



Habitatjam

Summary Report



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1 Executive Summary

People from all walks of life and from 194 countries registered in the Habitat JAM, a unique 72-hour Internet event focused on solving some of the world's most critical urban issues.

From the leaders of government, business and academia to youth, women's groups and citizens from impoverished communities around the world, over 39,000 people came as equals to be heard, share ideas and learn from one another.

The Habitat JAM was the first of its kind - the largest public consultation ever held on urban sustainability. A groundbreaking Internet event, the Habitat JAM took place December 1-4, 2005, and used advanced online tools to enable real-time dialogue and exchange among an unprecedented number of participants.

The Habitat JAM was a demonstration project sponsored by the Government of Canada in partnership with UN-HABITAT and IBM. Under the management of the Globe Foundation, the Habitat JAM was designed to help facilitate a more effective and inclusive World Urban Forum 3, by engaging, empowering and stimulating tens of thousands of global citizens, rich and poor alike, with the ultimate goal of turning *ideas into action* on critical issues related to urban sustainability.

With the help of hundreds of *network champions* and partners, the Habitat JAM, in just 3 months of marketing, engaged over **39,000 participants from 158 countries** in 72 hours of discussion on urban sustainability.

The JAM experience for the majority of participants was very positive.

- **69%** of almost 1,400 survey respondents said they were satisfied with their overall Habitat JAM experience.
- **91%** agreed that that the Habitat JAM brought together people who might otherwise never be able to share ideas/information.
- **79%** agreed that the Habitat JAM is a valuable preparatory event for World Urban Forums.
- **44%** of respondents said the JAM made them more likely to attend WUF 3.

The Habitat JAM faced many challenges throughout its lifecycle, but there is little argument that given the experimental nature of this initiative, the Habitat JAM was an enormous success in terms of its inclusiveness, global reach and the over 600 actionable ideas brought forth by its participants.

But it is only a first step. For the Habitat JAM to truly be successful, the ideas and recommendations from those who participated in this event must live on.

The *actionable ideas* from the JAM need to be analyzed and validated to determine their viability in terms of implementation. They need to be front and center at WUF3 – influencing the topics of dialogue and networking sessions. And they need to drive the agendas of government and organizations whose role it is to improve the lives of the world citizens living in urban centers.

2 Introduction

This document describes some preliminary results of the Habitat JAM and an evaluation of the technologies and methodologies used to deliver the event. It was compiled from inputs from a variety of sources, namely:

- IBM eClassifier analysis of the Habitat JAM data
- Post JAM Participants Survey
- Dozens of emails received from participants, experts, moderators and facilitators
- Interviews with key stakeholders (Government of Canada, UN-HABITAT, IBM, WUF3 Secretariat and the Habitat JAM team)

More in-depth analysis on the Habitat JAM data is planned for spring 2006 to continue to support WUF 3 objectives for turning *ideas into action*. The resulting report of the top actionable ideas from the JAM is expected to be available in April 2006.

3 What is a JAM?

Online JAMming began at IBM in 2001. IBM has used JAMs to involve their 300,000+ employees around the world in both broad-reaching exploration and pragmatic problem-solving -- everything from the company's values and beliefs to concrete solutions for growth, productivity, communication and innovation.

A JAM, most simply, is a massive online discussion that develops actions out of a multiplicity of perspectives and expertise. This large-scale combination of technology and strategy can elicit participation from thousands of individuals from all walks of life from anywhere in the world – people “meet” that never otherwise would. Subject-matter experts and moderators guide participants to build on each other’s ideas, and text-analysis tools from IBM capture and play back key themes. The theme analysis and qualitative research conducted after the JAM is completed combine to produce action plans and provided insight into the perceptions and priorities of the JAM participants.

JAMs enable a kind of mass collaboration and problem-solving that has simply never before been possible on a global scale. IBM’s unique ability to bundle the technology required to create and deliver a stable, robust and easy-to-use collaborative environment for tens of thousands of participants, along with the proven methodologies and expertise required to plan the JAM and then analyze the results, are the reasons IBM was selected to provide this solution to the Government of Canada and UN-HABITAT.

4 Habitat JAM Objectives

The Habitat JAM was chosen as an experimental preparatory event for WUF 3. It was introduced to the WUF process in order to help:

- Enhance collaboration within a new global network
- Bring the ideas of tens of thousands of people to the dialogue who typically would not have an opportunity to attend a World Urban Forum
- Help refine themes for WUF 3 and add richness to content for WUF agenda
- Turbo-charge the change process – help generate “actionable ideas” earlier than June 2006
- Enable new networks to occur and create links to other networks
- Create a body of data to support on-going research

The Habitat JAM was an unprecedented success. After only 3 months of marketing, the Habitat JAM:

- engaged over 39,000 participants from 158 countries
- generated hundreds of actionable ideas
- helped to create many new networks between people who might otherwise never have a chance to meet, and
- produced over 4,000 pages of dialogue which is open to anyone who wants to perform further research on subjects within

“Meeting people and engaging in good ideas ... was like a speed networking party...”

