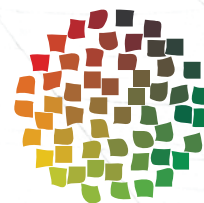




“The battle for sustainable development will be won or lost in cities.”

Take action and join the **World Urban Campaign.**

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



**WORLD  
URBAN  
CAMPAIGN**  
Better City, Better Life





“We need to demonstrate that change is possible through the genius, creativity and audacity of **people and decision makers to make the wisest choices for our urban future. This is the essence of the World Urban Campaign.**”

**Dr. Joan Clos** | United Nations Under-Secretary-General | Executive Director of UN-Habitat

**In just over a single generation,  
the world will transform from**

**50<sup>to</sup> 70%  
URBAN**

This will happen even as the second and third decades of the 21<sup>st</sup> centuries are expected to see unprecedented growth in cities. To address this rapid urbanisation there is need for a collaborative and sustainable approach.

The World Urban Campaign provides the necessary platform for such collaboration. Coordinated by UN-Habitat, but owned and driven by a long list of committed partners, the Campaign is your opportunity to become part of the urban solution.

Working together, urban communities – those living and working in towns and cities, and those who have an impact on development – can set precedents, develop tools, and offer policy options to achieve resilient and sustainable urban communities by engaging partners in a global movement of public, private, and social sectors worldwide.



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The prevalent global model of urbanization generates **segregation, poverty and environmental degradation** in most parts of the world.

## The 21st Century **Urban Challenge**

The second and third decades of the 21st century will see an irreversible and historically unprecedented phenomenon. Half of the world's population currently lives in cities, and this will grow to 60% by 2030 and 70% by 2050. The number of cities with more than 1 million inhabitants has swelled to over 450, more than 20 of which are 'megacities,' with a population of more than 10 million.

Much of this urbanization is taking place in developing nations and is changing the physical and demographic face of our world. This age of urban expansion and economic globalization has produced patterns of growth and development that both provide dynamic opportunities while posing imperative challenges.

One of the major challenges faced by cities today is the growing number of urban dwellers living in impoverished informal settlements commonly known as slums. About one-third of the global urban population lives in these conditions.

Many such slums are squatter settlements comprised of improvised dwellings, characterized by an absence of any formal urban planning and disconnected from the city's infrastructure.

The prevalent global model of urbanization has produced unbalanced densities, segregation, poverty, and environmental degradation. It has missed the economic advantages offered by economies of agglomeration, while losing the sense of conviviality that the street and public space could provide. It has isolated a large part of the population in slums and sub-standard housing areas from the formal city, giving rise to gated communities and increasing surveillance and control.

The unexpected consequences of this unsustainable model include the increasing cost of living in cities, unemployment, high energy consumption, and negative environmental impacts.

At current growth rate  
**889** million people  
will live in  
slums by 2020.

## The Positive Role of Cities

The urban transition poses complex challenges for a shared, sustainable future. Yet cities themselves also provide the answers to these challenges and drive solutions. Cities are the greatest assets in promoting and pursuing sustainable development.

Urbanization and urban density bring economic advantages to a region. In a compact and well-planned city, investments in urban infrastructure will reach more recipients and yield more benefit per dollar than in rural contexts. A compact city offers businesses a comparative advantage in terms of competitiveness and employment. Poor and disadvantaged

people living in cities are more likely to be lifted out of poverty than their rural counterparts. Cities also offer the best climate change solutions.

**A compact, densely populated, and well-planned city generates lower emissions and consumes less energy per capita than sprawling and dispersed urban districts.**

Of equal importance, a densely populated, well-planned city offers the opportunity for inclusive governance, which is fundamental to sustainable urban development. The urban agenda must recognize, promote, and capitalize on the role of cities as drivers of solutions.

## Raising the Urban Agenda

How we plan, build, and manage our cities today will determine the outcome of our efforts to achieve more sustainable and harmonious development tomorrow. Addressing the challenges of our urban future, and harnessing the city as an asset, requires the commitment of all as city changers working towards a better urban future. But cities cannot address all these challenges alone.

The urban agenda must be set as a part of national government policy. Elevating the urban agenda and dealing with the fastest urbanization rates in history are challenges which will require new and innovative ways of thinking, new levels of understanding, and, most importantly, new partnerships.

This is the essence of the World Urban Campaign: engaging the public at large, civil society, the business sector, the research community, and governments in a global movement that elevates the urban agenda through a positive vision and an understanding of the tremendous benefits cities can bring to future generations.

The World Urban Campaign is a global partnership designed to promote a positive vision for sustainable urbanization and prioritize the urban agenda at the highest level in development policies. Its mission is to achieve these objectives by engaging and mobilizing partners around the world and from every walk of life.

