. The Imagine Durban project will be inviting other sectors such as civil society organisations, businesses, schools and individuals to also respond by developing their own plans to help achieve the Imagine Durban Plan.

Once final comments have been incorporated into the Imagine Durban Plan and a final plan has been completed, the Imagine Durban project will develop a tool to monitor success in achieving the goals and targets of the Imagine Durban Plan. In addition, the Imagine Durban project will establish structures to promote the adoption and implementation of the Imagine Durban plan throughout Durban.

Why is Long Term Planning Important Now?¹

Many people question the need for long term planning. They say things like “*If we have so many problems now, why should we plan for the future?*” and “*Let’s sort out our existing problems and then start worrying about the future*”. The short answer to these criticisms is that long term planning does not suggest we do not take action now. Rather it suggests that we ensure the actions we take now have a positive impact now and in the future so that we can achieve our dreams for Durban. Long term planning is also about ensuring that our grandchildren have a better quality of life than we do. Some of the specific reasons why long term planning is important are outlined below:

Goes beyond narrow interests

The long term timeframe encourages people participating in long-term planning to think beyond their short term and narrow interests.

Keeping with the lifespan of city infrastructure

City infrastructure lasts for the long-term. Decisions that have been taken many decades ago about the position of roads, sewerage lines and electricity infrastructure have a huge impact on the operation of a city in the current day. Similarly infrastructure decisions that we take now will

¹ Based on Information provided by the PLUS Network

either enhance the operation of the future Durban or hold back its future development.

Releases Creativity

When looking at issues through a short term lens it is hard to think about solutions because of the short time available to improve things. Having a longer term perspective allows for more creative thinking as there is a longer time available to implement solutions. It opens up possibilities and innovations that would not have been considered in a five year planning horizon.

Long-term trends

It is impossible to predict what the future is really going to be like. Unexpected things happen all the time, new technologies emerge and human cultures change. Despite this, there are some long term trends that have been identified in recent years that could have extreme impacts on cities if cities do not plan and respond to these trends. There are a number of long term trends, the ones that currently appear to be of most significance to Durban are discussed below:

1. Climate Change: Scientific consensus has confirmed that the world is starting to experience climate change as a result of global warming that has been brought about by the increased emissions of green house gases by people. The full effects of global climate change will only be properly understood in the future. In Durban it is predicted that we will experience increases in storminess, floods, droughts, further sea level rise and increases in temperatures. Some of the associated impacts with

these changes are more storm damage to people and property, decreased water availability, increased incidents of diseases normally associated with tropical areas and change in the types of crops that can be grown in for the area. In order to ensure that our current problems are not made worse by climate change, we need to take action now to begin adapting to the effects of these changes. Of course we also need to start reducing the amount of green house gases we emit (referred to as mitigation) in order to reduce the potential scale of the impacts.

2. Water Shortages: As populations expand in Durban and the rest of South Africa, increasing pressure will be placed on the country's water resources. It will become increasingly difficult to access sufficient water for the needs of our people and businesses. In addition, it is expected that existing water resources will be subjected to increased pollution pressure. We need to act to conserve water and protect our water resources.
3. Peak Oil: "Peak Oil" refers to a time when the global demand for oil exceeds the global supply of oil. When "Peak Oil" occurs the global price of oil will rise catastrophically. While oil will still be available, many people will no longer be able to afford to drive their cars. Food and commodity prices would also rise because of the reliance on oil in production processes. While there is no consensus on when the world can expect to experience "Peak Oil" as oil is a finite resource, there is no doubt that it will run out in the future. Already we have seen wild fluctuations in the oil price, with high oil prices resulting in much higher costs of living across the globe. We need to put in place measures to reduce our reliance on oil in the event that peak oil takes place.

4. Poverty and inequality: Durban, like the rest of South Africa and many parts of the world, has high levels of poverty and inequality between rich and poor members of society. Globally the rise in poverty is associated with increasing unrest and social turmoil. We need to actively address poverty and inequality in order to ensure a safe and secure society for all.

Development Framework

Now, more than ever in the history of our world nations and their leadership are having to grapple with challenges of urban sustainability. On the one hand, they are faced with a desperate mandate from their citizenry to create jobs and promote economic development to improve the lives of people and on the other they have a responsibility to protect our natural environment.

For nations to be able to meet the development needs without compromising the ability of future generations to meet their own needs, a new development model must be adopted to ensure that economic development protects the environment, drives social equity, and promotes human rights. These values, we believe are the core of a sustainable development framework.

We accept that our current global path to economic development is destroying our natural environment. If this development path is not altered then natural resources will disappear, biodiversity will continue to decline, human health will be negatively impacted, and climate change will disrupt weather patterns, severely impacting food supply worldwide as the global population continues to rise.

South Africa faces many challenges. One of the most difficult is the legacy of apartheid which has resulted in racially segregated and unequally developed residential and business areas. In addition, we are faced with high unemployment rates, high HIV/AIDS prevalence, and high levels of crime, among others challenges. Yet with one of the

largest economies on the African continent, South Africa has the opportunity to lead by example in embracing sustainable development.

South African cities, like other developing cities on the continent and in the developing world generally reflect its history of unsustainable existence. The challenge of sustainable development is to holistically address these development problems while adhering to the values of economic, environmental, and social harmony. To guide cities in addressing their challenges, the Melbourne Principles were drafted at the Local Government Session of the 2002 Earth Summit in Johannesburg. The Principles will serve as a guide to the development and implementation of the Imagine Durban plan. The Melbourne Principles are:

1. Provide a long-term vision for cities based on: sustainability; intergenerational, social, economic, physical and political equity; and their individuality.
2. Achieve long-term economic, environmental and social security.
3. Recognise the intrinsic value of biodiversity and natural ecosystems, and protect and restore them.
4. Enable communities, government and business to minimise their ecological footprint.
5. Build on the characteristics of ecosystems in the development and nurturing of healthy and sustainable cities.
6. Recognise and build on the distinctive characteristics of cities, including their human and cultural values, history and natural systems.
7. Empower people and foster participation.

8. Expand and enable cooperative networks to work towards a common, sustainable future.
9. Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management.
10. Enable continual improvement, based on accountability, transparency and good governance.

Theme 1: Creating a SAFE city

Where do we want to be?

All those who live, work and play in Durban feel and are safe in private and public spaces.

Targets

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Violent Crime reduced by half	Violent Crime reduced by 75%	Violent Crime reduced by 90%
50% of residents feel safe	75% of residents feel safe	All residents feel safe

How will we get there?

Strategy A: Neighbourliness and Community Forums

Some communities in Durban have successfully established community forums. Community Forums promote connection within a community, access to crime information, access to support from neighbours in the event of crime, opportunities to develop a local approach to crime and joint action to take ownership of local public space.

