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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.
The purpose of National Urban Campaigns is to rally all Habitat Agenda Partners around the same cause: making cities livable places for a sustainable future. Campaigns are meant to catalyse the engagement of all partners with the potential to articulate pressing urban issues, to propose solutions, and to commit to shared goals and actions towards Habitat III. Using ‘I’m a City Changer’ and other key messages, The City Prosperity Initiative will help cities and national governments to:

- Measure the state of wellbeing and prosperity of cities
- Find solutions to improve in the prosperity path
- Change the functionality and form of the city
- Evaluate efforts and processes deployed to advance prosperity
In 2012, UN-Habitat put forward a fresh approach to urban prosperity, one that is holistic and integrated, and which is essential for the promotion of the collective well-being and fulfillment of all. This new approach helps cities to steer the world towards economically, socially, politically, and environmentally prosperous urban futures.

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.*

In 2012, UN-Habitat put forward a fresh approach to urban prosperity, one that is holistic and integrated, and which is essential for the promotion of the collective well-being and fulfillment of all.

This new approach helps cities to steer the world towards economically, socially, politically, and environmentally prosperous urban futures.
Towards Equitable, Prosperous, and Sustainable Cities

A Safe and Healthy 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.

A Green City

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.

A Resilient City

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.

A Productive City

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.

An Inclusive City

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.

An Equitable Prosperous Sustainable City

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.
Turning Challenges Into Opportunities

Challenges:
- Urban Poverty
- Climate Change
- Slums

Opportunities:
- Inclusive Prosperity
- Economies of Scale
- Inclusive Governance
Countries 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 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.

Partners of the National Urban Campaign can 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.
In order to measure current and future progress of cities towards the prosperity path, UN-Habitat has introduced a new tool – *The City Prosperity Index* – together with a conceptual matrix – *The Wheel of Prosperity* – both of which are meant to assist decision makers to design clear policy interventions.

UN-Habitat’s *City Prosperity Index* (CPI) does not only provide indices and measurements; it also enables city authorities and local stakeholders to identify opportunities and potential areas of intervention for their cities to become more prosperous. The CPI includes various indices and indicators that are relevant to cities, and are important for prosperity-oriented public policy-making.
### The City Prosperity Index - Basic

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Productivity Index</strong></td>
<td>Economic Growth, City Product, Employment, Formal Employment, Non-Employed</td>
</tr>
<tr>
<td><strong>Quality of Life Index</strong></td>
<td>Malnutrition, Children Underweight, Health, Life Expectancy, Under Five Mortality, Child Morbidity, Education, Adult Literacy Rate, Primary School Enrolment, Secondary School Enrolment</td>
</tr>
<tr>
<td><strong>Infrastructure Development Index</strong></td>
<td>City Infrastructure, Piped Water, Sewerage, Electricity, Mobile, Fixed Telephone, Housing, Durable Housing, Overcrowding</td>
</tr>
<tr>
<td><strong>Environmental Sustainability Index</strong></td>
<td>Air Quality, Particulate Matter Concentrations, Waste, Collection of solid waste, Energy, Energy for cooking, Energy for lighting</td>
</tr>
<tr>
<td><strong>Equity and Social Inclusion Index</strong></td>
<td>Income/Consumption inequality, Gini coefficient, Other equity &amp; social inclusion indicators</td>
</tr>
</tbody>
</table>

*In addition to the basic index, cities will benefit from an in depth and customized estimation of the index.*
We need to change from unsustainable practices...
...to the urban future we want
I'M A CITY CHANGER
ACT NOW
JOIN THE CITIES PROSPERITY INITIATIVE
Increasing Prosperity Levels

UN-Habitat’s “City Prosperity Initiative” is a strategic measurement, monitoring, and policy tool for cities that are committed to adopt a more holistic, people-centred, and sustainable notion of prosperity and that pledge to deploy the necessary efforts and resources to move forward on the prosperity path.

The CPI focuses on individual cities and measures prosperity across five dimensions:
- Productivity
- Infrastructure
- Quality of life
- Equity
- Environmental sustainability.

*Governance and institutions is being integrated in the CPI.

The Prosperity Path: UN-Habitat has grouped cities in the world in 6 distinct brackets that range from cities with ‘very solid’ prosperity factors to those with ‘very weak’ prosperity factors.

UN-Habitat assists cities in their efforts to make progress in the prosperity path. Cities that are ranked with “Solid Prosperity Factors – Second Category” (Group 3), with Moderate Prosperity Factors (Group 4), or with Weak Factors (Group 5) can deploy a set of policies and actions to increase prosperity.

