I'M A CITY CHANGER is a promotional campaign designed to increase awareness on urban issues and promote solutions. It is led by the World Urban Campaign, a global advocacy platform coordinated by UN-Habitat.

I'M A CITY CHANGER gives a voice to individuals who take action in cities and communities to help achieve the New Urban Agenda and the urban dimension of the 2030 Development Agenda.
I'M A CITY CHANGER
#IMACITYCHANGER

WHAT SHOULD I DO TO BE A CITY CHANGER
Rudolfo has helped replant a reclaimed quarry used for cement production. His impact is recognized in the community at the city level. He inspires many young and older people around him.
Ana helps restore an urban park that will help bring back air quality. Breathing is increasingly a concern for everyone in her city.
Tamara leads a community youth group to rethink the ecological footprint of 1,200 families. She has helped ....
I'M A CITY CHANGER
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HOW CAN I BE PART OF THE MOVEMENT AND TAKE ACTION?
I'M A CITY CHANGER
#IMACITYCHANGER

THE MORE PEOPLE ACT,
THE BIGGER THE IMPACT

JOIN US

WORLD URBAN CAMPAIGN

www.worldurbancampaign.org/imacitychanger
Individuals and their organizations can report on their actions and concrete solutions to the challenges of climate change, inequalities, housing, water, sanitation, mobility, health and safety in cities and communities.

Your stories will be shared on the WUC Website and through related medias.
I'M A CITY CHANGER

PARTICIPATE IN THE BUILDING OF AN URBAN COMMUNITY GARDEN.

ADVOCATE FOR MORE AND SAFER BIKE Lanes IN YOUR CITY.

SUPPORT THE ELIMINATION OF SINGLE-USE PLASTICS IN YOUR COMMUNITY.

GENERATE AWARENESS ABOUT YOUR CITY’S ENVIRONMENTAL FOOTPRINT.

PROTECT NATURAL LANDSCAPES FROM UNSUSTAINABLE INFRASTRUCTURE DEVELOPMENTS IN CITIES.

PARTICIPATE IN MASKS AND FOOD DISTRIBUTION IN YOUR NEIGHBOURHOOD AFFECTED BY THE PANDEMIC.

LOBBY FOR MORE GREEN SPACES IN YOUR AREA SUCH AS PARKS AND FORESTS.

ORGANIZE OR PARTICIPATE IN A FLEA MARKET AND GIVE OLD THINGS A NEW LIFE.
## 10 Action Areas

**Help achieve the Sustainable Development Goals and the New Urban Agenda towards the City We Need Now.**

<table>
<thead>
<tr>
<th>Number</th>
<th>Action Area</th>
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<tbody>
<tr>
<td>1</td>
<td>Health and Well-being</td>
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<tr>
<td>2</td>
<td>Peace and Safety</td>
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<tr>
<td>3</td>
<td>Climate Adaptation and Resilience</td>
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<td>4</td>
<td>Inclusion and Gender Equality</td>
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<tr>
<td>5</td>
<td>Economic Opportunities for All</td>
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<td>6</td>
<td>Culture and Identity</td>
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<td>7</td>
<td>Local Governance</td>
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<td>8</td>
<td>Urban Planning and Design</td>
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<tr>
<td>9</td>
<td>Housing, Services and Mobility</td>
</tr>
<tr>
<td>10</td>
<td>Learning and Innovation</td>
</tr>
</tbody>
</table>
Propose YOUR EVENT to promote and concrete solutions to the challenges of climate change, inequalities, housing, water, sanitation, mobility, health and safety in cities and communities.

Events will be shared on the WUC website and media channels.
The “I’M A CITY CHANGER” logo is a free logo to use for anyone who shares the goals and abides by the basic United Nations rules and principles. UN-Habitat authorizes participants to use this logo under the following conditions:

- The logo can only be used as designed and produced and as available to download from the World Urban Campaign web pages. Its design cannot be changed or edited in any way. Any deviation from this rule is subject to permission being sought from, and given by, UN-Habitat.

- As long as the activities, products and materials are consistent with the goals, objectives and messages of the “I’M A CITY CHANGER” campaign, the logo can be used without permission for the following activities: information and promotional campaigns; awareness-raising activities and newsletters; web sites, radio and television programmes; conferences and seminars; promotional items.

- The “I’M A CITY CHANGER” logo and brand cannot be used to endorse commercial products. The name, slogan and branding/logo cannot be used in any manner that suggests a direct product and service endorsement.

- The slogan and branding/logo cannot be used in any way that misrepresents the objectives of the campaign or that undermines the corporate image or policies and activities of UN-Habitat.
Emma uses Facebook as a tool to raise awareness on the campaign using the WUC frame for her profile picture.

Maeva signed up to City Changer events and share them on Facebook, LinkedIn, Twitter and Instagram.

TO RECEIVE YOUR CITY CHANGER FRAME, KINDLY CONTACT THE WUC SECRETARAIT - UNHABITAT-WUC@UN.ORG
I'M A CITY CHANGER
#IMACITYCHANGER

PARTICIPATE AND SHARE YOUR IDEAS DURING THE URBAN THINKERS CAMPUSES

www.worldurbancampaign.org/urban-thinkers-campus
The World Urban Forum (WUF) is the premier global conference on sustainable urbanization. WUF11 will be held in the Polish city of Katowice from 26-30 June 2022.
REMEMBER:

I'M A CITY CHANGER
#IMACITYCHANGER

THE MORE PEOPLE ACT,
THE BIGGER THE IMPACT
BE A CITY CHANGER NOW!!

www.worldurbancampaign.org/imacitychanger