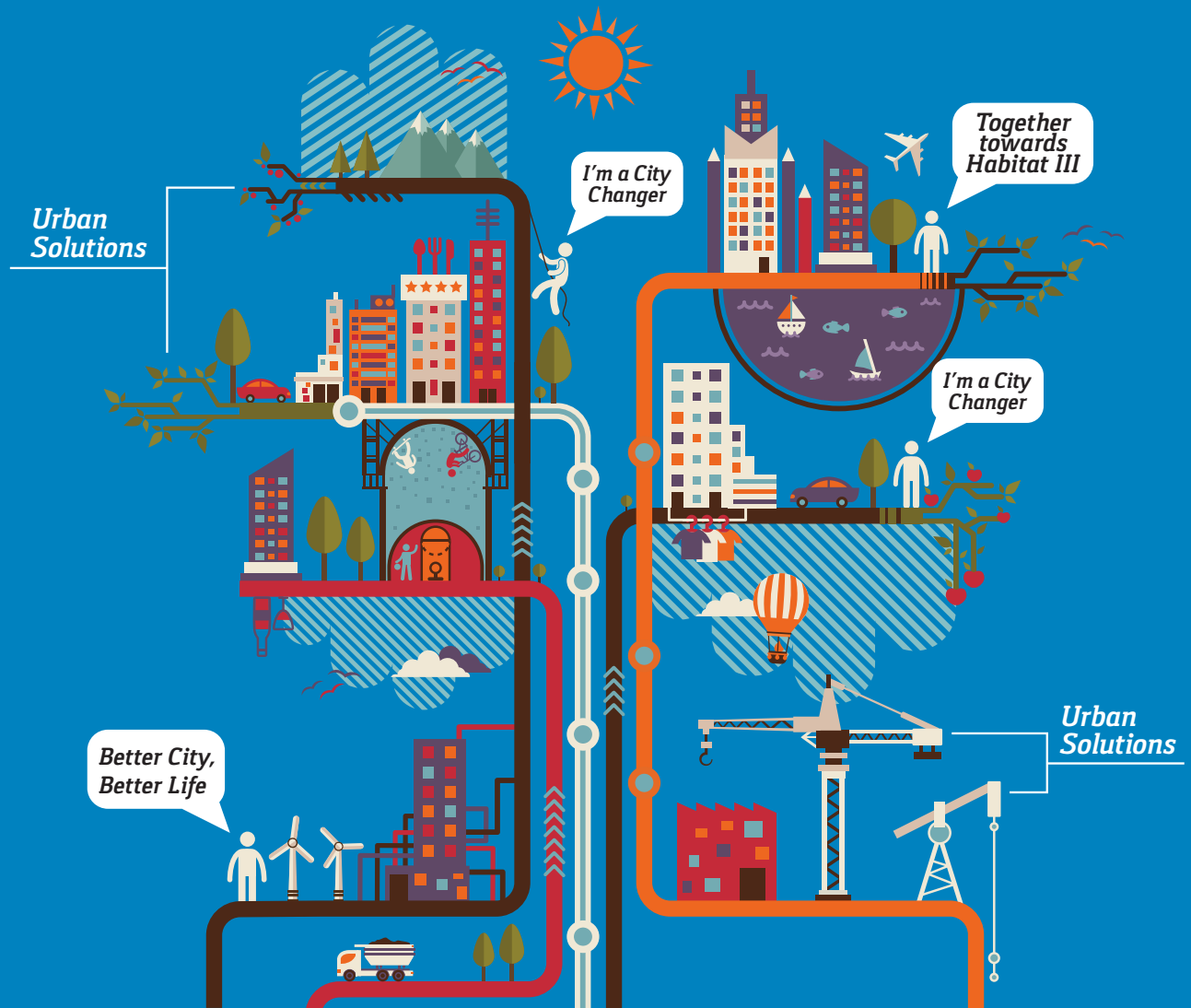


# NATIONAL URBAN CAMPAIGN TOOLKIT



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Coordinated by UN-Habitat, the World Urban Campaign is a global advocacy platform designed to promote a positive vision for cities in the twenty first century and to place the urban agenda at the highest level in development policies. It is conceived as a partners' and consensus-building platform for the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) to be held in 2016.



