



WORLD
URBAN
CAMPAIGN

JOIN THE WORLD URBAN CAMPAIGN

BETTER CITY,
BETTER LIFE

UN HABITAT
FOR A BETTER URBAN FUTURE

JOIN THE WORLD URBAN CAMPAIGN



The second and third decades of the 21st Century will see unprecedented growth in cities, as the world will transform from 50% urban today to 70% urban in just over a single generation. Arguably the greatest challenge facing humanity, a collaborative, sustainable approach is needed to address this rapid urbanization.

The World Urban Campaign provides the necessary environment for collaboration. Coordinated by UN-Habitat, but owned and driven by a long list of committed partners, the Campaign is your opportunity to become part of the urban solution.

Working together, urban communities – those living and working in towns and cities, and those who have an impact on development – can set precedents, develop tools, and offer policy options to achieve resilient and sustainable urban communities by engaging partners in a global movement of public, private, and social sectors worldwide.

Cities are the greatest legacy of humanity. We need to nurture them carefully. Join the partnership today!

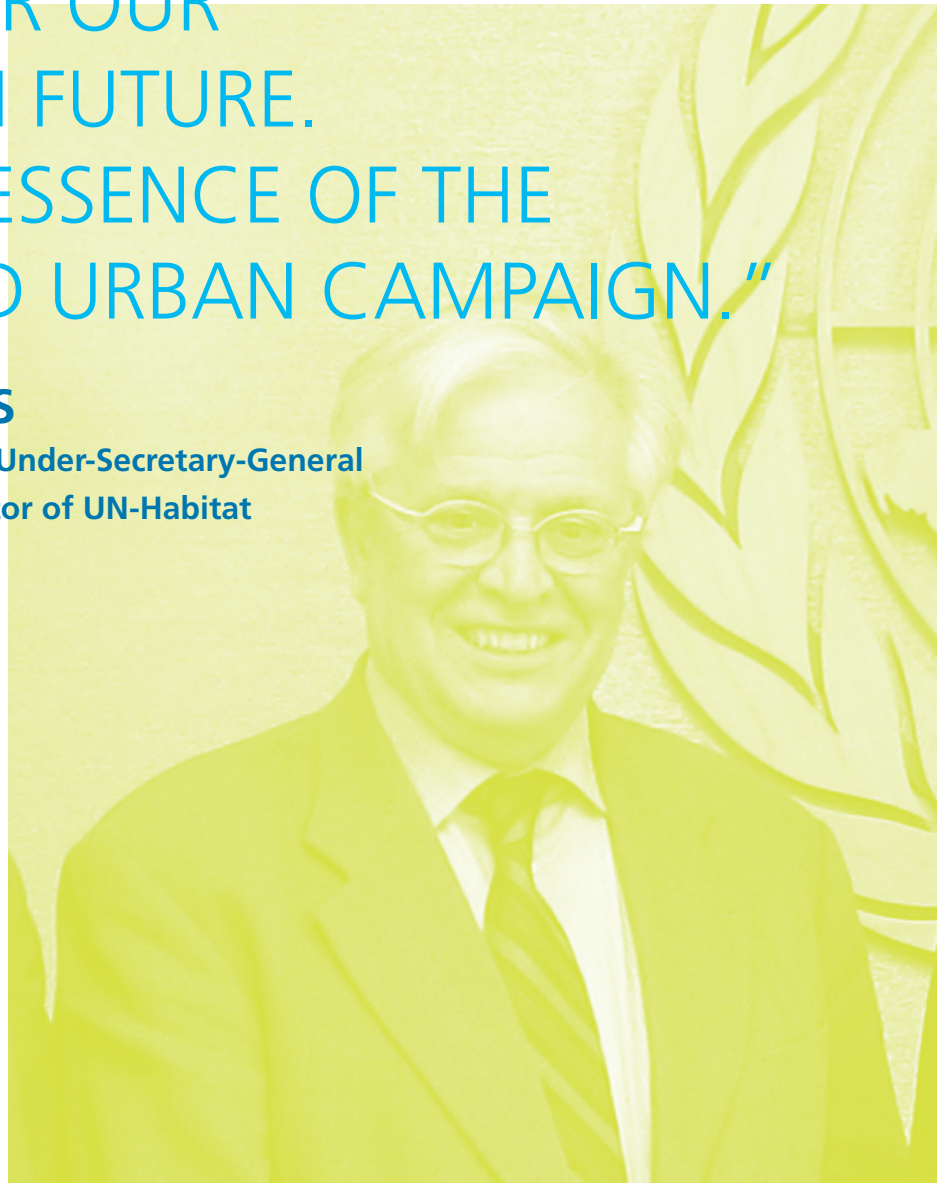
www.worldurbancampaign.org



“WE NEED TO DEMONSTRATE
THAT CHANGE IS POSSIBLE
THROUGH THE GENIUS,
CREATIVITY AND AUDACITY
OF PEOPLE
AND DECISION-MAKERS
TO MAKE THE WISEST
CHOICES FOR OUR
URBAN FUTURE.
THIS IS THE ESSENCE OF THE
WORLD URBAN CAMPAIGN.”

