



## IMPROVING 1000 CITIES 1 BILLION LIVES BY 2030

Be a game changer by joining the World Urban Campaign, a catalytic engagement and action platform led by the United Nations Human Settlements Programme, to improve 1,000 Cities, 1 Billion Lives by 2030. Together, we will showcase solutions and take action for cities to accelerate the UN Sustainable Development Goals.

### JOIN THE WORLD URBAN CAMPAIGN

Position yourself as an environmentally and socially responsible organization aware of the impact of urbanization on people's lives.

- 55% of all people on earth live in cities, and there will be 2.5 billion more urban residents by 2050.
- Poorly planned and managed cities degrade their surrounding environment, deepen social inequality, and exacerbate climate change.

Position your organization as an agent of positive change supporting cities and communities to impact people's lives.

- Well-planned, built and governed cities can be massive agents of positive change and generate economic opportunities.
- If well supported, communities can have a strong impact on the future generations.

### Support the United Nations Sustainable Development Goals to 2030

- WUC contributes to the UN Decade of Action by thriving to improve 1 Billion Lives in 1000 Cities around the world through actions of UN-Habitat and its partners.
- Directly support the implementation of Sustainable Development Goal 11: Sustainable Cities and Communities with UN-Habitat. In the United Nations family, UN-Habitat is the custodian of Sustainable Development Goal 11: Sustainable Cities and Communities
- WUC raises awareness, call to action, promote initiatives and solutions in key priority areas of UN-Habitat and its partners aligned to the UN goals.

'1000 Cities 1 Billion Lives ' is a **concrete and inspirational target** to generate a movement by engaging and promoting cities and urban operators that take action and impact people's lives under the United Nations Decade of Action.

### PARTNER WITH US IN YOUR AREAS OF OPERATION AND EXPERTISE:

- Housing
- Mobility
- Energy
- Water
- Sanitation
- Urban regeneration
- Place making
- Digital transformation
- Reconstruction
- Urban safety
- Financing
- Urban planning
- Urban policies
- Urban governance



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The following packages can be tailored to the sponsor's needs and priorities:

### SUPPORTING OPTIONS ENTRY FEES FOR BUSINESS AND PHILANTROPIES



#### Brand Partner Visibility

- Name and logo promotion
- Speaking opportunities
- Booths in dedicated expos

	Maximum Impact	Double Impact	High Impact	Impact
Entry Fee	USD 800,000	USD 200,000	USD 100,000	USD 50,000
Rating	★★★★★	★★★	★★	★

#### Five Impact Streams

OPTION 1

##### SDG Cities Impact Project

- SDG Cities Impact Project pre-feasibility
- Investment feasibility report
- SDG impact/ ESG Report
- Company visibility at bi-annual global Cities Investment Fair

	8 CITIES	2 CITIES	1 CITY
Pre-feasibility	8	2	1
Investment feasibility report	8	2	1
SDG impact/ ESG Report	8	2	1
Company visibility at bi-annual global Cities Investment Fair	8	2	1

OPTION 2

##### City Project

- Support to UN-Habitat Project
- Annual Impact Report
- Impact Story in the news
- Dedicated city webpage

	8 CITIES	2 CITIES	1 CITY
Support to UN-Habitat Project	8	2	1
Annual Impact Report	8	2	1
Impact Story in the news	8	2	1
Dedicated city webpage	8	2	1

OPTION 3

##### Expert Topic

- Expert topic publication
- Implementation Toolkit
- Publication launch event
- Dedicated webpage on topic
- Activity report

	4 TOPIC	1 TOPIC
Expert topic publication	4	1
Implementation Toolkit	4	1
Publication launch event	4	1
Dedicated webpage on topic	4	1
Activity report	4	1

OPTION 4

##### Impact Learning

- E-Learning Course on Expert Topic
- Urban Thinkers Campus
- Urban Lecture
- Course Launch event
- Capacity-building impact report

	8	2	1
E-Learning Course on Expert Topic	8	2	1
Urban Thinkers Campus	8	2	1
Urban Lecture	8	2	1
Course Launch event	8	2	1
Capacity-building impact report	8	2	1

OPTION 5

##### Impact Advocacy

- Action campaign
- Action Day
- Urban Thinkers Campus
- Dedicated webpage
- Campaign Report
- Campaign Stories

	x weeks campaign	x days campaign		
Action campaign	1	1	1	
Action Day	5	2	1	
Urban Thinkers Campus	1	2	1	1
Dedicated webpage	1	2	1	1
Campaign Report	1	2	1	1
Campaign Stories	5	3	+1	+1



UN-HABITAT works in +90 countries and cities around the world but jointly, we can achieve higher impacts on the ground through compelling knowledge and data, innovation, effective processes to improve housing and urban infrastructure, water and sanitation, energy and mobility, urban safety, and accelerate the implementation of Sustainable Development Goals.



As part of the United Nations family, our private sector partners and sponsors from the business and industries are registered under the UN Global Compact. Registered Global Compact companies have their strategies and operations aligned with human rights, labour, environment and anti-corruption principles, and take actions that advance societal goals and the implementation of the SDGs.