

RADIO SHOW CONCEPT NOTE: VOICES FROM THE SLUMS AND URBAN OCTOBER

Background

UN-Habitat and Ministry of Land, Housing and Urban Development wish to partner with media houses to mark World Habitat Day and to start the celebration of the first Urban October.

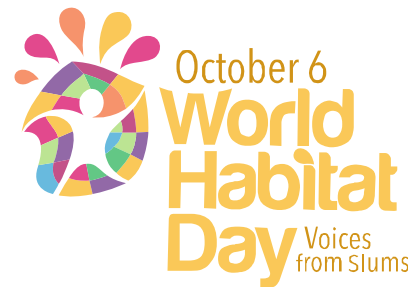
For the first time ever, in October 2014, two important milestones of the urban calendar coincide in the same month. As every year, on the first Monday of the month, October 6, the world will be celebrating the World Habitat Day. And the year's newness is the celebration of the World Cities Day on the last day of the month, October 31. The set of celebrations, events and activities taking place in this context is all grouped together under the umbrella of **Urban October**.

Urban October will gather many of the initiatives on advocacy, outreach and communications that UN-Habitat promotes and convenes that month. It is the perfect setting for governments and partners to organize and promote actions and activities on sustainable urban development. Urban October is a month for raising interest on urban challenges and opportunities to the media and communications networks. It is the month for stimulating debates and moving forward commitments.

World Habitat Day (WHD) 2014 will be commemorated on Monday, 6 October 2014. This year's World Habitat's Day theme is '**Voices from Slums**'. World Habitat Day 2014 aims to recognize life in slums and gives voices to slum dwellers for improving quality of living conditions in existing slums, as well as highlights the efforts towards the achievement of the MDGs. Governments, NGOs, private sector, academic and other institutions are encouraged to place current and past slum dwellers at the center of commemorating World Habitat Day 2014. Webstories, videos, photos, interviews and other stories will feed the campaign's contents on social media, websites, media and other supports. Please find all information on World Habitat Day 2014 on our website under: www.unhabitat.org/world-habitat-day/ and follow WHD on our social media channels under the Hashtag #HabitatDay.

Urban Thinkers Campus will take place from 15 to 18 October 2014 in Caserta, Italy. The Campus is built on the outcomes of the deliberations of the Sixth and Seventh session of the World Urban Forum organized by UN-Habitat in Naples, Italy in 2012 and in Medellin, Colombia in April 2014. One month after the first Preparatory Committee for the Habitat III Conference, the Campus aims to gather urban thinkers and stakeholders to debate '**The City We Need**', initiated by the World Urban Campaign. Please find all information on the Urban Thinkers Campus on our website under: www.unhabitat.org/urbanthinkers/ and follow it on our social media channels under the Hashtag #urbanthinkers

World Cities Day (WCD) 2014 will be commemorated on Friday, 31 October 2014. It will be celebrated under the theme '**Leading Urban Transformations**'. WCD is expected to greatly promote the international community's interest in global urbanization, push forward cooperation among countries in meeting opportunities and challenges in urbanization and contribute to urban sustainable development around the world. The city of Shanghai, China will host the main celebration of World Cities Day while there will be many local events worldwide.



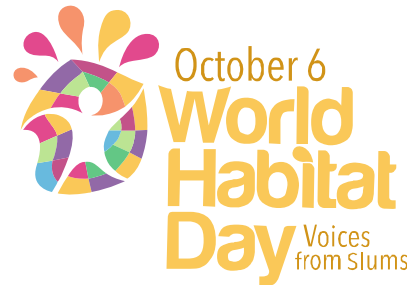
And as such, Urban October is a month for raising awareness on urban challenges and opportunities to the media and communications networks. It is also the month for stimulating debate and moving forward commitments that affect the lives of slum dwellers. Moreover, Urban October is the perfect setting for governments and media houses to organize and promote actions and activities within the four pillars towards a New Urban Agenda: awareness, participation, knowledge and engagement.

In this regard, UN-Habitat and the Ministry of Land, Housing and Urban Development invites radio stations to join in the above series of events scheduled to take place in October. This is in recognition of radio as a mass media, having the widest audience in the world to work with these two institutions and other partners on the following:

1. Raise awareness on life conditions in slums.
2. Develop processes and tools in defence of the historical memory of the people who have lived and live in the slums.
3. Demonstrate, through real stories, to decision makers in the urban arena that slum upgrading programmes can achieve better living conditions for slum dwellers, and greater economic and social impacts.
4. Share experiences on slum upgrading approaches among cities and urban areas worldwide.
5. Contribute to a policy dialogue that focuses on the broad range of issues related to the integration of life in the slums into the city.
6. Identify policy formulation and capacity development issues in which the UN system, in particular UN-Habitat, can offer significant contributions.
7. Identify key stakeholders in slum upgrading and adequate housing and actively engaging them in further discussions.
8. Contribute as relevant to the post-2015 discussions and Habitat III Conference. More information about the two processes can be accessed via www.unhabitat.org

10 Ways to mark urban October through radio

1. Broadcast audio messages which can be downloaded through <http://unhabitat.org/whd-2014/>.
2. Produce a radio programme or public service announcement creating awareness of objectives and activities marking Urban October.
3. Organize and broadcast Urban October themed debates and discussions with media stakeholders (broadcasters, policy-makers, academics, civil society) on the issue of slums.
4. Organize phone-in radio shows so listeners can discuss the importance of improving the living conditions of slum dwellers and share memories of great moments that have helped slum dwellers.
5. Interview slum dwellers, local, regional and national radio personalities that have advocated for better living conditions for slum dwellers.



6. Share recordings of your radio show and other World Habitat Day and World Cities Day themed broadcasts at <http://unhabitat.org/whd-2014/>.
7. Add a link to your favourite radio programme on World Habitat Day and World Cities Day themed broadcasts to our map at World Habitat Day and World Cities Day themed broadcasts
8. Further disseminate World Habitat Day and World Cities Day material which can be downloaded at <http://unhabitat.org/whd-2014/>.
9. Place the World Habitat Day and World Cities Day banners on your social media channel or website and encourage newspapers, radio, and television and website editors to place a banner on their sites during the month of October.
10. Record a World Habitat Day or World Cities Day message through our audio library at <http://unhabitat.org/whd-2014/> and share it with the world.

For more information, please contact:

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#HabitatDay

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Voices from Slums

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