



#UrbanThinkers
#TheCityWeNeed
#Habitat3



#URBANTHINKERS SOLUTIONS



Habitat III Conference
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UN HABITAT



World Urban Campaign: Join, Think, Share and Act for Urban Solutions

When the World Urban Campaign started to envision the Habitat III Conference as a new opportunity to elaborate the content of a new urban paradigm for the 21st century, no doubt that they had in mind not only a set of principles that define the ingredients of the paradigm shift for cities but also a set of urban implementable and tangible solutions. This has been the essence of [The City We Need](#) process initiated in end 2015 at their first [Urban Thinkers Campus](#). The main debate in the Urban Thinkers Campuses held in 2015-16 and attended by 7,800 people in more than 25 different cities globally was centered on ten essential principles and drivers of change of The City We Need, but also on implementable solutions. Implementing has been the mantra for urban thinkers in the process towards Habitat III. It will continue to be so in the post-Conference era and urban solutions will be subject to further scrutiny and commitment to action.

+160 Solutions

Urban thinkers are not short of solutions, moved by experience and knowledge. They have gathered a first sample of solutions that are innovative, stimulating, inspiring, ambitious and grounded in the reality of their communities and practice. Through a global appeal, some [164 Urban Solutions](#) were gathered, meant to illustrate how the drivers of change can be implemented towards what Urban Thinkers have defined as [The City We Need](#), either locally or in multiple contexts, globally. This corpus of solutions has been analyzed and the sample list below is meant to inspire all Stakeholders of the Habitat III Conference in order to better envision the implementation of the so-called [New Urban Agenda](#), to be endorsed by Member States at the Habitat III Conference (Quito, 17-21 October 2016).

While the proposed new agenda presents an ambitious vision for sustainable cities and human settlements in order to address anticipated rapid urban growth, its reality and practicality are not yet easy to conceive and translate into potential tangible actions. For Urban Thinkers, it is imperative to take a step further and gather the most prominent innovative practices that can be considered as critical avenues for sustainable solutions. Such empirical and result-based approach is not new, but should help develop realistic expectations based on practical action.

What are urban solutions?

For the WUC Urban Thinkers, urban solutions are initiatives, practices, policies and models that address urban challenges. They range from projects to strategies that have been implemented or are in the course of being implemented, meant to have a proven impact on people's lives, are economically feasible, replicable and scalable, influence transformation. Urban Thinkers have organized their solutions around ten drivers of changes of [The City We Need](#): "Governance and Partnerships", "Planning and Design", "Finance", "Land, Housing and Services", "Environment", "Health and Safety", "Economy and Livelihoods", "Education", "Technology" and "Monitoring and Evaluation". A first sample is presented below by the World Urban Campaign Secretariat. All solutions are available [online](#).

Key learnings

A few learnings can be extracted from the sample of Urban Solutions presented by the World Urban Campaign:

✓ **LOCAL contexts are cradles for innovative urban solutions**

Virtually all urban solutions presenting clear innovations are local, initiated by local governments, civil society and grass root organizations, the research and industries. At best, these actors work hands in hands from the start at the city or community level. These are the most powerful incubators of solutions, generating results and lasting processes thanks to the strong buy-in of communities and engagement of all actors at a meaningful scale. Local contexts seem to be the most effective cradles for urban solutions, where a new urban paradigm emerges.

✓ **Effective solutions INTEGRATE sectors, actors and processes**

Although articulated around ten drivers of changes for this exercise, most solutions address several of them, and many encompass all drivers to represent integrated practices. Urban solutions embody the combination of sectors, actors, and processes rather going beyond traditional sectorial approaches, and this seems to be the trend overboard. For instance, integrated planning projects whereby all sectors and stakeholders are engaged and mobilized in holistic approaches represent a large number of urban solutions. Integration is the key to optimising urban processes and flows, affordability and accessibility.

✓ **EMPOWER and leave no one behind to achieve lasting results**

The third most important driver for solutions is based on the principle of *Leave No One Behind*, whereby all communities should be empowered in the urban space. This is not rhetoric any more, but solutions with proven impacts in the most marginalized communities. These solutions should allow people to make smart choices, undertake action and monitor their own impacts. Behind empowering approaches is the recognition of urban informality and the need to integrate all urban areas and communities in a common vision for cities and human settlements.

Trends and Promising Solutions

What are the trends and promising solution areas? The following have been identified by the World Urban Campaign.

