

Campaign Information



CALL FOR ACTION

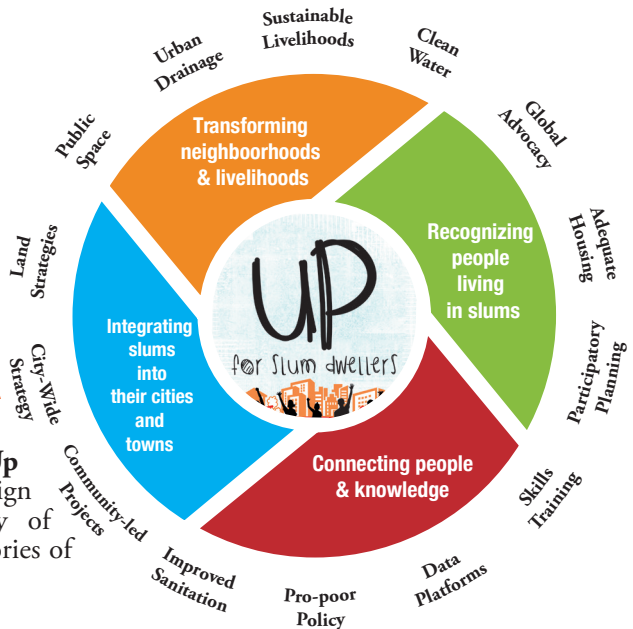
If nothing changes, the current one billion slum dwellers around the world will double by 2030 as slums are increasingly becoming the only housing option for the urban poor.

UP For Slum Dwellers - Transforming a Billion Lives - is a global campaign calling for your financial support to partner with UN-Habitat's Participatory Slum Upgrading Programme to upgrade slums.

With your support and the PSUP know-how, we can together significantly reach out to more people living in slums and transform their lives.

CAMPAIGN OBJECTIVES & ACTION AREAS

You can contribute to the campaign in the following key areas depending on your interests:



JOIN

Institutions, organisations and companies who join **Up For Slum Dwellers** as campaign partners will enjoy a variety of benefits for the different categories of contributions considered.

As a partner, you will be able to:

- benefit from partnership visibility globally
- get periodical updates and the 'Up for Slum Dwellers' Annual Report highlighting outcomes of your support.
- participate and support in PSUP activities
- and appear in campaign publications.

So, stand Up For Slum Dwellers and help transform their lives and make cities liveable for all of us!

www.worldurbancampaign.org/PSUP

OUR RESPONSE



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The Participatory Slum Upgrading Programme (PSUP) - a joint initiative of the African, Caribbean and Pacific Group of States (ACP), the European Commission (EC) and the United Nations Human Settlements Programme (UN-Habitat) - was initiated in 2008 and is currently being implemented by **190 cities in 35 ACP countries**.

The Up for Slum Dwellers campaign aims at delivering more PSUP globally. It will do this by scaling up and building on the commitments and action being taken by current partners engaged with PSUP.

Joining the campaign will offer you the opportunity to **help PSUP** fulfil the commitments contained in the post-2015 development framework, by strengthening:

pro-poor policy, inclusive urban development strategies and community-led upgrading projects aimed at transforming - in a sustainable and inclusive way - the lives of the world's one billion slum dwellers.



Up for Slum Dwellers – Transforming a Billion Lives is a global initiative of the Participatory Slum Upgrading Programme (PSUP) putting into action UN-Habitat's World Urban Campaign (WUC). The World Urban Campaign is a global platform to advocate for sustainable urbanisation committed towards better cities through tangible action. Based on collective thinking, it is geared towards positive urban transformation through partnerships.

By reaching out to new partners to scale-up the work of PSUP, the aim of this campaign is to bring about a change in the way the world responds to slum dwellers and the upgrading of slums. The essence of this change is through realising the potential of slum dwellers and integrating them into the broader urban environment alongside all other urban residents.

Supporting the integration and preventing the spread of more slums, we invite you to join the PSUP's efforts towards improving the slum dwellers' living conditions and via their direct participation in the process and harnessing their knowledge and experience.

Join the Up for Slum Dwellers Campaign at:

www.worldurbancampaign.org/PSUP

Join and follow us also on Social Media:

Twitter #PSUP - LinkedIn PSUP - Youtube World Urban Campaign