

Raise awareness in your city - organize a World Habitat Day 2011 event

World Habitat Day provides an excellent opportunity to highlight key human settlements and urban issues. We would like to thank all our partners who in the past years have organized awareness raising activities on the day. We published the celebrations that took place around the world in 2010 on our website (www.unhabitat.org/whd) which receives millions of visitors per year, and in the World Habitat Day report that reaches over 25,000 key partners.

This year, we again call on our partners in central government, local government, civil society, the private sector and the media to take part in organizing activities to raise awareness and stimulate debate on the important theme of **Cities and Climate Change**.

Governments and local authorities in particular can use this day to launch and publicize their policies and strategies for planning better cities.

As a guide, here are some of the activities that you can help organize:

1. Use mass media, particularly newspapers, radio and television, to draw attention to World Habitat Day celebrations. If possible, issue press releases, display posters, organize press conferences, and broadcast video and audio spots.
2. Draw attention to the problems and issues on this year's theme of *Cities and Climate Change* through press articles, radio and television documentaries and panel programmes with policy makers, government officials, academics, journalists, other professionals, and community representatives.
3. Organise public information campaigns, and use popular theatre to create awareness of the problems and issues.
4. Use the occasion to publicize, reward and demonstrate tangible improvements in mitigating the impact of climate change.
5. Organize competitions to find solutions to human settlements and urban problems. Essay and painting competitions help create awareness of the World Habitat Day theme in schools and colleges.

6. Organise fund raising, recreational or entertainment activities like football matches, or concerts, and use the proceeds to upgrade and extend services for poor communities.
7. Encourage postal authorities to issue special World Habitat Day stamps.
8. Education authorities in collaboration with local and national authorities can encourage the introduction into the school curriculum of teaching programmes about cities and climate change and environmental sustainability.

UN-HABITAT support

To support city and country-level activities, UN-HABITAT will compile an information kit including a poster, and a short video on the theme for use by any partner planning a World Habitat Day event. Information kits will be mailed to partners, Embassies and High Commissions, Inter-governmental Organizations, United Nations Information offices, UNDP country offices and other UN agencies.

Keep us informed

Please let us know if you wish to organize a local awareness-raising event by sending an e-mail to whd@unhabitat.org providing as many details as possible about the event. And once World Habitat Day is over, please provide us brief details of media coverage and photographs if possible. This year, you can also post your event and photos on the Urban Gateway at www.urbangateway.org, our new online urban community platform. We will post these on the World Habitat Day page of our website www.unhabitat.org/whd, which receives millions of visitors and include them in the final World Habitat Day report, which is sent to all our key partners.

Thank you for your continued support.