UN-Habitat: CPR
Familiarization workshop
(10 September 2018, UNON, Gigiri, Nairobi)

PARTNERSHIPS, ADVOCACY, COMMUNICATION
10 SEPTEMBER 2018
Why Partnerships?

UN-Habitat works with diverse partners at all levels including multi stakeholder issue-based and cross-sectoral networks:

1. As mandated by GA, ECOSOC, and GC resolutions, and other international commitments.

2. In support of UN-Habitat focal point role for sustainable urbanization within the UN Development System

3. Partnerships to specifically:
   - build trust
   - provide leadership on sustainable urban development
   - mobilize and leverage resources
   - give voice and influence to the people we serve and other stakeholders bearing in mind the principle of “leaving no one behind”
   - Implement and scale up programmes
   - Increase action and advocacy on SUD
"We live in a complex world. The United Nations cannot succeed alone. Partnership must continue to be at the heart of our strategy. We should have the humility to acknowledge the essential role of other actors, while maintaining full awareness of our unique convening power."

- António Guterres
United Nations
Secretary-General
<table>
<thead>
<tr>
<th>Level</th>
<th>GOVERNMENT &amp; INTERGOVERNMENTAL LEVEL</th>
<th>UN SYSTEM LEVEL</th>
<th>MAJOR GROUPS AND OTHER STAKEHOLDERS</th>
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<tr>
<td>Global Level</td>
<td>GA, ECOSOC, CSW, Permanent forum on Indigenous Issues, Committee of experts on public administration, UN-Habitat GC sessions and CPR working groups</td>
<td>CEB, HLCP, HLCM, UNDG SUD inter-agency working group EC-ESA, IASC, IAEG-SDGs, Inter-Departmental Task Force on Africa</td>
<td>SUD Coalitions of Multi-stakeholders, Private sector, Civil society, women, youth other Thematic Advisory Boards, media, etc. SUD networks, advisory boards, and organizations.</td>
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<td>Regional Level</td>
<td>Regional Intergovernmental bodies ASEAN, SAARC, AU, EU, Inter American Commission, Arab League, Pacific Commission, Regional Development Banks, Regional Ministerial Meetings etc.</td>
<td>UN regional Economic Commissions, UNDG, RCM, Regional SUD inter-agency working group, and Forums on sustainable development etc.</td>
<td>SUD Coalitions, Private sector, professionals, universities, Research institutions, Civil society, Financial institutions, government organizations (e.g. ICLEI; UCLG regional chapters/affiliates) etc.</td>
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<td>Sub-Regional Level</td>
<td>Sub-regional intergovernmental bodies E.g ECOWAS, SADC, EAC, MAGREB, ECAS, CARICOM, Gulf Corporation Council, Union of Mediterranean States, Sub-regional Parliaments and institutions, Development Banks etc</td>
<td>E.g. UNECA East, Central, West and North Africa Sub-regional offices UN-ESCAP and UN-ECLAC sub-regions</td>
<td>SUD Coalitions of regional and sub-regional urban and human settlements organisations, Private sector, Civil society, Academia, Philanthropists, Parliamentarians, Professionals, media, pro poor organizations etc.</td>
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<td>National Level</td>
<td>National Governments Government departments and institutions, National Parliament, Judiciary, National Banks, Inter-ministerial SUD working group</td>
<td>UN Resident Coordinator system UNDP and resident agencies, UN country teams, UNDAFS, SUD inter-agency working group</td>
<td>SUD coalitions of national, subnational and local organisations, National level organizations of parliamentarians, local governments, CBO, financial institutions, Private sector, Faith based, grassroots etc.</td>
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<td>Sub-National and Local Level</td>
<td>Sub-national governments (gubernatorial states etc.), Local authorities, Inter-departmental SUD working group, Community Assemblies, Community Development Councils, groups/ Peoples process etc.</td>
<td>UNDP, resident agencies, SUD working groups</td>
<td>Sub-national and local level organizations of local governments, CBO, Private sector, financial institutions, Faith based, grassroots, women, youth, slum dwellers and other pro poor organizations, media, foundations, etc.</td>
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Priority Partners in the Partnership Strategy 2017-2022

