Guide to Hosting an Urban Thinkers Campus
Join the Urban Thinkers Movement!

- The Urban Thinkers Campus is a platform coordinated by UN-Habitat’s World Urban Campaign.
- These guidelines are intended to provide a framework for all Urban Thinkers Campuses (UTC).
- They are meant to guide organizations which have an interest in being part the urban thinkers’ movement to implement the New Urban Agenda in the spirit of *The City We Need*. 
Some requirements to apply to a UTC

**LEAD PARTNER:** The Lead Partner organization must be a partner of the World Urban Campaign

**AND**

**CO-ORGANIZER:** The UTC should be supported by at least one co-organizer which is also a partner of the World Urban Campaign

IF YOUR ORGANIZATION IS NOT A WUC PARTNER, PLEASE CONTACT THE WUC SECRETARIAT at UNHABITAT-WUC@un.org
The World Urban Campaign

- The World Urban Campaign is a coalition of urban stakeholders to raise awareness about positive urban change in order to achieve sustainable cities and communities.

- The WUC was established in 2009 to elevate the urban agenda combining two existing UN-Habitat campaigns on good urban governance and secure tenure. It was launched in 2010 at the 5th World Urban Forum in Rio de Janeiro as an alliance of 20 organizations to promote a new urban paradigm towards better cities, better life. The WUC is coordinated by UN-Habitat and currently comprises more than 200 partner organizations.

- The WUC Mission is to contribute in developing solutions and take action in cities and communities in implementing the New Urban Agenda to accelerate the achievement of the sustainable development goals (SDGs) by 2030.
Background

- The Urban Thinkers Campus (UTC) is an initiative of the World Urban Campaign driven by UN-Habitat. The UTC is conceived as an open space for critical exchange between urban researchers, professionals, and decision-makers who believe that urbanization is an opportunity and can lead to positive urban transformations. It is also intended as a platform to build consensus between partners engaged in addressing urbanization challenges and proposing solutions to urban futures.

- The first Urban Thinkers in Campus session was organized on the theme *The City We Need* and brought together urban thinkers and established UN-Habitat partner organizations and constituencies to reflect on current urban challenges and trends and to propose a new urban paradigm. The new paradigm would be a contribution to the New Urban Agenda, delivered at the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) in 2016.

- Through an inclusive debate and review process driven by partners sessions focused on *The City We Need*, the Campuses have been an opened space for debate, learning, consensus building, and drafting between a large number of participants. The World Urban Campaign Steering Committee recommended that other Urban Thinkers Campuses be solicited by the WUC Secretariat in order to amplify the urban thinkers’ movement after Habitat III towards the implementation of the New Urban Agenda.

- Since 2015, about 35,000 people have participated in about 150 Urban Thinkers Campus Sessions worldwide.
The City We Need

10 Principles and 10 Drivers of Change to guide action towards The City We Need, implement The New Urban Agenda and the 2030 Development Agenda.

A Manifesto defined through the Urban Thinkers Campus engaging about 7600 people in 26 sessions worldwide

Learn more
The City We Need Principles

1. The City We Need is socially inclusive and engaging
2. The City We Need is affordable, accessible and equitable
3. The City We Need is economically vibrant and inclusive
4. The City We Need is collectively managed and democratically governed
5. The City We Need fosters cohesive territorial development
6. The City We Need is regenerative and resilient
7. The City We Need has shared identities and sense of place
8. The City We Need is well planned, walkable, and transit-friendly
9. The City We Need is safe, healthy and promotes well-being
10. The City We Need learns and innovates
The New Urban Agenda was adopted at the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) in Quito, Ecuador, on 20 October 2016. It was endorsed by the United Nations General Assembly at its sixty-eighth plenary meeting of the seventy-first session on 23 December 2016. The New Urban Agenda is an action-oriented document that mobilizes Member States and other key stakeholders to drive sustainable urban development at the local level.

The implementation of the New Urban Agenda contributes to the localization of the 2030 Agenda for Sustainable Development in an integrated manner, and to the achievement of the Sustainable Development Goals and targets, including Goal 11 of making cities and human settlements inclusive, safe, resilient and sustainable.

Learn more
Take Action 4 Cities

SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

The United Nation’s Agenda for Sustainable Development, and Sustainable Development Goal 11 “to make cities inclusive, safe, resilient and sustainable” puts sustainable urbanization as one of the key priorities of the global agendas for development. It has been called the ‘docking station’ for all the other SDGs. The adoption of the new Urban Agenda by the United Nations in 2016 has seen national and local governments around the world embark on a transformative path towards making SDG11 a reality.

