Guidelines for Participation

OCTOBER

31 DAYS OF PROMOTING A BETTER URBAN FUTURE

from World Habitat Day to World Cities Day

Together Towards Habitat III
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Urban October is a time of raising awareness, promoting participation, generating knowledge and engaging the international community towards a New Urban Agenda.

Urban October was launched in 2014, as an overarching platform where partners can converge and debate on urban issues. It encompasses two important United Nations - urban related flagship events - World Habitat Day and World Cities Day.

Urban October is also a platform where individuals, organizations, cities and governments can engage in activities to address challenges and discuss solutions to urbanization at municipal, city, national and regional levels.

Urban October 2015 kick starts on 5 October with World Habitat Day, under the theme Public Spaces for All, and will end on 31 October with World Cities Day and its theme Designed to live together.

This year, the Urban October is partnering with the United Nations campaign Time for Global Action on the implementation of the Post-2015 Development Agenda.
The United Nations has designated the first Monday of October of every year as World Habitat Day. The purpose of World Habitat Day is to reflect on the state of our towns and cities, and on the basic right of all to adequate shelter. It is also intended to remind the world that we all have the power and the responsibility to shape the future of our cities and towns. This year, the United Nations has chosen the theme *Public Spaces for All* to highlight the importance of streets and public spaces in cities.
Public Spaces for All

Streets and public spaces have often been overlooked and undervalued, but are increasingly being considered the backbone of cities.

Public spaces are places which are accessible and enjoyable by all without a profit motive and take on various spatial forms, including parks, streets, sidewalks, markets and playgrounds.

Good public spaces enhance community cohesion and promote health, happiness, and well-being for all citizens as well as fostering investment, economic development and environmental sustainability.

Well designed and managed public spaces and streets are a key asset for a city’s livability and economy:

- Increases property values
- Multiplies retail activity
- Enhances safety
- Fosters social cohesion and equality
- Improves health and well-being
- Improves the environment
- Makes the city more attractive
- Promotes more effective and efficient transportation and mobility

In 2010, UN Women, with UN-Habitat and 50 other global and local partners, launched the Safe Cities Global Initiative as a response to sexual harassment and other forms of sexual violence to women and girls.

In 2011, UN-Habitat adopted resolution on sustainable urban development through access to quality urban public spaces.

The newly adopted Sustainable Development Goals highlight Public Spaces as a key and important topic. "Sustainable Development Goals, (Goal 11 Target 7 - By 2030, provide universal access to safe, inclusive and accessible green and public spaces, in particular for women and children, older persons and persons with disabilities).”

It is in this regard that UN-Habitat together with the main partner for World Habitat Day 2015, UN Women through the HeforShe campaign, are honoured to celebrate and launch this theme during Urban October 2015.
Objectives of World Habitat Day 2015

1. Raise awareness about the need for well-designed and managed public spaces and streets.

2. Develop processes and tools to promote ensure public spaces are conducive and safe for women and children, older persons and persons with disabilities.

3. Enhance community cohesion and safety for all citizens through activity and events held in public spaces and streets.

4. Contribute to a policy dialogue that focuses on the broad range of issues related to integration public spaces and streets into city planning.

5. Identify policy formulation and capacity development issues in which the UN system, in particular UN-Habitat, can offer significant contributions.

6. Identify key stakeholders in urban areas and actively engaging them in discussions that offer solutions to sustainable development, especially regarding the topic of Public Spaces and streets.

7. Contribute to implementation of the Sustainable Development Goals, in particular Goal II Target 7; and to the Habitat III Conference.
How to participate in World Habitat Day 2015

Raise awareness in your city!

1. Draw attention to World Habitat Day, and its theme, highlight the challenges and issues around Public Spaces, especially with regard to women, the youth, children, older persons and persons with disabilities.

Raise awareness through mass and social media: press articles, radio and television, newspapers, exhibitions, organize press conferences and broadcast video and audio spots, facebook, twitter, Instagram and youtube engaging policy makers, government officials, academics, other professional and community representatives

2. Organize high-level meetings and discussions with national, regional and local governments on the theme towards realization of the new Sustainable Development Goal on Cities and Human Settlements (SDG Goal 11, Target 7) and Habitat III.

3. Local authorities and governments may launch a new public space, or establish by-laws or policy to ensure safety in public spaces.

4. Plan an event or activity in existing public spaces in your city. Promote and raise awareness for the need for access to public spaces to all.

5. Organize fund raising, recreation or entertainment activities like sports activities or concerts and use the proceeds to upgrade a common space, a street, a park or a market.

6. Sponsor projects that make public spaces safe and inclusive. These may include; installing security lighting and cameras, donating a sanitation facility, build seating areas, or planting trees and grass in a public space.

7. Participate in the Urban October Design Competition.

8. Organize a themed Urban Nights event.

9. Promote #HabitatDay and #HeForShe on Social Media

10. Download and share the World Habitat Day campaign kit with your network

11. Register your planned activity or submit your photo at www.unhabitat.org/whd
The United Nations has every 31st of October as World Cities Day. The Day is expected to greatly promote the international community’s interest in global urbanization, push forward cooperation among countries in meeting opportunities and addressing challenges of urbanization, and contributing to sustainable urban development around the world.
Designed to live together

“Half of humanity now lives in cities, and within two decades, nearly 60 per cent of the world’s people will be urban dwellers. As cities grow in size and population, harmony among the spatial, social and environmental aspects of a city and between their inhabitants becomes of paramount importance. This harmony hinges on two key pillars: equity and sustainability.”


