



WORLD  
URBAN  
CAMPAIGN

# JOINING THE WORLD URBAN CAMPAIGN

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GUIDELINES

UN HABITAT  
FOR A BETTER URBAN FUTURE

**The World Living Platform on cities for sharing and learning on initiatives, actions and policies driving positive change.**

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**A Global Coalition of public, private and civil society partners seeking to raise the urban agenda to a new level.**

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**A Global Movement that brings together those who believe in a sustainable urban future.**

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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. **Join the Campaign today!**

## FOUR ENTRY LEVELS IN THE WORLD URBAN CAMPAIGN

1

### As an Individual

- be a City Changer

2

### As an Organisation

- be a Member
- be a Partner
- be a Sponsor of the World Urban Campaign

3

### As a City

- be a City Partner

4

### As a Country

- be a Country Partner

# As an Individual

**Join**  
*as a City  
Changer*



***I'm a City Changer*** is the individual entry level in the World Urban Campaign.

- City Changers raise awareness to achieve better, smarter, planned, greener, more productive, safer, healthier and inclusive cities.
- City Changers raise awareness on positive actions that have demonstrated impacts on people's lives in cities.

## CITY LEVEL CAMPAIGNS

City Changers come together 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 generations.

*Join the community of City Changers and tell the world about positive change*

[www.imacitychanger.org](http://www.imacitychanger.org)

Everyone  
can be a City  
Changer



# As an Organisation

## *You are:*

- a non-governmental organisation,
- a community-based organisation,
- a research institution,
- a foundation,
- a private sector company,
- a university, etc.

## *Sign-up to the World Urban Campaign and engage as:*

- Member
- Lead Partner
- Associate Partner
- Sponsor

# Become a Member

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## COMMITMENT

### What do members commit to?

- They sign-up on the World Urban Campaign Paris Principles.
- They promote the World Urban Campaign in their communications and activities.

## PARTICIPATION, VISIBILITY

### How do members feature in the World Urban Campaign materials?

- They are listed on the World Urban Campaign main brochure.
- They are listed on World Urban Campaign website partner's page.

### How can members promote the World Urban Campaign?

- They can make use of the World Urban Campaign and *I'm a City Changer* logos for illustrating events and activities that are part of the World Urban Campaign calendar of events and list of activities.
- Members can quote slogans and messages proposed by the World Urban Campaign.

### How do members feature at the World Urban Forum, the World's Premier Conference on Cities?

- They are listed at the special World Urban Campaign booth in the exhibition area.
- They are also listed in World Urban Campaign materials prepared for the Forum.

#### HOW TO APPLY:

Fill-in the membership entry form at:

[www.worldurbancampaign.org](http://www.worldurbancampaign.org)

Private sector entities who want to become members shall be part of the United Nations Global Compact ([www.unglobalcompact.org](http://www.unglobalcompact.org)) and shall also sign UN-Habitat's Charter of Values.

Any  
organisation  
can apply  
and become  
a member

# Become a Lead Partner

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## COMMITMENT

### What do lead partners commit to?

- They sign-up on the World Urban Campaign Paris Principles.
- They are official partners of UN-Habitat and have signed a Memorandum of Understanding with UN-Habitat.
- They promote the World Urban Campaign in their communications and activities.
- They provide in-kind contributions to approved activities of the World Urban Campaign.
- They are members of the World Urban Campaign Steering Committee and attend its meetings at least once a year.
- They regularly report on their activities as Partners.

## PARTICIPATION, VISIBILITY

### How do lead partners feature in the World Urban Campaign materials?

- They are listed on the World Urban Campaign main brochure.
- They are listed on World Urban Campaign website partner's page.
- Their World Urban Campaign related activities are listed in the World Urban Campaign calendar and website.
- They can participate in all World Urban Campaign events.

### How can lead partners promote the World Urban Campaign?

- They can make use of the World Urban Campaign and *I'm a City Changer* logos for illustrating events and activities that are part of the World Urban Campaign calendar of events and list of activities.
- They can make use of UN-Habitat logos for World Urban Campaign related activities but only after making a request and obtaining written approval from UN-Habitat.
- They can quote slogans and messages proposed and approved by the World Urban Campaign.
- They can have an on-line video of their World Urban Campaign related initiatives featured on the World Urban Campaign website.

### How do lead partners feature at the World Urban Forum, the World's Premier Conference on Cities?

- They are listed at the special World Urban Campaign booth in the exhibition area.
- They are also listed in World Urban Campaign materials prepared for the Forum.

#### **HOW TO BECOME A LEAD PARTNER:**

Members who want to become lead partners shall apply to the World Urban Campaign Secretariat. Private sector entities who want to become partners need to register and be approved as a member of the United Nations Global Compact ([www.unglobalcompact.org](http://www.unglobalcompact.org)) and shall also sign UN-Habitat's Charter of Values.



