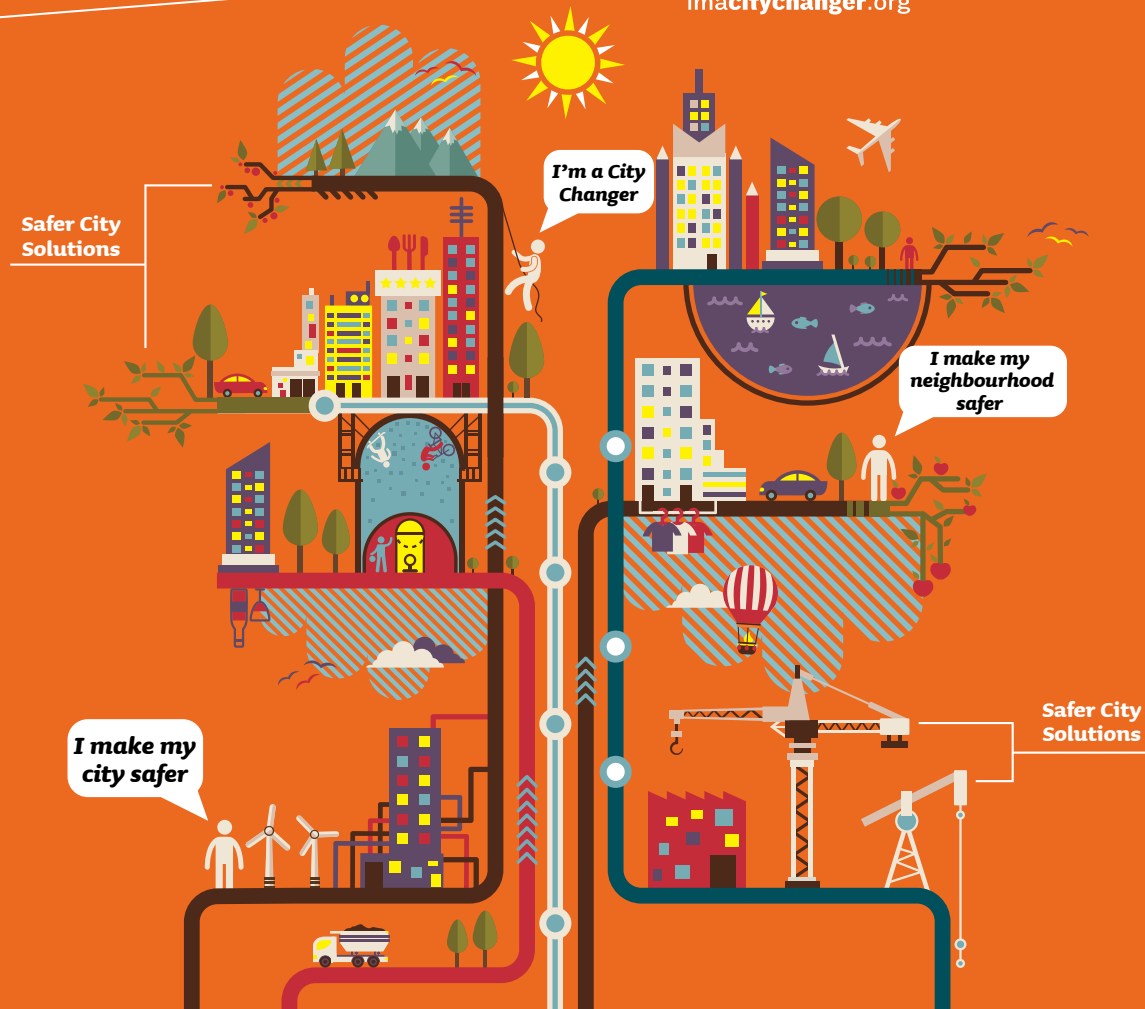


# I make my city safer

I'M A CITY  
CHANGER

# TOOLKIT

[imacitychanger.org](http://imacitychanger.org)





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The World Urban Campaign is the advocacy platform for cities in the twenty first century. Its goal is to place the urban agenda at the highest level in development policies.

It is coordinated by UN-Habitat and driven by a large number of committed partners. The World Urban Campaign is the partners' platform for Habitat III, the Third United Nations Conference on Housing and Sustainable Urban Development.



## Habitat III

The Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III), to be held in 2016, will be about sustainable urbanization and our urban future. It will be a major opportunity to assess the state of the world's cities and to revisit our global urban future, 40 years after the first conference on human settlements held in Vancouver. Habitat I was the first recognition of the urban and housing challenge globally.

Twenty years later, in 1996 in Istanbul, Habitat II was the place of negotiation on future policies for sustainable urban development.

