Progress Report to the Committee of Permanent Representatives
23 January 2012
Better City, Better Life
Why the World Urban Campaign?

Urbanization = challenges + opportunities

- Urban growth
- Urban dominance

Challenges:
- Climate change
- Urban poverty

Opportunities:
- Wealth creation
- Economies of scale
- Inclusive governance
- Innovation

- Require collective thinking and action
- Need to instill change and bold action in cities to turn them into places of positive development, inspiration and confidence

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For a Better Urban Future
The World Urban Campaign is a global partnership designed to promote a positive vision for sustainable urbanization and to elevate the urban agenda in development policies.

Its mission is to achieve these objectives by engaging and mobilizing partners from the public, private and civil society sectors worldwide.
**Brief History**

1. UN-Habitat launched the *first two global campaigns* in 1999 as part of a *revitalization* process to strengthen the organisation’s *think-tank* and *advocacy* role.

2. Campaigns *evaluated* and *recognised* as a *success* by governmental and non-governmental organisations with a set of *recommendations* for future campaign(s).

3. **GC20** adopts MTSIP including Focus Area 1 on Advocacy, Partnerships and Information and the concept of a single *forward looking strategic campaign*.

4. **GC21** calls for a *single campaign* as an *important vehicle* to support the *implementation* of the MTSIP; first informal consultation with Habitat Partners followed by a series of meetings.
TO UNITE: convince public, private and social Stakeholders that investing in creative, resilient and sustainable cities and communities is essential to our future

TO ENABLE: provide the necessary tools to achieve creative, resilient and sustainable cities and communities

TO MEASURE: establish benchmarks, monitor progress and share knowledge worldwide

TO CONNECT: create synergies and lasting linkages between stakeholders and the strategic coordination of partners

SCM2, Paris Dec 2009
The World Urban Campaign aims to promote and articulate a **positive vision** for sustainable urbanization.

**Sustainable urbanization** is understood by all partners as: *a process which promotes an integrated, gender-sensitive and pro-poor approach to the social, economic and environmental pillars of sustainability.*

This **integrated approach** further requires that investments be made in new forms of technology and inclusive governance. The principles of sustainable urbanization, and therefore the World Urban Campaign, involve the following principles.
Seven 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. Participatory planning and decision making processes
5. Vibrant and competitive local economies promoting decent work and livelihoods
6. Assurance of non-discrimination and equitable rights to the city
7. Empowering cities and communities to plan for and effectively manage adversity and change
Six thematic clusters

An architecture for the World Urban Campaign

A Planned City
A Green City
An Inclusive City
A Productive City
A Resilient City
A Safe and Healthy City

Better City, Better Life

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SCM6
Amsterdam
Sept 2011
World Urban Campaign

Join the campaign and be part of a unique decision-making process where your resources and actions will be leveraged with those of others.

Join a wide range of partners to advocate on and learn from best practices to the key challenges of cities, transforming learning into action.

A Resilient City
Prepare cities for change and take action to reduce disaster risk

A Safe and Healthy City
Make cities safer and healthier

A Green City
Build an environmentally sound city

A Planned City
Plan the city of tomorrow for an harmonious urbanization

A Productive City
Make cities more efficient and better places to work

An Inclusive City
Build a socially inclusive, pro-poor and gender sensitive city
Awareness Building

Members and partners contribute to awareness building and knowledge sharing activities.
Knowledge sharing

Members contribute to awareness building and knowledge sharing activities.

- Good Policies
- Enabling Legislations
- Tools and Methods
- Capacity Building
Communication

Members enjoy communication tools to share knowledge and carry-out the messages of the World Urban Campaign.
Why Joining the World Urban Campaign?

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

- Individual: City Changer
- Institution: WUC Member/Partner
- City: 100 Cities Initiative
100 Cities Initiative

- ‘100’ represents a working number and a starting point for the Initiative
- The cities interact amongst each other through various modes and generate a critical mass of knowledge
- The cities gather in **100 Cities interactive learning events** to share experiences and practices, and turn knowledge into positive action
- This knowledge is consolidated yielding a collection of living practices.
100 Cities Initiative

Cities are sharing experiences in 100 Cities events at the World Urban Forum and through the WUC/City Changers platforms.

- Partner proposes/supports the city to become part of the 100C
- City champion reports annually on the city’s achievements
- Cities share their experiences through interactive learning events

SCM1
Barcelona
Oct 2010
## The Partners

### Political Partners
- They have an imperative role to play in advancing the urban agenda.
- Local governments and parliamentarians are responsible for pursuing sustainable development policies at the urban and regional scale and for promoting inclusive governance measures sensitive to their constituencies’ needs.
- National governments must necessarily support policy frameworks that elevate the urban agenda and bolster local governments’ efforts to pursue sustainable urbanization.

### Economic Actors
- They are vital partners in the pursuit of sustainable urban development.
- The private sector is well equipped to address 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 by providing and mobilizing the resources to turn intention into intervention.

### Opinion, Media & Expertise
- This broad range of actors are crucial, indispensible partners for advancing and disseminating the urban agenda.
- Advocacy, 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.
- Human settlements professionals from a broad range of human settlements and sustainability related fields bring key expertise and experience requisite for delivering sustainable urbanization at scale.
- Researchers and academia generate vital contributions and normative solutions for progressing and evolving the urban agenda.
Working as a global platform for cooperation, empowerment, and development, the Campaign enables partners to work together to maximize the use of their expertise and to leverage each others outreach and advocacy capacities at a global level.
World Urban Campaign Fund

A common resource mobilization and funding facility that allows the Campaign to deliver joint actions.

**Overarching objective of the Fund:** Increasing the scope of activities of the World Urban Campaign in order to gain impact.

**Promoting and reinforcing policies, strategies and actions to contribute to better cities**
Core funds shall be mutualized to finance common activities in an inclusive manner: learning and promotional events, joint partners interventions at the city level, setting-up and maintenance of an effective e-platform to promote partners.

The World Urban Campaign Secretariat will be the Secretariat of the Fund. The WUC Standing Committee will act as the technical oversight body of the Fund.
World Urban Campaign Governing Structure

UN-HABITAT Executive Director

Steering Committee

Secretariat (AOC, UN-HABITAT)

Standing Committee

Sub-committees

UN-Habitat internal Task Force
WUC working groups

- Resource mobilization
- Monitoring and evaluation
- Communications and outreach
- 100 Cities Initiative
- Catalogue of tools and methods
- Global observatory of good policies and enabling legislation.
Next Steps

- 7th WUC Steering Committee meeting – Marseille 12-13 March during World Water Forum 6
- WUC protocols
- WUC Kit
- WUC website
- City Changer magazine
- Preparation of WUF6 (100 Cities event, Expo, etc)
JE CHANGE MA VILLE
I'M A CITY CHANGER

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