



A CONFERENCE OF
30,000 VOICES





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The Habitat III Engagement Area was coordinated by the Habitat III Secretariat team. The work was led by the team comprised of Ana B. Moreno, Tobias Kettner, Rosa Suriñach, Sarah (Laney) Stone, Jenina Alli, Xavier Mestres, Alessandra Pirera, Andrea Posada, Francisco Fuenmayor, Julian Valencia and Jessica Bridger. Gratitude should also be expressed to the rest of the Habitat III Secretariat, the interns and volunteers who supported this process. Special mention to Kinza Bajwa, Emerant Barclay, Sophie Chanson, Elena Christy, Magdalena Chudy, Vanesa de la Dueña, Benjamin Dooley, Priscillia Jorge, Tamara Kovazh, Jaina Kulmanbetova, Michele Leray, Haosi Li, Christine Luttmer, Pia Mercado, Wenjun Ouyang, Alice Pontiggia, Nadine Rachid, Shubhank Sahay, Maria Salazar, Carolina Solis, Catrin Wallace, Kristina Yang, and Maggie Ye.

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FOREWORD

The New Urban Agenda was unanimously adopted at the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) in Quito, Ecuador in October 2016. Over 30,000 Conference participants came together to collaborate towards this common vision for sustainable urban development. In December 2016, during the sixty-eighth plenary session of the seventy-first General Assembly, the United Nations Member States endorsed the New Urban Agenda and committed to work together towards a paradigm shift in the way that we plan, build, and manage our cities.

The implementation of the New Urban Agenda will be crucial for the achievement of the Sustainable Development Goals, as well as for the Paris Agreement on Climate Change. It is in our cities, towns, and villages where actions must be prioritized and operationalized. How we envisage and share our urban spaces ultimately impacts how we address global challenges.

During the preparatory process and the Conference itself, the Habitat III Secretariat carried out a communications and engagement strategy designed to raise awareness about Habitat III and the New Urban Agenda, as well as mobilize wide and inclusive participation from United Nations Member States, national governments, subnational and local governments, civil society organizations, stakeholders, major groups, donors, the United Nations system and other international organizations, the media, a wide diversity of urban actors and experts, and urban citizens.

Advocacy and information campaigns and activities were undertaken through multiple platforms and tools to promote and formalize this engagement and participation, starting with the dissemination of information at the beginning of the preparatory process in 2014 about the Conference and what it aimed to achieve through the New Urban Agenda.

Information on how to participate in high-level meetings in the lead-up to the Conference and ultimately, in Quito, as well as in activities that advocated Habitat III and the New Urban Agenda was widely circulated at crucial junctures of the preparatory process.

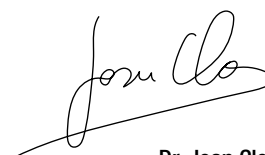
These high-level meetings included National Urban Forums, Thematic Meetings, Regional Meetings, Preparatory Committee Meetings, Informal Hearings, and Informal Intergovernmental Meetings. Advocacy activities included Urban Breakfasts, Urban Walks, and Urban Journalism Academies.

The Habitat III General Assembly of Partners was mobilized to play a vital role in the process as an independent multi-stakeholder partnership platform to formally facilitate the highest and widest participation possible of civil society, stakeholders, major groups, and subnational and local governments.

The Habitat III communication and engagement activities more importantly ensured that relevant knowledge products resulting from the Habitat III process—such as Policy Papers, Issue Papers, National Reports, and Declarations from Thematic and Regional Meetings—were circulated for feedback and ultimately published and made accessible to all, serving as a rich source of information and recommendations on relevant urban issues accessible to anyone.

The New Urban Agenda, at different stages of its drafting, was circulated and published, welcoming input from a wide audience and partners in parallel with negotiations on its content taking place at informal hearings and intergovernmental meetings.

This publication, *A Conference of 30,000 Voices*, articulates the strategy put in place and carried out to facilitate equitable representation of all urban actors and citizens. It reflects on and details the efforts and work done to ensure that everyone could join the crucial global conversation on sustainable urban development and together decide the future of our cities and how to make them better for all.



Dr. Joan Clos

Secretary-General of the United Nations Conference on Housing and Sustainable Urban Development (Habitat III)

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Our gratitude goes out to local and regional governments that financially contributed to the Habitat III preparatory process and the Conference itself, in a pioneering and unique way: the City Council of Barcelona, the Municipal Government of Cuenca, the Government of the Federal District of Mexico, the Government of the State of Mexico, as well as the city of Surabaya.

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The Habitat III Secretariat would also like to express its gratitude to the organizations and institutions which supported the Conference with in-kind funds: the Ford Foundation, the Municipality of Tel-Aviv, the Montreal Metropolitan Community (CMM), and the United Arab Emirates.





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ACRONYMS/ ABBREVIATIONS

AER	Assembly of European Regional
AIMF	International Association of Francophone Mayors
ANCI	National Federation of Italian Municipalities (ANCI)
ATO	Arab Towns Organization
AU	African Union
C40	Climate Leadership Group
CCVAH	Central American Council of Housing and Human Settlements
CEMR-CCRE	Council of European Municipalities and Regions
CLGF	Commonwealth Local Government Forum
CMM	Montreal Metropolitan Community
CODIA	Colegio Dominicano de Ingenieros, Arquitectos y Agrimensores, Dominican Republic
CSWG	The New York Civil Society Working Group
CUF	Cités Unies France
DeLog	Decentralization and Local Government
DFID	Department for International Development, Government of the United Kingdom
ECLAC	United Nations Economic Commission for Latin America and the Caribbean
ECOSOC	United Nations Economic and Social Council
FLACMA	Latin American Federation of Municipalities and Local Government Associations
FMDV	Global Fund for Cities Development
GAP	General Assembly of Partners
GLISPA	Global Island Partnership
GTF	Global Taskforce of Local and Regional Governments
Habitat I	United Nations Conference on Human Settlements
Habitat II	Second United Nations Conference on Human Settlements
Habitat III	United Nations Conference on Housing and Sustainable Urban Development
HLPF	High-Level Political Forum on Sustainable Development
ICLEI	Local Governments for Sustainability
ILO	International Labor Organization
IPP	Instituto Pereira Passos, Brazil
KENSUP	Kenya Slum Upgrading Programme
LSE	London School of Economics
nrg4sd	Network of Regional Governments for Sustainable Development
ORU FOGAR	United Regions Organization
PCG	Partner Constituent Groups
PrepCom1	First session of the Preparatory Committee
PrepCom2	Second session of the Preparatory Committee
PrepCom3	Third session of the Preparatory Committee
SDGs	Sustainable Development Goals
SDSN	Sustainable Development Solutions Network
SICA	The Central American Integration System

SIDA	Swedish International Development Cooperation Agency
UCCI	Unión de Ciudades Capitales Iberoamericana
UCLG	World Organization of United Cities and Local Governments and its Thematic Committees
UCLG-ASPAC	Asia Pacific Section of UCLG
UCLG-EURASIA	Euro-Asian Section of UCLG
UCLG-MEWA	Middle East and West Asia Section of UCLG
UCLG-NORAM	North American Section of UCLG
UCLGA	UCLG Africa
UJA	Urban Journalism Academy
UNCDF	United Nations Capital Development Fund
UNDP	United Nations Development Programme
UNECE	United Nations Economic Commission for Europe
UNESCO	United Nations Children's Fund
UNFPA	United Nations Population Fund
UN-Habitat	United Nations Human Settlements Programme
UNHCR	Office of the United Nations High Commissioner for Refugees
UNICEF	United Nations Educational, Scientific and Cultural Organization
UNITAR	United Nations Institute of Training and Research
UN-OHRLLS	United Nations Office of Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
UNV	United Nations Volunteers
UTC	Urban Thinkers Campus
WACAP	World Alliance of Cities Against Poverty
WFP	World Food Programme
WUC	World Urban Campaign

I. INTRODUCTION





Innovation in partnership and engagement

The United Nations General Assembly decided to convene the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) in October 2016, in Quito, Ecuador, to reinvigorate the global commitment to sustainable urbanization, and to focus on the implementation of the New Urban Agenda with a set of global standards of achievement in sustainable urban development.

The Habitat III Conference and its preparatory process provided a unique opportunity to bring together diverse urban actors to contribute to the development of the New Urban Agenda in the new global development context after the historic adoption of the 2030 Agenda for Sustainable Development and its Goals, the Paris Agreement on Climate Change, and other global development agreements and frameworks.

Nearly 30,000 participant voices at the Habitat III Conference in Quito sent a strong sign to the world: sustainable urbanization can only be reached if its citizens and all levels of government are part of it. Habitat III has had the strongest participation of civil society, stakeholders, and local authorities in the history of the United Nations. More than 2,000 representatives of local and regional governments received accreditation. This success was based on an inclusive and participatory preparatory process of two years.

In resolution 67/216, the General Assembly encouraged effective contributions from and the active participation of all relevant stakeholders at all stages of the preparatory process and at the Conference itself. In September 2014, during the first session of the Habitat III Preparatory Committee (PrepCom1) held in New York at the United Nations headquarters, the Secretary-General of the Conference, Dr. Joan Clos, launched an innovative, inclusive, and action-oriented preparatory process carried out in four areas: knowledge, engagement, policy, and operations.

A Habitat III Strategic Framework (see Figure 1) was developed based on these four areas, while linkages among the four areas were guided by the principles of innovation and inclusiveness requested by Member States.

This report gives an overview on the stakeholder engagement and the advocacy, outreach, and communications efforts that were undertaken in the run up to the Habitat III Conference. Engagement played a prominent role in the Habitat III concept: it built one of the four pillars of the Habitat III Strategic Framework, with the aim to ensure an inclusive debate, share urban solutions, build consensus and raise awareness on the topic of sustainable urbanization (see Figure 2). Within this framework, the Habitat III Secretariat undertook specific engagement projects to ensure that the Habitat III process and Conference engaged a broad range of organizations, experts, and the general public.

In addition to reaching out to organizations accredited through the United Nations Economic and Social Council (ECOSOC), the Post-2015 process, and to all organizations accredited at the second United Nations Conference on Human Settlements (Habitat II) in 1996, the engagement strategy included mobilizing new stakeholders and organizations with a relevant interest in the field of sustainable urban development.

The Habitat III communications, outreach, and advocacy strategies fundamentally aimed to inform relevant identified audiences of Habitat III's identity and purpose, the compelling need for the New Urban Agenda, and ultimately the call to action for these audiences to engage in the process leading to the formulation of the New Urban Agenda and to participate in the Habitat III Conference.

The basis for the outlined activities were the Habitat III Communications Strategy' implemented from January 2015 and its second iteration from January 2016. During the whole Habitat III process, the engagement area was closely connected to the other three pillars of the Habitat III strategy: the policy, knowledge, and operations components.

Figure 1.
Habitat III Strategic Framework

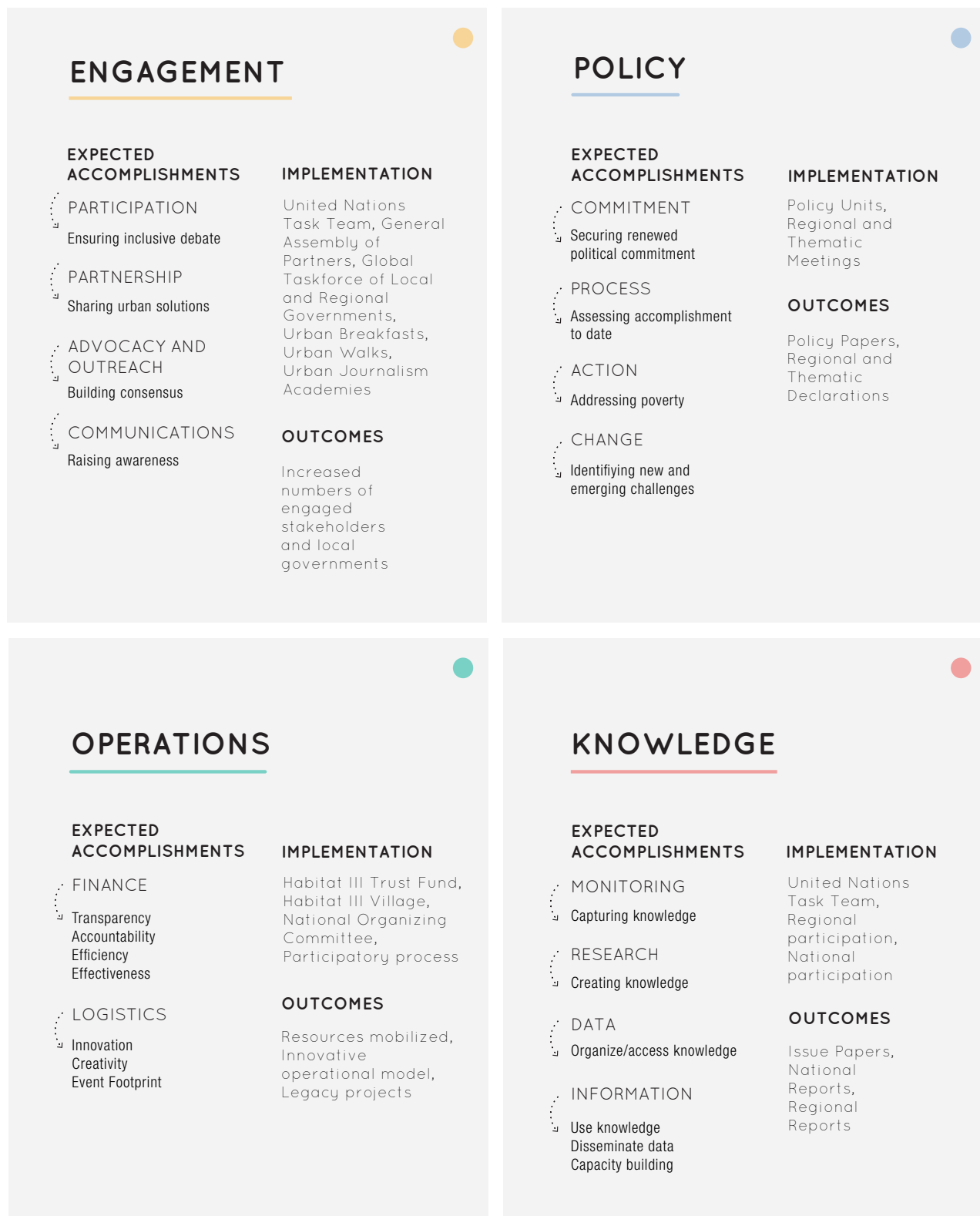
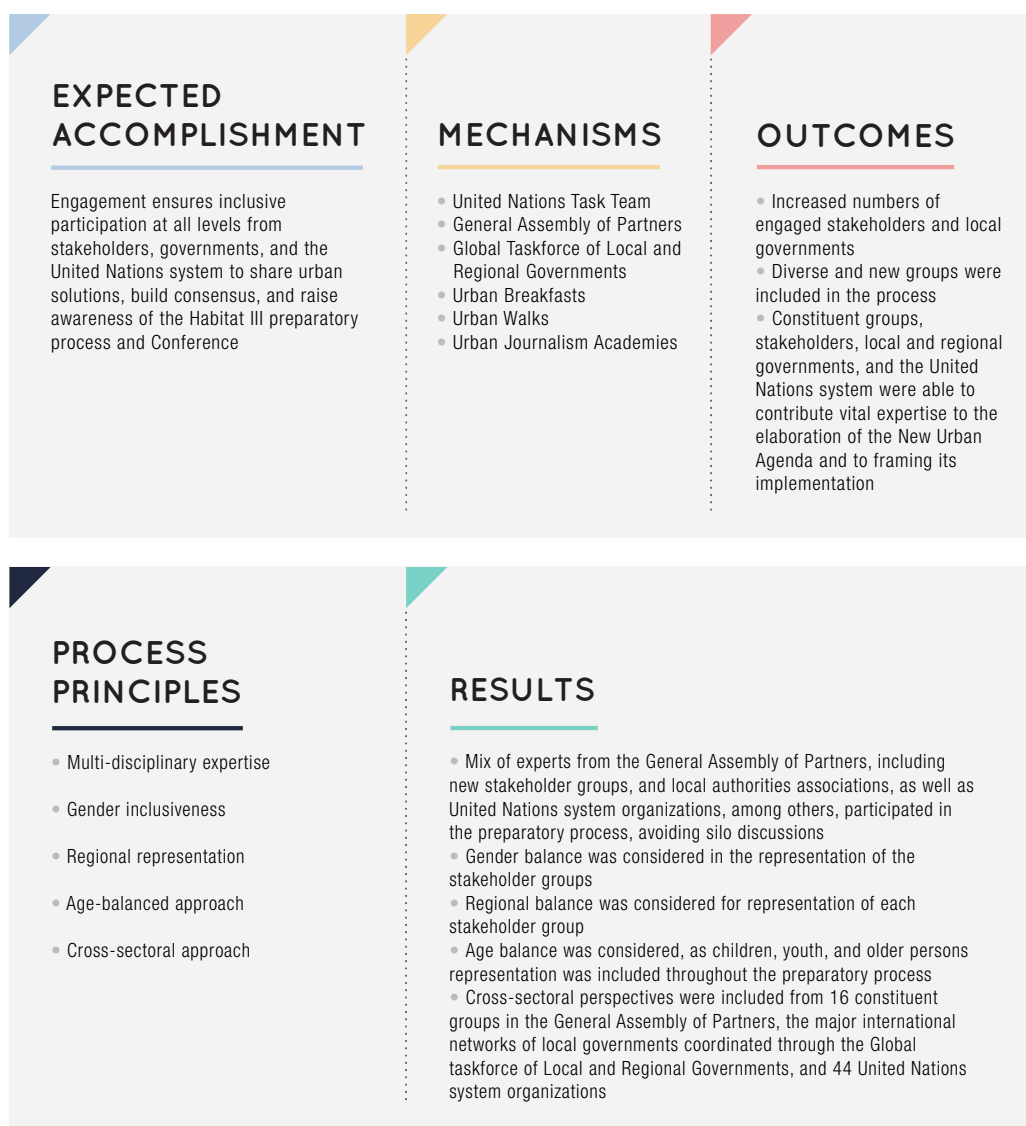


Figure 2.
Habitat III Engagement Area



Local and regional governments as key actors of the Habitat III process

Building in the legacy of Habitat I and Habitat II, the role of local governments in the Habitat III preparatory process and the Conference itself was considered a key priority.

Local and regional governments have been active internationally for over a hundred years with the establishment in 1913 of the International Union of Local Authorities. In 2013, the major international networks of local and regional networks created the Global Taskforce of Local and Regional Governments (GTF)¹ as a coordination and consultation mechanism to undertake joint advocacy work relating to global policy processes, including Habitat III.