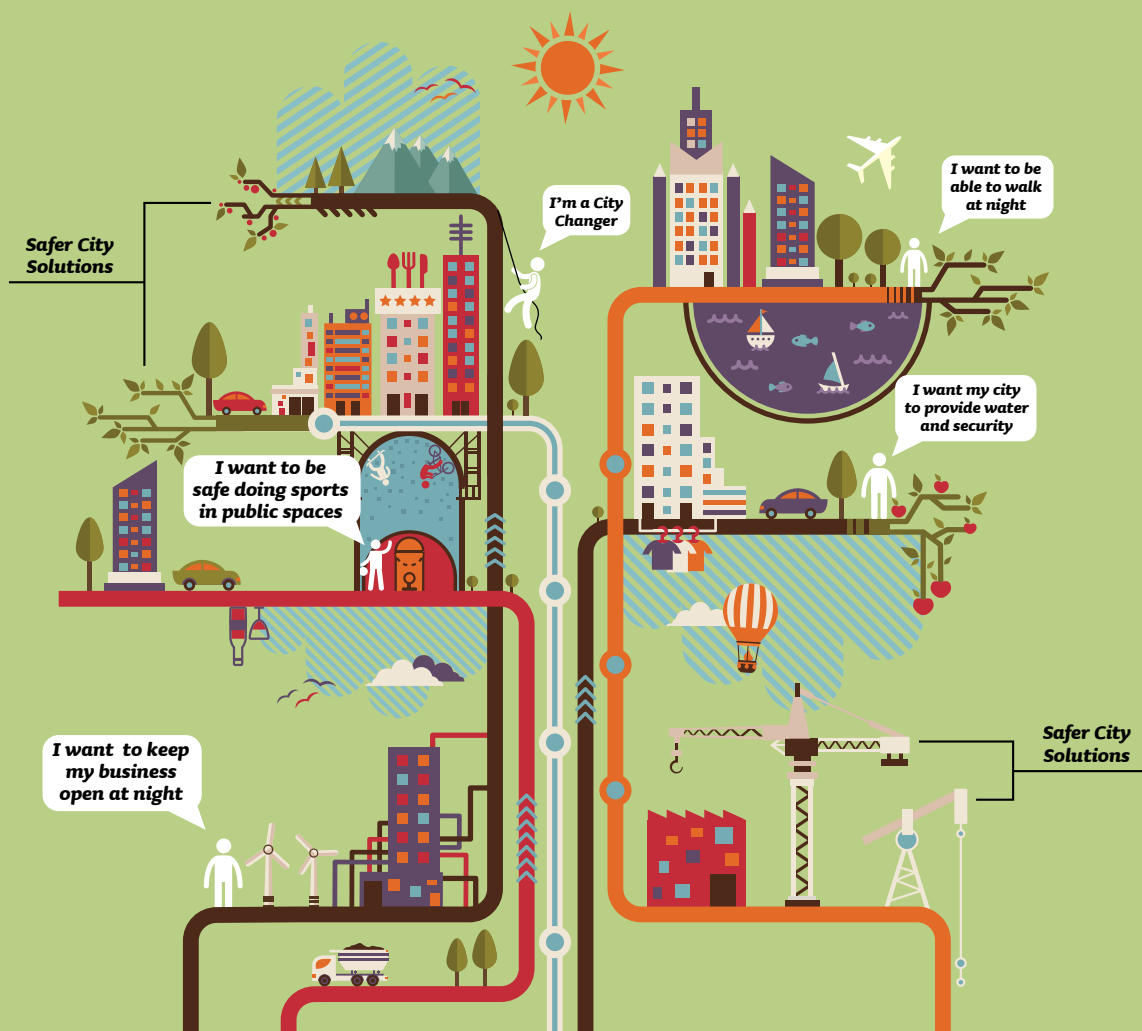
In 2016, Habitat III will be about assessing the state of our cities and developing solutions. While cities are at the heart of today's global crisis, they are also the source of solutions for a sustainable future.

# I'M A CITY CHANGER

'I'm a City Changer' is the awareness-raising initiative of World Urban Campaign. It is about:

- **Positive** urban development
- **Solutions** to urban challenges
- Giving voice to **cities and people** to change our urban future.

The Global Network on Safer Cities is part of the World Urban Campaign. The Network's role is to advocate for urban safety and local crime and violence prevention all over the world, as a hub for sharing and learning on initiatives, actions, and policies driving positive change.



