



31 DAYS OF PROMOTING
A BETTER URBAN FUTURE

WASTE-WISE CITIES

A call for action to address the Municipal Solid Waste Challenge

RETHINK, ACT, ENGAGE



This advocacy toolkit and guide has been developed by UN-Habitat to guide the World Habitat Day 2018 (WHD 2018) observance across the world. If you have any questions or you would like to share information on WHD 2018 observance.

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INTRODUCTION

The United Nations has designated the **first Monday of October of every year as World Habitat Day**.

The focus of this year's World Habitat Day celebrations is taking action to address the municipal solid waste management challenge which is to be celebrated on 1 October 2018. This year's theme is **Municipal Solid Waste Management** with a slogan **Waste wise cities**.

The purpose of World Habitat Day is to reflect on the state of our cities and other human settlements and on how to achieve the Sustainable Development Goals and the New Urban Agenda. It is a call for action to the world to address the solid waste management challenges facing each city and town.

World Habitat Day was established in 1985 by the United Nations General Assembly through Resolution 40/202 and was first celebrated in 1986.

Each year, World Habitat Day takes on a new theme drawing attention to UN-Habitat's mandate to promote sustainable development policies that ensure adequate shelter for all as well as working towards achieving the Sustainable Development Goals and the New Urban Agenda.

On 1 October 2018, and in the before and after this day, combined effort will be made to

- ▶ raise awareness to the publics that Municipal solid waste is a global challenge that needs all to participate and address.
- ▶ facilitate policy dialogue and form partnerships
- ▶ promote innovative solutions to municipal solid waste management
- ▶ mobilize resources to address the municipal solid waste challenges

The international campaign includes a series of events, communication tools and channels. The main event will be held in Nairobi, Kenya on 1 October 2018.

AIM OF THE ADVOCACY TOOLKIT AND GUIDE

Rethink

To reconsider the entire approach to municipal waste, including decisions on consumption and production (reduce), reuse, recycling or upcycling is essential to solve the Municipal Solid Waste problem.

To communicate the purpose of WHD 2018

Act

To encourage advocacy and stakeholder action towards improving solid waste management within our homes, work places, towns, cities and communities

Engage

To create platforms where various stakeholders share about WHD 2018 activities, events and activities as well as encourage continuous action and sharing of success stories on solid waste management.

TO WHOM IS THE WHD 2018 CAMPAIGN DIRECTED?

World Habitat Day 2018 is a global campaign to promote worldwide efforts to raise awareness and act in response to the challenge of municipal solid waste management in the context of rapid urbanization.

To turn this WHD 2018 challenge into successful activity we need inspired and coordinated advocacy from national and local governments and stakeholder groups all over the world. The best way to do this is to work together and communicate consistently. To facilitate this, UN-Habitat is providing communication tools and ideas to help you as interested partners - whether you are an organization, a country representative, a community, a national or local government, multilateral or donor agency, institution or an individual - to rethink, act and engage. We would also like to learn about your experience.

WHD 2018 SLOGAN

World Habitat Day 2018 slogan is “waste wise cities”

Call to action – become a ‘Waste-Wise City’.

- ▶ Urbanization, economic growth and displaced persons, are creating a potential “time-bomb” with respect to the resulting negative impacts of poor of solid waste management. If not addressed, aside from huge costs, the significant impact on human health and the environment will be felt by nations at all levels of development;
- ▶ All cities regardless of their size and financial capacity can improve upon the current state of solid waste management to become ‘Waste-Wise Cities’. Reducing operational cost while at the same time minimizing negative impacts on health and environment;
- ▶ Cities and national government should empower and work with civil society and NGOs;
- ▶ Cities should learn from examples from other cities and should carefully examine technological solutions implemented elsewhere;
- ▶ Cities should make long-term strategic plans for urbanization which fully consider solid waste generation, treatment (including recycling) and identify adequate space for future sanitary land-fill sites;
- ▶ Cities and national governments should design financial and other incentives that will promote a transition to a more circular economy, built around resource use and efficient recycling and reuse as outlined in SDG12.5 on reducing waste generation through prevention, reduction, recycling and reuse;
- ▶ Moving forward, UN-Habitat will continue its dialogue on solid waste management beyond World Habitat Day with cities, industries and the private sector. It will explore how to work with other UN agencies in creating a joint platform on urban waste management to better inform Governments through policy dialogue and focused technical assistance through specific projects. Cities that improve their solid waste management and reduce their expenditure on waste management should be publicly recognized as “Waste-Wise Cities”.

KEY MESSAGES

Solid Waste Management is an issue that affects everyone. The amount of individual waste grows daily, accounting for a large portion of the local government budget and affecting public health. Poor solid waste collection and disposal results in uncontrolled dump sites and waste burning. It also leads to polluted air and water. A change in public attitudes to minimize waste and stop littering, the regularization of informal waste pickers, increased recycling and reusing, sufficient funding and solid waste planning including adequate landfill sites, can help cities to improve the current state of solid waste management and save money to become ‘Waste-Wise Cities’.

SDG’s focus

- ▶ Make cities and human settlements inclusive, safe, resilient and sustainable. – SDG 11
- ▶ Reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination SDG 3
- ▶ Strengthen partnerships that focus on improving municipal solid waste management in our cities SDG 17
- ▶ Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning. SDG 13
- ▶ Responsible consumption and production patterns SDG 12
- ▶ Improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials SDG 6

Key messages to local governments

- ▶ Develop solid waste management policies and plans with clear outcomes
- ▶ Increase budgets for waste management through; (i) user charges, (ii) landfill levies, (iii) increasing the proportion of municipal taxes and revenues allocated to SWM and other forms of resource mobilization including land value sharing, (iv) use the “polluter pays” principle to charge households and business establishments;
- ▶ Develop performance indicators for Solid waste management such as percentage of waste generated, collected and disposed;
- ▶ Design and implement incentives for waste reuse and recycling;
- ▶ Provide options for segregating waste in public spaces such as colour-coded containers for wet and dry waste;
- ▶ Promote partnership with the private sector and CBOs including youth groups to provide waste management services in unserved locations. Ensure health and safety provisions for waste pickers