JOAN CLOS

United Nations Under-Secretary-General
Executive Director of UN-Habitat



The 21st Century Urban Challenge

The second and third decades of the 21st century will see an irreversible and historically unprecedented phenomenon. Half of the world's population currently lives in cities, a figure that will reach 60% by 2030 and 70% by 2050. The number of cities with more than 1 million inhabitants has exploded to over 450, more than 20 of which are 'megacities,' with a population of more than 10 million.

Much of this urbanization is taking place in developing nations and is changing the physical and demographic face of our world. In 1950, developing nations accounted for less than 40% of the world's urban population. By 2005, that figure reached 70%. It is projected that the urban population in developing nations will continue to grow, reaching 80% by 2030. By 2050, 93% of the urban population growth will occur in developing countries. These escalating figures highlight the need to establish clear and inclusive priorities in order to build a sustainable urban future.

This age of urban expansion and economic globalization has produced patterns of growth and development that simultaneously provide dynamic opportunities and pose imperative challenges.

One of the major challenges faced by cities today is the growing number of urban dwellers living in slum conditions. About one-third of the world urban

population live in these conditions, and if populations continue to grow at their projected rate, it is estimated that 889 million people will live in slums by 2020. The percentage of populations living in these conditions is higher in some regions, such as in Sub-Saharan Africa, where 6 out of 10 urban residents are living in slums. Many such slums are squatter settlements comprised of improvised dwellings, characterized by an absence of any formal urban planning and disconnected from the city's infrastructure. Lacking necessary resources and policy priorities, most city governments are often ill-equipped to meet the demands of rapid urbanization and the needs of future urban residents.

The prevalent global standard urbanization model has produced unbalanced densities, segregation, poverty, and environmental degradation. It has missed the economic advantages offered by economies of agglomeration, while losing the sense of conviviality that the street and public space could provide. It has isolated a large part of the population in slums and sub-standard housing areas, from the formal city and its gated communities that increasingly require surveillance and control. The unexpected consequences of this unsustainable model include the increasing cost of living in cities, unemployment, high energy consumption, and negative environmental impacts.

The prevalent global standard urbanization model generates segregation, poverty and environmental degradation in most parts of the World.



The Positive Role of Cities

The urban transition may pose complex challenges for a shared, sustainable future. Yet cities provide the answers to these challenges and are the drivers of their solutions. Cities themselves are the greatest asset in promoting and pursuing sustainable development.

Urbanization and urban density bring economic advantages to a region. In a compact and well-planned city, investments in urban infrastructure will reach more recipients and yield more per dollar benefit than in rural contexts. A compact city offers businesses a comparative advantage in terms of competitiveness and employment. Poor and disadvantaged people living in cities are more likely to be lifted out of poverty than their rural counterparts.

Cities also offer the best climate change solutions. A compact, densely populated, and well-planned city generates lower emissions and consumes less energy per capita than sprawling and dispersed urban districts.

The quality of a city's urban fabric has significant implications for ecologically sustainable development, given that buildings account for 30% of all greenhouse gas emissions. Of equal importance, a densely populated, well-planned city offers the opportunity for inclusive governance, which is fundamental to sustainable urban development.

The urban agenda must recognize, promote, and capitalize on this positive role of cities as drivers of solutions.



Buenos Aires, Argentina © João Monteiro

Raising the Urban Agenda

How we plan, build, and manage our cities today will determine the outcome of our efforts to achieve more sustainable and harmonious development tomorrow. Addressing the challenges of our urban future, and harnessing the city as an asset, requires the commitment of all as city changers working towards a better urban future.

But cities cannot address all these challenges alone. The urban agenda must be set as a part of national government policy.

Elevating the urban agenda and dealing with the fastest urbanization rates in history are challenges which will require new and innovative ways of thinking, new levels of understanding, and, most importantly, new partnerships.

This is the essence of the World Urban Campaign: engaging the public at large, the civil society, the business sector, the research community, and governments in a global movement that elevates the urban agenda through a positive vision and an understanding of the tremendous benefits cities can bring to future generations.

The World Urban Campaign is a global partnership designed to promote a positive vision for sustainable urbanization and prioritize the urban agenda at the highest level in development policies. Its mission is to achieve these objectives by engaging and mobilizing partners around the world from every walk of life.

