



Outcome of the 3rd Session of the Steering Committee of the World Urban Campaign

Rio de Janeiro, 20 March 2010

OUTCOMES

The third session of the Steering Committee of the World Urban Campaign was convened by UN-Habitat and hosted by the Brazilian Institute of Municipal Administration (IBAM) in Rio de Janeiro (Brazil) on Saturday 20 March 2010. The meeting was attended by 43 participants representing the full range of the Habitat Agenda partners as well as the private sector.

Drawing on previous meetings, this Steering Committee meeting took stock of the following: a) new partners who have joined the World Urban Campaign in the last six months; and b) recent activities including the Expert Group Meeting on the 100 Cities Initiative held in January 2010.

The Steering Committee came together prior to the World Urban Forum in order to prepare for the various events that will have part of the launch of the Campaign. The role of the Steering Committee during the World Urban Forum is, in essence, to participate in the launch by, identifying allies and supporters, and addressing the many underlying policy issues that the Campaign is designed to resolve.

SUMMARY

Following a round of self-introductions by each Steering Committee member and UN staff, Nicholas You made short remarks about the Steering Committee's general method of work and, after discussion, proposed the adoption of the Third Steering Committee meeting's agenda.

Gordon Feller of the Urban Age Institute provided a short background and briefing on the outcomes of the Expert Group Meeting on the 100 Cities Initiative which convened in Nairobi on 26-28 January 2010. The EGM gathered different types of partners and independent experts who are both experienced and knowledgeable about best practice systems and the use of the new media. At this meeting, criteria and commitments for the 100 Cities Initiatives were defined, as well as the modus operandi and review process, and cities were selected for the Initiative.

Following remarks were made by **Angus McGovern** of Press Group Holdings describing the plans for the 100 Cities website and the Fourth Steering Committee Meeting of the World

Urban Campaign, which will convene in Alicante, Spain. The enthusiastic support of Alicante's Mayor was noted and appreciated. The goals and strategy of 100 Cities Initiative were discussed and various suggestions were made.

Cemil Giray Alyanak of mondo fragilis screened the new 7 minute Campaign video and discussed how it can be used, where it will be situated on the web, and what potential value it would provide for the overall campaign, and for campaign partners.

Neal Peirce and his colleague **Farley Peters**, both of Citistates Group, jointly introduced Citiscope, a major new campaign initiative which uses city-based journalists to shine the light on important innovations. The first website pages, ready for launch at WUF, were shown to the Steering Committee.

Ron Dembo of Zerofootprint presented the results of the Zero Prize Re-skinning Awards Competition, which resulted in the discovery of many urban innovations. His unveiling of the winners during the WUF was discussed, as was Zerofootprint's plans for post-WUF activities that are aligned with and support the campaign's efforts.

Davina Jackson of d_City (based in Sydney, Australia) described their organization's commitment to the Campaign, outlined their work agenda focused on technological approaches to dramatically improving the urban built environment, and highlighted their existing partnership with Metropolis, one of the Campaign's initial partners.

Nicholas You described the successful conduct of the rapidly executed worldwide WUC Logo Competition, which was managed by San Francisco State University and funded by a special grant from Veolia Environment. The Steering Committee discussed how the winning logo, will both be unveiled during WUC's March 26 special event at the WUF.

The Steering Committee discussed the way forward for the Campaign. This was deemed to be especially important as the Campaign becomes publicly visible during the WUF, and will raise important issues as WUF makes an impact via the activities of partners, via press reports and the web.

A copy of the Steering Committee's "terms of reference" was circulated. Nicholas You made special reference to the nature of the co-chair arrangements. He asked that comments and suggestions for the text should be received by April 15, in view of their final adoption at the fourth Steering Committee Meeting.

Nicholas You closed this Third Steering Committee Meeting of the World Urban Campaign by asking for suggestions and for inputs, by April 15, on the agenda for the Fourth Steering Committee meeting of the World Urban Campaign, to be hosted by the city of Alicante, 31 May-2 June 2010.

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