

WORLD URBAN CAMPAIGN



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ABOUT

The World Urban Campaign (WUC) is an advocacy and partnership platform to raise awareness about positive urban change in order to achieve green, productive, safe, healthy, inclusive, and well planned cities. Its goal is to place the Urban Agenda at the highest level in development policies. It is coordinated by UN-Habitat and driven by a large number of committed partners - currently 180 partners and networks - from around the world.

How It Began

The World Urban Campaign builds on the main legacy of the Habitat II Conference (Istanbul, 1996) (<http://www.un.org/en/development/devagenda/habitat.shtml>). In particular, the campaign comes as a direct response to the need for partnerships between governments and civil society organizations, local authorities, the private sector, the research community, trade unions, parliamentarians, professional organizations, youth and women groups, in order to achieve sustainable urban development.

This spirit of partnership was first concretized after the Conference by two global campaigns (1999) on the themes of *Secure Tenure* and *Good Urban Governance*. Those two campaigns were merged in 2009 to form the World Urban Campaign, a single forward looking strategic campaign to mobilize networks of Habitat Agenda partners to implement a shared vision of sustainable urbanization. The WUC is part of UN-Habitat's work programme. It is governed by a steering committee, composed of UN-Habitat partner organizations, and acts as an advisory body to UN-Habitat's Executive Director. Its Secretariat is coordinated by UN-Habitat.

The World Urban Campaign Partners agreed on seven principles which have been driving the WUC and its partners since 2010:

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



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(<http://www.twitter.com/urbancampaign>) Key Milestones and beyond WUC



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- October 2009, Nairobi - 22nd Un-Habitat Governing Council (<http://mirror.unhabitat.org/categories.asp?catid=571>) - Member States call for single campaign on sustainable urbanization
- March 2009, Barcelona - 1st Steering Committee Meeting (/sites/default/files/1-WUC_SCM_Barcelona_Oct-2009_Final_reportWithout_list.pdf) of the World Urban Campaign
- January 2010, Rio de Janeiro - 5th World Urban Forum (<http://mirror.unhabitat.org/categories.asp?catid=584>) - Launch of the World Urban Campaign
- September 2012, Naples - 6th World Urban Forum (<http://mirror.unhabitat.org/documents/WUF6Report.pdf>) - Executive Director invites WUC Partners to contribute to a new urban paradigm for the Habitat III Conference to be held in Quito, 2016 (<http://www.habitat3.org/>)
- March 2014, New York – The World Urban Campaign launches 'The City We Need' (</resources>) process
- October, 2014, Caserta - 1st Urban Thinkers Campus (<http://unhabitat.org/urban-thinkers-campus-towards-a-participatory-and-inclusive-habitat-iii/>)
- October, 2014, The World Urban Campaign initiates the General Assembly of Partners (</general-assembly-partners>)
- October 2016, Quito – Habitat III Conference in Quito, 2016 (<http://www.habitat3.org/>)

How It Works

Composed of member and partner organizations, the World Urban Campaign works under the leadership of UN-Habitat Executive Director through:

The Steering Committee

The Steering Committee is the World Urban Campaign's governing body, and is comprised of UN-Habitat's partner organizations. The Steering Committee is an advisory body to the Executive Director of UN-Habitat and is responsible for establishing the campaign's goals and objectives, defining the activity strategies and annual work plan and setting the Campaign's governing procedures. The Steering Committee elects its Chair and Co-Chair every two years. The Steering Committee meets approximately every 6 months in different places of the world. The Steering Committee Meeting Reports can be found under **RESOURCES (node/2448)**.

The Standing Committee

The Standing Committee is the Steering Committee's executive organ, and is comprised of up to 11 elected partners. The Standing Committee sets and approves the Steering Committee's agenda, reviews progress reports, lead partner applications, and approves expenditures.

The Secretariat

The World Urban Campaign Secretariat is a team within UN-Habitat responsible for coordinating and monitoring all activities of the WUC. 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 work plan and events, and to develop protocols and processes to match the Campaign's goals with partners' interests.

Sub-Committees

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.



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... individuals from 124 countries, representing 2137 organizations through 26 #UrbanThinkers Campuses between July 2015 and February 2016, the World Urban Campaign (WUC) launched...



