



**OUTCOME OF THE SECOND STEERING COMMITTEE MEETING AND WORKING GROUP  
MEETING OF THE WORLD URBAN CAMPAIGN ON GOALS, STRATEGY AND PRINCIPLES**

**PARIS, 7-9 DECEMBER 2009**

**A. BACKGROUND AND INTRODUCTION**

The second Steering Committee meeting of the World Urban Campaign was held in Paris, 7-9 December 2009. The meeting was hosted by the Institut d'Aménagement et d'Urbanisme de la Région Ile de France (IAU Ile de France) of the regional government of Ile de France, and supported by Veolia Environment and ISTED.

As per the decision of the first Steering Committee meeting, held in Barcelona 12-14 October 2009, the second Steering Committee meeting also served as a working group meeting on Goals, Strategy and Principles of the World Urban Campaign, the first of three tasks that need to be completed by the Steering Committee in preparation for the launch of the World Urban Campaign at the World Urban Forum in March 2010.<sup>1</sup>

The meeting was attended by 46 partners, five UN-Habitat staff, and two observers. The participants represented the full range of Habitat Partners. Eight new partners joined the Steering Committee including two UN agencies.

The meeting involved both plenary and working group sessions. The working group sessions were each co-chaired by a partner and a representative of UN-Habitat. Special presentations were made on the World Urban Forum, the Shanghai Expo and on the World Olympiad for Urban Design.

The current report summarizes the key outcome adopted by the partners during the concluding plenary in the form of a "statement of goals and principles".

This statement was circulated to all participants to the meeting for final comments, inputs and approbation. This Statement will be printed and disseminated in English, French and Portuguese with the help of the IAU Ile de France.

In addition, the current report also summarizes some of the commitments made at the meeting among and by the partners

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<sup>1</sup> The two other tasks that should be completed by WUF include a communications strategy and the launch of the 100 Cities Initiative.

## **B. STATEMENT OF GOALS AND PRINCIPLES**

### **Overarching mission of the campaign**

To achieve resilient, sustainable urban communities by engaging partners from public, private and social sectors worldwide.

### **Problem statement**

The first decade of the twenty-first century has been marked by overwhelming challenges including a food crisis, an energy crisis, a financial crisis, and a growing realization of the consequences of climate change. Thousands of organizations are developing tools and offering policy options to meet these challenges. But these activities are disparate and tend to ignore an equally unprecedented megatrend: that the world is undergoing an irreversible process of rapid urbanization. Failure to accommodate this megatrend has resulted in unsustainable forms of production and consumption, poverty and social exclusion, and pollution.

While cities are part of the problem, they are also primary victims and they must be part of any solutions.

Such solutions will require placing cities at the centre of strategies for change. They will also require new ways of thinking, new levels of understanding between stakeholders, and new partnerships.

### **Goals**

The partners of the World Urban Campaign seek to advance the following goals:

1. TO UNITE: convince public, private and social stakeholders that investing in creative, resilient and sustainable cities and communities is essential to our future.
2. TO ENABLE: provide the necessary tools to achieve creative, resilient and sustainable cities and communities.
3. TO MEASURE: establish benchmarks, monitor progress and share knowledge worldwide.
4. TO CONNECT: create synergies and lasting linkages between stakeholders and facilitate the coherent and strategic coordination of partners.

### **Principles of the Campaign**

Sustainable urbanization is understood by all partners as a process which promotes an integrated, gender-sensitive and pro-poor approach to the social, economic and environmental pillars of sustainability. This integrated approach further requires that investments be made in new forms of technology and inclusive governance. More specifically, the principles of sustainable urbanization involve:

- (i) Accessible and pro-poor land, infrastructure, services, mobility and housing;
- (ii) Socially inclusive, gender sensitive, healthy and safe development;
- (iii) Environmentally sound and carbon-efficient built environment;
- (iv) Participatory planning and decision making processes;

- (v) Vibrant and competitive local economies promoting decent work and livelihoods;
- (vi) Assurance of non-discrimination and equitable rights to the city; and
- (vii) Empowering cities and communities to plan for and effectively manage adversity and change.