**NATIONAL URBAN CAMPAIGNS**

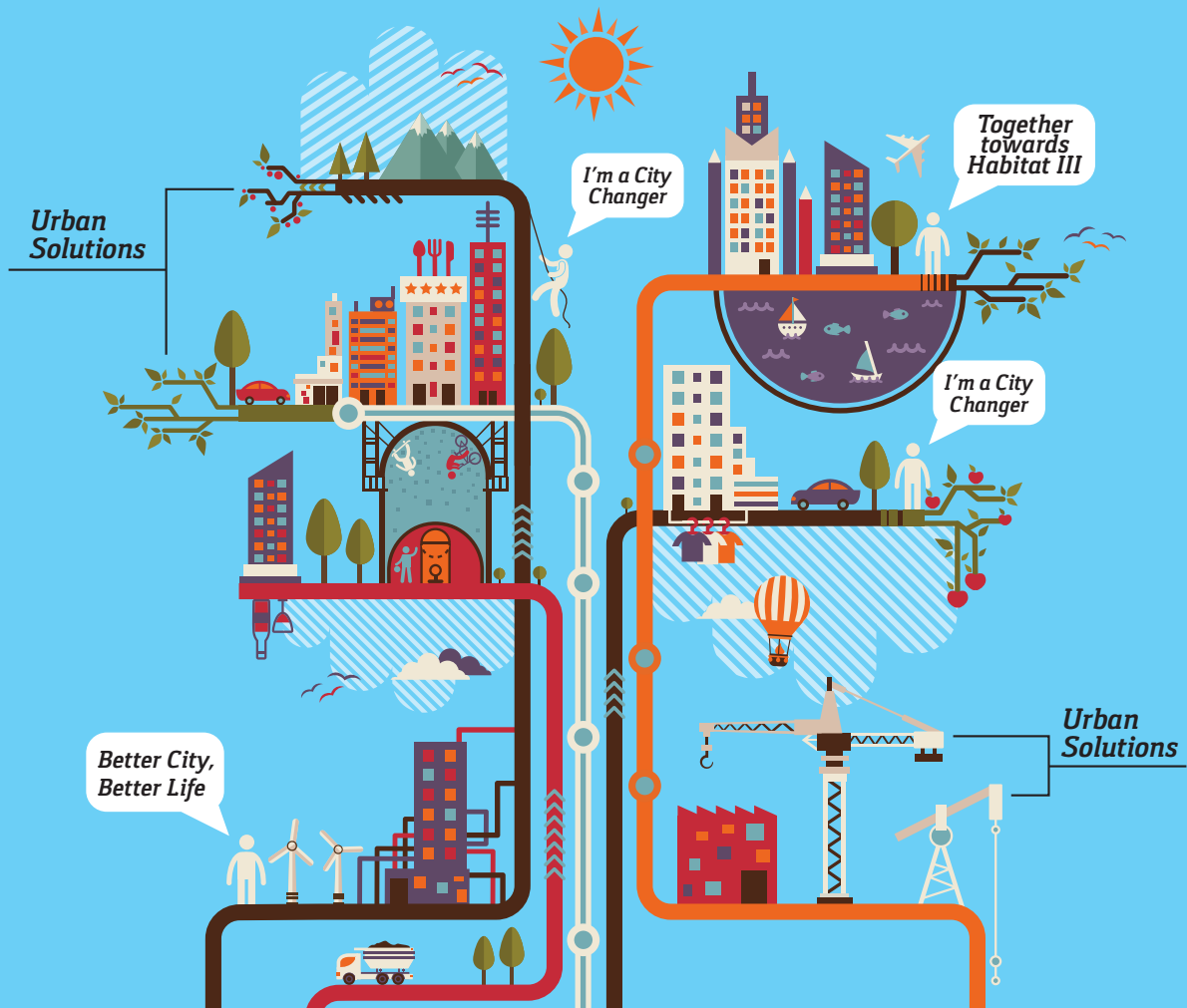


The United Nations Conference on Human Settlements (Habitat III), to be held in October 2016, will take place 40 years after the first conference on human settlements, Habitat I, held in Vancouver, and the world's urban and housing challenge was first internationally recognized. Twenty years later, in 1996, Habitat II served as the place of negotiations on future policies for sustainable urban development.

In 2016, the Habitat III Conference will address sustainable urbanization and the future of human settlements worldwide. It will also serve as an opportunity to assess the state of our cities today, to develop urban solutions and to revisit our shared urban future.