# Become an Associate Partner

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## COMMITMENT

### What do associate partners commit to?

- They sign-up on the World Urban Campaign Paris Principles.
- They promote the World Urban Campaign in their communication and activities.
- They provide in-kind contributions to approved activities of the World Urban Campaign.
- They regularly report on their activities as Partner.
- They can participate as an observer in the Steering committee meetings.

## PARTICIPATION, VISIBILITY

### How do associate partners feature in the World Urban Campaign materials?

- They are listed on the World Urban Campaign main brochure.
- They are listed on World Urban Campaign website partner's page.
- Their World Urban Campaign related activities are listed in the World Urban Campaign calendar and website.
- They can participate in all World Urban Campaign events.

### How can associate partners promote the World Urban Campaign?

- They can make use of the World Urban Campaign and *I'm a City Changer* logos for illustrating events and activities that are part of the World Urban Campaign calendar of events and list of activities.
- They can quote slogans and messages proposed by the World Urban Campaign.

### How do associate partners feature at the World Urban Forum, the World's Premier Conference on Cities?

- They are listed at the special World Urban Campaign booth in the exhibition area.
- They are also listed in World Urban Campaign materials prepared for the Forum.

## HOW TO BECOME AN ASSOCIATE PARTNER

Members who want to become Associate Partners shall apply to the World Urban Campaign Secretariat. Private sector entities who want to become partner need to register and be approved as a member of the United Nations Global Compact ([www.unglobalcompact.org](http://www.unglobalcompact.org)) and shall also sign UN-Habitat's Charter of Values.

# Become a Sponsor

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## COMMITMENT

### What do Sponsors commit to?

- They sign-up on the World Urban Campaign Paris Principles.
- They are official partners of UN-Habitat and have signed a Memorandum of Understanding with UN-Habitat.
- They may promote the World Urban Campaign in their communications and activities.
- They provide donations to the World Urban Campaign through the World Urban Campaign Secretariat.
- They are members of the World Urban Campaign Steering Committee and attend its meetings.

## PARTICIPATION, VISIBILITY

### How do Sponsors feature in the World Urban Campaign materials?

- They are listed on the World Urban Campaign main brochure.
- They are listed on World Urban Campaign website partner's page.
- Their World Urban Campaign related activities are listed in the World Urban Campaign calendar and website.
- They can participate in all World Urban Campaign events.

### How can Sponsors promote the World Urban Campaign?

- They can make use of the World Urban Campaign and *I'm a City Changer* logos for illustrating events and activities that are part of the World Urban Campaign calendar of events and list of activities.
- They can make use of UN-Habitat logos for World Urban Campaign related activities but only after making a request and obtaining written approval from UN-Habitat.
- They can quote slogans and messages proposed and approved by the World Urban Campaign.
- They can have an on-line video of their World Urban Campaign related initiatives featured on the World Urban Campaign website.
- They are entitled to special pages and inserts in the City Changer e-magazine and the World Urban Campaign website as per their level of contribution.

### How do Sponsors feature at the World Urban Forum, the World's Premier Conference on Cities?

- They are listed at the special World Urban Campaign booth in the exhibition area.
- They are also listed in World Urban Campaign materials prepared for the Forum.
- Their logo is featured in the World Urban Forum Television programmes, website and Forum participants guide.
- 'Top' and 'Main' sponsors have a complementary booth at the World Urban Forum Exhibition.

**HOW TO BECOME SPONSOR:**

Members who want to become Sponsors shall contact the World Urban Campaign Secretariat.

Private sector entities who want to become sponsor shall be member of the United Nations Global Compact ([www.unglobalcompact.org](http://www.unglobalcompact.org)) and shall also sign UN-Habitat's Charter of Values.



# As a City

***Become a  
City Partner***



Cities can become City Partners of the World Urban Campaign by:

1. 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;
2. Organizing events as part of the local campaign that raise awareness of and promote successful practices and accomplishments in achieving green, inclusive, productive, planned, resilient, safe, and healthy city;
3. 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;
4. Promoting the principles and disseminating the key messages of the World Urban Campaign, working towards sustainable cities and urban communities worldwide;
5. Engaging in other proposed activities that promote the Campaign spirit and principles.

Cities commit by signing a Statement of Commitment.

## HOSTING EVENTS

The spirit of "I'm a City Changer" is about sharing solutions both at the local and global levels. 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 Premier Conference on Cities, organised by UN-HABITAT every two years. The City Partner will be listed in the Special World Urban Campaign Booth in the World Urban Forum Exhibition Area, and will be able to participate in key World Urban Campaign events organised at the Forum and other venues.

