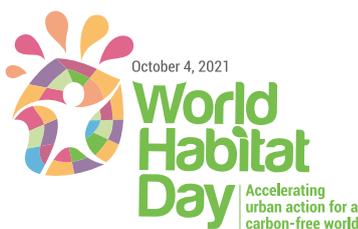




31 DAYS OF PROMOTING  
A BETTER URBAN FUTURE

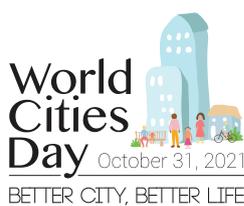
Urban October is a month of exciting meetings, discussions and events focusing the world's attention on urban issues and sustainable development. Individuals, organizations, cities, communities, and governments at every level are encouraged to take part in activities that highlight the challenges and 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 4 October under the 2021 theme **Accelerating urban action for a carbon-free world**. We will end the month with World Cities Day on 31 October with the theme **Adapting Cities for Climate Resilience**. UN-Habitat invites everyone concerned with promoting sustainable cities and communities to join in the celebration.



### World Habitat Day

October 4, 2021

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 **Accelerating urban action for a carbon-free world**. The concept note translated into the different UN languages can be found [here](#).



### World Cities Day

October 31, 2021

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 **Adapting Cities for Climate Resilience**. The concept note translated into the different UN languages can be found [here](#).

### Join us and organize virtual, physical and hybrid activities

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

## Urban Breakfast

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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

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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

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You can get involved by organizing an event or including the following ideas in your event to raise awareness. Please feel free and post your Event and Activity **here**. This will be reflected on our website <https://urbanoctober.unhabitat.org/>.

### Event suggestions include:

- Organize a discussion or debate either physical or online on how your city or community can act and contribute to a carbon-free world and climate resilience.
- Organize a film screening either physical or online 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 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 a University lecture or Master class on the theme of World Habitat Day or World Cities Day.
- Organize a capacity building session on the theme of World Habitat Day or World Cities Day
- Organize a picture exhibition on how to make your city or community carbon-free world and climate resilient.
- Launch of reports and projects in relation to the theme of World Habitat Day or World Cities Day.
- Organize a Video interview series on champions of carbon-free world and climate resilience
- Organize a donation drive to assist your city or community manage issues on carbon-free world and climate resilience.
- Engage in a Twitter chat on the theme of World Habitat Day or World Cities Day.
- 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 2021 Urban October Report – **see the 2020 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://www.youtube.com/channel/UCxkn7WqOdNdNB3AfG65NQ_A)

 <https://twitter.com/UNHABITAT>

 [https://web.facebook.com/UNHABITAT/?\\_rdc=1&\\_rdr](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](mailto:unhabitat-events@un.org) for Urban October, [unhabitat-whd@un.org](mailto:unhabitat-whd@un.org) for World Habitat Day, and [unhabitat-wcd@un.org](mailto:unhabitat-wcd@un.org) for World Cities Day.

**UN HABITAT**  
FOR A BETTER URBAN FUTURE

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