# Table of CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m a City Changer</td>
<td>4</td>
</tr>
<tr>
<td>Why campaign for positive urban change?</td>
<td>5</td>
</tr>
<tr>
<td>The Urban Future We Want</td>
<td>6</td>
</tr>
<tr>
<td>From challenges to opportunities</td>
<td>8</td>
</tr>
<tr>
<td>Towards Solutions</td>
<td>9</td>
</tr>
<tr>
<td>Campaigning for Positive Change</td>
<td>10</td>
</tr>
<tr>
<td>Change Your City, Change Other Cities</td>
<td>11</td>
</tr>
<tr>
<td>Find Your Slogan</td>
<td>12</td>
</tr>
<tr>
<td>Act now !</td>
<td>14</td>
</tr>
<tr>
<td>Engage people</td>
<td>14</td>
</tr>
<tr>
<td>City Changer Sports Events</td>
<td>16</td>
</tr>
<tr>
<td>Engage the media</td>
<td>18</td>
</tr>
<tr>
<td>Involve artists</td>
<td>20</td>
</tr>
<tr>
<td>City Changer Exhibitions</td>
<td>22</td>
</tr>
<tr>
<td>Discover City Changers</td>
<td>24</td>
</tr>
<tr>
<td>City Changer competitions</td>
<td>26</td>
</tr>
<tr>
<td>City Changer Shows</td>
<td>28</td>
</tr>
<tr>
<td>City Changers in Schools</td>
<td>30</td>
</tr>
<tr>
<td>City Changer Concert</td>
<td>32</td>
</tr>
<tr>
<td>Raising Awareness on mobility</td>
<td>34</td>
</tr>
<tr>
<td>Fighting air pollution starts with everyone</td>
<td>36</td>
</tr>
<tr>
<td>Let’s Clean the City</td>
<td>38</td>
</tr>
<tr>
<td>Commit and become a ‘City Partner’</td>
<td>40</td>
</tr>
<tr>
<td>Use the Campaign Platform as a ‘City Partner’</td>
<td>40</td>
</tr>
<tr>
<td>Share Solutions</td>
<td>41</td>
</tr>
<tr>
<td>Sign-up to the Manifesto for Cities</td>
<td>42</td>
</tr>
<tr>
<td>Timeline for City Campaigns</td>
<td>43</td>
</tr>
<tr>
<td>The World Urban Campaign Partners</td>
<td>44</td>
</tr>
<tr>
<td>Contacts</td>
<td>48</td>
</tr>
</tbody>
</table>
‘I’m a City Changer’ is the raising-awareness initiative of the World Urban Campaign.
The World Urban Campaign is the partners and advocacy platform for cities in the twenty first century and to place the urban agenda at the highest level in development policies.

The World Urban Campaign is the partners’ platform for Habitat III, the Third United Nations Conference on Housing and Sustainable Urban Development to be held in 2016.

Why Campaign for Positive Urban Change?

The world has entered into an era dominated by cities, and the human destiny is increasingly defined by its urban spaces. While all cities are a part of this global trend, each has its own local dynamic determined by its territories, its environment, economy, heritage, and cultures.

The actions of individuals and communities, contribute to change in a world in crisis where citizens and decision-makers experience the limits of economies and ecosystems. They can propose local solutions in order to better share our common living space: the city.

*Changing cities to better share our common living space is the main challenge of the 21st century.*
We need to change from unsustainable practices...
The Urban Future We Want
From Challenges to Opportunities

CHALLENGES

- Urban Poverty
- Climate Change
- Slums

OPPORTUNITIES

- Inclusive Prosperity
- Economies of Scale
- Inclusive Governance
“I’m a City Changer” is a platform based on proposing solutions to better share our urban space. We need to ensure just distribution and preservation of fundamental resources in order to guarantee their availability for the future generations.

We need to define the way we are consuming land, water, and energy, managing waste and transportation, preserving air quality, and transmitting our heritage and culture. For this, we need to envision the best way to plan, build, and manage the cities of tomorrow, where resources will be shared and managed, for better or the worse, leaving a positive or negative legacy to the future generations.

We need to change unsustainable behaviors and patterns.

We need to promote successful solutions and stimulate innovations where transformations are needed.
The World Urban Campaign which acts as an umbrella for the local campaigns is articulated around six thematic areas derived from the principles of sustainable urbanization endorsed by the Campaign partners:

**A Planned City**
A planned city is fundamental to achieving resilient, green, inclusive, productive, safe, and healthy urban development. This requires planning practices and processes that harness the city’s assets and potential. Sustainable planning is about designing the urban space, public and private, to ensure its orderly development and to improve the quality of life for residents and businesses without compromising future generations.