Engaging the public at large, the civil society, the business sector, the research community, and governments in a global movement is the essence of the World Urban Campaign.



Campaign Goals

The Campaign offers a broad platform to raise the urban agenda, improve policies at the national level, and raise awareness for sustainable urbanization. Coordinated by UN-Habitat, but owned and driven by our valued partners, the Campaign has these goals:



TO UNITE

Convince public, private, and social sectors that investing in creative, resilient, and sustainable cities and communities are essential to our shared future.



TO CONNECT

Create lasting linkages among all city changers and facilitate the coherent and strategic coordination of partners.



TO ENABLE

Provide the means to achieve creative, resilient, and sustainable cities and communities.



TO MEASURE

Establish benchmarks, monitor progress, and share knowledge worldwide.

The success of the World Urban Campaign will be measured by the presence and enactment of more policies promoting sustainable urban development at the national level.

The Road to Success

The World Urban Campaign is guided by seven **key principles***:

1

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

2

Socially inclusive, gender sensitive, healthy and safe development.

3

Environmentally sound and carbon-efficient built environment.

4

Participatory planning and decision making.

5

Vibrant and competitive local economies promoting decent work and livelihoods.

6

Assurance of non-discrimination and equal rights to the city.

7

Empowering cities and communities to plan for and effectively manage adversity and change.

* The World Urban Campaign principles have been approved by the World Urban Campaign Steering Committee at its second session in Paris on 9 December 2009.

Towards an Equitable, Prosperous, and Sustainable City for the 21st Century

The World Urban Campaign's thematic areas are:

A Resilient City— Prepare cities for change, manage adversity, promote resilience, and take action to reduce risk.

Urbanization and development can only be sustainable if it is adaptable to future demands and risks, and is resilient to the consequences of climate change and natural disasters. Empowering cities and communities to plan for and effectively manage adversity is fundamental to the urban agenda.

A Green City — Build environmentally sound and carbon efficient cities.

Buildings alone account for 30% of greenhouse gas emissions, and 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 urban environment.

A Safe and Healthy City — Make cities livable places.

Cities hold the answers to challenges posed by urbanization, which are in turn inextricably linked to issues of and agendas concerning the economy, climate change, resource consumption, food security, and more. Cities need to be comfortable and livable environments in order to capitalize on their tremendous potential as the drivers of sustainable solutions to our current and future challenges.

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 sensitive agenda. An inclusive city promotes equitable rights to city and therefore allows all citizens to partake in the urban advantage.

A Planned City — Plan the cities of tomorrow for sustainable decision-making processes.

Sustainable urbanization and development require planning processes that harness the city's assets and potential. Sustainable planning entails participatory decision making processes, with particular attention to development that balances social, environmental, and economic needs. Of equal importance, sustainable planning and a planned city are fundamental to achieving the characteristics of all other World Urban Campaign thematic areas.

A Productive City — Make cities more efficient and better places to ensure decent work.

Economically equitable development is another one of the three pillars of sustainability, and a requisite component of any healthy, livable, and sustainable city. Pursuing a sustainable development agenda means planning cities that promote and foster livelihoods for all citizens through economic opportunities.





Campaign Partners

Taking the slogan “to unite” to heart, our valued partners in the World Urban Campaign include a wide range of public, private sector, and community representatives. Campaign partners are also comprised of a balanced mix of organizations from the global North and South.

Political Partners represent local governments, communities, and national governments. Local governments and parliamentarians are responsible for pursuing sustainable development policies at the municipal and regional scale, as well as inclusive governance measures sensitive to the needs of their constituencies. National governments must support policy frameworks that elevate the urban agenda and bolster local government efforts to pursue sustainable urbanization.

Civil Society Partners are indispensable partners for advancing and disseminating the urban agenda. Community-based and civil society organisations utilize innovative solutions for helping the urban poor and promoting sustainable development. Many have developed effective ways of collaborating with their national governments and municipalities to advance the urban agenda and the needs of their constituents.

Business Partners are vital to the pursuit of sustainable urban development, they are well suited to address the challenges of our urban future, and can utilize its dynamism, adaptability, and ingenuity to harness the benefits and potential of cities. Philanthropic foundations and development banks and agencies are critical partners as well, providing and mobilizing the resources to turn intention into intervention.

Expert Partners from the academic world and research institutions generate vital contributions and fresh ideas for dealing with the quickly evolving urban agenda. The World Urban Campaign recognizes that professionals from a broad range of human settlements and sustainability related fields bring key expertise and experience necessary for delivering sustainable urbanization at scale. Researchers and academia generate vital contributions and normative solutions for progressing and evolving the urban agenda.

