



IMPLEMENTING
THE NEW
URBAN AGENDA

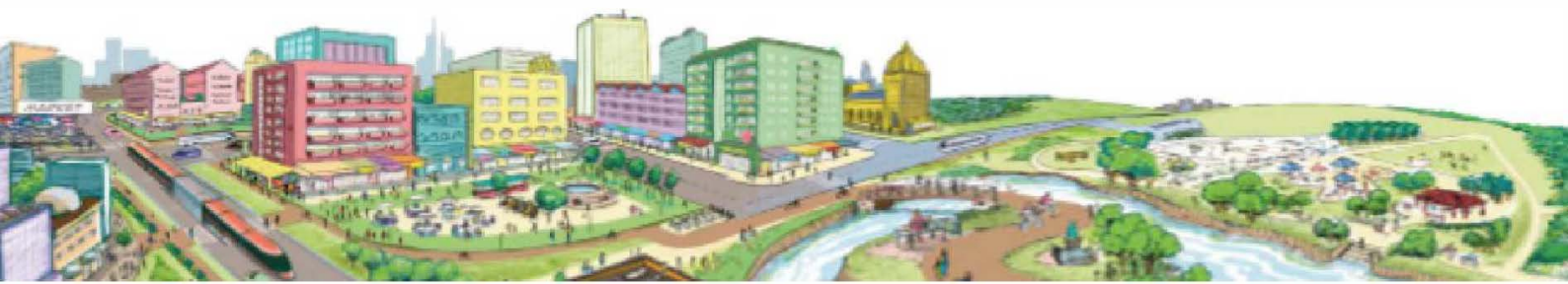
UN-HABITAT OFFICE IN SPAIN- MADRID

Knowledge • Advocacy • Partnerships

SUPPORTING THE URBAN
DIMENSION OF THE SUSTAINABLE
DEVELOPMENT GOALS AND THE
NEW URBAN AGENDA

Liaison • Action

JANUARY 2019





The UN-Habitat Office in Spain was formally settled in 2012, after the Host Country Agreement was signed between the Kingdom of Spain and UN-Habitat in November 2011.

UN-Habitat in Spain is composed of a Liaison Office in Madrid and two Programme Offices in Barcelona: the GWOPA Secretariat and the CRPP Office.

The initial mandate of the UN-Habitat Office in Spain-Madrid was acting as liaison, for institutional representation and partnership forging with Spanish Government, institutions and other stakeholders related to UN-Habitat's mission, as well as adding value to UN-Habitat's mandate in selected areas of collaboration.

Since the beginning, the Office made clear the potential of strategic collaborations with Spanish partners beyond donor treatment, evolving our relation with Spanish actors to strategic partners.

This process of evolution has resulted in the following strategic areas of work:

- Representation and liaison with Spanish key stakeholders for developing strong support from member states and strengthening UN Habitat's mandate.

- Effective advocacy, communication and digital engagement to inform, influence and mobilize all relevant stakeholders.

- Innovative and strategic partnerships and resource mobilization to encourage regional and local bodies and stakeholders to engage in global processes within the framework of the implementation of the New Urban Agenda and the urban dimension of the 2030 Agenda for Sustainable Development, as well as other global frameworks.

- Knowledge fostering, programme support, and advisory services for enhancing UN -Habitat's impact and expertise as a renowned and valued centre of excellence.

The office contributes to the strengthening of UN-Habitat's convening power as focal point for promoting transformative change in cities and human settlements, through knowledge generation and dissemination, awareness raising on policy, advocacy and evidence-based communication, as well as collaborative action through partnerships, including private sector, to leave no one and no place behind.



EFFECTIVE KNOWLEDGE



December 2018

With the purpose of generating specialized and cutting-edge knowledge, as well as exchanging experiences and best practices, innovations and ideas, in order to influence policy making to get cities and human settlements right, the Office has since 2013 designed, planned and carried out **22 Expert Group Meetings (EGM)** and Workshops, promoting/positioning UN-Habitat internationally as a hub of expertise and knowledge.

On that basis, this Office has gathered in Spain 408 international experts, 173 national experts and 880 partners around the issues of Public and Private Space, National Urban Policies, Sustainable Urban Mobility Solutions, Urban Safety, Urban Development Financing, Affordable and Inclusive Housing Finance, Land-Based Finance,

Urban-Rural Linkages, Metropolitan Development, New Legal Frameworks, Participative Urban Planning, Gender, National Housing Policies and Densification.