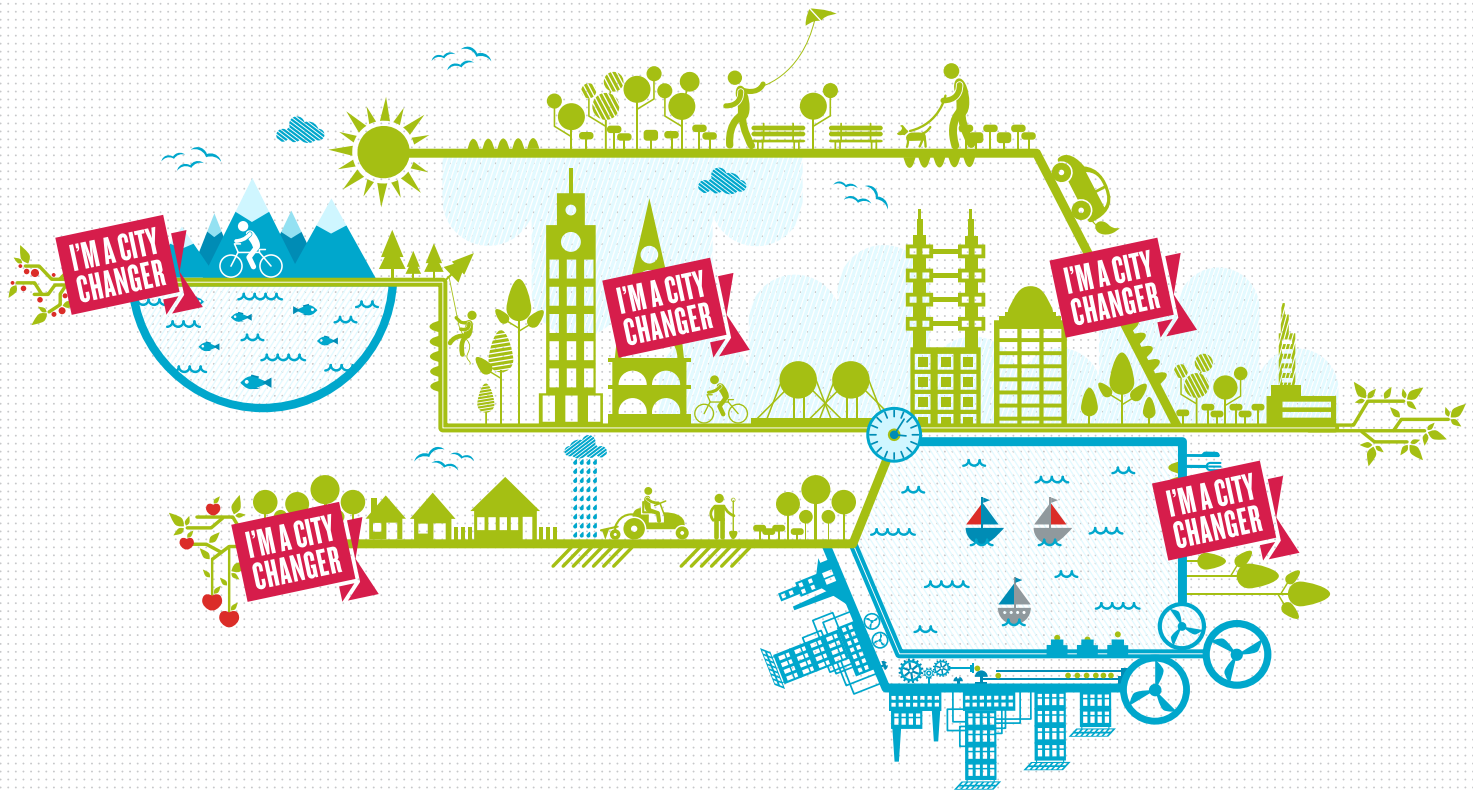
# Campaign for Positive Urban Change

The world has entered an era dominated by cities, and the human destiny is increasingly defined by its urban spaces.

While all cities are a part of this global trend, each has its own local dynamic determined by its territories, environment, economy, heritage, and cultures.

The actions of individuals and communities contribute to change in a world in crisis where citizens and decision-makers experience the limits of economies and ecosystems. They can propose local solutions in order to improve our common living spaces: cities.

*The main challenge of the 21<sup>st</sup> century is to change cities to better share our common living spaces.*