Media Partners spread the message. Telling the stories of what works best and what doesn't, the media are crucial and indispensable partners for advancing and disseminating the urban agenda.

THE PARTNERS

- African Planning Association (APA)
- African Union of Architects (AUA)
- Arcadis
- Art & Architecture Research Development Education (AARDE) Foundation
- Building and Wood Workers International
- China Real Estate Chamber of Commerce (CRECC)
- Cities Alliance
- Commonwealth Association of Planners
- Cordaid
- DCity
- EcoCity Builders
- Électricité Réseau Distribution France (ERDF)
- ENDA RUP
- Federation of Indian Chambers of Commerce and Industry (FICCI)
- Fira de Barcelona
- GDF SUEZ
- Global Parliamentarians on Habitat
- Global Urban Development
- Green World City Organisation
- Habitat for Humanity
- Habitat Partner Universities
- Habitat Professionals Forum
- Huairou Commission
- IAU Ile de France
- Institut pour la Ville en Mouvement (IVM)
- International Society of City and Regional Planners (ISOCARP)
- International Union of Architects (UIA)
- Josslyn Institute of Sustainable Communities
- Lafarge Group
- Metropolis
- Nomadéis
- Oxford Brookes University
- Penn Institute for Urban Research of the University of Pennsylvania
- Practical Action
- Reseau Projection
- Siemens · Siemens Stiftung
- South-South News
- The Municipal Arts Society of New York (MASNYC)
- UNDP World Alliance of Cities Against Poverty
- UNISDR
- United Cities and Local Governments
- University of Napoli
- UN Global Compact Cities Program
- Urban Private Sector Advisory Board (UPSAB)
- Veolia Environnement
- World Business Council for Sustainable Development (WBCSD)
- World Future Council
- Youth Advisory Board
- Zerofootprint

Other partners and members are listed on the World Urban Campaign website: www.worldurbancampaign.org

How Can I Join?

There are many ways you can become a partner, depending on your preferences and capabilities:

- You have a story to tell or an ongoing project in your city or community that you feel deserves international attention and would be useful to others.
- You would like to know how other people and communities are dealing with issues that you have in your community.
- You would like to take part in a global network and coalition dedicated to policy debate and policy development.
- You would like to make use of the products of the Campaign for educational, training or advocacy purposes.
- You would like to have a say in determining policies and priorities of the Campaign together with other partners.
- You would like to become a sponsor of any of the above.



AS AN
INDIVIDUAL,
be a City Changer



AS AN
ORGANISATION,
be a Member / Partner / Sponsor
of the World Urban Campaign



AS A CITY,
organize a local City Changer
campaign



AS A COUNTRY,
launch your National Urban
Campaign

Join us:
www.worldurbancampaign.org

Join as a City Changer

I'M A CITY CHANGER is an initiative to raise awareness on positive actions that have demonstrated impacts on people's lives in urban areas that improve the livability of cities.

I'M A CITY CHANGER shall serve as a conduit for the World Urban Campaign to raise awareness on fundamental issues about our urban future and our cities.

I'M A CITY CHANGER awareness campaigns in cities during special events shall trigger a global movement putting cities at the heart of solutions to ensure a harmonious future for ourselves and for generations to come.

City Changers

- Raise awareness in a city/ community/ neighborhood on key issues to achieve positive impacts towards better cities.
- Share experiences and learn from other cities in order to contribute to further change.

Successful City Changers

demonstrate positive changes towards:

- A Resilient City
- A Green City
- A Safe and Healthy City
- An Inclusive City
- A Planned City
- A Productive City

I'M A CITY CHANGER Awareness Campaigns

City Changers join for better cities in city-level campaigns engaging the general public and demonstrating the value of attitudes and practices towards improving the livability of cities.

Those city-level campaigns shall be able to convey to each and every citizen, young and elderly, men and women, that changes in consumption, technology use, life styles, and attitudes can dramatically improve our quality of life and impact on the livability of cities in the future.

Communications Resources

City Changer E-Magazine: an electronic magazine to disseminate key messages, experiences, and practices that demonstrate positive changes in improving the livability of cities.