## Campaign Goals

The Campaign offers a broad platform to raise the urban agenda, improve policies at the national level, and raise awareness for sustainable urbanization. Coordinated by UN-Habitat, but owned and driven by our valued partners, the Campaign has these goals:



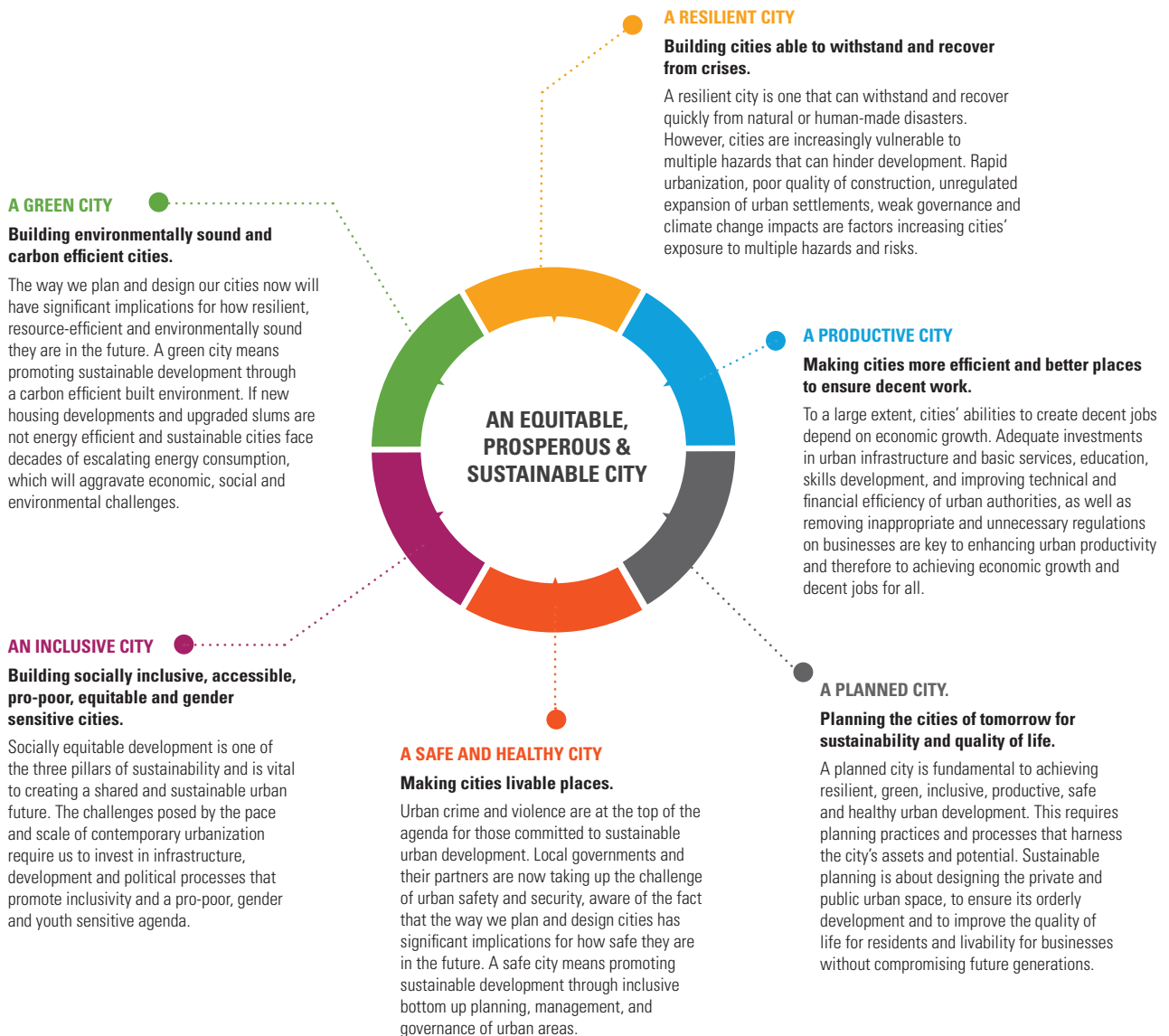
## The Road to Success

### The World Urban Campaign Paris Principles

1. Accessible and pro-poor land, infrastructure, services, mobility and housing.
2. Socially inclusive, gender sensitive, healthy and safe development.
3. Environmentally sound and carbon efficient built environment.
4. Vibrant and competitive local economies promoting decent work and livelihoods.
5. Participatory planning and decision making.
6. Assurance of non-discrimination and equal rights to the city.
7. Empowering cities and communities to plan for and effectively manage adversity and change.