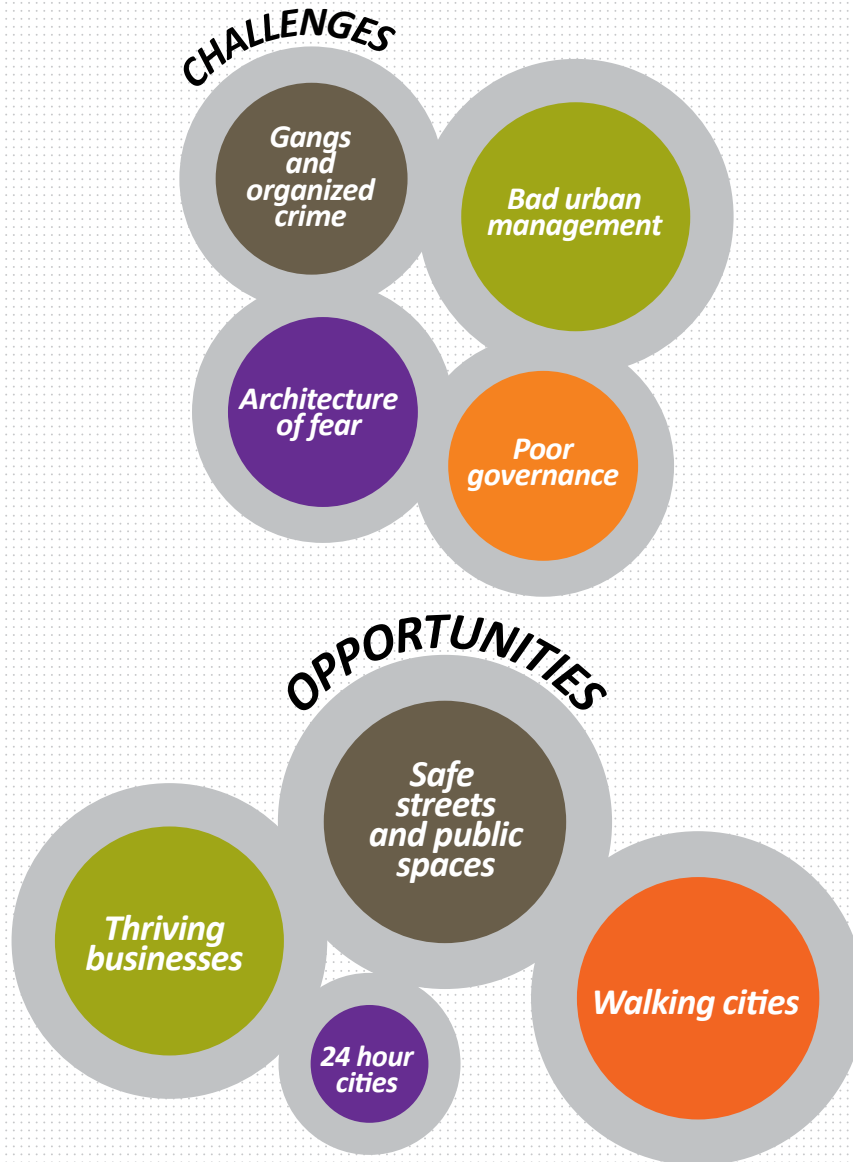




# Towards an Equitable, Prosperous, and Sustainable City



# Turning Challenges into Opportunities





# Safer Cities: Making Cities Livable Places

## Urban crime and violence are the major challenges of cities today

### The Challenge

Crime and violence are serious threats to social cohesion and economic stability in cities around the world. The damage and fear they create threaten the quality of life, human rights, social and economic stability and sustainable development, and particularly affect the poor.

- Violence and crime has soared in many urban centres
- Globally, one in five people have been a victim of violence and crime.

### Issues

#### Safer Cities Approach

Crime and violence do not happen spontaneously. Urban environments that unequally exclude some communities disempowers them and creates an environment ripe for crime.

#### Reducing Crime is Everybody's Responsibility

Police, courts and prisons alone cannot stop the escalation of urban crime and violence. Public safety must be considered a right of all citizens. Institutions and civil society must build safer cities together by creating inclusive and equal urban environments.

#### The Key Role of Local Authorities

The city leadership should take the initiative to coordinate community-wide crime prevention strategies to reduce crime and violence. Success depends on partnerships between local governments, the citizens, and civil society.

#### Safety as an Issue of Good Governance

Good urban governance values citizenship and involves all citizens - including the most marginalized and poor - in local decision-making and planning.

# Safer Cities: Making Cities Livable Places

## Opportunities

- Local crime prevention strategies must be incorporated in urban planning.
- Prevention policies can be incorporated into slum and neighbourhood improvement policies.
- Public spaces are the sites for enhancing urban safety by nurturing the values of social cohesion and co-existence.
- Youth are the agents of change and women the advocates of safety in the city. They must be fully engaged as resources – not problems – in the design and delivery of any sustainable violence and crime prevention strategies.

## What is a safe city?

Urban crime and violence are at the top of the agenda for many people living in cities. Ask any woman: crime and violence, in their various forms, is her number one concern, particularly those who live in the poorest neighbourhoods. A safe city is one that balances enforcement and prevention, investment in youth, and building on the strengths of neighbourhoods and communities.

## How can a safer city campaign help your city?

A city-level campaign is key where all urban inhabitants, regardless of socio-economic status, gender, race, ethnicity or religion, are able to fully participate in the social, economic and political opportunities that cities have to offer. Engaging the urban poor, youth, and women in particular at all levels of planning and decision-making is key to creating a safer city.

# Towards Solutions

'I'm a City Changer' is a platform based on proposing solutions to better share our urban spaces. We need to ensure just distribution and preservation of fundamental resources in order to guarantee their availability for future generations.

