

THE AMCHAM POST

A joint initiative of the American Chamber of Commerce in Madagascar and L'Express

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WORLD CITIES DAY - SPECIAL EDITION

VOICES OF YOUTH

"The city I want to live in": Young Malagasy leaders dream of a clean and secure city

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About World Cities Day : The Day is expected to greatly promote the international community's interest in global urbanization, push forward cooperation among countries in meeting opportunities and addressing challenges of urbanization, and contributing to sustainable urban development around the world.

This year's theme is: **"Changing the World : innovations and better life for future generations."**

The main goals of World Cities Day 2019 are to:

- Increase awareness of how digital innovations can be used for urban service delivery to enhance the quality of life and improve the urban environment.
- Show new frontier technologies that can create more inclusive cities.
- Present opportunities for renewable energy generation in cities.
- Explore how frontier technologies can promote social inclusion in cities.

"Let us commit to embracing innovation to ensure a better life for future generations and chart a path towards sustainable, inclusive urban development that benefits all." – UN Secretary-General António Guterres

Source: United Nations

EDITORIAL

Co-written by
Mendrika Ifaliana Raharifidy
and Yvon Kamena**Antananarivo : let us improve
the "old city" and be autonomous!**

Living in Antananarivo is a real obstacle course. With overpopulation, congestion and deteriorating infrastructure, the city is currently in a total failure. The application of the local urbanism plan is certainly one of the priority projects in our city. A scrambled system on all levels. Antananarivo residents groan about the relentless traffic and the old system of canalization. Apart from the so-called "fuel shortage" that has created consumers' panic in recent days, non-compliance with the land-use planning and border management scheme is indeed a persistent problem. We are a few months before the municipal elections, the future strong man of the municipality should know how to tighten the belt for the recovery of the capital city.

Serving as a "punching bag" for the country leaders, the municipal teams which succeeded each other found it difficult to impose its policing powers on land use management, housing and buildings, in compliance with the original plan. The implementation of decentralized land management activities at the municipal level has not started. We are under lame control, where everyone does what they want where they want. To address this situation is nevertheless a priority.

Currently, the Malagasy state led by President Andry Rajoelina is turning to his new initiative which was the subject of his presidential campaign: to create a new city to solve the existing difficulties. By relocating a mass of population to another area that is "Ambohitrimanjaka", it will regulate the overflow of cars in the traffic and the population in the city according to his words. Yet the layout of the current infrastructure is in itself a huge loophole.

The reconstruction and improvement of the management of Antananarivo "The ancient city" is the most favorable solution. Conduct the planned works for the establishment of "Tanamasoandro" towards Antananarivo and solve in the first place the difficulties that this city faces is the best solution proposed by the population, but it is maybe not the most appropriate solution.

Moreover, intrinsically, the city is the place where a citizen administers himself and where democracy is therefore exercised, where the power is held or controlled by the people (sovereignty principle), without discriminations related to their origins, wealth, and competence (principle of equal treatment).

Poisoned by corruption, archaic administrative systems, and a population who has forgotten the very essence of civism, rebuilding the city CUA (Urban Municipality of Antananarivo) remains a project in permanent progress. To be rebuilt, the AUC needs more than just funding.

The vision of budgetary independence of the Urban Municipality of Antananarivo by the reinforcement of its tax collection system also remains one of the big alternatives to this need of funds. For instance, this is the case of the IFPB or (Property tax on built surfaces), a build property tax based on its rental value.

With around 18.5% of CUA revenues, IFPB is a resource with great potential, especially as it is entirely to CUA's own benefit. The approach of facilitating recovery through new technologies is one of the solutions, for example by creating and updating a Geographical Information System database that will give real information on the taxable surfaces and thus limit corruption offences that may arise around that financial resource.

In conclusion, more resources will allow the municipality to better control its original budget without necessarily being dependent to third party subsidies.