# Towards an Equitable, Prosperous, and Sustainable City for the 21st Century

The World Urban Campaign has six thematic areas:



# The Future We Want – The City We Need

During their Committee meeting of September 2013, the WUC partners agreed to contribute to the **Habitat III Conference**, the United Nations Conference on Housing and Sustainable Urban Development, by engaging the international community, public, private, and civil society partners to contribute to the New Urban Agenda through a consensus document that describes The City We Need. This document is a collective contribution of committed partners united by shared goals and a common vision of the city for the 21st century. It sets key principles and establishes essential paths for building a New Urban Agenda towards the Habitat III Conference.

**The Campaign partners are questioning what direction global urban development will take in the coming 20 years, and what shall guide governments, their partners, and the international community to prepare for the urban future.**

They need to provide pertinent answers as the 20-year anniversary of the Habitat Agenda looms, and while critical urban trends lead to increased segregation, inequality, and environmental degradation, making the urban agenda a global priority.

## The City We Need: Principles for a New Urban Paradigm

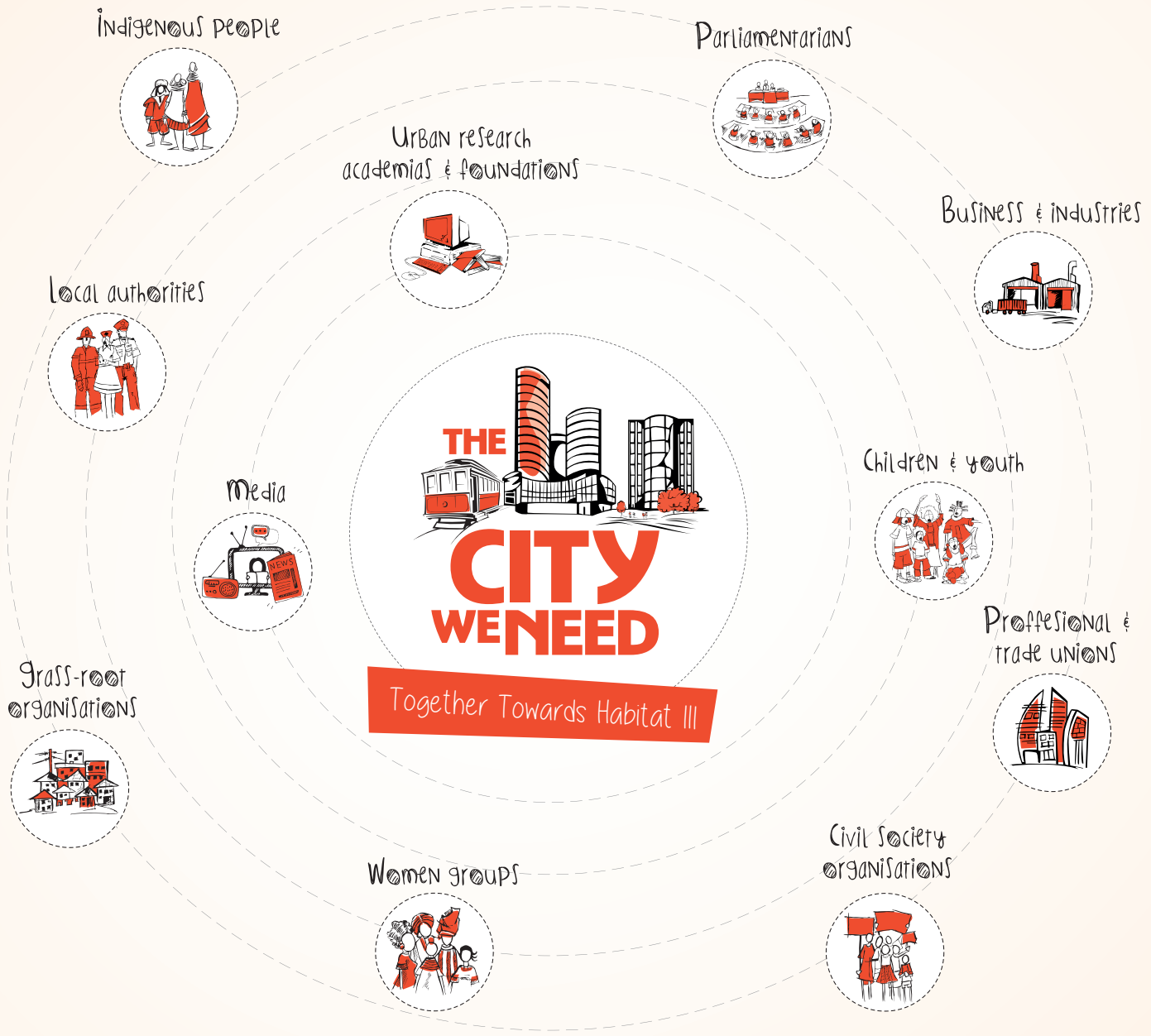
**The city we need is socially inclusive.** It provides spaces for all segments and age groups of the population to partake in social and cultural expressions. It eliminates all physical and spatial forms of segregation and exclusion.

