

World Urban Campaign Terms of Reference



DRAFT prepared by Working Group 1 with inputs from members of Working Groups 2 and 3. Compiled on 22 May by the WUC Secretariat and circulated for comments to all members after presentation at the WUC Assembly meeting of 18 June 2020. All comments incorporated. Shared with UN-Habitat Legal Unit for review. Additional suggestions from UN-Habitat included on 13 August 2020.

PREAMBLE

1. The World Urban Campaign (WUC) is a key means by which UN-Habitat is engaging a wide range of partners in implementing its Strategic Plan for 2020-23. Together with the World Urban Forum, the WUC spearheads UN-Habitat's work in the area of advocacy, partnerships and outreach. It also contributes to enhancing work in the area of branding and communications.
2. The **WUC vision statement** is: 'Together shaping the future of cities leaving no one behind'.
3. **The WUC mission** is to contribute *in developing solutions and taking action in cities and communities of all sizes to implement the New Urban Agenda to accelerate the achievement of the sustainable development goals (SDGs) by 2030.*
4. The **WUC goal** is to help achieve the urban dimension of the sustainable development goals (SDGs) by 2030 and implement the New Urban Agenda.
5. **The strategic actions to achieve the goal are as follows:**
 - **Advocate and raise-awareness** on the role of cities and communities in achieving the SDGs and delivering positive change.
 - **Identify solutions** to catalyze actions between stakeholders in cities and communities.
 - **Promote actions** that have the best potential to scale-up and accelerate the achievement of the SDGs.
 - **Mobilize partners** to implement the NUA and accelerate the achievement of the SDGs through specific alliances and joint actions
 - **Measure** the results of joint actions and identify concrete achievements towards the SDGs.
6. The above **WUC actions** are driven by the following **principles**:
 - **Ambition:** With just 10 years to go to meet the targets of the SDGs, we need to have ambitious goals commensurate with the global effort needed to deliver the 2030 promise under the Decade of Action.
 - **Collaboration:** we conceive and deliver action in a spirit of collaboration and mutual support among the diverse community of partners, complementing each other rather than competing. We thrive to build synergies in order to catalyze actions as needed in implementing the NUA to accelerate the achievement of the SDGs. Urban Thinkers Campuses are the key platforms to do so as well as National and City level campaigns

- **Result-driven:** Our actions are driven by results that are measurable. We are accountable, transparent and we monitor our actions on the ground and demonstrate impacts of solutions in cities and communities. Our contributions to the SDGs are tangible.
 - **Partnership:** *We thrive to deliver in partnership with UN-Habitat, in particular around its flagship projects.*
7. The WUC engages the general public through action campaigns on key areas to raise awareness on critical issues and promote positive urban changes. It promotes policy dialogues to discuss urban issues, identify solutions and take actions through initiatives developed and implemented locally along agreed platforms such as the Urban Thinkers Campus. Solutions and actions are documented and lessons learned shared broadly for improving future actions.
 8. The WUC represents a variety of stakeholders engaged in cities and communities. We thrive to represent all voices through our constituent groups: local and sub-national authorities; research and academia; civil society organizations; grass roots organizations; women; parliamentarians; children and youth; business and industries; foundations and philanthropies; professionals; trade unions and workers; farmers; indigenous people; media; disabled and older persons. This variety enables dialogue and cooperation between the partners in the WUC and a comprehensive joint outreach on urban issues.

ARTICLE I: MEMBERS OF THE WORLD URBAN CAMPAIGN

9. The World Urban Campaign is made up of members as follows:
 - a) **Partners:** organizations that have signed a statement of commitment supporting the principles of the WUC, The City We Need manifesto and committing to a number of activities for a minimum period of two years, approved by the Steering Committee.
 - b) **Sponsors:** organizations that have signed a contribution agreement with UN-Habitat on the World Urban Campaign supporting the principles of the WUC, The City We Need manifesto and committing to financially support the WUC activities while benefitting from a special visibility as WUC sponsors.
 - c) **City Changers:** individuals¹ that have participated in an Urban Thinkers Campus organized under the banner of the WUC, and committed to the principles of the WUC, The City We Need manifesto, supporting the campaign's key messages and contributing to specific WUC outcomes for a period of two years.

