ABOUT THE YOUNG MAYOR COMPETITION
This initiative for the year is Planning a Clean and Green Township, Yangon, Myanmar. Targeted at youths leaders between 14 - 26 years old. We are inviting teams from the whole of Southeast Asia, especially the case-study country to participate. This is in line with our vision to reach out to as many youths as possible because the sustainability message is universal and is beyond borders. Also we want to encourage cross border exchanges among youths to increase knowledge and cultural exchange. Besides reaching in urban areas, we have decided to add trips to enhance the appreciation for Yangon and to invite all our participating countries to visit Singapore to see some of the urban solutions that Singapore has already embraced as an urban laboratory.

Case study ‘YANGON A CLEAN AND GREEN TOWNSHIP’ - HERITAGE CITY, YANGON, MYANMAR

Yangon, or formerly Rangoon, is a city rich in history and character. Yangon was the commercial and political hub of British Burma, a base for the Independence movement and the capital city for the Military Government. Yangon’s significance and influence is still etched in its grand architecture, vistas and streets. The most sacred 2600 year old Mahabodhi Golden Pagoda still dominates the skyline on the western lakeside of Yangon today.

Although the ruling government has shifted the administrative capital of Myanmar to Naypyidaw, 120 kilometres (199 miles) north of Yangon recently, Yangon still retains its Commercial vibrancy and attracts large influx of people and commercial activities. As Yangon modernizes and undergoes the urban development, physical layers of history and culture will be inevitably replaced. Further gentrification would mean tradition making way for modern lifestyles catering to a new generation of urban dwellers. Yangon, through a time-warp quirk in history, has managed to retain its streetcar, architectural harmony and grand urban design since World War II. But there are recent vast riverside real estate developments and economic improvement which are in motion. These developments bring in new challenges and there is a need for preservation and adaptive reuse. A movement called the ‘Yangon Heritage Trust’, has begun campaigning for and documenting conservation efforts. The government has also earmarked 200 colonial era buildings under the Yangon Heritage List to prevent uncontrolled development to standardize the city’s heritage buildings and offices, colonades and accommodations, which may evoke the historical and cultural heritage aura of the city. Only with a delicate reform and heritage-oriented development scheme would the future generation have the chance to see Yangon emerge, more illustrious and significant, as a Heritage City.

COMPETITION QUESTION
Inspirited by famous writers like Somerset Maugham and Rudyard Kipling who had time crystallized British Burmese urban development, Yangon Heritage movement is currently heralding a new heartbeat as many colonial-era buildings sit on the key points of the city. Therefore, before Yangon becomes one of the many developing Asian cities which bear the uncontrolled pangs of high rise towers and large air-conditioned malls, with glaring signs boards, this year The Young Mayor Competition 2014, Planning a Clean and Green Township will focus on old Yangon. The Planning of Yangon City has appointed you and your urban planning team to look into this district into a clean and green Heritage City. Your team has been tasked to look into rejuvenating the area (see map) to shape this city into the Heritage City of Asia. Given that Government funding is extremely limited, your town planning team needs to facilitate the regeneration of this area by taking into consideration any or all of the sustainability principles in terms of social, economic and environmental aspects. For instance, your team should firstly consider the cultural context and value system of the Myanmar people when you plan the historic preservation of key monuments and adaptive reuse of buildings.

Your team has to outline some broad policy for this district, which may aid with the economic aspects of generating growth for its citizens so as to raise the quality of life through employment; while undertaking the stringent needs for housing, transportation, climate change, energy efficiency, quality, energy sources, commercial activities, and other infrastructural requirements. Once the policy objectives have been articulated, your team needs to formulate strategies and programmes to be implemented for this area. Your plans for the area must showcase unique ideas (e.g. historic preservation, adaptive re-use, infilling of new developments, timeline, and resources needed. The proposal must illustrate how ideas can be materialised in a sustainable manner by taking into account of the legislative, cultural and financial status of the city. State all trade offs must be addressed to realise your plan and in so doing, the vision of a clean and green heritage city can be achieved.