Strategy B: Planning for Safety and Promoting Ownership of Public Spaces

Well-used, public open spaces enhance neighbourhoods and reduce risks. Crime is discouraged by a more active presence and leads to

stronger community pride in public spaces. Furthermore, areas become safety hazards through lack of well-maintained facilities. Proactive steps can be taken to reduce crime risk sites through design and maintenance.

Strategy C: Institutional Integration and Capacity Development

There are numerous role players in the safety and security sector. Stronger integration between these role players and clearer definitions of roles and responsibilities can help everyone perform more effectively and reduce duplication.

Strategy D: Targeted Social Crime Prevention

Targeted interventions are required to reduce factors that lead to crime.

Strategy E: Access to Information and Education

Information on amount of crime, areas of crimes, types of crimes and crime prevention assist stakeholders in taking targeted action to prevent crime.

Strategy F: Create an Effective Criminal Justice System

Efficient and effective prosecution of crime provides the public with confidence that the system works and discourages crime.

What should be done?

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy A: Neighbourliness and Community Forums					
Know your neighbours	Get to know your neighbours.		Get to know your neighbours.		
Be alert to threats	Be alert to possible threats to your neighbourhood and contact authorities when necessary.		Be alert to possible threats to your neighbourhood and contact authorities when necessary.	Have communication channels through which threats can be reported and addressed.	Have communication channels through which threats can be reported and addressed.
Join and support community forums	Join a community forum (e.g. community police forum, street committee) in your neighbourhood. If no forum exists, create one.	Provide support, guidance and expertise to community forums.	Join a community forum (e.g. community police forum, street committee) in your neighbourhood. If no forum exists, create one.	Develop resources for community forums and host a database of safety stakeholders contact information.	Develop resources for use by community forums.
Strategy B: Planning for Safety and Promoting Ownership of Public Spaces					
Understand crime risk points	Understand crime risk points in your area and request help from authorities if necessary to reduce risk factors (e.g. lack of street lighting in a key crime zone).	Understand crime risk points in your area and request help from authorities if necessary to reduce risk factors (e.g. lack of street lighting in a key crime zone).	Understand crime risk points in your area and request help from authorities if necessary to reduce risk factors (e.g. lack of street lighting in a key crime zone).	Source and develop resources on Crime Prevention Through Environmental Design (CPTED) principles.	Source and develop resources on CPTED principles and make these available to the public.
Design spaces for safety		Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.	Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.	Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.	Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.
Make sure public space is actively used	Actively use public open spaces in your area.	Host events that use public open spaces and so promote community ownership.	Host events that use public open spaces and so promote community ownership.	Host events that use public spaces and develop strategies to encourage communities to use public spaces.	
Maintain public space	Look after public property such as bus shelters, street lights, and playground equipment in your local area and encourage others to respect public property.	Look after public property such as bus shelters, street lights, and playground equipment in your local area and encourage others to respect public property.	Initiate public-private partnerships that promote better management and more active use of public spaces.	Initiate public-private partnerships that promote better management and more active use of public spaces.	

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy C: Institutional Integration and Capacity Development					
Channels of communication		Develop consistent channels of communication with all role-players.	Develop consistent channels of communication with all role-players.	Develop consistent channels of communication with all role-players.	Develop consistent channels of communication with all role-players.
Definition of responsibilities		Develop clear definitions of role-player responsibilities in safety and security to reduce duplication and improve performance.	Develop clear definitions of role-player responsibilities in safety and security to reduce duplication and improve performance.	Develop clear definitions of role-player responsibilities in safety and security to reduce duplication and improve performance.	Develop clear definitions of role-player responsibilities in safety and security to reduce duplication and improve performance.
Partnerships		Partner with all sectors to identify opportunities to address crime.	Partner with all sectors to identify opportunities to address crime.	Partner with all sectors to identify opportunities to address crime.	Partner with all sectors to identify opportunities to address crime.
Strategy D: Targeted Social Crime Prevention					
Provide resources	Provide voluntary assistance, including resources, to crisis and victim support centres, youth organisations and organisations addressing poverty, unemployment and food security.		Provide resources (financial and otherwise) to crisis and victim support centres, youth organisations, youth centres and organisations addressing poverty, unemployment and food security.	Provide resources (financial and otherwise) to crisis and victim support centres, youth organisations, youth centres and organisations addressing poverty, unemployment and food security.	Provide resources (financial and otherwise) to crisis and victim support centres, youth organisations, youth centres and organisations addressing poverty, unemployment and food security.
Support street children	Assist organisations and government that are involved in the effective management and support of street children.			Create a sustainable infrastructure for the effective management and support of street children.	
Prevent sales of illegal liquor to reduce alcohol related crime	Report illegal liquor outlets in your area to the authorities and follow up until they are closed down. Don't buy from them.	Report illegal liquor outlets in your area to the authorities and follow up until they are closed down. Don't buy from them.		Ensure illegal liquor outlets are closed down.	Ensure illegal liquor outlets are closed down.
Schools safety				Develop and implement a plan to address safety and security issues in schools.	Develop and implement a plan to address safety and security issues in schools.

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy E: Access to Information and Education					
Access and provide information on crime	Report crime and share information on successes in preventing crime.	Report crime and share information on successes in preventing crime.	Report crime and share information on successes in preventing crime.	Disseminate information on amount of crime, areas of crimes, types of crimes, crime prevention and successes in preventing crime.	Disseminate information on amount of crime, areas of crimes, types of crimes, crime prevention and successes in preventing crime.
Alternative information dissemination systems		Collate and disseminate information on safety and security and provide a watching brief on crime prevention performance.	Develop and market different methods regarding the dissemination of information (e.g. SMS systems).	Ensure that information is provided through a variety of channels so it reaches all communities, particularly those with limited access to conventional media.	
Strategy F: Create an Effective Criminal Justice System					
Don't break the law	Adhere to all laws (e.g. don't buy stolen goods or drink and drive)	Adhere to all laws and don't turn a blind eye to fraud and corruption in civil society.	Adhere to all laws and don't turn a blind eye to fraud and corruption in business.	Adhere to all laws and don't turn a blind eye to fraud and corruption in government.	Adhere to all laws and don't turn a blind eye to fraud and corruption in government.
Report crime to ensure prosecution	Report all crimes to the police and ensure that a case docket is opened for investigation.	Report all crimes to the police and ensure that a case docket is opened for investigation.	Report all crimes to the police and ensure that a case docket is opened for investigation.	Investigate promptly and institute swift justice where ever possible.	Investigate promptly and institute swift justice where ever possible.
Effective policing	Introduce yourself to the local police station and ask if there are ways in which you could assist them to do their job better.		Partner with police stations to encourage the effective management of police stations.	Provision of an effective service by Metro Police.	Provision of an effective service by SAPS.
Reduce corruption	Report corruption in the criminal justice system.	Report corruption in the criminal justice system.	Report corruption in the criminal justice system.	Create effective channels for reporting corruption in the criminal justice system and act swiftly against corruption.	Create effective channels for reporting corruption in the criminal justice system and act swiftly against corruption.
Incentivise good policing	Report good policing to senior police officers and the media to boost morale.		Provide incentives for good policing through correct channels to boost morale.	Provide incentives for good policing through correct channels to boost morale.	Provide incentives for good policing through correct channels to boost morale.
Business approach to policing			Develop partnerships with police stations to encourage the business-like running of police stations.	Promote partnerships between police stations and businesses.	

