I want to enjoy equal access to public spaces and services

I want to feel safe from gender based violence

I want a city free of gender discrimination

I want equal pay for equal work

Gender Inclusive Solutions

I’m a City Changer

Gender Inclusive Solutions
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The World Urban Campaign is the advocacy platform for cities in the twenty first century, and the partners’ platform for Habitat III, the Third United Nations Conference on Housing and Sustainable Urban Development. Its goal is to place the urban agenda at the highest level in development policies.

The Campaign is coordinated by UN-Habitat and driven by a large number of committed partners.

Habitat III will take place 40 years after the first conference on human settlements, Habitat I, was held in Vancouver, and the world’s urban and housing challenge was first internationally recognised.

Twenty years later, in 1996 in Istanbul, Habitat II served as the place of negotiation on future policies for sustainable urban development.

The Habitat III conference, to be held in 2016, will address sustainable urbanisation and the future of urban spaces. It will also serve as an opportunity to assess the state of our cities, to develop solutions, and to revisit our shared urban future.

While cities are at the heart of today’s global crisis, they are also the source of solutions for a sustainable future.
UN-Habitat helps to make cities develop sustainably to tackle increased urbanisation, with effective and inclusive services that benefit all residents. We strive to improve women’s and girls’ rights, promote equal participation in decision-making, and develop services that benefit women and men, and girls and boys, equally in all our programmes. Together we can achieve positive changes towards gender inclusive cities that will benefit us all.

‘I’m a City Changer’ is the awareness-raising initiative of World Urban Campaign. It is about:

- Positive urban development
- Solutions to urban challenges
- Giving voice to men and women to change our urban future

I want to enjoy equal access to public spaces and services

I want a city free of gender discrimination

I want to feel safe from gender based violence

I want equal pay for equal work
Campaign for Positive Urban Change

The world has entered an era dominated by cities, and the human destiny is increasingly defined by its urban spaces.

While all cities are a part of this global trend, each has its own local dynamic determined by its territories, environment, economy, heritage, and cultures.

The actions of individuals and communities can change a world in crisis, where citizens and decision-makers are experiencing the limits of economies and ecosystems. They can propose local solutions in order to improve our common living spaces: cities.

*The main challenge of the 21st century is to change cities to better share our common living spaces.*
Towards an Equitable, Prosperous, and Sustainable City

**Make cities livable places.**
Urban crime and violence are today at the top of the agenda for those committed to sustainable urban development. Local governments and their partners are now taking up the challenge of urban safety and security, aware of the fact that the way we plan and design our cities has significant implications for how safe they are in the future. A safe city means promoting sustainable development through inclusive bottom-up planning, management, and governance of urban areas.

**Building cities able to withstand and recover from crises.**
A resilient city is one that can withstand and recover quickly from natural or human-made disasters. However, cities are increasingly vulnerable to multiple hazards that can hinder or derail development trajectories. Rapid urbanization, poor quality construction, unregulated expansion of urban settlements, weak governance capacities, and climate change impacts are factors increasing cities’ exposure to multiple hazards and risks.

**Build environmentally sound and carbon efficient cities.**
The way we plan and design our cities now will have significant implications for how resilient, resource-efficient, and environmentally sound they are in the future. A green city means promoting sustainable development through a carbon efficient built environment. If new housing developments and upgraded slums are not as energy efficient and sustainable as possible, cities face decades of escalating energy consumption, which may aggravate economic, social, and environmental challenges.

**Make cities more efficient and better places to ensure decent work.**
Cities’ abilities to create decent jobs depend to a large extent on economic growth. Adequate investments in urban infrastructure and basic services, education, skills development, and improving technical and financial efficiency of urban authorities, as well as removing inappropriate and unnecessary regulations on businesses, are key to enhancing urban productivity and therefore to achieving economic growth and decent jobs for all.