# National Urban Campaigns

The purpose of National Urban Campaigns is to engage all urban stakeholders and citizens around the same cause: making cities livable places for a sustainable future. Such campaigns are meant to promote the engagement of all partners that have the potential to articulate pressing urban issues, to propose solutions and commit to shared goals and actions towards Habitat III and beyond. Using 'I'm a City Changer' and other key messages, National Urban Campaigns will help catalyze forward thinking on urban solutions.



# Campaign for Positive Urban Change

## **Why Campaign for positive urban change?**

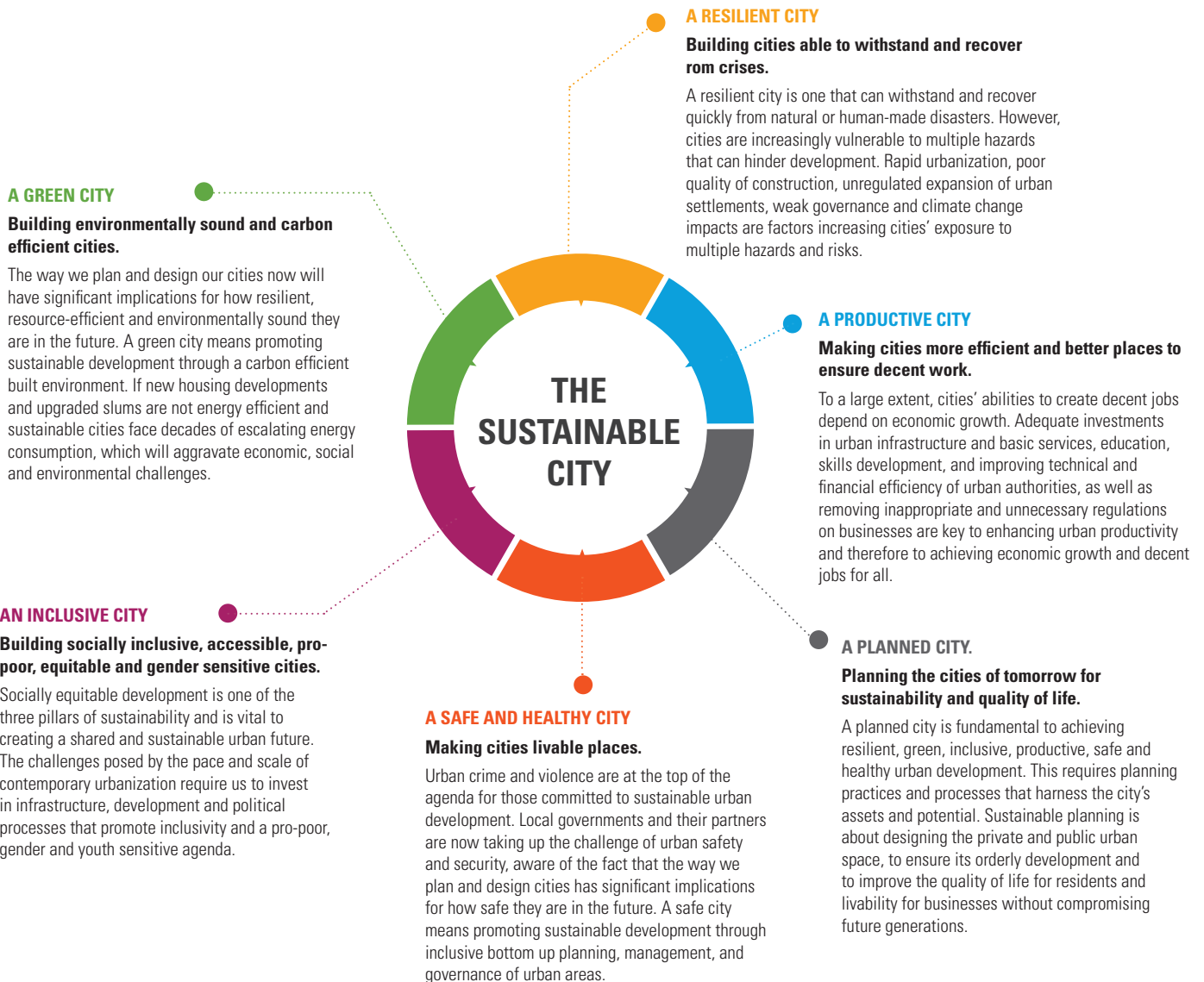
The world has entered an era dominated by cities, and the human destiny is increasingly defined by its urban spaces. While all cities are a part of this global trend, each has its own local dynamic determined by its territories, environment, economy, heritage, and cultures.