Key messages for the Private sector

- ▶ Partner with public institutions, businesses and local communities for collection, processing or disposal of solid waste. Be open for collaboration with public and other private institutions;
- ▶ Purchase and recycle recovered materials;
- ▶ Analyse the whole-life cycle of materials produced or sold and build in incentives for reuse and recycling;
- ▶ Evaluate technologies and engage experts to set up and operate recycling and composting technologies/businesses;
- ▶ Set up recyclable collection system where customers can return reusables and recyclables with incentives;
- ▶ Collaborate with manufacturers and suppliers to accept back reusable containers/items

Key messages to financial institutions and donors

- ▶ Prioritise financing in solid waste management projects;
- ▶ Urbanisation can create “value” that can be channelled to improve solid waste management. Device financial instruments to tap into the value of urbanisation;
- ▶ Support capacity development initiatives aimed at strengthening the technical and financial capacity of local authorities in developing countries to properly manage solid waste management.

Key messages to schools

- ▶ Introduce training and orientation on better waste management for all teachers and learners; Introduce waste sorting and recycling initiatives in schools by collaborating with waste recyclers;
- ▶ Class projects using recycled materials can be effective in increasing student awareness who will in turn educate parents;
- ▶ Parents should be oriented because their cooperation is needed especially if a school bans single use food containers/water bottles;
- ▶ Evaluate and select recycling system where the best results are obtained within available budgets.

Key message to NGOs and CBOs

- ▶ Motivate residents to dispose waste properly and keep their environment clean through regular awareness raising campaigns.
- ▶ Encourage source separation and enhanced door-to-door collection especially in villages and informal settlements
- ▶ Identify opportunities for utilizing wastes as raw materials, composting to reduce the amount of organic waste disposed and generate employment opportunities.

- ▶ Actively engage with local authorities to prioritise SWM sector in their budget allocations.

KEY FACTS AND INFORMATION

Waste generation

- ▶ **2 billion** tonnes of global municipal solid waste (MSW) is generated per year with high income countries accounting for nearly half of it¹
- ▶ In 2012, the World Bank estimated that **3.9 billion** urban residents generated **1.2 kg** of municipal solid waste (MSW) per person per day; whereas in 2002, **2.9 billion** urban residents generated **0.64 Kg** of MSW per person per day¹. This indicates that waste generation rate is expected to double after every decade with increasing urbanization exacerbating the situation²

Waste collection and Transportation

- ▶ At least **2 billion** people do not have access to regular waste collection⁵. Approximately **30 to 60%** of all the urban solid waste in developing countries is uncollected and less than **50%** of the population is served¹.
- ▶ Collection coverage has the following ranges: Africa (**25% to 70%**); Asia (**50% to 90%**); Latin America and Caribbean (**80% to 100%**), Europe (**80% to 100%**) and North America (100%)².
- ▶ In low-income countries, collection cost is high and accounts for **80 to 90%** of SWM budget but collection rates are as low as **25%**. In contrast, in high-income countries, collection cost low, approximately **10%** of SWM budget, but collection rates are as high as **90%**¹.
- ▶ Uncollected solid waste is a major cause of blocked drains and causes flooding and subsequent spread of waterborne diseases³
- ▶ **80%** of marine litter by weight comes from land-based sources with the remaining **20%** by weight from sea-based activities².

Waste treatment and Recycling

- ▶ In low-income countries, organic waste comprises a greater percentage of the MSW, **50 to 70%** of all MSW, compare to high-income countries where organics account for **20 to 40%**². However, in low-income countries, the bulk of organic waste is dumped in landfills. When organic matter is dumped in landfills, it lacks the air it needs to decompose quickly and instead, it generates harmful methane gas which has **21 times** greater effect on global warming than carbon dioxide¹.
- ▶ **10-15%** reduction of global greenhouse gas emissions could be achieved by diverting biodegradable from landfills².
- ▶ Plastic waste is generally **8 to 12%** and does not show much dependence on income level as other waste types². This is one of the waste streams that need to be given special attention because it is non-biodegradable and takes close to **500 years** to breakdown. Globally, it is estimated that **260 million** tons of plastic waste is generated annually but only **9%** gets recycled. The United Nations Joint Group of Experts on the Scientific Aspects of Marine Pollution (GESAMP) estimated that **60-95%** percent marine pollution is from plastics debris⁴.
- ▶ An estimated **15-20 million** people work in the informal waste recycling industry². Formalization of informal sector is key.

¹ World Bank (2012). *What a waste: a global review of solid waste management*

² UNEP (2015) *Global Waste Management Outlook*

³ UN-Habitat (2010): *Solid Waste Management in World Cities*

⁴ GESAMP-<http://plastic-pollution.org/>

Waste Disposal

- ▶ **100** and **95%** of high and upper-middle income countries respectively, dispose their municipal solid waste in controlled facilities. In contrast, controlled disposal rate is **50%** in low-income countries and **0%** in rural areas. In lower-income countries, waste disposal is often in the form of uncontrolled dumpsites with open burning.
- ▶ It is estimated that at least **3 billion** people worldwide still lack access to controlled waste disposal facilities². Uncontrolled waste disposal leads to ground water and soil contamination from leachate and global warming from greenhouse gas emissions.
- ▶ Emissions from uncontrolled disposal and burning of solid waste include dioxins, polyaromatic hydrocarbons (PAHs) and black carbon (BC), which are highly toxic, carcinogenic and powerful short-lived climate pollutants (SLCPs) respectively ².
- ▶ The lack of proper waste management results in tragedies: a few examples include; (i) Landfill explosion where **200** people was killed in Cotonou, Benin in September 2016, (ii) Koshe dump site collapsed and killed over **100** people in Addis Ababa Ethiopia in March 2017, (iii) Hulene dumpsite in Maputo collapsed due to heavy rain in February 2018 and killed **16** people.

