



#HousingMatters



WORLD
URBAN
CAMPAIGN
BY UN-HABITAT

IMPROVING CITIES & LIVES WORLDWIDE

Because worldwide at least **two billion people** don't have access to safe, affordable and adequate housing. **By 2030**, about 3 billion people, about 40 per cent of the world's population, will need access to adequate housing.



CRISIS

#housingcrisis
#homelessness
#slums



RESPONSE

#adequatehousing
#affordablehousing
#regeneration
#retrofitting



CLIMATE ACTION

#justtransition
#decarbonise
#recycle
#zerowaste
#zerocarbon
#carboncredit



LIVABLE HOMES & NEIGHBORHOODS

#architecture
#design
#communities
#inclusion
#gender
#heritage
#culture



INSTRUMENTS

#planning
#housingfinance
#housingpolicies
#legislations



Because **housing** matters,
we need to unite and act **together.**

www.worldurbancampaign.org

Join the World Urban Campaign to advocate for the recognition of housing as a fundamental need that shapes our environment, well-being, and the future of our planet.

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UN-HABITAT

www.unhabitat.org

www.worldurbancampaign.org

Be a game changer by joining the World Urban Campaign, a catalytic engagement and action platform led by the United Nations Human Settlements Programme, to improve cities and lives by 2030. Together, we will showcase solutions and take action for cities and communities to accelerate the UN Sustainable Development Goals.

JOIN THE WORLD URBAN CAMPAIGN

A concrete and inspirational target is to generate a movement by engaging and promoting cities and urban actors that take action and impact people's lives under the United Nations Decade of Action.

Position yourself as an environmentally and socially responsible organization and agent of positive change supporting cities and communities, aware of the impact of urbanization on people's lives.

Support the United Nations Sustainable Development Goals for 2030 and contribute to the UN Decade of Action worldwide through the actions of UN-Habitat and its partners. Directly support the implementation of Sustainable Development Goal 11: Sustainable Cities and Communities with UN-Habitat. In the United Nations family, UN-Habitat is the custodian of Sustainable Development Goal 11: Sustainable Cities and Communities

Support UN-Habitat in the following areas of action:

- Housing
- Mobility
- Energy
- Water & sanitation
- Solid Waste

- Urban regeneration
- Place making
- Digital transformation
- Reconstruction
- Urban safety

- Financing
- Urban planning
- Urban policies
- Urban governance

WHO CAN JOIN

ORGANIZATIONS

National, sub-national and local governments, parliamentarians, civil society organizations, universities, research and academia, professional organizations, grassroots organizations, platforms and networks, micro-entreprises and startups, medias working on urban issues.

FREE ENTRY
[Joining Form](#)

BUSINESS AND FOUNDATIONS

For-profit and philanthropic entities working on UN-Habitat topics and related expertise (above areas of action).

SUPPORT FEE
4 entry levels, 5 impact streams to support impact projects, expertise, learning and advocacy.

[Expression of Interest Form](#)
[WUC Sponsors Flyer](#)

INDIVIDUALS

Individuals working on urban issues and committed to actively participate in the WUC through joint events and in Urban Thinkers Campus sessions.

FREE ENTRY
[Joining Form](#)

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GET INVOLVED



www.unhabitat.org

www.worldurbancampaign.org

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HOUSING MATTERS CAMPAIGN

A global campaign to advocate for the recognition of housing as a fundamental need that shapes our environment, well-being, and planet's future. Because worldwide, at least two billion people don't have access to safe, affordable and adequate housing. By 2030, about 3 billion people, about 40 per cent of the world's population, will need access to adequate housing. [Learn more](#)



URBAN THINKERS CAMPUS

This is an open space for critical exchange between national and local decision-makers, urban researchers, professionals, businesses and industries, and actors of civil society on urban solutions and policies, as well as for building consensus between partners.

Multiple sessions: urban labs, urban thinkers sessions, academy sessions, urban cinema, etc. Since 2014, more than **310 UTCs** have been held, engaging more than **35,000 people worldwide!**

[Learn more](#)



WORLD
URBAN
FORUM

WORLD URBAN FORUM

An event, organized every two years, aims to raise awareness of sustainable urbanization among stakeholders and constituencies, including the general public. It seeks to improve collective knowledge on sustainable urban development through open and inclusive debate, exchange of best practices and policies, and sharing of lessons learned. The event also aims to promote collaboration and cooperation between stakeholders and constituencies in advancing and implementing sustainable urbanization.

[Learn more](#)













URBAN OCTOBER

During October, UN-Habitat and its partners will increase exchange on urban issues and advocate for urban solutions to improve lives and cities by 2030. UN-Habitat and its partners will organize various events, including the celebration of World Habitat Day and World Cities Day at the beginning and end of October. [Learn more](#)



SUPPORTING OPTIONS ENTRY FEES FOR BUSINESS AND PHILANTROPIES



 <p>WORLD URBAN CAMPAIGN BY UN-HABITAT</p>	Maximum Impact	Double Impact	High Impact	Impact
Brand Partner Visibility <ul style="list-style-type: none"> Name and logo promotion Speaking opportunities Booths in dedicated expos 	 USD 800,000	 USD 200,000	 USD 100,000	 USD 50,000
 SDG Cities Impact Project <ul style="list-style-type: none"> SDG Cities Impact Project pre-feasibility Investment feasibility report SDG impact/ ESG Report Company visibility at bi-annual global Cities Investment Fair 	8 CITIES 8 8 8	2 CITIES 2 2 2	1 CITY 1 1 1	x
 City Project <ul style="list-style-type: none"> Support to UN-Habitat Project Annual Impact Report Impact Story in the news Dedicated city webpage 	8 CITIES 8 8 8	2 CITIES 2 2 2	1 CITY 1 1 1	x
 Expert Topic <ul style="list-style-type: none"> Expert topic publication Implementation Toolkit Publication launch event Dedicated webpage on topic Activity report 	4 TOPIC 4 4 4 4 4		1 1 +1	x
 Impact Learning <ul style="list-style-type: none"> E-Learning Course on Expert Topic Urban Thinkers Campus Urban Lecture Course Launch event Capacity-building impact report 	8 8 8 8 8	2 2 2 2 2	1 1 1 1 1	x
 Impact Advocacy <ul style="list-style-type: none"> Action campaign Action Day Urban Thinkers Campus Dedicated webpage Campaign Report Campaign Stories 	x weeks campaign 1 5 1 1 5	x days campaign 1 2 2 2 3	1 1 1 1 +1	1 1 +1

The following packages can be tailored to the sponsor's needs and priorities:

UN-HABITAT works in +90 countries and cities around the world but jointly, we can achieve higher impacts on the ground through compelling knowledge and data, innovation, effective processes to improve housing and urban infrastructure, water and sanitation, energy and mobility, urban safety, and accelerate the implementation of Sustainable Development Goals.