**A Green City**
Build environmentally sound and carbon efficient cities. The way we plan and design our cities now will have significant implications for how resilient, resource-efficient, and environmentally sound they are in the future. A green city means promoting sustainable development through a carbon efficient built environment. If new housing stock and upgraded slums are not as energy efficient and sustainable as possible, cities face decades of escalating energy consumption, which may aggravate economic, social, and environmental challenges.

**An Equitable Prosperous Sustainable City**

**A Resilient City**
Building cities able to withstand and recover from crises. A Resilient City is one that can withstand and recover quickly from natural or human-made disasters. However, cities are increasingly vulnerable to multiple hazards that can hinder or derail development trajectories. Rapid urbanization, poor quality construction, unregulated expansion of urban settlements, weak governance capacities, and climate change impacts are factors increasing cities’ exposure to multiple hazards and risks.

**A Productive City**
Make cities more efficient and better places to ensure decent work. Cities’ ability to create decent jobs depends to a large extent on economic growth. Adequate investments in urban infrastructure and basic services, removing inappropriate and unnecessary regulations on businesses, adequate investments in education, skills development, and improving technical and financial efficiency of urban authorities are key to enhancing urban productivity and therefore to achieving economic growth and decent jobs for all.

**A Safe and Healthy City**
Make cities livable places. Urban crime and violence are today at the top of the agenda for those committed to sustainable urban development. Local governments and their partners are now taking up the challenge of urban safety and security, aware of the fact that the way we plan and design our cities have significant implications for how safe they are in the future. A safe city means promoting sustainable development through inclusive bottom up planning, management, and governance of urban areas.

**An Inclusive City**
Build socially inclusive, accessible, pro-poor, equitable, and gender sensitive cities. Socially equitable development is one of the three pillars of sustainability, and is vital to creating a shared, sustainable urban future. The challenges posed by the pace and scale of contemporary urbanization require us to invest in infrastructure, development, and political processes that promote inclusivity, and a pro-poor, gender, and youth sensitive agenda.
The spirit of “I’m a City Changer” is about sharing solutions both at the local and global levels. It is about the search for unique and innovative solutions sparked from local proposals, while inspiring change through sharing innovative solutions and experiences from cities around the world.

**City to City**
Sharing solution can be done from one city to another by pairing cities which have established relations of cooperation through a learning and sharing platform.

**Network of Cities**
Solutions can be shared within a network of cities, linked through territorial or thematic relations. The establishment of these relationships can facilitate cooperation, innovation, sharing, and enable larger events and activities such as competitions, fairs, exhibitions, and public forums.

**National Urban Campaign**
The local campaigns can join in a National Urban Campaign that is part of the preparatory process to the Habitat III Conference, the third United Nations conference on the future of cities around the world.

**Sharing Globally**
A city can also decide to share its experiences directly with the rest of the world through the World Urban Campaign, which acts as an umbrella for all campaigns, local and national, towards the preparation of Habitat III.
FIND YOUR SLOGAN

Adapt I’m a City Changer’ to another language:

Use ‘I’m a City Changer’ with a tag line to address specific issues:

- Mobility: ‘Do the bike thing’
- Pollution: ‘Kick the pollution’
- Environment: ‘Run Against Climate Change’
- Safety: ‘My city is safe for everyone’
- Engagement: ‘It takes a player to shoot a shot. But it takes a team to win a game’
- Livability: ‘Livable for lovable City’

*Be creative and make it happen in your city!*
I’m a City Changer offers cities the chance to become part of a unified, meaningful and effective campaign towards livable cities tangibly by bringing local citizens under one common vision.

Mobilize citizens in communities to express solutions towards a better city.

That can start with a poster campaign that tells tangible local stories placed in streets and public buildings. Creative posters will help you promote the contributions of individual citizens, while also attracting the attention of stakeholders from across your city.

Give citizens the opportunity to express their own ideas through open days and forums.

Set-up speakers corners in strategic points of the city to open debates in neighborhoods on key issues.
City Changer Sports Events

I’m a City Changer offers a way for cities to turn ordinary events into platforms the facilitate dialogue and positive change. One way to unify communities while raising awareness of city issues is through sporting events, such as bike tours, marathons, or sporting competitions.

These can focus on any aspect of a city, such as health, environment, and air pollution.