Local governments were fully recognized in the Habitat III rules of procedure, as well as in the arrangements for accreditation and participation of major groups and other relevant stakeholders in the Habitat III preparatory process and in the Conference itself.

The General Assembly noted in its resolution 70/210 the organization of the second² World Assembly of Local and Regional Governments in the Habitat III Conference in recognition of the role of local authorities and communities in sustainable urban development and in the implementation of the New Urban Agenda. The effort of the GTF in coordinating these governments in as the World Assembly of Local and Regional Governments is acknowledged in paragraph 8 of the Agenda, which reads: “We acknowledge the contributions of national governments, as well as the contributions of subnational and local governments, in the definition of the New Urban Agenda and take note of the second World Assembly of Local and Regional Governments”.

In paragraph 169, Member States call for continued collaboration with the World Assembly in the follow-up and review of the New Urban Agenda, noting “the importance of continuing to engage in the follow-up and review of the New Urban Agenda with subnational and local governments associations represented at the World Assembly of Local and Regional Governments”.

Urban stakeholders actively engaged in the Habitat III Conference

The Habitat III Strategic Framework strongly focused on ensuring that a large number of urban stakeholders were able to participate actively in the preparatory process and in the Conference itself.

One of the first actions that were taken was the procedures on stakeholders’ accreditation and the participation modalities in sessions of the Preparatory Committee and at the Conference.

The General Assembly, on its seventieth session, approved the rules of procedure of the Habitat III Conference, as well as the arrangements for accreditation and participation of major groups and other relevant stakeholders in the preparatory process and in the Habitat III Conference³. The participation modalities were based in the Habitat II legacy, as well as in the General Assembly resolution 67/290 on the format and organizational aspects of the High-Level Political Forum on Sustainable Development. Paragraphs 14 to 16 of that resolution were applied *mutatis mutandis* to the Habitat III Conference and its preparatory process allowing Habitat III to be one of the most inclusive United Nations conferences in its history.

Special accreditation for the preparatory committees and the Conference

Those non-governmental organizations in consultative status with the United Nations Economic and Social Council (ECOSOC), as well as those accredited to Habitat II and the United Nations summit for the adoption of the Post-2015 development agenda were invited to participate in the Conference.

For those non-governmental organizations not fulfilling those criteria, wishing to attend and contribute to the Conference, and whose work was relevant to the subject of the Conference, a special accreditation process was set.

Organizations that wished to apply for Special Accreditation status for the Habitat III preparatory process and the Conference itself were asked to submit detailed information⁴ to the Habitat III Conference Secretariat through an online form on the Secretariat website. After the Habitat III Secretariat received the applications, with support from the United Nations Non-Governmental Liaison Service and others, it reviewed the relevance of the work of the applicants on the basis of their background and involvement in sustainable urban development issues, and on the basis of the successful completion of the application and provision of the required documents, the Conference Secretariat shared the information with the Bureau of the Preparatory Committee.

The list of recommended organizations for special accreditation was submitted to the Preparatory Committee for review and consideration by participating States on a non-objection basis. The general basis of any objections was made known to the Bureau by the participating States.

The special accreditation enabled representatives of these organizations to obtain “accredited stakeholder” badges and to observe the official plenary meetings, high level roundtables, and to request to make statements in the intergovernmental meetings. While there were many events and activities in the preparatory committees and in the Habitat III Conference that participants could attend without accreditation (see Figure 3), the

¹ See www.global-taskforce.org

² The first World Assembly of Cities and Local Authorities was organized in the framework of Habitat II in 1996.

³ See Annex I and II in A/RES/70/210.

⁴ As instructed in A/RES/70/210, Annex II, Section IV.

status enabled the official observation of meetings and increased participation in these meetings. When Member States granted special accreditation, it further acknowledged the special role and contributions that some organizations play and contribute specifically to the field of sustainable urban development, whilst these organizations may not necessarily engage in other areas of the United Nations work or have current ECOSOC consultative status for a variety of reasons.

An effective coordination mechanism for stakeholders' participation

In paragraph 16 of resolution 67/290, the General Assembly encouraged the major groups identified in Agenda 21 and other stakeholders, such as private philanthropic organizations, educational and academic entities, persons with disabilities, volunteer groups and other stakeholders active in areas related to sustainable development, to autonomously establish and maintain effective coordination mechanisms for participation in the High-Level Political Forum⁵ and for actions derived from that participation at the global, regional and national levels, in a way that ensures effective, broad and balanced participation by region and by type of organization.

The main autonomous and effective mechanism for stakeholders' participation in the Habitat III process was the General Assembly of Partners (GAP)⁶.

In order to capture the expertise and contributions of individual experts and practitioners in the field of sustainable urban development, GAP allowed individuals to sign up to the different Partner Constituent Groups (PCGs), creating a structure of productive collaboration. GAP welcomed the Habitat II partners (so called Habitat Agenda Partners), individual urban experts, and many groups traditionally not involved in United Nations processes, and it served to bridge a divide between those organization which were involved in Habitat II and the major groups that are involved in other United Nations processes. It also added new specifically relevant groups, bringing in all interested actors, and focuses on urban partnerships relevant for housing and sustainable urban development issues.

GAP played a key role to unify stakeholders and to ensure that their mobilization will continue towards the implementation of the New Urban Agenda.

The GAP was originally envisioned at a meeting during the first Urban Thinkers Campus in Caserta, Italy in October 2014 by partners of the World Urban Campaign⁷, who recognized the need for an inclusive platform that would enable many new actors to

bring their urban expertise and to engage in the Habitat III process. The GAP held its inaugural meeting at the second session of the Habitat III Preparatory Committee (PrepCom2) in Kenya in April 2015, where it adopted its Constitution, By-Laws, and held its first elections.

The General Assembly expressed its appreciation to the Secretary-General of Habitat III for his support to the work of the General Assembly of Partners in resolution 70/210. GAP is also mentioned in paragraph 128 of the New Urban Agenda (A/RES/71/256*) as an independent entity that contributed to the process. GAP was acknowledged by the United Nations Secretary-General, many Member States, and United Nations agencies and programmes as an innovative approach to bringing urban stakeholders views to the process, particularly in its efforts to include previously underrepresented constituencies such as the grassroots, older persons, and persons with disabilities.

Urban experts and technical expertise in the outreach strategy

The Habitat III preparatory process was an opportunity to increase awareness on sustainable urban development collaborating with urban experts in several targeted activities all around the world.

The Urban Breakfasts, Urban Walks or the Urban Journalism Academies allowed to mobilize partnerships as well as to engage urban experts in the preparatory process towards Habitat III.

An open Conference to the citizens

The advocacy strategy included a number of actions to ensure that citizens could be involved in the Habitat III process, especially the inhabitants of Quito and Ecuador as host city and host country, respectively.

The use of technology with the on-line urban dialogues, as well as social media allowed reaching individuals not traditionally involved in intergovernmental negotiations.

The Habitat III Village and the Citizens campaign were two additional initiatives to increase the awareness of the Habitat III Conference and sustainable urban development using the public space in the city of Quito. The capital of Ecuador was converted into an urban lab during the Conference.

Among the 30,000 voices that participated in the Habitat III Conference, the majority were from these anonymous citizens willing to know more about how their cities, towns and villages could be more inclusive, safe, resilient and sustainable.

⁵ The Habitat III preparatory committee and the Conference when applying the *mutatis mutanda* principle.

⁶ See <http://generalassemblyofpartners.org>

⁷ The World Urban Campaign is a project of UN-Habitat that engages partners with the agency and serves as an Advisory Board to its Executive Director.

Figure 3.
Participation of stakeholders in the Habitat III process

Participation of Stakeholders	ECOSOC Consultative Status	Accredited in Habitat II	Accredited at the Post-2015 summit	Granted Habitat III Special accreditation	Other stakeholders
Attend all official meetings of the preparatory committees	X	X	X	X	
Attend all official meetings of the Conference	X	X	X	X	
Access to all official information and documents of the preparatory committees	X	X	X	X	X
Access to all official information and documents of the Conference	X	X	X	X	X
Intervene in official meetings of the preparatory committee	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Intervene in official meetings of the Conference	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Present written and oral contributions in the preparatory process	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Present written and oral contributions in the Conference	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP

Make recommendations in the preparatory committees	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Make recommendations in the Conference	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Organize side events and round tables, in cooperation with Member States and the Secretariat in the preparatory committee	X	X	X	X	X
Organize side events and round tables, in cooperation with Member States and the Secretariat in the Conference	X	X	X	X	X
Address the Preparatory Committee in plenary meetings	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Address the Conference in plenary meetings	X	X	X	X	Only through coordination mechanisms for participation autonomously created by the stakeholders such as GAP
Direct access to the official Conference venue	X	X	X	X	X (except the plenary rooms and the high-level roundtables)

II. SUBNATIONAL AND LOCAL GOVERNMENTS





A. The role of local and regional governments in the Habitat III process

Local and regional governments played a key role in the run up to Habitat III and at the Conference itself. In its resolution 69/226 from December 2014, the United Nations General Assembly called on Member States “to ensure effective participation of local governments and all other stakeholders in the preparatory process and in the Conference itself.” Local and regional governments often have direct responsibility for dealing with vital daily challenges related to sustainable urbanization, such as basic service provision, urban planning, transportation, and environmental protection.

Beyond this background, the preparatory process and the Conference were carried out in an inclusive, efficient, effective, and improved manner, giving local and regional governments a strong voice throughout each step of the process.

Figure 4.
Habitat III milestones in the participation
of subnational and local governments

- For the first time in the history of a major United Nations conference, the head of a Member State delegation was a mayor – Netherlands was represented by Mr. Jan van Zanen, mayor of Utrecht and president of the Association of Netherlands Municipalities VNG.
- More than 2,000 representatives of local and regional governments in the Habitat III Conference. The highest in the history of United Nations conferences.
- Local Authority associations were part of the Advisory Boards which adopted the Habitat III Regional and Thematic Meeting Declarations, later approved by the Habitat III Preparatory Committee.
- Local and regional governments were the official hosts of some of the Habitat III Thematic Meetings.
- After the release of the Zero Draft of the New Urban Agenda in May 2016, representatives of more than 120 local and regional governments convened at the United Nations headquarters in New York for the Informal Hearings with Member States and Observers. The United Nations General Assembly mandated the meeting in December 2015 (A/RES/70/210).
- Recognition of “the importance of continuing to engage in the follow-up and review of the New Urban Agenda with subnational and local governments associations represented at the World Assembly of Local and Regional Governments” in paragraph 169 of the New Urban Agenda.
- Commitment of Member States to ensure appropriate fiscal, political, and administrative decentralization based on the principle of subsidiarity in paragraph 89 of the New Urban Agenda.
- Commitment of Member States to strengthen the capacities of local governments to implement effective multi-level governance across administrative borders, and to ensure reliable financing mechanisms in metropolitan areas in paragraph 90 of the New Urban Agenda.

B. The Global Taskforce of local and regional governments

The Global Taskforce of Local and Regional Governments (GTF) is a coordination mechanism that brings together the major international networks of local governments to undertake joint advocacy relating to international policy processes, particularly the 2030 Agenda for Sustainable Development and the Sustainable Development Goals, the Paris Agreement on Climate Change and the New Urban Agenda.

The Local and Regional Government members of the GTF are as follows⁸:

- UCLG - World Organization of United Cities and Local Governments and its Thematic Committees
- ICLEI - Local Governments for Sustainability
- AIMF - International Association of Francophone Mayors
- ATO - Arab Towns Organization
- CLGF - Commonwealth Local Government Forum
- MERCOCIUDADES - Network of cities of Mercosur
- nrg4sd - Network of Regional Governments for Sustainable Development
- METROPOLIS - Metropolitan Section of UCLG
- UCLG Regions - Forum of Regions of UCLG
- CEMR-CCRE - Council of European Municipalities and Regions
- UCLG-ASPAC - Asia Pacific Section of UCLG
- UCLG-EURASIA - Euro-Asian Section of UCLG
- UCLG-MEWA - Middle East and West Asia Section of UCLG
- UCLG-NORAM - North American Section of UCLG
- FLACMA - Latin American Federation of Municipalities and Local Government Associations
- UCLGA - UCLG Africa
- CUF - Cités Unies France
- ORU FOGAR - United Regions Organization
- FMDV - Global fund for cities development
- PLATFORMA - The European voice of Local and Regional authorities for Development
- C40 - Climate Leadership Group
- UCCI - Unión de Ciudades Capitales Iberoamericana
- AL-LAs - Proyecto AL-Las
- AER – Assembly of European Regional

The Partners of the Global Taskforce of Local and Regional Governments include⁹:

- UN-Habitat - United Nations Human Settlements Programme
- UNICEF - United Nations Children's Fund

⁸ The order of the partners is following the one reflected in the website of the GTF available from www.global-taskforce.org

- Cities Alliance
- UNESCO - United Nations Educational, Scientific and Cultural Organization
- DeLog - Decentralization and Local Government
- SDSN - Sustainable Development Solutions Network
- European Commission
- World Urban Campaign
- Ministry of Foreign Affairs, France
- Habitat for Humanity
- High Level Panel on the Post 2015 Development Agenda
- Huairou Commission
- ILO - International Labor Organization
- Millennium Campaign
- Engie
- One UN Secretariat
- Slum Dwellers International
- SUEZ Environment
- UNCDF - United Nations Capital Development Fund
- UNDP - United Nations Development Programme

> Find out more on the website of the Global Taskforce:
www.gtf2016.org/

The role of local governments in sustainable urban development

During the Habitat III process, the GTF advocated that local governments can contribute to sustainable urban development in five main ways:

- Local governments, as the sphere of government closest to people, are ideally placed to understand local needs, to target.
- Local governments have unique legitimacy, as a democratically elected sphere of the state, to bring together and balance all sectors and interests in their communities. They can and should play a leading role in developing and implementing a shared vision for the future.
- Local economic development strategies can harness and protect local cultures, contribute to the empowerment of women and the inclusion of marginalized groups, reduce carbon emissions, and make local economies more resilient to the fluctuations of global economic and financial systems.
- Local governments can work with our national counterparts to drive national development from the bottom up. All types of local government, from metropolises to peripheral and intermediary cities and small municipalities, have a role to play in creating balanced systems of cities and must have the opportunity to participate in the development of National Urban Policies.
- Local governments act locally to address global challenges (climate change mitigation, peace-building, development cooperation) and to manage the impact of global phenomena

at the local level (climate change adaptation, migration, the mediation of globalizing economic and cultural forces). Local governments can contribute to more effective and accountable international governance if they are recognized as a sphere of government and given a seat at the global table.

The Global Taskforce and the New Urban Agenda

Since 2013, the Global Taskforce worked to bring together and amplify the voices of the major global networks of local governments in international policy processes, building on the long tradition of local government advocacy at the international level.

The GTF then emphasized that the New Urban Agenda must keep in mind other relevant international agendas adopted in recent months, particularly the 2030 Agenda and the Paris Agreement on Climate Change. The GTF sought specific links and synergies with the Sustainable Development Goals, particularly Goal 11 Sustainable Cities and Human Settlements in terms of financing and monitoring.

As an organized and consolidated constituency that had been collaborating through joint advocacy to ensure local decision-makers were included in other processes, the GTF was engaged with the negotiation of the New Urban Agenda from the beginning of the Habitat III process.

Representatives from the GTF were present in every negotiation of the New Urban Agenda, delivering statements and providing feedback on new versions of the drafts of the New Urban Agenda.

> Find statements and inputs of the GTF to the zero draft of the New Urban Agenda here:
<http://habitat3.org/the-new-urban-agenda/preparatory-process/intersessional-process/16-17-may-informal-hearings-with-local-authorities-associations/background-documents/>

The United Cities and Local Governments (UCLG), in representation of the GTF, co-led the Habitat III Policy Unit 4 on Urban Governance, Capacity and Institutional Development, jointly with the London School of Economics (LSE). The Policy Unit was composed by a maximum of 20 experts, who brought together individual experts from a variety of fields. The Policy Paper produced by the unit was an official input to the drafting of the New Urban Agenda.

> Find the Policy Paper on Urban Governance, Capacity and Institutional Development:
<http://habitat3.org/wp-content/uploads/Policy-Paper-4-English.pdf>

Informal Hearings with Member States and observers

The GTF was invited by the Habitat III Secretariat and the Bureau of the Preparatory Committee to co-organize the two-day Informal Hearings with Local Authorities Associations, which was an historic move towards recognizing the expertise and implementing power of cities and local governments and what they are able to contribute to Member States in this and similar intergovernmental processes.

The New Urban Agenda calls for collaboration with local and subnational governments and notes their importance in several areas. The effort of the GTF in coordinating these governments in events such as the World Assembly of Local and Regional Governments is acknowledged in paragraph 8 of the New Urban Agenda, which reads: "We acknowledge the contributions of national governments, as well as the contributions of subnational and local governments, in the definition of the New Urban Agenda and take note of the second World Assembly of Local and Regional Governments".

Paragraph 169 calls for continued collaboration with the World Assembly in the follow-up and review of the New Urban Agenda, noting "the importance of continuing to engage in the follow-up and review of the New Urban Agenda with subnational and local governments associations represented at the World Assembly of Local and Regional Governments".



C. The second World Assembly of local and regional governments

At the invitation of the Habitat III Secretariat, the Global Taskforce organized the Mayors Assembly to take place in Quito on Sunday, October 16, 2016. The Assembly was historic in its role and placement in a United Nations conference, setting the stage and scope for the Habitat III Conference as a space where local authorities and their role in implementing sustainable urban development policies was recognized, integrated, and celebrated.

Local authorities roundtable

The Global Taskforce, as the co-chairs of the Local and Subnational Authorities Partner Constituent Group of the General Assembly of Partners, was also invited to coordinate the Subnational and Local Authorities Stakeholder Roundtable, which took place on the last day of the Conference and enabled local governments to not only frame the Conference through the Mayors Assembly, but also to have the opportunity to share and consolidate their views, roles, and commitments towards implementing the New Urban Agenda.

Local authorities lounge

At the Habitat III Conference, the Global Taskforce had its own space, the Local authorities lounge, which was prominently located at the entrance to the main plenary hall. The space provided a possibility for Local and Regional Governments to organize its own events in close proximity to the plenary and thus demonstrated their increasing and elevated role.

> See: "Our Habitat III Journey" at the Global Task Force website: https://www.global-taskforce.org/sites/default/files/2017-06/bfe783_b8ca04f24be941a4ab3f095811e1f8c6.pdf



Image: Recognition of the women's contribution to the New Urban Agenda. Event at the Local Authorities Lounge of the Global Taskforce on 19 October 2016 during the Habitat III Conference.

III. STAKEHOLDERS AND MAJOR GROUPS



A. The role of stakeholders and major groups in the Habitat III process

The United Nations General Assembly in its resolution 67/216 encouraged effective contributions from, and the active participation of, all relevant stakeholders, at all stages of the preparatory process and at the Conference itself. The General Assembly also encouraged proposals on improved participation of local authorities and other stakeholders.

