ADVOCACY, OUTREACH AND COMMUNICATION

An overview presented to the Induction Seminar for new Members of the CPR

3 February 2012
UN-Habitat Communications Strategy

Quick Diagnosis

INTERNAL

Dispersion
Lack of Coherence
Poor corporate culture of communications

EXTERNAL

Transparency
Credibility
Relevance

POSITIONING

Lack of Focusing in Targets
Overview of the strategy:

1. Scope is medium term - 2012-2016 (HABITAT III)

2. Main focus
   “If we don’t know what we do, nobody is going to know”

3. Elements
   Internal Organization, and Internal Communication
   “So far, we don’t have external media pressure!”
   • Branding
   • Message
   • New Targets (Outreach) – Network of information offices, journalists
     “We are ONE UN-Habitat”
   • Events / Innovation
     “Let’s start improving what we already have!”
Main Outreach Platforms of the AOC

1. The World Urban Forum - a one week event with a 24 months preparatory cycle
2. The World Urban Campaign – a network of key partners with shared goals to turn ideas into action
3. World Habitat Day – a day set aside each year to focus on a chosen theme
4. Flagship Publications

The overall strategy of the AOC is still work in progress....

THE WORLD URBAN FORUM
Objectives:

- Furthering of cooperation and coordination among development agencies

- Strengthening the coordination of international support to the implementation of the Habitat Agenda

- Facilitating the exchange of experiences and the advancement of collective knowledge among cities and their development partners.
Participants and Activities at the Forum

**Participation:** All Member States, Local Authorities, Intergovernmental Organizations, Non-Governmental Organizations, International Organizations, Community Groups, Habitat Professionals, Business and Private Sector, Academia, and International Finance Institutions

**Activities:** Ceremonial Opening, Formal Opening, World Urban Youth Assembly, Gender Equality Action Assembly, Business Assembly, World Urban Campaign Session, E-debates and Dialogues, Roundtables (of peer partners), Networking Events, Special Sessions, Training Events, Side Events Exhibition, Art and Sports Competitions, A Ministerial segment of the GC?

TOTAL OF OVER 350 EVENTS IN ONE WEEK!!
Locations of the Forum
Participation in and outreach of the Forum

Number of Participants from WUF1 to WUF5

- **WUF1** (2002): 2000 participants from 100 countries
- **WUF2** (2004): 4000 participants from 146 countries
- **WUF3** (2006): 6000 participants from 150 countries
- **WUF4** (2008): 8000 participants from 100 countries
- **WUF5** (2010): 10000 participants from 150 countries

Sessions

Number of Participants
Value of the World Urban Forum to UN-Habitat


On-going Work: Implementing Resolution 23/5- report to better define roles and responsibilities of the Advisory Group, the CPR in WUF, strengthen the interdivisional support mechanisms, developing a monitoring mechanism using the RBM model, preparations for WUF6 in collaboration with CPR through WG.
WUF6

1 – 7 SEPTEMBER 2012
NAPLES, ITALY

Theme: The Urban Future

More information on the WUF6 website at:
www.unhabitat.org/wuf

WORLD URBAN FORUM SECRETARIAT
Tel: +254 20 762 3334/ 762 3903
THANK YOU!