

**WORLD URBAN CAMPAIGN**  
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Chief, Advocacy, Outreach and Communications

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Project Leader  
World Urban Campaign

**Outreach/Events:**  
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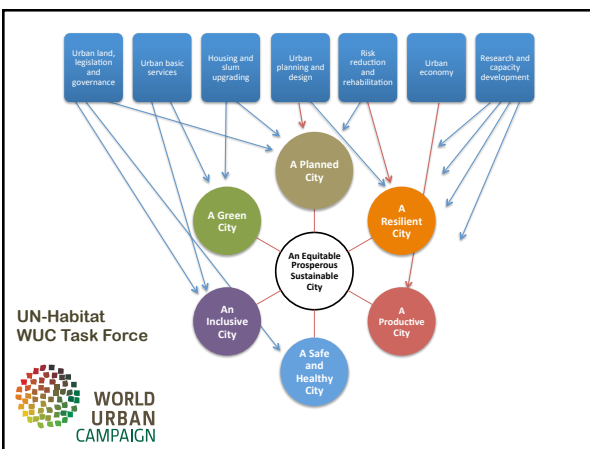
**Editorial:**  
Roman Rollnick

**Web/publications:**  
Victor Mgendi

**Press and Media:**  
Jeanette Elsworth

**I'm a City Changer Communication:**  
Rosa Suriñach

**Administration:**  
Portia Machancoses, Josephine Chege



**2. Business Plan for 2012**

**Plan / timeline for:**

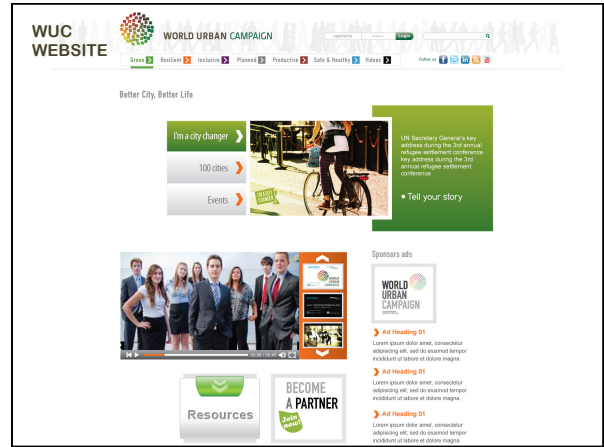
- Web platforms
- Magazine
- Materials
- Resource mobilization
- Awareness
- WUC Events
- WUC Core Initiatives

(see detailed Business Plan table/timeline)

**WORLD URBAN CAMPAIGN**

### 3. Communication

- Websites
  - [www.worldurbancampaign.org](http://www.worldurbancampaign.org)
  - [www.imacitychanger.org](http://www.imacitychanger.org)
- Materials
  - WUC Kit: folder, brochure, guidelines, fact sheets
  - Logos: I'm a City Changer/Change ta Ville
- Magazine
  - City Changer e-magazine (pipeline)
- Internal Communication
  - Basecamp platform

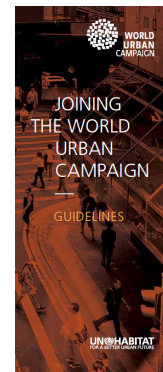


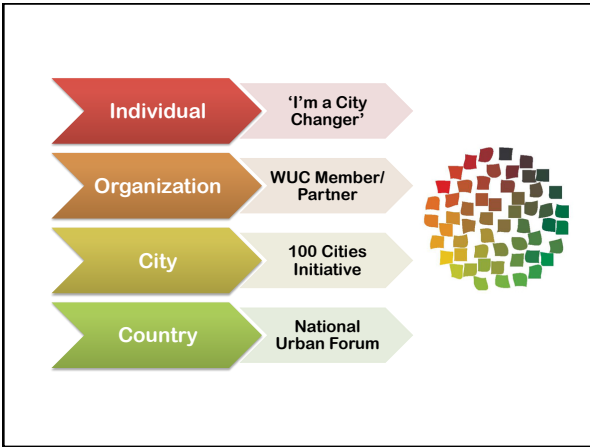
### 4. Events

- Rio +20
  - Exhibition 'Postcards from the Future'
- World Urban Forum, Naples
  - WUC events
  - WUC Booth @ exhibition
- World Habitat Day
  - Theme: 'Changing cities, building opportunities'
- I'm a City Changer campaigns in Rio, Naples and Nairobi



### 5. Guidelines





**Individual** → I'm a City Changer

**STORY-TELLING**  
City Changers raise awareness on positive actions that have demonstrated impacts on people's lives in cities.