Theme 2: Promoting an ACCESSIBLE city

Where do we want to be?

All citizens of Durban can easily and affordably access the facilities and services that they require for a sustainable lifestyle.

Targets

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Citizens spend less than 10% of their income on transport.	All citizens live within 30 minutes walk of a school, library, clinic and recreational facility.	
People with disabilities able to use public transport and public facilities.		

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Everyone has access to housing opportunities & household services.		
Everyone is technologically enabled to access information relevant to their lives.		

How will we get there?

Strategy A: Develop high density nodes and corridors

High density nodes and corridors have been used successfully by cities around the world to create places where a range of services, facilities and public transport options are easily available to people. The provision of services and facilities at high density locations is cost effective because they can be used by many people. In addition, retail facilities are financially viable because of large numbers of customers. Public

transport options become more affordable as there are sufficient people to use the public transport, and therefore make it financially viable.

Strategy B: Promote and encourage the provision and use of public transport

High use of private transport options result in congestion, high transport costs, air pollution and high carbon dioxide pollution that contributes to climate change. Successful cities have efficient, effective and affordable public transport options for their citizens. Effective public transport is especially required to serve high density nodes and corridors that are discussed in Strategy A above.

Strategy C: Support development of non-motorised transport

Walking and cycling are not only low cost transport options but also contribute to better health of people, and neither emit pollution nor contribute to climate change. Non-motorised transport makes access to services, retail facilities and recreational opportunities more financially viable for all sectors of society.

Strategy D: Ensure equitable and accessible location of retail and social facilities

Because of the legacy of Apartheid, many people still do not have convenient and easy access to retail and social facilities. Affordable access to retail and social facilities increases quality of life.

Strategy E: Ensure universal access to facilities and public transport

Facilities, services and transport options should be accessible to people regardless of age, disability or temporary injury.

Strategy F: Ensure access to housing and household services

eThekweni Municipality has made considerable progress in providing housing and household services to the people of Durban. However, there are still many people without proper housing or access to services.

Strategy G: Promote access to information and develop communication networks

Better access to information and communication options prevents unnecessary trips. Access to information also increases livelihood and lifestyle options, and assists people in the successful implementation of activities.

What should be done?

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy A: Develop high density nodes and corridors					
Locate people and services at high density corridors and nodes	Buy or rent housing close to a transport corridor.	Locate new facilities at nodes on transport corridors.	Locate employment, high density housing and commercial investment in corridors.	Locate new facilities and high density housing along corridors and at nodes.	Locate new facilities along corridors and at nodes.
Promote location of people and services at high density nodes and corridors				Promote location of employment and investment along corridors and at nodes.	
Ensure functionality of high density corridors				Maintain & upgrade road and other infrastructure along corridors.	Maintain & upgrade road and other infrastructure along corridors.
Strategy B: Promote and encourage use of public transport					
Locate services and facilities near public transport routes			Locate businesses on public transport routes.	Locate public facilities on or within 10 minute walk of public transport routes.	Locate public facilities on or within 10 minute walk of public transport routes.
Promote active use of public transport	Use public transport whenever possible.		Provide employees with public transport subsidy.	Provide employees with public transport subsidy.	Provide employees with public transport subsidy.
Improve service levels and invest in public transport			Improve services on high priority public transport routes.	Continually invest in and upgrade public transport facilities and systems and establish public transport facilities for new growth areas.	Continually invest in and upgrade public transport facilities and systems.
Make public transport information accessible	Find out about bus, rail and taxi routes and services.		Provide free and easily available transport maps and timetables.	Provide free and easily available transport maps and timetables.	Provide free and easily available transport maps and timetables.
Stop incentivising private transport			Stop providing subsidies in the form of free parking and car subsidies.	Stop providing subsidies in the form of free parking and car subsidies.	Stop providing subsidies in the form of free parking and car subsidies.

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy C: Support development of non-motorised transport					
Establish facilities for non-motorised transport	Walk and cycle whenever possible.	Schools to provide cycle lock up facilities.	Provide cycle lock up facilities and develop new areas with side walks and cycling paths.	Build continuous and safe cycle facilities and upgrade side walks to ensure comfortable walking surfaces. Prioritise cycle routes for schools.	Build continuous and safe cycle facilities and upgrade side walks to ensure comfortable walking surfaces. Prioritise cycle routes for schools.
Locate neighbourhood level facilities within walking or cycling distance of communities	Use local facilities rather than those that require motorised trips.		Locate retail businesses so that they are accessible to pedestrians and cyclists.	Ensure all communities have a primary school, a high school and library within 5km range.	Ensure all communities have a primary school, a high school and library within 5km range.
Increase awareness of safety issues	Be aware of road rules for pedestrians and cyclists and educate those around you on these rules.	Schools to develop pedestrian and cycling awareness and safety programmes for scholars.		Promote pedestrian and cycling awareness programmes.	Promote pedestrian and cycling awareness programmes.
Strategy D: Ensure equitable and accessible location of retail and social facilities					
Use of local facilities	Make use of local retail and social facilities.	Make use of local retail and social facilities.	Make use of local retail and social facilities.	Make use of local retail and social facilities.	Make use of local retail and social facilities.
New facility development located in previously underserved areas			Establish retail facilities and local markets in areas that are underserved.	Develop a facility investment plan to eradicate backlog based on relative need.	Develop a facility investment plan to eradicate backlog based on relative need.
Subsidise access of poor people				Ensure variable charge scale for facility use based on income where charges are levied, i.e. halls, cemeteries etc.	
Strategy E: Ensure universal access to facilities and public transport					
Buildings to conform to Universal Access design principles	Understand how your home can be made accessible to people with special needs.	Schools, NGOs, Faith Based Organisations and other civil society organisation should ensure old and new buildings conform to Universal Access design principles.	Ensure old and new buildings conform to Universal Access design principles.	Ensure old and new buildings conform to Universal Access design principles.	Ensure old and new buildings conform to Universal Access design principles.

