



# IMPROVING 1000 CITIES 1 BILLION LIVES BY 2030

[www.unhabitat.org](http://www.unhabitat.org)  
[www.worldurbancampaign.org](http://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 1,000 Cities and 1 Billion 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

‘1000 Cities 1 Billion Lives’ is a concrete and inspirational target 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 to 2030 and contribute to the UN Decade of Action by thriving to improve 1 Billion Lives in 1000 Cities around the world through 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, grassroot 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](#)

## THEMATIC PRIORITIES 2023-24

The following thematic priorities fall under the umbrella of SDG 11: Sustainable Cities and Communities to 2030 and the New Urban Agenda, a UN driven universal framework of action for housing and sustainable urban development (2016-2036).

### Housing for All

UN-Habitat places affordability, sustainability and inclusiveness of the housing sector at the core of the urbanization process. Housing is more than just a roof; it is the opportunity for better lives and a better future. Housing is about safety, health, education and employment.

### City Climate Action

Cities are on the front line of climate change impact and are at the heart of climate action. WUC promotes effective scalable solutions and innovations with a focus on low urban-based carbon emissions, building climate resilience of the urban poor.

### Urban Crises

Urban crises are increasingly complex and need to be addressed through enhanced social integration and inclusive communities through effective crisis response and recovery. Enhanced resilience of the built environment and infrastructure are key priorities in the current context.

### SDG Localization

SDGs localization is about translating the 2030 Agenda for Sustainable Development into local actions and impacts that contribute to the global achievement of the SDGs. We will engage more cities to join SDG localization as a framework of action.



## GET INVOLVED 2023-24



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### URBAN THINKERS CAMPUS

An open space for critical exchange between national and local decision-makers, urban researchers, professionals, the business and industries, actors of the civil society, on urban solutions and policies as well as build consensus between partners.

Multiple sessions: urban labs, urban thinkers sessions, academy sessions, urban cinema, etc.

Since 2014, 310 UTCs have been held, engaging +35,000 people worldwide.

Several calls for proposals will be launched during the year. All WUC partners can organize their own Campus or participate in Campuses led by UN-Habitat and WUC partners.

### UN-HABITAT ASSEMBLY

**3-9 JUNE 2023**, UN-Habitat Headquarters, Nairobi, KENYA

The UN-Habitat Assembly meets every four years to decide on UN-Habitat's programme of work and issue resolutions committing Member States and their partners. It includes a Stakeholders Forum for non State actors prior to the Assembly on 3-4 June.

-URBAN SOLUTIONS EXPO: Showcase and network with governments, city representatives, other stakeholders

-SIDE EVENTS: Exchange with a range of organizations in more than 40 side events open to all on thematic priorities.

-WUC Breakfast (date tbc): Attend the engagement breakfast with key partners.

### HIGH-LEVEL POLITICAL FORUM

**10-19 JULY 2023**, UN Headquarters, New York

The High-level Political Forum on Sustainable Development (HLPF) will be held under the auspices of the Economic and Social Council to will review in-depth SDGs 6, 7, 9, 11 and 17. It will be a pre-summit for preparing the SDG Summit to be held in September 2023. UN-Habitat is the custodian of SDG 11: Sustainable Cities and Communities. Several events will be convened by UN-Habitat and its partners.

### URBAN OCTOBER

During the month of October, UN-Habitat and its partners will increase exchange on urban issues and advocate for urban solutions to improve at least 1 billion lives in 1,000 cities by 2030. UN-Habitat and its partners will organize a range of events, including the celebration of the World Habitat Day and World Cities Day at the beginning and end of October

**WORLD HABITAT DAY 2023** - Monday 2 October

Theme: Resilient urban economies: cities as drivers of growth and recovery

**WORLD CITIES DAY 2023** - Tuesday 31 October

Theme: Financing a sustainable urban future for all

### COP 28

30 NOV - 12 DEC 2023, Expo City Dubai, UAE

Several events will be convened by UN-Habitat and its partners during and at the 28th Conference of the Parties to the UN Framework Convention on Climate Change (COP28). The WUC Session on '1000 Cities 1 Billion Lives by 2030' will be lead by our UAE Partners to explore high impact actions, in light of pressing climate challenges, and the critical role for urban innovators and educators.

### WORLD URBAN FORUM 12

MARCH 2024 (to be confirmed), Cairo, Egypt (+10,000 participants expected)

The World Urban Forum (WUF) is the premier global conference on sustainable urbanization.

URBAN EXPO

ROUND-TABLES

SIDE EVENTS, NETWORKING EVENTS

WUC SESSION

MORE EVENTS WILL BE ORGANISED DURING THIS CYCLE.  
KEEP TRACK OF ALL EVENTS ON OUR PAGE AND FOLLOW US ON SOCIAL MEDIAS



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

**SUPPORTING OPTIONS  
ENTRY FEES FOR  
BUSINESS AND PHILANTROPIES**



**Brand Partner Visibility**

- Name and logo promotion
- Speaking opportunities
- Booths in dedicated expos

**Maximum  
Impact**

**USD 800,000**



**Double  
Impact**

**USD 200,000**



**High  
Impact**

**USD 100,000**



**Impact**

**USD 50,000**



**Five Impact Streams**

**OPTION 1**

**SDG Cities Impact Project**

- SDG Cities Impact Project pre-feasibility
- Investment feasibility report
- SDG impact/ ESG Report
- Company visibility at bi-annual global Cities Investment Fair

8 CITIES  
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2 CITIES  
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**OPTION 2**

**City Project**

- Support to UN-Habitat Project
- Annual Impact Report
- Impact Story in the news
- Dedicated city webpage

8 CITIES  
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**OPTION 3**

**Expert Topic**

- Expert topic publication
- Implementation Toolkit
- Publication launch event
- Dedicated webpage on topic
- Activity report

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1 TOPIC  
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**OPTION 4**

**Impact Learning**

- E-Learning Course on Expert Topic
- Urban Thinkers Campus
- Urban Lecture
- Course Launch event
- Capacity-building impact report

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**OPTION 5**

**Impact Advocacy**

- Action campaign
- Action Day
- Urban Thinkers Campus
- Dedicated webpage
- Campaign Report
- Campaign Stories

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x days campaign  
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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.



As part of the United Nations family, our private sector partners and sponsors from the business and industries are registered under the UN Global Compact. Registered Global Compact companies have their strategies and operations aligned with human rights, labour, environment and anti-corruption principles, and take actions that advance societal goals and the implementation of the SDGs.