VOICES OF YOUTH

**"The city I want to live in": Young Malagasy
leaders dream of a clean and secure city**

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Mirado Rakotoharimalala

"Of all the cities in the world in which I visited or even lived, Antananarivo suffers in comparison. And if it's not for love, a misplaced pride, or a blind hope that still makes me hang on to the City of Miles (Ville des Milles), I'd probably have left it a long time ago. Because concretely, my aspirations and my daily rhythm do not allow me to personally and professionally develop in Antananarivo. Indeed, I had the opportunity to live in a fluid and connected city, which offers countless means of locomotion and gives the individual the power to control his time. I lived in a busy city 24/24 without power cuts, which offers various entertainment to its people and ensures its safety: the shops do not close until 10pm or midnight and every corner is served by public transport very late in the evening. Walking alone in the streets at 3 am is not a luxury, but a right. I lived in a clean and green city where people respect each other and where courtesy and politeness are common. Connection, security, entertainment, access to information and all services, ease of movement, respect among citizens ... Do I ask too much? And it hurts me to see that I do not even live one-tenth of all of the above mentioned in Antananarivo, my hometown, to which I am still bound ... love, misplaced pride or a blind hope?"



Josoa Tolojanahary

"A city is a set of structures welcoming human beings with their needs (houses, roads, electricity, etc.). A city must therefore satisfy this stay of man on earth for a certain moment. A city that is good to live in is a city capable of housing a population that is called citizens and contributing to their personal development.

A well-organized city with active leaders and disciplined citizens. The city's leaders and managers work for the well-being of the inhabitants and the intelligent planning of urban spaces. Development of green spaces, development of pedestrian, two-wheeler and car lanes are some examples of leaders' priority actions.

Disciplined citizens respect the regulations of the traffic, the cleanliness and the living together in the city. The people are respectable human beings who can help each other and respect the disabled.

It is a city that makes you live well and makes its visitors happy. People are friendly and welcoming, the city is clean and well organized and finally citizens are inhabitants of the same planet where solidarity is key word."



Tsavohitra Hortensia

"The city I want to live in is a peaceful, safe and clean one. Peaceful means no drama, no political instability, no conflict and no racial/ethnic segregation. I wish political leaders could be able to shake their hands and work together to tackle the biggest issues in the community for the benefit of everyone, but not only for their own benefit. I wish politics would be a way for the politicians to promote the nation's development but not a way for them to escape from poverty and enrich themselves.

I want a safe city where people can walk in the road round the clock, trust one another and unite to bring positive change in the community instead of destroying one another. I wish there would be fair, credible and inclusive elections in my dream city, where people do not sell their vote because of their poverty and ignorance, but rather vote for their favorite candidate because of his/her visions. I wish people would understand and respect the real value of elections and democracy as well as good governance.

Finally, I want to live in a clean city where everyone respects environment."

About the American Chamber of Commerce in Madagascar :
AMCHAM in Madagascar is a non-profit association of American, International, Local businesses and business people, and is affiliated with the US Chamber of Commerce, the largest business organization representing the interests of more than 3 million businesses of all sizes, sectors and regions.
For further information about the benefits of membership, please don't hesitate to contact us either via email or phone.
Email: es@amcham-madagascar.org
Phone: +261 20 26 410 34

Our Charter and Sponsoring Member: **ViMa** vision madagascar
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VOICES OF YOUTH



Manoa Rajaonarivelo

really relax. I want a city with multiple entertainments for young people, amusement parks to enjoy the weekends. Oh, I know, it seems far away, it turns out to be unreachable, however it's doable."

"I am Manoa, I am an alumnus of YALI and a PhD student at the University of Antananarivo. I have always lived in the city of Antananarivo since my childhood. When I think about or try to remember how Tana was before, disorder and dirty are unfortunately the two words that come to my mind. I guess I hope to see a myriad of things changing here. It will be so nice to live daily in clean and tidy city, where there is no garbage everywhere, you can walk in sidewalks calmly and enjoy it. I would like to see a Tana where the streets are green, wooded, with flowers, and lighting up the night. I imagine the merchants of the city well decorated, in a clean place where they will be arranged according to the goods for sale. I would like to see clean, peaceful and attractive public parks where you can



Tsiky Randriamanantena

"We all, at some point in our lives, have envisaged what a good city might look like. I have. But due to what is happening around us right now, as a girl, a woman, I think I am speaking for all fellow women. WE need a SAFE PLACE. I want to live in a city that is safe for ME and other WOMEN like me. Safe for women to choose, to choose where to go, a city where women can walk alone whether during the night or during the day. I dream of a city where women are safe to choose for themselves, be it about their body, their work, and their own life in general. I want to live in a society where women are safe to speak, will not be prosecuted or judged by the things they say, where women are heard, and will not be diminished because of their gender.

A safe place for women to live and thrive."