Planned urbanization maximizes the capacity of cities to generate employment and wealth, and to foster diversity and social cohesion between different classes, cultures, ethnicities and religions.

Cities designed to live together create opportunities, enable connection and interaction, and facilitate sustainable use of shared resources.

World Cities Day 2015 and its theme Designed to live together promotes togetherness and harmony, making our cities and neighbourhoods inclusive and livable.
How cities can be designed for all to live together

Planned cities not only generate jobs and opportunities, but also help build socially integrated, livable, open neighborhoods. Urban design facilitates the togetherness and social harmony in cities.

Urban design for social mix and integration - planning residential areas with different possibilities in terms of typology and price enables residents from different backgrounds and income levels to live together.

Urban design for inclusion and equality - designing through participative processes helps people come together around shared goals and visions, and promotes everyone’s equal access to services, jobs and opportunities.

Urban design for sustainable use of shared resources - designing compact, denser cities reduces the overexploitation of natural resources, and facilitates common living by enabling equal access to land, food and water for all.

Urban design for lively, healthy, safe and economically thriving neighborhoods - designing public spaces, parks, playgrounds, streets with pedestrian space and commercial activities help create a vibrant public life for all residents.
How to participate in World Cities Day 2015

Celebrate in your city!

Ideas for organizing a World Cities Day activity.

1. Draw attention to World Cities Day, and its theme *Designed to live together*. Raise awareness through mass and social media: press articles, radio and television, newspapers, organize press conferences and broadcast video and audio spots, facebook, twitter, instagram and youtube engaging policy makers, government officials, academics, other professional and community representatives.

2. Organize high-level meetings and discussions with national, regional and local governments on the theme towards realization of the new Sustainable Development Goal on Cities and Human Settlements (SDG Goal 11, Target 7) and Habitat III.

3. Plan an event or activity to promote cohesion, encourage partnerships, form a society to advocate for citizen participation, policy makers involvement, other stakeholders engagement in decision making with regard to addressing challenges and finding solutions to urbanization issues.

4. Plan an exhibition to highlight achievements, successes, transformation of your city.

5. Participate in the Urban October Design Competition.

6. Promote #CitiesDay on Social Media.

7. Download and share the World Cities Day campaign kit with your network.

8. Register your planned activity or event at www.unhabitat.org/wcd

Global Observance in Milan, Italy

This year, the Global Observance of World Cities Day will be hosted by the Municipality of Milan, UN-Habitat and the Shanghai Municipal Government.

Organized within the framework of the 2015 World Expo, which runs from 1 May to 31 October 2015, World Cities Day will mark the end of the 2015 World Expo and will also be the last of the three UN Days selected by the UN to celebrate at the Expo.

The event will take place at the Palazzo Reale in Milan, Italy, it will bring together participation of key note speakers in the field of urban development, in the Urban Talk, a round table discussion featuring the theme, Designed to live together.
URBAN OCTOBER ACTIVITIES

Urban Nights

Urban Nights is an initiative for an outdoor, picnic style film screening. The aim is

- To bring people together in a common space
- Promote local creativity and talent
- Utilize existing shared open spaces

Several films can be screened using cost and energy effective means, and over a period of time in the month of October.

Urban October design competition

The Urban October Design competition is aimed at highlighting and recognizing designs and designers that will best depict the state of our towns and cities today. The artworks should focus on the theme of World Habitat Day, Public Spaces for All and of World Cities Day, Designed to live together.

Entries may be submitted for the following categories: Illustrations, Photography and Infographics.

Winning designs will be featured in the following media: The Urban Insights Newsletter, the UN-Habitat website, a dedicated Flickr page and in other social media. Selected designs may also be used in UN-Habitat e-cards and selected publications. All winners will be credited for their artwork featured in any of the above media or publications. All winners will also receive a certificate of acknowledgment.
Calendar

AUGUST
- World Habitat Day Call for Activities
- World Cities Day Call for Activities

SEPTEMBER
- Presentation Urban October
- World Habitat Day + World Cities Day: Implementation + Campaign Kits

OCTOBER
- World Habitat Day
- World Cities Day
- Ranking Results + Milan Observation + Municipal/City/National Regional level events
- Urban October
Urban October campaign kit

Last year, Urban October was a big success! More than 120 World Habitat Day and World Cities Day events were organized around the world. We welcome you to help us spread the word by sharing this kit!
Cities are Our Home – Be an Advocate for sustainable urbanization.

#HabitatDay #CitiesDay #Action2015 #HabitatIII

Contact us and keep us informed.

Please let us know if you wish to organize a local event;
Register World Habitat Day activity at: www.unhabitat.org/whd or email whd@unhabitat.org
Register World Cities Day activity or submit your entry for the Urban October Design Competition at: www.unhabitat.org/wcd or email wcd@unhabitat.org
We will support you and publicize the planned activities on World Habitat Day and World Cities Day websites and report.

www.urbanoctober.org- COMING SOON