The World Urban Campaign
Better City, Better Life

Nairobi, 8th February 2010
The World Urban Campaign
Better Cities, Better Life

Context

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Brief History

Action Goals

Mission Statement

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Campaign Goals & Principles

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Project Plan

UN-HABITAT
FOR A BETTER URBAN FUTURE
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
Mission Statement

“To **promote** and **reinforce** the **attitudes**, **actions** and **policies** that will **enable governments** and **civil society** to **create** and **maintain**, **sustainable urban conditions**”

Outcome of the 2nd Steering Committee meeting of the World Urban Campaign, Paris, December 2009
Success will be measured in part by the adoption of better public policies at a national level along with follow up investments at the local level that will ultimately improve the urban livelihood for all.
Campaign Founding Members

- Local Authorities & Associations
- Media Specialists
- Professional Associations
- Trade Unions & Federations
- National Governments
- Development Banks
- International Agencies
- Private Sector
- Research & Education
- Training Institutions
- NGOs/CBOs
- Public info & opinion
Campaign Principles (1/2)

- **Accessible** and pro-poor land, infrastructure, services, mobility and housing

- **Environmentally** sound and carbon-efficient built environment

- **Participatory** planning and decision making processes

- **Socially inclusive**, gender sensitive, healthy and safe
Campaign Principles (2/2)

- **Vibrant and competitive local economies** promoting decent work and livelihoods

- Assurance of non-discrimination and equitable rights to the city

- Empowering cities and communities to plan for and effectively manage adversity & change

Sustainable urbanization is a process which promotes an integrated, gender-sensitive and pro-poor approach to the social, economic and environmental pillars of sustainability.
Main Messages (1/2)

Title: World Urban Campaign, Better cities - Better life

Main Message:

“To promote a positive vision of sustainable urbanisation”

“The vision will be constantly refined in consultation with cities, governments and Habitat partners”

“The components of the vision include access to housing, land, infrastructure, basic services and finance”
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WUC Main Partners

1. Heads of Government Champions
2. Regional Ministerial Meetings on HUD
3. Global Parliamentarians for Habitat
4. UNACLA
5. United Cities and Local Government
6. WBCSD & Chambers of Commerce
7. Civil Society Organizations
8. IGOs & IFIs
9. Trade Unions, Federations & Professionals

Convene, Anchor, Communicate
Flow Chart

UN-Habitat

Member States

Local Authorities

Other Partners

Design & Apply

Member States → Local Authorities → Other Partners

Campaign Messages
Principles
Policy Advice
Practical Toolkits

Organising Local and National Platforms

Documenting lessons learned from good policies & living practices

Developing new forms of partnerships

Devising new knowledge & information sharing systems

Other activities e.g. learning academies, symposia, etc

Advocacy Instruments

Activities

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Network of Campaigns

The Campaign will serve as the umbrella structure for a network of campaigns and link up with other global campaigns and commissions.
The WUC is designed to help achieve the goals and objectives of UN-Habitat’s MTSIP for 2008-2013.
The strategic role of WUC

World Urban Campaign

2009 GC-22
2010 WUF
2011 GC-23
2012 WUF
2013 GC-24

WUC
WHD
WUF
MTSIP

Symposia, databases, academies, EGMs, Expos, etc…
The “100 Cities” Initiative
The “100 Cities” Initiative

Background:

This initiative was shaped by the Expert Group Meeting that took place in January in Nairobi and was participated by 21 experts.

As a pilot initiative (12-18 months) to test and develop the architecture of a global learning, sharing and networking platform in support of a sustainable urbanisation.

The EGM identified the main challenge ahead as to identify and reach a critical mass of our target audience.

Since cities are complex organisms with no single entity representing the whole picture, WUC needed a strategy to reach a broad cross-section of actors and constituencies that facilitated shaping the politics and policies of a city.

Such strategy needed a vehicle to test the concept named: The “100 Cities” Initiative.
The “100 Cities” Initiative

Mission:
To test on how best to appeal to and mobilize people, communities, municipal officials, service providers and the political leadership of any city
The "100 Cities" Initiative

Concept:

To encourage different actors to tell their stories on how they contribute to a better and more sustainable city.

The Initiative is centered around the "Living Practices" concept; a holistic and forward looking approach to city experiences, challenges and reactions.

"Living Practices" provide dynamic learning opportunities, around the principles of sharing & learning through partnership.

The processes and outcomes of "Living Practices" will be documented, reported and measured over the time, making full use of new media to encourage the actors submit their stories.

The initial test phase on the selected 100 cities will culminate in a 100 Cities Summit in 2011 after which the platform will be open to broader participation.
The “100 Cities” Initiative

Main features of “Living Practices”

• Looks at current and future challenges
• Involves multiple actors & communities in sharing & learning
• Focuses on problem-solving
• Uses story telling format that facilitates periodic updates from multiple actors using multiple media
• Employs tools and metrics for benchmarking, assessing and monitoring
• Uses a recognition system as an incentive to share and learn
• Supports local languages, relies on “champions” to extract lessons learned
The “100 Cities” Initiative

Example of Living Practices

Country: Colombia
City profile: Medellin
Population, GDP,…

Title of the Living Practice
“Medellin Toy and Game Libraries”

Author: Rosa Benegas (Community Leader)

Main Actors: City Council, Toys’r’Us, Library of Bogota, University of Chicago

Key Challenges
Lessons Learned
Other info
The “100 Cities” Initiative

Living Practices DB

The Medellin Toy and Game Libraries

- Starr Hall (Author), Chadd Rosenberg (Author)
- Image: 5 customer reviews
- Frequently looked together

- Mombasa, Libraries on the beach
- Toy friends for the poor, Calcutta
- Mobile Libraries: a new approach to nomadic tribes in Kenya

Champions review
Customer Reviews

261 Reviews

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Average Customer Review 4.90
(261 customer reviews)

See Other Actors: Mayor, ToysrUs

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The “100 Cities” Initiative

Project Plan

March 2010

- Prior to WUF
  - 15 to 20 preselected cities present their stories
- Website goes live, ready for candidates registration
- Published in the Urban World Magazine and distributed in WUF

April 2011

- Sept 2010, selected candidates upload stories
- Feb 2011, first update per city
- April 2011, “100 Cities” Summit

< June 2011

- Open to the rest of the world cities