

TOOLKIT

**THE CITY
WE NEED
NOW!**





**WE ARE OFF-TRACK
TO ACHIEVE THE
SDGS BY 2030!**

BE PART OF
**THE CITY
WE NEED
NOW!**


**Join us NOW to
accelerate the SDGs
implementation in
CITIES to realize the
New Urban Agenda!**



**JOIN THE
GLOBAL
CAMPAIGN**



**ORGANISE YOUR
LOCAL
CAMPAIGN**

TO DELIVER
**THE CITY
WE NEED
NOW!**



**TELL US ABOUT THE CITY YOU NEED
TOWARDS THE CITY WE NEED
TAKE ACTION
BE PART OF THE SOLUTION**

**IMAGINE YOUR
LOCAL CAMPAIGN!**

**THE CITY
WE NEED
NOW!**



TELL US ABOUT THE CITY YOU NEED

TOWARDS THE CITY WE NEED

TAKE ACTION

BE PART OF THE SOLUTION

Example of your local campaign:



ORGANISE YOUR URBAN THINKERS CAMPUS



**CHOOSE YOUR
ACTION AREAS**



**ENGAGE IN
POLICY DIALOGUE**



**SHARE
SOLUTIONS**



**DEMONSTRATE
ACTION**



**MAKE
RECOMMENDATIONS**

**SOCIAL
MEDIAS**

**THE CITY
WE NEED
NOW!**



SHARE YOUR ACTIONS

SHARE YOUR SOLUTIONS

TELL US ABOUT THE CITY WE NEED NOW!

FOLLOW US AND SHOW YOUR SUPPORT

-  @urbancampaign
-  @unhabitatworldurbancampaign
-  worldurbancampaign
-  World Urban Campaign

PROMOTE US

#TheCityWeNeed #SDG[Number]
#UrbanThinkers #SDG[Number]
#ImaCityChanger #SDG[Number]

Sample social media posts and graphic cards to support the campaign can be downloaded from the WUC website resources.
<https://www.worldurbancampaign.org/resources>

Example of a Social Media post:

NAIROBI

TOGETHER
WE BUILD
RESILIENCE

THE CITY
WE NEED
NOW!



JOIN US ON 29 OCTOBER 2021!



WORLD
URBAN
CAMPAIGN

1
NO
POVERTY

4
QUALITY
EDUCATION

5
GENDER
EQUALITY

10
REDUCED
INEQUALITIES

11
SUSTAINABLE CITIES
AND COMMUNITIES

KEY MESSAGES

10 ACTION AREAS

**THE CITY
WE NEED
NOW!**

17 SUSTAINABLE DEVELOPMENT GOALS

The following key messages are part of The City We Need NOW! (3.0), a living document being updated by the partner organizations of the World Urban Campaign. The text will be refined in 2022 through the contributions of all partners in a series of Urban Thinkers Campus (7.0).

ACTION AREAS NARRATIVE



1

Health and Well-being

THE CITY WE NEED IS HEALTHY AND PROMOTES WELL-BEING.



It addresses the rising tide of both communicable and non-communicable diseases. It recognizes the critical role of the determinants of health and reduce air, water, soil and noise pollution and ensure universal access to safe drinking water, adequate sanitation and decent shelter.

It acknowledges the essential role of and guarantee equal access to quality food and food markets. City's parks and gardens are designed to foster local biodiversity and provide essential ecosystem services, accessible by all residents.

It promotes sports and social and communal activities and provides safe public space for such recreational activities, with special attention to people with specific needs. The City We Need recognizes that health is a precondition for productivity.

It facilitates inclusive prosperity and promotes the right to decent work, livelihood and shared prosperity through skills development, youth training and policies that support non-discriminatory employment. It does so in partnership with the private, public and civil society sectors.

ACTION AREAS NARRATIVE



2

Peace and Safety

THE CITY WE NEED IS FREE FROM VIOLENCE AND FOSTERS A CULTURE OF PEACE.



The City We Need is free from violence, conflict and crime. It is welcoming night and day, inviting all people to use its streets, parks, open and public spaces, and transit without fear.

It guarantees the safety of women and girls, older persons, and persons with disabilities in both public and workplaces. It does so by involving men and women and girls and boys in the

planning, design, budgeting and implementation of safety and security interventions.

The City We Need fosters a culture of peace. It does so by working together with all stakeholder groups in organizing inter-generational, inter-cultural dialogue and events to promote understanding, tolerance and communications.

ACTION AREAS NARRATIVE



3

Climate Adaptation and Resilience

THE CITY WE NEED IS RESILIENT, LOW-CARBON AND ADAPTS TO CLIMATE CHANGE.



The City We Need is designed to be resilient, continuously assessing risks and building the capacities of local stakeholders, individuals and communities to prepare for, absorb, recover from and learn from acute shocks and chronic stresses, both natural and anthropogenic.

It acts to avoid or prevent such events where feasible, protecting at risk populations. It recognizes that it is only as resilient as its most vulnerable and marginalized dwellers and strives to ensure their long-term survival, sustainability and quality of life.