**Build socially inclusive, accessible, pro-poor, equitable, and gender sensitive cities.**
Socially equitable development is one of the three pillars of sustainability, and is vital to creating a shared, sustainable urban future. The challenges posed by the pace and scale of contemporary urbanization require us to invest in infrastructure, development, and political processes that promote inclusivity, and a pro-poor, gender, and youth sensitive agenda.

**Plan the cities of tomorrow for sustainability and quality of life.**
A planned city is fundamental to achieving resilient, green, inclusive, productive, safe, and healthy urban development. This requires planning practices and processes that harness the city’s assets and potential. Sustainable planning is about designing the urban space, public and private, to ensure its orderly development and to improve the quality of life for residents and livability for businesses without compromising future generations.
Turning Challenges into Opportunities

Gender and Urban Demographics
Gender Disparities in Power and Rights
Gender Disparities in Space, Mobility & Connectivity
Gender Gaps in Physical and Financial Capital/Assets
Gender Divisions of Labour in the Urban Economy
Gender Disparities in Human Capital

Gender Inclusion for Better Cities

From The State of Women in Cities 2012-2013
Equitable, inclusive, and prosperous cities need to harness the full potential of all citizens, irrespective of gender and age.

The Challenge

Everyone should have ‘rights’ to the city. Women and men and girls and boys do experience cities differently, and they do not benefit equally from urbanization and the opportunities in the cities. A prosperous city is a place where women and men enjoy equal rights and opportunities.

Issues

Women and Slums

Women residing in slums require special attention. Although women in slum and non-slum areas of cities experience a similar range of challenges in relation to gender inequalities, the greater concentration of poverty in slum settlements is aggravated by overcrowding, insecurity, lack of access to security of tenure, water and sanitation, as well as lack of access to transport, and to sexual and reproductive health services. This often further hinders women in achieving decent living conditions. In order to allow poor women greater prospects to achieve ‘prosperity,’ regulations must be promoted for upgrading rather than clearing slums, and informal entrepreneurs must be permitted greater access by to public spaces and to middle-income and elite residential neighborhoods.

Women and Girls’ Right to Land and Housing

Land and housing affects food security, economic livelihoods, education, health, basic services, freedom from violence, and autonomy and dignity. Lack of secure tenure over housing and land affects millions of people across the world, but women face harsher deprivations with some traditions and customs denying women direct entitlements to land. This translates into policies and laws that prevent women from buying land directly, having a house in their own name, or having control over
decision-making regarding land and housing issues. There are negative consequences as a result of women’s disempowerment over land and housing; it is women who are worst affected by evictions and by tenure insecurity caused by natural and human made disasters, armed conflict, and civil strife. Women often suffer violence before, during, and after evictions and conflicts. Thus, accessing, owning and controlling land and housing empowers women to take control of their lives and to drive sustainable development in their communities.

Livelihood and Economic Empowerment of Women and Girls
Livelihoods and economic empowerment are central to human settlements and women’s empowerment. Poor women face immense challenges in accessing credit and financing for themselves and their organizations. The needs of women working in the informal economy must also be addressed, as women’s economic empowerment contributes greatly to development. It is well established that where there is greater gender equality, poverty levels go down. Economic empowerment further gives women greater decision-making power within their families.

Women and Girls in Local and Urban Governance
Good local governance is essential to improving human settlements and the lives of the urban poor, affecting local service delivery, housing, and other conditions related to local communities. Unless women and communities are involved in decision-making and policy development at every level of governance, changes to women’s political and socio-economic status will likely be minimal, and the improvement of human settlements will be greatly constrained. Women are still a minority within leadership and struggle to sustain their positions within male-dominated political systems.