We need to define the way we are consuming land, water, and energy, managing waste and transportation, preserving air quality, and transmitting our heritage and culture.

For this, we need to envision the best way to plan, build, and manage the cities of tomorrow, where a positive or negative legacy will be left for future generations.

We need to change unsustainable behaviors and patterns.

We need to promote successful solutions and stimulate innovations where transformations are needed.

City Campaigns shall propose solutions to urban challenges and share those through the World Urban Campaign Solutions Platform.

## City safety solutions should fulfill these conditions:

### 1. They should be:

- City wide
- Comprehensive
- Community based
- Coalition of partners

### 2. They should take into account:

- Citizen participation and the rule of law
- Urban design incorporating safety solutions
- Investing in young people
- Age and gender dynamics

### 3. They should demonstrate a clear process of:

- Identifying key partners and stakeholders
- Local safety diagnosis and assessment
- Developing a crime prevention strategy
- Creating and implementing action plans
- Sustaining action
- Monitoring and evaluating progress



**HABITAT III**

# Change Your City, Change Other Cities

The spirit of 'I'm a City Changer' is about sharing solutions both at the local and global levels.

It is about the search for unique and innovative solutions sparked from local proposals, while inspiring change through sharing solutions and experiences from cities around the world.

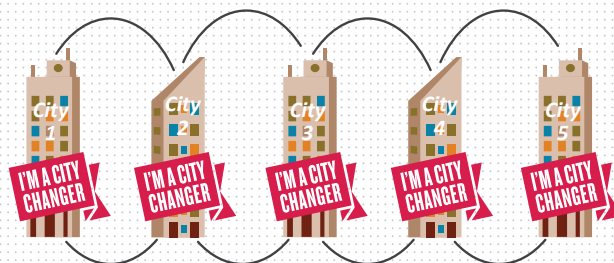
## City to City

Sharing solution can be done from one city to another by pairing cities that have established a relationship of cooperation through a learning and sharing platform.



## Network of Cities

Solutions can be shared within a network of cities, linked through territorial or thematic relations. The establishment of these relationships can facilitate cooperation, innovation, sharing, and enable larger events and activities such as competitions, fairs, exhibitions, and public forums.



## National Urban Campaigns

The local campaigns can join in a National Urban Campaign that is part of the preparatory process towards the Habitat III Conference on the future of cities around the world.



## Sharing Globally

A city can also decide to share its experiences directly with the rest of the world through the World Urban Campaign, which acts as an umbrella for all campaigns, local and national, towards the preparation of Habitat III.



# Become a 'City Partner' for Safer Cities

## Use the World Urban Campaign Platform

Cities willing to become 'City Partners' of the World Urban Campaign commit to:

- Launching a local campaign under the slogan 'I'm a City Changer' to engage individual citizens, communities, local authorities, civil society organizations, professionals, and private sector actors to promote positive individual and collective actions towards a green, inclusive, productive, planned, resilient, safe, and healthy city.
- In particular, your city can advance its safety agenda by joining the Global Network on Safer Cities.
- Organizing events as part of a local campaign to raise awareness of and promote successful practices and accomplishments in achieving a green, inclusive, productive, planned, resilient, safe, and healthy city.
- Sharing successful practices and experiences through the World Urban Campaign in order to contribute to the New Urban Agenda towards Habitat III, the Third United Nations Conference on Human Settlements, to be held in 2016.
- Promoting the principles and disseminating the key messages of the World Urban Campaign, working towards sustainable cities and urban communities worldwide.
- Other activities which can contribute to solutions.

- The City Partners will be listed on the World Urban Campaign interactive website, on the specific City Partners page, along with the city's website.
- The City Partners' local campaign activities will be shared on the World Urban Campaign interactive website.
- The City Partner will be able to use the 'I'm a City Changer' logo to brand local campaign activities.
- The City Partner will be entitled to participate in key World Urban Campaign events. In particular, the City Partner will be able to participate in the World Urban Forum, the world's premier conference on cities, organized by UN-Habitat every two years. The City Partner will be included in the special World Urban Campaign booth in the World Urban Forum Exhibition Area. It will be able to participate in key World Urban Campaign events organized at the Forum and other venues.
- The City Partner will support the dissemination and sharing of relevant best practices and experiences that could be of benefit to other City Partners and Members of the Campaign.
- The City Partner will contribute to the development and generation of new knowledge in support of sustainable urban development within the framework of the World Urban Campaign.