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Building codes for Universal Access design				Include requirements for Universal Access design in building codes.	Include requirements for Universal Access design in laws and regulations.
Public transport facilities accessible to the disabled			Ensure all public transport facilities and vehicles are accessible for the disabled.	Ensure all public transport facilities and vehicles are accessible for the disabled.	Ensure all public transport facilities and vehicles are accessible for the disabled.
Provision of wheel chair parking		Ensure wheel chair parking is provided.	Ensure wheel chair parking is provided.	Ensure wheel chair parking is provided.	Ensure wheel chair parking is provided.
Strategy F: Ensure equitable access to housing and household services					
Address the housing backlog		Work in partnership with local and national government to reduce housing backlog.		Provide quality and liveable housing opportunities.	Provide quality and liveable housing opportunities.
Address the services backlog		Work in partnership with local and national government to reduce services backlog.		Extend water, sanitation and refuse collection services to underserved areas.	Extend energy services to underserved areas.
Strategy G: Promote access to information and develop communication networks					
Use and access to information	Make active use of libraries and internet services in your local area.	Schools, NGOs and CBOs to provide information in their local areas and internet access.	Establish fee based information services in areas that are underserved by information facilities.	Establish libraries and public access internet facilities throughout the city.	
Provision of local information on the internet	Populate the internet with local information.	Populate the internet with local information.	Populate the internet with local information.	Populate the internet with local information.	Populate the internet with local information.
Information technology infrastructure.				Create an enabling environment for internet infrastructure.	

Theme 3: Creating a prosperous city where all enjoy Sustainable Livelihoods

Where do we want to be?

“All citizens in a prosperous Durban earn a decent living and support a sustainable lifestyle.”

Targets

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Unemployment in Durban is reduced by 25%	Unemployment in Durban is reduced by 50%	People are able to sustain themselves

How will we get there?

Strategy A: Enhancing livelihood choices and prospects of citizens, especially the poor

In a rapidly changing city, people living on the outskirts (both spatially and in terms of exclusion from employment opportunities and access to services) need to be able to explore and develop livelihood strategies. In many cities, livelihood opportunities are reduced as a result of policy impacts, the allocation of service delivery and the behaviour of other sections of society. This requires cities to examine their policies and

implementation of services to ensure they support diverse livelihood options for poor people. This may also necessitate changes in how individuals, government and non-government entities operate. For example the limited electricity options provided to people living in shacks and low cost housing, preventing them from conducting small-scale businesses that requiring levels of electricity much higher than the average household demand (e.g. providing iron services).

Strategy B: Increase level and diversity of skills that meet local requirements

Basic literacy skills are critical for successful engagement in society and for the pursuit of different livelihood practices. Additional and/or further skills may be required for specific areas of employment. The widespread distribution of skills related to literacy and numeracy is foundational and these need to be developed to improve employability, especially amongst the young and poor. Effective action in this field should also seek to promote formal and informal entrepreneurship; as well as an uptake of formal employment in the manufacturing, services and other sectors. This strategy focuses on the formation of in-house, public and public-private projects promoting the creation of appropriate skills.

Strategy C: Improving opportunities for small and medium businesses

Whilst Small and Medium Businesses (SMMEs) form an important part of employment creation and business development initiatives, many of these initiatives remain relatively inaccessible to the poor and uneducated, and many people participating in SMMEs. Policies associated with capital provision for and management of SMMEs should be re-configured to create a simpler and more user-friendly framework created (specifically aimed at empowering the poor and uneducated). The new policy-based context should promote the availability of banking facilities and give rise to facilities for the provision of small-scale start-up capital.

Strategy D: Support local innovation and knowledge development

Societies failing to support knowledge creation and innovation are likely to be marginalised from engaging effectively with the global economy and will struggle to develop appropriate local solutions to local and global future challenges. Evidence from other countries has shown that leaving the processes of knowledge creation and innovation to chance results in further obstacle to effective local development. It is also clear that innovation and knowledge development requires new forms of partnership. Innovation processes should be responsive to social goals. For instance, the emergence of cell phones in South Africa has generated economic opportunities for many individuals who were unable to access communication services in the past.

Strategy E: Business retention, expansion and new business growth

Responsible business development, new business formation and investment must be encouraged. However, cities must carefully balance the imperative to attract and support growing businesses with social and environmental goals. It is likely that sustained public commitments and new forms of partnerships with business and civil society are needed to strive towards sustainable economies. For example, encouraging a more creative approach to waste management might require a range of many stakeholders working towards enhancing business conditions, which are aligned to waste reduction practices

Strategy F: Food Production

Global fluctuations in food production as a result of a range of factors result in high prices and food insecurity. Successful cities have higher levels of food security as a result of more internal food production.

What should be done?

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy A: Enhancing livelihood choices and prospects for all citizens, especially the poor					
Understand ways of supporting and improving livelihood options for the poor	Organise into entities that can support members' livelihoods and advocate ways in which livelihood options may be improved.	Ensure civil society entities are informed of initiatives and opportunities to become involved.	Open dialogue with civil society and government to understand role of business in supporting livelihood options of the poor.	Open dialogue with civil society and business in order to understand the role of government in supporting livelihood options for the poor.	
Adjust behaviour and policies that are posing as obstacles to diverse livelihood and employment options	Adjust household behaviour to support livelihood opportunities of others e.g. sort waste to increase collection rates of recyclers.	Create partnerships between civil society groupings to articulate ways of supporting and improving livelihood options for the poor.	Seek to design and package developments that offer scope for provision of opportunity and services in support of livelihoods.	Design service delivery to support livelihoods and enhancing service packages for informal settlements to support informal businesses.	
Invest in livelihood and employment options for the poor	Participate in neighbourhood and city wide initiatives that provide livelihood support to the poor.	Create partnerships for support of livelihood programmes that promote household risk reduction and capacity enhancement.	Use Company Social Investment to support livelihoods enhancement of the poor. Increase labour intensity of processes.	Provision of public space and rebates to entities delivering livelihoods enhancing processes. Expand and deepen public-works programmes.	Expand and deepen public-works programmes.
Strategy B: Increase level and diversity of skills that meet local requirements					
Promote literacy	Attend literary training or volunteer to teach.	Establish Literary Programmes.	Provide Literacy Programmes for staff.	Establish Literary Programmes.	Establish Literary Programmes
Understand Skill Requirements	Identify the skills required by society, the private sector and the public sector.	Promote career guidance. Schools and tertiary institutions focus on skills required by society.	Communicate key skills requirements.	Communicate key skills requirements.	Communicate key skill requirements.
Internal skills development programmes	Pursue education and skills opportunities for you and your family.	Commit to decent work standards and lifelong learning for employees.	Commit to decent work standards and lifelong learning for employees.	Commit to decent work standards and lifelong learning for employees.	Commit to decent work standards and lifelong learning for employees.
Encourage skills development initiatives	Participate in school development activities through supporting programmes of school governing bodies.		Provide support for smaller businesses in skills enhancement and creating decent work arrangements.	Choose investment and service delivery options that increase employment and skills development. Provide space and rebates to skills development organisations.	Regulate for wider adoption of decent work standards and skills development.