#### **Working methodology of the campaign**

- (i) The WUC is coordinated by UN-Habitat but the campaign is owned and driven by its partners;
- (ii) The WUC shall address the dual challenges of urban sustainability and resilience by using an integrative and participatory approach;
- (iii) The network of partners will seek to maximize the use of the expertise of all partners and leverage each other's outreach and advocacy capacities;
- (iv) UN-Habitat, as the interim secretariat to the WUC, will provide support to and establish operating procedures for the network through branding, coordination and use of its convening powers to mobilize partners and resources;
- (v) The steering committee will create a monitoring and reporting mechanism for annual reporting on progress and performance.
- (vi) The network of partners will endeavour to engage and mobilize international and domestic financial institutions and donors to support sustainable urbanization policies and practices.

#### **Action streams and agendas**

In order to elevate the importance accorded to sustainable urbanization in all spheres of government and among all levels of decision making, the partners of the WUC are committed to a common set of actions which are decided of a common accord. These action streams or agendas include:

- Undertaking more concerted and better-targeted efforts to inform policy and decision-making based on lessons learned from good policies and best practices, drawing also on lessons learned from unsustainable practices;
- Implementing new and innovative programmes established by partners to empower stakeholders in implementing sustainable urbanization;
- Documenting and disseminating evidence and examples of innovative win-win investment and business models and incentives for sustainable urban development;
- Promoting new and innovative models of inclusive engagement, community involvement, and empowerment in sustainable urban development;
- Establishing interactive and demand-driven knowledge management networks and portals that help facilitate the open sharing and exchange of knowledge, expertise, experience and tools and methods towards achieving sustainable urban development;
- Focusing messaging and communications and combining the resources of networks to help shape public policy through better use of knowledge and information;
- Facilitating networking opportunities for a greater shared understanding amongst stakeholders.

## Work of the Steering Committee

The Steering Committee of the WUC established the following committees to help facilitate the start-up phase of the WUC (2009-2010):

- (i) An Executive Committee: to facilitate decision making and to 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 periodically review the current document and fine tune the Campaign's goals, strategies and statement of principles.
- (iii) A Communications Committee: to focus on messaging, outreach and communications.
- (iv) A Best Practices, Policies and Tools Committee: to define and develop key components of a knowledge network system to take full advantage of the diversity and wealth of knowledge, tools and methods of the network.
- (v) A Sustainable Cities Advisory Commission: to manage the 100 Cities Initiative whereby cities make pledges for reform against criteria and engage in an active process of working toward those pledges with annual public hearings and reports to the WUC on progress achieved.

## Secretariat

UN-Habitat will serve as the interim secretariat to the Steering Committee of the WUC and facilitate the following functions:

- (i) Steering and guidance to ensure that all partners are provided with timely feedback and information on carrying out commonly agreed to actions and activities;
- (ii) Development of processes and protocols to match campaign goals and strategies with partners' interests and to facilitate the integration of new partners.
- (iii) Coordination among partners, among committees and between committees.
- (iv) Collective decision-making and governance including procedures for facilitating consultations, strategic planning and priority setting
- (v) Monitoring and reporting: protocols for monitoring progress and reporting on a regular basis both among partners of the Steering Committee and vis-à-vis the wider public.

## C. OTHER OUTCOMES OF THE MEETING

Other outcomes of the meeting included: (a) a draft template for the sharing of partners' profiles and interests and contributions to the World Urban Campaign; (b) a pledge of support from Veolia Environment amounting to €50,000 for sponsoring a WUC logo competition; (c) in-kind contribution by Arcadis towards the development of the WUC inter-active website and towards a sustainable urban development academy; and (d) the agreement by the World Business Council for Sustainable Development (WBCSD) to join the Steering Committee of the World Urban Campaign.

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