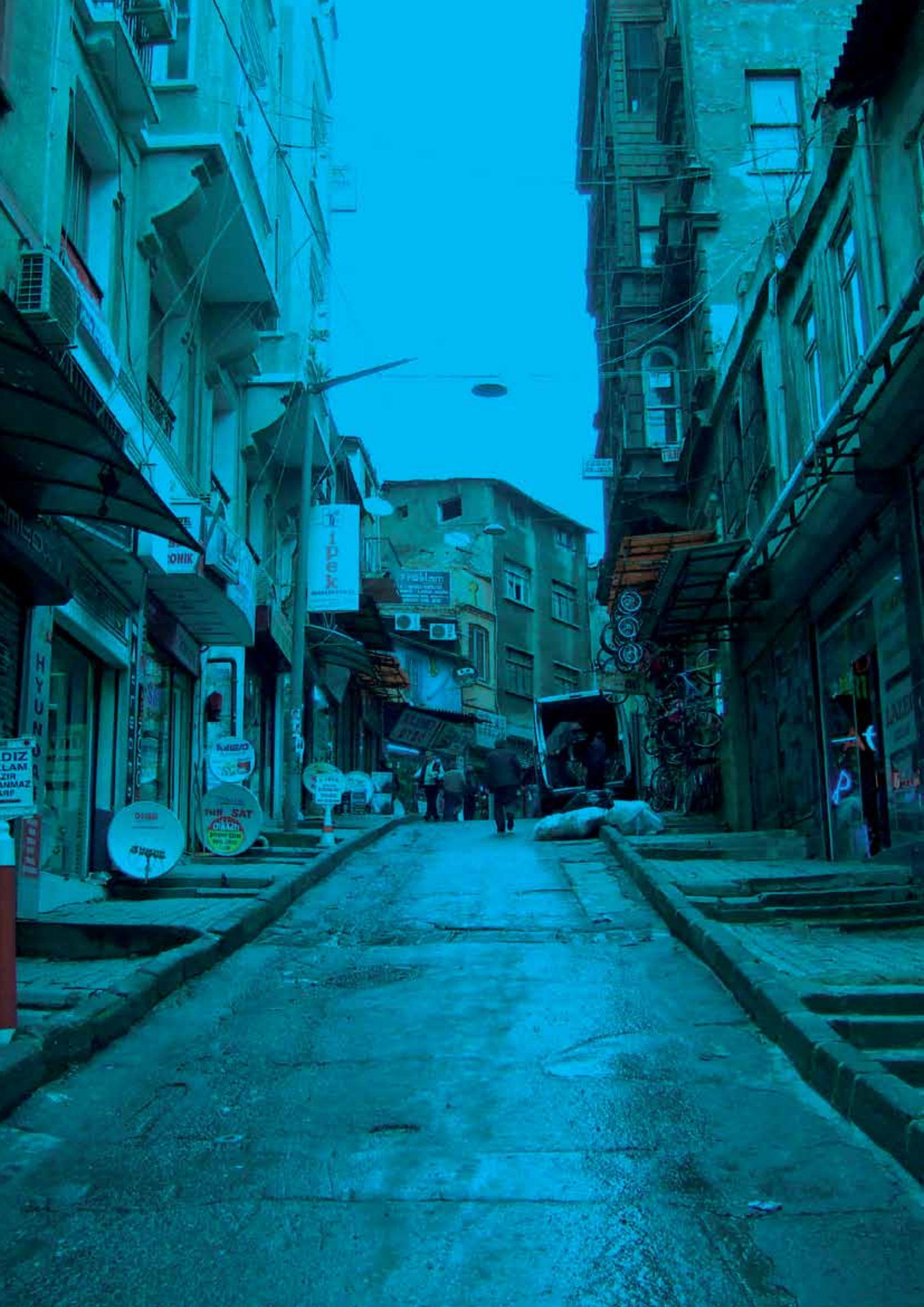
City Changer Website: a dynamic online platform for interaction between city changers.

City Changer Social Media: 2.0 platforms for everyday exchanges between networks and city changers.

www.imacitychanger.org

**I'M A CITY
CHANGER**





Sign up to the World Urban Campaign as a Member or Partner

You are a non-governmental organisation, a community-based organisation, a research institution, a foundation, a private sector company, a university, or another relevant organization. You can engage as it suits you:

Members sign up to the World Urban Campaign Paris Principles while promoting the Campaign in their activities and communication. They are listed on the Campaign website and main brochures. They enjoy visibility at the World Urban Forum.

Lead Partners are official partners of UN-Habitat and are committed to the World Urban Campaign activities through their in-kind contribution to the Campaign's core activities. They are members of the Campaign Steering Committee in which they participate regularly. They enjoy high visibility through the Campaign branding, and especially at the World Urban Forum.

Associate Partners sign up to the Paris Principles, promote the Campaign in their activities and communication and commit through in-kind contributions to the Campaign's core activities. They are listed on the Campaign website, main brochure, have their activities mentioned in the Campaign calendar of events, enjoy visibility at the World Urban Forum.