DUMPSITES:

A Global Health & Environmental Emergency



64 million people, a population the size of France.



Source: International Solid Waste Association

Challenges Ahead

Newer challenges include the increasing volumes of e-waste which can have disproportionately large volumes. 40 million metric tons of electronic waste are produced each year globally. Only 13% of this electronic waste gets recycled. Most of it is burned and dismantled informally in developing countries with adverse effects on health and the environment.⁷ Increasing use of electronic goods and their built-in obsolescence is a cause of "waste trafficking" where significant quantities of e-waste produced in developed countries end up in dump-sites in developing countries where lower environmental standards and low labour costs can lead to hazards in further waste processing and resource recovery. Volatility in global trade trends can also be an issue as waste recycled in one country is shipped to another depending upon current and fluctuating market conditions making planning difficult. Poor solid waste management also effects tourism and therefore local economies as tourists avoid return trips to littered beaches and other tourist destinations.

⁵ Veolia Environmental Services (2006). *From Waste to Resource. An Abstract of "2006 World Waste Survey."* <http://veoliaes.com/resource.php?id=566> (last accessed 15 July 2010)

⁶ World Bank (2005). *Waste Management in China: Issues and Recommendations*, May 2005. www.go.worldbank.org/2H0VMO7ZG0

⁷ Nokia, Population Reference Bureau/LO

Trends in Municipal Solid Waste

Over the last few decades, the generation, recycling, composting, and disposal of Municipal Solid Waste Management have changed substantially. While solid waste generation has increased from 3.66 to 4.43 pounds per person per day between 1980 and 2010, the recycling rate has also increased—from less than 10 percent of Municipal Solid Waste Management generated in 1980 to 34 percent in 2010. Disposal of waste to a landfill has decreased from 89 percent of the amount generated in 1980 to about 54 percent of Municipal Solid Waste Management in 2010.

Cities worldwide generated more than 1.3 billion tons of solid waste in 2010. As drivers of economic activity and recipients of millions of rural migrants every year, cities expect to see this number to grow to 2.2 billion tons annually by 2025—the equivalent weight of the Great Pyramid of Giza, in trash, every single day.

There is an overall correlation between the generation of MSW, wealth (Gross Domestic Product, GDP per capita) and urbanization⁵. Future projections estimate that the world's waste production could reach up to 27 billion tons by 2050, a third of which may be generated in Asia, with a significant percentage of that being produced in large economies such as China and India as projected by the World Bank.⁶

While municipalities spend a major proportion of their budget on solid waste management operations, investment in solid waste management is low compared to other sectors. Managing municipal solid waste (MSW) is a critical and basic urban service, MSW is seriously underfunded in most developing country cities. Cities in low income countries spend about US\$1.5 billion per annum on MSW – typically the largest expenditure category on municipal budgets. With an existing global annual shortfall of at least US\$40 billion⁸.

Municipal solid waste Opportunities

Addressing the waste problems has many benefits- both global and local. At the local level are the benefits of a cleaner and less polluted city with tangible health benefits for people. Integrating the informal waste recycling sector in the organized economy, with adequate health and safety provisions for workers and a transparent and rule-based engagement of all actors, including traders in the recycling market has the potential to make the current informal and dangerous jobs of waste collectors more decent. There are many examples where innovative and attractive products are made from waste materials. Developing a market for these can help to integrate the informal waste sector in the economy. Potentially, such integration can contribute to increasing municipal revenues, setting in place a virtuous cycle that can also improve waste management.

Green House Gas (GHG) emissions from solid waste, accounts for about 3% of global GHG emissions. However, the “Global Outlook on Waste” points out that the potential contribution of better waste and resource management to climate change mitigation exceeds that by far. For example, Germany attributed 24% of its total savings in GHG emissions between 1990 and 2006 to solid waste management, even though by 1990 West German standards of landfill gas control were already high⁹.

While general observations can be made about solid waste management problems and solutions, the UN-Habitat Solid waste in the world cities report of 2010¹⁰ emphasized the unique nature of each city. The report cautioned against trying to replicate examples from high-income countries and recommended that cities develop solutions that specifically reflect their unique context. The report also showed that even cities in developing countries such as Tanzania and Nepal can overcome financial constraints and greatly improve solid waste management - the key is building on each city's assets and unique strengths and strong stakeholder participation.

Recognizing that urbanization itself is a source of value, cities need to explore how increasing land values can be channeled towards better waste management. This requires better integration between land markets and solid waste management operations. For example, cities could examine the real cost in providing waste collection services to high-income, low-density neighborhoods, considering the quantity of landfill space required to accommodate such waste and based on the polluter- pays principle to charge sections of the population accordingly.

Considering public behavior as an important determinant of the quality of solid waste management in cities, public education and awareness activities have a key role to play in improving solid waste management. Most large cities have civil society and advocacy groups that work on these issues. Local governments can seek to engage with such groups and empower them to raise public awareness. Schools can be a focus of such campaigns. UN-Habitat's field experience has demonstrated the efficacy of child to parent learning of better hygiene practices. This can be replicated with regards to municipal waste. Incentives to change public behavior, for example, returning of used plastic bottles in exchange of small amounts of cash may also be effective.

The manufacturing industry also needs to play a key role by looking at the total life-cycle of their products and by improving packaging to reduce waste or by making packaging waste more easily recyclable.

Despite the variability of city contexts, a lot of information is now available from numerous cities on what has worked and what has not. Developing a network of such cities for sharing experiences and good practices will allow cities to learn from each other.

