



EVENT TOOL KIT

AUGUST 2020

Urban October is a month of exciting meetings, discussions and events focusing the world's attention on urban issues and sustainable development. Individuals, organizations, cities, communities and governments at every level are encouraged to take part in activities that highlight the challenges and solutions relating to cities, towns and communities.

Urban October starts with World Habitat Day and ends with World Cities Day. This year World Habitat Day will open the month-long celebrations with a virtual event on Monday 5 October under the 2020 theme **Housing For All: A Better Urban Future**.

We will end the month with World Cities Day on 31 October with the theme **Valuing our communities and cities**.

UN-Habitat invites everyone concerned with promoting sustainable cities and communities to join in the celebration.

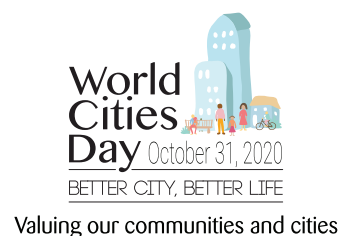


World Habitat Day

October 5, 2020

The United Nations designated the first Monday of October as the annual World Habitat Day (WHD). This day highlights the state of our towns and cities, as well as the basic right of adequate shelter for all. WHD also reminds us we all have the power and the responsibility to shape the future of our cities, towns, and communities.

This year's theme is **Housing For All: A Better Urban Future**. The global observance will be hosted by the city of Surabaya, in Indonesia.



World Cities Day

October 31, 2020

World Cities Day aims to promote the international community's interest in global urbanization, enhance cooperation among countries and cities in meeting opportunities and addressing challenges of urbanization, and contribute to sustainable urban development. The overall World Cities Day theme is Better City, Better Life and this year's sub theme is **Valuing our communities and cities**.

Join us and organize virtual activities

We are going virtual this year and are encouraging national governments, local authorities, the private sector, and other urban practitioners to mark the day by organizing events through online workshops or webinars, online panel discussions and interviews. The following are suggested events that can be held.

Urban Breakfast

An Urban Breakfast aims to create an inspiring dialogue to reflect on challenges facing sustainable urban development, considering the Sustainable Development Goals and the New Urban Agenda. It can be held at any time.

Urban Breakfasts focus on introducing and discussing regional urban perspectives, with the participation of key speakers from national governments, local authorities, academia, civil society, the private sector, and other stakeholders.

The Urban Journalism Academy

The Urban Journalism Academy (UJA) brings together media professionals who are interested or involved in urban development. They help strengthen journalists' capacity to analyze the overall process of urbanization by sharing with them substantive knowledge about the main issues of planning and management of cities, as well as technical expertise in urban data and indicators. The aim is to create a network of urban journalists that work together in advocating principles of the New Urban Agenda.

Raise awareness in your city or community virtually

You can get involved by organizing an event or including the following ideas in your event to raise awareness. Please let us know about your planned event and we will post it on our website <https://urbanoctober.unhabitat.org/>.

Event suggestions include:

- Organize an online meeting in your area on how to make your city or community inclusive, safe, resilient and sustainable.
- Organize an online film screening to bring people together in a common space and promote local creativity.
- Use this occasion to publicize, reward and demonstrate tangible improvements in urban issues in your community.
- Engage a well-known person or local expert to support your event to bring positive attention to World Habitat Day, World Cities Day and Urban October as a whole.
- Organize online public information campaign, use local actors, musicians or poets to create awareness of the issues affecting your city or community.
- Approach local media to write articles or do radio or television pieces on the themes or organize interviews or panels policy makers, government officials, academics, journalists, other professionals, and community representatives.
- Essay writing or painting competition can help create awareness of World Habitat Day and World Cities Day in schools and colleges.
- Offer an online University lecture on the theme of World Habitat Day or World Cities Day.
- Organize an online picture exhibition on how to make your city or community inclusive, safe, and using innovative approaches that are sustainable for future generations.
- Brand your Urban October event by using either the World Habitat Day or World Cities Day logo or merchandise designs
- Promote and create a web page or a web banner on your website with information about World Habitat Day and World Cities Day.

- Promote Urban October through social media – Tag your posts for Urban October with #UrbanOctober, for World Habitat Day with #WorldHabitatDay, and for World Cities Day with #WorldCitiesDay
- Find promotional material to print on: <https://urbanoctober.unhabitat.org/resources>. Promotional material includes logos in English, French, Spanish, Russian, Arabic, logos for T-Shirts, caps, banners, websites, and social media


Keep in Touch

Please feel free to post your planned event or activity **here**. After your event, please share with us the event report, photos, videos and any material about the event **here**.

We will publish your event in the 2020 Urban October Report – see **here** for the 2019 Urban October Report.

Tag us on social media - @UNHABITAT - hashtags **#UrbanOctober #WorldHabitatDay #WorldCitiesDay**

Connect to UN-Habitat social media

 <https://www.linkedin.com/company/un-habitat-United-Nation-Human-Settlements-Programme->

 <https://www.flickr.com/photos/unhabitat/>

 <https://www.instagram.com/unhabitat/>

 https://www.youtube.com/channel/UCxkn7WqOdNdNB3AfG65NQ_A

 <https://twitter.com/UNHABITAT>

 https://web.facebook.com/UNHABITAT/?_rdc=1&_rdr

For more information on Urban October, please visit our website on: <https://urbanoctober.unhabitat.org/>, or send us an email on: unhabitat-events@un.org for Urban October, unhabitat-whd@un.org for World Habitat Day, and unhabitat-wcd@un.org for World Cities Day.

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