**The city we need is well planned, walkable, and transit-friendly.** Schools are within walking or biking distance from homes. Offices are located no farther than a few transit stops away from homes. Shopping for daily necessities is within walking distance of residential buildings and located near transit stops. Open space for recreation is near schools, work, and home.

**The city we need is a regenerative city.** It is designed to be resilient by being energy efficient, low-carbon, and increasingly reliant on renewable energy sources. It replenishes the resources it consumes and recycles and reuses waste. It uses water, land, and energy in a coordinated manner and in harmony with its surrounding hinterland in support of urban and peri-urban agriculture.

**The city we need is economically vibrant and inclusive.** It encourages and fosters local economic development from the smallest entrepreneur to the largest corporations. It





Partners categories proposed by the World Urban Campaign for The City We Need.

provides a one-stop-shop for streamlined licensing and other administrative services. It recognizes and protects the specific needs of the informal sector of the economy in its economic development policies and strategies.

**The city we need has a singular identity and sense of place. It recognizes culture as key to human dignity and to sustainability.** It involves cultural actors to unlock the creative potential of all citizens. It strengthens the bonds between city and its surrounding hinterland.

**The city we need is a safe city.** The city is welcoming night and day, inviting all people to use the streets, parks, and transit without fear. Public officials - the police, the fire department, and health, welfare, transit, and environmental services - and neighborhood residents and community groups communicate frequently and speak with one voice.

**The city we need is a healthy city.** The city's parks and gardens are havens of peace and tranquility and harbor local flora and fauna and biodiversity. All public and private entities providing public services (water, waste, energy, transport) work together with the city's residents and have public and

environmental health as a common performance indicator.

**The city we need is affordable and equitable.** Land, infrastructure, housing, and basic services are planned with low income groups in mind. Public services are planned together with the communities they serve and consciously include the needs of women, youth, and vulnerable populations.

**The city we need is managed at the metropolitan level.** It coordinates sectoral policies and actions (economy, mobility, biodiversity, energy, water, and waste) within a comprehensive and coherent local framework. Communities and neighborhoods are active participants in metropolitan decision making. Roles and responsibilities between all stakeholders, while respecting the principle of subsidiarity, are clearly defined with resources allocated strategically, justly, and around a common agenda. In sum, the city we need is socially inclusive, well-planned, regenerative and resilient, and prosperous.

*Principles extracted from **The City We Need** (Zero Draft) prepared by the World Urban Campaign from September to December 2013. This evolving document represents the consensus of all partners engaged in the global coalition.*





# How to join the **World Urban Campaign**

There are many ways you can become a Partner, depending on your preferences and capabilities:

- You have a story to tell or an ongoing project in your city or community that you feel deserves international attention, and would be useful to others.
- You would like to have a say in determining policies and priorities of future urban development together with other partners.
- You would like to know how other people and communities are dealing with issues that you have in your community.
- You would like to take part in a global network and coalition dedicated to policy debate and policy development.
- You would like to make use of the products of the campaign for educational, training, or advocacy purposes.
- You would like to become a sponsor of any of the above.



## **As an organisation**

Be a Member/ Partner/ Sponsor of the World Urban Campaign



## **As a city**

Be a City Partner



## **As a country**

Launch your National Urban Campaign



Taking the slogan 'to unite' to heart, our valued partners include a variety of public sector, private sector, and community representatives. They are also made up of a balanced mix of organizations from the global North and South.

**Political Partners** represent local governments, communities, and national governments. Local governments and parliamentarians are responsible for pursuing sustainable development policies at the municipal and regional levels, as well as inclusive governance measures sensitive to the needs of their constituencies. National governments must support policy frameworks that elevate the urban agenda and bolster local government efforts to pursue sustainable urbanization.

**Civil Society Partners** are indispensable partners for advancing and disseminating the urban agenda. Community-based and civil society organizations utilize innovative solutions for helping the urban poor and promoting sustainable development. Many have developed effective ways of collaborating with their national governments and municipalities to advance the urban agenda and the needs of their constituents.

**Business Partners** are vital to the pursuit of sustainable urban development; they are experienced in addressing the challenges of our urban future, and can utilize its dynamism, adaptability, and ingenuity to harness the benefits and tremendous potential of cities. Philanthropic foundations and development banks and agencies are critical partners as well, providing and mobilizing the resources to turn intention into intervention.

**Expert Partners** from the academic world and research institutions generate vital contributions and fresh ideas for dealing with the quickly evolving urban agenda. The World Urban Campaign recognizes that professionals from a broad range of fields related to human settlements and sustainability bring key expertise and experience requisite for delivering sustainable urbanization at scale. Researchers and academics generate vital contributions and normative solutions for progressing and evolving the urban agenda.