ARTICLE II: PARTNER CONSTITUENT GROUPS (PCG)

10. The WUC members are made of Partner Constituent Groups that represent their respective voices.
11. The Partner Constituent Groups are organized as follows:
 - a) Local and sub-national authorities;
 - b) Research and Academia;
 - c) Civil Society Organizations;
 - d) Grass roots organizations;

¹ Individuals include citizens, students, independent researchers, journalists or analysts and similar who are not affiliated to any partner organization but who have contributed to an Urban Thinkers Campus.

- e) Women;
 - f) Parliamentarians;
 - g) Children and youth;
 - h) Business and industries;
 - i) Foundations and philanthropies;
 - j) Professionals;
 - k) Trade Unions and workers;
 - l) Farmers;
 - m) Indigenous people;
 - n) Media;
 - o) Older Persons.
12. Each Partner Constituent Groups is chaired by a WUC Partner organization elected by its partners. It is also represented by a co-Chair to support the Chair and replace the Chair if unavailable for meetings.
 13. PCG Chairs represent their constituencies in the Steering Committee. They mobilize from partners of their own constituency. They gather inputs and reach decisions through consensus, disseminate information to the partners of their constituencies.
 14. PCG chairs are renewed every two years at the time of election of the co-Chairs of the WUC Steering Committee.

ARTICLE III: THE STEERING COMMITTEE

1. The World Urban Campaign Steering Committee (WUC-SC) is the catalyzing, action-planning and monitoring organ of the World Urban Campaign. It guides the substantive and operational matters of the WUC and serves as an advisory body to the Executive Director of UN-HABITAT.
2. The WUC-SC is the governing body of the WUC with its permanent Secretariat and Coordinator based within UN-HABITAT.
3. The policies established by the Steering Committee include:
 - a) the goals, objectives and mission statement of the WUC;
 - b) new activities and strategies to be pursued by the WUC, including a strategic plan and an annual work plan;
 - c) procedures governing the WUC;
 - d) any other matters related to the WUC.

ARTICLE IV: MAKE UP OF MEMBERS OF THE STEERING COMMITTEE

4. The Steering Committee is made up of:
 - The two WUC Co-Chairs, elected by the WUC Partners;
 - The PCG Chairs elected by PCG partners;
 - UN-Habitat (a designated representative).

ARTICLE V: WORKING GROUPS

5. Working Groups are defined by the Steering Committee and constituted by selected Partners that have agreed to contribute. The role and responsibilities of the working groups are to discuss and lead:
 - a) Substantive issues relating to WUC;
 - b) Monitoring and evaluation of the outcome and impact of WUC activities;

- c) Communications and outreach strategy;
- d) Development and initiation of new activities/products;
- e) Other matters as decided by the Steering Committee.

ARTICLE VI: SECRETARIAT

- 6. The Steering Committee is supported by a Secretariat provided by UN-HABITAT. The Secretariat serves as an ex officio member of the Steering Committee.
- 7. The WUC Secretariat has the following functions:
 - a) Provide guidance and liaise with all partners to carry out agreed activities
 - b) Support development of processes and protocols to match campaign goals and strategies with partners' interests
 - c) Support the interface of the WUC with UN-Habitat divisions and programmes
 - d) Coordinate communication and interactions among partners and committees
 - e) Coordinate workplan and events, prepare meeting minutes/reports and relevant documents in consultation with Co-Chairs and the Steering Committee
 - f) Organize external flow of information
 - g) Monitor partners activities.

ARTICLE VII: ACCEPTANCE OF NEW WUC PARTNERS

- 8. Acceptance of new partners and sponsors of the World Urban Campaign is subject to the decision of the Steering Committee and the WUC Secretariat. Their decision should be guided by the following criteria:
 - a) They represent a thematic area, key group of actor(s) or constituency, region or sub-region which enhances the coverage and composition of the WUC-SC;
 - b) Their substantive contribution is deemed as a value-added asset to the goals, objectives and activities of the WUC;
 - c) They demonstrate the ability to comply with the WUC vision and generic activities;
 - d) Their contribution or sponsorship facilitate the work, outreach and credibility of the WUC.

ARTICLE VIII: FREQUENCY AND VENUE OF MEETINGS

- 9. Steering Committee Meetings: The Steering Committee meets statutorily once a trimester (every four-months), virtually (online/video Conference).
- 10. World Urban Campaign Assembly: WUC Assembly is held at least once a year, if possible, on the occasion of a major conference, inter-governmental meeting or other event to which partners intend to participate and represent a substantive interest for the WUC and its partners.

