Update on the World Urban Campaign
25 March 2013

*The description below is reflected in the MTSIP annual report for 2012.*

**Membership**

In 2012, the World Urban Campaign has seen a very positive trend in the growing number and diversity of Campaign partners, which will allow the Campaign to speak with a stronger voice in international forums and to mainstream the urban agenda. Major constituencies are represented in the Campaign: local authorities, women groups, grass-root organizations, urban professionals, parliamentarians, the private sector, academia, trade unions, civil society organizations and youth groups.

There are now over 50 partners and sponsors engaged in the Campaign (list in annex), with new members joining every month (about 30 members request currently being processed). In 2012, 18 new partners have joined. The regional diversity of these organizations has also increased.

**Outreach activities**

In Africa, a special initiative to engage the region in the World Urban Campaign has been the ‘*I’m a City Changer in Africa*’ Initiative, launched at the Africities Summit 2012 in Dakar. The initiative constitutes a specific platform of communication to raise awareness about positive change in Africa.

The Campaign has facilitated the launch of *I’m a City Changer* local campaigns in several cities in order to raise awareness of urban issues and ways for citizens, cities, and organizations to work together to achieve a better and more sustainable urban future. These activities included:

1/ the launch of the City Changer campaign in Marseille, France, during the World Water Forum (March 2012), in parallel to the 7th meeting of the WUC Steering Committee;
2/ an awareness-raising ‘City Changer’ event in Rio de Janeiro, Brazil, which focused on urban mobility with the slogan “*Evolua com mobilidade*” and took place during the Rio +20 Conference;
3/ An Urban Bike Tour in Naples, Italy, which took place during the Sixth Session of the World Urban Forum (WUF), with a slogan “*Io miglioro la mia città*”;
4/ A City Changer street walk in Guediawaye, Senegal, during the Africities Summit, as a kick off to the *I’m a City Changer in Africa* initiative and the launch of the first National Urban Campaign in Senegal. The launch was also held at a Special Session at the Africities Summit in Dakar, and enjoyed the participation and support of key WUC partners in Africa.
Advocacy and knowledge sharing activities

The “Manifesto for Cities: the Urban Future we Want” was prepared by the Partners through a consultative process in June and July 2012. The text was presented at the World Urban Forum in Naples during a successful and widely publicized Special Session, and was also featured in the WUF6 exhibition. The Manifesto has been translated into the other five official UN languages and compiled in a booklet for dissemination. It serves as a short, concise, and powerful document that provides an opportunity for the Campaign to promote its cause and to build consensus and awareness globally, through a variety of networks. The Manifesto is available on the WUC website, and includes a feature through which individuals can sign up to commit to the principles and goals laid out in the text.

The WUC Steering Committee also facilitates working groups on the following topics: Urban Futures and Innovations, Communication, Resource Mobilization and Monitoring, Tools for Assessment and Measurement for Sustainable Urban Development, Good Urban Policies and Legislation, WUC Cities Initiative, WUC in Africa, and Habitat III. These working groups provide platforms for partners to interact and build productive relationships while addressing vital issues within the urban agenda and spearheading WUC initiatives.

The Campaign has developed communication platforms, including the WUC website launched in 2012 and social media outlets (such as Facebook, LinkedIn, and Twitter). These platforms enable dialogue, knowledge sharing, the promotion of best practices, and both inform and engage citizens around the world. A number of promotional materials (brochures, videos and exhibitions) have been prepared in 2012.

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ANNEX 1

List of WUC Members

Lead Partners
1. African Union of Architects (AUA)
2. African Planning Association (APA)
3. Building and Wood Workers International
4. Commonwealth Association of Planners
5. Cordaid
6. D-City
7. ENDA Tiers Monde Réseau Urbain Participatif
8. FICCI (Federation of Indian Chambers of Commerce and Industry)
9. Fira de Barcelona
10. Global Compact Cities Programme (United Nations)
11. Global Parliamentarians on Habitat
12. Global Urban Development
13. Green World City Organizations
14. Habitat for Humanity
15. Habitat Professionals Forum
16. Habitat Partners Universities
17. Huairou Commission
18. Institut d’Aménagement et d’Urbanisme Ile de France (IAURIF)
19. Institut Africain de Gestion Urbaine (IAGU)
20. ISOCARP (International Society of City and Regional Planners)
21. Joslyn Institute for Sustainable Communities
22. The Municipal Arts Society of New York (MASNYC)
23. Metropolis
24. Oxford Brookes University
25. Penn IUR University of Pennsylvania
26. Practical Action
27. Siemens Stiftung
28. South-South News [MEDIA PARTNER]
29. Union Internationale des Architectes (UIA)
30. United Cities and Local Governments (UCLG)
31. UN-ISDR
32. Universita Degli Studi de Napoli
33. Urban Private Sector Advisory Board (UPSAB)
34. World Business Council for Sustainable Development (WBCSD)
35. World Future council
36. Youth Advisory Board
37. Zerofootprint

Associate Partners
38. AARDE Foundation
39. Cities Alliance
40. EcoCity Builders
41. Institut pour la Ville en Mouvement
42. Nomadés
43. UNDP World Alliance of Cities

Sponsors

Top
44. Arcadis NV
45. ERDF

Main
46. GDF Suez
47. Lafarge Group
48. Siemens AG
49. Veolia Environnement

Members

50. Réseau Projection (Projection network)
51. ECTP-CEU (European Council of Spatial Planners)
52. FIU (Federación Iberoamericana Urbanistas)

More than 50 pending members requests are being processed.
ANNEX 2

WUC Membership categories

Civil society, Community-based organizations, private sector entities, professionals, academias, parliamentarians, youth and women groups, trade unions, associations of local authorities and the medias, can join the WUC in the following categories:

Lead Partners:
- sign-up on the WUC Paris Principles
- are official partners of UN-Habitat and have signed a Memorandum of Understanding with UN-Habitat
- promote the WUC and ‘I’m a City Changer’ in their communications and activities
- provide in-kind contributions to approved activities of the WUC
- are members of the WUC Steering Committee and attend its meetings at least once a year
- regularly report on their activities as Partners

Associate Partners:
- sign-up on the WUC Paris Principles
- promote the WUC and ‘I’m a City Changer’ in their communication and activities
- provide in-kind contributions to approved activities of the WUC
- regularly report on their activities as Partner

Members:
- sign-up on the World Urban Campaign Paris Principles
- promote the World Urban Campaign and ‘I’m a City Changer’ in their communications and activities

Sponsors:
- sign-up on the WUC Paris Principles.
- official partners of UN-Habitat and have signed a Memorandum of Understanding with UN-Habitat
- promote the WUC and ‘I’m a City Changer’ in their communications and activities
- provide sponsorship to the WUC through the WUC Secretariat (3 levels: top sponsor, main sponsor, supporter)
- are members of the WUC Steering Committee and attend its meetings

Media Partners:
- provide support to WUC communication activities