



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 - **yes, 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 part of the 100 Cities

4

### As a Country

- launch your National Urban Campaign

# 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 City Changers  
Community 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...

## ***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 member 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 Partner.

## 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 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

*Join the  
100 Cities*



Cities join the 100 Cities Initiative through a Partner of the World Urban Campaign.

## SIGNING UP TO THE 100 CITIES INITIATIVE

- A Campaign Partner proposes that a city joins the 100 Cities Initiative.
- A City Champion designated by the Campaign Partner reports annually on the city's achievements.
- Cities share their experiences and best practices through learning events and by telling their stories.

World Urban Campaign partner proposes/supports the city to become part of the 100 cities.



City champion reports annually on the city's achievements.



Cities share their experiences/best practices through learning events.

## HOW DO CITIES INTERACT?

**100 Cities Learning events:** cities gather in 100 Cities interactive learning events to share experiences and practices, and turn knowledge into positive action. This knowledge is consolidated yielding a collection of **living practices**. These demonstrate positive change towards the green city, the productive city, the inclusive city, the planned city, the safe and healthy city and the resilient city.

**City Changer e-magazine:** a bi-monthly electronic magazine to disseminate key messages, experiences and practices that demonstrate positive changes in improving the livability of cities.

**World Urban Campaign website:** includes a 100 cities web platform for interaction between cities and knowledge sharing. *I'm a City Changer* website also provides visibility to the 100 Cities.

[www.worldurbancampaign.org/100cities](http://www.worldurbancampaign.org/100cities)  
[www.imacitychanger.org](http://www.imacitychanger.org)

## COMMITMENT

### What do Partners commit to?

- Partners propose a City that they will support and coordinate to take part in the 100 Cities Initiative.
- Partners accept to be associated with an international learning and interactive platform of cities that will disseminate experiences with the rest of the World.

### What do Cities commit to?

- Cities accept to take part in an international learning and interactive platform of cities and to disseminate their experience with the rest of the World.
- Cities accept to provide information on the city's initiative to other cities of the 100 Cities through a City Champion nominated by the Partner.
- They accept to make this knowledge public and available on the 100 Cities webpage of the World Urban Campaign website.

### What do City Champion commit to?

- They report to the Secretariat once a year on the city's achievement in one or more initiatives using the standard reporting format for the 100 Cities.
- They accept to provide information on the city's initiative to other cities of the 100 Cities.
- They accept to make this knowledge public and available on the 100 Cities webpage of the World Urban Campaign website.

## PARTICIPATION, VISIBILITY

### How do Cities feature in the World Urban Campaign?

- They are listed on the World Urban Campaign 100 Cities brochures.
- They are listed on the 100 Cities webpage of the World Urban Campaign website and on the I'm a City Changer website.
- Their initiatives are described on the 100 Cities webpage of the World Urban Campaign website, as reported by the City Champion.
- They can participate in 100 Cities events.

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

- They are taking part in 100 Cities interactive learning events organised at the World Urban Forum.

### **HOW TO JOIN THE 100 CITIES:**

World Urban Campaign Partners shall propose cities to the World Urban Campaign Secretariat.

Applications shall be then forwarded to the Steering Committee for consideration.

Cities shall directly approach World Urban Campaign partners, including UN-Habitat.



# As a Country

**Convene**  
*a National  
Urban Forum*

**Launch**  
*a National  
Urban Forum*



## WHAT IS A NATIONAL URBAN FORUM?

A National Urban Forum is conceived to serve as an advocacy platform and vehicle to raise the profile of urban issues at the national level. It is 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, as well,
- contribute to the preparation of the World Urban Forum by mobilizing all concerned national stakeholders and harmonizing their option in support of the urban agenda.

## LAUNCH A NATIONAL URBAN CAMPAIGN

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 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 on the livability of cities.

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

## COMMITMENT

### What do Countries commit to?

- Countries convene a National Urban Forum 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 issue.
- Countries mobilize the partners of the National Urban Forum towards the preparation of a National Urban Campaign.
- Countries formulate key messages for the National Urban Campaign and mobilize partners in an awareness raising and communication campaign to disseminate those messages.

## PARTICIPATION, VISIBILITY

### **How do National Urban Forum 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 Forum 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.

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**UN HABITAT**

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