The inclusive, participatory, and innovative Habitat III preparatory process, which was prepared based on this mandate, led to the Habitat III Conference having the strongest participation of civil society, stakeholders, and local authorities in the history of the United Nations.

Already at the very first step, one week before the first session of the Habitat III Preparatory Committee (PrepCom1), open consultations with stakeholders took place in New York from 8 to 12 September 2014. The aim of the open consultations was to provide an interactive, open, and frank exchange with each stakeholder group prior to the first Preparatory Committee session. The consultations allowed direct debate with the Secretary-General of the Conference to allow him to gather the views and priorities of stakeholder and major groups towards the Conference.

At the second session of the Preparatory Committee (PrepCom2) held in Nairobi, Kenya in April 2015, stakeholders created the General Assembly of Partners (GAP) as an inclusive platform that would enable many new actors to bring their urban expertise and to engage in the Habitat III process.

Interested organizations and major groups, including local authorities and other stakeholders that were in consultative status with ECOSOC, were accredited at the Habitat II Conference, or were accredited through the Post-2015 process, were granted accredited status at the Conference as well as its preparatory meetings. In addition, a total of 117 organizations were granted special accreditation during the Habitat III process. This status enabled representatives of these organizations to observe the official plenary meetings, high level roundtables, and to request to make statements in the intergovernmental meetings.

Figure 5.
Habitat III milestones in the
stakeholders' engagement

- Open consultations with stakeholders' groups were held at PrepCom1 and their recommendations taken into consideration when elaborating the Habitat III Strategic Framework.
- A United Nations Conference Secretariat (the Habitat III Secretariat) was partially located for the first time in a space offered by a non-governmental organization sharing that space with stakeholders involved in the process thanks to the in-kind contribution of the Ford Foundation.
- Stakeholders were involved in the preparation of the Habitat III Policy Papers as experts on sustainable urban development. At least one representative from women and grassroots platforms, as well as children and youth organizations was included in the list of policy experts in each of the ten Habitat III Policy Units. Co-lead organizations were also identified among key non-governmental institutions.
- Innovative autonomous and effective coordination mechanism for stakeholders' participation through the General Assembly of Partners.
- A total of 117 organizations granted with special accreditation to the Habitat III process, in addition to the ones already with ECOSOC consultative status and the ones accredited for Habitat II and the Post-2015 Summit.
- Stakeholders' representatives, through the General Assembly of Partners, were part of the Advisory Boards which adopted the Habitat III Regional and Thematic Meeting Declarations, later approved by the Habitat III Preparatory Committee.
- After the release of the Zero Draft of the New Urban Agenda in May 2016, stakeholders' representatives were convened at the United Nations headquarters in New York for the Informal Hearings with Member States and Observers. The United Nations General Assembly mandated the meeting in December 2015 (A/RES/70/210) and it was held in June 2016.
- Stakeholders' representatives delivered an opening and a closing statement at the Habitat III Conference. The GAP President and Vice-president were the two women invited to the opening and closing plenaries.
- Stakeholders were given access to almost every area of the venue. The only two areas which were limited for accredited stakeholders were the plenary room and the high level roundtable rooms.
- GAP Partners Constituent Groups coordinated the Habitat III Assemblies and Stakeholders' Roundtables.
- In the Habitat III venue, stakeholders were provided with designated space for their own meetings. These spaces included a Global Task Force Lounge for mayors and other representatives of local and subnational authorities, as well as a General Assembly of Partners Lounge for stakeholders and members of civil society to meet and use as needed.
- A Stakeholders Caucus Room was also designated, which was coordinated by the General Assembly of Partners, to allow different partner constituency groups to use a large space in order to caucus around different interest groups prior to meetings, review statements to be delivered in the plenary, etc. Many groups also used this space to hold important meetings and even host panel discussions.
- The Habitat III plenary room allocated a total of 16 seats to correspond with the 16 Partner Constituent Groups of the General Assembly of Partners which were fully involved in the Habitat III process.

B. The General Assembly of Partners

The General Assembly of Partners (GAP) was originally envisioned at a meeting during the first Urban Thinkers Campus in Caserta, Italy in October 2014 by partners of the World Urban Campaign, who recognized the need for an inclusive platform that would enable many new actors to bring their urban expertise and to engage in the Habitat III process. The GAP held its inaugural meeting at the second session of the Preparatory Committee (PrepCom2) in Nairobi, Kenya in April 2015, where it adopted its Constitution and By-Laws and held its first elections.

At the time of writing this report, GAP convenes more than 1,100 unique organizations with over 58,000 networks working on sustainable urban development.

Innovative structure to increase participation of stakeholders

GAP is structured to mirror the United Nations General Assembly and to bring relevant constituencies and stakeholders together through a democratic and efficient platform. It has a President and a Vice President – as in the United Nations General Assembly – as well as two co-chairs per Partner Constituent Group who together make up the Executive Committee. The President and Vice President coordinate the group and advocate its consensus messages, as well as promoting the inclusion of GAP and stakeholders generally. The co-chairs of each PCG communicate the viewpoints and inputs of their constituencies, and organize each PCG and its own strategic work plan.

GAP is unique from other coordination mechanisms in its focus on the commonalities and abilities of groups to work together and to build consensus on issues, in addition to emboldening each PCG's ability to collaborate with governments, the United Nations, and other key groups.

In order to capture the expertise and contributions of individual experts and practitioners in the field of sustainable urban development, GAP allows individuals to join the PCGs, creating a structure of productive collaboration. New members are asked to pick the PCG that most corresponds to their field of expertise or the group that they represent, and no member can belong to more than one PCG.

GAP welcomed the Habitat II partners (Habitat Agenda partners), individual urban experts, and many groups traditionally not involved in United Nations processes, and it served to bridge a divide between those organizations which were involved in the Habitat II Conference and the nine major groups that are involved in other United Nations processes. It also has added new specifically relevant groups, bringing in all interested actors, and focused on urban partnerships relevant for housing and sustainable urban development issues. GAP played a key role to unify stakeholders and to ensure that their mobilization will continue towards the realization of the vision of the New Urban Agenda.

The Partner Constituent Groups

The GAP structure was made up of 16 Partner Constituent Groups (PCGs). The original 13 groups were formed out of merging the Habitat II Partners (Local Authorities; NGOs and CBOs; Trade Unions; Professionals; Academics and Researchers; Human Solidarity Groups; Indigenous People; Parliamentarians; Private Sector; Foundations; Financial Institutions; Youth; and Women) and the Agenda 21 Major Groups (Children & Youth; Business & Industry; Farmers; Indigenous Peoples; Local Authorities; Non-Governmental Organizations; Scientific & Technological Community; Women; and Workers & Trade Unions). Thereafter, three new groups applied to join the GAP and were approved by the Executive Committee: Media, Older Persons, and Persons with Disabilities.

The Media was recognized as a constituency that could contribute a unique and informed voice to issues of urban sustainability and was recognized as a PCG as an outcome of the Urban Thinkers Campus held in Caserta, Italy in October 2014. After finding that their unique experience of cities and the needs of certain citizens were not fully incorporated under any existing PCGs, the Older Persons PCG was approved at the GAP Plenary meeting in Prague, Czech Republic in March 2016, and the Persons with Disabilities PCG was approved in Surabaya, Indonesia in July 2016.



1. The Business and Industries PCG represents private sector companies and organizations and aims to stimulate the global business community through individual and shared approaches to support sustainable urbanization. It promotes responsible corporate citizenship, adopts progressive environmental practices, and creates partnerships with civil society actors.

2. The Children and Youth PCG represents agencies and groups that bring the voices of children and youth, especially the most vulnerable, to national and global processes. It is a shared platform for the future leaders and citizens of our cities to advocate for their genuine inclusion in addressing urban vulnerabilities and contributing to key decision making mechanisms that shape the cities of tomorrow.

3. The Civil Society Organizations PCG represents non-governmental organizations and institutions that manifest the interests and will of citizens and include the family and the private sphere, referred to as the third sector of society.

4. The Farmers PCG represents peasants, farmers, pastoralists and fishermen who have an interest in rural-urban synergies. This particularly includes women, the youth, and those who have been historically subjected to racial, ethnic, and gender discrimination.

5. The Foundations and Philanthropies PCG represents non-governmental entities established as independent, separately constituted non-profit bodies with their own established and reliable sources of income. They are usually but not exclusively funded by an endowment, and have their own governing boards. They have been given goods, rights, and resources to perform work and provide support for public benefit purposes, either by supporting organizations or individuals or by operating their own programs. They do not have members, but associate private resources for public interest purposes.

6. The Grassroots PCG represents networks and organizations of women, men, and youth living in informal settlements and / or working in informal economies of the Global South. Members of the group seek to raise the visibility and voice of grassroots organizations of the poor to enable them to co-produce participatory and inclusive development solutions with the state and other stakeholders.

7. The Indigenous People PCG represents approximately 370 million indigenous peoples in the world, belonging to 5,000 different groups, in 90 countries worldwide. Indigenous peoples constitute about 5 per cent of the world's population, yet account for about 15 per cent of the world's poor.

8. The Local and Subnational Authorities PCG represents local and regional governments, its associations and networks, which are gathered within the Global Taskforce of Local and Regional Governments, and involved in building sustainable and resilient,

inclusive and well-governed cities, cohesive territories that can foster universal access to basic services, empower citizens, promote urban-rural linkages, protect cultural diversity, and eradicate poverty.

9. The Media PCG represents those who are involved in the broad dissemination of information and data on sustainable urbanization through various forms of communication including radio, television, newspaper, magazine, and all forms of social media.

10. The Older Persons PCG is an outgrowth of the work of the Stakeholder Group on Ageing that is part of the United Nation's Non-Governmental Liaison Service and was very active in advocating on behalf of the more than 800 million persons over the age of 60 during the negotiations for the Sustainable Development Goals and in many other policy arenas globally. The Older Person PCG emphasizes ensuring the growth, development, and management of cities reflect the demographic reality, and believes that it is vital that any efforts to deliver inclusive cities explicitly articulates the specific ways in which we can face inequality and exclusion based on our older age.

11. The Parliamentarians PCG represents members of national, sub-regional, regional, and global legislative bodies. They facilitate legislation that supports sustainable urbanization and human settlements development.

12. The Persons with Disabilities PCG builds on the commitment of the international community to the advancement of the rights of persons with disabilities. The inclusion of this group in society and development is deeply rooted in the goals of the United Nations, as enshrined in the preamble of the Charter of the United Nations, which refers to fundamental human rights, the dignity and worth of the human person and the promotion of better standards of life in larger freedom. It was not, however, until the adoption of the Convention on the Rights of Persons with Disabilities and its Optional Protocol in 2006 that the specific barriers facing persons with disabilities in realizing their human rights were directly addressed through an international legal instrument. With the adoption of the Convention and its rapid ratification by many Member States, the international community now has in place a strong international normative framework on disability.

13. The Professionals PCG represents architects, surveyors, urban planners, geographers and lawyers, economists, statisticians, sociologists, engineers, and other professions that can practically contribute to sustainable urbanization and human settlements development.

14. The Trade Unions and Workers PCG represents organizations that advocate for the rights of workers, from national and regional trade union organizations, global union federations and trade union solidarity support organizations. The group aims to ensure

that urban development policies include principles of decent work and to defend the rights of all workers, regardless of whether they are trade union members, have formal employment, or work in the informal economy.

15. The Research and Academia PCG represents universities, research and scientific institutions, professional societies, academics and various institutes concerned with the advancement of new concepts, ideas, and methodologies in the field of sustainable urbanization and human settlement development.

16. The Women's PCG brings together a collective women's voice, policy recommendations, and the concerns and priorities of women and women's organizations, along the entire spectrum of diversity and the life cycle, regarding urban policies and urban development.

Partnerships for the New Urban Agenda

After an extensive consultation process, GAP published its consensus outcome document, "Partnerships for the New Urban Agenda"⁹, in May 2016. The document was conceived at an Executive Committee meeting in Berlin in February 2016, and then crafted over weeks of consultations, and outlines proposals that emphasize multi-stakeholder engagement in the implementation of the New Urban Agenda.

The consensus document is the result of an intensive and extensive consultation process among many stakeholders, including individuals, organizations, and networks, that came together under the umbrella of GAP. The members of GAP decided to focus their attention on the implementation of the New Urban Agenda, the role of multi-stakeholder partnerships in that process, and the mechanisms of these partnerships. The principles, enabling factors, and post-Habitat III architecture described in the Partnerships document are geared towards this. The document notes that the challenges of urbanization are too large and too complex to be addressed by one actor alone, and national governments will need the support of local authorities, civil society, and the private sector, in implementing the New Urban Agenda. It further urges Member States to consider these proposals to ensure that the initiatives to implement the New Urban Agenda emphasize multi-stakeholder engagement, inclusion, and collaborative action to achieve sustainable urbanization.

The GAP shared this consensus document with Member States and promoted it and its suggestions, in particular the knowledge platform, throughout the Habitat III process.

⁹ <http://generalassemblyofpartners.org/wp-content/uploads/6-20160503-GAP-Partnerships-for-the-New-Urban-Agenda.pdf>

16 seats for stakeholders' partners groups at Habitat III

Prior to the Habitat III Conference, the GAP wrote a letter to the Secretary-General and the President of the General Assembly as well as the Department of General Assembly Conference Management requesting that 16 seats be allocated in the Habitat III plenary to enable equal representation of each of the PCGs, building on the standard 9 seats for "Major Groups" of Agenda 21 and 3 seats for "Other Stakeholders," for a total of 12 seats. The 16 seats were granted.

In addition to responding to the letter from GAP, Secretary-General Ban Ki-Moon held a meeting with the GAP Executive Committee to understand this new system of collaborative stakeholder engagement.

Active participation of the stakeholders in the Habitat III Conference

The 16 PCGs of GAP collaborated on the organization of the 16 Stakeholders' Roundtables that took place at the Habitat III Conference. This collaboration included the proposal of speakers, the agenda, content, and the room set-up. These Stakeholders Roundtables were well-received and well-attended, and focused on what each PCG would contribute and work on during the implementation of the New Urban Agenda. The relevant PCGs related to the four Assemblies which took place over the 15 and 16 of October were also invited to collaborate and frame these events. The Assemblies were extremely successful, with precise and clear outcomes, high attendance, and diverse and innovative breakout structures. This approach enabled stakeholder-managed agendas to become part of the official program, with the PCGs seeing unprecedented influence over the panelists, key note speakers, structure, and content of these official Habitat III events.

During the Habitat III Conference, the GAP also managed the Stakeholder Caucus Room, which it invited stakeholder groups to use in order to enable meetings and caucusing throughout the Conference. It used the GAP Lounge area for a similar purpose, inviting GAP member organizations and affiliates, as well as new groups to share the spaces for side meetings to enable stakeholders to engage with colleagues, new partners, and Member States in Quito.

GAP is mentioned in paragraph 128 of the New Urban Agenda (A/RES/71/256*) as an independent entity that contributed to the process. GAP was acknowledged by then United Nations Secretary-General Ban Ki-Moon, many Member States, and

United Nations agencies, programmes and funds as an innovative approach to bringing urban stakeholders' views to the process, particularly in its efforts to include previously under-represented constituencies such as the grassroots, older persons, and persons with disabilities. Throughout the process, GAP was widely encouraged to continue its work toward the implementation of the New Urban Agenda.

GAP 2.0: Focus on implementation

At its fifth plenary meeting held in Quito during the Habitat III Conference, GAP's membership voted that GAP should continue its work beyond Habitat III, to build on the momentum and outreach it had generated throughout the Habitat III process to work towards implementation of the New Urban Agenda.

The GAP members agreed to revise its Constitution and By-Laws, and the Executive Committee undertook an all-members survey to reaffirm GAP's aims and objectives. GAP voted on a new Constitution and By-Laws at its sixth plenary meeting in May 2017, and at the time of writing the GAP was in the process of evaluating its structure and implementing its strategic frameworks for the implementation of the New Urban Agenda.

In its Post-Habitat III iteration, GAP proposes using innovation, inclusiveness, and engagement as transformative agents for the implementation of the New Urban Agenda. The challenges of urbanization are too large and too complex to be addressed by one actor alone, and national governments will need the support of local and regional governments, civil society, and the private sector in implementing the New Urban Agenda. Multi-stakeholder engagement, inclusion, and collaborative action following the Habitat III legacy will be crucial to achieving sustainable urbanization. To this end, GAP's goals in relation to the implementation phase are based on the following ideas:

- Stakeholders have the expertise and knowledge needed for implementing the New Urban Agenda.
- The stakeholders' voices should be channeled effectively through their local and regional representatives to ensure that inputs of urban experts and key urban constituencies are captured in the implementation, reporting, and evaluation of the New Urban Agenda.
- Different constituencies are able to achieve more in collaboration with one another, and will be able to build productive partnerships, minimize competition and duplication, and reinforce the views and concerns of other PCGs through this collaborative platform. Each PCG is more effective in achieving its own goals when working together with other PCGs.
- New groups of stakeholders should be considered and supported in a flexible, open, and inclusive platform.