#TakeAction4Cities
Reflect on the COVID-19 Crisis

This new UTC Phase is an opportunity to reflect on solutions during the pandemic and the recovery phase, share lessons learned and promote alliances and initiatives that will help strengthen the future resilience of cities and communities on the basis of solidarities.
Your Urban Thinkers Campus
Goals and Objectives

Urban Thinkers Campuses should contribute directly to the following objectives:

• Broaden and strengthen the engagement of urban stakeholders on the implementation of the New Urban Agenda.
• Define priorities and means of actions to implement the New Urban Agenda.
• Gather individual organizations commitments and agree to roles and responsibilities in the implementation of specific actions.
• Define action plans combining all priority actions and commitments of stakeholders engaged in the priority actions.
• Agree on an implementable road map with key milestones towards the implementation of priority actions to deliver the New Urban Agenda.
• Share their commitments, action plans and road map publicly through WUC outreach channels (website, social media, email and others).
The UTC spirit: create an open space for consensus towards ACTION

• The Urban Thinkers Campus should offer an open space for partners. It should convene representatives of constituencies and partner organizations to debate around urban challenges and solutions, to learn from each other and to exchange on emerging practices that can positively contribute to a new urban paradigm.

• The Campus should not be presented as a formal conference where speakers make official presentations. The Urban Thinkers Campus is meant to be a place to share, learn and brainstorm on the new urban paradigm towards Habitat III. The format of the Campus should flexible, based on open facilitated sessions, allowing a high level of interaction. All participants should have equal opportunities to voice their views, ideas, and stories to support their vision.

• The Urban Thinkers Campus is also meant to allow partners to build a consensus. Urban Thinkers should ask themselves what the common values and principles are that they want to support. They should also agree on the key messages that they want to promote to make the New Urban Agenda a collective and therefore stronger contribution to the Habitat III process and the future implementation of the New Urban Agenda.
How my Campus should look like?
The UTC sessions

**URBAN THINKERS SESSIONS** (present issues and solutions)

**URBAN LABS** (reflect on ideas and models)

**ROUND-TABLES** (to discuss and define actions)

**PLENARIES** (to jointly agree on deliverables)

**ACTION DAY** (campaign on theme to showcase action)
Different sessions for different purposes

UTCs should be designed as platform to build consensus for action between partners engaged in the implementation of the New Urban Agenda and proposing solutions to urban futures. They should include in particular:

- **Urban Thinkers Sessions** to exchange on critical areas of action.
- **Urban Labs** to present and discuss new ideas, concepts, legislations, tools and solutions.
- **Roundtables** for debate, across the board exchange and agreements on action areas, commitments, action plans and road map.
- **Plenary sessions** to bring together results of all Urban Thinkers Sessions, Urban Labs, and Roundtables to keep all participants on the same page and deliver key results to all.
Your Action Day

- Think of an event for all participants to engage the general public to advocate on a particular issue and take action.

Examples:

- Your UTC is about public space. Your action Day can be a moment in the city to gather people and organize an exercise of tactical urbanism with children. You will take pictures and promote the action on social media using #TakeAction4Cities

- Your UTC is about safety. Your action day may consist in distributing promotional items (using the hand symbol of the City We Need) explaining the importance of safety, with random interviews in communities to get their feedback.

- Your UTC is about food security. Your action day will consist in organizing an open buffet with local items produced by communities.

- Etc.
Getting started

- Think of your theme and objectives to Take Action 4 Cities
- Consult your partners
- Select panelists and influencers
- Design the programme AGENDA (with urban thinkers sessions, urban labs, plenaries, round-tables, action day)
What should your UTC deliver?

- PRIORITY ACTIONS
- COMMITMENTS OF PARTNERS
- ROLE SETTING AND TARGETS
- AN ACTION PLAN
- A ROAD MAP
What should you deliver during your UTC?

1. **PRIORITY ACTIONS**
   A set of clear priority actions to address issues of the New Urban Agenda and the Sustainable Development Goals based on defined solutions, models, frameworks and/or process to achieve those.

2. **COMMITMENTS**
   A set of clearly defined commitments by stakeholders involved in the proposed priority actions (individual and joined commitments).

3. **ROLES AND RESPONSIBILITIES**
   Detailed roles of all stakeholders involved in the action plan(s) with responsibilities aligned to the same actions.
What should you deliver during your UTC?

4. **ACTION PLAN(S)**
   One or several action plans to achieve the defined actions and commitments.

5. **TARGETS**
   A list of achievable targets along a timeline and number of cities, communities and people impacted.

6. **A ROAD MAP**
   A road map showing the key milestones, quick wins and longer-term landmarks to reach achievable goals.
Those should be agreed upon by all!

1. PRIORITY ACTIONS
2. COMMITMENTS
3. ROLES AND RESPONSIBILITIES
4. ACTION PLAN(S)
5. TARGETS
6. A ROAD MAP

Include them in your final report.

The WUC Secretariat will shared on-line.
What about our targets?

• Remember your UTC should be about ACTION and delivering the SDGs and the New Urban Agenda. Targets are essential to measure the impact of your action.
• Targets should be reachable within a reasonable timeline.
• Targets should impact people’s lives, communities, cities.
• They should be related to the SDGs and the New Urban Agenda
• They should also relate to The City We Need
Is your UTC inclusive?