1. Financing tools and promotion of social capital

What about financing the City We Need have asked the Urban Thinkers? How communities are going to cope with their lives in a context of reduced resources? Solutions are precisely at the heart of communities and social networks ruled by reciprocity, trust, and cooperation, producing goods and services not mainly for themselves, but for a common good, an essential key to The City We Need.

2. Empowerment in the urban space

Informal workers, slum dwellers, children and youth are prime examples of these groups, which if empowered to better access the city yield great returns to communities and unanticipated scales. Empowering people uses various vehicles from education to art.

3. Optimization of urban access and flows

Access and flows of vehicles, utilities and data can be greatly optimized for the people to improve the overall quality of life and economic returns at several levels. Such solutions also have tremendous impacts on the use of energy, land and resources, directly addressing environment and climate issues.

4. Pooling and Sharing

In the same spirit, sharing and pooling data, bikes, cars, utilities, etc. seems to be the trend in order to cope for decreasing resources and optimize usage of urban infrastructure and space. At the same time, such solutions reinforce social interaction while prompting economic returns.

5. Environmental regenerative urban processes

These solutions help cities to harness their own regenerative capacity in order to address their increasingly damaging ecological footprints. Inefficient operations and wasteful linear system should be turned into resource-efficient and circular systems.

1. Financing tools and promotion of social capital

1.1. 'Social Capital Credits', a new Community Currency for Social Good

proposed by [Asia Initiative](#)

The currency is designed to counter money-poverty, empower communities, and multiply the impact of aid. Social Capital Credits (SoCCs) combines the best practices of carbon credits and airline loyalty programs to help poor communities climb out of poverty. The initiative engages with individual communities in extensive dialogue to customize SoCC menus to their specific needs and capabilities. People choose what they will do to help their communities (waste management, planting trees, providing labor for local infrastructure building, maintenance, etc.), and what they redeem SoCCs for, meeting their own individual and family needs for healthcare, health insurance, skill training classes, home repairs or telephone talk time.

[Know more](#)
[Video](#)

1.2. Civic crowdfunding: a collective option for urban sustainable development

proposed by [Co-City](#)

Crowdfunding is a practice of funding projects by raising monetary contributions from a large pool of donors, typically via Internet platforms. Civic crowdfunding, the crowdfunding practice applied to civic project, is an emerging field to achieve a wide range of public interest projects, from social and environmental innovation to urban commons. To date, crowdfunding for urban commons has produced large numbers of urban communities' projects to turn distressed areas into public parks, build local facilities, community centers, etc. Civic crowdfunding is still an emerging field but it already represents a significant opportunity to create new collaborations between citizens, civil society organizations and sub-national governments in order to promote sustainable and inclusive local development.

[Know more](#)
[Video](#)

1.3. Land Value-Sharing Financing Tool

proposed by the [Lincoln Institute of Land Policy](#)

Equitable and sustainable urban growth requires a strong financial base, and land plays a key role. Land-based financing tools such as value capture, or "value sharing," combined with a well-functioning property tax, are critical for providing infrastructure, housing, open space, public safety and other basic public goods and services. The property tax is a proven system for funding the provision of basic goods and services by local government, and it plays a foundational role in local government finance in countries such as the United States and Canada. As a complement to the property tax, land-based financing tools such as value capture make use of the land value created for adjacent private landowners and developers by specific public investments in urban infrastructure. It is possible to measure this "land value increment," and encourage the private sector to contribute to the creation of infrastructure, such as a transit line and station, at the front end. This strategy has the effect of correcting market failures that, in many cases, prevent public and private investments in infrastructure and planned urban expansions.

[Know more](#)
[Video](#)

1.4. Smart Technologies for Smart Buildings

proposed by [Politecnico di Milano](#)

How can we achieve urban and housing affordability? The Building Information Modeling (BIM) tools can support the international community for such challenge. It can change the way we plan, build and manage our cities, optimizing costs throughout the whole project life. The main concept is that the base-module can be employed worldwide with local construction technologies in order to preserve place identity. The aim is soft, materials, labor and maintenance costs optimization in order to increase the housing solutions for people not able to approach good housing solutions and finally promote Real Estate private sector investments in affordable housing. In a graph showing time and costs throughout the projects phases from planning and design to the building end of life, it is evident that the maintenance stage represents the main part of the building life cycle (both in terms of time and costs), remarkably higher than in the other stages. From the very early stages of the project it is possible to control the maintenance costs and develop a LCC analysis. This is the reason why the use of BIM tools supports more efficiently the project instead of using traditional building processes.

