World Urban Parks – An Invitation to Join

World Urban Parks is the international representative body for the urban parks, open space and recreation sector. At a time when more than 50% of the world lives in urban areas, projected to grow to 70% in year 2050, strengthening the collective voice of urban parks and recreation leaders around the globe and sharing their knowledge is of paramount importance to building healthy communities and sustainable natural environments where they are needed most.

World Urban Parks is the “Go to” organisation for international advice and support on urban park, open space and recreation issues around the globe. Its Mission is “To promote and support the provision, effective management and use of urban parks, open space and recreation world-wide as an integral contribution to healthy communities connected to the natural world”. It leverages the experience of seasoned national associations and practitioners with opportunities to help build world-wide park leadership and bring about significant improvements in cities where rapid urbanization is occurring. It provides a forum for exchange of ideas around common environmental, social and economic challenges where urban parks are part of the solution. And it speaks as the unified voice of the urban parks and recreation sector at an international level, advocating the benefits of urban parks to green and livable cities, supporting emerging urban park and recreation organizations, and representing the interests of its members.

World Urban Parks aspires to attain the same level of recognition as the International Union for the Conservation of Nature (IUCN) which represents protected areas on the world stage. To achieve this it will build its membership to levels truly representative of the diverse international urban parks and recreation community, connecting park/city agencies, park and recreation associations, NGOs and community groups, universities, research institutes, businesses, and individuals that support parks from professionals to community members, as well as allied sectors.

Your membership will assist World Urban Parks to help raise the profile and recognition of the importance of the urban parks and recreation sector at a national and international level, and represent and connect everyone involved.

Benefits of Membership

World Community:
- Advocacy on behalf of the collective membership for equitable access to urban parks and recreation
- Research demonstrating the community health and social and economic benefits derived from urban parks, and promoting the conservation and effective management of their natural and cultural values
- Strategic international ‘think-tank’ to advance the cause of urban parks and add a higher layer of credibility
- Collaboration and liaison with like-minded global bodies (such as IUCN, WLO) and sectors (such as health)

Organisation Members:
- Advocacy and support on common causes and issues across countries, in-country and on behalf of agencies
- Facilitation of international networking, project collaboration, study tours, staff exchange, and consultancy
- Access to the latest data and information on urban park issues through conferences, international research studies, and the Knowledge Hub
- Determination of international standards and provision of benchmarking services and awards
- Regular translatable e-communications on international contemporary issues and actions
- Promotion of urban parks through coordinated international programs, such as “Parks Week”
- Strengthening national associations through member discounts; brokering international speakers and conference status, promoting and leveraging services, and assisting the formation of new national associations
- Endorsement and promotion of quality services and products

Individual Members: In addition to the above:
- Specialized education and training
- International professional certification
- Group network support and committee and project roles
World Urban Parks

Introduction

World Urban Parks is a shared vision for a world where all people can be connected to and value nature, experiencing all of the health and wellbeing that this connection brings.

For the majority of the world’s population who now live in urban areas, urban parks are not only the window to nature - they are a critical tool in helping to build the next generation of environmental stewards, vibrant livable communities, sustainable eco-systems and healthy local and regional economies.

Urban parks provide relief from the stresses of urban life. They are increasingly important for our globally integrated yet fractured world. They are common ground for people of all ages and all cultural and socioeconomic backgrounds to come together for recreation and leisure. They provide space for children to play, opportunities for youth to grow through teamwork in sports and can be safe havens for neighborhood interaction. Studies have shown that populations with higher proportions of urban parks and green space are physically and mentally healthier and live longer.

Parks also mitigate environmental stresses resulting from changing climate conditions. Our cities are cooler and easier to breathe in when they are greener. Their basic building blocks - vegetation and tree canopies – are essential to clean urban waters, wildlife habitat conservation and biodiversity. They keep the engines of 21st century cities running, providing the quality of life essential to attract and retain workforces, drive tourism and generate much needed economic revenue for municipal budgets.

Despite all of these things, as populations continue to grow in our cities, we not just failing to incorporate new parks and green spaces in new urban areas, but existing green spaces are disappearing, or in many areas are non-existent.