Cities Prosperity Initiative

UN-Habitat’s “City Prosperity Initiative” is a strategic measurement, monitoring, and policy tool for cities that are committed to adopt a more holistic, people-centred, and sustainable notion of prosperity and that pledge to deploy the necessary efforts and resources to move forward on the prosperity path.

General Objectives

Overall, the “City Prosperity Initiative” pursues three complementary objectives:
1. Globally mainstream a fresh approach to prosperity that is holistic and integrated, and which is essential for the promotion of collective well-being and fulfillment for all.
2. Help cities to steer the world towards economically, socially, politically, and environmentally prosperous futures.
3. Catalyze the policies and actions of cities towards the prosperity path, and create conditions to measure current and future progress.
Cities Prosperity Initiative

Specific Objectives

At a more local level, the “City Prosperity Initiative” aims at achieving three specific objectives:

A. Reinforce local capacities for cities to improve wellbeing and prosperity through localized urban planning and design interventions;

B. Assist in implementing a variety of technical solutions for improving the functionality of the city and achieving sustainable urban form;

C. Assist in packaging projects through pre-feasibility studies and project viability for financing;

*Governance and institutions is being integrated in the CPI.*
Approach and Implementation Strategy

The UN-Habitat’s “City Prosperity Initiative” is a strategic policy initiative for cities and partners that are committed to aligning their policies, operations, and strategies with this fresh notion of prosperity. Cities are expected to work simultaneously on the five dimensions of prosperity: productivity, infrastructure, quality of life, equity, and environmental sustainability.

This is a practical framework for the formulation, implementation, and monitoring of sustainability policies and practices to increase prosperity levels at the city level.

UN-Habitat “City Prosperity Initiative” provides collaborative solutions to the most fundamental challenges facing cities. The initiative seeks to combine UN-Habitat capacities -- such as its convening power and its knowledge and experience,-- with the cities’ and partners’ efforts and strengths, and the expertise and capacities of a range of key stakeholders.

Benefits

The “City Prosperity Initiative” offers local and national governments and partners a new tool – The City Prosperity Index – together with a conceptual matrix, the Wheel of Prosperity, both of which are meant to design clear policy interventions.

Support

The “City Prosperity Initiative” is accompanied by additional technical support in a wide spectrum of areas:

- Institutional analysis;
- Strategic thinking;
- Guidelines;
- Training and capacity development;
- Monitoring tools;
- Urban futures analysis; and
- Policy simulations — all of which are designed to help cities to advance on the prosperity path in a more sustainable manner.

The Initiative is global, regional, and local, articulating the initiatives of cities and UN-Habitat in a voluntary yet accountable approach.
Join the City Prosperity Initiative

By joining the City Prosperity Initiative, cities and countries automatically become part of the World Urban Campaign, joining as either City Partners or Country Partners. This status enables cities and countries to participate in and influence the highest levels of urban policy, sharing solutions with a wide variety of urban partners.

The most successful cities implementing action plans and strategies derived from the Cities Prosperity Initiative and demonstrating positive results will be given a Certificate of Prosperous Cities. These cities will also be integrated into the Best Practice selected group that will join the Third United Nations Conference on Housing and Sustainable Urban Development Habitat III in 2016. This will provide a lot of visibility and recognition to the efforts of these cities.

Cities with very solid prosperity factors

Source: UN-Habitat, Global Urban Observatory, 2012
### Action - Value

**UN-Habitat will provide additional support to cities for:**

<table>
<thead>
<tr>
<th>Action</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Adopting an established and globally recognized policy framework:</td>
<td>Recognize the participation of the city in the “Cities Prosperity Initiative”</td>
</tr>
<tr>
<td>Prosperity Index and Wheel of Prosperity</td>
<td></td>
</tr>
<tr>
<td>2. In-depth and customized estimation of the City Prosperity Index.</td>
<td>New up-dated City Indexes.</td>
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<tr>
<td>3. Conducting a diagnostic and proposing a General Action Plan with</td>
<td>Action Plan and Road Map</td>
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<tr>
<td>policy recommendations to advance prosperity.</td>
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<tr>
<td>4. Sharing best and emerging practices to advance practical solutions</td>
<td>Best practices sharing</td>
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<tr>
<td>and strategies to city challenges</td>
<td></td>
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<tr>
<td>5. Utilizing the tools and resources of UN-Habitat’s initiative as well</td>
<td>Accessing tools and resources</td>
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<tr>
<td>as the opportunity to engage in specialized work-streams.</td>
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<tr>
<td>6. Accessing UN-Habitat’ extensive knowledge of and experience with</td>
<td>Accessing a critical mass of knowledge and technical advisory services</td>
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<tr>
<td>sustainable urban development issues</td>
<td></td>
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<tr>
<td>7. Advancing, sustainable solutions and key proposals in partnership</td>
<td>Sustainable solutions</td>
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<tr>
<td>with key stakeholders</td>
<td></td>
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<tr>
<td>8. Assisting in packaging for funding and linking cities to finance,</td>
<td>Linking cities to finance</td>
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<tr>
<td>identifying possible financial sources.</td>
<td></td>
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<tr>
<td>9. Establishing a local monitoring mechanism with baseline data and</td>
<td>Creating a monitoring mechanism</td>
</tr>
<tr>
<td>benchmarks</td>
<td></td>
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<tr>
<td>10. Linking cities and partners across regions and local networks and</td>
<td>Sustainable solutions</td>
</tr>
<tr>
<td>promoting South-South cooperation</td>
<td></td>
</tr>
<tr>
<td>11. Evaluating efforts and processes deployed to advance prosperity</td>
<td>Certificate of Commitment to Prosperity</td>
</tr>
</tbody>
</table>