“I enjoyed sharing ideas with individuals from outside of my network, who I may never meet. It was particularly interesting to interact with individuals in Africa.”

Habitat JAM Participants Survey

5 Analysis of the Habitat JAM Event

5.1 Event Statistics

5.1.1 Participants by Country

With the help of hundreds of network champions and partners, the Habitat JAM engaged over **39,000 participants from 158 countries** in 72 hours of discussion on urban sustainability. The following figure displays the top 10 countries in terms of the number of participants who logged in to the JAM.

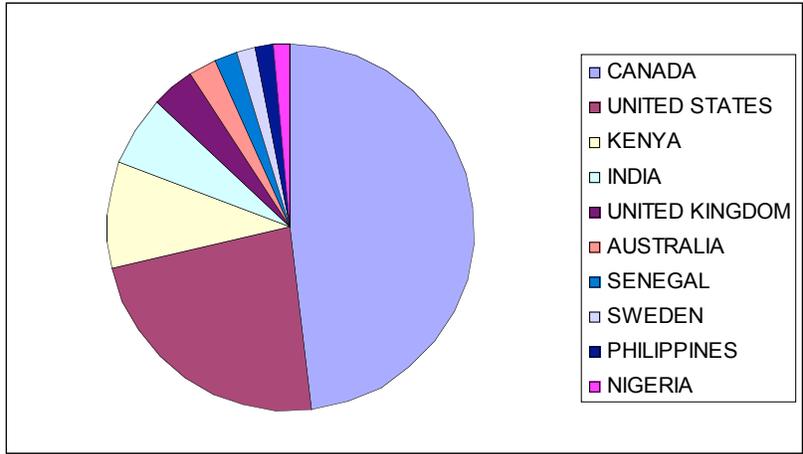


Figure 1: Top 10 Countries Measured by Unique Logins

Some login ID's were shared among participants and so measuring just the unique logins may not provide a completely accurate representation of a country's participation. Therefore, a separate measurement was taken to rate the top ten countries by number of postings. The results can be found in Figure 2 below.

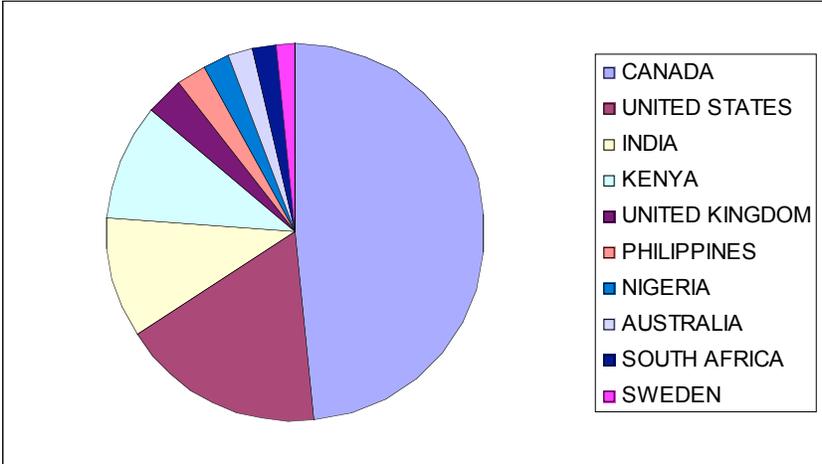


Figure 2: Top 10 Countries Measured by Number of Postings

It is not surprising given the online nature of the event that North America had the largest participation in terms of sheer numbers of participants and postings. What was very surprising to many was the extent to which developing nations participated – many organizations that represented those who did not have access to the internet found innovative ways to bring the voice of their constituents to the JAM. Through courageous partners such as the Huairou Commission, World Urban Forum Youth, Mazingira Institute, Slum Dwellers International and many organizations throughout India (e.g. EPCO, PADCO, IIT Mumbai, HUDCO, INDCARE, SPARC, CURE) over 25,000 people without internet access were able to share their ideas and stories with others in the JAM.

For example, a rally in the Kenyan city of Kibera had hundreds of slum dwellers lining up for hours for the opportunity to have their messages typed into a computer. More than 10,000 people gathered in the slums of Delhi, India, to express their views and discuss urban and health issues. A powerful video was produced that tells their story with raw honesty (available for viewing at www.habitatjam.com).

Similar events were held in numerous countries, including Russia, the Congo, Columbia, Cameroon, Brazil, Uruguay, Peru and Bangladesh. Many more unofficial JAM discussion sessions were held around the world, attracting youth, people with disabilities, environmentalists, community planners and business people.

5.1.2 Participants by Affiliation

Inclusiveness was one of the major objectives of the Habitat JAM. At the outset of the project, the JAM team put plans together to reach the disadvantaged and those who typically could not attend a World Urban Forum, specifically Slum Dwellers, Youth and Women. The following table represents the breakdown of actual participants by their affiliation.

