Campaign Toolkit

HOUSING4ALL

11 SUSTAINABLE CITIES AND COMMUNITIES

UN-HABITAT
FOR A BETTER URBAN FUTURE

Housing
FOR ALL
Five weeks to raise awareness and commit to housing for all
This campaign toolkit is designed for the HOUSING4ALL partners to ensure consistency of branding and message.

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Campaign Goals

- Show-case and advocate on key actions to promote housing for all.
- Promote alliances and initiatives that will help increase housing for all in order to improve future resilience of cities and communities.
5 WEEKS for Housing4All

Five weeks to raise awareness and commit to housing for all

**Health**
- Adequate housing = A first line of defence against health risks
  - Discuss the importance of adequate housing to face the COVID-19 crisis

**Dignity**
- An essential condition to live in dignity
  - Reflect on the plight of homelessness during the World Homelessness Day

**Safety**
- Protection against essential safety and climate risks
  - Explore the links between housing and safety in the ‘40 Days Safer Cities Challenge’ run by UN-Habitat

**Inclusion**
- Stability to ensure social and economic inclusion
  - Discuss the role of housing to ‘Valuing our Communities and Cities’, the theme of the World Cities Day

**Well-being**
- The basis for well-being in order to live, work and learn
  - Discuss the importance of housing to well-being as a contribution to development
Five weeks to raise awareness and commit to housing for all

CAMPAIGN LAUNCH

World Homelessness Day

World Cities Day

5 Oct 10 Oct 31 Oct 6 Nov

URBAN OCTOBER

Health Dignity Safety Inclusion Well-being

5 WEEKS for Housing4All
MAKE USE OF URBAN OCTOBER DURING THE CAMPAIGN

Urban October is an opportunity to raise awareness on challenges and opportunities in urbanization.

You can share your events and activities throughout the month of October to raise awareness and inspire others to join the collective movement for safer cities.

Learn more
Housing is not just a roof.
Housing is a human right.
Housing is the building block of people’s health, dignity, safety, well-being and inclusion.

Ensuring housing rights is a shared responsibility of all stakeholders.
Key messages

The following key messages may be used by the partners of the Housing4All Campaign

- **Health**: Adequate housing is a first line of defence against a number of health risks. It helps reduce the spread of diseases and enables people to follow sanitary protocols. The quality of housing also has major implications for respiratory and cardiovascular diseases, injuries and mental health.

- **Dignity**: Having an adequate house is an essential condition for living in dignity. Accessibility of housing is key particularly, for people with disabilities, older persons or people with other cultural, social or health related needs.

- **Well-being**: Adequate housing provides the basis for belonging and the well-being of people enabling them to grow, engage, live, work and learn together.

- **Safety**: An adequate physical shelter protects people against multiple safety risks. With the increase of extreme weather events, housing for all contributes to building the resilience of communities and cities to climate change.

- **Inclusion**: The stability of a safe home is essential to ensure social and economic inclusion as part of a neighbourhood and community and to access jobs and livelihoods.
The following key messages may be used by the partners of the Housing4All Campaign

**COVID-19**

- A safe and secure home is the first line of defense in the pandemic.
- The COVID-19 crisis has become a unique global momentum to demonstrate that it is possible to provide housing for all building on cooperation, collaboration and coordination between all actors.
1.8 billion people worldwide live in inadequate housing, overcrowding, homelessness and housing precarity (UN-Habitat)

3 billion people lack basic handwashing facilities (UNICEF-WHO)

55% of the world’s population – about 4 billion people – do not benefit from any form of social protection (ILO)

Every year 2 million people around the world are forcibly evicted, and many more threatened with eviction. This means millions of people regularly uprooted from their homes, their networks and often without receiving the supports needed for them to rebuild their lives. (UN-Habitat)

Around 80% of cities worldwide do not have affordable housing options for half of their population (Lincoln Institute of Land Policy, UN-Habitat, and New York University - Atlas of Urban Expansion)
Social Medias

#Housing4all
#TakeAction4Cities
#GetYourHousingRight
#NotJustARoof
#HousingAtTheCentre
Promote your solutions on social media and LINK to an impact story:

**NEW INCLUSIVE HOUSING POLICY IN COUNTRYXX**

500,000 BENEFICIARIES IN 2020
To make your story both informative and lively:

- Explain the challenges that are being addressed
- Describe the initiative in simple words – avoid technical words, jargon and acronyms
- Includes some details and key data about the specific results of the initiative
- Focus on the impacts and the positive results
- Include quotes from partners and beneficiaries of the initiative
- Don’t forget to acknowledge the key players of the initiative and the donors
Promote housing for all using quotes by an influencer on social media

‘IN MY CITY WE HAVE ENGAGED ALL COMMUNITIES TO REDEFINE HOUSING NEEDS AND BETTER INCLUDE EVERYONE EVERYWHERE’

MAYOR OF TOWNVILLE, UY
PROMOTE YOUR COMMITMENT DURING THE CAMPAIGN BY USING THE CAMPAIGN LOGO:
PROMOTE YOUR COMMITMENT DURING THE CAMPAIGN BY

- USING THE CAMPAIGN BANNER:

5 weeks for #Housing4All

www.unhabitat.org/Housing4All

1 Health
2 Dignity
3 Safety
4 Inclusion
5 Wellbeing

Health
Dignity
Safety
Inclusion
Wellbeing

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