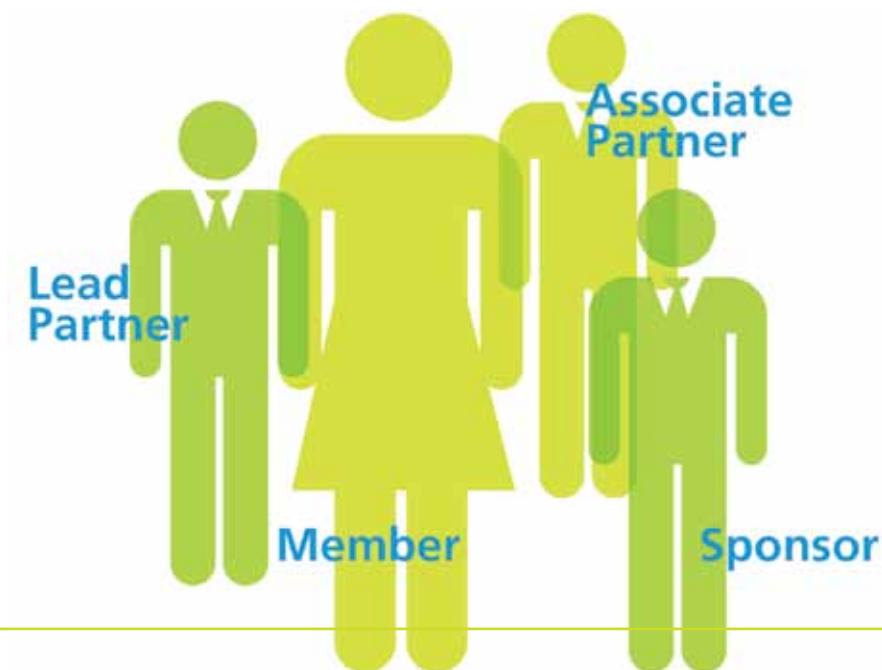
Sponsors provide cash contributions to the Campaign for core Campaign activities. They also participate in key decisions as members of the Campaign Steering Committee. They enjoy higher visibility through the Campaign branding, and especially at the World Urban Forum, where they are also considered World Urban Forum sponsors.

Partners can enjoy various levels of status, such as Lead or Sponsoring partner.

SELECTION PROCESS

To sign on, institutions are kindly asked to contact the Campaign Secretariat. For more details, read the World Urban Campaign Guidelines for Partners Engagement. A membership entry form is available from www.worldurbancampaign.org

Sign up!



Join as a City: Organize a Local City Changer Campaign

To join the World Urban Campaign at the city level, cities can organize **local “I’m a City Changer” campaigns** to engage citizens through public forums, exhibitions, city walks, sport events, concerts, etc. to raise awareness about positive change.

The purpose of city-led City Changer campaigns is to appeal to and mobilize individual citizens, communities, municipal officials, service providers, and the political leadership of a city. This can be done by encouraging these actors to promote positive actions towards a **green, inclusive, productive, planned, resilient, safe, and healthy city**, and to share their stories and achievements.

Cities can organize events focused on sharing and structured learning, and can promote activities which cultivate dialogue, action, and participation towards a better city.

Cities organizing City Changer events can use the **“I’m a City Changer” logo** to spread the message and to gather support for positive change within the city. Events can also involve local figures and can be used to build up National Urban Campaigns.

Change Your City; Change Other Cities

The spirit of “I’m a City Changer” is about sharing solutions both at the local and global levels. The local City Changer platform promotes the search for unique and innovative solutions sparked by local proposals, while inspiring change through sharing experiences from around the world.

Cities can launch City Changer campaigns together with other cities, and can share and collaborate in a variety of ways:

- **One to One Sharing:** Sharing solutions can be done between two cities that have established a platform of collaboration in order to raise awareness and share solutions on their common challenges and areas of concern.
- **Sharing Through a Network of Cities:** Solutions can be shared within a network of cities, linked by territorial or thematic relations. The establishment of these relationships can facilitate cooperation, innovation, and sharing, and can enable the establishment of larger and further-reaching events and activities such as competitions, fairs, exhibitions, and public forums.
- **Sharing at the National Level:** The local City Changer campaigns can join a National Urban Campaign to become a key part of the preparatory process toward the Habitat III conference, the third United Nations conference that will address the future of cities.
- **Sharing Globally:** A city can also decide to share its experiences directly with the rest of the world through the World Urban Campaign, the global platform preparing for Habitat III.

COMMUNICATION RESOURCES

I’m a City Changer Toolkit: When launching an “I’m a City Changer” campaign, cities, individuals, and organizations can utilize the “I’m a City Changer” Toolkit, available both in print and on the World Urban Campaign website. The toolkit provides further information on the City Changer platform, as well as event ideas and details regarding the use of the logo and slogans.

City Changer Website: After hosting a City Changer local event, please visit the “I’m a City Changer” website to share your story in order to inform and inspire others around the world!