Women and Girls’ Health
Lack of access to clean water, sanitation, and other basic services poses great risks for health. Women, particularly those in poor communities, are at great risk for health problems, and are prevented from accessing and benefiting from quality health services due to a lack of adequate services, systems, and socio-political will. Women are more likely to experience physical, sexual, and emotional violence, which
adversely affects their health. Women and poor communities are affected by HIV/AIDS more severely than any other group. Socio-economic, cultural and political power disparities, stigma and double standards, and the burden of care placed on women also contribute to this imbalance. Programmes must take these inequalities into account as well address patriarchal patterns of controlling women’s sexuality and reproduction in order to support sustainable community development and health systems that demonstrate results.

Safety and Security of Women and Girls in Cities
Women’s lack of safety is a serious obstacle to achieving gender equality as it inhibits women’s mobility and limits their right to participate fully and freely as citizens in their communities. Women’s safety involves strategies, practices, and policies which aim to reduce gender-based violence, including women’s vulnerability to crime. Making communities safer for all requires a change in community norms, patterns of social interaction, values, customs, and institutions. Good urban governance is essential to women’s safety. Thus gender sensitive policies, planning, and approaches to the prevention of crime and violence against women need to be inclusive of development and safety strategies.

Opportunities
Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed upon goals for development and sustainability, and improve the quality of life for all women and men, as well as their families and communities.

Gender inclusive cities are better cities; together we can make them work.
Towards Solutions

‘I’m a City Changer’ is a platform based on proposing solutions to better share our urban spaces. We need to ensure just distribution and preservation of fundamental resources in order to guarantee their availability for future generations.

We need to define the way we are consuming land, water, and energy, managing waste and transportation, preserving air quality, and preserving our heritage and culture.

For this, we need to envision the best way to plan, build, and manage the cities of tomorrow, where resources will be shared and managed, for better or worse, leaving a positive or negative legacy for future generations.

We need to change unsustainable behaviors and patterns.

We need to promote successful solutions and stimulate innovations where transformations are needed.

City Campaigns shall propose solutions to urban challenges and share those through the World Urban Campaign Solutions Platform.

Solutions should fulfill three conditions:

1. Address key urban challenges
   Solutions should address urban issues in one or more of the following solution areas:
   - Inclusive Cities
   - Green Cities
   - Productive Cities
   - Resilient Cities
   - Planned Cities
   - Safe and Healthy Cities

2. Validated by key players
   Solutions should be proposed by at least three partner institutions who agree on the validity of each solution. The three partners become signatories of the WUC Solution. Partner institutions should represent at least three of the following categories of partners based in the city:
   - Local authority
   - Civil society organization
   - University or research institution
   - Community-based organization
   - Private sector institution
   - Professional organization

3. Demonstrate impact and sustainability
   - Impact: the solution demonstrates a positive impact on the urban environment and the living conditions of city dwellers, including the urban poor;
   - Sustainability: the solution shows lasting changes towards inclusive, green, productive, resilient, planned, safe and healthy cities.
The spirit of ‘I’m a City Changer’ is about sharing solutions both at the local and global levels.

It is about the search for unique and innovative solutions sparked from local proposals, while inspiring change through sharing solutions and experiences from cities around the world.

City to City
Sharing solution can be done from one city to another by pairing cities that have established a relationship of cooperation through a learning and sharing platform.

Network of Cities
Solutions can be shared within a network of cities, linked through territorial or thematic relations. The establishment of these relationships can facilitate cooperation, innovation, sharing, and enable larger events and activities such as competitions, fairs, exhibitions, and public forums.

National Urban Campaigns
The local campaigns can join in a National Urban Campaign that is part of the preparatory process towards the Habitat III Conference on the future of cities around the world.

Sharing Globally
A city can also decide to share its experiences directly with the rest of the world through the World Urban Campaign, which acts as an umbrella for all campaigns, local and national, towards the preparation of Habitat III.
Become a ‘City Partner’ for Gender Inclusive Cities

Cities willing to become ‘City Partners’ of the World Urban Campaign commit to:

• Launching a local campaign under the slogan ‘I’m a City Changer’ to engage individual citizens, communities, local authorities, civil society organizations, professionals, and private sector actors to promote positive individual and collective actions towards a green, inclusive, productive, planned, resilient, safe, and healthy city.