Fleurot Argal Raharilala

"An ideal city, the city that I would like to see, where everyone who lives in it can benefit from the goodness of it. Road access is satisfying and traffic is less. People are working in their different skills and fields, children are in schools and that community life is very respected. Moreover, an ideal city should have different leisure parks for people to enjoy the beauty of the city. That city shall have no wanderers, street beggars, streetwalkers, thieves, pick-pockets, robbers, and any other malevolent actions. In addition, the cleanliness is very crucial as it helps people live healthily."



Rakoto Andriamirado

"I'm from Ambatondrazaka, one of the breadbaskets of rice in Madagascar. For me, "the City I want to live in" has the following points: firstly, a city that has a green environment because health is critical for producing. According to a Malagasy proverb, "Health is wealth." Secondly, a town that has infrastructure which facilitates transport and connectivity with other cities. It creates social-economic opportunities for the population. Also, I want to live in a city where youth is given room to do entrepreneurship, to make innovation. Indeed, a city where I can go out at night without fearing insecurity. Moreover, a city that has good governance, free of corruption, where all the citizens can have equal access to public service."



Faniry Raharisoanantenaina

"To be honest, I am not willing to live and work in conditions where there is such imbalance, because the city in which I want to live in is a SAFE and HEALTHY CITY.

First, it is because the environment can directly affect my ability to work efficiently. Moreover, money can be earned but the harmful consequences for one's health caused by pollution cannot be compensated.

Second, crime and violence are the major challenges of our city today. Rioting and kidnapping, Pick-pocketing as well as high numbers of robberies. That is the situation I live now.

Now, in my city I must always be vigilant even inside of my own home as all people are vulnerable to crime and violence. All people live in worry and fear.

Needless to say, without Safety and Health, it is hard for me to enjoy my life even when I am living in a nice house, big building city and can earn plenty of money.

Protecting the environment and reducing crime are everybody's responsibility. Success depends on partnerships between local governments, the citizens, and civil society."



Niandry Bania Ramboason

"Imagine a city where you do not spend your lifetime in traffic jams, where you do not feel the chaos in the streets, and where you can still take the bus at 9 pm.

Imagine a city where heaps of uncollected garbage do not exist, where an effective waste management system is operational, and where domestic sewage disposal systems do not open to public spaces.

This city... is the image of an Antananarivo that many dream to see. A FLUID and CLEAN city! Think of the attractiveness that it will add; the productivity gain that will result, as well as the impact it will have on time savings and public health... just by rethinking urban mobility and sanitation

But also... I want this city to be INCLUSIVE. Able to propose and implement programs and regulations to include the poor and informal urban strata non-negligible in a positive dynamic for urban growth.

In short, a city concerned about the "well-being" of its people... a city that remains deeply human."

Mino De Diana
Randrianatoandro

"Being stuck in traffic, breathing polluted air and not having the accepted standard living area has become a livable lifestyle in a crowded city as Antananarivo. "The city I want to live in?" I believe that an ideal city has to meet the basic criteria for making it a better place to live in. Therefore, I would like to see Antananarivo and all cities in Madagascar a developed, greener and an urbanized city. That vision implies that innovative and sustainable infrastructures should be built as far as education and health are concerned. Apart from that, adopting an environmentally friendly lifestyle is highly required to make everyone responsible and accountable in creating a clean city. However, I am convinced that a city is rather valued by the quality of its people than the infrastructures that it is made of. This is why I want

to live in a city full of dreamers, brave people and daring people. I want to live in a developed Madagascar made of beautiful cities where every citizen is aware of their responsibility and bold enough to make a difference wherever they are."



Liantsoa Andrinirina

"Different people have different preferences for how they define the city they want to live in.

For me it depends the most on the atmosphere because I want to live in a place that I can call home. That is why I want to live in a smaller city.

A smaller city can be energetic and as diverse as a large city. Admittedly, there will be less opportunities for new experiences. But, a smaller city could have other benefits such as different cultural offerings, more space, reduced commuting times...

You can also find peace and quiet living in a smaller city.

A smaller city is not necessarily a pleasant city to live in because some small cities in Madagascar need to improve their living conditions and amenities. For a city to be great, it needs to have a low crime rate, various transportation options and easy access to good health care."