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy C: Improving opportunities for small and medium businesses					
Support Local Businesses	Buy local and use local services.	Promote buying of local products, and supporting local businesses demonstrating commitment to local communities.	Buy local and use local services.	Make investment and service delivery choices that generate procurement opportunities for small and medium local businesses.	
Improve conditions for small businesses	Draw on experienced business people and retired business executives to offer mentoring services to emerging businesses.	Encourage partnerships between civil society and businesses to communicate ways of improving conditions for small and medium businesses.	Encourage small and medium businesses to organise around improved environments for small businesses.	Work to reduce unnecessary red tape and improve conditions for the establishment of small and medium businesses.	Work to reduce unnecessary red tape and improve conditions for the establishment of small and medium businesses.
Access to business opportunities			Large businesses to create opportunities for small and medium businesses, and reduce exclusionary business practices which damage prospects for small businesses.	Create opportunities for networking of small and medium business with large business and government opportunities. Enable business development close to residential areas. Create mixed use opportunities.	
Finances and business development services			Finance institutions to develop products in support of small and medium business development.	Support business development and extension services – especially provision in new areas at a localised level.	
Strategy D: Support local innovation and knowledge development					
Invest in local innovation	Explore opportunities for new ways of doing things and applications for new technologies.	Seek to develop innovative responses to local challenges in different social and economic spheres.	Invest in local knowledge development initiatives and innovation ideas. Reward innovation and knowledge development by suppliers and staff.	Create an enabling environment for innovation. Use systems of procurement to encourage innovation. Invest in innovation for social imperatives.	Invest in innovation for social imperatives.
Create partnerships that promote innovation	Encourage individual and collaborative innovation in all spheres of life.	Encourage Tertiary institutions to partner with others to respond to local needs and pressing local issues.	Partner with government and relevant institutions to support knowledge development and innovation.	Form partnerships with business and other institutions to support knowledge development and innovation	

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy E: Business retention, expansion and new business growth					
Support business sector competitiveness			Build collaborative partnerships with other businesses to grow market opportunities and to improve sector competitiveness	Support sector competitiveness by enhancing business environment for local and new business sectors. Ensure alignment with improved social and environmental outcomes.	
Foster partnerships that support business retention, expansion and new growth	Local business owners commit to local operating environment.	Seek to develop partnerships with government and businesses to ensure responsible business investment.	Commit to partnerships with government and civil society in support of improved policy environment for responsible business expansion.	Commit to partnerships with business and civil society in support of improved policy environment for responsible business expansion.	
Strategy E: Business retention, expansion and new business growth					
Support business sector competitiveness			Build collaborative partnerships with other businesses to grow market opportunities and to improve sector competitiveness	Support sector competitiveness by enhancing business environment for local and new business sectors. Ensure alignment with improved social and environmental outcomes.	
Partnerships that support business retention, expansion and new growth	Local business owners commit to local operating environment.	Seek to develop partnerships with government and business to ensure responsible business investment.	Partner with government and civil society in support of improved policy environment for responsible business expansion.	Partner with business and civil society in support of improved policy environment for responsible business expansion.	
Strategy F: Food Production					
Grow own food	Grow your own food where possible.	Provide information and training on local food production techniques.	Establish market gardens where possible.	Provide information and training on local food production techniques.	Provide information and training on local food production techniques.
Create markets for local foods	Buy locally produced food.	Promote consumption of locally produced food.	Create local market places for sale of locally produced food.	Establish spaces for markets where local food can be sold.	
Use productive land for growing food			Include productive land for growing food in new developments.	Prevent development of agriculturally productive land. Include land for food gardens in housing developments.	Include productive land for growing food in housing developments.

Theme 4: Celebrating our cultural diversity, arts and heritage

Where do we want to be?

Durban is a creative city that celebrates its cultural heritage

Targets

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Durban residents and tourists enjoy a vibrant street life	Durban is the cultural and events capital of South Africa	Durban has international reputation as a culturally vibrant tourist destination

How will we get there?

Strategy A: Support our local artists and participate in our local culture

In a global world; local arts, culture and heritage is often replaced and superseded by global culture and arts. As a result, diversity is lost and local talent struggles to get income generating opportunities. All sectors of society need to make an effort to support our local artists and participate in our local culture.

Strategy B: Promote spaces and events that create opportunities for local arts, culture and heritage

Physical spaces and events which provide opportunities for showcasing local art, culture and heritage are required. This creates an opportunity for the public to participate in and appreciate local arts, culture and heritage.

Strategy C: Establish and maintain partnerships between role-players in arts, culture and heritage

There are numerous people practicing different forms of art, culture and heritage. There is a need to create opportunities for skills development so that local practitioners can become internationally competitive.

Strategy D: Document, showcase and celebrate our local heritage

Durban has a rich heritage. There is a need to document and research our local heritage. Our heritage should be showcased and celebrated so that local people, as well as national and international visitors can learn about our heritage.

What should be done?

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy A: Support and promote our local artists					
Use local artists and participate in local art events	Attend events that showcase local artists.	Book local artists and use local art for events.	Book local artists and use local art for commercial events.	Book local artists and use local art for city events.	Book local artists and use local art for provincial events that take place in Durban.
Buy local arts and crafts	Buy local arts and crafts.	Buy local arts and crafts for gifts and for interior décor of offices.	Buy local arts and crafts for corporate gifts and for interior décor of businesses.	Buy local arts and crafts as gifts for national and international visitors. Use local arts to decorate city buildings.	
Provide access to information on local arts and culture	Tell your friends, family and colleagues about local culture, arts and heritage events.	Provide information on local culture, arts and heritage.	Media organisations to provide information on local culture, arts and heritage.	Provide information on local culture, arts and heritage in city information channels.	
Strategy B: Promote Spaces and Events that create opportunities for local arts, culture and heritage					
Support local arts, culture and heritage events	Attend local arts, culture and heritage events.	Organise events that showcase local arts, culture and heritage.	Organise for profit events that focus on local arts, culture and heritage.	Create opportunities and fund events that specifically showcase local arts, culture and heritage.	
Create opportunities to buy local art and craft		Allow local artists to participate in fetes and fund raising events.	Retail and market local arts and crafts so that it is available for people to buy. Create markets that focus on local products.	Designate areas for arts & craft markets that support local artists.	
Create opportunities for busking	Support and appreciate buskers.	Performing Art NGOs to arrange street festivals and other events where buskers can showcase their skills.	Sponsor and promote street festivals.	Designate appropriate spaces for busking and licence buskers.	
Create spaces for street art			Commission street art and graffiti for commercial buildings.	Designate physical spaces for street art and graffiti.	
Arts, culture and heritage routes	Visit local arts, culture and heritage routes and encourage tourists to visit.	Schools to arrange tours to local arts, culture and heritage routes.	Take up commercial opportunities that result from arts, culture and heritage routes.	Maintain public infrastructure such as street lights and signs for established and emerging arts, culture and heritage routes.	