Affiliation	%
Academics / Research	2.5%
Elected officials	0.1%
Government – others	0.8%
Local government	0.6%
Media	0.4%
Non Governmental Organization	2.7%
Planners / Architect	1.2%
Private sector / Business	2.0%
Professional Institutions	0.3%
Slum dwellers	28.4%
Women group	22.5%
Youth / Student	27.1%
Other affiliation	0.9%
No affiliation	2.5%
UN Organizations	0.3%
Expert	1.0%
Spanish and French speaking Chat room	6.8%
TOTAL	100.0%

Figure 3: Habitat JAM Participants by Affiliation

“The most basic success was for grassroots women who had never participated in an international activity, to have this kind of exposure. A coordinator from Montevideo, Uruguay, commented that the women saw that they shared problems with other women, such as the problem of living at a far distance from basic services. The participants recognized the gravity of the problems in other places, for example the African women must walk kilometers through the desert in order to bring water to their homes.”

The Huairou Commission

"The fact that thousands were willing to wait patiently in line, sometimes for hours, to contribute to this debate has been a profoundly moving experience for me. The debate on slums has moved from the academic world to the streets of cities such as Nairobi, Dakar, Cape Town, Mumbai, Rio, Lima and Manila, and this shift is a powerful signal to world leaders on the need for concerted action."

Mrs. Anna Tibaijuka, Executive Director, UN-HABITAT

It was truly amazing what just 3 months of effort could do to reach the disenfranchised and bring their voices to the third session of the World Urban Forum. In a future JAM, a concerted effort to draw more participation of elected officials and the private sector is recommended.

5.1.3 Marketing Through Network Champions

Because the world had never seen a JAM before and didn't know what it was about or what to expect, the Habitat JAM was an event that did not resonate at first with its chosen target audiences. Many had never used the internet before. Many couldn't grasp the concept of an online forum and couldn't comprehend its value to them.

Therefore, it was critical that in "positioning" the JAM for stakeholders and participants, we addressed the "what's in it for me" question for each of the target groups, and overcome the objections that the JAM was another example of the "digital divide" in action. We needed to present the JAM as a truly inclusive forum – one that meets the needs of all audiences.

Due to the diversity of the JAM's thousands of prospects, the only feasible strategy for delivering the JAM message to them was through "Viral Marketing"¹. Although viral marketing has negative connotations for some, it is a phenomenon that facilitates and encourages people to pass along a marketing message, which is exactly what this project needed. Therefore, ***Network Champions***, both individuals and targeted organizations around the world were recruited to promote the JAM message to their constituents, partners and stakeholders and encourage them to participate and continue to pass the message along to others.

According to the results of the post JAM survey, the viral marketing campaign through network champions was a success. From over 3,000 individuals who sent ecards from the www.habitatjam.com site and those who "invited friends" to join the JAM during the registration process, to the hundreds of organizations who promoted the JAM through their web sites, list serves, blog sites, newsletters and email blasts, the total addressable network for the JAM reached over 12 million people!

Participants said they learned about the Habitat JAM through:

¹ Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence.

Colleagues	35%
Friends	21%
Professional Affiliation	17%
Habitat JAM representative	13%
UN-HABITAT representative	7%
Advertising	9%
Search Engine	5%
Media	7%
Other	18%

The only real problem with the campaign was that it wasn't able to fully exploit the existing networks due to lack of time to market. Many JAM participants indicated in the survey that a longer marketing cycle would have yielded much higher participation.

The Habitat JAM network champions were quite amazing. Without their support, the JAM could not have met any of its targets. These were people dedicated to open and democratic dialogue on urban sustainability and worked very hard to champion the JAM to all their networks.

5.1.3.1 Special Partners

Habitat JAM partners were network champions who not only promoted the JAM, but also committed to deliver to the JAM, the voices of thousands of participants from the most unlikely parts of the globe – not only in terms of geographic reach, but also economically and technologically.

Between them, they brought over 25,000 voices to the JAM through live workshops, focus groups, World Urban JAM Cafes and Internet Cafes. Their challenges were great – time was a hard constraint that truly hindered their efforts to market the JAM as effectively as they would have liked, and yet they delivered beyond our expectations in terms of the people they engaged and “actionable ideas” they brought to the forum.

5.1.3.1.1 Huairou Commission

The Habitat JAM partnered with The Huairou Commission, an international network of grassroots women's organizations, to bring strong representation of women involved in HABITAT issues into the JAM.

By engaging their networks and member organizations to organize “cluster” meetings before and during the JAM, the Huairou Commission enabled almost 9,000 grassroots women from over 25 countries in multiple languages to participate in the JAM. The participants included women leaders, experts and mostly urban poor, disabled,

immigrant, elderly and aboriginal women, many of whom could not normally access the internet.