City Changer E-Magazine: The E-Magazine is an electronic resource to disseminate key messages, experiences, and practices that demonstrate positive changes in improving the livability of cities.

An awareness-raising ‘City Changer’ event in Naples, Italy focused on urban mobility and featured a bike tour to promote the message. The event took place during the Rio Sixth Session of the World Urban Forum in September. © Alessandra Pirera



www.imacitychanger.org

Launch Your National Urban Campaign

National Urban Forums and Advocacy at the Country Level

National governments have a vital role to play in advancing the World Urban Campaign. They must support its policy framework in order to raise the urban agenda and strengthen local governments and other partners' efforts to achieve sustainable urbanization.

National Urban Forums are conceived to serve as advocacy platforms and vehicles to raise the profile of urban issues in partners' countries. They are meant to:

- support the design of a policy framework for concerted action and programmes that address national urban issues,
- promote the World Urban Campaign at the national level,
- contribute to the preparations of the World Urban Forum by mobilizing all concerned national stakeholders and harmonizing their efforts in support of the urban agenda.

National governments are encouraged to launch their own **National Urban Campaign** using the National Urban Forum framework in promotion

of the urban agenda, engaging all partners and mobilizing the media to disseminate key messages.

National governments shall catalyze the engagement of the partners from civil society, press and media, business organisations, local authorities, research communities, and academia through National Urban Forums, which have the potential to articulate pressing urban issues building on their national urban agenda.

National Urban Campaigns shall emphasize positive changes in the urban sector, reward successful initiatives, and encourage all key players to take bold actions towards better cities.

Communication Resources

City Changer E-Magazine:

a bi-monthly electronic magazine to disseminate key messages, experiences, and practices that demonstrate positive changes that improve the livability of cities.

World Urban Campaign Website:

a web platform for interaction and knowledge sharing between members and partners, cities and national urban fora.

The Better City, Better Life and I'm a City Changer initiatives must become a reality at the national level.



How it Works

Governing Structure

Beyond member and partner organisations, the World Urban Campaign is comprised of several governing committees under the leadership of the UN-Habitat Executive Director:

- The World Urban Campaign Steering Committee
- The World Urban Campaign Secretariat
- The World Urban Campaign Standing Committee
- The World Urban Campaign Sub-Committees

THE CAMPAIGN STEERING COMMITTEE

The Steering Committee is the World Urban Campaign’s governing body and is comprised of UN-Habitat’s partner organisations. The Steering Committee is responsible for establishing the Campaign’s goals and objectives, defining the activities,

strategies, and annual workplan, and setting the Campaign’s governing procedures. The Steering Committee elects its Chair and Co-Chair every two years. The Steering Committee works closely with the World Urban Campaign Secretariat.

THE CAMPAIGN SECRETARIAT

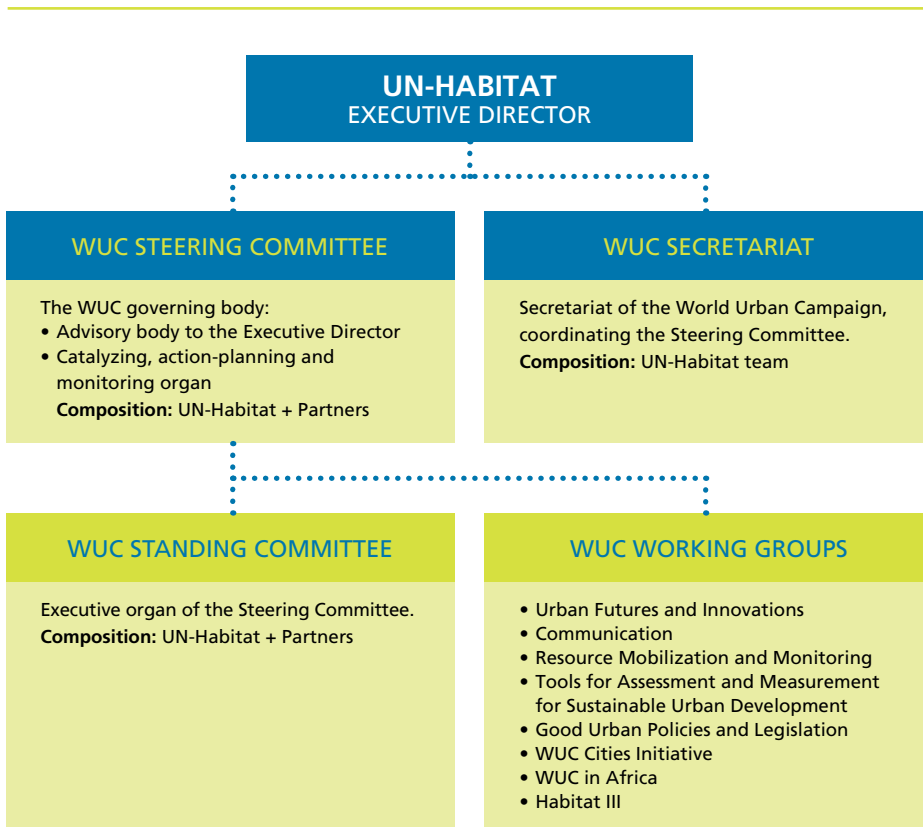
The World Urban Campaign Secretariat is the UN-Habitat team responsible for coordinating the Steering Committee and monitoring its activities. The Secretariat’s primary roles are to monitor, guide, and liaise with partners and committees in order to carry out agreed activities, to coordinate the Campaign’s workplan and events, and to develop protocols and processes to match the Campaign’s goals with partners’ interests. The Secretariat includes an internal UN-Habitat-based Task Force to advise on campaign strategies and communications activities as well as to support the integration of the Campaign throughout the organisation.