The City We Need is regenerative, energy and resource efficient, low-carbon, and increasingly reliant on renewable energy sources. It replenishes the resources it consumes and recycles and reuses waste.

It manages water, land, and energy in a coordinated manner and in harmony with its hinterlands.

It supports ecosystem restoration and city-regional food systems, including urban and peri-urban food production and community-based agriculture. It is endowed with multifunctional, adaptable infrastructure that supports local biodiversity while providing public space that improves quality of life.

It recognizes the carrying capacities and limitations of the natural systems which support it, and values ecosystem services for the roles they play in urban health, environmental protection, aesthetics and livability.

The City We Need calls on cities to plan for and provide infrastructures and incentives for industries to prosper in a circular economy and to implement sustainable design, production and consumption patterns.

ACTION AREAS NARRATIVE



4

Inclusion and Gender Equality

THE CITY WE NEED IS INCLUSIVE AND PROMOTES GENDER EQUALITY.



The City We Need is people-centered, ethical, and just in its social, physical and economic dimensions. It places equity at the forefront of its policies. It eliminates all physical, spatial, and policy forms of segregation, discrimination and exclusion. It values the lives and potential of all inhabitants, children, the poor, people with disabilities, older persons, and other disadvantaged groups.

It embraces cultural diversity, including differences of belief and language, and encourages social integration of migrants and refugees.

It encourages all segments and age groups of the population to partake in social, communal and cultural life. The City We Need promotes the "right to the city for all". This entails the right to a dignified and secure existence with access to safe and affordable housing, public goods and services and a voice in decision-making.

It fosters a culture of inclusiveness and solidarity through processes such as community

consultations, community contracting and participatory decision-making and budgeting. The City We Need elaborates policies that are based on equity principle, constantly adjusting to reach optimal equilibrium.

In the City We Need resources are distributed equitably and opportunities are available to all. The City We Need is a tolerant city. It accepts and embraces all inhabitants regardless of age, race, creed, gender, religions, ethnicity or other forms of diversity.

It creates collaborative spaces that are socially inclusive, driven by democratic decision-making. It fosters shared values and a shared vision for a common urban future. The City We Need recognizes gender differentiated needs and supports women as key actors and partners in planning and designing and adopts measures that enhance their participation and their role in decision making. Women are recognized as active change agents in sustainable urban development.

ACTION AREAS NARRATIVE



5

Economic Opportunities for all

THE CITY WE NEED IS ECONOMICALLY VIBRANT AND PROVIDES OPPORTUNITIES FOR ALL.



The City We Need encourages and fosters local economic development from the smallest entrepreneur to the largest corporations. It streamlines licensing and other administrative services. It provides a level playing field, especially for micro-, small-, and medium-sized enterprises and supports local economic development through its own contracting and procurement functions.

The City We Need recognizes that the informal sector of the economy provides an important source of livelihood for the urban poor and

especially for women. It acknowledges the informal settlements as temporary and make every effort to provide safe, equitable, and healthy habitation for the informal settlers, and actively eliminates the barriers and obstacles that prevent them from realizing their full potential and their right to safe and secured accommodation.

The City We Need recognizes the role and potential of the shared economy both as a means to make public services more affordable and accessible and to promote local economic development.

ACTION AREAS NARRATIVE



6

Culture and Identity

THE CITY WE NEED HAS A STRONG SENSE OF PLACE AND HAS ROOM FOR DIVERSE IDENTITIES.

4
QUALITY
EDUCATION11
SUSTAINABLE CITIES
AND COMMUNITIES

The City We Need has a multifaceted identity made up of diverse neighborhoods and peoples who consciously seek ways to share a common sense of place. It recognizes culture as key to human dignity and values diversity as a source of creativity, growth and learning in a knowledge economy.

It functions as a resilient learning community that responds to changing needs of its population in the context of an ever-changing world. It strengthens its relationship with surrounding rural regions, recognizing the valuable resources rural areas provide for urban inhabitants. It develops local solutions to urban challenges through the use of local culture and heritage, local skills and materials and local knowledge.

The City We Need looks at heritage not just nostalgically but in an evolutionary and innovative sense. It celebrates the rapidly

evolving nature of most modern cities as it cherishes the value of indigenous knowledge, culture and perspectives. It recognizes the importance and role of art in creating uniquely distinguishable and aesthetically pleasing places and that different forms and means of expression all have a place in the city. Human beings are connected to places via their senses.

Cities should recognize the importance of sensory stimulation and beauty to sense of place and wellbeing. The City We Need designs urban public and natural spaces to actively promote aesthetic experiences. It enables people, especially poorer communities, to claim ownership of urban spaces and use them to contribute to a shared experience and to enhance a sense of achievement and belonging.

The City We Need uses art in all of its forms as a creative means for all citizens to design, explore and experiment with new urban paradigms.

ACTION AREAS NARRATIVE



7

Local Governance

THE CITY WE NEED IS MANAGED THROUGH PUBLIC PARTICIPATION AND DEMOCRATICALLY GOVERNED.