Cities can also organize a City Changer Cup, in which teams can compete while using City Changer promotional material to demonstrate and encourage positive action towards a better city.
Engage the Media

When highlighting urban issues, the best partner to have is the media. Cities can engage the media to feature discussions, speeches, and events that focus on positive change within cities. One way to do this is by hosting press conferences and inviting members of the media to highlight urban developments and stories.

Cities can target university and local media outlets, as well as more broad platforms, by creating red carpet events and other spaces and activities for activities, and inviting the media to participate and share the ideas and developments.

Cities can also utilize the City Changer social media platforms, such as #imacitychanger on Twitter
Involve Artists

Local artists know the pulse of a city – they are a key part of its culture and contribute to every city’s unique character. By engaging with local artists and utilizing their skills and reach, cities can use art and exhibitions to promote positive citizenship and pride in the city. This creates new and imaginative outlets to promote positive messages and to engage the youth and different groups within the city.
City Changer Exhibitions

Exhibitions are an efficient way to showcase ideas and movements, concentrating innovations in one location. Cities can host City Changer Exhibitions, which showcase various projects, innovations, ideas, or even challenges or competitions, relating to urban issues. These exhibitions can be a part of a larger event (such as a fair or festival), can stand alone, or can be focused around a single theme (such as creating a green city on Earth Day).
Discover City Changers

Citizens can get involved with various awareness raising activities by engaging in different creative campaigns, such as “discovering” City Changers. Through such platforms, visuals can be used to encourage grassroots involvement in different city campaigns.

City Changer sign boards can be placed around the city on various routes to guide people on a city tour, showing them different sides of the city and informing them of unique aspects of their communities.

Participants can then use their mobile phones to take photos and engage and document their discoveries using social media platforms.
City Changers Competitions

Cities can host different City Changer Competitions, which can feature various mediums (journalism, documentary, art, creative writing, initiatives, projects, etc.), involving citizens from many different fields. These competitions can encourage young professionals and students to take an interest in urban issues, and facilitates sharing and learning while encouraging local talent.
City Changers Shows

Film can reach a wide range of communities and participants. Shows that highlight issues and solutions, from the local to international levels, encourage thinking about how to bring solutions to the city level, and how to create an urban space for all. These platforms also enable local filmmakers to showcase their work, while promoting a sense of community and citizen engagement.
City Changers in Schools

City Changer activities can be adopted in schools to encourage children to think creatively about their environment. Schools can give drawing and other assignments to children in order to allow them to imagine the kinds of spaces they would like to see, and then to teach them about the actions they can take to make this dream a reality.

Examples of activities include awareness about littering, picture books that children create about improving the city, and artwork showing the problems they see in their city, as well as the ideal city they would like to live in. These projects can be featured publicly as well as within schools. By engaging children and the youth, cities can encourage the next generation to take an interest in their communities and to take responsibility for their condition.
City Changers Concerts

Concerts can bring communities together around shared interests. Cities can host City Changer Concerts, which not only create fun and vibrant atmospheres, but can be used as venues to promote messages of awareness and positive change as well. Best of all, City Changer Concerts can appeal to a wide audience, and provides safe entertainment while increasing interest and pride in the city.
Raising Awareness on Mobility

As cities continue to grow, our streets and highways are becoming increasingly congested. Public transportation, as well as alternative means of commuting, such as walking and biking, are therefore key in keeping a city and its population mobile, safe, and healthy. Cities can raise awareness on the importance of using public transportation as well as alternative transportation methods by showing the positive impact of alternatives to cars, as well as the damaging effects of pollution and new innovations in clean technology.
Fighting Air Pollution starts with Everyone

Pollution is all around us - we may not always be able to see it, but it’s there. Various activities and campaign messages can promote the idea of keeping our air fresh and clean, by planting trees, using public transportation more, and acting in environmentally responsible ways. What we put into the air affects us all, and cities can launch campaigns that raise awareness of this health hazard, and mobilize their citizens around improving the air quality and health of their communities.
Let’s Clean the City

Litter and waste affect nearly every city, and are some of the most obvious problems that we see in our streets on a daily basis. This makes it easier for people to become motivated around cleaning their streets, visibly and immediately improving their communities. Cities can create clean-up days, neighborhood clean-up competitions, and other activities that encourage participation and remind citizens to take pride in their city’s appearance.
A praia não é um depósito de lixo gigante. Mantê-la limpa.