Organization	Number of participants in JAM
Africa	
Groots Korogocho	300
Groots Mathare (Groots Kenya)	432
Zimbabwe Women in Construction Association	300
African Grassroots Women's International Academy	50
Ntankah Village Women Common Initiative Group - Cameroon	693
Soweto (Groots Kenya)	250
Uganda Women Tree Planting Movement	200
Asia Pacific	
Lumanti Support Group for Shelter -- Nepal	30
Swayam Shikshan Prayog, India	4000
Participatory Development Action Programme, Bangladesh	410
DAMPA	245
Eastern Europe	
Information Centre of the Independent Women's Forum - Russia	95
SHERAWomen Business Association, Kosovo	10
Mother Centres Network of the Czech Republic	100
Latin America and the Caribbean	
Estrategia	50
Flora Tristan	38
Cotidiano Mujer - Uruguay	30
CISCOSA	56
AVP	35
CRDC	165
SUR	35
Centro Iniciativa de Bolivia	33
CONAMURI, Paraguay	15
Cooperativa Las Brumas	500
Canada	
GROOTS Toronto	13
Ontario Council of Alternative Businesses	16
COSTI Immigrant Services	4
Women's Working Group on Housing	1
Claiming Our Rights	12
GROOTS Canada	9
Urban Core Support Network	12
GROOTSVictoria	30

Organization	Number of participants in JAM
Aboriginal Mother Centre Society	9
Indigenous Women's Network	87
Yellowknife Women's Centre	10
Campaign 2000, with 45 national member groups/68 provincial and territorial groups	15
FAFIA Symposium	30
Homeless Database Meeting	28
National Working Group Homelessness	28
Urban Inuit Meeting	43
National Action Committee on the Status of Women	37
Alternative North	35
NWT Status of Women	15
Northern Women Nunavut, NWT, Yukon	33
Institute for the Advancement of Aboriginal Women	7
Femmes et Villes	42
Women and WUF	30
Lower Mainland Network For Affordable Housing	10
BC Women's Housing Coalition	25
TalkandType	30
Yukon Status of Women Council	20
TOTAL	8703

“JAMming” in cybercafés, offices and on borrowed computers in the Philippines, India, Nigeria, Russia, Jamaica, Bolivia, Cameroon, Kenya, USA, Canada, Uruguay, Paraguay and Argentina, they exchanged expertise and strategies as fast as they could: community-based pharmacies, simple techniques for hurricane- and earthquake-proof construction; methods of catching water for the dry season; a seed planting program, and clear examples of positive partnerships with local governments to completely rebuild slums.

The women in this diverse and global reaching network seized the opportunity to use the JAM as a tool to network with each other and to create rich and exciting dialogue. Although part of the Huairou Commission, many had never met each other before and for most, this was their very first international experience. The groups were encouraged by the Huairou Commission to look for each other online and to make their discussions and postings as interactive as possible. Though many had never touched a computer before, they quickly adopted the technology and participated enthusiastically - many of the groups joined the JAM on all 3 days. Clearly a sense of solidarity had been created and a common dream forged to create better cities.

Women’s groups played a key role in making the JAM a success, with hundreds of postings on the JAM of best practices, innovative solutions to common problems and quality content on the JAM, across all forums. *Gender and women* was classified by the

IBM analysis tools as the most discussed theme of the forum. The grassroots women's groups clearly demonstrated:

- 1) The value and importance of grassroots women participating in global development debates.
- 2) The shift in the global image of grassroots women, from victims of globalization to highly motivated, well-organized partners in sustainable community development.
- 3) The power and value of ICT for grassroots women, regardless of their socio-economic status, as a tool to network, share best practices, raise their voices, and participate in global dialogue/make global dialogue more inclusive!

5.1.3.1.2 Mazingira Institute

Mazingira Institute from Kenya, Planact from South Africa and ENDA – Tiers Monde from Senegal supported UN-HABITAT in organizing Internet Centres/Events in Nairobi, Johannesburg and Senegal respectively.

The JAM was also promoted through: a press conference held on 23rd November; electronic mail sent to the numerous networks of Mazingira Institute; radio announcements in Kiswahili; wide distribution of the brochure; billboard in the city centre and advertisements placed in the print media.

Given the short time frame within which Mazingira had to work, the results were impressive. Although difficult to track all participants who lined up for hours just to be able to tell their stories to the world in the JAM, UN-HABITAT and their partners estimated that the following participants contributed to the JAM content:

South Africa	225
Senegal	135
Kenya	750
TOTAL	1,110

5.1.3.1.3 TakingITGlobal

TakingITGlobal runs the world's most popular online community for young people interested in global issues and making a difference. The community currently counts over 95,000+ members (and growing on a daily basis by the hundreds) in 200 countries worldwide and the site receives over 15,000 unique guests and 1.5 million hits per day.