General Assembly of Partners (GAP) Executive Committee

President:

Eugenie L. Birch, University of Pennsylvania (United States)

Vice President:

Shipra Narang Suri, ISOCARP (India)

Partner Constituent Group Chairs and Co-Chairs

1. Local and Subnational Authorities

Co-Chairs:

Emilia Saiz, United Cities and Local Governments (UCLG) co-organising partner of the Local Authorities Major Group (with ICLEI and nrg4SD), and facilitator of the Global Taskforce (Spain)

Yunus Arian, ICLEI, co organizing partner of the Local Authorities Major Group and member of the Global Taskforce (Germany)

2. Research and Academia

Co-Chairs:

Sahar Attia, University of Cairo (Egypt)

Enrique Silva, Lincoln Institute for Land Policy (United States)

3. Civil Society Organizations

Co-Chairs:

Jane Katz, Habitat for Humanity (United States)

Greg Budworth, Compass Housing (Australia)

4. Grassroots Organizations

Co-Chairs:

Gloria Solorzana Espinosa, National Self-Employed Workers Network (Peru)

Rose Molokoane, Slum/Shack Dwellers International (SDI) (South Africa)

5. Women

Co-Chairs:

Magdalena Garcia, Huairou Commission and Bufete de Estudios Interdisciplinarios A. C. (Mexico)

Theresa Boccia, Association Femmes Europe Méridionale (AFEM) (Italy)

6. Parliamentarians

Co-Chairs:

Jerko Rosin, Chair, European Region, Habitat
 Agenda Partner Parliamentarians (Croatia)
 Peter Goetz, Immediate Past Chair, Habitat
 Agenda Partner Parliamentarians (Germany)

7. Children and Youth

Co-Chairs:

Hirota Koiike, UN Major Group for Children and
 Youth (Japan)

Joyati Das, World Vision International (Australia)

8. Business and Industries

Co-Chairs:

Bert Smolders, Arcadis (The Netherlands)

Irge Olga Aujouannet, World Business Council for
 Sustainable Development (Switzerland)

9. Foundations and Philanthropies

Co-Chairs:

Oscar Fergutz, Avina Foundation (Argentina)

Ali Khan, European Foundation Centre (Belgium)

10. Professionals

Co-Chairs:

Didier Vancutsem, International Society of City
 and Regional Planners (ISOCARP) (Germany)

Ishtiaque Zahir Titas, International Union of
 Architects (UIA) (Bangladesh)

11. Trade Unions and Workers

Co-Chairs:

Albert Emilio (Ambet) Yuson, Building and
 Woodworkers International (BWI) (Switzerland)

Rosa Pavanelli, Public Service International (Italy)

12. Farmers

Co-Chairs:

Mildred Crawford, Caribbean Network of Rural
 Women Producers (Jamaica)

Violet Shivutse, Home Based Care Alliance
 Farmers of Kenya (Kenya)

13. Indigenous People

Co-Chairs:

Ndinini Kimesera Sikar, Masai Women
 Development Organization (Tanzania)

Analucy Bengochea, Garifuna Emergency
 Committee of Honduras (Honduras)

14. Media

Co-Chairs:

Nicholas You, International Mayors'
 Communications Center (IMCC) (Kenya)

Richard Forster, Cities Today (Great Britain)

15. Older Persons

Co-Chairs:

Sion Eryl Jones, Help Age International (United
 Kingdom)

Katherine Kline, AARP (United States)

16. Persons with Disabilities

Co-Chairs:

Victor Pineda, Pineda Foundation/World Enabled
 (United States)

Mohammed Ali Loutfy, International Disability
 Policy Program (Lebanon)

> Read more about the GAP's current work and projects
 at www.generalassemblyofpartners.org

C. Innovative initiatives in the stakeholders' engagement

i. The Ford Foundation

The Ford Foundation, a private foundation, supported the engagement of stakeholders throughout the Habitat III process and contributed to the Habitat III preparatory process with in-kind contribution, by hosting the Habitat III Secretariat for one year in New York. The collaboration further expanded with the launch of the Habitat III Urban Thursday Breakfasts, which were held every third Thursday of the month at the Ford Foundation from December 2015 to June 2016.

ii. The New York Civil Society Working Group for Habitat III

Being New York the host city of the United Nations Headquarters, several urban actors and organizations pulled together a Habitat III partnership group in the city in May 2014. With the endorsement of the New York UN-Habitat Office, and chaired by the Huairou Commission, which has its own legacy rooted in the Habitat II Conference, the New York Civil Society Working Group (CSWG) was thus assembled as an open space for interested organizations based in New York City, as well as Washington, DC and globally. It has since served as a medium for sharing information and as a sounding board and constituent of the Habitat III Secretariat.

New York Host to Civil Society during the PrepCom1

The CSWG has also been an open space for all Habitat III civil society stakeholders passing through New York City, which was most evident during PrepCom1. The CSWG hosted an Open Consultation and Partners' Orientation that introduced key civil society organizations to a number of the challenges faced by cities today, including equity, inclusion, mobility, resilience, and sustainability. From the debate on urban planning, design and development, the following three main recommendations emerged:

1. A need to promote a policy framework that guides sustainable urbanization (with timeframes, priorities, case studies, and contextualization).
2. It is crucial to raise awareness of a broad agenda on urbanization, which can be done by using case studies that demonstrate the possible paths to urbanization and setting the time frame showing the urgency of issues. Practical examples and real solutions are critical to demonstrate the social and economic benefits of good urbanization, as well as the need for leadership and political will.
3. It is crucial to use the most effective keywords such as those gaining acceptance in the U.S. context including "resilient design," "livability," and "walkability."

New York Urban Thinkers Campus

As a way to involve the larger New York City population in the Habitat III process, the CSWG planned an Urban Thinkers Campus (UTC) on Saturday, 24 October 2015 under the theme "Road Map to the City We Need." More than 200 representatives from multiple constituencies participated in the event to discuss critical urban challenges and emerging practices that could contribute to the New Urban Agenda.

New York Urban Walks

The Civil Society Working Group for Habitat III worked in conjunction with the Habitat III Secretariat to lead a series of three Urban Walks. The walks were designed to showcase examples of positive urban design and governance in New York City to an audience involved in the Habitat III process, bring successful planning tools to their attention, and spark discussion on urban planning and the challenges of sustainable urban development.

Key participating organizations in the New York Civil Society Group

- Bahá'í International Community
 - Citiscope
- Columbia University
- Communitas Coalition
- Consortium for Sustainable Urbanization
 - Ford Foundation
- GAP Older Persons Partner Constituent Group
 - Global Platform for the Right to the City
 - Habitat for Humanity
 - Habitat International Coalition
 - Huairou Commission
- ICLEI - Local Governments for Sustainability
- IHC Global Coalition for Inclusive Housing and Sustainable Cities
 - Lincoln Institute
 - Metropolitan College
- Municipal Art Society of New York
 - Next City
 - The New School
- United Cities and Local Governments (UCLG)
 - University of Pennsylvania
- UN Major Group for Children and Youth
- Women's Environment & Development Organization
- World Resources Institute

Networking, knowledge-sharing, and a clearinghouse of information

The Civil Society Working Group for Habitat III received regular updates from the Habitat III Secretariat that prepared its members for all official events of the preparatory process and the Quito Conference.

With that background, members were able to engage in substantive discussion and analysis of policy documents, beginning with the 22 Issue Papers up through the Zero Draft of the New Urban Agenda, subsequent drafts, and adopted text. CSWG members additionally served as experts on the Habitat III Policy Units, and not only travelled to but also raised awareness about official meetings around the world. CSWG members also submitted opinion pieces, editorials, and news posts at both events as well as video journalism to advance the New Urban Agenda.

The CSWG collaborated with partners through the General Assembly of Partners and promoted knowledge sharing among the Partner Constituent Groups, with members actively participating in GAP and other partnership meetings in New York City. At the invitation of the Ford Foundation, the CSWG aligned its monthly meetings to the series of Urban Breakfasts co-hosted by the Habitat III Secretariat and the Ford Foundation. Finally, the working group has continuously linked its discussions on sustainable urbanization to the Sustainable Development Goals (SDGs), particularly SDG 11, and other global events such as COP21.

Post-Quito, the CSWG undertook an evaluation of civil society inputs and has decided to position itself as a focal point for New Urban Agenda implementation in New York City.

iii. The Urban Thinkers Campuses

The Urban Thinkers Campus (UTC) is an initiative of UN-Habitat and the partners of the World Urban Campaign, conceived as an open space for critical exchange between urban researchers, professionals, and decision-makers who believe that urbanization can lead to positive transformations. It is also a platform to build consensus between WUC partners engaged in addressing urbanization challenges. In the run up to Habitat III, UTCs brought together urban thinkers to reflect on current urban challenges and trends and to propose a new paradigm in order to contribute to the New Urban Agenda.



Together towards Habitat III stamp

Thousands of stakeholders were involved in the Habitat III preparatory process and the Conference itself. They found different ways to contribute and to be part of the discussions on the New Urban Agenda.

The Habitat III visual identity recognized this effort creating an stamp to be used by all those working towards the Habitat III Conference. (Consult the Habitat III website for more information on the Visual Identity).

Among all those initiatives, some of them within the framework of the Habitat III Regional and Thematic Meetings, others during the Preparatory Committees, or during the celebration of the Urban October, the World Habitat Day or the World Cities Day, there were a few leading innovation and contributing with a new approach to the Habitat III process.

Conflicts of an urban age – a special project at the 15th Architecture Biennale in Venice

In view of the Habitat III Conference and as part of the Urban Age programme, the London School of Economics and the Alfred Herrhausen Society jointly organized a pavilion dedicated to the themes of urbanization at the 15th Architecture Biennale in Venice, Italy. The exhibition helped visitors understand some of the consequences of rapid urban growth that has taken place between 1990 and 2015, and what might be done to make cities more equitable and sustainable in the future.

The pavilion was opened by Dr. Joan Clos, Secretary-General of the Conference; Paola Baratta, President, La Biennale di Venezia; Ricky Burdett, Curator, LSE Cities; Ute Weiland, Alfred Herrhausen Gesellschaft. Parts of the exhibition were showcased at the Habitat III Conference in Quito.

IV. ENGAGEMENT AND OUTREACH

A. Urban Breakfasts

The Urban Breakfasts were an initiative by the Habitat III Secretariat aimed at creating illuminating and refreshing dialogues to reflect on challenges facing sustainable urban development and key priorities to take into account in the development of the New Urban Agenda. Though customarily held in the mornings, on some occasions they also took place in the afternoon (see <http://habitat3.org/engagement/toolkits/toolkit-for-urban-breakfast/>).

The Urban Breakfasts served three main purposes:

- **Discuss key priorities for the New Urban Agenda:** Especially in the beginning of the Habitat III process, the Urban Breakfasts served as a forum to discuss key priorities to take into account in the New Urban Agenda. As urbanization often follows different paths and trajectories that are dependent on national and regional contexts, the Urban Breakfasts also focussed on introducing and discussing regional urban perspectives.
- **Provide updates on the Habitat III process and the development of the New Urban Agenda:** The Urban Breakfasts proved to be an effective tool to connect stakeholders and governments directly with the Habitat III Secretariat, providing a forum for questions and first-hand information on the process towards Habitat III.
- **Serve as an engagement tool and provide networking possibilities for all stakeholders:** The Urban Breakfasts were an excellent tool to mobilise stakeholders towards the Habitat III process. It allowed stakeholders to get together in an informal setting and receive information about engagement possibilities.

The Urban Breakfasts were initially held in New York. They started as Urban Thursday Breakfasts as cooperation between the Ford Foundation and the Habitat III Secretariat. As the concept proved to be very successful, the Urban Breakfasts spread quickly to different locations around the world with a diverse number of partners.

A total of 51 Urban Breakfasts were organized in the run-up to the Conference, with an average of 70 representatives attending each one. In total approximately 3,570 people attended an Urban Breakfast during the Habitat III.

After the Conference, four more Urban Breakfasts were organized as part of its legacy and focused on the implementation of the New Urban Agenda.

Successful partnerships initiative

The Urban Breakfasts proved to be a powerful engagement tool that brought together national, regional, and local governments, the United Nations organizations, a wide diversity of stakeholders and civil society organizations, and other urban actors. They not only connected the United Nations with key stakeholders and governments, but also helped to connect different actors with each other. The Urban Breakfasts were organized in collaboration with various esteemed partners. Organizations partnering / involved were:





National, regional, and local governments:

- African Union (AU)
- Autonomous Government of Catalonia, Spain
- Ayuntamiento de Mérida, Mexico
- Blantyre City Council, Malawi
- Caribbean Community (CARICOM)
- City of Antwerp, Belgium
- City of Barcelona, Spain
- City of Brussels, Belgium
- City of Madrid, Spain
- City of Paris, France
- City of Rio de Janeiro, Brazil
- City of Södertälje, Sweden
- Department for International Development (DFID), Government of the United Kingdom
- Embassies of the Republic of Ecuador
- eThekweni Municipality, Durban, South Africa
- European Union
- Global Island Partnership (GLISPA)
- Government of Chile
- Government of El Salvador
- Government of France
- High Commission of Malaysia in Nairobi, Kenya
- Lisbon Municipal council, Portugal
- Metropolitan Area of Lisbon
- Mexico City D.F., Mexico
- Ministry of Economy and Sustainable Development, Georgia
- Ministry of Education, Republic of Ecuador
- Ministry of Foreign Affairs, Argentina
- Ministry of Housing Kenya / Kenya Slum Upgrading Programme (KENSUP)
- Ministry of Lands and Housing, Botswana
- Ministry of Lands, Housing and Urban Development, Malawi
- Ministry of Local Government and Rural Development, Botswana
- Ministry of the Environment of Portugal
- Ministry of Transport, Argentina
- Ministry of Urban Development, Albania
- Nairobi County, Kenya
- Permanent Mission of Ecuador to the United Nations
- Permanent Mission of Japan to the United Nations
- Permanent Mission of Kenya to the United Nations
- Permanent Mission of Solomon Islands to the United Nations
- Permanent Mission of South Africa to the United Nations
- Permanent Mission of the Kingdom of the Netherlands to the United Nations
- Permanent Mission of the Republic of Singapore to the United Nations
- Permanent Mission of the United Arab Emirates to the United Nations
- Porto Municipal council, Portugal
- Prefeitura de Belo Horizonte, Brazil
- Provincia de Buenos Aires, Argentina
- South African National Department of Human Settlement
- Swedish International Development Cooperation Agency (SIDA)
- The Central American Integration System (SICA)
- The Metropolitan Area of Porto
- United States Department of Housing and Urban Development
- United States State Department

Foundations:

- Ford Foundation
- Friedrich Ebert Foundation
- Rockefeller Foundation

United Nations system and IGOs:

- International Federation of Red Cross and Red Crescent Societies
- Office of the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLS)
- Office of the United Nations High Commissioner for Refugees (UNHCR)
- The United Nations Library Geneva
- United Nations Country Team in Ecuador
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations Children's Fund (UNICEF)
- United Nations Development Programme (UNDP)
- United Nations Human Settlements Programme (UN-Habitat)
- United Nations Information Centres
- United Nations Institute of Training and Research (UNITAR) / Cifal Centres
- United Nations Office for South-South Cooperation
- United Nations Population Fund (UNFPA)
- United Nations Economic Commission for Europe (UNECE)
- United Nations Economic Commission for Latin America and the Caribbean (ECLAC)
- United Nations Regional Information Centres
- United Nations Volunteers (UNV)
- United Nations Entity for Gender Equality and the Empowerment of Women (UN Women)
- World Alliance of Cities Against Poverty (WACAP)
- World Bank
- World Food Programme (WFP)

Local governments' associations

- Association of Flemish Cities and Municipalities
- Association of Polish Cities
- C40
- Federación Argentina de Municipios
- ICLEI
- National Federation of Italian Municipalities (ANCI)
- UCLG

Universities:

- American University of Beirut, Lebanon
- American University of Kuwait, Kuwait
- Catholic University of Ecuador, Ecuador
- Catholic University of Santiago de Guayaquil, Ecuador
- Colegio Dominicano de Ingenieros, Arquitectos y Agrimensores, (CODIA), Dominican Republic

- Colegio Yucateco de Arquitectos AC, Mexico
- Flemish Institute for Technological Research, Belgium
- KU Leuven, Belgium
- Oxford University, United Kingdom
- Universidad Andina Simón Bolívar, Ecuador
- Universidad Autónoma de Yucatán, Mexico
- University Casa Grande, Guayaquil, Ecuador
- University of Botswana
- University of Chicago, United States
- University of Cuenca, Ecuador
- University of Lisbon, Portugal
- University of Pennsylvania, United States
- University of Porto, Portugal

Media:

- *Citiscopes*, United States
- Future Cities Catapult, UK
- *MO* Magazine*, Belgium
- Nation Media Group, Kenya

Civil Society / Non-governmental organizations:

- Botswana Homeless and Poor People's Federation, Botswana
- Centro de Investigación de Política Pública y Territorio (Cite), FLACSO Ecuador
- Colectivo Jóvenes de Quito, Ecuador
- Global Utmaning, Sweden
- Housing for the Youth, Botswana
- Huairou Commission, United States
- Movement of the indigenous people of Ecuador, (ECUARUNARI)
- MPower Fryshuset, Sweden
- Natural Resources Defense Council (NRDC), United States
- Portuguese Association of Urban Planners, Portugal
- Save the Children Sweden
- Swedish Association of Public Housing Companies
- Tadamun Cairo Urban Solidarity Initiative, Egypt
- The GoDown Arts Centre, Kenya

Regional Business Associations

- Cámara Mexicana de la Industria de la Construcción
- Fiep – Federação das Indústrias do Estado do Paraná, Brasil
- Malawi Confederation of Chambers of Commerce and Industry

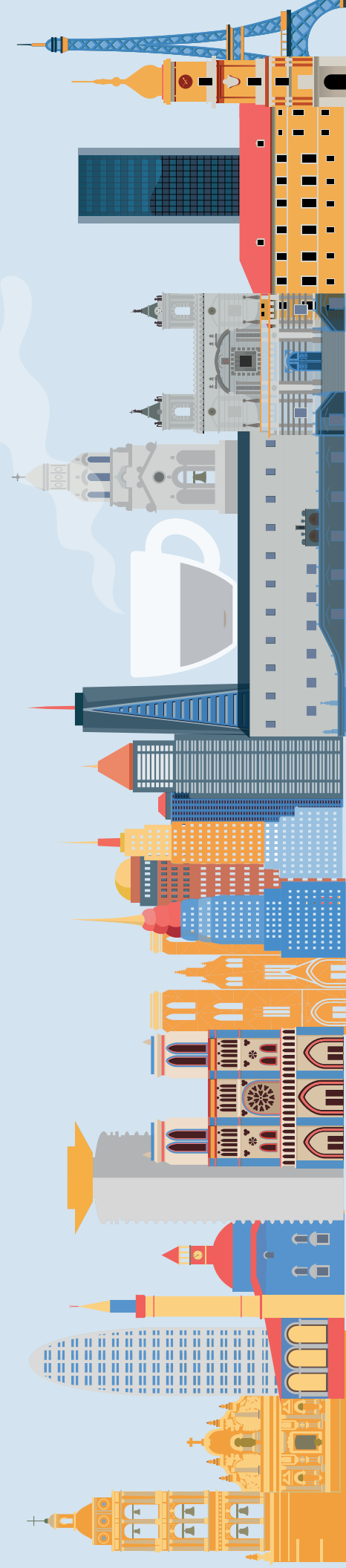
Others:

- Agencia Nacional de Seguridad Vial (ANSV), Argentina
- Casa de la Cultura Ecuatoriana, Ecuador
- Central American Council of Housing and Human Settlements (CCVAH)
- Flacso Latin American Social Sciences Institute
- Instituto Pereira Passos (IPP), Brazil
- Sweco engineering consultancy, Sweden
- Telefónica de Argentina, Argentina

Figure 6.
List of Urban Breakfasts by date

Date	City	Country
12 December 2015	New York	USA
14 January 2016	Brussels	Belgium
16 January 2016	New York	USA
16 February 2016	Brussels	Belgium
18 February 2016	New York	USA
19 February 2016	New York	USA
30 March 2016	Quito	Ecuador
31 March 2016	New York	USA
21 April 2016	New York	USA
09 May 2016	Geneva	Switzerland
19 May 2016	New York	USA
31 May 2016	Brussels	Belgium
15 June 2016	Paris	France
16 June 2016	New York	USA
20 June 2016	Washington	USA
23 June 2016	Quito	Ecuador
30 June 2016	Quito	Ecuador
07 July 2016	Quito	Ecuador
14 July 2016	Quito	Ecuador
18 July 2016	Lisbon	Portugal
19 July 2016	Porto	Portugal
28 July 2016	Quito	Ecuador
04 August 2016	Quito	Ecuador
11 August 2016	Cuenca	Ecuador
19 August 2016	Guayaquil	Ecuador
25 August 2016	Quito	Ecuador
30 August 2016	Antwerp	Belgium
30 August 2016	Curitiba	Brazil
31 August 2016	Quito	Ecuador

Date	City	Country
01 September 2016	Nairobi	Kenya
05 September 2016	Mérida	Mexico
08 September 2016	Quito	Ecuador
13 September 2016	Geneva	Switzerland
13 September 2016	London	UK
15 September 2016	Quito	Ecuador
16 September 2016	Madrid	Spain
19 September 2016	Tbilisi	Georgia
20 September 2016	Santo Domingo	Dominican Republic
22 September 2016	Quito	Ecuador
23 September 2016	Rio de Janeiro	Brazil
26 September 2016	Buenos Aires	Argentina
28 September 2016	Stockholm	Sweden
28 September 2016	Montevideo	Uruguay
29 September 2016	San Salvador	El Salvador
30 September 2016	Mexico City	Mexico
03 October 2016	Lilongwe	Malawi
03 October 2016	Geneva	Switzerland
05 October 2016	Durban	South Africa
05 October 2016	Belo Horizonte	Brazil
06 October 2016	Brussels	Belgium
07 October 2016	Gaborone	Botswana
10 April 2017	Warsaw	Poland
9 May 2017	Nairobi	Kenya
25 May 2017	Rome	Italy
13 June 2017	Barcelona	Spain



B. Urban Walks¹⁰

The Habitat III Urban Walks, held by the Habitat III Secretariat in collaboration with various esteemed partners, are a series of organized walking tours that highlighted items of the New Urban Agenda at the local level in different cities, showcasing urban solutions, challenges, and innovation in urban spaces.