[Know more](#)
[Video](#)

2. Empowerment in the urban space

2.1. Child Friendly Space Development to create a City that fits for all

proposed by [ars86care foundation](#)

Having in mind that 20% of the world population today below the age of 18, through Child Friendly City, a framework has been developed to build a city, which is friendlier to children. A city where the right of the children is fulfilled and the children may gain the opportunity to develop their full potential. The program provides access to quality kindergarten, which adopts child friendly, and environment friendly schools to periphery urban community, especially to underprivileged children. The impact of the program is the local community capacity elevation, placing the early childhood education teachers and principals as well as the children as the agent of change to live in a more environment friendly on the daily basis. Moreover, the program creates a child friendly environment to diminish the disparity of urban-rural linkages as well as strengthening the periphery urban community to become environmentally conscious.

[Know more](#)

[Video](#)

2.2. Inclusive Urban Design and Planning with Informal Workers

proposed by [Asiye eTafuleni](#) and [WIEGO](#)

AeT has pioneered an alternative approach to urban place-making amongst development professionals demonstrating the value of hybridity in terms of economic activities and land-use. AeT addresses the deficit of creative and alternative approaches within urban design and planning which fosters inclusive development with informal workers. AeT has confirmed that the provision of appropriate and enabling infrastructure decisively alters the development trajectory to the benefit of informal workers utilizing public space. This has contributed to establishing an innovative developmental approach supporting the resilience of informal workers that are increasingly being mainstreamed as active contributors within urban economies - with increased voice, visibility and validity. IWs operating from public spaces constitute one of the largest categories of informal work in Africa. AeT's objective is to contribute to redress as a socio-political imperative, by empowering the African population that constitute the urban informal workforce that were previously repressed, marginalized and excluded from economically viable urban environments.

[Know more](#)

[Video](#)

2.3. ArTourism: Art and tourism combined to generate social inclusion and vibrant communities

proposed by [Fundación BogotArt](#)

Artourism is a model to generate urban social inclusion, enhance the sense of belonging to a place and promote an equitable access to the arts. This is done through community-based artworks promoting their area for tourism in order to break stereotypes. The solution has helped to attract visitors in a neighborhood that has been famous for its marginalization, but not tourism opportunities. So far 100% of the tourist who have visited La Perseverancia have left with a positive image, realizing the prejudices of communities. Since the mural paintings has been created, the community has protected them, with the artworks remaining intact up to now. This also brings potential to involve youth at-risk from the community to become tour guides and making sustainable income, thus improving their quality of life.

[Know more](#)

[Video](#)

2.4. Empowering slum-dwellers for participatory planning and infrastructure budgeting

proposed by [Practical Action](#)

The project has mainstreamed slum-dweller engagement in local authority planning and budgeting through sustained practices of local-level participatory planning, benefitting over 31,600 people from 82 communities across 6 municipalities in Bangladesh, Nepal and Sri Lanka. Communities not only plan, but take a lead as appropriate infrastructure choices are installed. A sustainable mechanism developed for slum based associations, leading to demand generation for infrastructure services and other needs. Continuous engagement of local authorities with slum people to provide demand-led services, leveraging at least €2 million (more than the project's budget) in additional infrastructure investments by the project's third year. Some 18,800 slum dwellers have directly benefited from infrastructure and service improvements, and livelihoods generated for 337 people. Slum dwellers enjoy lower health costs, increased respect in the town, and greater socio-economic and cultural opportunities.

[Know more](#)

2.5. A laboratory for participatory decision-making in public space regeneration

proposed by [Place Identity Clusters](#), [The Switch](#), [Municipality of Athens](#) ([Syn-Athina Platform](#))
[Actors of Urban Change Network](#)

A prototype process of participatory planning has been developed based on civic participation, stakeholder engagement and cross-sector partnerships. The process involved the organization of workshops, through which citizens jointly make decisions creating a shared understanding of the challenges of the square and developing proposals concerning its regeneration. The institutional barriers to citizen participation, the diversity of the stakeholders and communities with conflicting agendas, as well as the heavy working schedules of the citizens can make participation seem elusive. The focus of the project has been to examine the urban regeneration processes by local authorities and to re-structure it in a way that citizens with diverse backgrounds could participate and be heard. Therefore, innovative and easy to follow participation and collaboration methods, such as World Café, Open Space Technology and Collective Mind Map were selected and introduced through workshops in all phases of the urban planning process. [Know more](#)
[Video](#)