• Organizing events as part of a local campaign to raise awareness of and promote successful practices and accomplishments in achieving a green, gender inclusive, productive, planned, resilient, safe, and healthy city.

• Sharing successful practices and experiences through the World Urban Campaign in order to contribute to the New Urban Agenda towards Habitat III, the Third United Nations Conference on Human Settlements, to be held in 2016.

• Promoting the principles and disseminating the key messages of the World Urban Campaign, working towards sustainable cities and urban communities worldwide.

• Other activities which can contribute to solutions.
Use the World Urban Campaign Platform

- The City Partners will be listed on the World Urban Campaign interactive website, on the specific City Partners page, along with the city’s website.

- The City Partners’ local campaign activities will be shared on the World Urban Campaign interactive website.

- The City Partner will be able to use the ‘I’m a City Changer’ logo to brand local campaign activities.

- The City Partner will be entitled to participate in key World Urban Campaign events. In particular, the City Partner will be able to participate in the World Urban Forum, the world’s premier conference on cities, organized by UN-Habitat every two years. The City Partner will be included in the special World Urban Campaign booth in the World Urban Forum exhibition area. It will be able to participate in key World Urban Campaign events organized at the Forum and other venues.

- The City Partner will support the dissemination and sharing of relevant best practices and experiences that could be of benefit to other City Partners and Members of the Campaign.

- The City Partner will contribute to the development and generation of new knowledge in support of sustainable urban development within the framework of the World Urban Campaign.

To commit to join as a City Partner:

Contact the World Urban Campaign Secretariat at wuc@unhabitat.org
We need to change from an environment of gender discrimination...
...to the urban future we want.
I'm a city changer

Act now to make your city gender inclusive
FIND YOUR SLOGAN

Adapt ‘I’m a City Changer’ to Another Language:

Use ‘I’m a City Changer’ with a tag line to address gender issues:

Crime: ‘I want to feel safe from gender based violence’
Education: ‘I want everyone, boys and girls, to go to school’
Governance: ‘I want both men and women to be leaders’
Health: ‘I want equal access to a healthy urban environment’
Justice: ‘A safe city is a just city’
Livelihood: ‘I want equal pay for equal work’
Public space: ‘I want equal access to public spaces’
People: ‘I want equal opportunities and a bright future for my city’
’I’m a woman, I’m a man’
Mobility: ‘I want to move around safely in my city’

Be creative and make it happen in your city!
UN-Habitat and Gender Inclusive Cities

UN-Habitat’s mission is to promote socially and environmentally sustainable human settlements with the goal of providing adequate shelter for all.

We strive to improve women’s rights, promote equal participation in decision-making, and develop services that benefit women and men equally in all our programmes. Together we can achieve positive change towards gender inclusive cities that will benefit us all.

The main objective of the gender equality programme at UN-Habitat is to ensure that gender equality is systematically and effectively integrated in all projects and programmes at all levels from local, national and global; including its policies, structure and internal procedures. The institutionalization of gender mainstreaming and gender equality ensures that gender issues and perspectives are no longer considered on a ‘stand alone’ basis or as additional chores in project design and formulation, development and implementation.

UN-Habitat’s Gender Coordination and Support Unit coordinates, supports, and facilitates the institutionalizing of the culture of gender mainstreaming within UN-Habitat. Gender Focal Points within each branch and regional office are active working partners in achieving this goal.

The key objectives of Gender Coordination and Support Unit:

- Ensuring gender equality is systematically integrated in all UN-Habitat projects and programmes;
- Increasing the number of cities formulating and implementing sustainable urbanization policies that promote gender equality and women’s empowerment at all levels.