The actions of individuals and communities can change a world in crisis, where citizens and decision-makers are experiencing the limits of economies and ecosystems. They can propose local solutions in order to improve our common living spaces: cities.

*Changing cities to better share our common living spaces is the main challenge of the 21<sup>st</sup> century.*



# Towards Sustainable Cities



# Turning Challenges Into Opportunities





# Towards Urban Solutions

Countries need to ensure just distribution and preservation of fundamental resources in order to guarantee their availability for the future generations.

We need to define the way we consume land, water, and energy, manage waste and transportation, preserve air quality, and transmitting our heritage and culture. For this, we need to envision the best way to plan, build, and manage the cities of tomorrow, where resources will be shared and managed, for better or the worse, leaving a positive or negative legacy to the future generations. We need to change unsustainable behaviors and patterns. We need to promote successful solutions and stimulate innovations where transformations are needed.

*Partners of National Urban Campaigns shall propose urban solutions to urban challenges and share those through the World Urban Campaign and The City We Need.*

## Urban Solutions should fulfill three conditions:



### 1. Address key urban challenges

Solutions should address urban issues in the following solution areas:

- Inclusive Cities
- Green Cities
- Productive Cities
- Resilient Cities
- Planned Cities
- Safe and Healthy Cities

### 2. Validated by key players

The key players at the national and city level should agree upon urban solutions. Urban solutions should be replicable examples, which can ideally be used on a global level and implemented by any key player in the field of urban development.

### 3. Demonstrate impact and sustainability

**Impact:** the solution demonstrates a positive impact on the urban environment and the living conditions of city dwellers, including the urban poor;

**Sustainability:** the solution shows lasting changes towards inclusive, green, productive, resilient, planned, safe and healthy cities.

*We need to change from unsustainable practices.....*





*...to The City We Need*





# ACT NOW

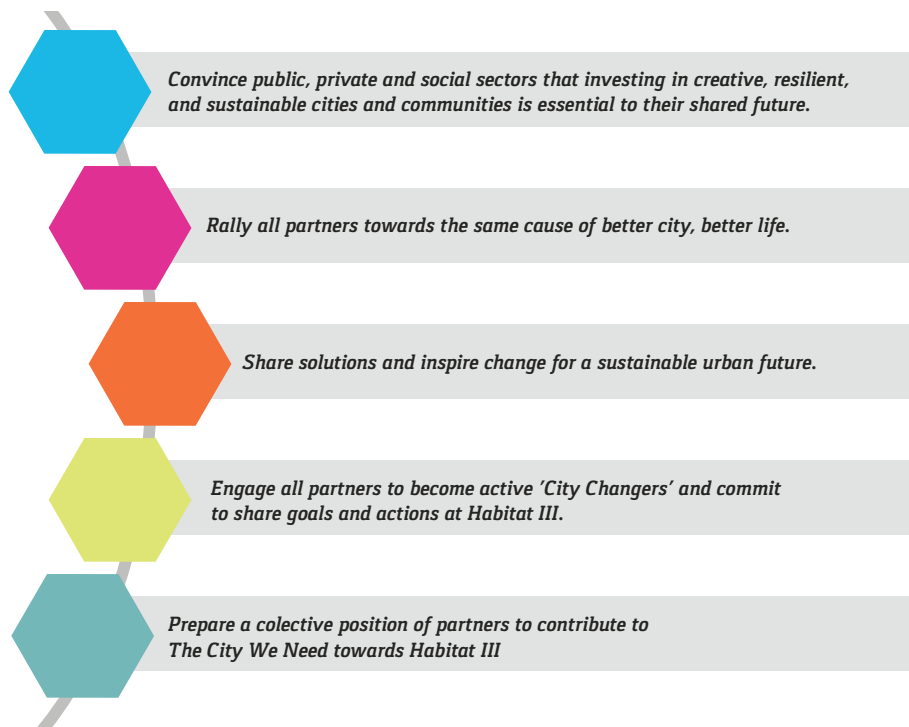
I'M A CITY  
CHANGER



## Define Your Campaign

*National Urban Campaign* partners may decide to launch a National Urban Campaign to help catalyse the engagement of all partners and attract new ones that have the potential to articulate pressing urban issues and to propose solutions. They should agree on key messages, slogans and communication activities that will take place along the road map towards Habitat III.

