

Sponsor leaflet



# JOIN THE WORLD URBAN CAMPAIGN

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



**WORLD  
URBAN  
CAMPAIGN**

# PARTNER WITH UN-HABITAT, THE UNITED NATIONS LEAD AGENCY ON SUSTAINABLE URBANIZATION

## Position your Institution and Become a Driver of Change

The world is at a crossroads: in the next few decades, urban dwellers will double in number accounting for nearly three quarters of world's population. In the context of fast urbanization, land consumption is increasing at a very high rate, with fast and damaging impacts on resources and quality of life.

At the same time, the world is going through climate change trends that dramatically increase risks and the vulnerability of populations in urban areas. Additionally, many parts of the world are experiencing a persistent global financial crisis directly hampering investments in urban infrastructures and affecting the livelihood of large tracks of populations.

All indicators point to the fact that pursuing a “business as usual” approach will jeopardize our near future in terms of direct availability of water, food and energy. More than ever, given increasingly urgent resource constraints, cities need urgent attention calling for renewed practices that would result in a drastic optimization of resources. While cities can threaten sustainability, they can also become active engines of economic development and lay the foundation for a new urban era of **innovation, prosperity and resilience**.

The individual strings of sustainable development come together in cities, bundling challenges and opportunities for the future of cities alike. New urban solutions are required to find and maintain a balance between the two. The search for new urban solutions must start with forging effective alliances between private, public, and social interests around shared values in order to build solutions. This is the essence of the World Urban Campaign, a catalytic partnership platform harnessing the right partners to share converging interests, leveraging strengths and innovation to generate positive change.

Coordinated by UN-Habitat, the United Nations lead agency on sustainable urbanization, the World Urban Campaign was launched at the World Urban Forum in March 2010, endorsed by member states and a large number of international partners, and recognized as an instrumental platform for promoting outstanding urban practices. It facilitates sharing and learning about initiatives, actions, and policies, and drives positive change. The World Urban Campaign is capitalizing on its experience and position to work with partners in order to formulate the urban vision of tomorrow.

Following the United Nations Conference on Housing and Sustainable Urban Development (Habitat III), held in Quito/Ecuador in October 2016, and the adoption of the New Urban Agenda, the Campaign has seen an unprecedented call to action. At their 16th Steering Committee Meeting in Quito, the Campaign partners have decided to focus their work on the implementation of the New Urban Agenda, as well as The City We Need 2.0, through action-oriented activities such as Urban Thinkers Campuses, Urban Campaigns, and the promotion and dissemination of Urban Solutions suggested by Campaign partners. Any organization can sign up to the Campaign and be part of this movement towards a sustainable urban future, but corporate partners have a wider range of engagement opportunities.

**By joining the World Urban Campaign as a Lead Partner and Sponsor, you will be able to contribute to the global initiative, positioning your institution on several levels:**

- Influence and contribute to implementation of the City We Need and the New Urban Agenda
- Directly support the mission of the Campaign, join the community of 'Urban Thinkers', and take part in key decisions of the Campaigns' Steering Committee.
- Host an Urban Thinkers Campus in 2017
- Participate in knowledge sharing, develop urban solutions and action-oriented initiatives in cities around the world, as well as work with a vast number of partners to share a positive vision and understanding of the tremendous benefits cities can bring.
- Develop your company's latest ideas and practices on city planning, place making, and sustainable urbanization trends, e.g. smart cities, urban governance, low carbon enterprise zones, etc.
- Enjoy high-level networking opportunities with country and city leaders from around the world.
- Benefit from high-profile media, PR, and speaking opportunities at events such as the World Urban Forums and Urban Thinkers Campuses

## Visibility

As a Sponsor, your company's name and logo will be listed on the World Urban Campaign brochure, website, newsletter and events. Sponsors' news and events will be announced in the WUC Newsletter #OnTheMove, WUC website and social media channels. You will be invited to participate in all World Urban Campaign events, enjoying specific speaking opportunities.

Sponsors can:

- Use the World Urban Campaign logo for events and activities that are part of the World Urban Campaign calendar of events and list of activities.
- Use the UN-Habitat logo for World Urban Campaign related activities.
- Quote slogans and messages proposed and approved by the World Urban Campaign.
- Promote specific events and initiatives on the World Urban Campaign website.

Sponsors feature in all World Urban Campaign events and at targeted pre-WUF partners events where:

- They are listed in World Urban Campaign materials prepared for the events.
- Their logo is featured in the events programme and website.
- They contribute to Urban Campaigns, on national and/or local level.

More details of the various levels of sponsorship are available on the reverse side of this brochure.

## Become a Strategic Partner of UN-Habitat

The World Urban Campaign can also serve as an entry point for companies to become further involved with UN-Habitat and its various projects.

A range of corporate organizations have joined the Campaign as Sponsors, both gaining from the Campaign's platform and collaborating with UN-Habitat on projects.

Together they have launched several initiatives, through which they have delivered tangible results on the ground, be operational and normative activities that have made a difference in building a better sustainable urban future.

## Follow us on social media

-  UN-Habitat World Urban Campaign
-  World Urban Campaign
-  @worldurbancampaign
-  @urbancampaign
-  World Urban Campaign
-  World Urban Campaign
-  World Urban Campaign

## World Urban Campaign Sponsors Enjoy the Following Benefits:

	TOP SPONSOR	MAIN SPONSOR
Amount/ Year *	USD 60,000	USD 35,000
Participation in WUC Steering Committee, an advisory body to UN-Habitat Executive Director	x	x
Participation in the Urban Private Partners (UPP) policy debate and advisory platform to UN-Habitat	x	x
<b>BRANDING OPPORTUNITIES</b>		
Sponsor listed on WUC main brochure	x	x
Sponsor listed on WUC website home page and WUC partners page	x	x
Sponsor logo featured in WUC newsletter #OnTheMove	x	x
Sponsor story relevant activities featured in WUC newsletter	x	x
Sponsor events announced in WUC newsletter	x	x
Use of WUC logo on Sponsor's website	x	x
Sponsor events listed in the WUC calendar	x	x
Sponsor mentioned in WUC social media channels	4 per month	2 per month
Sponsor's activities in latest news on WUC website	2 per month	1 per month
Sponsor Urban Think Piece on WUC website	3 per year	2 per year
Special joint web and press release	2 per year	1 per year
Video of partner initiative on WUC Youtube Channel	5 per year	3 per year
#UrbanThinkers Voices interview on WUC Youtube Channel	3 per year	2 per year
<b>WORLD URBAN CAMPAIGN EVENTS</b>		
Participation in all WUC events	x	x
Sponsor logo featured at WUC booth exhibitions	x	x
Sponsor opportunity for high level sponsor representative	xxx	xx
Sponsor listed in all WUC materials	x	x
Sponsor opportunity to contribute to Urban Campaigns	x	

Other tailored support to specific World Urban Campaign activities can be developed with the sponsors.

(\*) The sponsorship fee is subject to an additional 13% overhead cost, to be covered by the sponsor

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