The Advisory Group on Gender Issues (AGGI) was established in 2012 as an independent advisory body to the UN-Habitat Executive Director, guided by principles of integrity, transparency, trust, and accountability. Its role is to advance women’s empowerment and gender equality in sustainable urban development; through the provision of strategic guidance and advice, across policies, programme work, and budgeting at the global, regional, national, and local levels, taking note of gender evaluations, resolutions and the wider UN context for coherent work on women’s empowerment and gender equality. The work of AGGI addresses and impacts all of the thematic areas of UN-Habitat’s work. The AGGI Board is made up of 18 members nominated with a consideration of age, gender, regional balance and professional backgrounds.
Gender Mainstreaming at UN-Habitat

**Urban Legislation, Land and Governance**
- Using participatory tools to engage women and men in urban governance
- Ensuring women and men have equal rights to own land

**Urban Planning and Design**
- Ensuring equitable access to transport infrastructure and services for women and men
- Reducing possibilities for gender based violence and crime through improved urban planning and design

**Urban Economy**
- Allowing equal access to education and work opportunities for women and men in both formal and informal economy
- Ensuring equitable access to financial services

**Urban Basic Services**
- Involving women and men in the design and management of infrastructure and basic services
- Providing access to better water and sanitation facilities that serve both men and women

**Housing and Slum Upgrading**
- Integration of gender in laws and policies on poverty, land, housing and property rights
- Promotion of legal rights and forms of tenure, such as joining titling, which support women

**Risk Reduction and Rehabilitation**
- Involving of women and men in reduction of man-made and natural disasters and rehabilitation measures
- Identifying the different needs of women and men in post-disaster scenarios with appropriate solutions employed

**Research and Capacity**
- Data disaggregated by sex collected and utilized in UN-Habitat reports and publications
- Data analyzed from a gender perspective for appropriate interventions in projects and programmes

The above issues are addressed in the specific guide entitled the ‘Gender Issue Guides’ by UN-Habitat. The Guide provides a deeper understanding on how to achieve gender inclusive cities. The Guides offers policy and practical guidelines to staff, programme managers, and UN-Habitat partners to further implement gender mainstreaming and women’s empowerment in work related to UN-Habitat’s thematic areas.
“The Manifesto for Cities – The Urban Future We Want” is a key consensus document of the World Urban Campaign. The Manifesto sets key principles, establishes essential paths for building a new Global Urban Agenda, and initiates a momentum towards the Habitat III Conference.

The Manifesto is a collective act of the World Urban Campaign partners united by shared goals and a common vision of the city for the 21st century. It was presented at the Sixth Session of the World Urban Forum in Naples, Italy, on 3 September 2012.
Key Messages

Cities are the world’s greatest assets for pursuing sustainable development.

How we plan, build and manage our cities today will determine our future.

Harnessing the city as an asset requires the commitment of all.

We declare ourselves City Changers.

We commit to take action and change cities for a better urban world.

We invite all Habitat Agenda partners to join forces and participate as equal partners in the Global Urban Agenda.

The battle for a sustainable future will be won or lost in cities.

The urban space has often been designed and build with the metrics of the car and not that of the human. Rapid and unmanaged urbanization leads to the proliferation of slums and informality, increasing poverty and vulnerability… [threatening] the safety, security, and social cohesion of individuals, their neighbourhoods, cities and nations.

We will help craft a new global Urban Agenda according to the following principles that will serve as its building blocks: …Socially inclusive, gender sensitive, healthy and safe development.

Sign up at www.worldurbancampaign.org
Engage Women and Men

Men and women have an important role to play in making a city gender inclusive. ‘I’m a City Changer’ offers the opportunity to become part of a unified, meaningful, and effective campaign towards change in the city, bringing all local citizens together under a common vision.

The citizens have an important role to play in a city safety campaign. ‘I’m a City Changer’ offers cities the opportunity to become part of a unified, meaningful, and effective campaign towards safer cities by bringing local citizens together under one common vision.

