



HABITAT III VILLAGE COMMUNICATION KIT

Context

The United Nations Conference on Housing and Sustainable Urban Development (Habitat III) will be held from the 17 to 20 October 2016 in Quito, Ecuador. The objective of the Habitat III Conference is to renew the global commitment to sustainable urban development as well as to set the New Urban Agenda as a collective vision and political commitment for the future of our cities.

As one of the innovative activities during the Habitat III Conference, the Habitat III Village will be for the first time organized in the context of a United Nations Conference. This is a unique space, open to all, where urban innovations, interventions and solutions will be showcased from all over the world to propose, exchange and make visible creative and participatory initiatives in urban planning and management.

The Habitat III Village will be open from the 15 to 20 October 2016 and will be unfolding throughout the city of Quito, expanding from the venue of Habitat III – *Casa de la Cultura Ecuatoriana Benjamín Carrión* – to the neighborhoods of *Mariscal* and *Floresta*. The Habitat III Village will be an urban live laboratory of the New Urban Agenda, and it will also be part of the legacy of the Conference to the hosting city.

Habitat III Village is an initiative of the United Nations Habitat III Secretariat with the support of the Housing Ministry of Ecuador and with the collaboration of several agencies of the Metropolitan District of Quito, coordinated by the Metropolitan Institute of Urban Planning and Mariscal Neighborhood's administration.

Find all the Habitat III Village projects [here](#).



The following communication kit is created in order to facilitate and harmonize messages and image of the communication for the Habitat III Village initiative. All projects are encouraged to use these tools in respective communications channels. All synergies are welcome in disseminating the Habitat III and the New Urban Agenda messages.

Habitat III Village will be the most visible face of the Conference in the city of Quito, and its projects will be living examples of the New Urban Agenda.





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Habitat III Village

The Habitat III Village is a unique, pioneering and innovative urban live laboratory that will embrace the effective participation of creative and proactive synergies of local and international urban actors in the city of Quito during the Habitat III Conference.

The Habitat III Village is part and result of the participatory process towards Habitat III that engaged contributions from all type of stakeholders who will now meet in the Habitat III Village to exchange expertise and ideas on how to create and plan cities for all.

The Habitat III Village will be the first showcase at a street level of the New Urban Agenda. It will contribute substantively to the United Nations Conference, enabling participants from all over the world to live a collective, urban experience and to bring back to their cities all the knowledge and thoughts shared in the Habitat III Village.

The Habitat III Village is part of the legacy of the Habitat III Conference to the city of Quito and Ecuador.

Key Messages

- The Habitat III Village is a unique, pioneering and innovative space, open to all, where urban innovations, interventions and solutions will be showcased from all over the world.
- The Habitat III Conference is to play an important role in making cities equitable, prosperous, sustainable, equal, and safe. The Habitat III Village will share and exchange expertise and ideas on how to make cities for all.
- Urbanization is an endogenous driving force of development with the power to change and improve lives. The Habitat III Village will be the live laboratory of sustainable urban development and the New Urban Agenda.
- The Habitat III Village is part and result of the participatory process towards Habitat III and, through 42 urban projects selected, it will embrace the effective participation of creative and proactive synergies of local and international urban actors.
- The Habitat III Village will take place in Quito as a substantive contribution to the United Nations Conference as well as part of its legacy the city of Quito and Ecuador.





HABITAT III V I L L A G E

Habitat III Official Accounts

You can link, repost and tag from Habitat III official online media accounts:

- Website: <https://www.habitat3.org/h3village>
- Facebook: <http://www.facebook.com/Habitat3UN>
- Twitter: @Habitat3UN
- YouTube channel: <https://www.youtube.com/channel/UckvY-LKBX6v-YYL4F8xBh7A>

Hashtags

#H3Village | #Habitat3 | #NewUrbanAgenda

Samples Post and Tweets

- *[Name of your organization and or project]* is part of #H3Village, the urban live laboratory of the #NewUrbanAgenda during the @Habitat3UN Conference! www.habitat3.org/h3village
- *[Name of your organization]* will have an active role in #Habitat3 participating in the #H3Village in Quito! Come to visit us www.habitat3.org/h3village
- We will be part of the #H3Village! We will contribute to the #NewUrbanAgenda and to the @Habitat3UN legacy to the city of Quito!
- #Habitat3 is to play an important role in making cities inclusive, safe, resilient and sustainable. *[Name of your organization]* will share its vision in the #H3Village with the *[Name of your project]*. www.habitat3.org/h3village
- *[Name of your organization and or project]* is one of the #H3Village 42 projects! We'll share expertise and ideas on how to make cities for all. www.habitat3.org/h3village
- #H3Village is a pioneering space, where we will showcase [add the field of your project] as a contribution to the #NewUrbanAgenda! www.habitat3.org/h3village
- Come to visit our #H3Village project *[Name of your project]* during @Habitat3UN in Quito! www.habitat3.org/h3village





HABITAT III VILLAGE

Social media tools

Download here a kit of images you can use on your social media and web pages in order to promote your project and the Habitat III Village initiative.

Download the Habitat III Village Social Media Kits [here](#).

Visual identity

Habitat III Village logo is at your disposal to be used on your promotional materials such as merchandising, brochures, webpages and social media by following the guidelines of the brand manual.

Download the Habitat III Village Brand Manual [here](#).

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