

## REPORT OF THE 21<sup>ST</sup> STEERING COMMITTEE MEETING

30th – 31st May 2019

UN-Habitat

Nairobi/Kenya

### Executive Summary

On 30<sup>th</sup> and 31<sup>st</sup> May 2019, the Steering Committee of the World Urban Campaign (WUC) convened for its 21<sup>st</sup> meeting (SCM21) in Kenya. The meetings were held in conjunction with the first UN-Habitat Assembly, which took place in Nairobi.



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*Annex A: Strategic Plan 2020-2025*

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## 1. MEETING OBJECTIVES

The objectives of the 20<sup>th</sup> Steering Committee meeting were:

- i. *To discuss about the World Urban Campaign Activities*
- ii. *Discuss and agree the new Election of Chair/Co-Chair of World Urban Campaign*
- iii. *To receive inputs from WUC to the UN-Habitat Strategic Plan 2020-25 and Stakeholders Collaborative Framework*
- iv. *Outline a workplan with a roadmap for milestones achievements*

## 2. INTRODUCTION

Mr. Sandeep Chachra (WUC Co-Chair, Action Aid India) opened the meeting and welcomed, the World Urban Campaign Secretariat members (Mr. Doudou Mbye, Head, Partnership & Advocacy Branch, Mr. Roi Chiti, WUC Project Leader, Mr. Damien Thibon, WUC Communications and Knowledge Management) and all participants. The Steering Committee formally adopted the WUC agenda.

## 3. UN-HABITAT STRATEGIC PLAN<sup>1</sup>

Mr. Doudou Mbye, presented the UN-Habitat Strategic Plan 2020-2025. He initiated the presentation by pointing out that the current strategic plan is still on and that the UN-Habitat strategic plan 2020-2025 will be adopted in 2020.

Thereafter, he explained the why, what and how of the UN-Habitat Strategic plan which led him to the explanation of the vision, mission and objectives of UN-Habitat for the next 5 years. He continued with a detailed explanation of UN-Habitat domains of change (Reduced poverty and spatial inequality in urban and rural communities, enhanced shared prosperity of cities and regions, strengthened climate action and improved urban environment and effective urban crisis prevention and response). He emphasized, that these will drive UN-Habitat and therefore the need to align whatever WUC does or will do to those 4 domains. He finished his allocation by explaining the UN-Habitat Priorities.

## 4. STAKEHOLDERS ADVISORY GROUP<sup>2</sup>

Mrs. Lucia Kiwala, presented the UN-Habitat Stakeholders Advisory Group. She initiated the session by defining the stakeholders' engagement goals (Significantly amplify stakeholders 'voices and participation, foster inclusion, collaboration and capacity building, strengthen governments and non-state actors collaboration, enhance UN interagency coordination and cooperation, and unlock new resources and financing for Sustainable Urbanization), analyzing the stakeholders (Governments, Locals and Regional Governments, United Nations, Business Sector and Major groups) at global, regional, national and local levels.

She explained the Stakeholders engagement policy supports in the Implementation of UN-Habitat's strategic plan and partnership strategy, in a framework for engagement of and consultations with stakeholders who are impacted by UN-Habitat policies and programmes. She continued with the UN-Habitat's unique stakeholder engagement including approaches and platforms as the World Urban Campaign.

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<sup>1</sup> Annex A: UN-Habitat Strategic Plan

<sup>2</sup> Annex B: UN-Habitat Global Stakeholders

Furthermore, Mrs. Lucia Kiwala reaffirmed the objectives of the stakeholders advisory group (Provide sustained voice to all stakeholders especially grassroots and informal sector, women and youth organizations to participate in policy and decision-making, programme design, implementation, monitoring and evaluation, Facilitate understanding of the role of stakeholders in ensuring transformative impact of UN-Habitat development interventions at local, national, regional and global levels, Support dialogue between national and local governments, the UN system, other stakeholders and UN-Habitat during prioritization of key outcomes of policy and programme interventions, Enhance exchange of information, experiences and good practices among stakeholders and inform UN-Habitat work and Advise the director on critical matters in sustainable urbanization and programming) and the criteria ( Vast experience in sustainable urban development, Existing UN-Habitat Groups and Networks, Geographical distribution, categories of partners and gender sensitivity..)

## **5. SECRETARIAT PROGRESS REPORT <sup>3</sup>**

Mr. Roi Chiti presented, the WUC Secretariat activity report to the Steering Committee. He started with an overview of the Website activities (showing the continuous rise of visitors, the geographical distribution, the gender and demographics, Web stories). He reaffirmed that seven newsletters have been sent since October with more than 80 inputs received from 42 WUC Partners, with a database of 2634 emails registered. He continued with a Social media overview. Concerning the partnerships, the World Urban Campaign have more than 200 partners (with 12 new Associate partners - steadily rising).