• Mobilize citizens in communities to express solutions towards a better, gender inclusive city. This can start with a campaign that tells tangible local stories. Creative posters will help you promote the contributions of individual citizens, while also attracting the attention of stakeholders across your city.

• Create an opportunity for the citizens to demonstrate how they can contribute towards the change in their communities and neighbourhoods through discussions on open days, workshops, and forums.

• Set up speakers’ corners in strategic points across the city to open debates in different neighborhoods on key gender issues.
Engage Men and Boys

Traditionally, women’s empowerment and gender equality are often thought to be ‘women’s issues’. We need to engage men and boys in the discussion on the importance of gender equality to create a common understanding how gender equality will bring about change for us all.

We need gender inclusive cities where women and girls, men and boys, enjoy equal rights and opportunities. Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families and communities.

Men and boys are part of the solutions to gender based violence and sexual harassment that make our cities unsafe for women and girls.
What kind of man are you?

VIOLENCE AGAINST WOMEN HURTS US ALL
Championing Safety

It is the city leadership that is responsible for the provision and maintenance of basic services and infrastructure in the city. Many of the leadership’s core functions can contribute to reducing crime and violence significantly. City leaders should be the champions of safety in the city and should initiate action and engagement with citizens. Actions need to be taken against gender-based violence.
Partner with Institutions on Safety

The police play a critical role in promoting safety.

The police need all the help and cooperation they can get from the community. Encourage the community to engage with the police through sports, art, and music and community dialogues.

Promote adherence to the rule of law as well as transparency, accountability, and professionalism within the police force.

Women and girls need to feel safe when entering a police station or talking to police officers.

Police officers should be trained on how to deal with issues of gender based violence and domestic abuse in order for survivors to feel safe and acknowledged when reporting to the police.
Engage Universities as Knowledge Centres

Universities should be closer partners of cities, actively engaged in problem solving, closing the gap between academics and practitioners, and encouraging collaborative learning.

Develop centers of excellence on gender inclusiveness at the university level. These should be accessible to all citizens and encourage people to acknowledge and address local problems and contribute to solutions.
Engage Business and Employers

A safe city means that businesses can thrive and flourish. Men and women should feel safe working and keeping their shops open late at night. Engage the business community to provide proper infrastructure, including sanitation and security, and create a welcoming environment for employees and costumers.

A safe city means that businesses can thrive and flourish. Citizens should feel safe working and keeping their shops open late at night. Ask the business community for ideas and create the space for them to contribute to the safety of the city and their employees.
Engage Schools to Achieve Gender Equality

Teachers and administrators can be important actors of change in their communities. Girls and boys need to understand and challenge established gender roles to bring about positive change for their communities. Girls and boys should have equal access to education to be able to build a future for themselves and bring prosperity for their communities. Male and female teachers can be important role models for young girls and boys in terms of gender equality.
Engage Youth through Sports, Arts, and Culture

Young people form an integral and active part of urban life.

Cities should start seeing young people’s potential and innovation as agents of positive change in the community.

Create spaces for young people to engage through sports, art, and culture as platforms that facilitate dialogue and positive change, while raising awareness on gender equality.
Engage the Media

The best partner to have is the media.

Encourage media programs that speak to positive innovations in urban safety. This can be through discussions, speeches and events that focus on challenges and positive changes in cities.

Cities can target university and local media outlets, as well as more broad platforms, by creating red carpet events and other activities inviting the media and members of civil society to participate and to share ideas and developments. Cities can also use social media platforms to run campaigns for safety.
Shaping the Law to Promote an Inclusive and Safe City

Cities should be places where everyone has a right to enjoy their city’s benefits, advantages, and basic services.

Use the law as a tool to promote not only justice, but development and safety. Put laws into place that encourage inclusivity and equality, and incorporate the ‘Right to the City’ into legislation and practice.

Ensure that legislation is implemented and that laws are enforced without discrimination.
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Gender inclusive cities are better cities; together we can make them work.