⁸ The World Bank, *Results-based Financing for Municipal Solid Waste*

⁹ *Global Waste Management Outlook UNEP ISWA 2015*

¹⁰ *Solid waste in the world cities: water and sanitation in world's cities*

USEFUL KNOWLEDGE RESOURCES ON MUNICIPAL SOLID WASTE MANAGEMENT

There are numerous waste sector-related organizations all over the world which have put an emphasis on tackling solid waste challenges and have, knowledge resources based on their approaches and experiences. A selection of these is listed below, with their website details, as useful references for follow up investigation. The sites provide detailed information about Global waste and its relation to the environment, health, economic among other vital factors.

UN-Habitat

The Urban Basic Services Branch leads UN-Habitat's work on solid waste management in urban environments.

www.unhabitat.org

ISWA

ISWA is a non-profit association that researches and helps in promoting and developing waste management worldwide as a contribution to sustainable development

www.iswa.org

World Bank

The World Bank is a vital source of data, statistics, research and investment findings as well as program information on urban development, urban strategy, water, waste issues and waste management.

www.worldbank.org

UNEP

UNEP is the United Nations Agency that deals with the environmental factors. The organization has detailed reports that give information about the global waste crisis– and economic, environmental and health benefits of better waste management

www.unenvironment.org/

D-WASTE

D-Waste has useful information on solid waste management with an emphasize on recycling of waste how to do it and the importance of managing waste.

www.d-waste.com

WASTE AID

Waste Aid International is a network of independent charities, set up by waste management professionals to deliver practical and low-cost waste services for disadvantaged communities.

www.wasteaid.org

WORLD ECONOMIC FORUM

The World Economic Forum is a vital resource with detailed information on solid waste management and gives approaches in management of solid waste.

www.weforum.org

WSP

The Water and Sanitation Program administered by the World Bank helps in managing the issues faced by people with respect to waste management activities. It helps give insights to solutions in managing waste and provides sustainable practices to be integrated in the environment.

www.wsp.org/

KNOWLEDGE RESOURCES

PUBLICATIONS

- Collection of Municipal Solid Waste, Key issues for Decision-makers in developing countries <https://unhabitat.org/books/collection-of-municipal-solid-waste-key-issues-for-decision-makers-in-developing-countries/>
- Solid Waste Management in the World's Cities: Water and Sanitation in the World's Cities 2010 <https://unhabitat.org/wp-content/uploads/2015/12/SolidWaste.pdf>
- State of the World's Cities 2010/2011 - Cities for All: Bridging the Urban Divide <http://mirror.unhabitat.org/pmss/listItemDetails.aspx?publicationID=2917>
- Collection of Municipal Solid Waste in Developing Countries <https://unhabitat.org/books/collection-of-municipal-solid-waste-in-developing-countries-2/>
- What a Waste: A Global Review of Solid Waste Management <https://openknowledge.worldbank.org/handle/10986/17388>
- Improving management of municipal solid waste in India <http://documents.worldbank.org/curated/en/%20178191468035334268/pdf/370700IN0Munic1ver0P08436401PUBLIC1.pdf>
- A Handbook for Schools on Organic Waste Management <http://www.waste.ccacoalition.org/document/handbook-schools-organic-waste-management>
- Integrated solid waste management: Recycling in perspective https://www.jstor.org/stable/43623668?seq=1#page_scan_tab_contents
- Developing integrated solid waste management plan training manual https://wedocs.unep.org/bitstream/handle/20.500.11822/7770/ISWMPan_Vol4.pdf?sequence=3
- The Global E-waste Monitor 2017 https://collections.unu.edu/eserv/UNU:6341/Global-E-waste_Monitor_2017__electronic_single_pages_.pdf
- Twelve factors influencing sustainable recycling of municipal solid waste in developing countries <https://digitalcommons.mtu.edu/cgi/viewcontent.cgi?article=1276&context=etds>
- Waste-to-Energy Technologies and Global Applications 1st Edition <https://www.amazon.com/Waste-Energy-Technologies-Global-Applications/dp/1138035203>
- Global Waste Management Outlook <http://eprints.whiterose.ac.uk/110512/1/UNEP%20ISWA%20GWMO%20-%20Chapter%203%20-%20Waste%20Management%20-%20Global%20Status.pdf>
- Integration of Thermal Energy Recovery into Solid Waste Management <http://task36.ieabioenergy.com/wp-content/uploads/2016/06/Integration-of-thermal-energy-recovery-into-solid-waste-management.pdf>
- Shanghai Manual – A Guide for Sustainable Urban Development in the 21st Century http://www.un.org/esa/dsd/susdevtopics/sdt_pdfs/shanghaimanual/Chapter%205%20-%20Waste_management.pdf
- UNEP (2005). E-waste, the Hidden Side of IT equipment's Manufacturing and Use, Environmental Alert Bulletin, http://www.grid.unep.ch/product/publication/download/ew_ewaste.en.pdf 12.
- UNEP (2010). Framework of Global Partnership on Waste Management, Note by Secretariat, http://www.unep.or.jp/etc/SPC/news-nov10/3_FrameworkOfGPWM.pdf 13.
- UNEP (2011). Waste – Investing in Resource and Energy Efficiency, Towards a Green Economy, www.unep.org/greeneconomy/Portals/88/documents/ger/GER_8_Waste.pdf
- Guidelines for National Waste Management Strategies http://cwm.unitar.org/national-profiles/publications/cw/wm/UNEP_UNITAR_NWMS_English.pdf

VIDEOS

There are huge health risks in not dealing with solid waste – Urbanet interview with Graham Alabaster, UN-Habitat expert in solid waste and waste management

Website: <https://www.urbanet.info/interview-graham-alabaster/>

Twitter: https://twitter.com/Urbanet_info/status/982153180313104387

Facebook: <https://www.facebook.com/urbanet.info/posts/1494301864030518>

WORLD HABITAT DAY 2018 OUTREACH AND CAMPAIGN

THE LOGO

The **2018 World Habitat Day logo** is available online in 2 formats (eps and jpg). The logo should be clearly visible, and not be placed on a “complicated” background. Further materials and information is available on the official World Habitat Day 2018 Website: [www. https://unhabitat.org/world-habitat-day/](http://www.https://unhabitat.org/world-habitat-day/)

