

# The World Urban Campaign

## *Why the World Urban Campaign?*

The first decade of the twenty-first century has been marked by overwhelming challenges including a food crisis, an energy crisis, a financial crisis, and a growing realization of the consequences of climate change. Thousands of organizations are developing tools and offering policy options to meet these challenges. But these activities are disparate and tend to ignore an equally unprecedented megatrend: that the world is undergoing an irreversible process of rapid urbanization. Failure to accommodate this megatrend has resulted in unsustainable forms of production and consumption, poverty and social exclusion, and pollution.

While cities are part of the problem, they are also primary victims and they must be part of any solutions. Such solutions will require placing cities at the centre of strategies for change. They will require strong political will and commitment through decisive national policies that promote sustainable urbanization. They will also require new ways of thinking, new levels of understanding between stakeholders, and new partnerships.

The World Urban Campaign is a global partnership designed to promote the positive role of cities and place the urban agenda at the highest level in development policies. Its mission is to promote sustainable cities by mobilizing partners from public, private and social sectors worldwide and convince them that investing in creative, resilient and sustainable cities and communities is essential to our future. National wealth and sustainability cannot be achieved without a focus on cities, as urban activities are drivers of economic growth and prosperity.

## *Mission of the Campaign*

To achieve resilient, sustainable urban communities by engaging partners from public, private and social sectors worldwide.

## *Goals*

The partners of the World Urban Campaign seek to advance the following 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.



## ***Principles of the Campaign***

Sustainable urbanization is understood by all partners as a process which promotes an integrated, gender-sensitive and pro-poor approach to the social, economic and environmental pillars of sustainability. This integrated approach further requires that investments be made in new forms of technology and inclusive governance. More specifically, the principles of sustainable urbanization involve:

- Accessible and pro-poor land, infrastructure, services, mobility and housing;
- Socially inclusive, gender sensitive, healthy and safe development;
- Environmentally sound and carbon-efficient built environment;
- Participatory planning and decision making processes;
- Vibrant and competitive local economies promoting decent work and livelihoods;
- Assurance of non-discrimination and equitable rights to the city; and
- Empowering cities and communities to plan for and effectively manage adversity and change.

## ***The 100 Cities Initiative***

The 100 Cities Initiative is a key programme of the World Urban Campaign. It is designed to appeal to and mobilise people, communities, municipal officials, service providers, and the political leadership of any city. It does so by encouraging these actors to tell their story on how they are contributing to a better and more sustainable city.

The 100 Cities will make pledges for reform against criteria and engage in an active process of working toward those pledges with annual public hearings and reports to the World Urban Campaign on progress achieved. This is an active, dynamic process of engagement by cities and their communities, not a static one-time acknowledgment or recognition of achievement.

## ***The World Urban Campaign operates through the following:***

- World Urban Campaign Secretariat (UN-HABITAT)
- World Urban Campaign Steering Committee composed of all the Campaign's partners
- World Urban Campaign Executive Committee to facilitate decision making, composed of institutions representing partners groups.

## ***World Urban Campaign Timeline***

31 March 2009 (Nairobi): First informal partners consultation on the World Urban Campaign during UN-HABITAT's 22nd Governing Council

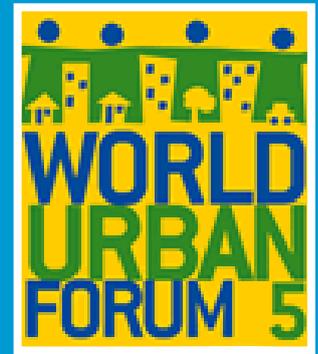
12-14 October 2009 (Barcelona): First session of the Steering Committee

8-9 December 2009 (Paris): Second session of the Steering Committee - Goals and Strategy Working Group Meeting

26-28 January 2010 (Nairobi): Expert Group Meeting on the 100 Cities Initiative

26 March 2010 (Rio de Janeiro): Official launch of the World Urban Campaign

June 2010: Third session of the Steering Committee



**Official launch of the World Urban Campaign during the Fifth Session of the World Urban Forum**

**Rio de Janeiro**

**22-26 March 2010**