The Urban Walks were originally conceived in collaboration with the New York-based Civil Society Working Group on Habitat III and later expanded to take place in other cities and with a wider range of partners.

The walks presented an opportunity to initiate discussion on urban planning and the challenges of sustainable urban development by welcoming participants to experience and witness successful planning tools and urban interventions.

During the Habitat III process, the Urban Walks were open to those involved in the Habitat III process, as well as those interested in learning more about the New Urban Agenda and its practical application at all levels.

They brought successful innovation, planning, governance, and community engagement tools to the attention of the audience and engaged participants in a discussion on the challenges of sustainable urban development. The walks also provided a platform for civil society to engage delegations and the United Nations representatives who were in New York for the negotiations.

Many of the Habitat III Urban Walks took place before and after the Habitat III intergovernmental negotiations and informal hearings in New York; this presented an opportunity for attendees of these sessions to engage with the material on a local level. However, the walks were also open to the public, and continued up until the Habitat III Conference, and after as well.

Showcasing city-level innovations

Habitat III presented a unique opportunity to discuss and address the challenges of sustainable urban development on a global level. The Urban Walks showcase how the New Urban Agenda can be translated into real change at the city level, highlighting interventions in and around New York City. By discussing these issues on the streets of the city, the Habitat III Urban Walks brought the New Urban Agenda to life and engaged citizens around the world in the implementation of this document.

Local civil society engagement

The Urban Walks typically included around 20 participants. This number ensured quality guidance, interactions, and discussions. The walks usually took two hours.

The local partner was responsible for proposing the agenda, the walking route, identifying the local expert tour guides, and ultimately leading the tour. The Urban Walk meeting points were required to be easily accessible by public transportation. Local partners were also responsible for preparing and gathering a fact sheet on the route, talking points, further technical information of the solution/ tool being presented, and contact information. The Habitat III Secretariat then included these in the welcome package that was distributed on the day of the walk.

The Habitat III Secretariat met with the partner organizations to discuss the purpose, the theme, and the date of the event, and was in charge of the promotion of the event, the registration process, and the confirmation of the attendees.

The Habitat III team also prepared the welcome package based on the local partner inputs and relevant information about the New Urban Agenda and the Habitat III process, and attended the walk with the local partner, managing communications and facilitating the arrival of any delegates.

Overview of the Habitat III Urban Walks

- Learning from the Lower East Side. Housing and Public Spaces: Historic New York City Neighbourhood in Transition,** 15 May 2016, Lower East Side, Manhattan, New York. This walk included speakers from the organization Community Access, the Cooper Square Committee, and the Housing Preservation & Development Deputy Commissioner for the Office of Neighborhood Strategies for New York City, Downtown Art. It explored the co-op model and land trust which are designed to keep housing permanently affordable and informed visitors of how the city is considering using the land trust model as a way of preserving affordable housing in other communities.
- Learning from Williamsburg. The Right to the City and Cities for All: Results-Based Holistic and Participatory Planning within Pressures of Inequality,** 18 May 2016, Williamsburg, Brooklyn, New York. This tour included speakers from St. Nicks and the Huairou Commission and Neighborhood Women Living and Learning Centre, as well as the Swinging Sixties Community Centre.
- Learning from Harlem. Urban Planning and Management: An Inclusive Re-development of the Frederic Douglass Boulevard Corridor,** 5 June 2016, Harlem, Manhattan. This walk included speakers from the organization Community Access, the Cooper Square Committee, and the Housing Preservation & Development Deputy Commissioner for the Office of Neighborhood Strategies for New York City, Downtown Art. It explored the co-op model and land trust which are designed to keep housing permanently affordable and informed visitors of how the city is considering using the land trust model as a way of preserving affordable housing in other communities.

¹⁰ Find more information here: <http://habitat3.org/engagement/events/urban-walks/>

- **Jane's Walk: Four Freedoms park, Roosevelt Island, and the New Urban Agenda.** 6 May 2017, Roosevelt Island, New York City. This walk explored the history of Roosevelt Island, which is a separated area that is still a part of New York City, and lessons that can be drawn from its development and principles of well-planned urban development in the New Urban Agenda.

- **Jane's Walk: The New Urban Agenda and Stories of Change,** 6 May 2017, Nairobi, Kenya. This Jane Jacobs Urban Walk, coordinated with UN-Habitat and local partners Kuonkuey Design Initiative (KDI) and Pawa 254, highlighted the participatory planning activities of different groups in their communities.

- **Learning from Williamsburg. The Right to the City and Cities for All: Results-Based Holistic and Participatory Planning within Pressures of Inequality,** 18 May 2016, Williamsburg, Brooklyn, New York. This tour included speakers from St. Nicks and the Huairou Commission and Neighborhood Women Living and Learning Centre, as well as the Swinging Sixties Community Centre.

- **The New Urban Agenda of Waterfront. Learning on redevelopment of an industrial area into a cultural Hub,** 31 May 2017, Saint Petersburg, Russian Federation. This walk was coordinated in collaboration with UN-Habitat and the Institute for Street Art Explorations and Development. The walk highlighted the participatory planning activities in the industrial areas of Saint Petersburg, focusing on waterfront transformation and urban regeneration.

- **Learning from Harlem. Urban Planning and Management: An Inclusive Re-development of the Frederic Douglass Boulevard Corridor,** 5 June 2016, Harlem, Manhattan. This walk took participants around the Harlem area, highlighting the issues of inclusion and gentrification in the historic area of Harlem in New York City.

- **Learning from Geneva, Geneva's Plan Lumière for welcoming, safe and inclusive public spaces,** 31 October 2016, Geneva, Switzerland. This walk focused on the public spaces' lighting strategy of the city of Geneva, and was guided by an architect and light engineer.



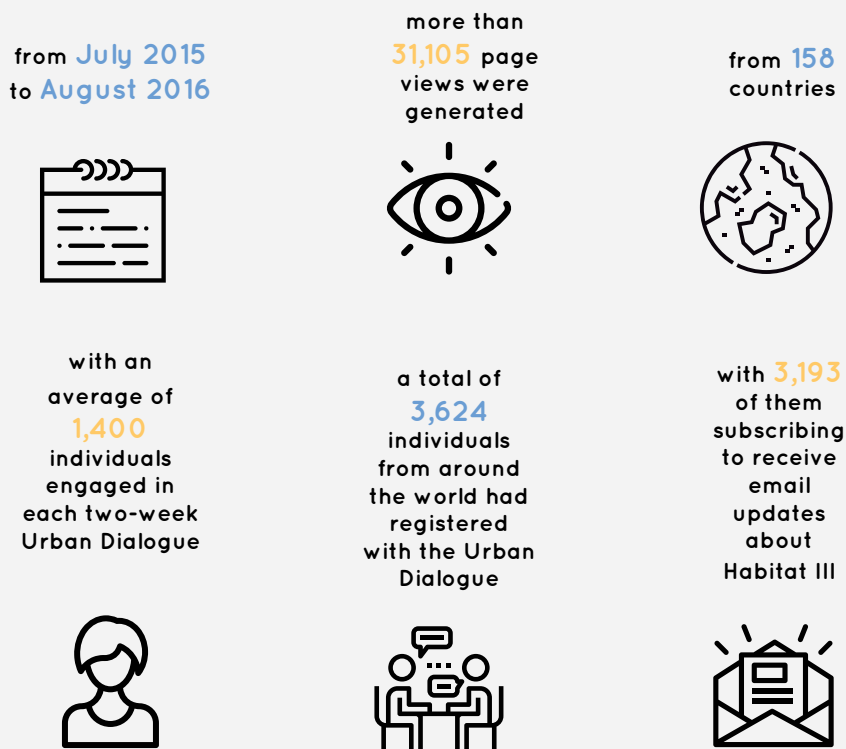
C. Urban Dialogues

The Habitat III Urban Dialogues were a series of e-discussions or online forums which took place over the course of the Habitat III process. It gathered views from all interested players to bring forward new and emerging thinking on urban issues in the conceptualization and negotiations of the New Urban Agenda. Participation was open to the public, and participants were only required to register on the online platform.

The Urban Dialogues succeeded in bringing together a broad range of stakeholders to discuss major ideas of the New Urban Agenda, enhancing the debate and enriching the Habitat III participatory process as well as the development of the New Urban Agenda.

18 interactive debates were conducted, with a total of 47 discussion questions and 1,332 comments.

Figure 7.
Urban Dialogues
in numbers



Comments were received from individuals, national government representatives, international NGOs, regional institutions, community-based organizations, research organizations, donor organizations, and independent consultants. Though the majority of participants in the dialogues for the Habitat III Regional Meetings tended to be from the region in question, each dialogue also attracted visitors from other regions.

Discussions were led by 38 moderators, composed mainly of experts from the United Nations Task Team on Habitat III, and secondarily of representatives from national governments, local authorities, the private sector, academia, and the General Assembly of Partners. Out of these 38 moderators, 24 were male and 14 female; 18 from Europe and North America, 8 from Asia and the Pacific, 7 from Latin America and the Caribbean, 4 from Africa, and 1 from Western Asia. Moderators also provided analytical inputs to the final reports of each online dialogue.

The top 5 performing dialogues were on the following topics



The Issue Papers' Thematic Areas



The Zero Draft of the New Urban Agenda



Public Spaces



The Regional Challenges for Latin America and the Caribbean



The Surabaya Draft of the New Urban Agenda

Figure 8.
Urban Dialogue's participation

Urban Dialogue topic	Dates	Number of discussion questions	Total replies	Number of visitors (total reach)
1. Draft New Urban Agenda – PrepCom3, Surabaya	20 - 28 July 2016	2	78	1,955
2. Zero Draft of the New Urban Agenda – New York	9 May - 7 July 2016 (3 parts)	6	178	8,946
3. Open-ended Informal Consultative Meetings – New York	25 - 29 April 2016	6	57	1,460
4. Latin America and the Caribbean – Toluca	4 - 15 April 2016	2	85	2,312
5. Informal Settlements – Pretoria	23 March - 3 April 2016	4	69	1,710
6. Public Spaces – Barcelona	14 - 26 March 2016	3	147	2,298
7. Sustainable Housing in Europe – Prague	16 - 20 March 2016	1	5	253
8. Financing Urban Development – Mexico City	22 February - 6 March 2016	3	73	1,562
9. Sustainable Energy and Cities – Abu Dhabi	12 - 24 January 2016	2	59	752
10. Intermediate Cities – Cuenca	20 October - 6 November 2015	3	61	1,298
11. Metropolitan Areas – Montreal	22 September - 2 October 2015	2	21	468
12. Civic Engagement – Tel Aviv	24 August - 2 September 2015	2	18	667
13. Thematic Area Urban Dialogues	6 - 31 July 2015	11	481	7,424
		47	1,332	31,105
13.1 Social Cohesion and Equity	6 - 31 July 2015	1	80	1,703
13.2 Urban Frameworks	6 - 31 July 2015	2	78	1,161
13.3 Spatial Development	6 - 31 July 2015	4	94	1,157
13.4 Urban Economy	6 - 31 July 2015	1	85	1,080
13.5 Urban Ecology and Environment	6 - 31 July 2015	2	59	1,005
13.6 Urban Housing and Basic Services	6 - 31 July 2015	1	85	1,318
		11	481	7,424

Set up of the Urban Dialogues

The decision to conduct the Urban Dialogues online was made taking into account the previous experiences of the United Nations agencies, especially with Rio+20 and the Post-2015 Development Agenda.

The first Urban Dialogues was launched on the thematic areas of the Habitat III Issue Papers as a consultative process and participation was open to anyone who registered on the online platform who were asked to share their experiences, perspectives, and questions throughout the debate period. The results of the online discussions were shared with relevant Policy Units in order to feed into the elaboration of the Habitat III Policy Papers.

Subsequent to this, each Habitat III Thematic Meeting and the Latin America and the Caribbean Regional Meeting were preceded by an Urban Dialogue. Comments generated by the online discussions were expected to collect inputs for the concept paper of the meeting and to inform the meetings' declaration. Urban Dialogues were also held at different drafting stages of the New Urban Agenda during the intersessional process in New York, ramping up momentum towards the Conference in Quito.

Methodology

Each Urban Dialogue was moderated by a team of at least two experts, the majority of whom were from United Nations agencies, then followed by moderators from civil society organizations and national governments. Moderators were selected based on the Urban Dialogues Moderators' Terms of Reference and provided with guidelines and training.

A total of 38 expert moderators led the discussions, providing expert inputs on shaping the stream of inquiries and feedback, interacting with participants on a daily basis, and posting regular, brief summaries to synthesize the main themes emerging from the dialogues and propose new questions. The moderation group also provided analytical inputs to the final reports of each online Urban Dialogue.

Promotion of Urban Dialogues

The Urban Dialogues were promoted through the Habitat III website, newsletter mailing list, and official social media accounts with the hashtag #H3UrbanDialogues as well as through a number of urban development networks including United Nations agencies and NGOs, through Member States, partners' social media, and via email campaigns to various partner organizations.

For each Urban Dialogue, a Communication and Social Media Kit was distributed in order to provide partners and participants with key messages, samples posts, and emails to spread the word about the discussion and help promote participation.

Overview of Urban Dialogue Topics

- Draft New Urban Agenda - PrepCom3
- Zero Draft of the New Urban Agenda
- Open - ended Informal Consultative Meetings
- Informal Settlements
- Public Spaces
- Sustainable Housing in Europe
- Financing Urban Development
- Sustainable Energy and Cities
- Intermediate Cities
- Metropolitan Areas
- Civic Engagement

Thematic Area Urban Dialogues

- Social Cohesion and Equity
- Urban Frameworks
- Spatial Development
- Urban Economy
- Urban Ecology and Environment
- Urban Housing and Basic Services

D. Urban October: World Habitat Day and World Cities Day

The 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 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 local, regional, and national levels.

The Urban October 2016 was launched on 3 October with World Habitat Day, under the theme “Housing at the Centre,” and ended on 31 October with World Cities Day under the theme “Inclusive Cities.”

In 2016, Urban October built up to and surrounded the Habitat III Conference. In addition, it also marked one year since the adoption of the Sustainable Development Goals, where particular attention to cities and human settlements is highlighted under Goal 11.

The Global Observance of World Cities Day in Quito

The Global Observance of World Cities Day 2016 was on 31 October at the City Museum in Quito, Ecuador. The event was hosted by the Habitat III Secretariat, UN-Habitat, the City of Quito and the Shanghai Municipal People's Government. The opening ceremony was attended by Bai Tinghui the Director of Shanghai Water Authority, Mauricio Rodas Espinel, the Mayor of Quito, and Kumaresh Misra, the Deputy Secretary-General of the Habitat III Conference.

The Shanghai Manual

The Shanghai Manual 2016 - A Guide for Sustainable Urban Development in the 21st Century was launched on 18 October 2016 at the Habitat III Conference in Quito, Ecuador. The publication is a collection of case studies, experiences, and expertise drawn from around the world on how we can create a sustainable urban future together. The Shanghai Manual will be updated annually as part of the implementation of the New Urban Agenda and the 2030 Agenda for Sustainable Development.

In the future, the World Cities Day is expected to be the platform to annually update and promote relevant work concerning the Shanghai Manual as part of the implementation of the New Urban Agenda and the 2030 Agenda for Sustainable Development.

Presentation of the New Urban Agenda in New York

On the occasion of World Cities Day, Dr. Joan Clos, the Secretary-General of the Conference presented the outcome document of the Habitat III Conference, the New Urban Agenda during the Media Briefing in New York.

More than 100 World Cities Day and World Habitat Day activities were organized by partners in 47 countries around the world during Urban October 2016.



