I make my city safer

I'm a City Changer

Safer City Solutions

I make my
neighbourhood safer

Safer City Solutions

I make my city safer

www.unhabitat.org

www.worldurbancampaign.org
About the Campaign and Habitat III.................................................................4
I’m a City Changer..............................................................................................5
Campaign for Positive Urban Change .................................................................6
Towards an Equitable, Prosperous, and Sustainable City.................................7
Turning Challenges into Opportunities..............................................................8
Safer Cities: Making Cities Livable Places.........................................................9
Towards Solutions..............................................................................................11
Change Your City, Change Other Cities.............................................................12
Become a ‘City Partner’.....................................................................................13
Act Now! ............................................................................................................16
  Find Your Slogan..............................................................................................17
  The Global Network on Safer Cities..................................................................18
  Three Pillars for a Safer City..........................................................................19
Sign up to the Manifesto for Cities.................................................................20
  Engagement Initiatives....................................................................................22
The World Urban Campaign Partners..............................................................44
The World Urban Campaign is the advocacy platform for cities in the twenty first century. Its goal is to place the urban agenda at the highest level in development policies.

It is coordinated by UN-Habitat and driven by a large number of committed partners. The World Urban Campaign is the partners’ platform for Habitat III, the Third United Nations Conference on Housing and Sustainable Urban Development.

The Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III), to be held in 2016, will be about sustainable urbanization and our urban future. It will be a major opportunity to assess the state of the world’s cities and to revisit our global urban future, 40 years after the first conference on human settlements held in Vancouver. Habitat I was the first recognition of the urban and housing challenge globally.

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

In 2016, Habitat III will be about assessing the state of our cities and developing solutions. While cities are at the heart of today’s global crisis, they are also the source of solutions for a sustainable future.
‘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 **cities and people** to change our urban future.

The Global Network on Safer Cities is part of the World Urban Campaign. The Network’s role is to advocate for urban safety and local crime and violence prevention all over the world, as a hub for sharing and learning on initiatives, actions, and policies driving positive 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 stock 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.

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 businesses without compromising future generations.

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.

Towards an Equitable, Prosperous, and Sustainable City
Turning Challenges into Opportunities

CHALLENGES
- Gangs and organized crime
- Bad urban management
- Architecture of fear
- Poor governance

OPPORTUNITIES
- Safe streets and public spaces
- Thriving businesses
- Walking cities
- 24 hour cities
Urban crime and violence are the major challenges of cities today

The Challenge
Crime and violence are serious threats to social cohesion and economic stability in cities around the world. The damage and fear they create threatens quality of life, human rights, social and economic stability, and sustainable development, particularly affecting the poor:

- Violence and crime has soared in many urban centres.
- Globally, one in five people have been a victim of violence and crime.

Issues

Safer Cities Approach
Crime and violence do not happen spontaneously. Urban environments that unequally exclude some communities disempowers them and creates an environment ripe for crime.

Reducing Crime is Everybody’s Responsibility
Police, courts and prisons alone cannot stop the escalation of urban crime and violence. Public safety must be considered a right of all citizens. Institutions and civil society must build safer cities together by creating inclusive and equal urban environments.

The Key Role of Local Authorities
The city leadership should take the initiative to coordinate community-wide crime prevention strategies to reduce crime and violence. Success depends on partnerships between local governments, the citizens, and civil society.

Safety as an Issue of Good Governance
Good urban governance values citizenship and involves all citizens - including the most marginalized and poor - in local decision-making and planning.
Opportunities

- Local crime prevention strategies must be incorporated in urban planning.
- Prevention policies can be incorporated into slum and neighbourhood improvement policies.
- Public spaces are the sites for enhancing urban safety by nurturing the values of social cohesion and co-existence.
- Youth are the agents of change and women the advocates of safety in the city. They must be fully engaged as resources – not problems – in the design and delivery of any sustainable violence and crime prevention strategies.

What is a safe city?

Urban crime and violence are at the top of the agenda for many people living in cities. Ask any woman: crime and violence, in their various forms, are her number one concern, particularly if she lives in a poor neighbourhood. A safe city is one that balances enforcement and prevention, investment in youth, and building on the strengths of neighbourhoods and communities.

How can a safer city campaign help your city?

A city-level campaign promotes a city where all urban inhabitants - regardless of socio-economic status, gender, race, ethnicity or religion - are able to fully participate in the social, economic and political opportunities that cities have to offer. Engaging the urban poor, youth, and women in particular at all levels of planning and decision-making is key to creating a safer city.
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 transmitting our heritage and culture.

For this, we need to envision the best way to plan, build, and manage the cities of tomorrow, where a positive or negative legacy will be left 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 can propose solutions to urban challenges and share those through the World Urban Campaign Solutions Platform.

**City solutions should fulfill these 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.
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.

- In particular, your city can advance its safety agenda by joining the Global Network on Safer Cities.

- Organizing events as part of a local campaign to raise awareness of and promote successful practices and accomplishments in creating a better 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.