THE CAMPAIGN STANDING COMMITTEE

The Standing Committee is the Steering Committee’s executive organ and is comprised of up to 11 partners. The Standing Committee sets and approves the Steering Committee’s agenda, reviews progress reports and new member applications, and approves expenditures.

THE CAMPAIGN SUB-COMMITTEES

The Sub-Committees serve as working groups for World Urban Campaign activities and are comprised of Steering Committee members. Sub-Committees help plan and bolster a variety of campaign activities such as outreach and communication strategies, business plans, resource mobilization, knowledge sharing, and capacity building.



World Urban Campaign Activities

All members promote the World Urban Campaign and its six thematic areas in their activities and communications, and in turn enjoy visibility through the World Urban Campaign website and materials, and at the World Urban Forum. There are four levels of Campaign activities that all members contribute to:

Awareness Building

Awareness building activities include the “I’m a City Changer” awareness campaign, promoting the key messages in global events and at the World Urban Forum, and urban journalism workshops to amplify urban communication in the media.

Knowledge Sharing

Knowledge sharing activities include initiatives bolstered by the work of Campaign Sub-Committees – such as “Good Policies & Enabling Legislations” and “Tools and Methods” – and general knowledge dissemination on good practices offering solutions to urban challenges.

Communications

Communications activities disseminate information about the Campaign. These activities and materials include the City Changer E-Magazine, appeal material, the World Urban Campaign and “I’m a City Changer” websites, social media, and exhibitions in global events, including the World Urban Forum.

Building Consensus

The World Urban Campaign partners are dedicated to building consensus on key urbanization issues. They have jointly defined the seven key principles of sustainable urbanization as a starting point (the “Paris Principles,” p.10). They have agreed together on an active path to deliver joint solutions through the “Manifesto for Cities: the Urban Future we Want,” launched at the 6th session of the World Urban Forum (Naples, 2012). They are now engaged in building a collective position in order to contribute to the Global Urban Agenda towards Habitat III, the Third Conference on Human Settlements, to be held in 2016.

The Manifesto for Cities

The Manifesto for Cities is a collective act of committed partners united by shared goals and a common vision for the city of the 21st century. It sets key principles, establishes vital directions for building a new Global Urban Agenda, and initiates a momentum towards the Habitat III Conference.

The Campaign partners must ask which direction global urban development will take over the next 25 years, and what should guide governments, their partners, and the international community to prepare for the urban future. In a time when urban trends are leading to increased segregation, inequality, and environmental degradation, they must provide pertinent answers as the 20-year anniversary of the Habitat Agenda looms, making the new Urban Agenda a global priority.

The Manifesto for Cities was launched at the 6th session of the World Urban Forum. It represents the consensus of all partners engaged in the global coalition.

MANIFESTO FOR CITIES: The Urban Future We Want

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.

Read the full version of the Manifesto in several languages and sign-up at: www.worldurbancampaign.org



WORLD URBAN CAMPAIGN

Coordinated by



Top Sponsors



Main Sponsors



Lead Partners



Associate Partners



Members



**World Urban Campaign Secretariat
UN-Habitat**

Ana B. Moreno

CHIEF, ADVOCACY, OUTREACH AND COMMUNICATIONS

Christine Auclair

PROJECT LEADER, WORLD URBAN CAMPAIGN

Sarah 'Laney' Stone

COMMUNICATIONS CONSULTANT, WORLD URBAN CAMPAIGN

Contact:

EMAIL: wuc@unhabitat.org

TEL.: +254 20 762 4576

UN HABITAT

www.worldurbancampaign.org