

# FROM GLOBAL TO LOCAL COMMON GOALS - COMMON TARGETS

with UN Global Goals & OECD Better Life Index Perspective

## Kadıköy Municipality (Istanbul) 2020-2024 Strategic Plan



**THE GLOBAL GOALS**  
For Sustainable Development



**OECD**

BETTER POLICIES FOR BETTER LIVES





Any strategic approach that does not link global and upper-scale developments, orientations and agendas to local agendas will remain incomplete. With this in mind, two different global agendas were taken into consideration in the process of preparing the Strategic Plan of Kadıköy Municipality 2020-2024. We evaluated OECD Better Life Index indicators and UN Sustainable Development Goals identified at the United Nations Conference on Sustainable Development (2012) as global projections of our current strategic plan studies. In this direction, the cooperation of local and global goals and objectives have been adopted. In other words, strategic planning process has been evaluated in the context of localization of global policies for our local government. Our global goals and strategic goals are formed with integrated thinking.

It can be said that Kadikoy Municipality, which favors United Nations Sustainable Development Goals and OECD Better Life Index, has an important duty in terms of localization of global goals from climate action to the reduction of inequalities, from healthy individuals to sustainable cities and living spaces.

In addition to the agendas of institutions such as the UN and OECD at the global level, a number of phenomena such as internal and external expectations / suggestions, the needs of local NGOs and citizens and our institutional determinations have been synthesized with the most effective process management and transformed into objectives classified under eight headings. While defining services and activities under eight headings, the plan was not shaped on the basis of current situation analyzes. Preparations are aimed to be made in the view of medium and long term future projections. In our rapidly changing world, the idea that a five-year planning will only succeed with strong predictions has been one of the main motivations of the planning process. This fact has been kept in the background of all our discussions. It has not been forgotten that we need to strengthen our institutional and financial structure with the perspective of further improvement of existing services and activities; and to complete our preparations against the negative effects of humanitarian and ecological crises that may be created on a global scale by considering new needs in the future.

From this general perspective, Kadıköy Municipality has prepared its strategic plan by adopting the policies outlined below on its main service areas. The activities and indicators of this general framework, which are scattered over the years, are detailed in the Strategic Plan of Kadıköy Municipality 2020-2024.



## THE GLOBAL GOALS

For Sustainable Development



## 2020-2024 STRATEGIC PLAN

### SOCIAL SUPPORT

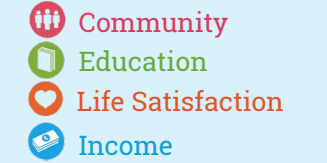
“ Creating a diversity of services nurtured from the perspective of social equality and covering all segments of the society designated as our main starting point in consequence of a series of interviews, exchanges of ideas and analysis we conducted in the Social Support Main Service Area. The main agenda of our strategic planning process was to address the differentiating needs of the city with an inclusive political approach; particularly to focus on establishing equality in every aspect of life by eliminating the obstacles to adaptation of fragile groups to urban life. The integrated understanding of social service which is easily accessible by all segments of society, notably women, children, elderly and disabled people, is strongly represented in our plan. An objective of spreading sports activities to neighborhood scale was also determined within the scope of a planning that would enable access of all segments.

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## GOAL 1

To be a city with the perspective of social equality that respects the right of live, where all segments of the society regarded and differentiated needs met.



## TARGETS

- T 1.1 - Forming holistic, accessible and reachable social service practices for all segments of society.  
T 1.2 - Ensuring the institutionalization of social policy practices from the perspective of social equality.  
T 1.3 - Supporting cognitive, physical, psychological and social development of children, youth and adults.  
T 1.4 - Ensuring equal access to sports from all segments.



## 2020-2024 STRATEGIC PLAN

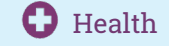
### HEALTHY

“ A healthy life is one of the fundamental human rights of people of all ages and from all strata. Although it is largely related to central policies, we focused on supporting the healthy-living of everyone within the framework of the duties, capacity and responsibilities of the municipalities in our strategic planning process as one of the most important issues. Undoubtedly, the main problem in the field of health is the inequality in access to health services. Within this scope, Kadıköy Municipality has taken its activities on health services area with a perspective that will increase the level of awareness and facilitate access to services. This is defined in the strategic plan as preventive and informative public health services which correspond with the principles of the World Health Organization and the Union of Healthy Cities.

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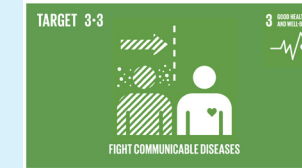
### GOAL 2

To raise society's level of awareness on health and promote access to services.



### TARGET

T 2.1 - Providing preventive, protective and informative public health services in accordance with World Health Organization and Healthy Cities Criteria.