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ABOUT - URBAN THINKERS CAMPUSES

The Urban Thinkers Campus (UTC) model is an initiative of UN-Habitat's World Urban Campaign, conceived as an open space for critical exchange between all stakeholders and partners aims to promote sustainable urbanization. It is also envisaged as a platform to advocate for enlightened planning and design, community engagement, good urban governance and management of our cities as advocated in The City We Need and propose urban solutions in addressing urbanization challenges to urban futures.

Since the first Urban Thinkers in Campus organized in October 2014 to start engaging civil society and the private sector through an open process, the model has evolved and attracted a large participation from all urban stakeholders. The first phase (29 June 2015 to 20 February 2016) included 26 campuses and the participation of 7,847 men and women from 124 countries and 2,137 organizations, representing fourteen constituent groups: Local and Subnational Authorities, Research and Academia, Civil Society Organizations, Grassroots Organizations, Women, Parliamentarians, Children and youth, Business and industries, Foundations and Philanthropies, Professionals, Trade Unions and Workers, Farmers, Indigenous people and the Media. That process led to the formulation of The City We Need 2.0, approved in March 2016 by the WUC Partners, conceived as an action oriented manifesto towards the Habitat III Conference, with key messages, principles and drivers of changes for achieving sustainable urbanization.

After Habitat III in Quito, the WUC steering Committee decided to continue engaging stakeholders in the post-Habitat III era by launching Urban Thinkers Campus Phase 2 (UTC 2.0). The UTC 2.0 was envisaged to be action oriented which will focus on developing actual action plans and implementable road maps in order to implement the New Urban Agenda. Similarly, the UTCs to be held in Phase 3 will continue to broaden and strengthen the engagement of urban stakeholders on the implementation of the New Urban Agenda; define priorities and means of actions; gather individual organizations commitments and agree to roles and responsibilities in the implementation of specific actions. They shall also define action plans combining all priority actions and commitments of stakeholders engaged in the priority actions and agree on an implementable road map with key milestones towards the implementation of priority

actions to deliver the New Urban Agenda. Finally, they will be required to share their commitments, action plans and road map publicly through the WUC outreach channels.

DOWNLOAD THE LIST OF APPROVED UTC 3.0 EVENTS ([HTTP://WWW.WORLDBURBANCAMPAIGN.ORG/SITES/DEFAULT/FILES/20180211 UTC_2](http://www.worldurbancampaign.org/sites/default/files/20180211 UTC_2))

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-  (http://www.youtube.com/user/worldurbancampaign)

Please note: all information on the upcoming UTCs will be made available online on the WUC website on this page (as and when provided by UTC organizers): <http://www.worldurbancampaign.org/urban-thinkers-campus> (<http://www.worldurbancampaign.org/urban-thinkers-campus>)

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JOIN

Why You Should Join?

- You are convinced that cities are great contributors to sustainable development
- You believe that change is possible
- You want to showcase your achievements and best practices
- You have great ideas to share
- You are part of #UrbanThinkers
(<https://twitter.com/hashtag/urbanthinkers>)

How to Join?

Become a Member, Lead or Associate Partner, Media Partner, or Sponsor.

"Want to join the World Urban Campaign? Email us! wuc@unhabitat.org (mailto:wuc@unhabitat.org)"



Members sign up to the World Urban Campaign Paris Principles (<http://www.urbangateway.org/wuc/about>) while promoting the Campaign in their activities and communications. They are listed on the Campaign website and main brochures and 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 active participants of the Campaign Steering Committee in which they take part regularly. They enjoy high visibility through the Campaign branding, and especially at the World Urban Forum. Lead Partnership requests are reviewed and approved by the WUC Standing Committee



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campaign)



Associate Partners sign up to the Paris Principles and are promoting the Campaign in their activities and communication, committing 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 WUC calendar of events and enjoy visibility at the World Urban Forum.



Media Partners spread the message widely and raise awareness in delivering news on the urban world. Telling the stories of what works best and what doesn't, the media are highly indispensable. They contribute to high-profile events, enjoy high-level networking opportunities, meet with diverse stakeholders, and act as part of the Urban Journalism Academy.



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



Academia If you are a University, we invite you to join the WUC as an Associate or Lead partner and also to sign up as a partner of UNI - UN-Habitat's partnership with universities worldwide (<http://uni.unhabitat.org/>).

Overview of Partnership Commitments & Benefits

THINK
(/THINK)

SHARE
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ACT
(/ACT)