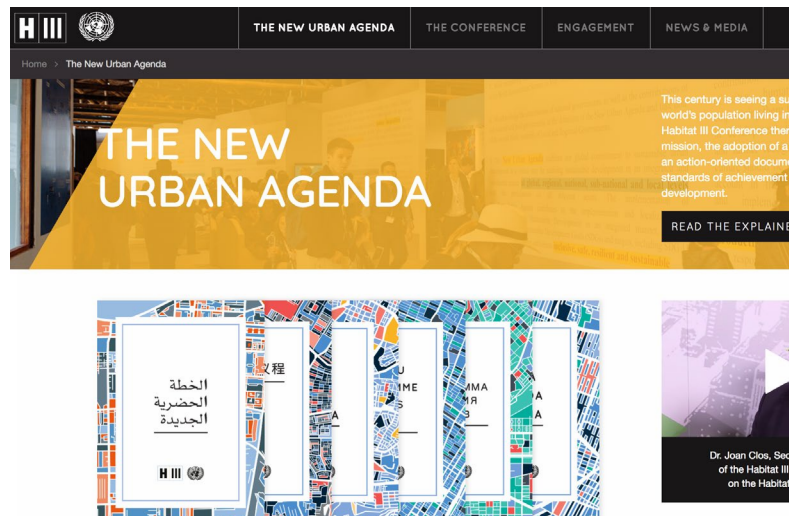


V. ONLINE COMMUNICATIONS AND ADVOCACY

A. The media and communications strategy overview

The communications strategy for Habitat III, implemented from January 2015 and further enhanced and expanded in January 2016, had the following overarching goals:

- To inform:
 - Provide access to information about the process and the Conference
 - Attract global attention to Habitat III
 - Enrich general knowledge about global urbanization as a driver and source of development.
- To promote engagement and participation:
 - Make the process and the Conference participative for all
 - Strengthen the ONE UN global leadership (added in 2016)
 - Convey a feeling that everyone can contribute to the New Urban Agenda discussion and in the way we transform cities and towns
- To transfer knowledge:
 - Exchange urban knowledge
 - Gather information that would contribute to and enrich urban knowledge
- To raise awareness:
 - Make the notion of sustainable urban development as a key driver of global development understandable to partners, urban actors, and a broad audience
- To catalyze action/change:
 - Position cities on top of the political agenda for 2016-2036
 - Get action from national governments and urban actors
 - Get partners, urban actors, governments at all levels, and various stakeholders to commit to the New Urban Agenda
- Provide action perspectives to Member States and decision-makers to deliver visible results through the New Urban Agenda.
- Main target audiences for the communications strategy were:
 - Member States / National Governments
 - Regional and Local Governments
 - Civil Society Organizations
 - Donors
 - United Nations system
 - IGOs
 - Media
 - Citizens



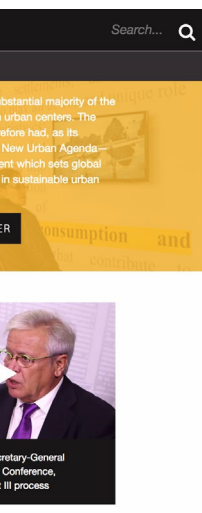
Global Key Messages in 2015:

- Throughout modern history, urbanization has been a major driver of development and poverty reduction.
- Advances in technology, realignment of global power relations, changes in demographic profiles, recognition of emerging resource constraints as well as the reassertion of questions of rights and justice in the global development world have triggered a profound systemic change. The new international order provides more room for cities and regional economies to contribute to national development through direct participation in the global economy.
- It is time to think urban: how to mobilize the global community and focus all levels of human settlements, including small rural communities, villages, market towns, intermediate cities and metropolises for demographic and economic growth.

Global Key Messages in 2016 were:

Principal

- In an urbanized world, in which global urban population will reach 70 per cent in 2050, urbanization becomes the key element of global development.
- Urbanization, when well-managed, is a driver and a source of development.
- Habitat III, as a United Nations conference, is the only opportunity to bring together all needed actors to agree on global commitments on sustainable urbanization for a better future for the planet.
- National governments can respond to this key development opportunity through a New Urban Agenda, the action-oriented outcome of the Habitat III Conference that will focus on urban policies and strategies.



Secondary

- Habitat III can help systematize the alignment between cities and towns and national planning objectives in their role as drivers of national economic and social development.
- Habitat III is expected to be one of the most participatory conferences of the United Nations, recognizing the role of local authorities and communities in sustainable urban development and in the implementation of the New Urban Agenda.

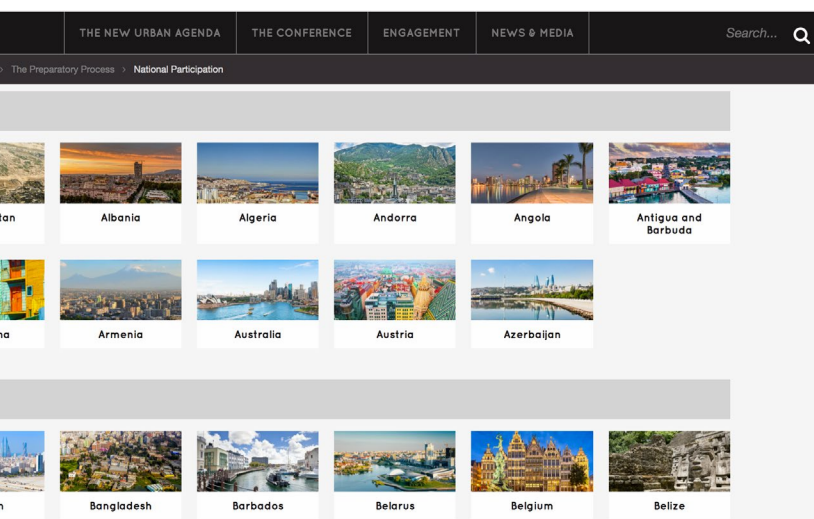
B. The website

The Habitat III website was the main hub for publishing information related to the preparatory process and the Conference as well as knowledge products resulting from the preparatory process.

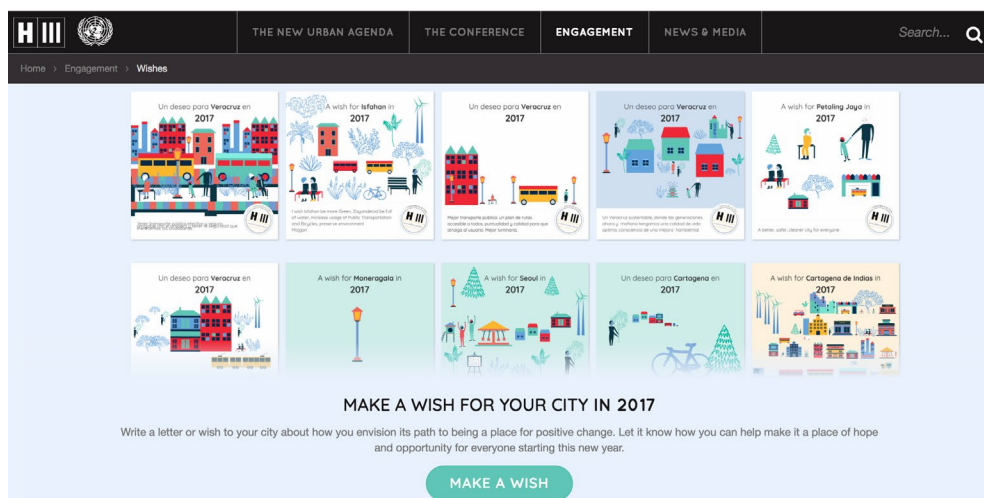
As a knowledge sharing and advocacy tool, the website was bi-directional, in that it was also a space where users could upload documents and feed content into the process at various levels of access.

The website hosted at www.habitat3.org underwent three redesigns, resulting in three editions:

- The first edition, active from mid-2015 to 18 September 2016, primarily provided information and knowledge about the Conference to governments and partners actively mobilized in the preparatory process.
- The second edition, launched on 19 September 2016, as the Conference drew near, heavily centred on information about the Conference and Quito (registration to the Conference, the Conference programme, practical information about travel to Quito, etc.).
- The third edition was launched post-Conference in May 2017 to take on a forward-looking approach with content centred on the implementation of the New Urban Agenda and as part of the legacy of the event.



A host of communications tools used to carry out the goals and key messages to various partners includes the website, social media, digital and print info, and advocacy materials; while engagement activities designed to create awareness, share information and updates, and mobilize partners include Urban Breakfasts, Urban Dialogues, Urban Journalism Academies, and Urban Walks.



Some of the key platforms during in these three editions were:

- Registration to the Conference and several events leading up to it was hosted here. Registered users could post comments and inputs on the different forum topics discussed in the online Urban Dialogues, which had its own page on the website.
- During the Conference in Quito, a function called Quito Connect allowed Conference registrants and attendees to reach out and network with one another.
- A Wish for My City¹¹, an interactive engagement tool set up at the beginning of 2017, enabled the public to design postcards and write a letter or wish to their city about how they envisioned its path to being a place for positive change.
- The website also hosted the online platform of the Quito Implementation Plan¹², an online platform where partners may express and launch voluntary commitments to the implementation of the New Urban Agenda in the form of projects and programmes, and where they can join existing commitments. At the time of writing, plans are underway to enhance this platform with more features, interactivity, and networking functions as part of the Habitat III legacy and in the lead-up to the ninth session of the World Urban Forum to be held in Kuala Lumpur, Malaysia, in February 2018.

From 1 July 2015 to 18 September 2016, the period of the first edition of the website, there were:

- 231,269 users who initiated at least one session — of which 44.59 per cent were new visitors and 55.41 per cent were returning visitors
- 519,252 sessions (a session is an instance a user is actively engaged with the website)
- 1,901,980 pageviews (pageviews reflect the total number of pages viewed, repeated views of a single page are counted), 44.53 per cent new sessions (estimate of the percentage of first time visits)

The top users were from the following 10 countries:

- United States of America (the)
- Ecuador
- Indonesia
- Mexico
- Brazil
- Spain
- Germany
- United Kingdom of Great Britain and Northern Ireland (the)
- Colombia
- France

¹¹ Find more information here: <http://habitat3.org/engagement/wishes/>

¹² See <http://nuaimplementation.org/>

Top regions of users:

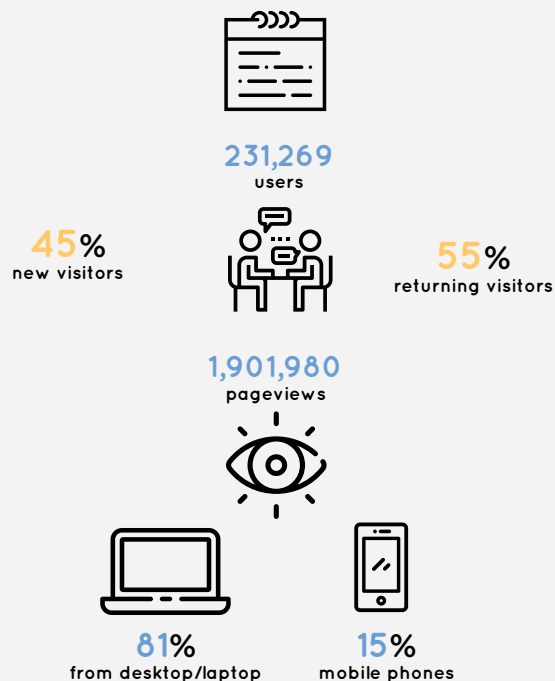
- North America and Europe
- Latin America and the Caribbean
- Asia-Pacific

Top visited pages are as follows:

- Homepage
- Urban Dialogue on the Draft New Urban Agenda - PrepCom3 Surabaya
- About Habitat III
- Urban Dialogue on Public Spaces (Barcelona Thematic Meeting)
- Third Preparatory Committee Meeting (PrepCom3)
- New Urban Agenda
- Urban Dialogue on Intermediate Cities: Urban Growth and Renewal (Cuenca Thematic Meeting)
- Habitat III Village Call for Proposals
- Habitat III Conference Registration
- Urban Dialogue for the Latin America and Caribbean Regional Meeting

The website was accessed via desktop/laptop 81.80 per cent of the time, followed by mobile phones at 14.65 per cent, then tablets at 3.55 per cent.

Figure 9.
Website statistics from 1 July 2015 to 18 September 2016



From 19 September 2016 to 31 December 2016, the period of the second edition of the website, there were:

- 231,808 users -- of which 54.10 per cent of were new visitors and 45.90 per cent were returning visitors
- 428,789 sessions
- 1,411,903 pageviews, 54.05 per cent new sessions

The top users were from the following 10 countries:

- Ecuador
- United States of America (the)
- Mexico
- Brazil
- Colombia
- United Kingdom of Great Britain and Northern Ireland (the)
- Germany
- Spain
- Canada
- France

Top visited pages are as follows:

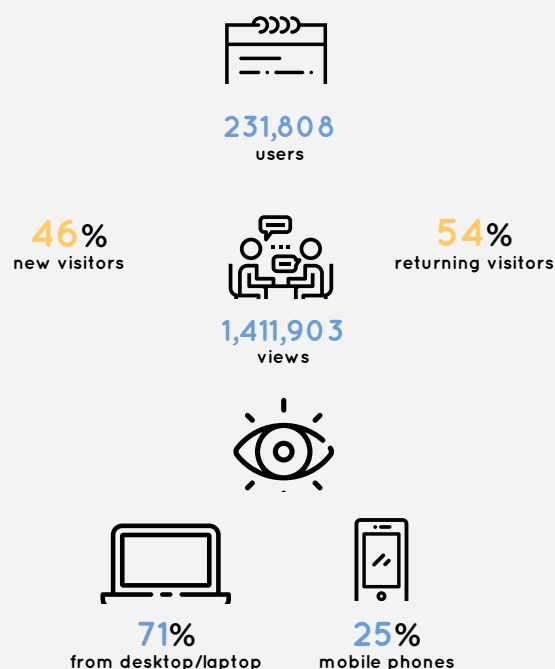
- Homepage
- Habitat III Conference Programme
- New Urban Agenda
- Habitat III Speakers
- About Habitat III
- Habitat III Registration
- Quito Implementation Plan
- Habitat III Livestreaming
- Habitat III Village
- Come to Quito (practical information for travel to Quito)

The website was accessed via desktop/ laptop 70.88 per cent of the time, followed by mobile phones at 24.91 per cent, then tablets at 4.21 per cent.

The top performing date ranges of the Habitat III website are as follows:

- 19 September 2016 to 31 December 2016: this was the period immediately surrounding the Conference; user activity during this 1.5-month period was almost as high as the total of the 14 previous months.
- July 2016: when PrepCom3 was held and an Urban Dialogue on the Zero Draft of the New Urban Agenda in advance of PrepCom3 was launched, user activity was highest at pages related to PrepCom3.
- August 2016: high user activity on pages for the Conference registration, residual discussions at the Urban Dialogue on the Zero Draft of the New Urban Agenda in advance of PrepCom3, information and call for proposals for the Habitat III Exhibition, information and call for proposals for the Habitat III Village, and information on how to join as a Habitat III Volunteer.

Figure 10.
Website statistics from 19 September 2016
to 31 December 2016



- May and June 2016: user activity was highest for the Urban Dialogues on the Zero Draft of the New Urban Agenda that took place during the intersessional process from April to July 2016, information about the upcoming PrepCom3, and information on how to apply to organize side events, networking events, and projects for the Habitat III Village for the Conference in Quito.

Habitat III legacy online

In order to ensure the legacy of Habitat III, including the extensive online archive of all content generated in the Habitat III process, the Habitat III Secretariat ensured that all online content and all domains purchased during the Habitat III Conference will continue to exist in the future, beyond the operational closing of the Habitat III Secretariat.

As part of the Habitat III Legacy project, the Habitat III Secretariat digitalised content from the Habitat I and Habitat II conferences. The content from these conferences will be available in the future on: www.habitat1.org and www.habitat2.org.

C. Social media channels

Social media channels were used by the Habitat III Secretariat as a way to communicate and engage with a diverse audience that included partners mobilized during the preparatory process, other urban actors, as well as the general public.

I. Twitter

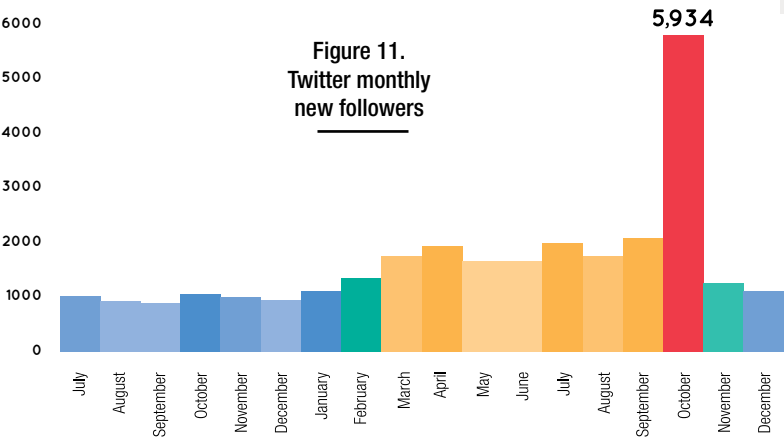
<https://twitter.com/Habitat3UN>

Twitter had been Habitat III's main social media channel, with New Followers and Engagement as the key metrics used to measure activity. New Followers indicate the number of users that have followed the Habitat III Twitter account. Engagement indicates the total number of times a user has interacted with a Tweet. This would include all clicks anywhere on a Tweet, likes, replies, retweets, and follows.

In the span of over a year, from July 2015 to December 2016, total followers increased from 215 in July 2015 to 18,616 by December 2016.

The highest increase took place in October 2016, the Conference period, with the addition of 5,934 new followers; followed by September 2016 (1,693 new followers) when the New Urban Agenda was adopted at informal intergovernmental meetings in advance of Quito and published online, and when pre-Conference information was prolifically deployed.

The third highest month for new followers is July 2016, when PrepCom3 was held; followed by April 2016, with high user activity surrounding the Thematic Meeting on Public Spaces in Barcelona and the Open-Ended Informal Consultative Meetings in New York; and the fifth highest month is March 2016 with high user activity surrounding the Urban Dialogue on Public Spaces in advance of the related thematic meeting in Barcelona as well as promotional messages on and live reporting from the Regional Meeting on Europe and North America which was held in the same month in Prague, Czech Republic.



Engagement follows a similar pattern as New Followers with slight differences, and especially measures activity or how much users interacted with content. It was highest in October, followed by September 2016, understandably due to the Conference and all the outreach in advance of it.

The third highest month for Engagement was June 2016, around the time of the Informal Hearings with Stakeholder Groups. Fourth highest was July 2016 during PrepCom3; and fifth highest was August 2016, especially around content on World Humanitarian Day and pre-Conference information on registration for Quito and Habitat III Village.

Audience

In terms of audience, followers are almost split between male (52 per cent) and female (48 per cent), with Politics and Current Events being their top interest.