**AWARENESS-RAISING CAMPAIGNS**  
To convey to each and every citizen that changes in consumption, life styles and attitudes can dramatically impact on the livability of cities.

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

**Organization** → Member Partner Sponsor

**You are :**  
a non-governmental organization,  
a community-based organization,  
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**

**The Members**

Members commit to the WUC principles and promote the campaign messages.

Members enjoy visibility through WUC platform and events.

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**The Partners**

Partners enjoy different levels of engagement and visibility.

**SPONSORS**

**LEAD Partners**

**ASSOCIATE Partners**


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**Members and Partners commit**

	Members	LEAD Partners	SPONSORS	ASSOCIATE Partners
Sign-up to the Paris Principles	✓	✓	✓	✓
Promote the WUC in activities and communication	✓	✓	✓	✓
Official UN-Habitat Partner		✓	✓	
In-kind contribution to WUC core activities		✓		✓
Cash contribution to WUC core activities			✓	
Member of the WUC Steering Committee		✓	✓	
Observer to the WUC Steering Committee				✓


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### Members and Partners communicate




Partner listed on WUC main brochure and website	✓	✓	✓	✓
WUC logo on partner's website	✓	✓	✓	✓
WUC and UN-Habitat logos on partner's website		✓	✓	
Partner listed on front page of WUC brochures		✓	✓	
Partners activities listed in the WUC calendar		✓	✓	✓
Participate in all WUC events		✓	✓	
Partner's activities on the WUC website		✓	✓	✓
Advertisement in the City Changer e-magazine			✓	
Advertisement in the WUC Website			✓	
On-line video of Partner's initiatives on WUC website		✓	✓	


### Members and Partners are part of the World Urban Forum





Partner listed at the Special WUC Booth in exhibition area	✓	✓	✓	✓
Partner listed in WUC materials for WUF		✓	✓	✓
WUF Television – sponsor's logo			✓	
Conference programme – sponsor's logo			✓	
WUF Website – sponsor's logo			✓	



### Sponsors contribute




Yearly sponsorship (USD)	60,000	30,000	10,000
AD IN CITY CHANGER E-MAGAZINE	4 PAGES	2 PAGES	1 PAGE
AD ON THE WUC WEBSITE	4 ADS	2 ADS	1 AD
On-line video on WUC website	2 VIDEOS	2 VIDEOS	1 VIDEO
WUF Exhibition	A complimentary booth	A complimentary booth	



- Cities interact amongst each other through various modes and generate a critical mass of knowledge
- 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.

### 100 Cities Initiative

Cities are sharing experiences in 100 Cities events at the World Urban Forum and through the WUC/City Changers platforms.



\* Including UN-Habitat

National Governments launch their own **National Urban Campaign** using the **National Urban Forum** framework.

They engage all partners and mobilize the media to disseminate key messages.

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

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

### 7. The 100 Cities initiative

**Cities from experimental phase:**

*recontacted cities 26 Jan 2012*

- [Philadelphia, USA](#)
- Rosario
- Sao Jao do Barra
- Ouagadougou
- Rabbat
- Mumbai
- [Medellin, Colombia](#)
- Pushkino
- Rybnik
- [Livingston, Guatemala](#)
- Vienna
- Makati
- Chicago

**New cities :**

*Joined recently*

- [Liverpool, UK \(Gdf-Suez\)](#)
- [Bilbao, Spain \(Isocarp\)](#)
- [E' erguna, China \(Josslyn\)](#)



### 100 Cities Initiative

**WEBSITE INFORMATION:**

- **Name of City**
- **Proposed by:** WUC Partner organization name [weblink]
- **Reported by:** City Champion name, Position, Title, Organization
- **Basic City Data:** Population size total / Surface area total / Population density
- **City's compelling story overview** [300 words]
- **The Initiative**
  - Title / Start date /End date
  - Description [500 words]
  - How the initiative addresses the issues of sustainable development [300 words]
- **Learn more about the city** [weblink of the city]
- **Photo** that best illustrates the Initiative
- **Map** that best illustrates the Initiative
- **Synopsis or brochure** outlining the initiative [download]
- Optional: a **video** that best illustrates the Initiative and a **graphic/chart** that best illustrates the Initiative

### WUC Priority goals for 2012

1. Improve the internal and external communication for WUC partners and gain a higher visibility;
2. Expand the partners and members base to strengthen the Campaign from the international to the local levels;
3. Implement key activities that develop knowledge, promote learning and dialogue on cities: the catalogue of tools and methods, the global observatory on good policies and enabling legislation, the 100 Cities Initiative.

