**UrbanPlan**, a global educational initiative developed by the Urban Land Institute, is an interactive classroom-based workshop, in which students learn about the fundamental forces that affect urban regeneration. The programme will be piloted in Hong Kong in March 2018.

Come and take part in this dynamic educational experience. Volunteer for **UrbanPlan**.

The mission of **UrbanPlan** is to create a more sophisticated level of discourse among local stakeholders involved in land use decisions through education of tomorrow’s voters, neighbours, community leaders, public officials, and land use professionals so, together, we can create better communities.

Led by facilitators and industry professionals, **UrbanPlan** is an interactive, classroom-based workshop, based on the real-life challenges of urban regeneration.

The programme delivers targeted, one-day workshops for 16-18 year-olds. The workshop scenario:

- Students are grouped into teams to form development companies and respond to a request for proposal (RFP) to redevelop a blighted site in a fictional city.
- Each team member assumes one of the five roles: financial analyst, marketing director, city liaison, neighbourhood liaison and site planner. Through these roles students develop an understanding of the various market and non-market forces and stakeholders in the development process.
- The teams must reconcile the often compelling yet competing agendas to create a well-designed, market responsive, and sustainable project. Teams address challenging financial, market, social, political and design rules, develop a 3D model of their plan and present their proposal.
Volunteering with **UrbanPlan**

Volunteers are important part of **UrbanPlan**, and we are seeking volunteers from the property industry from a range of disciplines including planners, architects, surveyors, developers, investors, lawyers and accountants.

Volunteers are invited to a training session for hands-on experience with the programme and tools. Trained volunteers serve in the classroom as Facilitators and/or as members of a mock City Council for final student presentations.

**Facilitators**

Facilitators challenge the students to think more critically about the **UrbanPlan** issues and the specific responsibilities of their respective roles. Facilitators draw deeply on professional experience and are rewarded by creating excitement and inspiration in students for the urban development process.

Effective Facilitators have:
- Development project experience,
- Patience to question rather than coach, and
- Time and willingness to learn the details of the **UrbanPlan** project case.

**City Council**

Students present their final proposals to a mock City Council comprised of volunteers. By challenging the students’ work as if in an actual City Council meeting, the volunteers assess whether the proposals are **UrbanPlan** responsive to the RFP, grounded in the facts of the case, and consistent with reality. The City Council then awards the contract to the winning team. This is a fun volunteer opportunity, particularly for those who have sat on the other side of the table.

Effective City Council Members have:
- Development project experience,
- Previously presented to City Councils, Planning Commissions, etc.,
- The time and willingness to learn the details of the **UrbanPlan** project case.

**Commitment from Volunteers:**
- Preparatory reading
- Half-day volunteer training session
- Workshop delivery (1 whole day or 1 half day)

**Being an **UrbanPlan** Volunteer:**
- Make an impact on young citizens
- Professional development and knowledge sharing
- Networking with like-minded professionals
- Rewarding engagement with students

**UrbanPlan** has reached over 43,000 high school and university students since 2003 in the United States. The programme also runs in the United Kingdom, Ireland, Germany, the Netherlands and Poland.

We are bringing **UrbanPlan** to the Asia Pacific region, and would like to engage our local members to support the programme.

For questions and further information, kindly email ULI_HongKong@uli.org