Top users are from the following 10 countries:

- Ecuador
- United States of America (the)
- Mexico
- Colombia
- United Kingdom of Great Britain and Northern Ireland (the)
- Spain
- Canada
- France
- India
- Argentina

Figure 12.
Twitter audience by gender

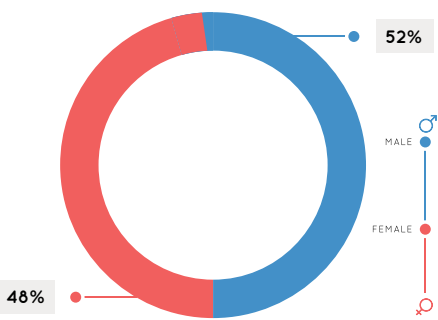
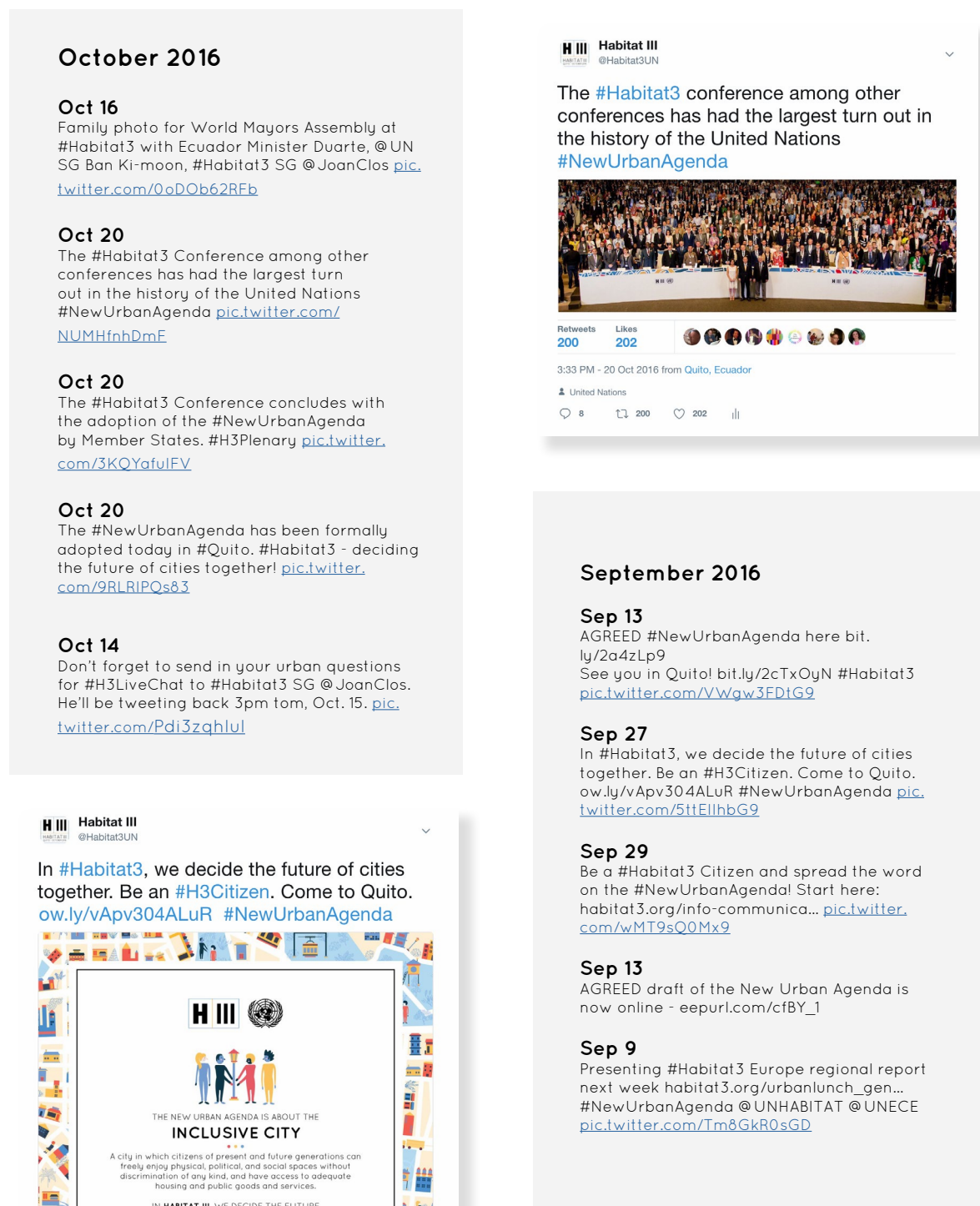


Figure 13.
Top 5 tweets for each of the five
months with the highest engagement:



August 2016

Aug 19

The #NewUrbanAgenda acknowledges the need to reaffirm full respect for international humanitarian law. #Habitat3 [pic.twitter.com/fUD8abQ73E](https://twitter.com/fUD8abQ73E)

Aug 5

For registration and more information, visit: habitat3.org/the-new-urban-... #Habitat3 #NewUrbanAgenda [pic.twitter.com/Dj8nJ7lInx](https://twitter.com/Dj8nJ7lInx)

Aug 23

Intergovernmental negotiations on #NewUrbanAgenda to continue in NYC September 7-9. Stay tuned for more updates! #Habitat3

Aug 10

Read on about the 41 projects selected for #Habitat3 Village in Quito! bit.ly/2aBMy3v #H3Village [pic.twitter.com/KHlhRRBp0b](https://twitter.com/KHlhRRBp0b)

Aug 12

#YouthDay2016 #Habitat3 #NewUrbanAgenda [pic.twitter.com/f0j2R52cZF](https://twitter.com/f0j2R52cZF)



June 2016

Jun 24

Registration to #Habitat3 in Quito is now open! <https://t.co/sXNixQPJwy> #NewUrbanAgenda See you in Quito! @Joanclos <https://t.co/XfwoDGGOHQ>

Jun 20

View the Revised Zero Draft of the #NewUrbanAgenda online at: <https://t.co/cp7wJL5zLc> #Habitat3 <https://t.co/0bd5JHtZU>

Jun 20

Side events <https://t.co/waFhle4Mf> & networking events <https://t.co/lBvEKChCIs> See you in Quito #Habitat3 @joanclos <https://t.co/hlSdzzhKLW>

Jun 29

Can't be in NYC but want to have your say on the #ZeroDraft? Join the #H3UrbanDialogues! <https://t.co/2bvUGUyFVJ> <https://t.co/wBOssFZeNe>

Jun 6

A city is a contract between people & civil society. When we leave people out, the contract fails. -@victorpineda @enablingcity #Habitat3

July 2016

Jul 19

What defines the character of a city is its public space @Joanclos. #H3PrepCom3 <https://t.co/VmmhmPLTys> <https://t.co/65lnviQp9f>

Jul 25

Welcome to the #H3PrepCom3 in #Surabaya! Plenary is starting now. Watch live on <https://t.co/9pwTRLycOk>. #Habitat3 <https://t.co/VcjwxioPFZ>

Jul 5

On the way to a #NewUrbanAgenda: Register now for the #H3PrepCom3 in #Surabaya! More info: <https://t.co/RlBkC6XZlg> <https://t.co/GiltAehL3o>

Jul 12

Plan your trip to #Surabaya, #Indonesia for #H3PrepCom3: <https://t.co/oYMqZ52trT> @KemenPU <https://t.co/qmw4ex7wtX>

Jul 18

On the way to the #NewUrbanAgenda: Find out more about #Habitat3 PrepCom3 <https://t.co/VmmhmPLTys> #H3PrepCom3 @UN <https://t.co/lvSsDYY8Jj>

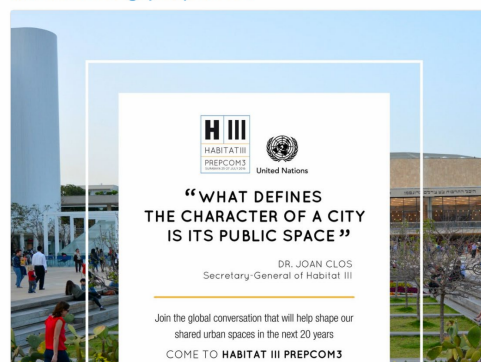


Can't be in NYC but want to have your say on the **#ZeroDraft**? Join the **#H3UrbanDialogues!** bit.ly/1T1IHYc

Traducir Tweet



“What defines the character of a city is its public space” @Joanclos. **#H3PrepCom3** habitat3.org/prepcom3



ii. Facebook

<https://www.facebook.com/Habitat3UN/>

While Twitter was a platform for instantaneous reporting, Facebook was used for more long-term storytelling and populated with more substantial and rich content due to unlimited text length and capacity to share photos and videos. Here, content enjoyed longevity and did not have to be as frequent as Tweets to be prominent.

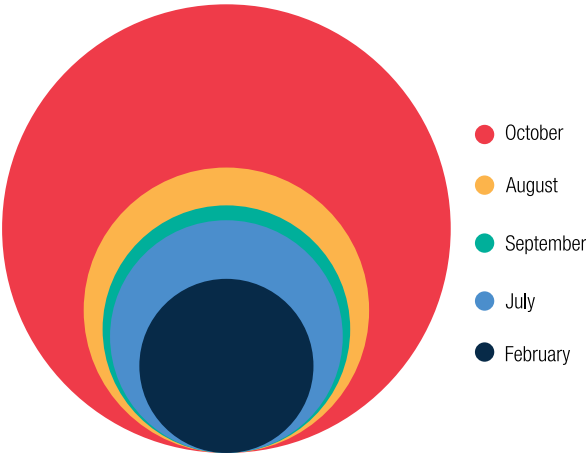
Key metrics used to monitor activity and engagement on Facebook were Daily New Likes, Daily Page Engaged Users, Daily Logged-in Page Views, and Daily Page consumptions.

Cumulative Daily New Likes, which is the number of new people or unique users who have liked the Habitat III page, was understandably highest in October 2016 (5,939 Daily New Likes) during the Conference period, followed by September (1,806) and August (854) which saw a rise in information and content about the Conference.

The fourth highest was March 2016 (635 Daily New Likes), a busy month which accommodated the Europe Regional Meeting and the Urban Dialogue on Public Spaces in the run-up to the Thematic Meeting on Public Spaces held in early April 2016. The fifth highest month was July 2016 (614), when PrepCom3 was held and the Surabaya Draft of the New Urban Agenda was published.



Figure 14.
Top 5 months for Facebook
cumulative engagement
users



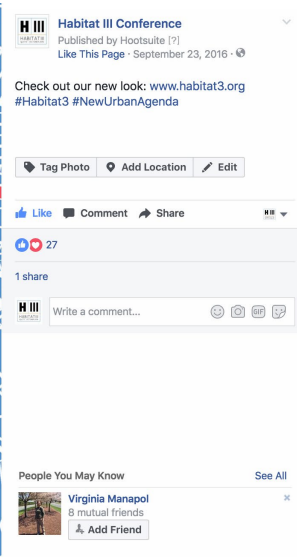
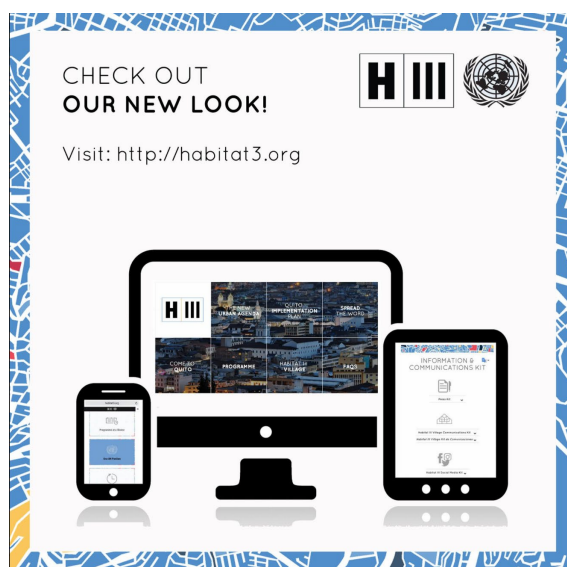


Daily Page Engaged Users essentially measure engagement, which includes any click on content, share, reply, or story created by unique users. Top months for engagement were:

- October 2016 (25,555 cumulative engaged users)
- August 2016 (10,256 cumulative engaged users)
- September 2016 (7,776 Daily Page Engaged Users)
- July 2016 (6,731 Daily Page Engaged Users)
- February 2016 (3,898 Daily Page Engaged Users)

July deserves a closer look, due to one of the most vital events during the preparation process of Habitat III Conference, namely, PrepCom3 (the third session of the Preparatory Committee) in Surabaya.

Top posts in Lifetime Post Total Reach (Lifetime indicates the total number of people to whom your page was suggested), were mostly centred on the events in Surabaya during PrepCom3 (e.g. "The Surabaya Draft of the #NewUrbanAgenda is online! The text is a basis for the next round of informal negotiations in New York.")



iii. YouTube

<https://www.youtube.com/c/HabitatIII>

YouTube was a repository for video content such as speeches, key messages, interviews, and other campaigns in the lead-up to Habitat III as well as in Quito during the Conference itself.

A total of 55 videos were published on the Habitat III YouTube channel. Top watched videos were:

- The Habitat III Conference and the New Urban Agenda. Video message by Dr. Clos
- A message for Habitat III from the His Royal Highness Prince Charles, Prince of Wales
- Habitat III Citizens in Quito. Voices of participants at the Conference



D. The Conference mobile app

The Habitat III mobile app was launched during the Conference to provide participants with information that was accessible even offline about the programme, Habitat III Village, and the commitments on the online Quito Implementation Platform.

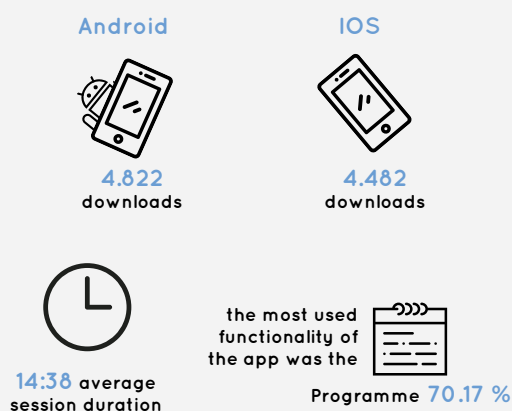
Functionalities of the App

- **Programme:** The programme could be viewed per day, with details on each event such as event category (e.g., Side Events, Urban Talks, plenaries), time, venue, organizer, speakers, and event description.
- **Quito Implementation Plan:** The platform segment showed the list of voluntary commitments and projects submitted and joined for the implementation of the New Urban Agenda, and could be filtered according to partner type or thematic area of commitment. Users could also view partners who joined commitments, and could join a commitment upon registering an account on the app.
- **Habitat III Village:** The segment showed the project list, a description of each project, and a location pin for each on a map of Quito.

All content featured in the app was shareable via social media channels and instant messaging tools. The content was also accessible offline. However, any updates made on the information would only be reflected upon refreshing the app online.

Global push notifications could also be sent over internet connection through the app for real-time announcements and updates.

Figure 15.
Access to the Habitat III mobile app



“Quito connect”

During the Conference, a function called “Quito Connect” was launched on the website, enabling users to find the profiles of other participants, send them messages, and exchange contacts. It proved to be an important tool for participants to connect with each other.



E. Newsletters and mail campaign

The option to subscribe to Habitat III updates via newsletters and other communication deployments was available online starting July 2015. The number of subscribers exponentially grew in the months approaching the Conference. By the end of the Conference, in October 2016, over 60,000 recipients were receiving updated Habitat III information through the newsletters.

From February 2016 to December 2016, 141 newsletters with various content (from logistical information about the Conference to advocacy material surrounding different events throughout the preparatory process) were deployed.

To send out the newsletters, the Habitat III Secretariat used a specialised email marketing platform, allowing a high volume of emails to be sent out at the same time alongside targeted mailing campaigns. Information for a local event was, for example, only sent to recipients in the respective area.

Content of the top five performing newsletters (in terms of the percentage of recipients who opened the newsletter) deployed to the master database (i.e., database of participants throughout the preparatory process, newsletter subscribers, Conference registrants/ attendees) were on updates about prospective organizers of side and/ or networking events for the Conference and the Open-Ended Informal Consultative Meetings held in April 2016.

High opening rate

With an average opening rate of 45.08 per cent, the Habitat III newsletters had an opening rate which was comparatively very high, proving that the mails were well-targeted to the needs of the audience.

VI. MEDIA ENGAGEMENT

A. Press releases, press kits and media briefings

In order to facilitate an easy access to key information for the press and media and to disseminate key messages on the Habitat III process, the Habitat III Secretariat provided several different media engagement tools. In particular, these were:

i. Press releases. In total, the Habitat III Secretariat issued 51 press releases on its website. The press releases provided a continuous update on the Habitat III process and the drafting of the New Urban Agenda. After all significant steps (like a Regional or Thematic Meeting), the Habitat III Secretariat issued a press release.

All press releases were promoted on the landing page of the Habitat III website and archived in its media section, where they are still available from <http://habitat3.org/news-media/news/>

In the timeframe July 2015 (launch of the website) until December 2016, the press releases on the Habitat III website were accessed 18,606 times in total.

> *See List of all press releases at*
<http://habitat3.org/news-media/news/>

ii. Press kits. The Habitat III Secretariat produced press kits in order to provide the media with quick access to the most relevant information on key meetings and the Habitat III process. Press kits were larger and more comprehensive than a normal press release, yet very focussed on the key information.

The Habitat III Secretariat issued the following press kits:

- **Habitat III Press kit** providing an overview on the Habitat III process and all media related information
 - English: <http://habitat3.org/wp-content/uploads/HIII-Press-Kit-English-as-of-20160920.pdf>
 - Spanish: <http://habitat3.org/wp-content/uploads/HIII-Press-Kit-Spanish-20161007.pdf>
- **Habitat III Village Press Kit** providing detailed media information on the Habitat III Village
 - English: <http://habitat3.org/wp-content/uploads/Habitat%20III%20Village%20Communications%20Kit.pdf>
 - Spanish: <http://habitat3.org/wp-content/uploads/Habitat%20III%20Village%20Communications%20Kit%20-%20Spanish.pdf>
- **Regional and Thematic Meetings** press kits and media advisories:
 - A Regional and Thematic Meetings Press and Communication Kit was distributed to the press and partners in order to give an overview on the meetings' purpose and organization as well as communication tools.

- During the Regional and Thematic Meetings that hosted a Media Centre --like Barcelona, Mexico City, Pretoria and Toluca -- a specific Press Kit and Media Advisory was published on the website and distributed to press as an overview on the Habitat III process and all media related information. Please find them here: <http://habitat3.org/the-new-urban-agenda/preparatory-process/regional-thematic-meetings/>

- **Habitat III Guidelines for Media** providing information about media accreditation, media centre, and sessions specifically for media attended.

- English: <http://habitat3.org/wp-content/uploads/HIII-Press-Kit-English-as-of-20160920.pdf>
- Spanish: <http://habitat3.org/wp-content/uploads/HIII-Press-Kit-Spanish-20161007.pdf>

iii. Media briefings. The Habitat III media briefings were small group meetings where the Habitat III Secretariat provided editorial boards with updates about the Habitat III preparatory process and Conference. They were also an opportunity to build close relationships between the Habitat III media team and the media. Media briefings were conducted in Quito, as well as in other cities organizing Habitat III activities or media hubs such as Brussels, London or New York.



B. Urban Journalism Academies

The Urban Journalism Academy (UJA) is an innovative initiative to train journalists and media professionals interested or involved in urban development with reference to social and economic issues facing cities in the twentieth first century.