National Urban Campaigns should help convince, rally, share solutions and engage all partners towards Habitat III:



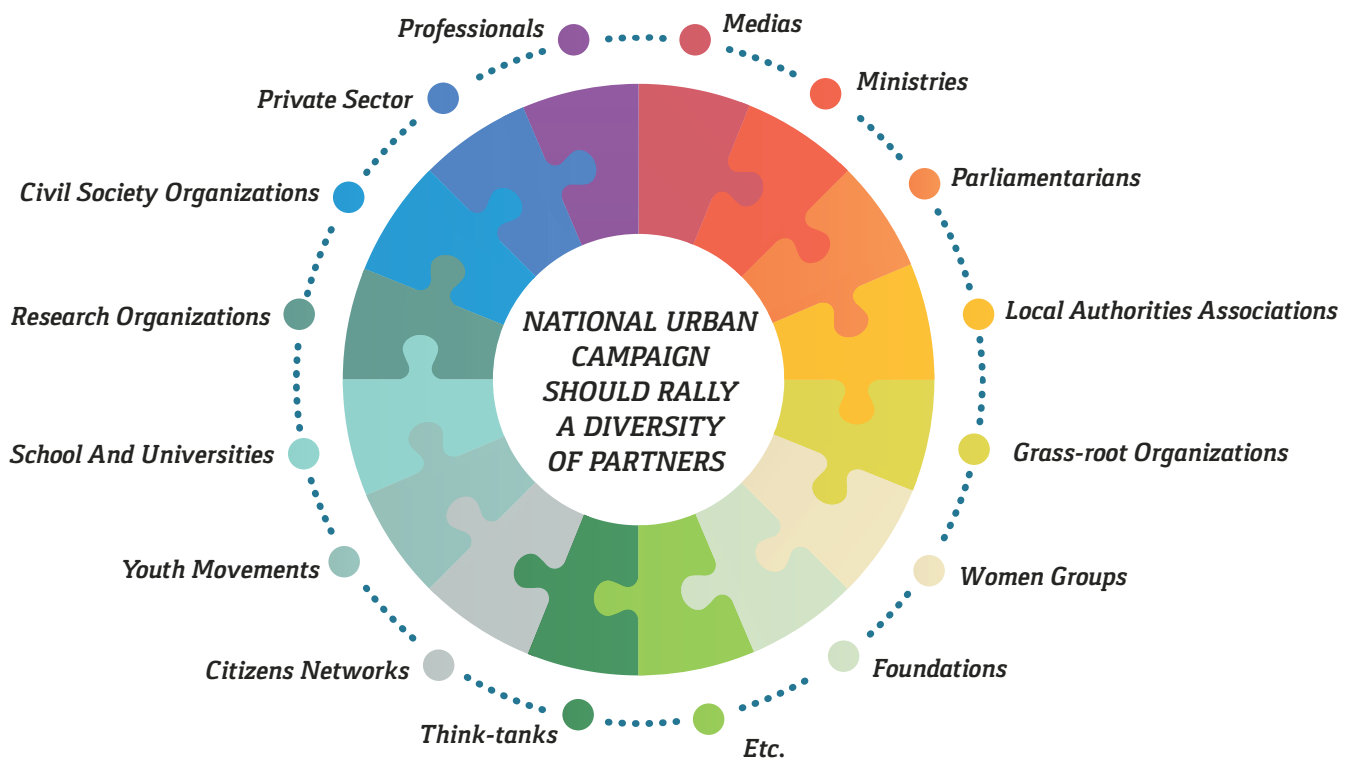
The Campaigns should emphasize positive urban change, recognizing successful initiatives and 'City Changers' with the support of the media. *Messages and solutions disseminated by National Urban Campaigns will contribute to the World Urban Campaign.*

National Urban Campaign should involve cities and network of cities that have initiated their own campaigns already and are ready to join the national campaign process.

# Initiate Your Campaign

## Who can initiate a National Urban Campaign?

Any group of recognized organizations engaged in urban development issues can initiate a National Urban Campaign. Those may include civil society organizations, associations of local authorities, medias, professionals (architects, planners, etc.), research organizations, school and universities, women groups, youth movements, grass-root organizations, foundations, think-tanks and citizens networks engaged in promoting better cities and sustainable urban development.