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Create cultural precincts	Support cultural precincts throughout the city.		Take up commercial opportunities that result from cultural precincts.	Identify culture precincts and create an enabling environment for the expansion and establishment of cultural precincts.	
Strategy C: Support the development of skills of those within the arts, culture and heritage sector					
Target the arts sector for skilling and re-skilling	Experienced artists mentor emerging artists.	Art and Culture NGOs to develop skills training programme to empower local artists.		Sponsor skills training programmes for artists.	Sponsor skills training programmes for artists.
Create spaces where performance artists can practice		Performing Art NGOs provide physical spaces for performance practice.	Lease physical spaces for performance practice.	Legalise busking in appropriate locations so that performance artists are able to improve their performances skills for live audiences.	
Create opportunities for artists to meet and synergise	Artists to participate in local organisations and use spaces provided for networking	Establishing networking organisations for artists and create spaces where artists can meet, practice and create art.		Encourage art networking organisations through rates rebates and funding.	
Strategy D: Document, showcase and celebrate our local heritage					
Document local heritage	Keep well informed regarding local heritage.	Tertiary institutions and heritage NGOs preserve and research our heritage.	Reflect local heritage in design and development.	Ensure information in local museums and libraries that document and research local heritage.	Enable provincial and national museums and libraries that document and research local heritage.
Showcase local heritage	Visit institutions that showcase local heritage.	Tertiary institutions and heritage NGOs showcase local heritage in displays and exhibitions.	Sponsor displays and exhibitions of local heritage. Media companies to report and reflect on local heritage.	Showcase local heritage through displays and exhibitions.	Showcase local heritage through displays and exhibitions.
Celebrate local heritage	Attend events that celebrate local heritage.	Establish and run events that celebrate and remember local heritage.	Sponsor events that celebrate local heritage. Media companies to publicise events that celebrate local heritage.	Sponsor and establish events that celebrate local heritage.	Sponsor events that celebrate local heritage.

Theme 5: Ensuring a more ENVIRONMENTALLY SUSTAINABLE city

Where do we want to be?

The environment of Durban protects and promotes the health of its citizens and its biodiversity

no longer litter	waste city that no longer needs landfill sites	
Citizens of Durban use energy efficiently		Energy in Durban is produced from renewable sources

Targets

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Durban has sufficient water for its needs	All potable water resources are fit for human use	
Air in Durban is not harmful to human health		
Durban's natural resources are protected and sustainably managed to ensure access for future generations		
Durban has put in place mitigation and adaptation measures for climate change		Durban is carbon neutral
Citizens in Durban	Durban is a zero	

How will we get there?

Strategy A: Incentives and disincentives to ensure sustainable practice

International experience has shown that incentives (or disincentives) are required to bring about critical behaviour change in support of environmental sustainability.

Strategy B: Information and education

Without adequate understanding of the current environmental sustainability challenges, it will be difficult for individuals, civil society, business and government to respond to the challenges appropriately and effectively. Dissemination, education and awareness raising is required in order to improve the understanding of a broad cross section of society.

Strategy C: Integrated Waste Management Systems

Waste is an environmental hazard that costs cities considerable amounts to collect and landfill. Cities around the world are looking at ways to reduce the amount of waste in order to reduce negative environmental impacts and to reduce waste disposal costs to their citizens.

Strategy D: Pollution prevention

Pollution causes a number of human health problems such as respiratory diseases that result from air pollution. Pollution is also an environmental hazard that reduces the functioning of ecosystems. Many types of air pollution also contribute to the enhanced greenhouse effect, which is warming the Earth and causing climate change. Reductions in pollution are required to protect our long term human health, the health of our ecosystems and to mitigate climate change.

Strategy E: Water Conservation

Water is an increasingly scarce commodity. Responsible cities use their water sparingly, in order to prepare for future shortages.

Strategy F: Energy Efficiency

Most energy in South Africa is produced in the form of electricity. Electricity in South Africa is generally produced through coal burning which generates large amount of airborne emissions that contribute to air pollution and global warming.

Strategy G: Alternative energy production

Conventional forms of energy depend on non-renewable and finite resources which emit air pollution and Greenhouse gases, therefore alternative energy sources need to be identified and adopted. Renewable

energy that causes less harm to the planet and is sustainable must be encouraged in the future.

Strategy H: Climate change prevention and preparedness

There is now scientific consensus that global climate change as a result of human behaviour is taking place. Effort needs to be expended on behaviour change, as only then will climate change truly be affected. Societies must prepare for climate change impacts in order to ensure that they are resilient. Climate change in Durban is likely to result in higher temperatures, increased extremes in weather (both floods and droughts), sea level rise and increased vector-borne diseases such as malaria.

Strategy I: Productive Ecosystems

Productive ecosystems are required to protect the ecosystem services that Durban receives (such as the supply of clean water to our rivers and flood prevention) and to enhance the supply of these services.

What should be done?

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy A: Incentives and disincentives to ensure sustainable practices					
Create Incentives	Respond positively to incentives.	Lobby government to create incentives for businesses, civil society, and individuals to become more sustainable.	Accord to principles of sustainable business practice. Create incentives for staff to engage in sustainable practices.	Regularly review environmental by-laws to ensure adequate incentives to change behaviour. Adjust procurement processes to favour service providers with sustainable practices.	Regularly review and update all environmental legislation to ensure incentives are adequate to change behaviour.
Create Disincentives	Comply with new rules and regulations.			Pass by-laws to penalize unsustainable practices.	
Monitoring	Report contraventions.	Monitor compliance.	Monitor internal compliance.	Establish monitoring systems.	Establish monitoring systems.
Strategy B: Information and Education					
Awareness campaigns	Participate in environmental awareness campaigns.	Organise local level campaigns that are appropriate for your area.	Sponsor and participate in environmental education campaigns.	Implement local environmental awareness campaigns.	Implement provincial and national environmental awareness strategy.
Environmental Reporting		Lobby and report on environmental issues.	Establish open and transparent environmental reporting.	Establish open and transparent environmental reporting.	Regulate environmental reporting.
Environmental Certification systems	Look out for environmentally certified products and services.	Establish environmental certification systems.	Participate in and establish environmental certification systems.	Promote and facilitate environmental certification systems.	Promote and facilitate environmental certification systems.
Strategy C: Integrated Waste Management Systems					
Reduce amount of waste generated	Buy less and choose products with less packaging.	Promote waste reduction and recycling.	Cut down on product packaging and produce biodegradable packaging.	Create incentives to reduce product packaging.	Create incentives to reduce product packaging.
Reuse waste rather than throwing it away	Reuse items if you can before throwing them away.	Promote community development projects that reuse waste.	Develop products that use waste items and waste from business processes.	Implement projects that reuse waste once it is received at the landfill site.	
Returnable packaging	Buy products that have returnable packaging.	Promote package return.	Make returnable packaging.	Create incentives for businesses to develop returnable packaging.	Create incentives for businesses to develop returnable packaging.