I'M A CITY CHANGER
Commit and become a ‘City Partner’

Cities willing to become ‘City Partners’ of the World Urban Campaign commit to:

• Launching a local campaign under the slogan ‘I’m a City Changer’ to engage individual citizens, communities, local authorities, civil society organizations, professionals, and private sector actors to promote positive individual and collective actions towards a green, inclusive, productive, planned, resilient, safe, and healthy city;

• Organizing events as part of the local campaign that raise awareness of and promote successful practices and accomplishments in achieving a green, inclusive, productive, planned, resilient, safe, and healthy city;

• Sharing successful practices and experiences through the World Urban Campaign in order to contribute to the New Urban Agenda towards Habitat III, the Third United Nations Conference on Human Settlements to be held in 2016;

• Promoting the principles and disseminating the key messages of the World Urban Campaign, working towards sustainable cities and urban communities worldwide;

• Other activities which can contribute to solutions.

Use the campaign platform as a ‘City Partner’

• The City Partners will be listed on the World Urban Campaign interactive website, on the specific City Partners page, together with the web link.

• The City Partners’ local campaign activities will be shared on the World Urban Campaign interactive website.

• The City Partner will be able to use the ‘I’m a City Changer’ logo to brand local campaign activities.

• The City Partner will be entitled to participate in key World Urban Campaign events. In particular, the City Partner will be able to participate in the World Urban Forum, the world’s premier conference on cities, organized by UN-HABITAT every two years. The City Partner will be included in the special World Urban Campaign booth in the World Urban Forum Exhibition Area. It will be able to participate in key World Urban Campaign events organized at the Forum and other venues.

• The City Partner will support the dissemination and sharing of relevant best practices and experience that could be of benefit to other City Partners and Members of the Campaign. The Partner will contribute to the development and generation of new knowledge in support of sustainable urban development within the framework of the World Urban Campaign.

To commit to join as a City Partner:
Contact the World Urban Campaign Secretariat at wuc@unhabitat.org
1. **Solutions address key urban challenges**

Solutions should address urban issues in one or more of the following solution areas:

- Inclusive Cities
- Green Cities
- Productive Cities
- Resilient Cities
- Planned Cities
- Safe and Healthy Cities

2. **Solutions are validated by key players**

Solutions should be proposed by at least three partner institutions who agree on the validity of each solution. The three partners become signatories of the WUC Solution. Partner institutions should represent at least three of the following categories of partners based in the city:

- Local authority
- Civil society organization
- University or research institution
- Community-based organization
- Private sector institution
- Professional organization

3. **Solutions demonstrate impact and sustainability**

- Impact: the solution demonstrates a positive impact on the urban environment and the living conditions of city dwellers, including the urban poor;
- Sustainability: the solution shows lasting changes towards inclusive, green, productive, resilient, planned, safe and healthy cities.
Sign-Up to the Manifesto for Cities

Key messages

*Cities are the world’s greatest assets for pursuing sustainable development.*

*How we plan, build and manage our cities today will determine our future.*

*Harnessing the city as an asset requires the commitment of all.*

*We declare ourselves City Changers.*

*We commit to take action and change cities for a better urban world.*

*We invite all Habitat Agenda partners to join forces and participate as equal partners in the Global Urban Agenda.*

*The battle for a sustainable future will be won or lost in cities.*

Sign-up at www.worldurbancampaign.org

The Manifesto for Cities – The Urban Future we Want is a key consensus document of the World Urban Campaign. The Manifesto sets key principles, establishes essential paths for building a new Global Urban Agenda, and initiates a momentum towards the Habitat III Conference.

The Manifesto is a collective act of the World Urban Campaign partners united by shared goals and a common vision of the city for the 21st century. It was presented at the sixth session of the World Urban Forum in Naples, Italy on 3 September 2012.
Timeline for City Campaigns

HABITAT III

The Third United Nations Conference on Human Settlements (Habitat III), to be held in 2016, will be about sustainable urbanization and our urban future. It will be a major opportunity to assess the state of our cities in the world and to revisit our global urban future, 40 years after the first conference on human settlements held in Vancouver. Habitat I was the first realization of the urban and housing challenge globally. Twenty years later, in 1996 in Istanbul, Habitat II has been the place of negotiation on future policies for sustainable urban development. In 2016, Habitat III will be about assessing the state of our cities and developing solutions. While cities are at the heart of today’s global crisis, they are also the space of solutions for a sustainable future.

Timeline

The solutions shared in the city campaigns and the national urban campaigns will be integrated in the process leading to the conference - its preparation, the conference itself, and the follow up.

All city and national campaigns will be placed under the WUC, coordinated by UN-Habitat.

On the road-map towards Habitat III, two World Urban Forums will be held, both in 2014 and 2016. These will stepping stones in the process towards the Habitat III Conference.

Steps for City Campaigns
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