This year, the WUC Secretariat are coordinating 61 UTCs for the period from March to December. Mr. Roi Chiti, concluded with UTC Analysis (Regional Balance UTC 4.0, Comparative graphs like the TCWN Principles distribution, SDG distribution, Drivers of Change distribution, Domains of Change distribution, Partners types...).

## **6. PROPOSITIONS ON CAMPAIGNS & SCM OUTCOMES**

Mr. Sandeep Chachra (WUC Co-Chair, ActionAid India) opened the discussion on Campaigns by discussing possible campaigns in the past. He continued by emphasizing the need to support the campaign on west side cities, resilient cities and micro themes on affordable housing, SDG's and informal housing. Additionally, he raised the issue on what micro campaigns might be, how we ought to look at them and how they can be realized? Furthermore, he raised the need for specific campaigning and brought up a question on the meaning of campaigns. He emphasized the need for WUC to have something that defines it. Thereafter, he handed the floor to Ms. Christine Musisi (Director External Relations Division - UN-Habitat)

Ms. Christine Musisi (Director External Relations Division – UN-Habitat) spoke on behalf of the Executive Director. She addressed the need for localizing the New Urban Agenda and investing in urban equality for all ministries and villages. In addition, she pointed out the need to evaluate if the campaigns are making investments and impacts. Furthermore, she identified the need for WUC to get back on top of Urban October and WUF. She also suggested developing a robust platform for WUC at WUF. Eventually, she advised on ways on how UN-Habitat can advance to supporting the implementation of NUA.

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<sup>3</sup> Annex C: WUC Activities

Furthermore; She addressed the need for WUC to work with branches responsible for different items that WUC is focusing on. She continued and pointed out several campaigns that could be embarked on like making cities resilient campaign and sustainable cities campaign that will go in hand with the “city we need” and will bring people together. Conversely, she addressed the need for more guidance on the issue of campaigns so as to reach people and impact policies. Ultimately, she suggested branding of local activities and coming up with a structured way of working with government parties.

Mr. Sandeep Chachra opened the discussions. Its clarifications regarding on:

- **Developing Mission Clarity** *(A good deal of the discussion was devoted to refining the identity and objectives of the WUC. As UN Habitat underwent a revised strategic planning process and organizational restructuring, the campaign was maintained, and Urban Thinkers Campuses were planned and completed. Shared agreement on goals, time targets, and reporting will assist each member organization’s pursuit of actions, knowing it will add up to a collective movement. With the UN Habitat Strategic Plan completed, it is important for the WUC to align and engage in a way that fits the UN Habitat structure and objectives and harnesses the depth and breadth of the WUC membership capacity. We note that while much attention is focused on how NGOs can provide feedback to Habitat, the mechanisms to receive that feedback remain diverse and under-articulated. We ask the Habitat staff to help clarify and articulate communication means.)*
- **Sustainable Cities Campaign** *(To be effective, our goals need to be succinct and achievable, with specific time frames, reporting both to the members and to Habitat, The Steering Committee agreed that WUC should have one overarching campaign: Sustainable Cities. This will allow specific activities such as the UN Habitat initiatives on waste, and other domains of change to be incorporated while providing an overall theme. The goal is to be completely inclusive to consider and provide opportunities for the diverse organizations that make up WUC to pursue within the overall campaign. We also need to be clear what “success” looks like for the campaign and be clear about outcomes and assignments. Two major items emerged from the discussion: the continuation of Urban Thinkers Campuses and advocacy for UN Habitat. We also recognized that the Campaign’s activities are an important part of the strategy to localize the Sustainable Development Goals (SDGs) and to deliver knowledge and awareness both locally and to UN Habitat and its allies. Under the Sustainable Cities Campaign, each member organization should reach out to its constituents with information about the goals of the campaign, and in some cases, sponsor Urban Thinkers Campuses. However, many members do not sponsor Thinkers Campuses and therefore the second major objective—advocacy—should be more vigorously pursued. We encourage member organizations to take the WUC outline of activities back to their constituencies, encourage discussion and provide feedback to WUC and Habitat. By the time we arrive in Abu Dhabi next February, the WUC membership should have a series of specific accomplishments in terms of the Thinkers Campuses and in terms of promoting UN Habitat, the Sustainable Development Goals (SDGs) and the New Urban Agenda (NUA). The NUA is seen as an enabler of the SDGs not as a separate set of objectives. The SDGs have explicit metrics and are easier to integrate locally into plans and objectives. Another key point is branding our efforts under the World Urban Campaign logo. We want to call attention to UN Habitat and to the Campaign to both encourage local participation and develop a sense of identity, momentum and focus. Branding our efforts will help marshal people’s interest and commitment as part of a larger Sustainable Cities campaign. Both the Urban Thinkers Campuses and the advocacy*

*activities should be coordinated to stay close to the message that the New Urban Agenda represents and the SDGs.)*