Additionally, the Office reinforces UN-Habitat's global focal point role as a convenor and expert on sustainable urbanization, organizing other relevant EGMs as the "Preparation of the Quadrennial Report: Monitoring the New Urban Agenda" (Granada, Spain, 20-23rd March 2018) that fed the Report of the Secretary-General "Progress on the implementation of the New Urban Agenda" and the EGM "Preparation of SDG 11 Synthesis Report" (Nairobi, Kenya, 28-30th May 2018) that nurtured the "SDG11 Synthesis Report" presented at the High Level Political Forum in July 2018.

All EGMs have a deep inter-Branch collaboration and, aligned with the Strategic plan 2020-2025, aim at



Other Programme Support

- 24 Initiatives &
- 38 Exchanges of Best Practices
- 12 Workshops in Latin America
- 46 City to city Activities

Support for the implementation of the NUA

National Habitat Committees

- 5 meetings in Latin America
- 7 Meetings in Spain

reinforcing a comprehensive and action-oriented performance within the four domains of change and the cross-cutting thematic areas.

On the other hand, this Office permanently supports the effective implementation of the New Urban Agenda in Spain and has provided strategic support to the Spanish National Habitat Committees to prepare, among others, the Spanish contributions towards Habitat III and WUFs (8 and 9), as well as other programme support.

Likewise, the Office has also provided other programme support to stakeholders comprising **24 initiatives and 38 exchanges of best practices, 12 workshops in Latin America and 46 City to city activities.**



EFFECTIVE ADVOCACY & OUTREACH

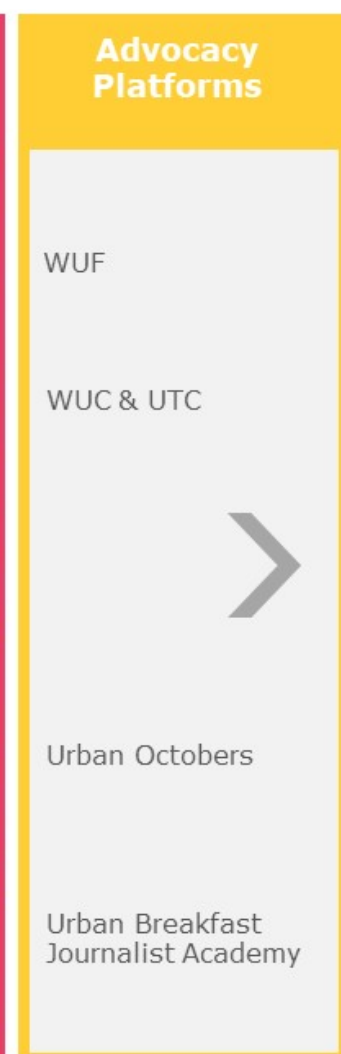
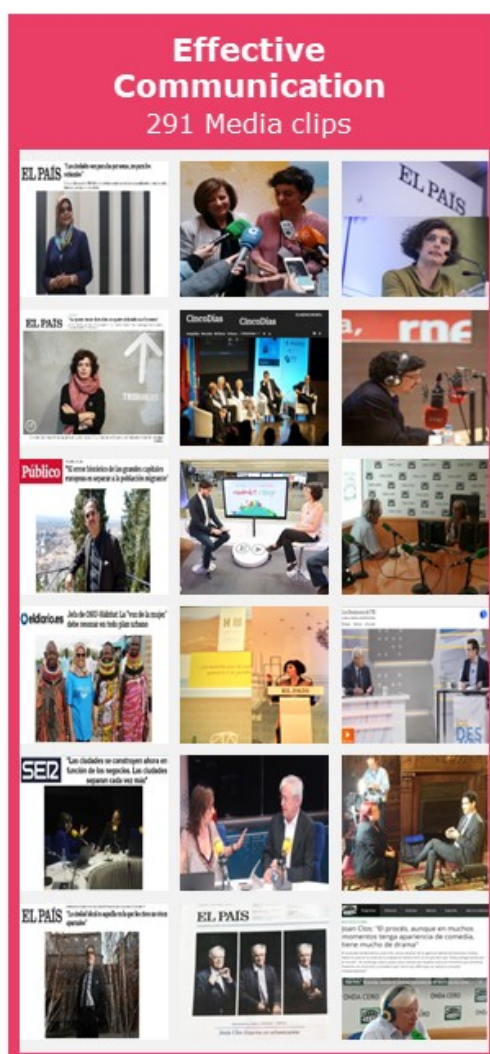
Advocacy, outreach and communication activities are strategic to amplify the recognition of UN-Habitat's mandate, its focal and convening role as well as its substantial impact on sustainable urbanization. To this end, the Office disseminates evidence-based urbanization knowledge, promotes/develops external communication (both online and offline), advocacy and outreach events and other activities, and media engagement. It also supports key corporate advocacy platforms, such as the World Urban Forum (WUF), the World Urban Campaign (WUC), World Habitat Day and World Cities Day, together with other UN-Habitat events.