WEBSITE

A World Habitat Day 2018 webpage has been created with a range of information tools, campaign resources and ideas for promotional materials available for people to download and use. It also offers a place for everyone to share photos and register information about their WHD 2018 activities and events around the world. The website is hosted by UN-Habitat and will be updated on a regular basis before WHD 2018, on the 1st October 2018 itself and after. Visit the website at: [www. https://unhabitat.org/world-habitat-day/](http://www.https://unhabitat.org/world-habitat-day/)

FACEBOOK PAGE

UN-Habitat Facebook page is available offering a platform for open dialogues. “Like” the page and join the discussion here: <https://facebook/unhabitat>

TWITTER ACCOUNT

A Twitter account offers a continuous feed of information and news about the Municipal solid waste and the public’s engagement. Join this at: <https://twitter.com/unhabitat>

YOUTUBE CHANNEL

On YouTube, we host a Channel to which you may subscribe, follow, share and like the videos we publish. Subscribe here: <https://youtube.com/user/unhabitatglobal>

PHOTO REPORTING

Photographic images of municipal solid waste management in countries, cities and towns; as well as observation of the 2018 WHD events across the world will be added to photo-galleries on the WHD 2018 website, Facebook and in Flickr for others to see. www.flickr.com

CAMPAIGN MATERIALS

Branded campaign tools and products have been designed and produced to help people with their advocacy events and activities. These include:

1. A multilingual WHD 2018 logo
2. Posters
3. Street Banners
4. Bags
5. Roll-ups
6. Caps
7. Branding artwork for mugs
8. World Habitat Day concept note
9. ‘Frequently Asked Questions’ resource to provide teachers and the media with ready to use information to create awareness among students and communities
10. A template design for t-shirts
11. Polo shirts
12. Pens
13. Pins
14. Certificates

WORLD HABITAT DAY CAMPAIGN ROAD MAP

July 2018

- Developing the WHD Concept note
- Theme for WHD agreed on
- Budget for the WHD celebrations agreed on
- Develop WHD website page on the UN-Habitat website
- WHD advocacy toolkit and Media kit content developed that will facilitate global celebrations

August – September 2018

- Briefing the CPR on the World Habitat Day Celebrations
- Campaigns commence on all viable platforms (Explaining, educating, informing)
- Campaign advocacy toolkit and material uploaded on the website
- School competitions on Solid waste topics and what awards to be given to the winners
- Facilitation of Global celebrations at country level
- Planning on logistics and partnerships for the main WHD celebrations in Nairobi (proposal for this to take place at the Dandora dump site)
- Government of Kenya involvement in the WHD celebrations in Kenya
- Use Africa Clean Cities Platform (ACCP) brand by inviting the minister of Environment Japan and JICA to meet the Executive Director of UN-Habitat to assure the government of Japan of UN-Habitat's commitment to ACCP

15th September 2018

- Global celebrations of WHD kick off
- Maximize on the launch of the IKI project in Kenya – use this platform for information sharing and dissemination of the WHD call to action
- Expert talks on Solid commence until the WHD (using various viable platforms – Traditional Media (op-eds) and new media (social media))

October 2018

- Main WHD celebrations event in Nairobi
 - Launch of Clean-up activities in Nairobi and other cities
 - Unveiling of the winners and presentation of awards
 - Media spot – hold around table discussions on solid waste management in municipalities; discuss the county/city compact and call for all cities to participate.
 - ED's speech to mention launch of the Solid Waste management Centre in Nairobi
- Global celebrations observing the WHD continues
- Campaigns continue all viable platforms (informing and a call to action: various countries sharing how they participated in the WHD, lessons learnt)

November 2018

- Launch of the solid waste management centre in Nairobi
- Campaigns continue (call for cities to implement the compact; highlighting the UN-Habitat work regarding solid waste; call for financial support (resource mobilization) to enable UN-Habitat partner with cities and Governments towards achieving SDGs....)
- Database of the cities who are working towards achieving the compact rating and publicizing on the WHD website as well as UN-Habitat website and other social media platforms
- Moving forward the African clean cities platform
- Cleanup activities

December 2018 – January 2019

- Campaigns continue (call for cities to implement the compact; highlighting the UN-Habitat work regarding solid waste; call for financial support (resource mobilization) to enable UN-Habitat partner with cities and Governments towards achieving SDGs....)
- Cleanup activities

February 2019

- Campaigns continue (call for cities to implement the compact; highlighting the UN-Habitat work regarding solid waste; call for financial support (resource mobilization) to enable UN-Habitat partner with cities and Governments towards achieving SDGs....)
- Cleanup activities

March 2019

- Campaigns continue (call for cities to implement the compact; highlighting the UN-Habitat work regarding solid waste; call for financial support (resource mobilization) to enable UN-Habitat partner with cities and Governments towards achieving SDGs....)
- Cleanup activities

8-12 April 2019 Governing Council

- Exhibition booth: with messages from WHD and cities compact/ getting those who did not sign to sign up. Exhibition booth will also have UN-Habitat Solid waste management interventions.
- Side event: Solid waste management in municipalities (to be organized by Urban Basic Services Branch)

THE MAIN GLOBAL EVENT IN NAIROBI ON 1ST OCTOBER 2018

We shall have both local and global celebrations, at country levels as well as local levels. The global celebration will take place in Kenya which hosts the UN-Habitat Headquarter.