TakingITGlobal provided multilingual support for the Habitat JAM in Spanish and French by creating a Virtual Translation Centre. The Centre enabled twelve chat rooms (six per language version) in which a team of facilitators/translators browsed the Habitat

JAM site and entered into the chat rooms, ongoing updates on the event by gathering and translating content from the different forum discussions.

Adding chat rooms to the project at the last minute was the result of pressure to support more languages which could not be supported by the JAM technology. Although not the perfect solution, it did draw approximately **2,800** people to the JAM who would otherwise not be able to participate. And given the timeframes within which TIG had to work, the results were very positive.

71% of chat room participants said they were satisfied with the chat rooms. Only 12% said they were dissatisfied, sharing that it was difficult to connect the chat room content to the JAM itself; instructions on usage was missing; there weren't enough participants to keep the dialogue moving at times; and that the chat rooms could have been better facilitated/moderated.

It is recommended that more language support be added to the JAM technology and an integrated chat facility be added as well for “real-time” discussion.

5.1.3.1.4 World Urban Forum Youth

The World Urban Café JAM Sessions engaged communities in slum and impoverished human settlements in Asia, Africa, India and Latin America in the JAM through its proven collaborative dialogue methodology. The WUC JAM Sessions leveraged the strengths of face-to-face interaction with the global reach of the internet to bring the voice of slum dwellers to the JAM and ultimately the World Urban Forum.

The WUC JAM sessions were a great success. Through the support of partners, facilitators and volunteers, all the WUCs were delivered in the most common language used by the attendees, and the dialogue of over **19,000** participants was translated into English and entered into the JAM dialogue.

Region/Population	Urban Venue	Lead Partners	Engaged Participants
Asia	China <i>Beijing</i>	Lead International	175
Latin America	Brazil <i>Pirapora, Buritizero, Ibia, Lauro de Freitas</i>	Agente Jovem Pirapora, Barra do Guaicuí, Communities of Ibia and Lauro de Freitas.	314
	Columbia <i>Cali, Medellin, Toribo</i>	Columbian Task Force, Corporación Sociedad Activa (United Way Latin America), Lila Mujer, La Ladera de Cali, Comuna 18, Picacho Con	1290

Region/Population	Urban Venue	Lead Partners	Engaged Participants
		Futuro, Asociacion Sin Limites, Movimiento Del Rap, El Parche, Ariz Fundacion Proyecto Gente, Red Juvenil, Taller Abierto, Quibdo Women's Group, mouvement de la jeunesse autochtone	
Afrique	Afrique du Sud <i>Johannesburg, bidonville de Soweto</i>	Global Hip Hop Summit, Black Sunday Productions, Native Rhythms Production, Parteniaries et section jeunesse de l'ONU-Habitat	2350
	Kenya <i>Nairobi – Kibera, Korogocho, Mathare, Kangemi, Mukuru, Soweto Roysambu, Karen</i>	.One Stop Resource Centre, Junior Youth Council, Youth for Habitat, Green Alive Kenya, World Urban Forum & Youth Organizing Committee, Parteniaries et section jeunesse de l'ONU-Habitat, Mazingira Institute, InHand Communications, Conseil municipal de Nairobi, Groots Kenya, Miss Koch Initiative, Université Stratmore, Université de Nairobi.	3175
	Nigeria <i>Lagos</i>	Pan Africa Vision for the Environment	250
	Zambia <i>Ndola, Copperbelt</i>	World Urban Forum & Youth Organizing Committee, National Council of Swedish Youth Organizations (LSU), Tackling Poverty Together Network	100
South Asia	India <i>Delhi – Jahangir Puri J.J Camp, Sabjimadi J.J Camp, Vidyapati Nagar, Satyawati Colony, Rohini Sector, Ramlila Ground, Gautampuri, Shankar basti, Resettlement Colony Avantika, Wazirpur J.J Camp Shankar Basti, Guatampuri.</i> <i>Bangalore</i>	PRIA Deepalya, National Alliance of Peoples Movements, Urban Labor Organization, Land, Housing & Livelihood Rights Network Foundation, Institute for Democracy and Sustainability, Social Action & Training.	11420
Total			19,074

5.2 What Participants Said About the Habitat JAM

Three days after the Habitat JAM, an extensive survey was emailed to over 7,000 participants who logged into the event. Approximately 1,400 people responded. Here is what they shared.

5.2.1 The JAM “Experience”

The JAM experience for the majority of participants was very positive.

- **69%** of the survey respondents said they were satisfied with their overall Habitat JAM experience.
- **91%** agreed that the Habitat JAM brought together people who might otherwise never be able to share ideas/information

A few of the hundreds of open ended comments which supported this positive evaluation follow:

"This is an excellent tool to bring folks together who have expertise and interest in these issues. I'm so glad I was notified about the Jam."

"What I liked the most about the Jam was the fact that it was very well facilitated and the technology worked out really well in providing the right level of collaboration amongst participants. Certainly, very powerful from the perspective of sharing information and knowledge with others."