In order to enhance the corporate image and positioning of UN-Habitat as a value-adding leading agency in sustainable urbanization, the Office carries out advocacy and communication actions based on three strategic pillars, a) the

promotion of the New Urban Agenda, b) effective communication through a comprehensive multi-channel approach (earned and own channels and media, social networks) and c) supporting corporate advocacy platforms.

This Office has organized and actively participated in **66 relevant events** (forums, lectures, encounters, workshops, and urban breakfasts, among others) and has also attended many other initiatives organized by stakeholders, to influence attitudes and policies to mobilize action and resources to advance sustainable urbanization and a quality life for all.

Furthermore, the Office has established close relations with journalists (related to urban planning, sustainable urban development, architecture, etc.) of both online and offline media, and has generated **291 high impact media clips in press and radio**, like El País



(newspaper), Onda Cero (radio station) and Cadena Ser (radio station), which are among the most influential and relevant media in Spain.

During the “Urban October”, the Office has developed a variety of events to commemorate and generate visibility and awareness on these institutional campaigns, organizing 6 World Habitat Days, 4 World Cities Days and 22 related events.

Regarding key corporate advocacy platforms, this Office gave technical support to Spanish Delegations at HABITAT III, WUF8 and WUF9 (80 Spanish partners, 86 events), enabling and strengthening strategic and innovative partnerships.

Additionally, the Office has organized 2 Urban Breakfasts, aimed at creating refreshing dialogue to reflect on challenges facing sustainable urban development, and 2 Urban Journalism Academies, to train journalists and media professionals interested or involved in urban development, with reference to capacity development.

Finally, the Office has organized, in collaboration with partners, 5 Urban Thinkers Campus (UTC) in Spain.

Advocacy Platforms

WUF 8, 9

80 Spanish partners
86 Events



WUC

5 Urban Thinkers
Campuses



Urban Octobers

6 WHD
4 WCD
22 Related events



Urban Breakfast & Journalist Academy

2 Urban Breakfasts &
2 Journalist Academies



STRATEGIC PARTNERSHIPS & RESOURCE MOBILIZATION

Strategic and innovative partnerships are the key to meeting UN-Habitat targets and supporting resource mobilization efforts to promote sustainable urban development. The Office facilitates collaboration and fosters stakeholder engagement at various levels for the implementation, follow up and review of the New Urban Agenda and the urban dimension of the 2030 Agenda for Sustainable Development.

This Office has promoted and maintains to this day institutional representation and liaison with Spanish government and other partners in Spain, establishing **43 Collaboration Agreements** and **15 Memorandums of Understanding (MoUs)** since 2012, based on trust relations aiming at mobilizing for action.

During these years, the Office has highlighted UN-Habitat's impact, expertise and comparative advantages

to encourage and develop innovative, strategic and multi-stakeholder partnerships with traditional and non-traditional partners of sustainable urbanization in Spain (decision and policy makers at national, regional and local levels, academia, professionals, civil society, private sector and others) as well as resource mobilization.

The Office also strengthens collaboration with the private sector aiming at co-creating innovative solutions and increasing investments in sustainable urbanization.

Finally, the Office collaborates with the UN System in Spain, enhancing UN-Habitat's focal point role on sustainable urbanization, focusing in the urban dimensions of the 2030 agenda and the New Urban Agenda.





UNHABITAT
FOR A BETTER URBAN FUTURE

United Nations Programme for Human Settlements in
Spain Paseo de la Castellana 67 C.P. 28071 Madrid, Spain
Tel (+34) 915978410/8186

spain@unhabitat.org
facebook.com/UNHABITAT
twitter.com/UNHABITATSPAIN
youtube.com/user/unhabitatglobal