## How to get started?

*The National Urban Campaign process - up to the launch*

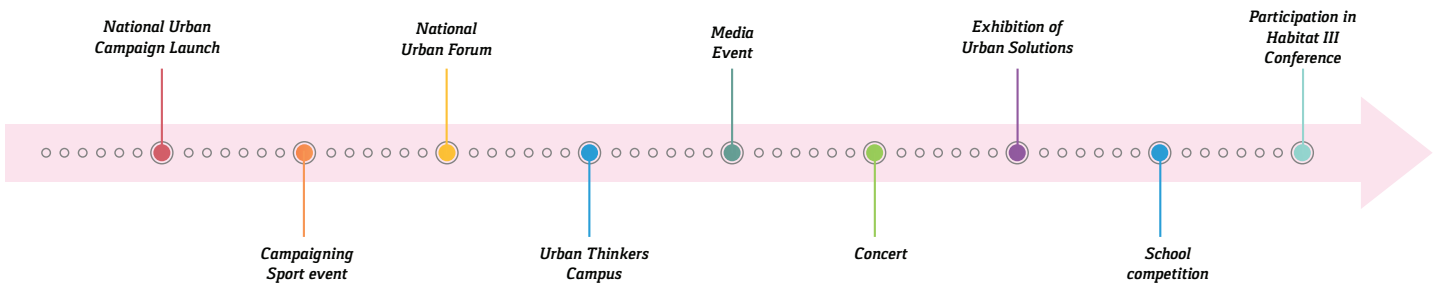


## The Campaign Road-Map

The Campaign Steering Committee should agree on road-map towards Habitat III taking into account the key global milestones and including awareness-raising campaigns activities and events in different cities articulated around the national events calendar.

On the road map, key milestones may include the launch of the National Urban Campaign and the organization of a National Urban Forum, conceived as broad-based national event that facilitates policy dialogue, consultation and debate, engaging all partners in urbanization issues towards Habitat III. Other events and activities are suggested in this toolkit.

### *National Urban Campaign Road map - example*



## Define Your Slogan

National Urban Campaign can make use of 'I'm a City Changer' or other slogans to captivate the attention of partners and citizens and communicate widely:

Adapt 'I'm a City Changer' in your own language or create your own slogan inspired by the following mottos:

**'Towards the City We Need' | 'Better City, Better Life'**

**'Livable Cities' | 'My City, My Life'** etc.

Use your slogan for events, activities and media communication, including social medias.

Adapt 'I'm a City Changer' to Another Language:



For support on branding and communication, please contact the World Urban Campaign Secretariat; [wuc@unahabitat.org](mailto:wuc@unahabitat.org)



## Join the World Urban Campaign

Countries willing to join the World Urban Campaign may commit to:

- Launching a National Urban Campaign to engage individual citizens, communities, local authorities, civil society organizations, professionals, and private sector actors to promote positive individual and collective actions towards a green, inclusive, productive, planned, resilient, safe, and healthy city;
- Organizing events as part of the National Urban Campaign that raise awareness of and promote successful practices and accomplishments in achieving a green, inclusive, productive, planned, resilient, safe, and healthy city;
- Sharing successful practices and experiences through the World Urban Campaign in order to contribute to the New Urban Agenda towards Habitat III, the United Nations Conference on Human Settlements to be held in 2016;
- Promoting the principles and disseminating the key messages of the World Urban Campaign, working towards sustainable cities and urban communities worldwide;
- Other activities which can contribute to solutions.

## Use the World Urban Campaign Platform

- National Urban Campaigns will be listed on the World Urban Campaign interactive website, on the specific, together with the web link.
- National Urban Campaigns activities will be shared on the World Urban Campaign interactive website.
- National Urban Campaigns will be able to use the 'I'm a City Changer' logo to brand local campaign activities.
- National Urban Campaigns will support the dissemination and sharing of relevant best practices and experience that could be of benefit to other Members of the Campaign. The National Urban Campaigns will contribute to the development and generation of new knowledge in support of sustainable urban development within the framework of the World Urban Campaign.

***For more information, please contact the World Urban Campaign Secretariat; [wuc@unahabitat.org](mailto:wuc@unahabitat.org).***

## Engage People

I'm a City Changer offers cities the chance to become part of a unified, meaningful and effective campaign towards livable cities tangibly by bringing local citizens under one common vision.