2.6. Réseau Quartiers verts - Active Neighborhoods Canada

proposed by [Montreal Urban Ecology Centre](#), [The Toronto Centre for Active Transportation](#) and [Sustainable Calgary Society](#)

A network of communities using participatory urban planning to build green, active and healthy neighborhoods. This network works together to multiply communities more adapted to pedestrian and cycling. The long-term goal of the initiative is to rethink urban planning in order to make it favorable to active transportation, with particular attention to youth movements. The project partners are working with 12 communities (citizens, organizations and other groups) that were selected according to certain criteria. These communities, located in Quebec, Ontario and Alberta, will act as levers to ensure that examples of participatory planning best practices and pedestrian and cyclist-friendly developments continue to increase across Canada. [Know more](#)

2.7. Pro-poor market facilitation approach improves lives of informal Solid Waste workers

proposed by [Practical Action](#)

This project strengthened the capacities of the most marginalized informal waste workers in Kathmandu Valley around collective bargaining for better prices and enhancement of entrepreneurial skills, with a strong focus on creating a legal association for decent employment and introducing social protection schemes to improve income generation and working conditions. The project had significant social, economic, health and education impacts. Informal waste workers benefitted from long term entrepreneurial skills training and are now working under a cooperative that guarantees their access to social and health protection schemes and an increase in income that led to improved access to education for children. The solid waste market system has developed in a more inclusive manner and now offers a 25% increase in prices for recyclable waste collected by informal workers and other small processors, which makes waste management a profitable business and more sustainable service in Kathmandu. [Know more](#)

2.8. Street Vendors in Ahmedabad: Organizing for Job Security

proposed by [WIEGO](#) and [Self-Employed Women's Association](#)

SEWA adopts an integrated approach accompanying advocacy work with development activities through capacity building, government linkages, accessing finance, etc. The project began with the organization of street vendor members who further worked towards increasing their representation in formal decision-making bodies, accessing basic services and social security, and finding local solutions to issues. SEWA has an integrated approach where it works on multiple issues faced by its members simultaneously. In the case of Ahmedabad's street vendors, SEWA's advocacy efforts have been accompanied by linking members to government services and access to finance, and by offering capacity building trainings. This web of activities not only meets the multiple needs of street vendors, but also provides them with short-term gains during their long advocacy struggles. [Know more](#)

2.9. Youth Entrepreneurship and youth led urban service provision

proposed by [World Vision International](#)

Through facilitating informal youth groups involved in waste management together into a formalized cooperative and providing them with business skills, entrepreneurship training and technical advice, this solution aims to improve the financial viability of using waste management as a tool for improving youth livelihoods. This project used a three-tiered approach to empower young people to ensure a viable livelihood and improve solid waste management within the community. Formalizing and

institutional strengthening of the urban youth groups into a recognized Waste Management Alliance; Enhanced technical and entrepreneurial empowerment for effective solid waste management and business development; and Advocacy for youth engagement in urban basic services within the government's policy units. [Know more](#)

3. Optimization of urban access and flows

3.1. Underground pedestrian networks

proposed by [Associated Research Centers for the Urban Underground Space \(ACUUS\)](#)

Indoor pedestrian networks can be used by cities having a subway in order to reduce the ecological footprint of individual transport. Underground pedestrian networks act as transit oriented development in central areas, linking major buildings, subway and train stations with tunnels underneath streets. They provide public and commercial amenities inside connected buildings and help densify the city and reduce car usage. They act as an extension of metro and railway stations and increase their users pool in central areas while promoting the development of economic activities as well as social ones (indoor public places) that will connect to them. Example: Montreal "Underground city", one of the largest indoor pedestrian networks developed with landowners linking together 62 buildings and ten subway and train stations in the CBD. Unlike most of other CBDs empty after office hours, the Montreal one has streets alive, bustling and more safe thanks to its indoor pedestrian network. [Know more](#)
[Video](#)

3.2. Mobilize Your City

proposed by [CODATU](#)

