



# World Urban Campaign Vision 2030

## Vision Statement

- Together shaping the future of cities leaving no one behind.

## Our Goal

- Help achieve the urban dimension of the sustainable development goals (SDGs) by 2030 and implement the New Urban Agenda

## Our Mission

- Our 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.*

## What is 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 5<sup>th</sup> 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.

## Our organization

- The World Urban Campaign partners convene and take decisions in a Steering Committee and are led by (co)chairs.
- The World Urban Campaign is as coalition of partners independent from UN-Habitat, while the secretariat which facilitates and supports the WUC is part of UN-Habitat. Through this model the World Urban Campaign can act as advisor to the Executive Director (ED) of UN-Habitat.

## Why we need the World Urban Campaign?

- **Cities are drivers of change in today's world.** To achieve the 21st century city we need, we must work together to craft their respective policies, legal frameworks, strategies, financing, and actions that embody the key principles of a new urban paradigm. How we plan, build, and manage our cities now will determine the outcome of our efforts to achieve a sustainable and harmonious development tomorrow.
- *Cities and urban communities are at the heart of the Decade for Action to achieve the SDGs.* The world is rapidly urbanizing with cities accommodating 55% of the world's population, set to rise to 60% by 2030.
- **Joint actions are needed to accelerate the achievement of the SDG.** Two-third of the SDG targets and indicators have urban dimensions.

- **Continuous discussion on policies for the urban future** are required in a rapidly changing world, which can best be done through multi-stakeholders' partnerships as done in the World Urban Campaign.

### **What we promote**

- The World Urban Campaign promotes the implementation of the New Urban Agenda to achieve the SDGs. It does so through a set of principles and drivers of change as defined in *The City We Need*.
- *The City We Need* promotes cities that are socially inclusive and engaging; affordable, accessible and equitable; economically vibrant and inclusive; collectively managed and democratically governed. It advocates for cities that foster cohesive territorial development, is regenerative and resilient, have shared identities and sense of place. It promotes well planned, walkable, and transit-friendly, safe, healthy and it promotes well-being, and cities that learn and innovate.

### **How do we promote**

- The World Urban Campaign engages the general public through action campaigns on key areas to raise awareness on critical issues and promote positive urban changes.
- The World Urban Campaign promotes policy dialogues to discuss urban issues, identify solutions and take action through initiatives developed and implemented locally along agreed platforms such as the Urban Thinkers Campus.
- Solutions and actions are documented and lessons learned shared broadly for improving future actions.

### **Our Coalition**

- We represent a variety of stakeholders engaged in cities and communities. We thrive to represent all voices through our constituent groups: local and sub-national authorities; research and academia; civil society organizations; grass roots organizations; women; parliamentarians; children and youth; business and industries; foundations and philanthropies; professionals; trade unions and workers; farmers; indigenous people; media; older persons. This variety enables dialogue and cooperation between the partners in the World Urban Campaign and a comprehensive joint outreach on urban issues.

### **Our Strategic Actions**

- *Advocate and raise-awareness on the role of cities and communities in achieving the SDGs and delivering positive change.*
- *Identify solutions to catalyze action between stakeholders in cities and communities.*
- *Promote actions that have the best potential to scale-up and accelerate the achievement of the SDGs.*
- *Mobilize partners to implement the NUA and accelerate the achievement of the SDGs through specific alliances and joint actions*
- *Measure the results of joint actions and identify concrete achievements towards the SDGs.*

### **Principles of actions**

Our actions are driven by the following principles:

- **Ambition:** With just 10 years to go to meet the targets of the SDGs, we need to have ambitious goals commensurate with the global effort needed to deliver the 2030 promise under the Decade of Action.
- **Collaboration:** we conceive and deliver action in a spirit of collaboration and mutual support among the diverse community of partners, complementing each other rather than competing. We thrive to build synergies in order to catalyze action as needed in implementing the NUA to accelerate the achievement of the SDGs. Urban Thinkers Campuses are the key platforms to do so.
- **Result-driven:** Our actions are driven by results that are measurable. We are accountable, transparent and we monitor our actions on the ground and demonstrate impacts of solutions in cities and communities. Our contributions to the SDGs are tangible.
- **Partnership:** *We thrive to deliver in partnership with UN-Habitat.*