- **Local Government Leaders and Youth.** *(One of the key audiences for the WUC activities are local officials. Mayors especially can support and benefit from the localization of the SDGs through the Sustainable Cities campaign. Over the next three months, we need to refine and articulate ways to engage our constituencies with messaging and outreach to local officials. The Urban Thinkers Campuses offer one obvious platform for meeting and engaging local officials. We also need to target young people who respond positively to environmental issues, walkability, transportation alternatives and climate action.)*
- **Geographic and Topical Outreach.** *(UN Habitat and the WUC need to engage other agencies such as UNESCO, UNEP, UNDP as well as the UN regional offices to both assist on the ground and to increase awareness of our efforts to promote Sustainable Cities. Over the next three months, we need to develop tools and messaging to implement this outreach effort and help our local constituents easily promote our message and partner with us on activities. While the messaging component was not completed at this meeting, it is identified as a key priority to ensure consistency, branding and focus for our actions leading up to WUF10...)*
- **Preliminary Milestones.** *(The Ecocity World Summit occurs in Vancouver October 7-11. We need to work on our message and communication strategy while refining our strategy and activities. A review of completed Urban Thinkers Campuses for both topics and content and to the extent possible, using newly scheduled ones to advance our Campaign objects and focus on Sustainable Cities. Habitat staff are encouraged to work with us to develop tools that we can use for advocacy and communications. A calendar of events needs to be completed, WUC members participation identified and reporting reminders and deadlines agreed upon. We can use the various international as well as local platforms to test out our messaging and campaign elements so that we will have a good body of information leading up to the Ecocity Summit where we plan to convene and plan for the next phase. We ask that staff help identify other programs and venues such as COP 25 to flesh out where our members can have an impact.)*
- **World Urban Campaign – Chair& Co-Chair Elections.** *(Elections-- according to our Terms of Reference, we will hold elections at the WUF10. The process needs to be established and announced by the Vancouver conference. Elections include the 16 constituent groups. We noted that not all of these are active and a re-thinking may be in order.*
- **SCM 22th to World Urban Forum 10 in Abu Dhabi on 8-13<sup>rd</sup> February.** *(We need to identify side events and other platforms that we and our members are proposing and coordinate our efforts to stay on message and focus our activities around the Sustainable Cities campaign. Review of the activities and refining our communications and messaging will improve our strategy and effectiveness leading up to the WUF10. Staff should help identify the deadlines associated with WUF10 so that we are effective in proposing topics and sessions throughout the event.)*

- **The Framework agreed**

1. Sharing and concurrence on work outline (by the Steering Committee - July)
2. Calendar of events (WUC Secretariat - July)
3. Message and communications strategy (to be assigned - August)
4. Review of past UTCs (Previous hosts - September)
5. Election protocol (Executive group - October)
6. Better outline of UN Habitat feedback system (WUC Secretariat - July)

- **Urban Thinkers Campus (UTC).** *There is need for WUC to have time frames and a dialect for UTC's. Also, it is essential to define the purpose of campaigns to the team as well as diversify the purpose of UTC's as not only being spaces that reach out to the grass roots. Furthermore, there is need to value rise each UTC, contact people who have conducted UTC's before as well as take note of the number of people who participate in UTC's and make sure that they are all reached.*
- **Campaigns.** *There is an urgency to start thinking Urban, use the right strategies for the campaign and work with governments in a short presentation to promote the campaign. It is essential to set goals for the campaigns and see to it that they yield dividends. In addition, there is need for creating a strong website that manages the campaign and need to use UN-Habitat's connections with other UN agencies to promote the campaign. Impact and impact reporting is also needed to determine the progress of the campaigns.*
- **Partnerships.** *WUC should not be restricted to private sector but also a link to the governments should be established. There is need to engage more with governments through working with focal point ministries like housing ministries in different countries where each individual comes from. We should develop a narrative between municipalities, grass root women and local governments.*
- **New WUC Tools of engagement.** *The tools of engagement identified to ensure more publicity of WUC were; Twitter, Sign-up booth (recognition tool) at WUF10 and Badges / short certificates disbursed to most active members for recognition. In addition, a toolkit to be shared to partners to improve engagement was agreed upon.*
- **Other Comments.** *There is need for localization by branding of local activities. The urgency to focus on conversations coming from the grass roots for effective impartation and actualization of the NUA. Also, it is essential to come up with an Information flow strategy and formation of different groups as well as identification of what each group can be helpful in plus identification of catalytic roles that can be done by people.*

## **7. CONCLUSION & WAY FORWARD**

The WUC Secretariat will circulate the meeting reports to all partners, so that the discussed tasks can commence as soon as possible. The WUC partners present expressed acknowledgement for the tremendous efforts done, as well as the aspirations for the future. The WUC partners unanimously agreed: The next world Urban Campaign Steering Committee will be in Vancouver during the Ecocity World Summit, and the new election at the WUF10.

The meeting was closed by Mr. Sandeep Chachra (WUC Co-Chair, Action Aid India).