



## **Outcome of the 1st Session of the Steering Committee of the World Urban Campaign**

*12-14 October 2009 Barcelona, Spain*

### **OVERVIEW**

The first session of the Steering Committee of the World Urban Campaign was convened by UN-Habitat and hosted by the Provincial Government of Barcelona 12-14 October 2009.

The meeting was attended by 44 participants representing the full range of the Habitat Agenda partners as well as the private sector.<sup>1</sup> Five partners presented their excuses for not being able to attend. (See Annex I: List of partners)

The meeting consisted of a mix of brain-storming sessions both in plenary and in working groups. These sessions focused on, inter alia, a set of draft issue papers and a draft agenda which were prepared on the basis of preliminary rounds of consultations and responses to a survey questionnaire.

Special presentations were made by selected partners in plenary to stimulate and guide discussions. These presentations were made by: Ron Dembo of Zerofootprint on indicators and a system for benchmarking the carbon footprint of cities; Neal Peirce of Citistates Group on an initiative for mainstreaming lessons learned from best practices through a network of dedicated journalists; and Nicolas Buchoud of the Habitat Professionals Forum on the formulation of a Habitat Professionals Charter.

The current report summarizes the key outcomes and decisions made during the concluding plenary, including:

- (i) Commitments made at the meeting among the partners and by UN-Habitat
- (ii) Schedule of proposed meetings or “road map to Rio”, and
- (iii) Statement of principles that emerged from the plenary discussion.

---

<sup>1</sup> The Habitat Agenda partners were those who participated actively in the Habitat II Conference and its follow-up. They include governments, local authorities, non-governmental organisations, women’s groups, youth, professionals, academia and foundations. The private sector *per se* did not participate in Habitat II.

## COMMITMENTS

Four Committees and one Commission were established. These are:

- (i) An Executive Committee: to facilitate decision making during the inter-sessional periods. The Executive Committee will meet or confer virtually as and when necessary. It is envisaged that the Executive Committee will be made up of 5 member partners and will meet up to two times a year in addition to the annual Steering Committee Meeting. These meetings will take place preferably on the occasion of pre-programmed meetings, congresses or events. The Executive Committee will also serve as the interface for advising UN-Habitat's Executive Director, and to inform, through the Executive Director, the Governing Council of UN-Habitat. <sup>2</sup>
- (ii) A Goals and Strategy Committee: to meet as soon as possible to finalize the over-arching goals, scope and statement of principles of the Campaign so as to enable the other committees, actionable ideas and proposals to proceed in a coherent and efficient manner. It was agreed that as soon as the work of this committee is finalized, all partners will reflect the result on their respective web-sites.
- (iii) A Communications Committee: to focus on messaging, outreach and communications. The initial focus of the work of this committee will be on preparing and implementing an effective outreach and brand recognition strategy for the 5<sup>th</sup> session of the World Urban Forum to be held in Rio de Janeiro, 22-16 March 2010. A dedicated logo for the World Urban Campaign will also be commissioned. It was strongly suggested that the launch of the WUC be a main feature of the closing ceremony of the World Urban Forum.
- (iv) A Best Practices, Policies and Tools Committee: This committee will define and develop the key components of a knowledge network system to take full advantage of the diversity and wealth of knowledge, tools and methods of the network. UN-Habitat will develop a draft template to be expanded upon and reviewed by the partners. Partners will leverage their networking capability to build an enhanced knowledge management network. ARUP volunteered to provide their knowledge management system as a model. Some major points for consideration in building the knowledge network system included:
  - Maximizing internet capability to identify, review and share stories from partners
  - Create an easy format and consider a dash board approach
  - Build on lessons learned from UN-Habitat's Best Practices Program
  - Establish an IT sub group
- (v) A Sustainable Cities Advisory Commission: A Sustainable Cities Advisory Commission will be constituted to finalise the concept, scope and methodology for the proposed 100 Cities Initiative to be launched at WUF5. It is understood that the first 100 Cities will make pledges for reform against criteria and engage in an active process of working