### Connecting metrics with needs and policies

Cities will be provided with 2, or eventually 3 different types of indexes:

1. **Basic City Prosperity Index.** This index is useful for those cities that want to compare their performance with other cities in the regional and global arena. It will serve as a platform for comparability and benchmarking.

2. **Expanded City Prosperity Index.** This index includes a larger number of variables and sub-indicators and is meant to inform decision-making. Several of these indicators represent an additional effort of collection and analysis, and as much as possible, they are standardized by UN-Habitat for comparability purposes. Many of these indicators are strictly urban in nature, such as the proportion of streets to the total surface of the city and the connectivity index.
Sign Up to the Manifesto for Cities

“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 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 for 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.
A fresh approach to prosperity is needed, not just to respond to the effects of the crisis and safeguard against new risks, but also to steer the world towards economically, socially, politically and environmentally prosperous urban futures.

A prosperous, people-centred city, stimulates local job creation, promotes social diversity, maintains a sustainable environment and recognizes the importance of public spaces. It is a city that is all encompassing and accessible to everyone.

More prosperous cities demonstrate the effective functioning of “urban power functions” such as governance, urban planning, laws, regulations, and institutions.

Sign up at www.worldurbancampaign.org
Productivity and the Prosperity of Cities

Urban areas contribute disproportionally to national productivity. However, the structural productivity of cities depends upon an efficient supply of serviced land and reliable infrastructure, including transport, power, water, sanitation, and ICT.

The concentration of infrastructure and people, as well as economic, social, and cultural activities, leads to substantial benefits and efficiency due to agglomeration and scale economies. Agglomeration economies give cities a competitive advantage and contribute to benefit densely populated areas within cities.
Urban Infrastructure: Bedrock of Prosperity

- Prosperous cities are those that have vastly improved the range and quality of their infrastructure.
- Prioritizing infrastructure is part of a long term strategy focused on economic and social development and environmental protection.
- Cities must address the road congestion problems that adversely affect their prosperity.
- It is in the best interests of cities to develop sustainable public transport systems that have positive repercussions on all dimensions of prosperity.
Quality of Life and Urban Prosperity

• Cities that improve the quality of life for residents experience higher levels of prosperity; they are also likely to improve their sustainability.
• Social equity and quality of life go hand in hand.
• Equitable cities generalize access to urban commons and public goods.
• Effective public safety is a fundamental ‘common good’ that enhances quality of life for all, and is a major foundation for urban prosperity.
Equity and the Prosperity of Cities

• More equitable cities are more likely to be prosperous; but increasing prosperity requires focused action, and does not happen on its own, nor as a logical consequence of economic growth alone.

• Prosperity thrives on equity, which involves reducing the barriers on individual/collective potential, expanding opportunities, and strengthening human agency and civic engagement. When equity is embedded in urban development strategies, efficiency is enhanced, asset utilization becomes optimal, productivity improves, and social cohesion is strengthened.

• Equity has a significant impact on economic performance, since the greater the degree of equity, the greater the chances of a fuller, more efficient use of available resources, including skills and creative talent.
Environmental Sustainability and the Prosperity of Cities

• Environmentally sustainable cities are likely to be more productive, competitive, innovative, and prosperous. These cities are able to draw a healthy balance between economic growth and the environment, and facilitate integrated development and resilience in the process.

• Urbanization and economic growth are inevitable; and if matched with appropriate and effective policies and governance, the environmental consequences are manageable.

• Cities must build the financial and other institutions required to achieve environmental sustainability (without which economic growth will fall short of ensuring shared prosperity).

• Environmentally sustainable cities are more compact, energy-efficient, clean, less polluted, more accessible, and offer better transport choices.

• Investments in renewable energies could generate more employment and income for urban households. Waste management and recycling can be a huge source of employment in developing countries.
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