**To commit to join as a City Partner:**

**Contact the World Urban Campaign Secretariat at [wuc@unhabitat.org](mailto:wuc@unhabitat.org)**



*We need to change from unsafe environments...*





*...to the urban future we want.*







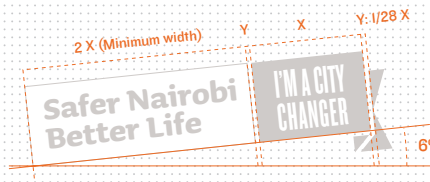
# FIND YOUR SLOGAN

Adapt 'I'm a City Changer' to another language:

Use 'I'm a City Changer' with a tag line to address specific safety issues:

Justice	'A Safe City is a Just City'
Gender	'Make Our City Safe for Women'
Sports	'I'm Running for a Safer City'
Mobility	'I Want to be Safe Walking at Night'
Crime	'I Want my Community to be Free from Crime'
Livability	'Make Our Public Spaces Safer!'
Young People	'A Safe City is a Happy City'

*Be creative and make it happen in your city!*



# The Global Network on Safer Cities

The Global Network on Safer Cities (GNSC) was constituted in September 2012, at the Sixth Session of the World Urban Forum held in Naples, Italy. Its role is to advocate for urban safety and local crime prevention all over the world, as a hub for sharing and learning initiatives, and actions and policies driving positive change. It aims to enable local authorities and urban stakeholders to improve urban safety.

This will contribute to:

- The exchange of knowledge and experiences on urban crime and violence prevention strategies among cities and citizens
- Transforming societies to be more inclusive and participatory
- Assisting national and local governments, civil society organizations, academia, private sector, youth groups, and all citizens to work together to promote fair, safe cities for all.

***“Safer urban spaces are what we are all aiming for. Cities all over the world are supporting this initiative and it is time for mayors to deliver. We will deliver and get results in gaining safer cities for us and our children.”***

Marcelo Ebrard, Mayor of Mexico City, Chair of the Steering Committee for the Global Network on Safer Cities



# The Three Pillars for a Safer City





## Sign Up to the Manifesto for Cities

“The Manifesto for Cities – The Urban Future We Want” is a key consensus document of the World Urban Campaign. The Manifesto sets key principles, establishes essential paths for building a new Global Urban Agenda, and initiates a momentum towards the Habitat III Conference.

The Manifesto is a collective act of the World Urban Campaign partners united by shared goals and a common vision of the city for the 21st century. It was presented at the Sixth Session of the World Urban Forum in Naples, Italy, on 3 September 2012.





## Key Messages

*Cities are the world's greatest assets for pursuing sustainable development.*

*How we plan, build and manage our cities today will determine our future.*

*Harnessing the city as an asset requires the commitment of all.*

*We declare ourselves City Changers.*

*We commit to take action and change cities for a better urban world.*

*We invite all Habitat Agenda partners to join forces and participate as equal partners in the Global Urban Agenda.*

*The battle for a sustainable future will be won or lost in cities.*

*The urban space has often been designed and build with the metrics of the car and not that of the human. Rapid and unmanaged urbanization leads to the proliferation of slums and informality, increasing poverty and vulnerability... [threatening] the safety, security, and social cohesion of individuals, their neighbourhoods, cities and nations.*

*We will help craft a new global Urban Agenda according to the following principles that will serve as its building blocks: ...Socially inclusive, gender sensitive, healthy and safe development.*

*Sign up at [www.worldurbancampaign.org](http://www.worldurbancampaign.org)*

## Engage the Citizens

The citizens have an important role to play in a city safety campaign. 'I'm a City Changer' offers cities the opportunity to become part of a unified, meaningful, and effective campaign towards safer cities by bringing local citizens together under one common vision.