MobiliseYourCity supports local governments in developing countries to plan sustainable urban mobility for more inclusive, livable and economically efficient cities and reduce GHG emissions. MobiliseYourCity (MYC) is an open international partnership created by the French and German governments that supports national and local governments in developing countries in the planning of sustainable urban mobility to develop more inclusive, livable and economically efficient cities and reduce GHG emissions. By 2020, 100 cities will be engaged in the implementation of Sustainable Urban Mobility Plans supported by National Sustainable Mobility Transport Policies. SUMP together with NUMP allow the emergence of a sound and integrated pipeline of projects in the cities, making it easier to foresee priority projects and providing a clear roadmap over the next decade. This increases the visibility of the projects over time, thus attracting both private and public investments. It also attracts funding from international development partners and donors (in particular climate finance), speeding up the improvement of urban mobility, reducing congestion, air and noise pollution as well as road casualties. [Know more](#)

3.3. Urban Cable Cars : the future of urban mobility above our heads

proposed by [Doppelmayr](#)

As cities grow, the competition for the remaining space intensifies. In many cases, it is no longer possible to expand the existing road network. Problems are compounded by a lack of existing transport infrastructure as well as by built-up inner or outer city areas with inadequate links to central transport systems. Cable cars do not depend on mountains. From river crossings to bypassing and reducing traffic congestion, cable systems are committed to helping cities resolve their mobility needs. They have already proven their efficiency and attractiveness as a cost-effective, rapidly installed, innovative part of public transport networks around the world. It as an impressive ecological footprint, is the one of the safest means of transport, produces no noise, no exhaust emissions. It provides a simple link-up with other means of transport. [Example of La Paz](#): has considerably relieved road traffic congestion. A trip which takes an hour or more by car is shortened to 10 to 17 minutes by the cable systems. The fares are set at 3 bolivianos (35 euro cents). The response has been highly positive with 100.000 tickets sold during the first weekend of operation. Since the start of operation more than 1 million passengers are transported each month on each line. [Know more](#)
[Video](#)

3.4. Predicting and presenting urban pluvial flooding

Proposed by [The International Federation of Consulting Engineers \(FIDIC\)](#),

A model with optimized predictions of urban pluvial flooding and its consequences by the use of different data sources. By comparing the predictions with real life events, the model is fine-tuned, increasing the ability to predict how rainwater flows to lower areas. The model results are being

presented in 3D. The impact of this approach for presenting urban pluvial flooding increases awareness on climate issues, not only for consultants or civil servants, but also for communities and citizens. Those have gained knowledge and understanding for the design and (re)construction of public spaces and new cities. Furthermore, other topics related to climate change are brought under attention, like the urban heat island effect. Combining and weighing measurements is made possible. [Video](#)

4. Pooling and Sharing

4.1. Last Mile Connectivity Bicycle Share System

proposed by: the [European Cyclists Federation](#)

The Hyderabad Bicycling initiative will provide last-mile connectivity to the Hyderabad Metro with bicycles. The project will set up 63 bicycle stations at metro stations in Hyderabad and in total HBC plans to construct nearly 100 bicycle stations at different locations in Hyderabad to provide last-mile connectivity. HBC already operates two bicycle stations with a total of 600 bicycles in partnership with the City Municipal Corporation. The length of the Hyderabad Metro Rail (HMR) currently under construction is 72km – creating a high-density commuter service corridor served by 63 metro stations. It is a Public-Private Partnership and will start operations in 2016. The expected ridership will be 1.7 million passengers per day by 2017 and growing to 2.2 million by 2024. A lot of attention has been placed on multi-modal connectivity and connections with existing train stations, intercity bus stations, mini-bus services connecting nearby suburbs, business establishments and other points of interest have been planned. [Know more](#)

4.2. Cities Data Asset

proposed by [Engie](#)

The Cities Data Asset is a city-level data exchange and visualization mechanism that helps develop services for local authorities, companies and residents. The concept is simple: the same data (drawn from energy infrastructure or buildings, for instance) can be useful when brought together for use by multiple services and stakeholders. Pooling the processes and costs involved in collecting it helps them create new services more easily and cheaply, and 3D visualization lets them clearly represent and communicate the value these services create. In the long-term, this mechanism aims to help cities apply an integrated approach to creating new services. For example, the CDA can be used to visualize the impact of decisions made about electric vehicles on urban air quality (“If I decide to invest \$50M in EV and install charging points in these places, what is the potential impact on air quality? on residents’ health in 5 years? on real estate prices?”) Developed by ENGIE with its partner SIRADEL, the CDA gives cities a systemic view of such issues, highlighting hidden links between areas where they can intervene (and creating new ones). Reducing costs (for everyone), creating new business models and providing a systemic approach are the three axes of the CDA. ENGIE started to work in 3D three years ago with the City of Mulhouse, in France, and the CDA has begun to be implemented in North Tyneside (UK).