Nadia Ratsimba

"The city I want to live in is mainly a clean city. This is not an unreachable dream like some people used to think. Indeed, putting a bin in every five meters will help people to better manage their waste. This way, they will not throw their waste on the street or inside the drainage canal. It is up to the municipal cleaner to collect those after. The municipality should increase the number of staff devoted for cleaning the city. The municipality should also create a special unit of law enforcers who are devoted to assure that citizens respect the cleanliness of all common property such as the streets, gardens, and the public bins, ...

People should also be educated to use public toilets to preserve the fresh air. To attain this goal, public toilets should be made available everywhere. Moreover,

I want to live in a secure city where I can walk at any hour safely on the street with my phone without being afraid of losing it or being harrassed. Security is also about having available firefighters anytime with an obligation of results when people are requiring their services.

In addition, the city should provide a wide range of entertainment for the citizen available for all social status to enhance health and well being such as public gardens, open-air cinema, or museum. Talking about museum, there are numerous talented people that make amazing artwork but unfortunately, there seems a lack of infrastructure to put them in the spotlight. This is the ideal city worth to live in."

Collected by Kenny



ANNOUNCEMENT

AmCham Business Trainings I Call for Trainers

Backed by a strong expertise and solid experience generally focused on business market access, business advocacy and promotion of English speaking, the American Chamber of Commerce in Madagascar now more than ever understands the role of the private sector in the Malagasy economy; thus is willing to reinforce its strength.

In 2020, the Chamber will open trainings to a larger public of individuals and/or businesses, members and/or non-members, to inhouse businesses or to exporters.

With this in mind, the Chamber calls for Trainers applications in the following fields:

- Finance and Investments
- Business Management
- Project Management
- Leadership and Entrepreneurship
- Personal Development

Applicants should submit their resume, motivation letter, and module proposals at elodie@amcham-madagascar.org

For further information, contact AmCham at 020 26 410 34.

TIPS

Nervous During Presentations? Reframe How You Think of Them

When you get anxious during a presentation, focusing on your feelings will only make things worse. Research shows that being kind and generous reduces our stress levels, so fight your nerves by thinking of your talk as an act of kindness: You're sharing something valuable with other people. Use this framing when you're preparing the presentation. Rather than starting with your topic, start with some reflection. Ask yourself, Who will be in the room? What do they need from me? Then craft a presentation that directly addresses those needs. On the day of your talk, when you're extra nervous, take slow, deep breaths and remind yourself that you are here to help your listeners. And then during the presentation, connect with your audience by making eye contact — even if you'd rather do anything else. Pretend you're having a series of one-on-one conversations, providing each person with the information they need. This generosity mindset can turn a painful experience into one of giving.

This tip is adapted from "To Overcome Your Fear of Public Speaking, Stop Thinking About Yourself," by Sarah Gershman

ANNOUNCEMENT

ENGLISH DISCUSSION GROUP – PERSONAL DEVELOPMENT

The AmCham is pleased to announce the opening of a new term for an English Discussion Group focused on Personal Development (**Wednesday – Friday sessions**).

Targeted participants: Adults who are willing to grow personally and professionally, with an ability to understand and express opinions in English, in a welcoming and friendly learning environment.

With Germain Radesa, the discussions will be focused on four famous books:

1. "Unshakeable" by Tony Robbins
2. "The Richest Man in Babylon" by George S. Clason;
3. "Rich Dad, Poor Dad" by Robert Kiyosaki;
4. "The Magic of Thinking Big" by David J. Schwartz.

Calendar & Venue:

The term will start on:

> **Wednesday, November 13, 2019**

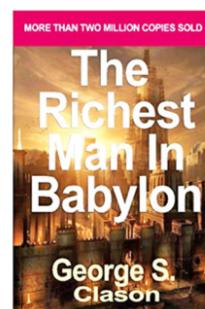
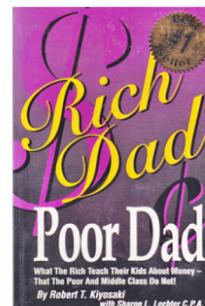
Seminars are held at the AmCham Office, Bâtiment C1, Explorer Business Park, Ankorondrano – every **Wednesday and Friday all at the same time: 12:15pm-1:45pm.**

Participation fee is 100,000 Ariary per person for all 10 sessions

Registration: Class size is limited to 10 participants, so to secure your spot, please submit payment to the AmCham office by

> **Tuesday, November 12, 2019**

For further information, contact AmCham at es@amcham-madagascar.org or at 020 26 410 34.



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