



2025 EVENT TOOLKIT

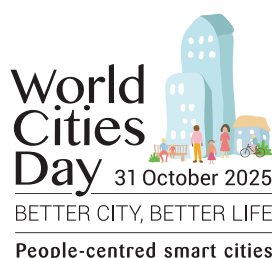
Urban October is a month of exciting meetings, discussions, and events focusing the world's attention on urban issues and sustainable development. Individuals, organizations, cities, communities, and governments at every level are encouraged to take part in activities that highlight the challenges and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

In 2025, the World Habitat Day will take place under the theme **Urban crisis response** and World Cities Day will focus on **People centred smart cities**.



World Habitat Day is held on the first Monday of October each year and launches Urban October. The day centers around the global observance, which is held in a different country each year with keynote speakers and roundtable discussions focused on a specific theme. World Habitat Day was first celebrated in 1986 in Nairobi, Kenya, with the theme 'Shelter is my right'.

On 6 October 2025 the Global Observance of World Habitat Day, under the theme **Urban crisis response**, will focus on addressing multiple crises affecting urban areas, including climate and conflicts that are contributing to inequality, and promote existing tools and approaches to effective crisis response.



World Cities Day brings Urban October to an end on 31 October and was first celebrated in 2014. As with World Habitat Day, a global observance is held in a different city each year and the day focuses on a specific theme.

On 31 October 2025 the Global Observance of World Cities Day, under the theme **People-centred smart cities**, will showcase how data-driven decision making, technology, and AI can be used to improve urban life and recover from current shocks and crises. It will also focus on promoting smart city initiatives centered on people.

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

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.

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 Urban October [webpage](#).

Event suggestions include:

- Organize a discussion or debate either physically 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 physically 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 competitions 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.
- 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, [here](#).
- 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 [here](#). The promotional materials include logos in English, French, Spanish, Russian, Arabic, logos for T-Shirts, caps, banners, websites, and social media.

Keep in Touch

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 2025 Urban October Report.

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

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.

Connect to UN-Habitat social media



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