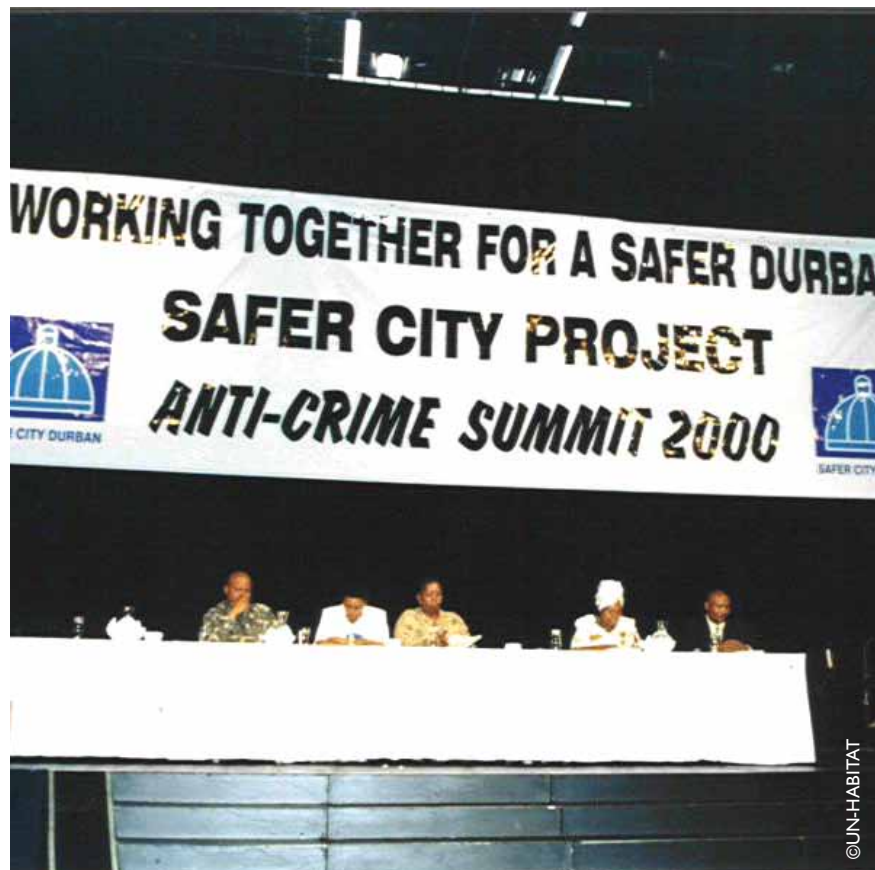
Mobilize citizens in communities to express solutions towards a better, safer city. This can start with a campaign that tells tangible local stories. Creative posters will help you promote the contributions of individual citizens, while also attracting the attention of stakeholders across your city.

Create an opportunity for the citizens to demonstrate how **they** can contribute towards the safety of their communities and neighbourhoods through discussions on open days, workshops, and forums.

Set up speakers' corners in strategic points across the city to open debates in different neighborhoods on key safety issues.









## Championing Safety

It is the city leadership that is responsible for the provision and maintenance of basic services and infrastructure in the city. Many of the leadership's core functions can contribute to reducing crime and violence significantly. City leaders should be the champions of safety in the city and should initiate action and engagement with citizens.









## Partner with a Police Officer

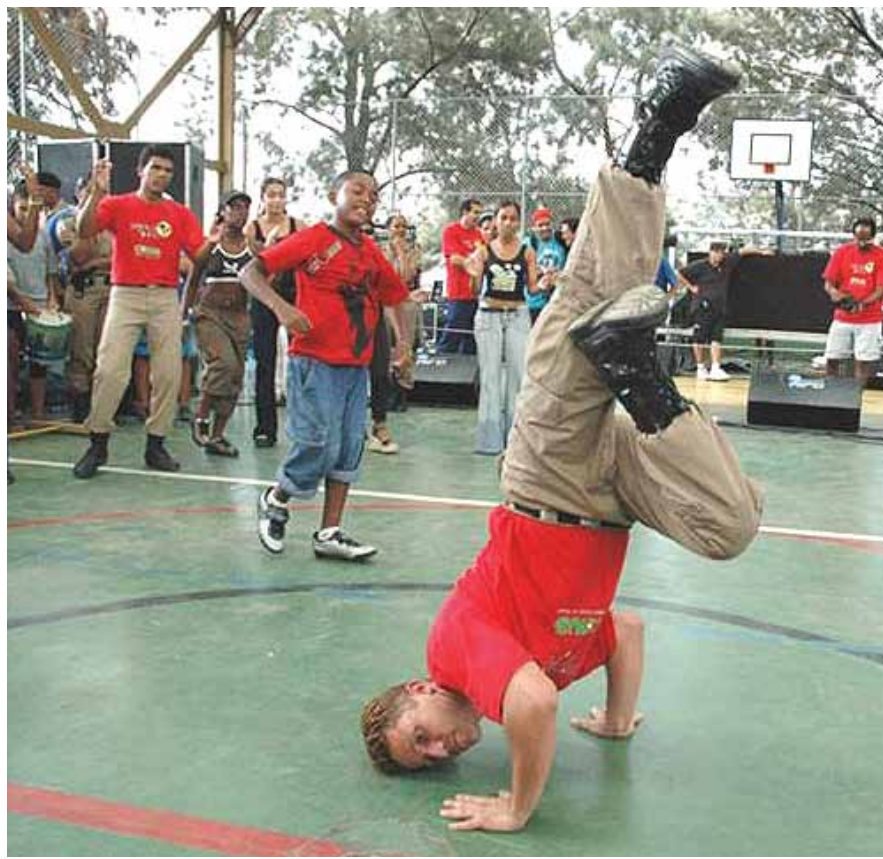
The police play a critical role in promoting safety.

The police need all the help and cooperation they can get from the community. Encourage the community to engage with the police through sports, art, and music and community dialogues.

Promote adherence to the rule of law as well as transparency, accountability, and professionalism within the police force.









## Engage Universities as Knowledge Centres

Universities should be closer partners of cities, actively engaged in problem solving, closing the gap between academics and practitioners, and encouraging collaborative learning.