All current partners of the World Urban Campaign are listed at the end of this brochure and continuously updated on the WUC website: [www.worldurbancampaign.org](http://www.worldurbancampaign.org).

## Join as an **organization**

### **Become a Member, Lead or Associate Partner, Media Partner, or Sponsor**

You are a non-governmental organization, a community-based organization, a research institution, a foundation, a private sector company, a university, or another relevant organization? You can engage in various ways and on various levels:

- **Members** sign up to the World Urban Campaign *Paris Principles* while promoting the Campaign in their activities and communications. They are listed on the Campaign website and main brochures. They enjoy visibility at the World Urban Forum.
- **Lead Partners** are official partners of UN-Habitat and are committed to the World Urban Campaign activities through their in-kind contribution to the Campaign's core activities. They are members of the Campaign Steering Committee in which they participate regularly. They enjoy high visibility through the Campaign branding, and especially at the World Urban Forum. Lead Partnership requests are reviewed and approved by the WUC Standing Committee.
- **Associate Partners** sign up to the Paris Principles promote the Campaign in their activities and communication and commit through in-kind contributions to the Campaign's core activities. They are listed on the Campaign website, main brochure, have their activities mentioned in the Campaign calendar of events, enjoy visibility at the World Urban Forum.
- **Sponsors** provide cash contributions to the Campaign for core Campaign activities. They also participate in key decisions as members of the Campaign Steering Committee. They enjoy higher visibility through the Campaign branding, and especially at the World Urban Forum, where they are also considered World Urban Forum sponsors.
- **Media Partners** spread the message and deliver news on the urban world. Telling the stories of what works best and what doesn't, the media are crucial. They contribute to high-profile events, enjoy high-level networking opportunities, meet with diverse stakeholders, and act as part of the Urban Journalism Academy.

To sign up, institutions may contact the World Urban Campaign Secretariat ([wuc@unhabitat.org](mailto:wuc@unhabitat.org)). For more information, please read the Guidelines to Joining the World Urban Campaign (available on [www.worldurbancampaign.org](http://www.worldurbancampaign.org))

## Overview of Partnership Commitments & Benefits

COMMITMENTS*					
	Top Sponsor	Main Sponsor	Lead Partner	Associate Partner	Member
Type of Agreement	Memorandum of Understanding	Memorandum of Understanding	Memorandum of Understanding	Statement of Commitment	Statement of Commitment
Amount/year in USD	60,000	35,000	0	0	0
Sign up to WUC Paris Principles	x	x	x	x	x
Promote the World Urban Campaign in their communications and activities	x	x	x	x	x
Provide in-kind contributions to the World Urban Campaign through the World Urban Campaign Secretariat.	x	x	x	x	
Member of WUC Steering Committee & attend its meetings	x	x	x	Observer	
Submit progress & annual reports to the Steering Committee	x	x	x		
BENEFITS**					
	Top Sponsor	Main Sponsor	Lead Partner	Associate Partner	Member
Partner is listed on WUC main brochure & partners page on the WUC website	x	x	x	x	x
Permission to use of WUC & I'm a City Changer logos on partners website & publications	x	x	x	x	x
Permission to quote slogans and messages proposed and approved by the WUC.	x	x	x	x	x
Partners WUC related activities are listed in the WUC calendar of events on the website	x	x	x	x	
Partner story of relevant activities featured in WUC Newsletter <i>#OnTheMove</i>	x	x	x	x	
Can participate in all WUC events	x	x	x	x	
Partner is listed at the special WUF booth at the World Urban Forum (WUF) exhibition area	x	x	x	x	x
Partner is listed in WUC materials prepared for WUF	x	x	x	x	x
Partner logo featured in the WUF TV, website, and WUF participants guide	x	x			
Complementary WUF exhibition booth	x	x			
Advertisement on the WUC Website	3/year	1/year			
Online video of sponsor's initiative on WUC website	3/year	1/year			
Special joint web and press release on the sponsor's contribution to the WUC	2/year	1/year			
Sponsor's stories and logo used in all Urban Journalism Academies	x				

\* Media houses can join the World Urban Campaign as Sponsors, Lead or Associate partners and as members.

\*\* Other tailored support to specific World Urban Campaign activities can be developed with the partners.

## Join as a City: **Organize a City Changer Campaign**

To join the World Urban Campaign at the city level, cities can become City Partners by organizing local 'I'm a City Changer' campaigns to engage citizens through public forums, exhibitions, competitions, school programmes, city walks, sport events, concerts, etc. to raise awareness about positive change. The purpose of city-led City Changer campaigns is to appeal to and mobilize individual citizens, communities, municipal officials, service providers, and the political leadership of a city. This can be done by encouraging these actors to promote positive actions towards a green, inclusive, productive, planned, resilient, safe, and healthy city, and to share their stories and achievements. Cities can organize events focused on sharing and structured learning, and can promote activities which cultivate dialogue, action, and participation towards a better city. Cities organizing City Changer events can use the 'I'm a City Changer' slogan and logo to spread the message and to gather support for positive change within the city. Events can also involve local figures and can be used to build up National Urban Campaigns.