1. ELIGIBILITY
This is an international competition open to students from Secondary 'School' Junior Colleges, ITE, Polytechnics, Universities, International Schools and all private education institutes.

2. CATEGORY AND REGISTRATION FEES
• There is no limit to the number of team from each institution.
• Each participating team submits the registration form by email to join.us@activistar.com or fax to +65 91234567 by the closing date.

Category Description Local Fee International Fee
Junior Category Secondary 2 - 4, Grade 7-9 or equivalent SGD180 per team USD150 per team
Senior Category Junior College Year 1 - 2, Grade 10 - 12, ITE, Polytechnic and equivalent private institutions SGD210 USD180
Open Category University Year 1 -3 (36 years old and below) SGD210 USD180

3. IMPORTANT TIMELINE

Preliminary Round
Workshop (6 hr.)
Wednesday, 12th Feb 2014, Singapore Via CD Study Pack (receive upon registration)
Proposal Submission deadline
Thursday, 13th Mar 2014, Friday, 20 Dec 2013
Notification of Shortlisted Proposals
Monday, 17th Mar 2014, Monday, 13 Jan 2014
Final Round
Multi Media Presentation Round (0900 – 1700)
Saturday, 22nd Mar 2014, Singapore
Building Round (0900-1200)
Award Ceremony (1300-1500)
Sunday, 23rd Mar 2014, Singapore

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Address : 8 Ion Chuat Terrace Singapore 427181. Tel/Fax : +65 6612 1073
Official Competition Website : http://assembly.activistar-ascs.com
Email Address : join.us@activistar.com
The training workshop is vital to build up critical knowledge.

JUDGING CRITERIA
- The judging criteria will be based on the following weightage

<table>
<thead>
<tr>
<th>Category</th>
<th>Most Convincing Pitch</th>
<th>Most Innovative Model</th>
<th>Judges' Pick</th>
<th>Best Prototype</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>25%</td>
<td>10%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Model Building: 25%
- panel of judges comprising of professionals, industry experts and adjudicators will determine the winners for each category at every stage.
- Judging criteria for PROPOSAL, MULTI-MEDIA PRESENTATION and 3D MODEL can be downloaded from http://www.activistar-ads.com/assembly/competition
- The judges' decision is final.

6. TRAINING:
The training workshop is vital to build up critical knowledge for this competition. All members of the participating teams are encouraged to attend the workshop (local) or listen to the models will be published and selected models will go on a Road Show for a period of about 8 weeks.

7. PRIZES
The prizes for "The Young Mayor Competition 2014" are:

<table>
<thead>
<tr>
<th>DESCRIPTION OF AWARDS</th>
<th>PRIZES FOR COMPETITION 2014</th>
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</thead>
<tbody>
<tr>
<td>Champion</td>
<td>First Runner-Up</td>
</tr>
<tr>
<td>Second Runner-Up</td>
<td>Trophy</td>
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<tr>
<td>SGD1000 &amp; Trophy</td>
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<td>SGD800 &amp; Trophy</td>
<td>Trophy</td>
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8. STUDY TRIP
- A comprehensive journey to visit some culture heritage sites under National Heritage Trust; monuments, churches, temples, Shwedagon Pagoda, colonial buildings, City Hall, Chinaland, Bukit, Market, Karawai Palace
- This trip includes guest speakers to address some of the challenges the city is facing under the current development.
- Date: 17 - 20 Sep and 21 -23 Dec 2013 (40/39) / Cost: SGD 499 (with min 20 Pax) to go
- No extra price is subject to agency rates
- All trip itineraries and logistics will be handled by overseas agencies

Special Award
- Future Young Mayor - Christopher Chew, Hwa Chong Institution

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PAST WINNERS
2013: Planning a Clean and Watershed Island Region, Johor
- Champion: Champion 3rd Runners Up 2nd Runners Up
- Category A: Hwa Chong Institution 2nd Runners Up Category B: Universiti Malaysia Sabah
- Category C: Special Award

PAST SPONSORS & SPONSORS