Develop centers of excellence on urban safety at the university level. These should be accessible to all citizens and encourage people to acknowledge and address local problems and contribute to solutions.







## Urban Walks

Citizens can get involved with various awareness raising activities by creating campaigns such as “cities at night.” Such platforms can raise the profile of night time urban safety issues.

City Changer sign boards can be placed around the city on various routes to guide people on a safety walk, showing them different sides of the city and informing them of the unique safety aspects of their communities. Cities can also lead guided tours, showing key members of the government and civil society, as well as citizens, the issues facing the city.

Participants can use their mobile phones to take photos, engage others, and document issues around safety using social media platforms.







## Engage Businesses

A safe city means that businesses can thrive and flourish. Citizens should feel safe working and keeping their shops open late at night. Ask the business community for ideas and create the space for them to contribute to the safety of the city.









## Engage Schools as Centres for Safer Communities

Schools can be considered safe spaces not just for the students, but for the whole community.

Introduce the 'Open School' concept, where the school facilities are open to the public during the weekends.

The school should be promoted as a hub of community excellence through active participation.







## Engage Youth through Sports, Arts, and Culture

Young people form an integral and active part of urban life.

Cities should start seeing young people's potential and innovation as agents of positive change in the community.

Create spaces for young people to engage through sports, art, and culture as platforms that facilitate dialogue and positive change, while raising awareness on safety.







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## Engage the Media

The best partner to have is the media.

Encourage media programs that speak to positive innovations in urban safety. This can be through discussions, speeches and events that focus on challenges and positive changes in cities.

Cities can target university and local media outlets, as well as more broad platforms, by creating red carpet events and other activities inviting the media and members of civil society to participate and to share ideas and developments. Cities can also use social media platforms to run campaigns for safety.







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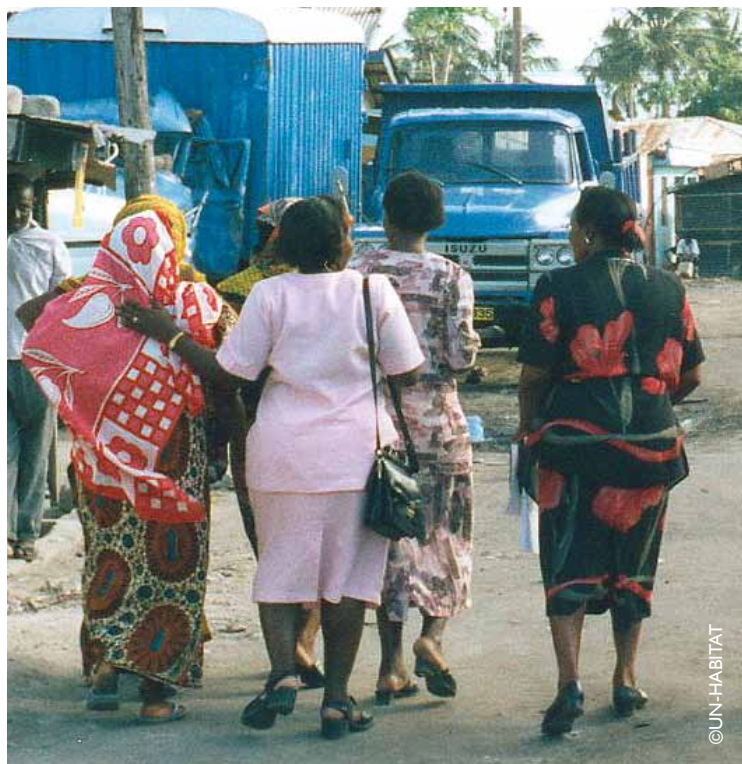
## Engage All to Create Safe Spaces for Women and Girls

A safe city for women is a safe city for all. Cities can engage citizens to ensure that all spaces are safe for women both during the day and at night. Involve women through safety walks for and by women.

Men and young boys should also be encouraged to treat women with respect through campaigns against gender based domestic violence.









## Shaping the Law to Promote an Inclusive and Safe City

Cities should be places where everyone has a right to enjoy their city's benefits, advantages, and basic services.

Use the law as a tool to promote not only justice, but development and safety. Put laws into place that encourage inclusivity and equality, and incorporate the Right to the City into legislation and practice.

Ensure that legislation is implemented and that laws are enforced without discrimination.









## THE WORLD URBAN CAMPAIGN PARTNERS

Coordinated by



## GLOBAL NETWORK ON SAFER CITIES

The Global Network on Safer Cities is a Lead Partner of the World Urban Campaign. It is a network of cities and partners linking violence and crime prevention strategies to urban development.

## Top Sponsors

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## Members



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**SAFETY IS MY, YOUR, OUR RESPONSIBILITY!**