Around the world, second only to the cost of military spending, is the increasing costs of human illness. Parks and green space in cities have a critical, but not yet realized role to play in this story because there is a broad-based lack of knowledge and understanding in the global community of their value.

Work is being done in a number of places around the world to promote the benefits of urban parks, though not in a coordinated way, to have the greatest impact. Following a strategic review the International Federation of Parks and Recreation Administration (Ifpra), the International Urban Parks and Green Space Alliance have stepped up and created a new worldwide agency which brings the broad parks, open space and recreation community together, helping each other to champion and manage urban parks, open space and recreation in their communities of interest, and contribute to a healthier world where people are more connected to the natural environment and to each other.

A New Model

World Urban Parks is inclusive of urban public open space and recreation, valuing the relationship between people and nature. The organisation values a broad membership including park and recreation national associations, government/city park agencies, other park/community based organisations, universities/research organisations, businesses and individuals. It provides for Associate membership for all individuals belonging to member organisations, and for individuals to be full members in their own right.

Vision, Mission, Goals and Objectives

World Urban Parks will both champion urban park outcomes for city livability, place-making, conservation and access; and provide strong membership services by connecting, leveraging and supporting diverse memberships.

Vision - A World where people value and have easy access to quality urban parks, open space and recreation

Mission - To promote and support the provision, effective management and use of urban parks, open space and recreation world-wide as an integral contribution to healthy communities connected to the natural world.
Goals

Four long-range goals represent the outcomes that *World Urban Parks* seeks to achieve over time.

A. Park Networks
Comprehensive and well-managed urban parks and city open space improving the quality of life for urban dwellers and protecting natural and cultural values

B. Park, Open Space and Recreation Benefits
The economic, environmental, cultural and social values of urban parks, open space and recreation are well understood and supported across the world by communities and their governments

C. People Networks
Urban park, open space and recreation managers and stewards are well connected with ready access to quality information and training to enhance their effectiveness

D. Global Voice
*World Urban Parks* is recognized as the global unified voice for urban parks, open space and recreation

Objectives
The Objectives are what the organisation will do in the short/medium term to advance towards achieving its long term goals and fulfilling its Mission. The Business Plan is framed around achieving these Objectives.

1. Build credibility as a knowledgeable and respected organisation able to provide policy advice to Governments and high level decision makers across the world
2. Help governments, organisations and the community at all levels to plan, manage and use urban parks, open space and recreation through advocacy and provision of strategic advice
3. Strengthen capacity and effectiveness of urban park, open space and recreation managers and stewards through the provision of guidance, tools and knowledge, and providing recognition through accreditation
4. Consolidate and share knowledge to promote good practice, establish international standards and good practice, resolve issues, and to demonstrate and communicate all the values of urban parks, open space and recreation
5. Facilitate and support the formation of urban park and recreation national associations - connecting groups, organisations and individuals through national and international networking and advocacy
6. Develop partnerships and alliances with key sectors and organisations that benefit from the existence of urban parks, open space and recreation
7. Promote research into the social, cultural, health, environmental and economic values of parks, open space and recreation
8. Provide easy access to accumulated knowledge in readily understandable terms
9. Increase investment in urban parks by informing public, private and philanthropic sectors of the essential contribution of parks, open space and recreation to healthy communities and ecosystems
10. Exercise excellent governance and administration

Structure (Initial 1-5 years)

*World Urban Parks* is structured as an association with members comprising a general assembly that elects a board of 18-26 persons. The initial board of First Directors are appointed, primarily from park and recreation national associations and park agencies, but also from businesses, philanthropic organisations, universities, community organisations, as well as Region Chairpersons and skills-based individuals.