The main global event in Nairobi Kenya will be on **1st October 2018**

Programme for the day **1st October 2018**

8.30 - 9.00	Arrival at the Public Space Site in Dandora
9.00 - 9.15	Tree Planting exercise; HE President of Kenya, Executive Director, UN-Habitat
9.15 - 9.20	Welcoming remarks (CS, MTIHUD &PW,)
9.20 - 9.25	Message from United Nations Secretary General
9.25 - 9.30	Statements from County Governor
9.30 - 9.35	Statements from CS: Ministry of Environment,
9.35 - 9.40	Statements from CS: MoEnvnt,
9.40 - 9.45	Statements from CS: MTIHUD&PW
9.45 - 9.50	Statement of Visiting Head of State
9.50 - 9.55	UN-Habitat Scroll of Honour Award
9.55 - 10.00	Global video clips
10.00 - 10.05	Unveiling of community artwork on MSW by H.E the President and Executive Director- UN-Habitat
10.10 - 10.20	Statement by Executive Director- UN-Habitat
10.10 - 10.15	Statement of H.E President of Kenya
10.15 - 10.20	Signing of Letter of Intent to launch the Waste Wise Cities Campaign in Kenya, presided by H.E the President of Kenya

For more information about the programme of the main Nairobi Kenya event, and about many other events organized by international partner organizations in the days leading up to March

1st October 2018, updates will be available on the website: [www. https://unhabitat.org/world-habitat-day/](https://unhabitat.org/world-habitat-day/)

MEDIA KIT

Media resources, Facts and Figures you may download from: [www. https://unhabitat.org/world-habitat-day/](https://unhabitat.org/world-habitat-day/)

TAKE A PLEDGE

I pledge to play my part and take the following actions to improve municipal solid waste management:

RETHINK – Support the shift in mindset from linear make-use-dispose model to a circular model that considers waste as a resource.

REDUCE - Cut back on the amount of waste I produce.

REUSE - Find a new way to use my waste so that I don't have to throw it out.

RECYCLE – Sort my waste and support recycling to reduce the use of raw materials, protect the environment and create jobs.

REFUSE – avoid and minimize waste by refusing single-use or disposable items, including plastic water bottles, plastic straws, plastic cutlery and disposable shopping bags, among others.

GETTING STARTED WITH YOUR ADVOCACY

To organize successful awareness-raising or advocacy campaigns for World Habitat Day, your communication needs to be planned in a strategic way and some preparation work is necessary.

There are many possible ways to plan and implement advocacy efforts. The following is a basic guide, with a focus on three main issues: messaging, communication channels and media. For more information, please see the list of advocacy resources provided in section 13 below.

Set objectives and conduct research

- Identify the most important solid waste challenges in your area, country or region, along with areas of good progress made and potential solutions which could be applied elsewhere.
- Collect information about the challenges and solutions/opportunities. Find useful websites and media sources for this research.
- Identify objectives for what you would like to achieve from the advocacy communication e.g. a shift public opinion on an issue, or promoting a new policy, or encouraging a measurable change in a specific behavior. (What would you like people to think, feel and/or do?)

Identify and understand your target audiences

- Identify your main target audiences, including the decision-makers who have powers to implement desired changes, and those individuals or groups who can best influence the decision-makers. Who needs to be mobilized to act, and who can help mobilize them?
- Your audiences may include: policy makers; public or private sector solid waste providers; politicians; government officials; local authorities; specific decision-makers such as Finance/ Ministers, Mayors or City Managers; development planners; educators; community-based organizations or civil society groups; organized labor; industry associations; religious leaders, the media; celebrities, advisors or influential people or any of a range of other stakeholders depending on the issue or the advocacy objective.
- Learn as much as you can about your target audience's knowledge, attitudes and practices related to municipal solid waste issues and the kind of changes you would like to advocate. (Conduct opinion research if possible). Understand what their concerns and interests are, so that you can package your information and direct your advocacy efforts in a way that is most relevant to them and is most likely to influence them.

Develop appropriate messages, methods and channels

- Plan the most effective messages, communication channels and advocacy methods/activities to reach and influence your different target audiences.
- Explore the best ways to mobilize decision-makers who can improve municipal solid waste services.
- A large range of advocacy methods, activities and events are possible, depending on what target audience you are engaging, what you want to achieve in your specific situation and what resources are available. Some might aim for awareness/education, others might aim for participation. In some cases, the target audience will be thousands of people, in some cases just one individual decision-maker. Sometimes a lighter/ 'entertaining' approach will work best, and at other times the topic needs to be addressed very seriously. Some activities cost a lot, some cost very little.

Given the diversity of advocacy needs and methods in the world, this guide can only offer a few generic examples or ideas of advocacy actions to plan for WHD.

- i. Get persuasive information to decision makers.** E.g. a short briefing sheet delivered into their hands, making a strong case for why change needs to happen and the positive steps they can take to make it happen.
- ii. Stimulate dialogue between key stakeholders.** Through forums, a high-level 'round table' or panel discussion or community meetings.
- iii. Send an open letter to a Minister or City Manager.** Publish it in the media, with backing support from a range of stakeholders.
- iv. Take people on a site visit.** Show decision-makers or policy-makers things that they need to see and help fix.
- v. Produce materials for mass media use.** Develop well-made and useful promotional media products which can be used by mass media publishers or circulated using social media or networks e.g. an audio-visual/ video clip, a radio show, a 'viral' email, traditional media e.g. newspapers etc.
- vi. Stage a big public event.** Raise awareness through staging a concert, a play, a media opportunity, a high-level debate, a march or a protest.
- vii. Lobby local politicians.** Show how the changes you want can win them votes.
- viii. Engage those who can influence or advise leadership.** Meet with the people who leadership trust and listen to. If they understand the issues, what is at stake and how to help, then they can help advise or can influence the decision-makers in government, water providers, development agencies etc. Organize a petition, a competition or a quiz.
- ix. Hold a workshop or seminar on the topic.** Create the opportunity for more in-depth understanding of the issues.
- x. Get interviewed on talk radio, TV show** or run a public service announcement on municipal solid waste

Establish partnerships, plans and resources

- Mobilize partners to assist you with organizing and implementing your WHD advocacy initiatives. Depending on where you are and what you are trying to achieve, partner organizations could be community-based organizations or non-government/ public-benefit/non-profit organizations who have similar development objectives, or local companies who could perhaps help with providing resources, or the local media to help promote the event and its cause etc. For example, approach local partners with an outline of objectives and planned activities for WHD and ask for their involvement and support. Explain how their participation can be of benefit to them.
- Work with the media as an essential partner in any WHD advocacy effort.
- Based on all the above, develop an advocacy action strategy/ plan, and use it to motivate for and raise or allocate the financial and other resources to be able to implement it.
- Plan how you will monitor and assess/evaluate the impacts of your efforts.
- Spread the word about the WHD 2018 theme messages and your advocacy activities to your own organization's internal and external audiences, via your newsletters, information material, etc.

