



**THE 100 CITIES INITIATIVE
OF THE WORLD URBAN CAMPAIGN**

A. INTRODUCTION

The World Urban Campaign (WUC) is a collaborative advocacy effort between public, private and civil society partners devoted to elevating the importance accorded to sustainable urban development in public policy and public and private investment.

Action areas of this global network to which all partners have agreed to contribute include:

- Projecting a positive vision of an urbanising world
- Promoting good urban policies and model legislation
- Sharing operational tools and methods
- Learning from good practice and effective experience.

B. THE 100 CITIES INITIATIVE

The 100 Cities Initiative supports the above action areas at the local level. Cities, however, are complex organisms and for this reason, the Initiative is conceived to reach out to a broad cross-section of actors and constituencies that help shape the policies of a city.

The 100 Cities Initiative, is currently in an experimental phase lasting 18 months to test how best to appeal to and mobilize people, communities, municipal officials, service providers, and the political leadership of any city. It does so by encouraging these actors to tell their story on how they are contributing to a better and more sustainable city. After this initial test phase to culminate in a 100 Cities Summit, the initiative would be opened to broader participation by all cities committed to open learning and sharing.

The initiative supports the full use of the new media and encourage people to submit their stories in the most creative and innovative manner possible.

C. LIVING PRACTICES

The 100 Cities Initiative is about “**living practices**”. Living practices are holistic and forward looking. They build on “best practices” by providing dynamic, continuously and easily updated learning opportunities and are organized around principles of sharing and structured learning through partnering. The processes and outcomes of living practices are documented, reported and measured over time.

The major characteristics of living practices are as follows:

- Looks forward at current and future challenges;
- Involves multiple actors and the community in a spirit of sharing and learning;
- Focuses on problem-solving especially for yet to be resolved issues and challenges;
- Uses a story-telling format to facilitate periodic updates by multiple actors using multiple media;
- Employs tools and metrics for benchmarking and assessing process and progress;
- Recognises and rewards sharing and learning;
- Supports story telling in local languages and relies on a “champion” to extract lessons learned.

D. LEARNING AND EXPLORING

The 100 Cities Initiative works on several levels to encourage learning, sharing and exploring:

- At the city and community levels through the active engagement of multiple stakeholders and the use of multiple modes of communication;
- Between cities at national, regional and international levels through peer-to-peer, city-to-city exchanges;
- Between learning partners themselves and between learning partners and their respective cities and communities;
- Between all stakeholders through dedicated learning and sharing platforms including the first 100 Cities Summit to be held in Alicante, Spain in April 2011 and regular and custom designed seminars, workshops, symposia, study tours, etc.

Knowledge derived from all of the above activities will be consolidated systematically to help establish a global knowledge networking system yielding the evidence base for more effective policy dialogue, development and change.

The **key benefits** accruing to cities and communities participating in the 100 Cities Initiative include:

- Exposure to a global network of partners that are promoting more enabling policies and leading edge practices in sustainable urban development;
- Recognition at national and international levels as a city or community committed to innovation and change;
- Insights to new public-private partnerships and models for investment;
- Opportunities to learn from a large number of cities and communities engaged in green economic development opportunities, technologies and know how;
- Access to a vast array of tried and tested tools, methods and approaches for effective urban planning and management and sustainable and resilient housing and urban development.

E. COMMITMENTS AND CRITERIA FOR PARTICIPATING IN THE 100 CITIES INITIATIVE

Any group or entity, such as a street, neighbourhood or district association or municipal authority can post a story as long as they abide by a few simple “commitments”. These commitments also serve as criteria to ensure that the story is real and verifiable and contributes to policy development and dialogue.

- **Commitment 1:** The author or initiator of the story invites other people/stakeholders to give their view so that the story is being shared and is freely open to the public for scrutiny and commentary. This includes the designation of a “champion” or “learning partner” (see below); and
- **Commitment 2:** The story will be updated at least twice a year.

The story can focus on a policy, a programme or a project and should support as many of the seven principles of the World Urban Campaign described below¹.

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 assurances of:

- (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 environments, including the use of appropriate technologies;*
- (iv) Participatory planning and decision making processes;*
- (v) Vibrant, resilient and competitive local economies promoting decent work and livelihoods;*
- (vi) Conditions of non-discrimination and equitable rights to the city; and*
- (vii) Governance structures that will empower cities and communities to plan for and effectively manage adversity, resilience and change.*

F. City Champion or Learning Partner

Each city shall designate or have its “**champion**” or “**learning partner**” in the form of an institution, organization or individual with knowledge of both the city and the challenges facing that city. The champion operates on a voluntary basis and abides by four commitments:

- To look at the city story, its updates, blogs and commentaries and provide a one-page analytical review, twice a year. The report must give perspective on the seven principles of sustainable urbanization. This review would also focus on lessons learned, pointers for the future, and possible synergies with other cities and partners;

¹ These principles were adopted by the Steering Committee of the World Urban Campaign at its second meeting in Paris, December 2009.

- To agree to the public sharing and scrutiny of the review;
- To be selected or openly acknowledged by the city or community;
- To solicit, where appropriate, national government engagement and support in the spirit of promoting knowledge management as part of the World Urban Campaign.

Champions may vary from city to city. The core characteristic is to strike a balance between objectivity and proximity, and between critical analysis and a good understanding of the city and the context in which it operates. This combination should ensure that the lessons learned are not only of benefit to a given city or community, but also of potential benefit to other cities, learning partners and stakeholders.

G. The 100 Cities Summit

The first 100 Cities Summit will be hosted by the City of Alicante, Spain in April 2011. Three preparatory meetings are planned, starting in September 2010.

The Summit is being designed as a Learning Event, preceded by on-line fora and followed by demand driven events such as specialised symposia, seminars and workshops, databases, etc. It will serve as the test bed for the experimental phase of the Initiative before it is opened to all cities. The design of the Summit includes the active participation of the media in all aspects of its preparation and delivery. The Summit will serve both as means of continuing the conversation initiated during the 5th session of the World Urban Forum on “Bridging the Urban Divide” and as a platform for preparing partners for the 6th session of the World Urban Forum devoted to the issues of prosperity and equity.

The Summit also serves as an incentive for cities to not only submit their stories but also to update them and to initiate dialogue on policy development and lessons learned with local stakeholders, and to begin to do so with other cities.

All cities are invited to participate as long as they comply with the commitments of the Initiative and the principles of the Campaign.

The initiatives to be highlighted during the Summit will be selected by an independent commission.

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