[Know more](#)

5. Environmental regenerative urban processes

5.1. Online technology platform for the intelligent management of recyclable waste

proposed by [REDIR-FEVELICOR](#)

REDIR is a technology platform that provides management services online recyclable waste for cities and represents an opportunity for the City's efforts to make sustainable the way to sanitize the cities leaving aside the traditional urban cleaning service. Intelligent recycling. REDIR provides communication services, logistics and use of uncontaminated online and in real time via the technology platform non-hazardous recyclable waste. For every successful operation (smart recycling circuits) they charge a commission of 4.5 % per annum based on the net operating reclaimed kilograms of total operations and sales. The business model works in the following way in and out of the platform: all reports of recyclable waste accumulated by segregation filtered through an algorithm based on the demand of it is taken, then a path is generated recycling shown in a bag ready to load carriers on the same network, once accepted by the carrier becomes an intelligent recycling circuit which is destined for the restoring it demanded. [Know more](#)

5.2. Regenerating public space in Merida

proposed by [Fundación Hogares](#)

Poligono 108 is a neighborhood located in the western part of the city of Merida Yucatan with approximately 2500 homes. The project promoted by Fundacion Hogares included the intervention of 3,730 sq/m of public space that benefited 8,432 residents. The key to the success of this project was the community engagement strategy. The project was designed by an environmental operation workshop hired by Fundacion Hogares whom worked the rehabilitation program for public space within the housing unit and which was developed in nine stages. The premise of the project was to make use of local and residual materials and to bring back to life the public areas which had been abandoned by the community due to the lack of sitting areas and accessibility. [Know more](#)

5.3. A 2000-Watt Society for Urban Development

proposed by [ISOCARP, 2000-Watt Society](#)

The concept of the 2000-Watt Society aims to lower energy consumption to the current world average of 2000 watts. The certificate for 2000-Watt Sites is a distinction awarded to settlement areas able to demonstrate a sustainable treatment of resources for the construction of buildings and their operation and renewal, as well as the mobility generated by operation. The certificate for 2000-Watt Sites is a distinction awarded to settlement areas able to demonstrate a sustainable treatment of resources for the construction of buildings and their operation and renewal, as well as the mobility generated by operation. Proof is established by means of the measured operating values. The certificate is awarded on two levels: «site being developed» and «operational site». The «site being developed» certificate is valid until more than 50% of the building area can be used for the new designated purpose. The site is then considered «operational». The two levels differ in the proof required and the tolerance range established for progress towards objectives. [Know more](#)

5.4. resilience.io Integrated, collaborative tools for urban resilience.

proposed by [The Ecological Sequestration Trust](#)

resilience.io is an open-source tool that allows city-regions globally, to assess their current development path and map out a more sustainable and resilient trajectory. It is intended to support planning, investment and policy decision-making, to embed resilience within city-regions and help deliver the post 2015 Sustainable Development Goals. A set of tools, or a platform, that can identify and measure the systemic relationships between human activity, the environment and economics is essential in the process. The platform's first phase is under development with funding from the UK Government Department for International Development and a prototype will be demonstrated for the Water and Sanitation sector in the Greater Accra Metropolitan Area in Ghana in May 2016. This is the first of a number of demonstrator city-regions established. During this time, we have also established significant partnerships that support this initiative – WUC, UNSDSN, UNISDR, GPSDD, GEO, JWP Resilient Cities, UNCDF, C40, Rockefeller 100 resilient cities and World Bank. We have a rapidly growing social media following with 1.5m reach over 2015. [Know more](#)
[Video](#)

5.5. Social Plastic

proposed by [The Plastic Bank](#)

Through the Social Plastic® initiative, The Plastic Bank seeks to monetize plastic waste. They encourage residents in developing contexts to see plastic as currency. Collected waste can be traded at local transfer stations for other goods and services, the collected plastic is then recycled and sold internationally as Social Plastic®. The Plastic Bank sets up micro- recycling depots where residents who collect plastic waste (from the environment, from households or from industry), then can take the plastic to trade it in for cash, goods or services. The plastic is transferred to local plastic recycling plants where it can either be recycled into virgin plastic ready to be sold to international companies under the Social Plastic® brand, or it can be used as feedstock for 3D printers to make items needed within the community. [Know more](#)
[Video](#)

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