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Separate and Recycle Waste	Separate recyclables and send to recycling centres.	Promote separation and recycling.	Establish businesses that recycle waste materials.	Create incentives to promote recycling.	Introduce minor deposits on all non-biodegradable containers.
Compost Organic Waste	Compost organic waste.	Compost organic waste.	Compost organic waste.	Establish composting facilities.	Amend legislation to make having composting facilities easier.
Stop littering and dumping of waste	Stop littering and tell others to stop littering.	Monitor illegal dumping and report offenders.	Stop illegal dumping and report offenders.	Prosecute littering and illegal dumping.	Prosecute littering and illegal dumping.
Strategy D: Pollution Prevention					
Reduce commercial pollution	Purchase goods from environmentally responsible businesses.	Tertiary institutions to research technologies that reduce pollution in business processes.	Modernise processes to reduce pollution and move to low pollution industries.	Establish and implement by-laws that create penalties for pollution. Promote low emission industries.	Establish and implement by-laws that create penalties for pollution. Promote low emission industries.
Monitoring		Watch dog organisations to monitor compliance and report contraventions to authorities and media.		Establish good marine, air and water quality monitoring and reporting systems.	Establish good marine, air and water quality monitoring and reporting systems.
Reduce pollution from transport	Choose forms of transport that result in no or less air pollution.		Vehicles to meet low emissions standards. Establish transport sharing for staff.	Vehicles (including public transport) should meet low emissions standards.	Vehicles (including public transport) should meet low emissions standards.
Prevent water pollution	Don't throw litter and dump liquids into storm water drains or rivers.		Don't dispose of waste in rivers and storm water drains.	Establish and implement by-laws that discourage water pollution.	Establish and implement laws that discourage water pollution.
Strategy E: Water Conservation					
Use less	Only use the amount of water that you need and adopt water efficient technologies.	Tertiary institutions to research alternative water conservation technologies.	Modernise business processes to use less water and research water conservation technologies.	Put in place by-laws and pricing structures that encourage efficient use of water.	
Reuse water	Reuse water where possible.	Tertiary institutions to research water reuse technologies.	Reuse water where possible and develop partnerships with other industries to reuse water.	Establish health standards for grey water reuse. Help industries identify waste water reuse opportunities.	
Harvest rainwater	Harvest rainwater.	Harvest rainwater.	Harvest rainwater.	Establish by-laws that encourage rainwater harvesting.	

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy F: Energy Efficiency					
Use less	Use only the electricity and energy that you need and adopt energy efficient appliances.	Lobby and support big users to cut back on energy use.	Stop wasteful use of electricity and adopt technologies that reduce electricity.	Put in place pricing structures that encourage efficient use of electricity.	Put in place pricing structures that encourage efficient use of electricity. Ban technologies that aren't energy efficient if better technologies exist.
Energy efficiency building standards.	All new homes should comply with energy efficient standards.	All new development should comply with energy efficient standards.	All new development should comply with energy efficient standards.	All new developments should comply with energy efficient standards. Create incentives for 'green' building projects.	All new development should comply with energy efficient standards.
Strategy G: Alternative Energy					
Alternative technologies	Adopt alternative energy technology in your home.	Tertiary institutions to become centres of research into alternative energy technologies appropriate to Durban.	Research alternative energy technologies for your business and consider adopting appropriate technologies.	Show leadership by providing high profile examples of alternative energy technologies. Establish by-laws that encourage use of alternative energy technologies.	Establish and implement laws that encourage use of alternative energy technologies.
Bio fuels	Consider using bio fuels.		Establish businesses that produce bio fuels from waste materials.	Create incentives to produce sustainable bio fuels.	Create incentives to produce sustainable bio fuels.
Strategy H: Climate Change Preparedness.					
Carbon sequestration	Plant trees to improve carbon sequestration.	Environmental NGOs promote landscaping for carbon sequestration.	Adopting landscaping that enhances carbon sequestration.	Create incentives for carbon sequestration projects.	
Research climate change impacts	Find out what your carbon footprint is and how you can minimise your impact.	Tertiary institutions to understand and model local impacts of climate change.	Find out what your business carbon footprint is and how your business can minimise your impact.	Commission research into local level climate change impacts.	Commission research into climate change impacts.
Set backs	Ensure that you don't live beyond set back lines that mark flood and coastal storm risk areas.		Ensure that your business is not beyond set back lines that mark flood and coastal storm risk areas.	Establish set back lines that make flood and coastal storm risk areas.	Create regulatory environment that supports set backs.
New crops	Adopt new crops that are better suited to new climate conditions.	Agricultural NGOs promote information about new crops that are better suited to new climate conditions.	Farms to research new crops that are better suited to new climate conditions.	Promote research into alternative crops that are better suited to new local climate conditions.	

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy I: Productive Ecosystems					
Knowledge and Education	Improve knowledge on key species, key habitats and the importance of ecosystems services to society.	Educate on key species, key habitats and the importance of ecosystems services to society.	Improve knowledge on key species, key habitats and the importance of ecosystems services to society.	Research and identify key species, habitats and the importance of ecosystem services to society.	
Protect key species and habitats	Prevent damage to key species and habitats.	Rally individuals to help manage natural areas.	Include natural habitats in new developments.	Design an open space plan that includes by-laws and rates rebates to protect critical biodiversity and ecosystem services. Ensure plan responds to the impacts of climate change.	Establish laws to protect key species and habitats.
Payment for ecosystem services trading schemes	Participate in payment for ecosystem services trading schemes.		Participate in payment for ecosystem services trading schemes.	Establish payment for ecosystem services trading schemes where appropriate.	
Sustainable utilization of natural resources	Harvest natural resources responsibly.	Educate on sustainable utilization techniques.	Harvest natural resources responsibly.	Regulate utilization of natural resources in order to protect them from over utilization.	Regulate utilization of natural resources in order to protect them from over utilization.