---

<sup>2</sup> Candidates for the executive committee to date include: UCLG and Habitat International Coalition. Other groups are consulting internally to nominate candidates for the executive committee.

toward those pledges with annual public hearings and reports to the WUC on progress achieved. This is an active, dynamic process of engagement by cities and their communities, not a static one-time acknowledgement or recognition of achievement. Each partner committed to identifying 3 to 5 cities as a basis for selecting the first 25 cities to be announced at WUF5 to kick-start the 100 cities initiative. An Expert Group Meeting will be held in January 2010 to:

- (a) Define criteria for cities' inclusion on the list;
- (b) Identify the thematic focus of the initiative;
- (c) Outline how the Initiative will work including public hearing description, outline of contents of annual report from participating countries, management of the list etc.;
- (d) Selection process for national champions or "guardian angels" to manage, review and synthesize the city submissions to WUC and the Advisory Commission; and
- (e) Constitute the Sustainable Cities Advisory Commission as the governing body of the 100 Cities Initiative.

## ROAD MAP TO RIO

By 1 November 2009: List of members attending the Goals and Strategy working group meeting to be convened in Paris, 8-9 December 2009

By 30 November 2009: Draft template to be circulated by UN-Habitat for best practices and tools and methods.

By 30 January 2010: Submission by partners of their respective inputs using the templates developed above, review by UN-habitat and submission to partners for review and approval.

By 7 December 2009: Draft goal statement submitted for consideration by the Goals and Strategy Working Group meeting in Paris.

By 15 January 2010: Convening of a two day working group of the Sustainable Cities Advisory Commission to pre-select 25 cities and to come up with draft criteria, commitments, review processes and other elements of the 100 Cities Initiative. Possible venue: Nairobi, Kenya

By 1 February 2010: Deadline for the design of a WUC logo and production of campaign promotional materials for distribution at WUF5.

22-26 March 2010: Fifth Session of the World Urban forum in Rio de Janeiro. UN Habitat and partners will roll out the World Urban Campaign and meet to discuss steps forward.

## STATEMENT OF PRINCIPLES

Elements of the Statement of Principles that will inform the working group on this issue include:

- (a) The World Urban Campaign is coordinated by UN-Habitat but the campaign is equally owned driven by its partners;
- (b) The World Urban Campaign will address the challenges of urban sustainability and climate change by using an integrative and participatory approach. The network will seek to maximize the use of the expertise of all partners and leverage each others' networking and

outreach capacities. UN-Habitat will provide support through branding and coordination and use its convening powers to mobilize partners and resources.

(c) The partners of the World Urban Campaign will seek to advance the following objectives:

- Create a positive vision of urbanisation
- Convey the message that cities constitute excellent opportunities for tackling the challenges of sustainable development in an integrated and cost effective manner;
- Convey the message that investing in socially inclusive and environmentally sound cities is investing in our common future;
- Build on lessons learned from best practices to promote good policies and implementing measures
- Establish a knowledge management network and portal to facilitate the open sharing and exchange of knowledge, expertise and experience in sustainable urban development;
- Focus messaging and communications and combine the resources of the network to change public policy through better knowledge and information

#### OTHER OUTCOMES AND COMMITMENTS

- The Cities Alliance announced that it would provide seed capital for kick-starting the Campaign
- ARUP offered its expertise in the area of knowledge management to help advance the work of the campaign on best practices, policies and tools
- Zerofootprint offered to host the Campaigns portal on its hardware and to avail its software and know how to this end;
- The Ile de France region offered to host the Goals and Strategy working group in Paris 8-9 December 2009.
- Press Group offered its publications and outreach capacity to help promote the Campaign.
- The Ministry of Housing of Spain, in a parallel meeting, agreed to provide € 200,000 in support of the Ibero-American-Caribbean Forum on best practices.
- The domain names for 100cities and worldurbancampaign have been secured courtesy of Zerofootprint and Best Practices Hub Vienna respectively.