The spirit of 'I'm a City Changer' is about sharing solutions both at the local and global levels. The local *City Changer* platform promotes the search for unique and innovative solutions

sparked by local proposals, while inspiring change through sharing experiences from around the world.

### **Communication Resources**

**'I'm a City Changer' Toolkit:** When launching an 'I'm a City Changer' campaign, cities, individuals, and organizations can utilize the 'I'm a City Changer' Toolkit, available both in print and on the World Urban Campaign website. The Toolkit provides further information on the City Changer platform, as well as event ideas and details regarding the use of the logo and slogans.

**WUC Newsletter #OnTheMove:** The newsletter is an electronic resource to disseminate key messages, experiences, and practices that demonstrate positive changes in improving the livability of cities, largely drawn from partner projects and input.

**World Urban Campaign website:** a web platform for interaction and knowledge sharing between members and partners, cities, and countries holding National Urban Campaigns.



## Join as a Country: **Launch a National Urban Campaign**

### **National Urban Campaigns and Advocacy at the Country Level**

National governments have a vital role to play in supporting policy frameworks to promote the urban agenda and strengthen local governments and other partners' efforts to achieve sustainable urbanization.

The National Urban Campaigns are conceived to serve as advocacy platforms and vehicles to raise the profile of urban issues in partners' countries. They are meant to:

- support the design of a policy framework for concerted action and programmes that address national urban issues,
- promote the World Urban Campaign at the national level,
- contribute to the preparations of the World Urban Forum by mobilizing all concerned national stakeholders and harmonizing their approaches in support of the urban agenda.

National governments are encouraged to launch their own National Urban Campaigns to promote the urban agenda, engage all partners and mobilize the media to disseminate key messages. National governments can then catalyze the engagement of the partners from civil society, press and media,

business organizations, local authorities, research institutions, and academia through National Urban Campaigns, which have the potential to articulate pressing urban issues building on their national urban agenda. National Urban Campaigns shall emphasize positive changes in the urban sector, reward successful initiatives, and encourage all key players to take bold action for better cities.

### **Communication Resources**

- **The National Urban Campaign Toolkit** provides details and suggestions for launching a campaign at the country level. The Toolkit is available for download on the Campaign website.
- **WUC Newsletter #OnTheMove:** The newsletter is an electronic resource to disseminate key messages, experiences, and practices that demonstrate positive changes in improving the livability of cities, largely drawn from partner projects and input.
- **World Urban Campaign website:** a web platform for interaction and knowledge sharing between members and partners, cities, and countries holding National Urban Campaigns.

## How it Works: the WUC Governing Structure

Beyond member and partner organizations, the World Urban Campaign is comprised of several governing committees under the leadership of the UN-Habitat Executive Director:

- The World Urban Campaign Steering Committee
- The World Urban Campaign Secretariat
- The World Urban Campaign Standing Committee
- The World Urban Campaign Sub-Committees

### The Steering Committee

The Steering Committee is the World Urban Campaign's governing body, and is comprised of UN-Habitat's partner organizations. The Steering Committee is an **advisory body to the Executive Director of UN-Habitat** and is responsible for establishing the campaign's goals and objectives, defining the activity strategies and annual work plan, and setting the Campaign's governing procedures. The Steering Committee elects its Chair and Co-Chair every two years.

### The Secretariat

The World Urban Campaign Secretariat is the UN-Habitat team responsible for coordinating the Steering Committee and monitoring its activities. The Secretariat's primary roles are to

monitor, guide, and liaise with partners and committees in order to carry out agreed activities, to coordinate the Campaign's work plan and events, and to develop protocols and processes to match the Campaign's goals with partners' interests. The Secretariat includes an internal UN-Habitat based Task Force to advise on campaign strategies and communications activities as well as support the integration of the Campaign throughout the organization

### The Standing Committee

The Standing Committee is the Steering Committee's executive organ, and is comprised of up to 11 partners. The Standing Committee sets and approves the Steering Committee's agenda, reviews progress reports, lead partners applications, and approves expenditures.

### The Sub-Committees

The sub-committees serve as working groups for World Urban Campaign activities, and are comprised of Steering Committee members. Sub-committees help plan and bolster a variety of campaign activities such as outreach and communication strategies, knowledge sharing, and capacity building.