The City We Need is participatory. It promotes effective partnerships and active engagement by all members of society and partners (public, private and civil society). It safeguards local democracy by encouraging participation, transparency and accountability.

The City We Need cultivates a strong sense of community. Its inhabitants are equipped with the knowledge and means to express their views on issues affecting their quality of life. They engage in city management and planning decisions through transparent public discussion.

The City We Need empowers communities to be self-supporting, innovative, developing local capacities and supporting local leadership and collaborative institutions to boost self-reliance, awareness and self-determination. It recognizes and values data inputs generated by community-based and grassroots mapping initiatives and has an equitable, transparent framework into which they are placed.

The City We Need recognizes that its inhabitants are co-owners of the public space, which are designed with their participation and consciously

include the needs of women, older persons, as well as children and youth, persons with disabilities and marginalized populations to ensure its accessibility and affordability.

The City We Need aims to recognize and integrate divergent interests, lifestyles and values of different city dwellers through more effective civic engagement, particularly during the planning to implementation stages for local and city-wide projects. It recognizes that engagement is much more than ensuring access to basic services for all and promotes bottom-up participatory processes throughout the entire policy implementation and review cycle: to collectively define and review priorities, strategies and actions.

The City We Need makes public service an employment of choice and engages appropriate professionals and ethical practices to carry out its policies and plans. The City We Need recognizes the important roles that women fulfill in their respective communities and strengthens their participation in urban and local decision making.

ACTION AREAS NARRATIVE



8

Urban Planning and Design

THE CITY WE NEED FOSTERS COMPREHENSIVE AND INTEGRATED PLANNING AND DEVELOPMENT.



The City We Need adopts integrated, sustainable planning to meet present and future needs for land, housing, infrastructure and services. It adopts participatory planning by bringing on board and empowering all stakeholders in the development of its plans and building codes. The resulting land use integrates form, function and connectivity. Multimodal networks of social and economic exchange form a framework of interconnected public space.

The City We Need coordinates sectoral policies and actions, such as economy, mobility, housing, biodiversity, energy, water and waste, within a comprehensive and coherent territorial framework. Roles and responsibilities between all stakeholders, while respecting the principle of subsidiarity, are clearly defined with resources allocated strategically, equitably, and around a common agenda.

The City We Need is a catalyst for sustainability planning across jurisdictions within the region it occupies. It actively seeks to coordinate and

implement policies, make investments and take actions that retain local autonomy while building and enhancing regional cooperation. It actively seeks cross-sectoral coordination and cooperation and promotes mutually beneficial, resilient, and environmentally sound linkages between rural and urban areas and related climate adapted actions.

The City We Need encourages efficient and equitable development patterns that avoid urban sprawl and preserve natural resources. It recommends reducing the need for transporting goods and people through appropriate clustering of housing, industries, services and educational institutions. It recommends inter-municipal cooperation to achieve economies of scale and agglomeration, optimize use of resources and prevent unhealthy competition among local authorities and other public agencies.

ACTION AREAS NARRATIVE



9

Housing, Services and Mobility

THE CITY WE NEED ENSURES ACCESS TO HOUSING, SERVICES AND MOBILITY.



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ACTION AREAS NARRATIVE



10

Learning and Innovation

THE CITY WE NEED LEARNS AND INNOVATES.



The City We Need is a living "laboratory" that is not afraid to explore, discuss and implement alternative scenarios for the future provided that these scenarios are bound by the common principle of equity. It creates collaborative learning and discovery opportunities to revisit and redefine urban paradigms and social contracts for sustainable futures. It values community-based/grassroots innovations and solutions and supports them to scale.

The City We Need recognizes that cities are changing, which calls for continuous learning and reflection and more flexible planning and decision making. This includes new and innovative approaches to social, economic and environmental governance. It also calls for new and innovative approaches to municipal administration and fiscal and financial management.

The City We Need is not afraid to open itself to new ideas, experiments and innovations, engaging all stakeholder groups and working in close collaboration with other cities and communities.

The City We Need harnesses the full potential of technologies to improve efficiency and effectiveness in its operations and to reduce its carbon footprint. These technologies and

digital systems introduce new channels of communication, new forms of work and new business models and enterprises. They multiply the means by which all inhabitants can participate in and interact with planning, decision-making and project implementation.

The City We Need recognizes the importance of democratizing digital space and so reduce the digital divide and enables all inhabitants to take advantage of the city as an open platform and a collaborative space. This openness contributes to improved understanding and trust among inhabitants, policy makers and the private sector. It allows both inhabitants and government entities access to information across sectors and traditional silos to develop new models and paradigms for managing water, waste, energy, mobility and food.

The City We Need uses systems thinking to understand urban complexity and the sources of unintended policy and/or resource consequences. It experiments with new approaches to science and the production of evidence, including action-based research, crowd-sourced data-gathering and analysis, inter-active policy dialogue and studies, collaborative research involving trans-disciplinary engagement with stakeholders.

THE CITY WE NEED NOW!

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UN HABITAT
FOR A BETTER URBAN FUTURE