"I witnessed some really touching and inspiring exchanges between people of completely different cultures, who would never otherwise have a chance to speak, find commonalities on, for example, the burden and challenges that women in their communities face. I would have liked to contribute much more to it, and I think it could become an exciting collaboration tool. I'm definitely in support of it happening again."

"I liked it very much. I liked the atmosphere, graphics. I thought it set the energy or tone for the discussions - expressing a way to move toward innovative solutions to the challenges affecting our cities."

"I loved being able to discuss and explore issues with people from around the world. I enjoyed dialoguing with grassroots participants, and especially found dialogue with other professionals and politicians very worthwhile. It was easy to scroll down and read the topics and introductions to identify the threads I wanted to join."

"It is a very good tool to use for networking and getting your voice heard pre events to help set agendas. I also found the tool very easy to use it was very user friendly as well as the registering for it. And I like the fact that the site is up till WUF3 and we can go back to it and read."

"The Jam was very well organized. I most enjoyed reading other participant's ideas, & then responding. The Jam gave me a sense of belonging to something innovative & positive."

To make the Habitat JAM accessible to as many people as possible, the JAM website was designed to work effectively with screen reading technology that allows visually impaired people to participate in the JAM. A screen reader is an application that accesses information on a computer screen through either voice technology—that verbalizes what's on the screen—or Braille using a keyboard.

Bill Tipton from San Jose, California, USA, participated in the JAM on December 1st. Tipton is blind, having lost his sight after an unexpected illness, and works as a project manager for large high technology company.

For Tipton, the JAM was an important forum to celebrate the contributions disabled people make in their communities. *"I think this JAM is a great opportunity for people with disabilities to share our knowledge so we are creating a better world for all people,"* Tipton said. *"It incorporates the special considerations that make it possible for people with disabilities to succeed, have fun and thrive like all others. This is such a great event."*

5.2.1.1 Areas of Improvement

Although considered an overall success by the majority of participants, any demonstration project/experiment has areas where improvements could be made. The JAM was no exception. According to the survey, there were 3 main concerns with the JAM:

- The Habitat JAM was too short
- The Habitat JAM could be more user friendly
- The Habitat JAM should support more languages

1) The Habitat JAM was too short

- **66%** of respondents said they didn't get enough time to spend on the JAM and many thought that having the JAM over part of the weekend hindered their ability to participate.
- **21%** specifically said the JAM was too short with dozens of open ended comments recommending a 1 week duration

Many respondents wanted to be able to continue to communicate with others they met on the JAM. Unfortunately, due to privacy laws, the JAM team is unable to provide contact information for the participants. However, due to the overwhelming requests for on-going networking, the Habitat JAM website (www.habitatjam.com) has added a message board facility to allow JAMmers to reconnect with each other.

2) User friendliness issues

Although the survey scores indicate that well over half of the respondents in general were satisfied with the technology, the open ended comments that corroborated the less favorable ratings indicated improvements could be made in:

- tracking of postings
- a more advanced search engine
- easier/better site navigation
- training
- a user interface that encouraged more "replies" to comments (there were too many single threads)

3) Language Issues

The Habitat JAM was offered in English with one forum topic in French. To accommodate more French and Spanish speaking participants, chat rooms were provided with facilitators who could translate content from the JAM for those participants. Many participants understood that, as an experiment, the JAM had limited language capabilities built in and appreciated the effort to offer multiple language support through other means.

That being said, they also highly recommended that the JAM technology and methodologies be updated to support more languages – at a minimum: French, Spanish and Portuguese. Online translation capabilities were also requested.

Some excerpts from the survey related to these recommendations follow:

“I liked most the potential of exchange with experienced and renowned experts. I enjoyed being able to add my thoughts and knowledge to evolving discussions. Unfortunately the flow of threads and the lack of an effective directory of them, interfered with developing a flow of conversations, much like being interrupted and it was very difficult to return to those conversations.”

“I thought the JAM had great potential and would use it again but it needs to be a bit more user friendly. For example I couldn't find an explanation about how to send an email on the site. Then I remembered that I had received the information in an email. I generally found it confusing until I figured it out then it was OK.”

“Strengthen the Search Tool. The search tool was indispensable to navigating the Habitat Jam. however it suffered from severe limitations, eg in comparison to what everyone who uses Google has come to expect.”

“Too many single postings were distracting, and I had difficulties in going back to the same discussion I made my comments or I was trying to follow up. It will be nice in future to have a function on Jam site to bookmark a particular discussion or a particular posting to make it easier for a Jam account holder to re-visit.”

“The postings themselves were difficult to navigate. I feel like it would have done better if the posting opened up in a frame, or a new window. It was very easy to lose track of where one was in a topic.”

“The page should be redesigned to make it easier to use. It would be useful to have a translation function, such as the Sistran model provided by Altavista to enable people who do not speak the same language to understand each other more easily.”