ARTICLE IX: CO-CHAIRS AND OFFICERS OF MEETING

- 11. The Co-Chairs of the Steering Committee are elected by the partners at the time of the World Urban Forum and serve for the period until the next World Urban Forum.
- 12. The Rapporteur(s) and any additional Co-chair(s) shall be elected by the Steering Committee, as required.

ARTICLE X: AGENDA OF THE WUC ASSEMBLY

13. The Agenda of the WUC Assembly is proposed by the WUC Secretariat to WUC Steering Committee after consultation with the Co-Chairs of the Steering Committee for its approval 3 weeks before the scheduled date of the meeting. Members of the Steering Committee are committed to participate actively in the formulation of the draft agenda and have the responsibility of approving the draft agenda 15 working days prior to the meeting for dissemination to all partners 10 days prior to the meeting.
14. The Agenda, to be adopted electronically before the start of each meeting, will comprise, in principle, the following items:
 - a) Report of the Steering Committee, including status of partners;
 - b) Situation analysis and recommendations by the Secretariat;
 - c) Situation analysis and recommendations by partners;
 - d) Discussions in plenary;
 - e) Working groups to turn recommendations into actions;
 - f) Report of working groups;
 - g) Adoption of the report and action plan;
 - h) Other matters.

ARTICLE XI: WORKING DOCUMENTS FOR THE WUC ASSEMBLY

15. The Secretariat will distribute a core programme report three weeks prior to the meeting.
16. Annual report of the Steering Committee will be circulated to all partners 10 working days prior to the meeting.
17. Each partner will prepare and submit a short on-line activity report through the WUC website 15 days prior to the WUC Assembly. All reports will be available on-line for consultation prior to the meeting.

ARTICLE XII: BUDGET AND FINANCIAL MATTERS

18. The Secretariat will maintain records and prepare annual and financial reports and budgets for the approval of the Steering Committee, which shall report thereon to the Steering Committee at least once a year.

ARTICLE XIII: HOSTING OF THE MEETING

19. The hosting of the Steering Committee meeting is voluntary and should be on a rotational basis.

ARTICLE XIV: TRAVEL TO AND EXPENSES ASSOCIATED WITH ATTENDING THE MEETINGS

20. Travel and other expenses associated with attending the meetings are the responsibility of each partner. Special guests can be invited and are either the responsibility of the host of the meeting and/or sponsored by other means.

ARTICLE XV: NATURE OF RECOMMENDATIONS OF THE STEERING COMMITTEE

21. In principle, all recommendations and decisions for follow-up action will be adopted by consensus. If consensus fails, they will be adopted by two-thirds majority. Failing two-thirds majority, the issue will be dropped or referred to at a later stage.
22. Its decisions and recommendations should be complied with by all partners of the WUC while recognizing the independence of action of each of the partners. Its minutes and recommendations, once approved by members attending the meeting, represent commitments to which all partners will abide by to the maximum extent possible.

ARTICLE XVI: SPECIAL GUESTS

23. Special guests may be invited, in close consultation with the Steering Committee and the Secretariat, to attend the WUC Assembly meeting.

ARTICLE XVII: USE OF WUC SERVICES BY PARTNERS

24. In addition to the relevant portions of the current Terms of Reference, partners can make full use of the WUC logo, products and services for non-commercial purposes, using the WUC logo branding guidelines.
25. Urban Thinkers Campus (UTC) logos and branding shall be used only for UTCs approved by the WUC Steering Committee using UTC branding guidelines.
26. All reproductions should acknowledge copyright and source and promote awareness of the WUC.
27. The present article does not confer the right for any partner to divulge user-id or password information, however temporary, to access the WUC e-sessions and meetings and restricted portions of WUC website(s) and database(s). Temporary passwords and user-id can be issued upon request for training or conference purposes.

ARTICLE XVIII: NON-COMPLIANCE WITH TERMS OF REFERENCE

28. The Steering Committee will consider appropriate actions to be taken in the event of non-compliance of these present Terms of Reference by any of its members.

ARTICLE XVIII: MODIFICATIONS TO TERMS OF REFERENCE

29. Modifications may be proposed and adopted at any statutory meeting of the Steering Committee.