As many Partner Groups as possible should be included in the UTC in order to maximise participation and representation of stakeholders.

- Local and Subnational Authorities
- Business and Industries
- Foundations and Philanthropies
- Medias
- Research and Academia
- Children and Youth
- Professionals
- Persons with Disabilities
- Civil Society Organizations
- Parliamentarians
- Trade Unions and Workers
- Older Persons
- Grassroots Organizations
- Women
- Farmers
- Indigenous people
UTC Schedule

SESSION 1

ROUND-TABLE 1

SESSION 2

ROUND-TABLE 2

URBAN THINKERS

URBAN LAB 1

URBAN LAB 2

URBAN LAB 3

URBAN THINKERS

URBAN THINKERS

CLOSING SESSION

ACTION DAY

SUMMARY FROM DAY 1

LUNCH BREAK

LUNCH BREAK

LUNCH BREAK

EXAMPLE of face-to-face UTC
UTC Schedule

**DAY 1**
- **Opening**
- **Urban Thinkers Session 1**
- **Urban Thinkers Session 2**

**DAY 2**
- **Campaign Day**
  - **Morning:**
  - **Urban Lab 1**
  - **Urban Lab 2**
  - **Urban Lab 3**

**DAY 3**
- **Morning:**
  - **Summary from Days 1-2**
- **Round Table**
- **Afternoon:**
  - **Closing Session**
Getting ready

• Select a venue (physical or virtual)
• Choose a date and time slots
• Confirm partners and panelists
• Prepare a web page to announce the campus and the programme
• Prepare a registration page to ask participants to register
• Prepare your UTC Flyer and social media image
• Prepare a slide show (powerpoint) for the sessions
• Send the above to the WUC Secretariat in order to be included in the full UTC calendar at UNHABITAT-WUC@un.org
• Send a 'Save the Date' and invite
During the UTC

• Take note in sessions: assign rapporteurs to each sessions to do so and collect reports during the event.

• Promote speakers and share ideas on social medias using #TakeAction4Cities #UrbanThinkers @urbancampaign. Use quotes from speakers and good pictures.

• Take pictures during the UTC Action Day and promote.

• Invite journalists to attend and cover the event or prepare yourself a story you can share with some media. The story can also be share on the WUC website by the WUC Secretariat (in English only).

• Monitor progress and make sure participants are focussed towards results (delivering an action plan, a road map, etc.)

• By the end, make sure there is a consensus on the results.
Reporting

• After the session, UTC organizers should report on their UTC using the on-line form: HERE

Make sure you report within 15 days after the end of your campus. The WUC Secretariat will share your report which will include your action plan, partners commitments, road map, targets.
DEFINE YOUR TIMING

- **Announcement of UTCs by WUC Secretariat**
  - **July**
  - **August**
  - **September**
  - **October**
  - **November**
  - **December**

- **UTC phase 5 (31 Aug - 11 Dec)**
  - **4 Oct**: World Habitat Day
  - **31 Oct**: World Cities Day

- **Send Save the Date**
- **UTC event**
- **Prepare UTC report**
- **Social media announcement**

**Timeline**

- **2020**
  - **July**
    - UTC call for proposal
    - Announcement of UTCs by WUC Secretariat
  - **August**
  - **September**
  - **October**
  - **November**
  - **December**

- **2021**

**Important Dates**

- **10 July**
- **6 August**
- **31 August**
- **2021 **

**Key Events**

- **Urban October**
- **11 December**
UTC Flyer

Download the templates on the WUC Website

https://www.worldurbancampaign.org/urban-thinkers-campus-5-0-resources

Meet eminent speakers:
Moderator: Name, Title, Organization
Speaker 1: Name, Title, Organization
Speaker 2: Name, Title, Organization
Speaker 3: Name, Title, Organization

Participate in the roundtable!

TITLE OF YOUR CAMPUS

Indicate here: Day, Month, Year
Indicate here: Time (CET Time)

Partners:
UTC Social Medias

Download the templates on the WUC Website

https://www.worldurbancampaign.org/urban-thinkers-campus-5-0-resources
UTC SLIDE SHOW (PPT)

UTC title slide

agenda

speakers slides

session title slides

Download the templates on the WUC Website

https://www.worldurbancampaign.org/urban-thinkers-campus-5-0-resources
Use of the WUC and UTC logos

Once your Campus has been approved, you can make use of the UTC and WUC logos below for the event itself and its promotion. The logos cannot be used for commercial purpose.

Please note that it is not possible to make use of the UN-Habitat logo which is subject to strict rules and protected.
Use the right hashtags and handles

Please note that the official hashtag for this Urban Thinkers Campuses Series is #UrbanThinkers and #TakeAction4Cities.

The WUC is also on Social Media, and will communicate on your UTCs

Follow us on Twitter @urbancampaign

Follow us on Instagram @worldurbancampaign

Like our Facebook Page (UN-Habitat World Urban Campaign)

Subscribe to our Youtube Channel (World Urban Campaign)
Enjoy your UTC!