To commit to join as a City Partner:

Contact the World Urban Campaign Secretariat at wuc@unhabitat.org
We need to change from unsafe environments...
...to the urban future we want.
I'M A CITY CHANGER

ACT NOW TO MAKE YOUR CITY SAFE
FIND YOUR SLOGAN

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

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

- Justice: ‘A Safe City is a Just City’
- Gender: ‘Make Our City Safe for Women’
- Sports: ‘I’m Running for a Safer City’
- Mobility: ‘I Want to be Safe Walking at Night’
- Crime: ‘I Want my Community to be Free from Crime’
- Livability: ‘Make Our Public Spaces Safer!’
- Young People: ‘A Safe City is a Happy City’

Be creative and make it happen in your city!
The Global Network on Safer Cities

The Global Network on Safer Cities (GNSC) was constituted in September 2012, at the Sixth Session of the World Urban Forum held in Naples, Italy. Its role is to advocate for urban safety and local crime prevention all over the world, as a hub for sharing and learning initiatives, and actions and policies driving positive change. It aims to enable local authorities and urban stakeholders to improve urban safety.

This will contribute to:
• The exchange of knowledge and experiences on urban crime and violence prevention strategies among cities and citizens
• Transforming societies to be more inclusive and participatory
• Assisting national and local governments, civil society organizations, academia, private sector, youth groups, and all citizens to work together to promote fair, safe cities for all.

“Safer urban spaces are what we are all aiming for. Cities all over the world are supporting this initiative and it is time for mayors to deliver. We will deliver and get results in gaining safer cities for us and our children.”

Marcelo Ebrard, Mayor of Mexico City, Chair of the Steering Committee for the Global Network on Safer Cities
The Three Pillars for a Safer City

Social Prevention Actions Aimed at Groups at Risk
1. Develop integrated municipal youth policies
2. Focus on youth-at-risk, paying attention to youth employment and reintegration
3. Raise awareness on Gender Based Violence (GBV)
4. Involve men and boys in GBV solutions
5. Conduct women’s safety walks
6. Focus on migrant populations and their inclusion

Law Enforcement
1. Community policing
2. Problem-oriented policing
3. Community mediation and conflict resolution
4. By-law enforcement and adherence to the law
5. Build trust between police and community
6. Alternative forms of justice (e.g. community courts)

Urban Design, Planning, and Management
1. Design streets, buildings, parks etc. to reduce opportunities for crime
2. Support street layout
3. Improve street lighting
4. Reorganize markets or bus terminals
5. Establish recreational areas for children and youth
6. Community management of public space

All three pillars together make a safe city!
“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.
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 the Citizens

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, safer 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 safety of 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 safety issues.
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.
Partner with a Police Officer

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, music, and community dialogues.

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

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

Develop centers of excellence on urban safety at the university level. These should be accessible to all citizens and encourage people to acknowledge and address local problems and contribute to solutions.
Urban Walks

Citizens can get involved with various awareness raising activities by creating campaigns such as “cities at night.” Such platforms can raise the profile of night time urban safety issues.

City Changer sign boards can be placed around the city on various routes to guide people on a safety walk, showing them different sides of the city and informing them of the unique safety aspects of their communities. Cities can also lead guided tours, showing key members of the government and civil society, as well as citizens, the issues facing the city.

Participants can use their mobile phones to take photos, engage others, and document issues around safety using social media platforms.
Engage Businesses

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.
Engage Schools as Centres for Safer Communities

Schools can be considered safe spaces not just for the students, but for the whole community. Introduce the ‘Open School’ concept, where the school facilities are open to the public during the weekends. The school should be promoted as a hub of community excellence through active participation.
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, raise awareness on safety, and cultivate positive change.
Engage the Media

The best partner to have is the media.

Encourage media programs that speak to positive innovations in urban safety. These 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.
Engage All to Create Safe Spaces for Women and Girls

A safe city for women is a safe city for all. Cities can engage citizens to ensure that all spaces are safe for women both during the day and at night. Involve women through safety walks for and by women.

Men and young boys should also be encouraged to treat women with respect through campaigns against gender based domestic violence.
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.
THE WORLD URBAN CAMPAIGN PARTNERS

Coordinated by

UN-HABITAT
FOR A BETTER URBAN FUTURE

GLOBAL NETWORK ON SAFER CITIES

The Global Network on Safer Cities is a Lead Partner of the World Urban Campaign. It is a network of cities and partners linking violence and crime prevention strategies to urban development.

Top Sponsors

ARCADIS
ERDF

Main Sponsors

GDF SUEZ
LAFARGE
SIEMENS
VEOLIA ENVIRONNEMENT

Lead Partners

Africa Union Of Architects
APA
African Planning Association
d_city
CRECC
CAP
FICCI
Fira Barcelona
Cordaid

044
CONTACTS
World Urban Campaign Secretariat, UN-Habitat
Email: wuc@unhabitat.org
Tel.: +254 20 762 4576
www.worldurbancampaign.org

Ana B. Moreno
Chief, Advocacy, Outreach and Communications

Christine Auclair
Project Leader, World Urban Campaign

Sarah ‘Laney’ Stone
Communications Consultant, World Urban Campaign

SAFETY IS MY, YOUR, OUR RESPONSIBILITY!