Theme 6: Fostering a CARING and EMPOWERING city

Where do we want to be?

Durban has well rounded and caring citizens who act to support the common well-being of Durban and embrace mutual respect, tolerance and compassion for those in need.

Targets

Short Term Target (10 years)	Medium Term Target (20 years)	Long Term Target (50 years)
Every Durban resident understands his/her roles and responsibility as a citizen committed to building our city.	Tolerance and mutual respect becomes a way of life.	The spirit of ubuntu has been re-integrated back into the social fabric of Durban

How will we get there?

Strategy A: Responsible Citizens and Responsive Governance

In a society where citizen's rights are well protected constitutionally, it is important that this is complemented with an equal focus on individual responsibilities. The caring city that all citizens imagine is founded on residents understanding their individual responsibilities as citizens, and honouring a commitment to uphold the rule of law. In addition, the responsible citizens that good governance requires need opportunities to interact with governance systems and to have their voices heard. Citizens that feel included in decision-making will actively support and promote implementation of these decisions.

Strategy B: Engendering mutual respect, the spirit of ubuntu and a culture of helping those in need

Moving from the individual responsibility in strategy A, strategy B focuses on the articulation of a shared vision leading to communal responsibility for sustaining life in our city, country and indeed on the planet. Its emphasis lies on promoting human values based on universal social, cultural and spiritual convictions. Through the deliberate and focused promotion of ubuntu, it is hoped that greater harmony between citizens is fostered, so that mutual respect and tolerance becomes a way of life.

This strategy however, goes beyond mutual respect, aiming to inculcate a culture that places a premium on helping those on need; as all people are part of one common humanity.

Strategy C: Personal empowerment and development

Over and above the vocational skills that are advocated as part of the Prosperous City theme, it is important that everybody has access to life long learning so that they are personally empowered, confident citizens. Personal development in this strategy covers all aspects of the total human being, including ensuring sound physical, psychological and emotional well being. A particular emphasis is placed on sports development as a means to maintain physical and mental health.

Strategy D: Training youth for model citizenship

The Imagine Durban plan recognises that future lies in the hands of its young people. It therefore advocates that, if the vision of a caring and empowering city is to be realised, each of the strategies outlined above must be targeted towards young people.

What should be done?

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategic Goal A: :Responsible Citizens and Responsive Government					
Participation in local governance	Vote, pay your rates, participate in relevant consultation events, and attend local ward committee meetings.	Participate in relevant consultation events, comment on relevant policy documents, and assist the marginalised to get their voices heard.	Participate in relevant consultation events, and comment on relevant policy documents.	Host local consultation events, create consultation structures and make policy document available for comment. Consider comment and change of policies where appropriate.	
Obey rule of law	Observe local by-laws against litter, disturbances etc.	Promote awareness of local by-laws, and how they contribute to better neighbourhoods and communities.	Observe local by-laws against litter, disturbances etc.	Active enforcement of local by-laws.	
Responsible citizens awareness		Schools to initiate discussions on responsible citizenship and human values.	Media to promote discussions on responsible citizenship	Use local government communication channels to promote awareness of responsible citizenship.	
Strategy B: Engendering mutual respect, the spirit of ubuntu and a culture of helping those in need					
Promote warm and caring neighbourhoods based on the Ubuntu philosophy	All parents to inculcate into their children a culture of compassion, caring, selflessness and philanthropy based on African principles.	NGOs to assist in spreading philosophy of ubuntu	Business to promote spirit of ubuntu.	Civil servants to adopt spirit of ubuntu in dealing with the public and implementation of city policy.	
Mutual respect	Learn about cultures and religions of people of different races and from different countries. Show respect for differences.	Promote knowledge of different cultures, religions and ethnicities.	Encourage staff to learn more about the cultures, religions and histories of their co-workers.	Use channels of communication to promote better awareness of the different cultures, religions and origins of people living in Durban.	
Caring for children	Help protect children in your area.	Promote programmes that encourage the concept of "My child is your child".		Create programmes to ensure vulnerable children are protected and taken to places of safety.	

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Supporting Charitable Organisations	Support efforts of charitable organisations.		Sponsor charitable organisations. Media to raise awareness of charitable organisations and their needs.	Provide grants to charitable organisations, and use communication channels to raise awareness of the needs of charitable organisations.	
Strategy C: Personal empowerment and development					
More active promotion of Adult Basic Education and Training (ABET)	Identify your own individual training needs that will advance your personal empowerment agenda.	Training NGOs to roll-out ABET programmes.	Businesses to pay for less literate staff to attend ABET and claim back through training SETAS.	Intensify current ABET programmes.	Provincial Welfare Department to co-sponsor and facilitate ABET programmes and sponsor through SETAS.
Physical Health	Practice a healthy lifestyle and make sure that you are aware of behaviours (such as unsafe sex, smoking and poor eating) that can contribute to illness and a reduction in quality and length of life.	Educate people on unsafe practices such as unsafe sex, use of drugs and smoking. Provide counselling services.	Ensure staff are educated on how to maintain physical health, and are aware of behaviours that are unsafe.	Use channels of communication to educate people on healthy living and, to discourage unhealthy practices such as unsafe sex, smoking and use of drugs.	Use channels of communication to educate people on healthy living and to discourage unhealthy practices such as unsafe sex, smoking and use of drugs.
Physical fitness	Keep fit and active.	Create opportunities for participation in a variety of physical activities.	Establish businesses that offer physical training opportunities.		
Participate in sports and other hobbies	Participate in local sports clubs, sports events or other activities such as chess etc.		Sponsor sports equipment for disadvantaged areas.	Organise annual local sports events to provide opportunities for local clubs. Assist disadvantaged areas to access equipment and sports facilities.	
Strategy D: Training youth for model citizenship:					
Identifying Community Champions	Community Champions committed to transferring their skills and expertise to young people in their respective communities, with a specific focus in disadvantaged areas.	Create programmes specifically for youth empowerment.	Sponsor programmes aimed at youth empowerment.	Identify and form partnerships with organizations and individuals involved in youth work.	Identify and form partnerships with organizations and individuals involved in youth work.

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Setting up institutional structures for youth development	Participate in youth structures.	NGOS to establish youth forums as platforms for youth and stakeholders to engage on issues affecting youth.		Develop a data base of unemployed and out of school youth and network youth with opportunities.	
Encouraging Youth Voluntarism	Participate in youth volunteer programmes.	NGOS to formulate youth volunteer programmes, where young people can learn, practice their skills, be mentored and nurtured; while at the same time contributing to improving the quality of life in their respective communities.		Encourage youth volunteer programmes through discounts for facilities, rebates and sponsorship.	