## KNOWLEDGE SHARING

The City Partner platform promotes the search for unique and innovative solutions sparked by local proposals, while inspiring change through sharing experiences from around the world.

The City Partner, in accordance with the principles of the World Urban Campaign and in respect to intellectual property rights, will support the documentation, 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 and within the framework of the World Urban Campaign in its six thematic clusters:

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

## COMMUNICATIONS AND OUTREACH

The City Partner shall launch a local campaign under the banner of 'I'm a City Changer,' using local slogans adapted to the specific context, and supporting a green, inclusive, productive, planned, resilient, safe, and healthy city.

The City Partner shall undertake specific campaign activities along the Campaign road map toward the Habitat III Conference. Events such as public forums, exhibitions, city walks, sport events, concerts and competitions, shall help engage individual citizens, communities, local authorities, civil society organizations, professionals, and private sector actors to identify solutions to urban challenges and to raise awareness about positive change.

The City Partner will endeavor to disseminate and communicate the key messages, goals, and principles of the Campaign in its regular communications and outreach activities, including its website(s), relevant publications, events, and public relations material. The Partners will be listed

on the World Urban Campaign interactive website, on the specific City Partners page, together with the web link. The City Partner's 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 for local campaign activities, and the World Urban Campaign and 'I'm a City Changer' logos on its own website.

[www.imacitychanger.org](http://www.imacitychanger.org)





# As a Country

***Become a  
City Partner***

***Launch  
a National  
Urban  
Campaign***





## LAUNCH A NATIONAL URBAN CAMPAIGN

National Governments are encouraged to launch their own National Urban Campaign using the National Habitat Committee framework in promotion of the urban agenda, engaging all partners and mobilizing the media to disseminate key messages.

National Urban Campaigns shall:

- emphasize positive changes in the urban sector,
- reward successful initiatives,
- encourage all key players to take bold action for better cities.

For that, countries can adapt the global messages disseminated through the World Urban Campaign, to their national needs and contexts.

They can launch *I'm a City Changer* awareness-raising campaigns to convey to each and every citizen that changes in consumption, technology use, life styles and attitudes can dramatically improve quality of life and impact the livability of cities.

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

## COMMITMENT

### What do Countries commit to?

- Countries convene a National Habitat Committee composed of a wide range of partners from public, private and civil society organisations through an inclusive process.
- Countries support the design of a policy framework for concerted action and programmes that address national urban issues.
- Countries mobilize the partners of the National Urban Forum towards the preparation of a National Urban Campaign.
- Countries formulate key messages for the National Habitat Committee and mobilize partners in an awareness raising and communication campaign to disseminate those messages.

## PARTICIPATION, VISIBILITY

### How do National Urban Forums feature in the World Urban Campaign?

- They are listed on the World Urban Campaign brochures.
- They are listed on the World Urban Campaign website.

### How can National Urban Forums make use of the World Urban Campaign's branding?

- They can make use of the World Urban Campaign and *I'm a City Changer* logos for materials dedicated to the National Urban Forum.

- They can quote slogans and messages proposed by the World Urban Campaign on the National Urban Forum website and other media.

### **How do Cities feature at the World Urban Forum, the World's Premier Conference on Cities?**

- They can participate in World Urban Campaign events at the World Urban Forum.





WORLD URBAN  
CAMPAIGN



## USE OF THE WORLD URBAN CAMPAIGN AND *I'M A CITY CHANGER* LOGOS

All World Urban Campaign Members and Partners are authorized to use the WUC and *I'm a City Changer* logos for illustrating events and activities that are part of the WUC calendar of events and list of activities. The logo should be used for promotional and information purpose, that is primarily illustrative and not for fund-raising or commercial purpose.

All members and partners shall agree to certain provisions on waiver of liability that are included in the Statement of Commitment signed by Members and Associate Partners or the Memorandum of Understanding signed by Lead Partners and Sponsors.

The World Urban Campaign and *I'm a City Changer* logos should not be modified in any way.

**UN HABITAT**  
FOR A BETTER URBAN FUTURE

## USE OF THE UN-HABITAT LOGO

The World Urban Campaign Lead Partners and Sponsors - who have signed a Memorandum of Understanding with UN-Habitat - are authorized to use the UN-Habitat logo only after making a request and obtaining written approval from UN-Habitat. The logo should be used for promotional and information purpose, that is primarily illustrative and not for fund-raising or commercial purpose.

The Lead Partner or Sponsor shall also agree on certain provisions on waiver of liability that are included in the Memorandum of Understanding they have signed with UN-Habitat.

The UN-Habitat logo represents the organisation and therefore should never be modified in any way.

Detailed rules for the use of the UN-Habitat logo can be obtained from the World Urban Campaign Secretariat.



**World Urban Campaign Secretariat  
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**UN HABITAT**

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