Mobilize citizens in communities to express solutions towards a better city.

That can start with a poster campaign that tells tangible local stories placed in streets and public buildings. Creative posters will help you promote the contributions of individual citizens, while also attracting the attention of stakeholders from across your city.

Give citizens the opportunity to express their own ideas through open days and forums.

Set-up speaker's corners in strategic points of the city to open debates in neighborhoods on key issues.







## Engage the Media

When highlighting urban issues, the best partner to have is the media. National Urban Campaigns can engage the media to feature discussions, speeches, and events that focus on positive urban change. One way to do this is by hosting press conferences and inviting members of the media to highlight urban developments and stories.

National Urban Campaigns can target university and local media outlets, as well as more broad platforms, by creating red carpet events and other spaces and activities for activities, and inviting the media to participate and share the ideas and developments.

National Urban Campaigns can also utilize social media platforms, such as Twitter and Facebook, in order to disseminate key messages and campaign partners news.







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## Engage Children and Youth

City Changer activities can be adopted in schools to encourage children to think creatively about their environment. Schools can give drawing and other assignments to children in order to allow them to imagine the kinds of spaces they would like to see, and then to teach them about the actions they can take to make this dream a reality.

Examples of activities include awareness about littering, picture books that children create about improving the city, and artwork showing the problems they see in their city, as well as the ideal city they would like to live in. These projects can be featured publicly as well as within schools. By engaging children and the youth, cities can encourage the next generation to take an interest in their communities and to take responsibility for their condition.

Cities can host different City Changer Competitions for young people, which can feature various mediums (journalism, documentary, art, creative writing, initiatives, projects, etc.). These competitions can encourage young professionals and students to take an interest in urban issues, and facilitates sharing and learning while encouraging local talent.









## Convene Partners in Seminars, Dialogues and Campuses

One of the key campaign activities should be to convene all partners in order to reflect on their urban challenges and think about the best ways to address crucial issues they are faced with. Dialogue is essential to problem solving and should lead to positive visioning and forward looking solutions for urban communities. Campaign partners should organize forums in various formats, be seminars, dialogues and campuses to gather urban practitioners, decisions-makers and experts from universities, research institutions and think tanks, activities from civil society organizations, women groups, youth movements, grass-root organizations and citizens networks engaged in promoting better cities and sustainable urban development.







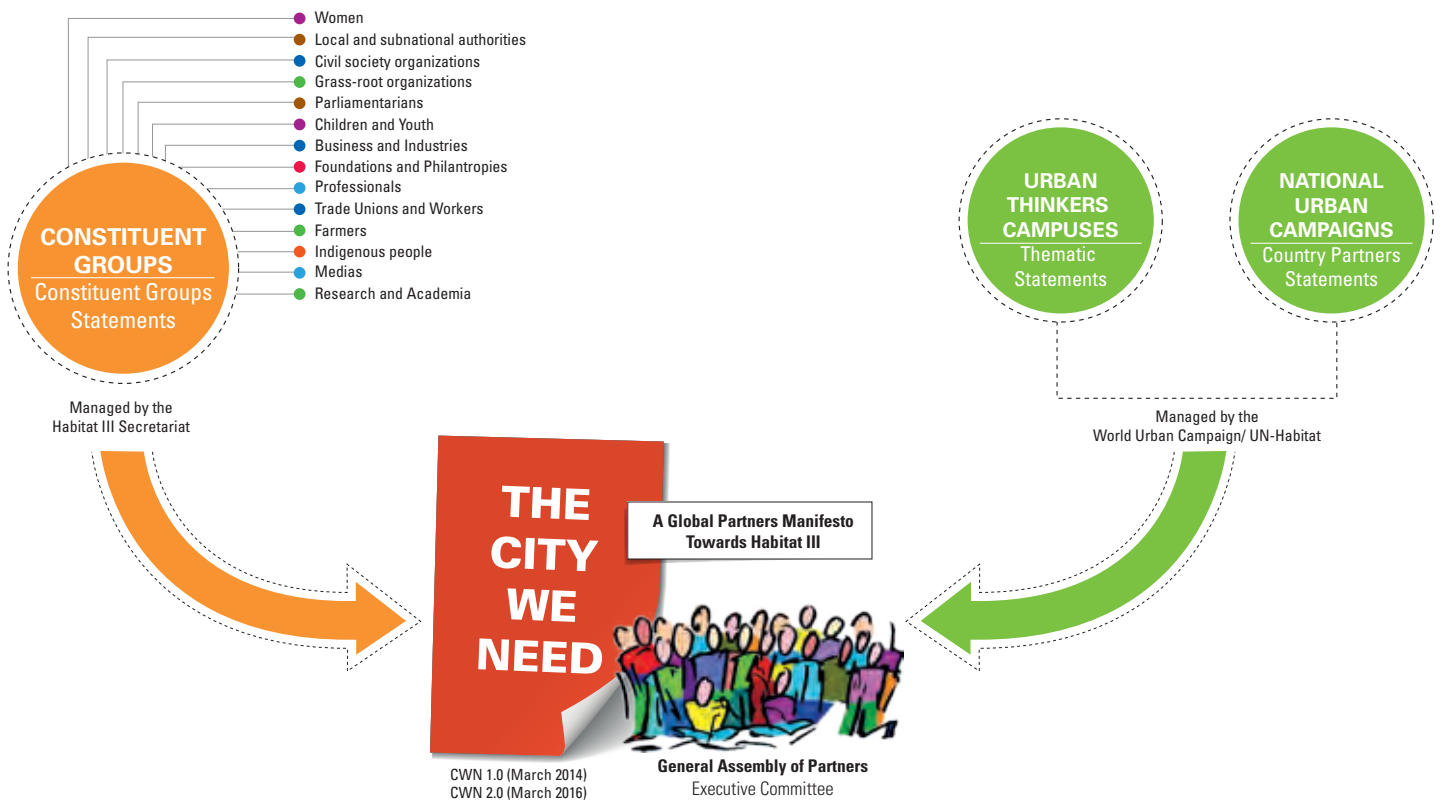
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## Contribute to The City We Need