- Governmental partners (Member States, Parliamentarians, intergovernmental organizations)
- Local Authorities
- UN Agencies
- Development Banks and Financial Institutions
- Private Sector
- Civil Society Organizations (women, youth, indigenous peoples, disability organisations, and other non-government organisations)
- Knowledge Partners (Academia, Researchers, professionals and other stakeholders)
- Foundations and Philanthropists
How do we engage with partners

1. **Information sharing** – publications including reports, brochures, newsletters, press releases, statements, documentaries, social media, WEBSITE

2. **Listening** – media articles and assessments, online surveys, interviews, email feedback forms

3. **Involving** - through various **platforms** – World Urban Forum, World Urban Campaign, Networks, Advisory Boards, World Habitat Day, Urban October, multi stakeholder forums, Expert Group Meetings, face to face and bilateral meetings

4. **Collaborate** - through joint projects, joint programmes, joint advocacy, etc.

5. **Financing** – Implementation Facility for Sustainable Urban Development
Strengthening Partnerships

• UN System-wide Strategy for Sustainable Urbanization
  o UN Collaborative Implementation Framework:
    – Workplan: Knowledge, policy coherence, advocacy, financing
  o Implementation Facility for SUD/SDG Fund Urban Window

• Stakeholders Collaborative Framework

• Stakeholders Engagement Policy

• Partner Management & Information Systems
• Structures for coherence in partner engagement
• High Level, high quality & high impact engagement
Win support and mobilize action for policies, investments and practices promoting Sustainable Urbanization to improve the quality of life of all.
Advocacy and Communications drive change to achieve UN-Habitat’s goals BY

- Influencing decision makers to prioritize urban issues, take action to improve lives and increase funding
- Increasing public awareness about their rights around urbanization
- Raising visibility around key issues through focused, coordinated campaigns using compelling, evidence based messaging
- Ensuring increased recognition of UN-Habitat brand and role as expert, leader, focal point and convenor
- Supporting resource mobilization by demonstrating UN-Habitat’s impact, expertise and comparative advantage
- Maximizing dissemination of key research and publications
- Promoting Multi-stakeholders platforms for urban policy making and review at all levels
Current Actions:

• Senior Managers’ Communications Workshop

• New Advocacy and Communications Strategy – December 2018

• Impact Enhancement of advocacy platforms and instruments: WUF, WHD, WCD, WUC

• Campaign Action Plan

• Website Revamp, including CPR Website

• Social Media enhancement

• Stronger media engagement
Strengthening UN-Habitat’s Advocacy & Outreach will include

• Increased alignment on relevant, key issues and campaigns – harmonized at all levels
• Use of platforms, forums, meetings, speeches, interviews to promote selected issues over sustained period
• Working closely with partners to leverage campaigns
• Inspiring audience and build engaged community
• Expanding digital media footprint
• Putting people at the centre of discussions, stories etc
• Maximising expert personnel and passionate leadership in house and find champions
• Keeping key partners including member states updated
Conclusion

• Partnerships and Advocacy are critical in:
  o Advancing the urbanization agenda
  o Positioning UN-Habitat as a partner of choice, a focal point and leading expert, with innovative solutions for countries and partners
  o Scaling up of programmes to enable us reach the ambitious targets of the SDGs and NUA
  o Mobilizing resources to increase financing for sustainable urbanization
Resources to share by email:

• Detailed Presentation
• Partnership Strategy
• UN Collaborative Implementation Framework
• Stakeholders Collaborative Implementation Framework
• Report of UN-Habitat Engagement at High Level Political Forum (including media report)
• UN-Habitat 2030 Paper