PREPARING MESSAGES ON 'WASTE-WISE CITIES'

- Collect and analyze information on urban water issues in your city/country/region, using the WHD 2018 message guidelines provided above.
- Facts based on solid research are crucial to any advocacy campaign. Although many global statistics exist, local data will be most persuasive for local decision-makers and interesting to the media.
- Once you have collected and analyzed information, transform it into key messages and stories that your target audiences will relate to, and that will help achieve your awareness raising and advocacy goals.
- Package the information and adapt the messages according to the different interests and needs of the various target audiences.
- Publicize and promote the work done by you or your organization to improve the situation.

WORKING WITH THE MEDIA

The media is one of the most effective ways to communicate messages to large audiences in awareness-raising campaigns like WHD. Working successfully with the media requires good planning and preparation.

- Each media organization or channel has different audiences, covers different geographical areas and focuses on different types of subject matter or style of delivery. Approach only those which match your WHD advocacy interests.
- Make sure your story is 'newsworthy'. News media will be most interested in information that is about something new, surprising and compelling, or with an impact on the public.
- Provide information in the format which suits each type of media.e.g. a radio news programme might want short 'sound bites' of only a few sentences.

Some tools for working with media

- Media release/Press release
- Media advisory
- Media conference or briefing session
- Interviews
- Articles (either on request and proactively produced)
- Using websites
- Specialized media material e.g. a media kit including WHD 2018 messages and interesting facts and figures
- Story ideas for WHD theme issues
- Workshops or short briefing sessions related to the WHD theme for journalists or editors. (Media staff are usually time-pressured and they tend to prefer shorter briefing sessions.)
- Leverage getting free editorial coverage
- If you can find a sponsor, pay for advertising space or advertorials.

Some tips for radio and television interviews

- Make sure you have identified the message/s you want to transmit, based on your advocacy objectives, and you have accurate and significant information collected and prepared in advance.
- Request questions for the interview before it takes place to prepare yourself or your spokesperson. Negotiate the questions if necessary and point out important issues the journalists might have forgotten or which you would like them to focus on. (Or send a set of your own interview questions as a possible guideline.)
- As your spokesperson, choose a representative of your organization/office who is most likely to be able to impress the audience in terms of their subject knowledge and their personal charm/charisma.
- In radio and television interviews, the person interviewed should be a good speaker and can come to the point quickly. They should speak slowly and not use sentences that are too long or explanations that are too technical.
- Use concrete/ practical examples that will be of interest for the audience.
- Prepare just a few core messages you want to communicate, as most interview opportunities are brief. If it is a longer interview then find ways to keep your answers directed at these core messages, even if it means repeating them using different words, facts or explanations.
- Rehearsing the interview in advance, and preparing for a range of possible questions (even some you might not want to answer), is always a good idea.

THE UN SYSTEM

Contact the United Nations Information Center/s (UNICs) of your country or region for information on local UN communication capacity and for support for your events, publications, information material, translation into local languages etc. There are 63 UNICs around the world.

See <http://unic.un.org/> or see the directory of UNICs at: www.un.org/aroundworld/unics/english/directory.htm

- Contact UN offices/programmes/agencies in your area and inform them about the WHD 2018 and your activities. WWD 2018 is being coordinated by UN-Habitat, so be sure to inform UN-Habitat offices of your activities.
- UN-Habitat is responsible for the media relations of WHD 2018. For help with or queries about media relations, contact **Ms. Susannah Price** at the contact details listed earlier in the document.

The United Nations Department for Public Information, based in New York, also handles media relation requests and sends information through its database.

See: <http://unic.un.org/aroundworld/unics/en/whoWeAre/aboutDPI/index.asp>

Or <http://unic.un.org/aroundworld/unics/en/contactUs/index.asp>

REFERENCES FOR ADVOCACY RESOURCES

Organizations or individuals interested in advocacy initiatives, there are a range of guides and resources which have been developed to help. Some are specific to solid waste and some are more general development-related resources which have useful ideas and methodologies which can be applied to Municipal solid waste. A selection of some of the most relevant publications and organizations follow.

For individuals and organizations interested in advocacy initiatives, there are numerous guides and resources which have been developed to give guidance. Some are specific to solid waste management and some are more general development-related resources which have useful ideas and methodologies which can be applied to the sanitation sector. A selection of some of the most relevant publications and organizations follow.

Useful advocacy resources

Atemo Lidonde, R., de Jong, D., Barot, N., Shamsun Nahar, B., Maharaj, N., & Derbyshire, H. (2002).

Advocacy Manual for Gender & Water Ambassadors (2002) — English. Retrieved from http://genderandwater.org/en/gwa-products/policy-influencing/GWA_Advocacy_Manual.pdf/view

Nzeadibe, T., & Ajaero, C. (2010). **Development impact of advocacy initiatives in solid waste management in Nigeria. Environment, Development And Sustainability**, 13(1), 163-177. doi: 10.1007/s10668-010-9254-8

Solid Waste Management Round Table. (2018). SWMRT-Solid Waste Management Round Table. Retrieved from <http://swmrt.com/policy-advocacy.html>

World Bank

Examples of relevant publications WB development communications resources are:

