Photo: CMAP

KNOW

Don't just attain information, comprehend it.

YOUR

Ownership implies responsibility. It is not just any city, it's yours! YOU understand it and YOU make an impact.

CITY

Respect and understand that cities are interconnected systems of governance, human capital, services, economy and environment.

For a city to make informed policy choices, it need information – who lives in the city, where they come from, where they live, and how they earn a living.

The Know Your City campaign is an initiative by Slum Dwellers International and United Cities and Local Governments which is supported by the Cities Alliance. It supports communities in collecting information and using it to improve their neighbourhoods, engage with local governments, and make planning more inclusive.

Here are some key messages on how to **Know Your City** based on the experiences of the **Cities Alliance Catalytic Fund** grantees.

The Cities Alliance Catalytic Fund

The Catalytic Fund is a Cities Alliance global funding instrument which provides grant support for innovative projects that strengthen and promote the role of cities in poverty reduction and in sustainable urban development. The 2014 call for proposals was inspired by the Know Your City campaign.

Knowing your city is critical to inclusive planning and good governance.

Collecting and using information can:

- Make the invisible visible

- Bridge accountability, transparency and trust gaps

- Support inclusive city planning and responsive service delivery

- Start a dynamic engagement among city decision makers, service providers, communities, and informal worker groups

- Catalyse change in cities, especially in marginalized areas not represented in the formal governance and planning process

How to Know Your City

1. DON'T JUST COLLECT, USE DATA!

Data needs to reach the right people to initiate change.

Start by asking yourself:

- Who has an interest in your information?
- What power does this stakeholder have to use the information?

By sharing information with those who have an interest in your data and advocating to people with the power to do something with it, you can turn data into action.

2. BE GENDER SENSITIVE

To really Know Your City, you need to include all citizens in its daily life and planning processes.

Here are some basic principles for mainstreaming gender that anyone can apply:

- Consider gender specific needs
- Promote inclusive access and participation
- Ensure gender-balanced representation in planning, implementation, and monitoring, learning and evaluation
- Disaggregate data by sex
- Undertake a gender equality assessment in results and impact

3. ENGAGE LOCAL GOVERNMENTS

Getting local authorities involved can be difficult. Here are some ways you can engage them:

EMPOWER	let people know their rights
MOBILISE	social media campaigns
CONVINCE	use data to raise awareness
CHECK	create accountability mechanisms

4. USE TECHNOLOGY

Be innovative and use Information and Communication Technology components such as web platforms, mobile phone apps, and sms services to:

- Facilitate direct contact between citizens and authorities
- Target large audiences
- Support inclusive city planning and responsive service delivery
- Provide a reporting tool
- Share public information
- Collect crowdsourced data

5. SPEAK UP

Bringing your message across is important. A good communication strategy considers:

WHO	target audience
WHY	your goal
WHAT	message delivered
HOW	resources and channels available

6. USE DATA TRIANGULATION

Combining different data sources makes your information more powerful, especially where accurate data is scarce, such as informal settlements.

For example, to tackle the global challenge of evictions, our grantees recommend using

- different types of data sources such as academic research, satellite images, censuses, surveys, photo and video files,
- data collected by different groups including community leaders, social media users, national governments, NGOs, international organisations, research institutions, and the police,

in order to map communities at risk, identify events that trigger evictions, and rely on evidence-based information for advocacy work.