The organisation will initially have three member-based Standing Committees for:
- Knowledge and Standards, responsible for conferences, research, standards and benchmarking
- Membership and Partnerships, responsible for communications, networks, partnerships
- Funding and Audit, responsible for the budget
The organisation will initially have three regions to enhance regional activity:

- Europe
- Asia-Pacific
- Americas

Attachments:

A. Draft *World Urban Parks* Member Benefits Table

B. *World Urban Parks* Membership Fees

For more information and to make an application visit [www.worldurbanparks.org](http://www.worldurbanparks.org) (to be developed)
### Draft World Urban Parks Member Benefits Table

<table>
<thead>
<tr>
<th>Member</th>
<th>Professional Association</th>
<th>NGO</th>
<th>University Department</th>
<th>Agency Department</th>
<th>Business</th>
<th>Individual Member</th>
<th>Associate Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Fee (US$)</td>
<td>$450-2750</td>
<td>$450-2750</td>
<td>$1500-3500</td>
<td>$1500-7500</td>
<td>1500-7500</td>
<td>$34-75</td>
<td>$0</td>
</tr>
</tbody>
</table>

#### Fee Benefits

- 50% discount off Full Member fee if a member or staff of a national professional association that is a member of World Urban Parks
- $450 - 2750
- 50% discount off Full Member fee for any association, organisation or individual from a country with an annual GDP of less than $25,000 USD per capita
- $450 - 2750
- All members and staff of organisations receive Associate Member status
- $1500 - 3500
- All organisations receive free individual memberships depending on size of fee paid
- $1500 - 7500
- Full conference/seminar/training/service/product member discount (where offered)
- $34 - 75
- Half the value of a conference/seminar/training/service/product member discount

#### Service Benefits

- A member of the General Assembly and eligible to hold an office
- 2 Reps
- e-mailed monthly e-news and other communications (Associates must request)
- 2 Reps
- Access to projects and eligible for World Urban Parks consultancy teams
- 2 Reps
- Access to members-only area of website (member contacts, resources, joint projects, benchmarking; Ifpra budget, strategy, meeting minutes; staff exchange etc.)
- 2 Reps
- Program/policy endorsement on request
- 2 Reps
- Broad advocacy for benefits of parks, open space and recreation
- 2 Reps
- Promotion of logo linked to website
- 2 Reps
- Promotion of up to 6 events/conferences pa on website and e-news
- 2 Reps
- Additional consideration as a conference presenter
- 2 Reps
- Promotion of services on website and discounted trade show (fee-based)
- 2 Reps
- Service and product endorsement following formal consideration
- 2 Reps

8.9.14
**B. World Urban Parks Membership Fees**

Organisations pay a membership on a scale relative to their annual operating expenditure.

A 50% discount off the full membership fee applies where:

1. An organizational or individual member belongs to a national professional association that is a *World Urban Parks* member; or
2. A member belongs to a country with a GDP of less than $25,000 USD per capita.

<table>
<thead>
<tr>
<th>Member Category</th>
<th>Fee (USD)</th>
<th>With 50% Discount</th>
<th>Special Benefit*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Professional</td>
<td>$75</td>
<td>$37</td>
<td>2 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>2. Young Professional</td>
<td>$50</td>
<td>$25</td>
<td>2 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>3. Citizens, Students, Retired, Supporter</td>
<td>$34</td>
<td>$17</td>
<td>2 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>4. Organisations</td>
<td></td>
<td></td>
<td>4 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
</tbody>
</table>

**Annual Operational Expenditure**

<table>
<thead>
<tr>
<th>Expenditure Range</th>
<th>Fee (USD)</th>
<th>With 50% Discount</th>
<th>Special Benefit*</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$100k</td>
<td>$450</td>
<td>$225</td>
<td>2 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$100-500k</td>
<td>$750</td>
<td>$375</td>
<td>2 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$500k-2m</td>
<td>$1,100</td>
<td>$550</td>
<td>4 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$2-6m</td>
<td>$1,500</td>
<td>$750</td>
<td>4 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$6-10m</td>
<td>$2,000</td>
<td>$1,000</td>
<td>6 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$10-15m</td>
<td>$2,750</td>
<td>$1,375</td>
<td>6 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$15-20m</td>
<td>$3,500</td>
<td>$1,750</td>
<td>8 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$20-50m</td>
<td>$4,500</td>
<td>$2,250</td>
<td>8 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>$50-250m</td>
<td>$5,500</td>
<td>$2,750</td>
<td>10 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
<tr>
<td>&gt;$250m</td>
<td>$7,500</td>
<td>$3,750</td>
<td>10 free individual Full memberships + Associate membership for all staff/members</td>
</tr>
</tbody>
</table>

*May be claimed for any individual membership category or mix of categories (e.g. university faculty plus students)