5.3 The Impact of the JAM on the World Urban Forum

Although one cannot determine at the writing of this report how many networking or dialogue sessions will be supported by content from the JAM, we do know that the JAM event influenced the development of many of the 220 Networking Session proposals received.

There has been a significant increase in interest in WUF 3 as a result of the Habitat JAM. According to the survey:

- **79%** agreed that the Habitat JAM is a valuable preparatory event for World Urban
- **44%** of respondents said the JAM made them more likely to attend WUF 3.

6 Preliminary Analysis of the Dialogue

The Habitat JAM was the first project where the IBM JAM technology was implemented outside their corporate walls. It was used to engage a culturally, linguistically, technologically, educationally and experientially diverse audience in a forum where all comments were treated equally.

Over 4,000 pages of dialogue were generated by participants over the 72 hour event. In order to provide early analysis of the data, IBM's analysis tools (eClassifier and SurfAid) were used to mine the data to facilitate the extraction of actionable ideas introduced by participants.

6.1 eClassifier

eClassifier, an IBM Research text-mining asset, was used behind the scenes to pull out themes across the JAM and in each one of the seven forum topics. It integrated technologies for classification, taxonomy management, trend detection, document feature understanding and visualization into an innovative, interactive tool for exploring large collections of unstructured information (e.g. millions of documents).

6.2 SurfAid

SurfAid Analytics is an IBM On Demand service offering that collects Web site traffic data and provides summarized reports on Web site effectiveness and visitor behavior.

SurfAid Analytics provided tools that allowed near real-time analysis of peak hours of participation, what content participants were viewing, and how participants responded to various campaigns during the JAM. After the JAM, SurfAid's database permitted detailed analysis of visitor geography, popular navigation paths, and many other facets of the online experience.

6.3 Phase I: Preliminary Data Analysis

Within hours of the Habitat JAM, the raw JAM content along with the eClassifier results was reviewed by the Habitat JAM team, IBM analysts and some facilitators. Across all forum topics, the following top 5 themes emerged from this analysis:

1. Women's Issues
2. Housing Issues
3. Role of effective Governments
4. Youth – involve in policy making
5. Environmental Sustainability

eClassifier also identified the following top ten themes within each Forum:

FORUM 1 - SLUMS

1. Housing
2. Government role
3. Communities
4. Development
5. Education
6. Women's Issues
7. Land Use/Ownership
8. Living conditions
9. Youth
10. Local Community Devm't

FORUM 2 - BIDONVILLES

1. Politique et politique
2. Sécurité
3. Femmes en action
4. Participation citoyenne
5. Education
6. Concentration humaine et aménagement
7. l'eau
8. micro-finances
9. Pauvreté et logement
10. Bidonvilles

FORUM 3 - WATER

1. Sanitation
2. Water Supply
3. Rainwater Harvesting
4. Technology
5. Clean Drinking Water
6. Cost of Water
7. Private Sector
8. Recycling
9. Price of Water
10. Local Government

FORUM 4 - ENVIRONMENT

1. Long term regional planning
2. Building Practices
3. Public transportation
4. Cars
5. Energy Management
6. Waste Management
7. Green
8. Water Resources
9. Green Buildings
10. Governmental Role

FORUM 5 – FIN & GOV

1. Local Democracy
2. Women involvement
3. Youth in Government
4. Revenue Sources
5. Affordable Housing

FORUM 6 - SAFETY

1. Natural Disasters
2. Women's Groups
3. Community Policing
4. Policing
5. Youth-led initiatives

- | | |
|---------------------------------|---------------------------|
| 6. Private Sector | 6. Crime Prevention |
| 7. Micro-finance | 7. Violence Against women |
| 8. Community Planning Process | 8. Public Space |
| 9. Social Economic Capital | 9. Child Abuse |
| 10. Partnership and Communities | 10. Lighting |

FORUM 7 - HUMANITY

1. Education
2. Youth Impact
3. Planning
4. Grassroots Women
5. Good Neighbors
6. Children
7. Housing
8. Role of Government
9. Women's Issues
10. Getting Youth Involvement

The Habitat JAM produced a large amount of high-quality content in just 72 hours. Over 600 Actionable Ideas were identified from this Phase I analysis. Although this is an impressive number, one must recognize that this first analysis was just a first step at providing insight into the rich data the JAM provided. It was the first high-level attempt at drawing out the actionable ideas. Additional work is needed to maximize the utility and influence of the JAM experience and content. Phase II, which further synthesizes the data and extracts the most WUF3-relevant ideas for the June event, is planned for the Spring 2006.

6.3.1 Forum Result Summaries

6.3.1.1 Forum 1 and 2: Improving the Lives of People Living in Slums

This forum sought to identify actionable ideas that could help alleviate the crushing poverty and precarious existence faced by a billion people worldwide. Ideas were brought forward from both the developed and the majority (developing) worlds. A dominant theme was the specificity of communities, that all slums are different and that the most successful approaches not only recognize this diversity but also meaningfully involve the urban poor in designing and implementing solutions.