**UN-Habitat**  
Executive Director

**WUC Steering Committee**

WUC Governing Body with Chair

+ Co-Chair acts as:

- an advisory body to UN-Habitat's Executive Director
- a catalyzing, action-planning and monitoring organ

Composition: UN-Habitat , WUC Lead Partners, Sponsors

**WUC Secretariat**

Secretariat of the World Urban Campaign, coordinating the WUC Steering Committee.

Composition: UN-Habitat

**WUC Sub-Committees**

WUC Sub-Committees serve as thematic WUC working groups.

Composition: Steering Committee members

**WUC Standing Committee**

Executive Organ of the Steering Committee.

Composition: UN-Habitat + elected WUC partners

## World Urban Campaign **Activities**

All members promote the World Urban Campaign and its six thematic areas in their activities and communications, and in turn enjoy visibility in the World Urban Campaign website and materials, and at the World Urban Forum. There are three levels of Campaign activities that all members contribute to:

### Awareness **Building**

Awareness building activities include the 'I'm a City Changer' awareness campaigns, city events, and the World Urban Forum.

### Knowledge **Sharing**

Knowledge sharing activities include initiatives bolstered by the work of Campaign working groups such as: solutions for a New Urban Paradigm; monitoring and indicators; and general knowledge dissemination.

### Communication

Communication activities disseminate information about the campaign. These activities and materials include the WUC Newsletter *#OnTheMove*, various publications (list available under 'Publications & Resources') and the World Urban Campaign website.

It's time for **change.** | It's time for **action.**

Join the **World Urban Campaign** and become a **City Changer.**



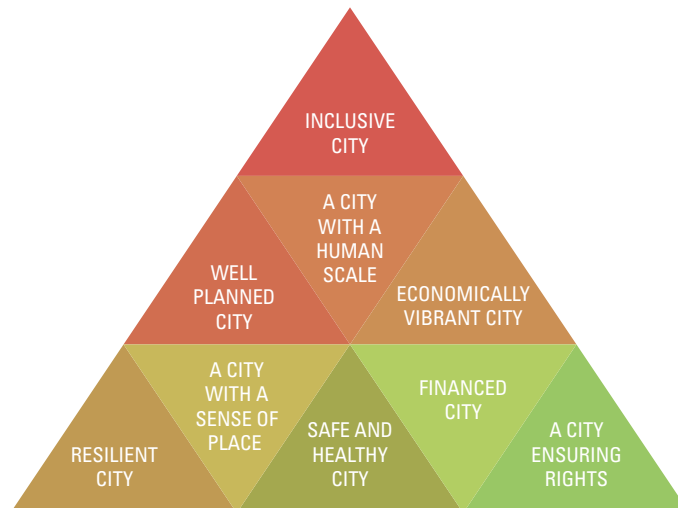


# URBAN THINKERS CAMPUS

## THE CITY WE NEED

The Urban Thinkers Campus is an initiative of UN-Habitat and the World Urban Campaign, conceived as an open space for critical exchange between urban researchers, professionals, and decision-makers who believe that urbanization can lead to positive transformations. It is also intended as a platform to build consensus between partners engaged in addressing urbanization challenges and proposing solutions to urban

futures. Urban Thinkers Campuses are organized to address ***'The City We Need'***. They bring together urban thinkers to reflect on current urban challenges and trends and to propose a new paradigm in order to contribute to the New Urban Agenda, the outcome document of the upcoming United Nations Conference on Housing and Sustainable Urban Development (Habitat III), to be held in 2016.



*UTCs are organized along the themes of 'The City We Need'*

The Urban Thinkers Campus is meant to offer an open space for partners and should convene representatives of constituencies and partner organizations to debate around urban challenges and solutions, to learn from each other and to exchange on emerging practices that can positively contribute to a new urban paradigm. It is meant to be a place to share, learn and brainstorm on the new urban paradigm towards Habitat III. All participants should have equal opportunities to voice their views, ideas, and stories to support their vision.

Urban Thinkers should ask themselves what are the common values and principles that they want to support. They should also agree on the key messages that they want to promote to make the New Urban Agenda a collective and therefore stronger contribution to the Habitat III process and the future implementation of the New Urban Agenda.



*The Urban Thinkers Campus model*

## Focusing on outcomes **towards a stronger 'city we need' vision**

Articulated around Constituents Group sessions, Urban Thinkers sessions, Urban Labs and Media sessions, UTCs conceived as outcome driven events that are related to the global partners' process for Habitat III.