## 2020-2024 STRATEGIC PLAN

### CULTURE

“ Kadıköy has gained a strong historical and cultural heritage while hosting various civilizations since ancient times. In this context, another topic underlined by our strategic plan is the preservation of these natural, historical, cultural, artistic and touristic values and transferring them to future generations. In addition to this, improving by preserving the vibrant and dynamic cultural and artistic life that Kadıköy has, is one of the main emphasis for the necessity to develop tools to spread this potential throughout the district. The Municipality of Kadıköy is committed to making the utmost use of the qualified human resources that Kadıköy has in the field of culture and arts. With regard to this, Kadıköy Municipality aims to combine this potential with national and international activities; and to continue its mission of being an art and culture center not only in Kadıköy but also in Istanbul. ”



### GOAL 3

To reserve Kadıköy's natural, artistic, cultural and touristic values and enrich it to make Kadıköy a city of arts, culture and tourism.



- Community
- Education
- Work-Life Balance

### TARGETS

- T 3.1 - Working to transfer historical and cultural heritage to future generations.
- T 3.2 - Extending cultural and artistic activities to cover the entire district.
- T 3.3 - Extending libraries and developing reading culture.
- T 3.4 - Supporting children, youth and adult individuals' development in arts and culture.



## 2020-2024 STRATEGIC PLAN

### ECOLOGY

“ The title of ecology is one of the most important agendas in our strategic plan. Our world is in a phase of the effects of the Industrial Revolution build up over time; reaching the size of the climate crisis. In this phase, which scientists call the Anthropocene Age, our world is essentially struggle with a great threat caused by human activities. Excessive consumption of natural resources and an increase in the use of fossil fuels causes the problem of sustainability. Most policies in the Kadıköy Municipality Climate Action Plan regarding the problem of sustainability that the world is struggling are included in the Strategic Plan 2020-2024. Most policies in the Kadıköy Municipality Climate Action Plan about the problem of sustainability that the world is struggling included in the Strategic Plan 2020-2024. Targets and policies in this context were determined on mitigation and adaptation policies, park and green fields, waste management and animal health-welfare. ”



## GOAL 4

To contribute to the formation of a healthy and sustainable environment sensitive to ecology.



THE GLOBAL GOALS  
For Sustainable Development



Environment  
Health



## TARGETS

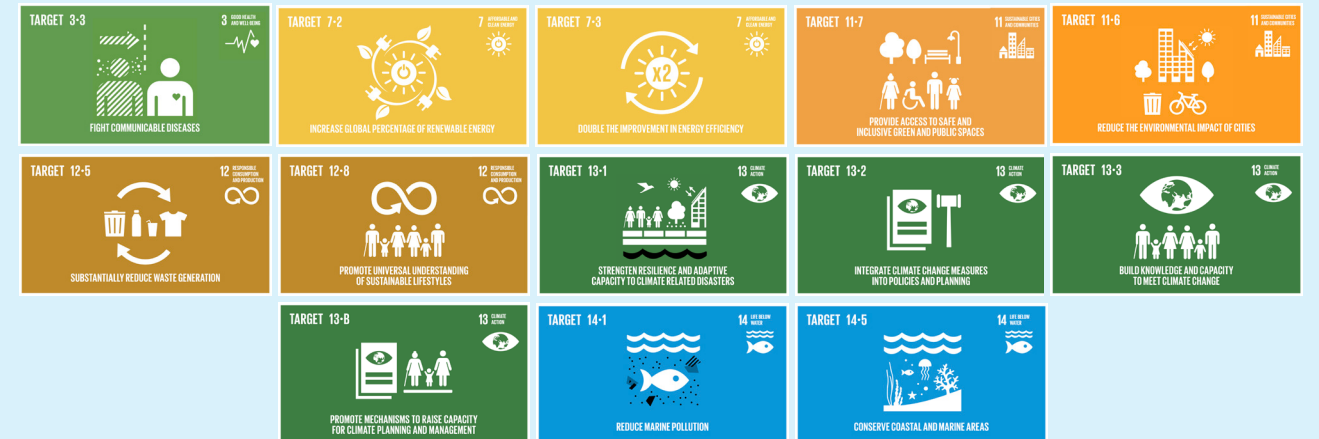
T 4.1 - Performing practices in context to manage, prevent and reduce environmental pollution to protect ecology.

T 4.2 - Protecting and increasing the number of parks and green areas.

T 4.3 - Contributing to animal welfare and health.

T 4.4 - Carrying out studies within the scope of climate change mitigation and adaptation.

T 4.5 - Contributing services to prevent infectious and epidemic diseases.



## 2020-2024 STRATEGIC PLAN

### PLANNED URBANIZATION

“ Kadıköy Municipality is planning a serious progress in planned urbanization for the years 2020-2024. In particular, it is aimed to eliminate some deformation in the streets caused by increasing building renovation works, through projects of street rehabilitation. Meanwhile it is aimed to renew pedestrian and bicycle path arrangements in accordance with universal standards. Kadikoy Municipality also aims to carry out the Spatial Intelligent Kadikoy project to complete its work on mapping and analyzing the geographical data of the district and making it accessible.