- Mefalopulos, P. (2008) **Development Communication Sourcebook**. Broadening the Boundaries of Communication. The World Bank: Washington D.C. <http://siteresources.worldbank.org/EXTDEVCOM-MENG/Resources/DevelopmentCommSourcebook.pdf>
- Tufte, T and Mefalopulos, P. (2009) **Participatory Communication. A Practical Guide**. World Bank Working Paper No 170. The World Bank: Washington D.C. <http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/Participatorycommunication.pdf>
- World Bank Development Communication (Date unknown). **Communication for Water Reform. A Guide for Task Team Leaders**. World Bank, Washington D.C. <http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/commwaterreformfinal.pdf>
- Mozammel, M and Schechter, G. (2005) **Strategic Communication for Community-Driven Development. A practical guide for project managers and communication practitioners**. The World Bank: Washington, D.C. <http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/cddcommguidefinal.pdf>
- World Bank. (2006). **Citizen's report card on urban water, sanitation and solid waste services in Kenya: summary of results from Nairobi, Kisumu, and Mombasa**. Retrieved from <http://documents.worldbank.org/curated/en/752761468285872979/Citizens-report-card-on-urban-water-sanitation-and-solid-waste-services-in-Kenya-summary-of-results-from-Nairobi-Kisumu-and-Mombasa>

UNICEF

Communication for Development publications

https://www.unicef.org/cbsc/index_90280.html

SHARING APPROACHES

WHD 2018 is a group effort by participants from around the world. The WHD 2018 campaign will maximize its outreach and impact with contributions from as many organizations and people as possible.

Pass on WHD 2018 campaign messages, materials and approaches

The campaign information content and promotional materials available on the WHD 2018 website are available for use, and the intention is that they are disseminated as broadly as possible. So please feel free to send them on to others who you know might be interested.

Register local WHD 2018 activities and events

The WHD 2018 events and activities are likely to achieve more if they are well publicized and supported. Everyone is encouraged to share information about their local or national WHD events and celebrations, by registering them on the WHD 2018 webpage. www.unhabitat.org/...

For inclusion in the Events Calendar and Interactive Map, please send the following information.

- Event title (add a short event description)
- Event organizers
- Event venue
- Contact information
- Event website (if available)

Share information about Municipal solid waste solutions and opportunities

The campaign will also benefit by people sharing success stories and case studies of Municipal solid waste solutions, interesting opportunities and lessons learned from past experiences.

People can learn from others around the world, and can hopefully make faster progress with their own Municipal solid waste policies and programmes. By doing this, WHD 2018 can make a long-term difference beyond the 1st of October 2018.

Organizations and individuals, who are interested in sharing information or photos, can contact: Whd2018@unhabitat.org

Appendix 1 Previous World Habitat Day observances

Each year, World Habitat Day highlights a specific aspect theme.

Year	Theme	WHD Venue	Chief Guest
2017	Housing policies: Affordable Homes		
3 & 4 Dec.2016	House at the centre	Merdeka Square, Kuala Lumpur, Malaysia	
2015	Public Spaces for All'		
2014	Voices from slums		
2013	Urban Mobility	The city of Medellin in Colombia	Mayor of Medellin Mr. Anibal Gaviria
2012	Changing Cities, Building Opportunities	Islamabad, Pakistan	
2011	Cities and Climate Change	Aguascalientes, Mexico	
2010	Better City, Better Life	Shanghai, China	
2009	Planning our urban future	Washington, D.C.	United States Housing and Urban Development Secretary Shaun Donovan
2008	Harmonious Cities	Luanda, Angola	José Eduardo dos Santos - President of Angola
2007	A safe city is a just city	The Hague, Netherlands	Wim Deetman, Mayor of The Hague and chairman of UCLG
		Monterrey, Mexico	Beatriz Zavala Peniche, Secretary of Social Development, (SEDESOL) on "Rescue of Public Spaces Programme"
2006	Cities, magnets of hope	Naples	Vittorio Craxi, Vice-Minister of Foreign Affairs in charge of Multi-lateral affairs

Year	Theme	WHD Venue	Chief Guest
		Kazan	Kamil Iskhakov - Plenipotentiary Representative of the President of Russia in Far East Federal Region, President of the United Cities and Local Government Euro-Asia Regional Section
2005	The Millennium Development Goals and the City	Jakarta	President Susilo Bambang Yudhoyono
2004	Cities - Engines of Rural Development	Nairobi	President Mwai Kibaki of Kenya
2003	Water and Sanitation for Cities	Rio de Janeiro	César Maia, Mayor of Rio de Janeiro
2002	City-to-City Cooperation	Brussels	H.R.H. Prince Philippe
2001	Cities without Slums	Fukuoka	Wataru Asō, Governor of Fukuoka Prefecture
2000	Women in Urban Governance	Jamaica	Seymour Mullings, Deputy Prime Minister and Minister of Land and Environment
1999	Cities for All	Dalian	Yu Zhengsheng, Minister of Construction, China
1998	Safer Cities	Dubai	Qasim Sultan Al Banna, Director General, Dubai Municipality UAE
1997	Future Cities	Bonn	Klaus Topfer, Federal Minister for Regional Planning, Building and Urban Development, Germany
1996	Urbanization, Citizenship and Human Solidarity	Budapest	Minister of the Interior, Hungary
1995	Our Neighbourhood	Curitiba	Mayor of Curitiba
1994	Home and the Family	Dakar	Abdou Diouf, President of Senegal
1993	Women and Shelter Development	New York City	Boutros Boutros-Ghali, Secretary-General of the United Nations
1992	Shelter and Sustainable Development	New York City	Boutros Boutros-Ghali, Secretary-General of the United Nations
1991	Shelter and the Living Environment	Hiroshima	Mayor of Hiroshima
1990	Shelter and Urbanization	London	Sir Geoffrey Howe
1989	Shelter, Health and the Family	Jakarta	Suharto, President of Indonesia
1988	Shelter and Community	London	Robert Runcie, Archbishop of Canterbury
1987	Shelter for the Homeless	New York City	Javier Pérez de Cuéllar, Secretary-General of the United Nations
1986	Shelter is my Right	Nairobi	USG, UNCHS (Habitat)