The UJA series started at the seventh session of the World Urban Forum in Medellin in April 2014, with Habitat III in mind as a milestone. It aimed to provide media professionals with technical expertise and to make urban knowledge, data, and analysis accessible to journalists, ultimately enabling them to create awareness on urban issues through stories and media coverage.

In the process towards Habitat III, the UJAs also became a strong tool for analyzing and debating the role of media and communication professionals as urban opinion leaders, and served as a platform for networking among media professionals. Through this initiative, the Habitat III Secretariat has encouraged the media's active participation in the global debate on the New Urban Agenda and more broadly on urban issues.

Within the period of April 2014 to December 2016, over 24 journalist academies were held all over the world and more than 1,000 journalists were trained.

> See List and description of UJAs Organized at <http://habitat3.org/engagement/events/urban-journalism-academy/>

Partnerships' methodology

The UJAs were organized by the Habitat III Secretariat in collaboration with relevant local partners, the majority of which were within major official events of the Habitat III preparatory process like Preparatory Committee Meetings (PrepComs) and Regional and Thematic Meetings.

UJAs organized outside of the Habitat III preparatory process' official events were proposed by partners around the world. Upon agreement between the Habitat III Secretariat and the partner on the specific theme and programme, official invitations were sent to speakers and participants, while partners were in charge of reporting on the session.

> <http://habitat3.org/engagement/toolkits/toolkit-for-urban-journalism-academy/>



- 23 non-media partners were involved in the set-up of UJAs, including United Nations agencies, international organizations, national governments, local authorities, universities, professional associations, foundations, and the private sector.

- Most media outlets involved in the UJAs were newspapers (45%), followed by radio (26%) and television (18%) and others (11%).

- High level media participation included:
 - *The New York Times*, USA
 - *Huffington Post*, USA
 - *The Atlantic*, USA
 - *Thomson Reuters Foundation*, Canada
 - *Monocle*, UK
 - *The Guardian Nigeria*, Nigeria
 - *The Jakarta Post*, Indonesia
 - *Devex*, USA
 - *Next City*, USA

The Urban Journalism Academies in numbers

- 24 Urban Journalism Academies were held with more than 1,050 participants and 137 speakers.
- UJAs were held in 21 cities:
 - 11 in Europe and North America (Barcelona, Belgrade, Brussels, Bucharest, Caserta, New York, Madrid, Montréal (twice), Prague, and Tel Aviv)
 - 5 in Latin America and the Caribbean (Bogotá, Cuenca, Mexico City, Quito (twice), and Toluca.
 - 3 in Africa (Abuja, Nairobi and Pretoria), 1 in Asia and the Pacific (Surabaya), and 1 in Western Asia (Abu Dhabi).
- 20 UJAs were hosted within a bigger event -- 12 official events of the Habitat III process and 8 non-official events related to Habitat III like three Urban Thinkers Campus, the Smart Cities World Congress 2014 and 2015, the European Development Days 2015, the Habitat Day Celebration 2016, and the World Summit of Local and Regional Leaders 2016.



- *El Tiempo*, Colombia
- *El Telegrafo*, Ecuador
- *El Comercio*, Ecuador
- *BBC Mundo*

Main media partners of the UJAs were:

- *Citiscopes*, USA
- *The Guardian Cities*, UK
- *El País*, Spain
- *Agencia EFE*, Spain
- *Anci Italia*, Italy

- The Urban Journalism Academies were covered on social media using the hashtag #H3Journalism

The Urban Journalism Academy at the Habitat III Conference

The UJA at the Habitat III Conference was held on 18 October 2016 and started with the introduction of the Secretary-General of the Conference, Dr. Joan Clos, addressing the vision of the New Urban Agenda and recognising the importance of media participation in the debate.

A high-level panel with representatives of globally relevant media like *The New York Times*, *The Guardian*, *El País*, and *Thomson Reuters Foundation* was held during the Conference in Quito, followed by an interesting and well-attended debate about the future of urban journalism. A Media Roundtable was also held on 19 October 2016, signifying that a total of two events were allocated specifically for journalists and media professionals in the official Conference programme.

The Urban Journalism Academy driving media coverage and innovation

UJAs raised awareness on urban journalism, resulting in heightened storytelling on cities and urban issues by participants and speakers, employing analyses of urban data as part of reporting on the future challenges of urbanization. After each UJA, articles about Habitat III were developed by participants and speakers, with majority of which focused on either international urban issues or local debates within cities.

Other innovations were inspired by the Urban Journalism Academies:

- **Media networking and related relevant projects:** UJAs also served as a global exchange of media experiences and urban solutions, bringing international examples closer to local professionals.
- **Urban Journalism Project:** As a result of the networking among journalists during the UJAs, *Citiscopes* launched the Habitat III Journalism Project as a coordination platform for the coverage of the Conference in Quito.

- **Media as stakeholder group at the General Assembly of Partners:** In October 2014, during the Caserta Urban Thinkers Campus, the role of the media as a stakeholders' group was deeply discussed. The Academy's platform helped to include the media as a Partner Constituency Group of the General Assembly of Partners in the Habitat III process.

- **Implementing the New Urban Agenda:** Beyond the Conference, the UJA continues to be a tool to deepen discussions around challenges in implementing the New Urban Agenda, to advocate the Agenda's principles, and to monitor and follow up on its effective implementation.

The UJAs underscored the importance of organizing media sessions throughout the preparatory process as a way to strengthen partnerships with major internationally or nationally relevant media as well as emerging and interesting online and local media outlets. Participation was initially by invitation, becoming progressively open to all accredited media, which enabled strategic networking with media contacts who showed strong interest in the urban narrative and Habitat III. Many media representatives attending the UJAs later on became partners for other types of events.

Some of the most relevant articles written by UJA speakers or participants:

- Micheal Kimmelman, *The New York Times*, 28.10.2016. "The Kind of Thinking Cities Need" www.nytimes.com/2016/10/30/opinion/sunday/the-kind-of-thinking-cities-need.html

- Mike Herd, *The Guardian Cities*, 18.04.2016 'We have lost the science of building cities' – meet Joan Clos, the unofficial world leader for cities www.theguardian.com/cities/2016/apr/18/lost-science-building-cities-joan-clos-un-habitat

A major contributor from *Citiscopes*, Gregory Scruggs, wrote about Habitat III with an average of three stories a week, many of which were also republished in other media platforms; select pieces were also authored by *Citiscopes* Editor in Chief Neal Pierce. Pablo Linde of *El País*, Simone d'Antonio (who wrote on *Huffington Post* and Italian newspapers), and Anthony Flint (from Lincoln Institute who wrote for various media like *The Boston Globe*) also consistently followed the Habitat III process. *The Guardian Cities* covered not only the Conference itself, but also the preparatory process.

C. Overview media articles on Habitat III / Clipping services¹³

The Habitat III media team collected, throughout the process, as many media coverage as possible on the Habitat III process and the Conference itself¹⁴. Various tools, included automated ones, were used for this. The reporting had the purpose of both ongoing monitor the media engagement strategy and to disseminate to stakeholders and the general public the discussion generated around the world about the New Urban Agenda.

Major media and partners' outreach activities were monitored every week in order to track and collect articles, web entries, news, and events related to Habitat III. Automated online media clippings and gathered media clippings on Habitat III started in May 2015. Weekly reports were sent out to partners and subscribers, and a total of 141 mailings (8,223 emails) were sent, 2,043 emails opened, 4,218 visits, and 3,234 clicks. The weekly press report was also posted on Habitat III's social media channels in advance of the Conference, with the earliest recorded article having been published on March 2013.

- In the run-up to Habitat III, from May 2015 to September 2016, the Habitat III media team counted 2,238 media articles on Habitat III globally.
- The week of PrepCom3 in Surabaya generated the most media interest in the preparatory process, with 237 articles published, and followed by the Thematic Meeting on public space in Barcelona, with 187 articles published.
- During the month of the Habitat III Conference in October 2016, the Habitat III media team was able to track 930 media articles on Habitat III globally.

A new vision for sustainable urbanization:

Throughout the Habitat III process, Dr. Joan Clos, Secretary-General of the Conference, published articles in newspapers worldwide, promoting the vision of the New Urban Agenda.

In total, Dr. Joan Clos published 32 OpEd's, among them: five in media of the Arab region, four in Chinese media, twelve in Latin American and Spanish media, four in African media, three in European (apart of Spain) media, and three in Asian media.

¹³ Media clippings can be found online here: www.habitat3.org/news-media/mediaclippings/

¹⁴ Language issues should be considered when having a look to these numbers and statistics. Not all media articles on Habitat III were captured.

D. Media centres

At the Thematic Meetings of Barcelona, Mexico City, and Pretoria; the Regional Meeting in Toluca; the second and third sessions of the Preparatory Committee (PrepCom2 and PrepCom3); and at the Habitat III Conference, the Habitat III Secretariat set up a Media Centre and several media activities prior to, during, and after the respective meetings.

The Media Centres provided an open working space for use by accredited media, equipped with printers, internet connection, and video screens through which the press could watch main sessions that were being live cast by United Nations Web TV. An information desk, always staffed with a representative of the Habitat III media team, facilitated easy and constant exchange of information between the Habitat III Secretariat and the media representatives. The Habitat III media team was based in the Media Centre during all events.

- At PrepCom2 in Nairobi, Kenya, 54 media professionals were accredited
- At PrepCom3 in Surabaya, Indonesia, 191 media professionals were accredited
- At the Habitat III Conference in Quito, Ecuador, 698 media professionals were accredited

Live coverage of events

At PrepCom2, PrepCom3, and at the Habitat III Conference, videos of the opening ceremony, key note speeches, remarks, and plenaries were webcasted live on UN Web TV. The events were extensively covered on the Habitat III social media channels and the Habitat III website.

TV Stage

At the Habitat III Conference, the Media Centre included the Habitat III TV Stage, collectively comprised of two interview lounges specifically for bilateral interviews. Different media organizations as well as the Habitat III Secretariat arranged interviews with prominent figures in sustainable urban development, local and national leaders, and other urban actors.

Media Archive

The archives of the Media Centres at PrepCom2, PrepCom3, and the Habitat III Conference contain various media products -- podcasts, photos, press kits, media guidelines, info kits -- developed to aid coverage and participation for media professionals covering the respective events.

E. Press conferences

In the Habitat III Preparatory Process, key steps were announced in high-level press conferences. At PrepCom2, PrepCom3, at all Habitat III Regional Meetings, and the Habitat III Conference, a press conference was conducted right after the opening and after the closing of the respective meeting.

The press conferences were convened by the Habitat III Secretariat and moderated by a Habitat III Secretariat representative. Speakers were the Secretary-General of the Conference and the respective minister/representative of the host country. PrepCom2, PrepCom3, and the Habitat III Conference also saw a press briefing on each day of the meetings which was usually held at 9 a.m. in the Media Centre.

At PrepCom2 and PrepCom3, stakeholders had the possibility to conduct their own press conferences in the official Press Conference Room. In order to receive a slot, they had to send an official request with an outline of their press conference to the Habitat III Secretariat.

- At PrepCom2 in Nairobi, Kenya, in total 11 press conferences / press events were held.
- At PrepCom3 in Surabaya, Indonesia, in total 16 press conferences / press events were held.
- At Habitat III in Quito, Ecuador, in total 31 press conferences / press events were held.

Attendant to the conduct of press conferences, partners could also submit and upload their own press releases at the Habitat III website. The press releases can still be found here:

> <http://habitat3.org/the-conference/media-archive/partners-press-releases>

Find the PrepCom3 media archive here:
www.habitat3.org/the-new-urban-agenda/preparatory-process/preparatory-committee/prepcom3/prepcom3-media-center/

Find the Habitat III media archive here: <http://habitat3.org/the-conference/media-archive/>

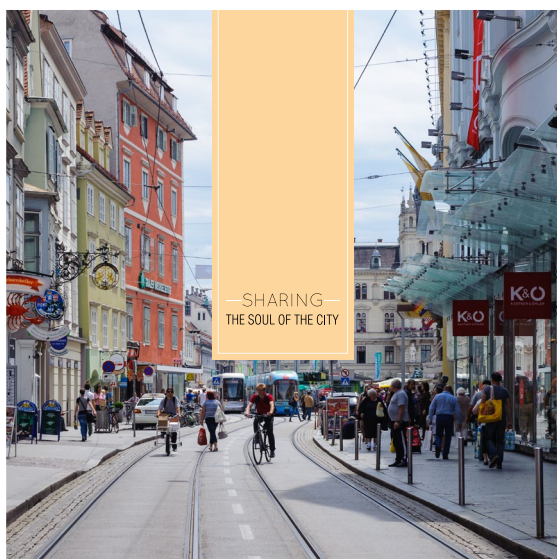




VII. HABITAT III CITIZENS CAMPAIGN



The “Habitat III Citizens” was the advocacy campaign seeking the broadest participation in the Habitat III Conference through spreading and explaining the main concepts of the New Urban Agenda. In the Habitat III communications strategy, the campaign was initially named ‘Sharing – the soul of the city,’ however in May 2016, it was rebranded as the “Habitat III Citizens Campaign.”



The Campaign was mainly local, based in Ecuador, but with a global impact: while most of the advocacy initiatives were implemented in the host city, Quito, they also involved international stakeholders and participants.

The main goals of the campaign were:

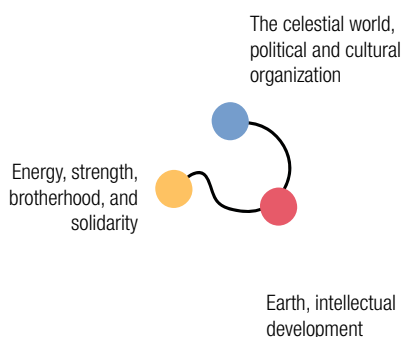
- To mobilize participants to Quito in October 2016. The target was 30,000 participants; 15,000 of whom were international participants.
- To advocate for the New Urban Agenda.
- To engage, contribute, and gather commitment to the Habitat III process.

Campaign visual identity

Originally conceived as a campaign with an independent logo and website, the strategy was then revised to make it more consistent with the Habitat III official visual identity to avoid duplicating communication tools, keeping a strong visual and narrative impact and focus on the New Urban Agenda contents.

The visual identity of the campaign was based on an illustration that was key to identifying and connecting the different Habitat III elements and communications tools. The illustration used was conceptualized based on the evolution of the official Habitat III visual asset: city patterns. Quito's city pattern was enriched with illustration of urban life based on the New Urban Agenda principles. The pattern merged meanings from Andean symbols and current aesthetics of the city. This illustration was at the base of most designs and as single elements extracted from the pattern.

Colours were selected from the main Habitat III colour range, lowering the tone and choosing colours considered sacred in pre-Columbian times:



The fonts were the same as that of the Habitat III institutional visual identity (Quicksand, Helvetica Neue Ltd).

> See the publication on the Habitat III Visual Identity at habitat3.org









Campaign key messages

In order to meet the campaign goals, its content was made up of six concepts considered strategic to communicate the spirit of the New Urban Agenda and its narrative. Those concepts were communicated as slogans, dedicated visual tools, linked to three sub-concepts each, and to extended explanations. The six concepts were communicated in press advertisements, social media materials, and different city branding tools, generating buzz over certain key words and concepts.



INCLUSIVE CITIES

A city in which all citizens of present and future generations can freely enjoy all the physical, political, and social spaces without discrimination of any kind, and have access to adequate housing and public goods and services. In Habitat III, we decide the future of cities together.



RESILIENT CITIES

A city able to resist and recover quickly from human, social, and environmental risks, minimizing the impact and the vulnerability of the citizens to disasters. In Habitat III, we decide the future of cities together.



SAFE CITIES

A city without borders for its citizens, where the public spaces are the key elements of plural and peaceful communities, avoiding stigmatizing social groups. In Habitat III, we decide the future of cities together.



PARTICIPATORY CITIES

A city that promotes free participation of all its citizens, generating inclusivity and a sense of belonging and enhancing social cohesion and cultural interactions fundamental of plural and multicultural societies. In Habitat III, we decide the future of cities together.



COMPACT CITIES

A city planned to promote the mixed and public use of the land, using the spaces inside the urban limits and fostering collective mobility. Urban density prevents the creation of suburbs improving the quality of life of citizens. In Habitat III, we decide the future of cities together.



SUSTAINABLE CITIES

A city that plans its environmental, social, and economic future through innovative solutions that generates both prosperity and respect for natural resources. In Habitat III, we decide the future of cities together.

The campaign in numbers

- The campaign kicked off in the third session of the Preparatory Committee (PrepCom3) in July 2016 in Surabaya, Indonesia, where the Habitat III booth in the exhibition was marked by the campaign design and messages.

- A national advertisement campaign in the Ecuadorian press was held from the 20 September 2016 until the 15 October 2016, two days before the official opening of the Conference kick-off. Twenty-four advertisements were published in five daily broadsheets and three specialized reviews with the campaign concepts and design, including a general call to visit the Habitat III Exhibition and Habitat III Village.

- Seven newsletters directly related to the Habitat III Citizens campaign were sent to more than 60,000 recipients. A general newsletter announcing the campaign, and its slogan and info materials, was sent to all Habitat III contacts. Newsletters with more targeted messaging were sent to specific databases like the United Nations System, the General Assembly of Partners and other stakeholders, as well as the media databases.

- A Social Media Kit for a general audience and one specific to the United Nations System were spread through newsletter campaigns and social media to assist partners and participants in communicating messages about the New Urban Agenda as

Habitat III Citizens in a visually engaging way, using key messages extrapolated from the Agenda.

- From the 14 September 2016, branding of the campaign displayed on taxis, buses, streets signage, and other public places throughout Quito. A total of 564 different branding tools with New Urban Agenda concepts, key words, and designs were used in the city.

- A wide array of the Habitat III merchandise also carried the campaign's branding and slogans.



During the Habitat III Conference

During the Conference, within the Conference venue as well as in different places throughout Quito, branding strongly focused on the Habitat III Citizens campaign, but two key projects gave life to the campaign inside and outside the venue:

- **The Habitat III volunteers:** the Conference volunteers were considered the first Habitat III citizens; as such, all info-communications materials regarding the volunteers (the open call announcement, training kits, etc.) bore the design and messages of the campaign.



• **The Habitat III Village¹⁵:** the Village projects were the most visible part of the campaign, both online and in the field. The Habitat III Village had its own logo but the visual identity and messages integrated those of the campaign.¹⁶

A video about the Habitat III Citizens in Quito was produced and projected at the beginning of the Closing Ceremony¹⁷.

¹⁵ www.habitat3.org/the-conference/village/

¹⁶ See Habitat Village Communications Kit at <http://habitat3.org/wp-content/uploads/Habitat%20III%20Village%20Communications%20Kit.pdf>

¹⁷ Habitat III Citizens video: <https://www.youtube.com/watch?v=Gdm9AI3eVxs>







United Nations