The World Urban Campaign has engaged in a global consensus-building process towards the Habitat III Conference. For that purpose the World Urban Campaign has designed a global deliberative device called the General Assembly of Partners, composed on 14 constituent groups. This Assembly is meant to produce a joined manifesto of all non-governmental partners before the Habitat III Conference entitled **The City We Need**.



For more information about *The General Assembly of Partners*, visit [www.habitat3.org](http://www.habitat3.org).

The City We Need will include principles, policies and legislative frameworks, commitments and urban solutions agreed upon by the General Assembly of Partners. In order to elaborate The City We Need, the General Assembly of Partners will build upon the recommendations made by World Urban Campaign and National Urban Campaign partners.





## Organize Events

*National Urban Campaigns* offer a way for countries, cities and communities to turn ordinary events into platforms that facilitate dialogue and positive change.

One way to unify communities while raising awareness of city issues is through **sporting events**, such as bike tours, marathons, or sporting competitions. These can focus on any aspect of a city, such as health, environment, and air pollution. Cities can also organize a City Changer Cup, in which teams can compete while using City Changer promotional material to demonstrate and encourage positive action towards a better city.

Events can mobilize **local artists** who know the pulse of cities – they are a key part of urban cultures and contribute to their unique character. By engaging with local artists and utilizing their skills and reach, cities can use art and exhibitions to promote positive citizenship and pride. This creates new and imaginative outlets to promote positive messages and to engage the youth and different groups within cities.

**Exhibitions** are also an efficient way to showcase ideas and movements, concentrating innovations in one location. City Changer Exhibitions can showcase various projects, innovations, ideas, or even challenges or competitions, relating to urban issues. These exhibitions can be a part of a larger event (such as a fair or festival), can stand alone, or can be focused around a single theme.

**Concerts** can bring communities together around shared interests. City Changer Concerts can create fun and vibrant atmospheres, but can be used as venues to promote messages of awareness and positive change as well. City Changer Concerts can appeal to a wide audience, and provides safe entertainment while increasing interest and pride in cities.







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**UN HABITAT**

United Nations Human Settlements Programme  
P.O. Box 30030 Nairobi 00100, Kenya

World Urban Campaign Secretariat  
[www.worldurbancampaign.org](http://www.worldurbancampaign.org)  
Email: [wuc@unhabitat.org](mailto:wuc@unhabitat.org)  
Tel.: +254 20 762 1234

[www.unhabitat.org](http://www.unhabitat.org)