



WORLD URBAN CAMPAIGN

# UN HABITAT

THE WORLD URBAN CAMPAIGN

## THE WORLD URBAN CAMPAIGN AT A GLANCE

### THE PURPOSE: TOGETHER TOWARDS SUSTAINABLE URBANIZATION

The World Urban Campaign is a **platform** for public, private and civil society actors to elevate policies, share practical tools and raise awareness for sustainable urbanization.

Through the **dissemination, adoption and replication** of best technical, institutional and business practices, the Campaign will contribute to better urban public policy at the national level, keeping in mind the need for such policy to be accompanied by follow-up investment and capital flows at the local level.

#### Shared goals

- 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 facilitate the coherent and strategic coordination of partners.

### THE COMMITMENT

- Create a **positive vision of urbanisation** and convey the message that cities constitute excellent opportunities for tackling the challenges of sustainable development in an integrated and cost effective manner.
- Undertake **more concerted and better-targeted efforts** to inform policy and decision-making based on lessons learned from good policies and best practices.
- Implement **new and innovative programmes** to empower stakeholders in implementing sustainable urbanization.
- Document and disseminate evidence and examples of innovative **win-win investment and business models** and incentives for sustainable urban development.
- Promote new and innovative models of **inclusive engagement, community involvement, and empowerment** in sustainable urban development.
- Establish interactive and demand-driven knowledge management networks and portals that help facilitate the **open sharing and exchange of knowledge**, expertise, experience and tools and methods towards achieving sustainable urban development.

### Become a partner and let's build an urban vision together!

Coordinated by UN-Habitat in close collaboration with a long list of committed partners, the World Urban Campaign is your opportunity to become part of the urban solution.

**YES, join the partnership today!**

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1200

1300

1400

1500

1600

1700

1800

1900

2000

(World Population in Billions)

## THE 100 CITIES INITIATIVE OF THE WORLD URBAN CAMPAIGN

The 100 Cities Initiative supports the World Urban Campaign at the local level by encouraging different actors to tell their story on how they contribute to a better and more sustainable city. It provides the architecture for the sharing of best policy and practice in activities around the world from any stakeholder working to improve city life.

The Initiative focuses on **“living practices”** which build on “best practices” by providing dynamic, continuously and easily updated learning opportunities and are organized around principles of sharing and structured learning through partnering.

The 100 Cities Initiative works on several levels to encourage learning, sharing and exploring; at the city and community levels, between cities at national, regional and international levels, between learning partners themselves, and between all stakeholders through dedicated learning and sharing platforms.

The **key benefits** accruing to cities and communities participating in the 100 Cities Initiative include:

- Exposure to a global network of partners that are promoting more enabling policies and cutting edge practices in sustainable urban development;
- Recognition at national and international levels as a city or community committed to innovation and change;
- Insights to new public-private partnerships and models for investment;
- Opportunities to learn from a large number of cities and communities engaged in green economic development practices, technologies and know how;
- Access to a vast array of tried and tested tools, methods and approaches for effective urban planning and management, sustainable and resilient housing and urban development.

### HOW CAN YOU COMMIT TO THE 100 CITIES INITIATIVE?

Any group or entity, such as a street, neighbourhood or district association or municipal authority can post a story as long as they abide by a few simple “commitments”. These commitments also serve as criteria to ensure that the story is real and verifiable and contributes to policy development and dialogue.

**Commitment 1:** The author or initiator of the story invites other people/stakeholders to give their view so that the story is being shared and is freely open to the public for scrutiny and commentary. This includes the designation of a “champion” or “learning partner” (see below); and

**Commitment 2:** The story will be updated at least twice a year.

For more information on the benefits and commitments of being part of the 100 Cities Initiative, or to apply, visit [www.100citiesinitiative.org](http://www.100citiesinitiative.org) and [www.unhabitat.org/wuc](http://www.unhabitat.org/wuc) or contact us on [info@100citiesinitiative.org](mailto:info@100citiesinitiative.org)