More information on the Urban Thinkers Campus can be found on the WUC website: <http://www.worldurbancampaign.org/urban-thinkers-campus-the-city-we-need/>

## Publications & Resources

- The City We Need (EN)
- Joining the WUC Brochure (EN)
- WUC Guidelines (EN)
- WUC Sponsor Leaflet (EN)
- WUC Media Leaflet (EN)
- City Changer Toolkit (EN, FR, CH, SP)
- City Changer Toolkit: Safer Cities Version (EN)
- City Changer Toolkit: Gender Version (EN)
- City Changer Leaflet (EN)
- I'm A City Changer Africa (EN, FR)
- National Urban Campaign Toolkit (EN, SP, FR)
- City Prosperity Initiative Toolkit (EN)
- Manifesto for Cities (EN)
- First Urban Thinkers Campus Report (EN)

All publications are available for free download to assist you, your city, your country, and your organization to effect positive change: <http://www.worldurbancampaign.org/resources/>



## Our Partners



The World Urban Campaign Partners Coordinated by



### Top Sponsors

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### Main Sponsors

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### Media Partners

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## Lead Partners



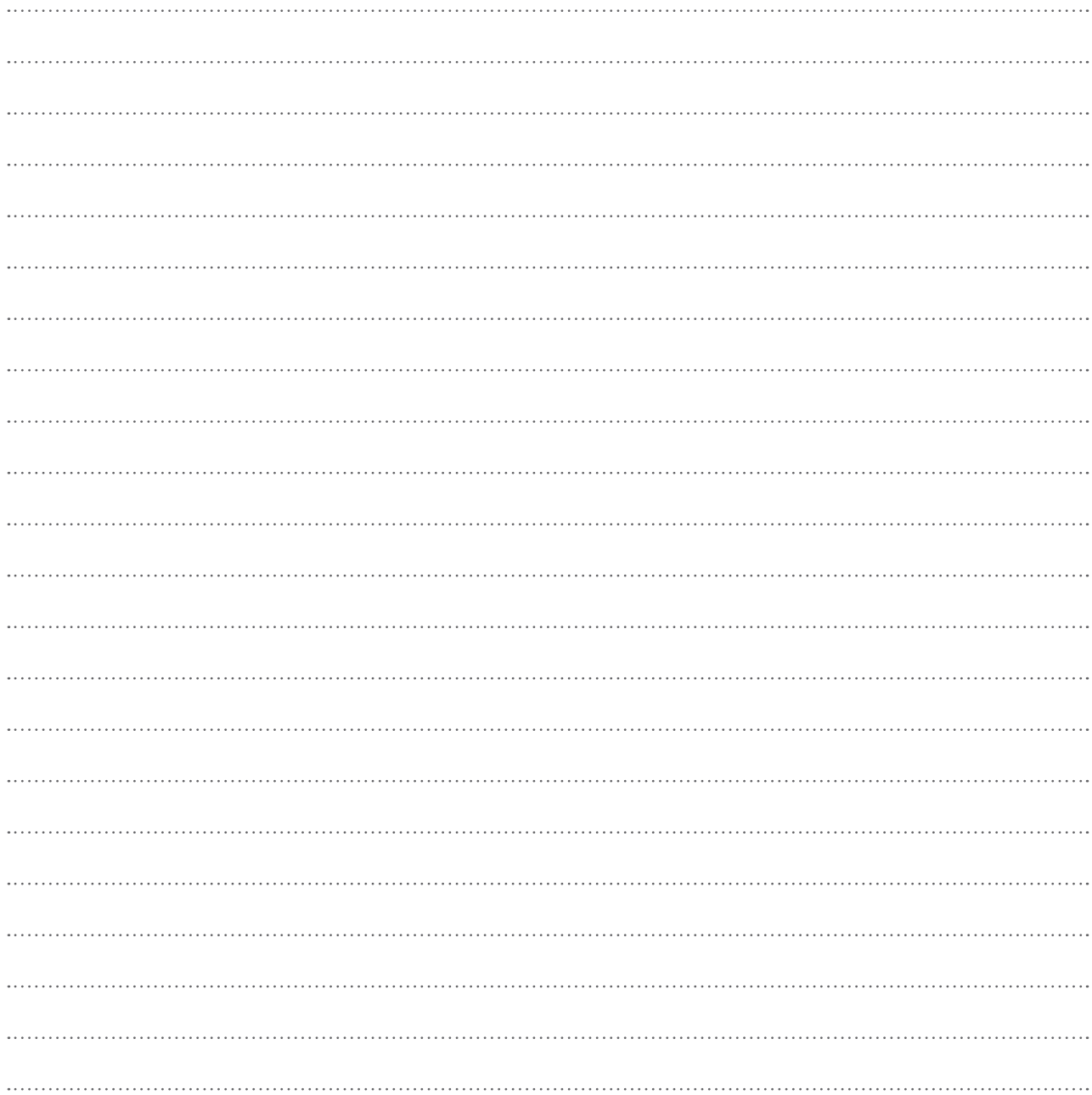
## Associate Partners



## Members









**WORLD  
URBAN  
CAMPAIGN**  
Better City, Better Life

**UN  HABITAT**

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

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