Decent housing, the opportunity to participate in political life, safety, education and enough income to live – all these things are denied poor and vulnerable city dwellers. Yet, the disenfranchised and those who work diligently in poor communities should play

an active role in improving their living conditions. How do we move from dialogue to action?

This was the backdrop for the wealth of commentary and discussions in both the English and French forums, with the exception of a small section on the role of the media moderated by Canada's Government Film Commissioner.

Canada and Senegal dominated the dialogue. Several other Francophone African countries also found their place, but French-speaking European countries were not very vocal. It is interesting to note that quite a number of Francophones from the world over readily expressed themselves in French within the other forums, conducted primarily in English, and that French-speaking chat room participants discussed essentially the same issues and came up with the same solutions as the JAM itself.

6.3.1.2 Forum 3: Sustainable Access to Water

Comments exchanged by participants in the Water forum made frequent mention of the concept that water is an essential element for the survival of all life. There were repeated calls for "the sustainable access to clean water" to be named a basic human right. There was a significant amount of agreement that projects focusing on clean water and basic sanitation must be integrated in order to maximize the potential benefits of access to clean water.

Community-based planning and management that ensured the consideration of unique local requirements with respect to water supply, waste disposal, and sanitation infrastructure, was high on the list of important actionable ideas. So too was the need to implement innovative, low-cost and efficient technology solutions for water conservation, recycling, water purification, waste disposal, sanitation and drainage.

There was strong opposition to the privatization of water distribution and access to water resources without regulatory instruments. Public Private Partnerships were seen as one way to encourage private investment in the equitable supply and distribution of water and sanitation services.

6.3.1.3 Forum 4: Environmental Sustainability

During the 72 hour on-line discussion, participants concentrated on long-term planning, transportation, green building and infrastructure, energy and climate change, urban nature and urban agriculture. Each of these topics was in the top ten list provided by the IBM text mining tools. Other prominent cross-cutting topics in the discussion included tools such as benchmarking, decision-making tools, comparative analyses and legislation. There was little discussion on environmental health and few actionable ideas arising from the discussion on waste management issues, despite their importance to a city's

environmental sustainability. Although there was no time to do a thorough analysis of all the JAM content in this Forum, we each remembered different actionable ideas suggested by Moderators, experts and participants and tried to extract some of these ideas for this list.

6.3.1.4 Forum 5: Finance and Governance

Like other Forums, this topic was wide reaching. The most significant theme identified by the IBM analysis tool was local democracy (and a separate search on local government yielded the same level of popularity), closely followed by women in government and youth involvement. Revenue sources, affordable housing, private sector and microfinance were the next most popular themes. Group comments from the developing world repeatedly highlighted issues of government, including corruption, youth issues and economic opportunity.

6.3.1.5 Forum 6: Safety and Security

This forum addressed issues pertaining to crime, violence, victimization, national disaster preparedness and discovery and a host of related items. The overarching theme was community resilience - whether for criminal or natural occurrences.

Preparedness and mitigation should be a priority over post-disaster management. Disaster planning should be a part of development planning and land use planning at national, provincial and city levels. It should be inclusive and involve all stakeholders. Risk assessment and disaster planning should consider Environmental sustainability

Crime prevention is an umbrella concept including numerous lists of actionable items in comprehensive plans. Public space and lighting usefully combine into one urban design category but are a sub theme of crime prevention. Youth was seen both as a key problem and solution to crime. Policy brutality, violence against women and child abuse were strong themes throughout the forum.

There was a loud cry for comprehensive, coordinated, inclusive, community-based and planned action. Not one solution but a set of interconnected solutions.

6.3.1.6 Forum 7: Humanity: The Future of Our Cities

This forum touched upon many of the subjects raised in other forums and served as a place to emphasize comments already made elsewhere. Linkages were established

among subject areas. A strong recurring theme was that of ensuring that a roadmap for urbanization, an “urbanization code” was created for the building of cities. Such a code would address not only the bricks and mortar but the community esprit-de-corps that make cities sustainable.

7 Conclusion

The Habitat JAM faced many challenges and some disappointments throughout its lifecycle, but there is little argument that given the experimental nature of this initiative, the Habitat JAM was an enormous success in terms of its inclusiveness, global reach and the sheer number of actionable ideas brought forth by over 39,000 participants.

But it is only a first step. For the Habitat JAM to truly be successful, the ideas and recommendations from those who participated in this event must live on.

The *actionable ideas* from the JAM need to be analyzed and validated to determine their viability in terms of implementation. They need to be front and center at WUF3 – influencing the topics of dialogue and networking sessions. And they need to drive the agendas of government and organizations whose role it is to improve the lives of the world citizens living in urban centers.

The Habitat JAM was a first of its kind. Let’s not let it be the last. Help promote the JAM to the World Urban Forum 4 in Nanjing, China. Together, just maybe, we can change the world!