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## GOAL 5

To make Kadıköy a more sustainable and livable city.



- Community
- Civic Engagement
- Life Satisfaction

## TARGETS

T 5.1 - Managing and planning urban change and development through participatory approach.

T 5.2 - Managing and planning “Space Smart Kadıköy”.

T 5.3 -Creating accessible and socially coherent public areas.



## 2020-2024 STRATEGIC PLAN

### DISASTER AND STATE OF EMERGENCY

“ The news of earthquake and other natural disasters are kept up-to-date and the preparations on this issue are often questioned. Thereby preparing Kadıköy district for disaster and emergency situations is also described in the plan as an important service area. In this context, some of the targets specified in the plan include: forming awareness raising activities that cover different age groups and aim to decrease possible risks; developing community-based disaster management systems and building high-level preparation and response teams with the most up-to-date equipment. Also, preparations to increase the capacity of our institution to respond to disasters and emergencies; and the preparation of institution buildings in this direction are among the targets. ”



### GOAL 6

To make sure that Kadıköy is ready for disaster and emergency situations.



### TARGETS

- T 6.1 - Ensuring sustainability by carrying out awareness raising activities to minimize possible risks and covering different age groups of the society during disaster preparation process.
- T 6.2 - Developing capacity to manage possible disaster and emergency situation in Kadıköy district.
- T 6.3 - Carrying activities to develop “community-based disaster management system” that consider the effects of climate change.
- T 6.4 - Getting institutional service buildings, spaces and staff prepared for disaster and emergency situations.



## 2020-2024 STRATEGIC PLAN

### CITY AND SOCIETY ORDER

“ It is necessary to set up peace in the city life and to accurately describe the relationship between the inhabitants and visitors in a district like Kadıköy where there are many intraday visitors. The continuation of neighborhood culture in many areas -especially in the central districts of Kadıköy, is described as a value. In this context, Kadıköy Municipality will carefully handle any development that erodes this value. In particular, the strategic plan places emphasis on increasing the frequency of **city police** inspections and not allowing business behaviors that would adversely affect urban life. Among other targets the detection, control and reduction of environmental pollution included. In addition, request for access to safe food from almost every neighborhood have been evaluated. Accordingly, taking into account the constraints arising from the legislation, it is aimed to take possible measures for this purpose. ”



### GOAL 7

To create a peaceful and safe urban environment for a more livable Kadıköy



### TARGETS

T 7.1 - Increasing the effectiveness and ensuring continuity of urban and community order audits.

T 7.2 - Contributing to the access to safe food in cooperation with relevant institutions.

T 7.3 - Ensuring continuity and effectiveness of inspections for detection, control and reduction of environmental pollution.

T 7.4 - Developing solutions that facilitate citizens' access to needs and producer's labor



## 2020-2024 STRATEGIC PLAN

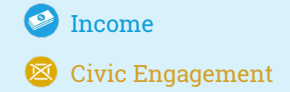
### INSTITUTIONAL SERVICES

“ Strategic Plan highlights the effective and efficient use of institutional resources, conducting income-increasing activities and taking measures to keep the institution financially strong. Targets determined for this purpose include: further strengthening of the current institutional structure, improving the capacity by following the innovations, improving institutional culture, reinforcing internal coordination and adopting effective institutional communication policy. Other goals consist of building national and international partnerships; developing inclusive, participatory and representative decision-making mechanisms. These purposes correspond with the aim of “building strong institutional structures” among global targets.”

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### GOAL 8

To manage institutional resources effectively and efficiently.



### TARGETS

T 8.1 - Enabling supply management.

T 8.2 -Ensuring effective revenue budget management.

T 8.3 - Managing projects of our municipality through effective participatory processes.

T 8.4 - Improving institutional performance and service quality.



## 2020-2024 STRATEGIC PLAN

### INSTITUTIONAL SERVICES II

“ Strategic Plan highlights the effective and efficient use of institutional resources, conducting income-increasing activities and taking measures to keep the institution financially strong. Targets determined for this purpose include: further strengthening of the current institutional structure, improving the capacity by following the innovations, improving institutional culture, reinforcing internal coordination and adopting effective institutional communication policy. Other goals consist of building national and international partnerships; developing inclusive, participatory and representative decision-making mechanisms. These purposes correspond with the aim of “building strong institutional structures” among global targets.”



## GOAL 9

To increase institutional capacity and service productivity.



✉ Civic Engagement



## TARGETS

- T 9.1 - Ensuring efficient, safe and productive delivery of technological services by closely following innovations.
- T 9.2 - Increasing the visibility of the municipality projects and services at the national and international scale and developing project partnerships and cooperation.
- T 9.3 - Developing human resources competence; strengthening internal communication and coordination; continuously improving institutional culture and carrying out work for employment.
- T 9.4 - Producing effective media and communication policies to announce municipality services and practices to the public. Increasing the efficiency of service delivery by developing a participatory, citizen oriented public relations policy approach.



