**Brief History**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1996</td>
<td>Launch of first two global campaigns¹</td>
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<td>1999</td>
<td>Habitat II and the Habitat Agenda</td>
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<td>2005</td>
<td>Campaign evaluation²</td>
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<td>2007</td>
<td>GC20: MTSP adopted³</td>
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<td>2009</td>
<td>GC21: Campaign consultations</td>
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<td>2010</td>
<td>WUF5: Campaign Launch</td>
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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 MTSSIP 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 MTSSIP; first informal consultation with Habitat Partners followed by a series of meetings
MTSIP Focus area 1: 'Effective Advocacy, Monitoring and Partnership'

WUC a flagship activity to propel UN-Habitat’s normative agenda

- Advocacy function:
  - to increase the participation of the Habitat Agenda Partners in our mandate
  - to increase the commitment of Habitat Agenda Partners to agreed norms and principles for sustainable urbanization

- Fostering networking:
  - to bring Habitat Agenda Partners together around common objectives
  - Habitat Agenda Partners to become catalysts of change

IT’S YOUR CAMPAIGN!

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 other’s outreach and advocacy capacities at a global level.
The World Urban Campaign
KEY COMPONENTS

- 100 Cities Initiative
- Good Policies and Enabling Legislations
- Tools and Methods
- Business Award

Best practices, policies and tools

22 Partners

GDF SUEZ

Commonwealth Association of Planners

World Business Council for Sustainable Development

Arcadis

Practical Action

ISOCArP

IAU

SIEMENS

CPEI Stiftung

 mondofragilis group

Huairou Commission

Zero Footprint

PressGroup

Veolia Environnement

CRECC

Green World City

World Urban Campaign
Overall Theme:

Better City, Better Life

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 2010
Seven Campaign PRINCIPLES

1. Accessible and pro-poor land, infrastructure, services, mobility and housing

2. Environmentally sound and carbon-efficient built environment

3. Socially inclusive, gender sensitive, health and safe development

4. Participatory planning and decision making processes

Sustainable urbanization is a process which promotes an integrated, gender-sensitive and pro-poor approach to the social, economic and environmental pillars of sustainability

CAMPAIGN PRINCIPLES 2/2

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 & change

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
Structure

Steering Committee
Advisory body to the Executive Director
Catalyzing, action-planning and monitoring organ
Composition: official WUC Partners, headed by Chair and Co-Chair

Standing Committee
Executive organ of the Steering Committee
Composition: 5 to 11 Partners

The “100 Cities” Initiative

- Decided at SCM1, Barcelona Oct 2009
- EGM 1 Jan 2010 Nairobi: concepts, objectives, selection criteria, process, core set of 21 cities
- EGM 2 Oct 2010 Shanghai: principles and organization of the 100 Cities Summit
- 100 Cities Website
- 100 Cities Summit to be held in 2011
**Tools and Methods**

**Catalogue of Tools and Methods**

- a one-stop shop for tools and methods on sustainable urbanization to help match problems with solutions.
- SCM4 Alicante: key recommendations
- SCM5 Shanghai: additional recommendations on the structure of the catalogue + short questionnaire to solicit information on existing tools and methods to WUC partners

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**Policies and Enabling Legislation Observatory**

**Based on the BLP experience unpacking urban policies and enabling legislation.**

- SCM4 Alicante: key recommendations
- SCM5 Shanghai: additional recommendations on methods
- Next step: to launch 10 case studies good policies and enabling legislation during the 100 Cities Summit

**Next steps:**
- Ten pilot policies/laws to be identified and analysed through WUC partners
- Initiate database
- Launch of the observatory during WUF6 in 2012
**Business Award**

- for outstanding practices that prove private sector’s commitment towards achieving sustainable urbanization
- SCM4 Alicante: key recommendations
- EGM on-line Sept 2010: agreement on criteria by expert and research partners
- Business award to be delivered at the next World Urban Forum

The Partners:
- Global Supporting Partners: WBCSD, Cities Alliance, Green World Cities Organization, UN Global Compact of Cities, CRECC
- Organizing/Media Partner: Press Group
- Expert and Research Partners: University of Pennsylvania, Tongji University, London School of Economics, ESSEC Business School

**WUC Steering committee**

- Election of the Chair/co-Chair/Standing committee (Shanghai: 10 Oct 2010)
  - Chair: Nicholas You, member of Partner organizations
  - Co-Chair: Professor Eugene Birch, Co-Director Penn IUR, University of Pennsylvania
WUC Standing Committee

- UN-HABITAT serves as an *ex officio* member of the Standing Committee.

The members of the Standing Committee nominated as follows:

- *United Cities and Local Governments* to represent the Local Governments
- *Habitat for Humanity* to represent NGOs/CBOs
- *World Business Council for Sustainable Development* to represent the Private Sector
- *Huairou Commission* to represent Women Groups
- *Building and Woodworkers International* to represent Trade Unions
- *Habitat Professional Forum* to represent Professionals
- *Joslyn Castle Institute for Sustainable Communities* to represent the Academia
- *Global Parliamentarians on Habitat* to represent Parliamentarians.

WUC meetings

- **Oct 2009 - Barcelona**: First WUC Steering Committee Meeting
- **Dec 2009 - Paris**: First WUC Steering Committee Meeting on Goals, Strategy and Principles
- **Jan 2010 - Nairobi**: Expert Group Meeting on the 100 Cities Initiative
- **March 2010 - Rio de Janeiro**: Third WUC Steering Committee Meeting
- **May 2010 - Alicante**: Fourth WUC Steering Committee Meeting
- **Oct 2010 - Shanghai**: Expert Group Meeting on the 100 Cities Summit
- **Oct 2010 - Shanghai**: Fifth WUC Steering Committee Meeting
Successful launch at WUF5 closing ceremony with:
- Mrs. Gakou Salamata Fofana, Minister of Housing and Land of Mali
- Mr. Marcio Fortes De Almeida, Minister of Cities of Brazil
+ representatives of:
  - Global Parliamentarians for Habitat,
  - Building Workers International,
  - Habitat Professionals Forum,
  - Union of Cities and Local Governments,
  - Huairou Commission,
  - Habitat International Coalition,
  - World Business Council for Sustainable Development,
They made declaration of commitment to spreading WUC messages among partners.
WUC logo unveiled, after a competition sponsored by the French private company Veolia Environment