



UN-Habitat Brazil
Initiative for the Urban October

Synthesis Report



UN HABITAT
FOR A BETTER URBAN FUTURE



Urban Circuit 2018

Urban October is celebrated globally every year through the promotion of activities, events and discussions around urban sustainability. It aims at encouraging all urban actors from various sectors to engage in and debate on the rationale and the implementation of the New Urban Agenda and the SDG11. Different urban themes are selected every year for the World Habitat Day and the World Cities Day in order to foster debates on its benefits and challenges. The themes for 2018 were “Municipal Solid Waste Management” and “Building Sustainable and Resilient Cities”.

In order to celebrate these days and raise awareness on these themes in a more effective and comprehensive way, UN-Habitat office in Brazil has taken in 2018 the initiative to launch a national initiative called the **“Urban Circuit”** (*Circuito Urbano* in Portuguese). Through a public call for events through our social networks, numerous organizations from around the country applied to host “urban events.” More than half of the proposals were selected by UN-Habitat and received in this way visibility and institutional support from our Agency. A timeline of these different events has been disclosed in our social networks.



Facts and Figures

102 
events submitted

56 
events selected

28 CITIES
(of which 15 are capital cities)
in 17 states,
in all five regions
of Brazil



 At least
**ONE UN-HABITAT
REPRESENTATIVE**
present at 12 events

 **30%**
of the events were
carried out by civil
society organizations

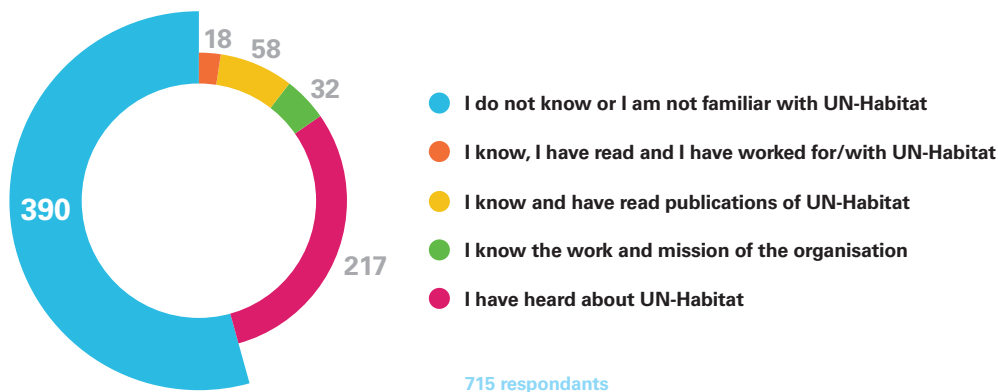
 **19%**
from by the
public sector

 **19%**
from private
sector

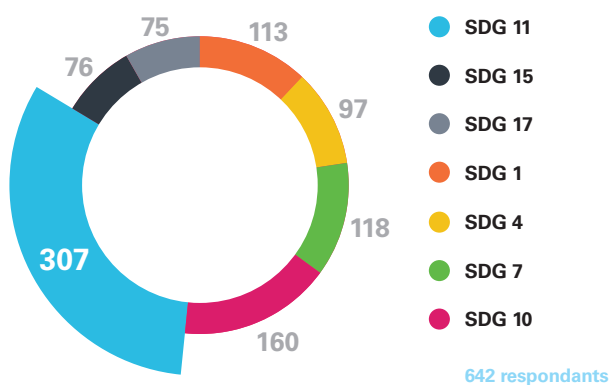
 **19%**
from
academia

3% by social businesses
3% by international organizations
3% by Networks
2% by UN-Habitat Brazil
2% by Schools
2% by Civil society organization
of public interest

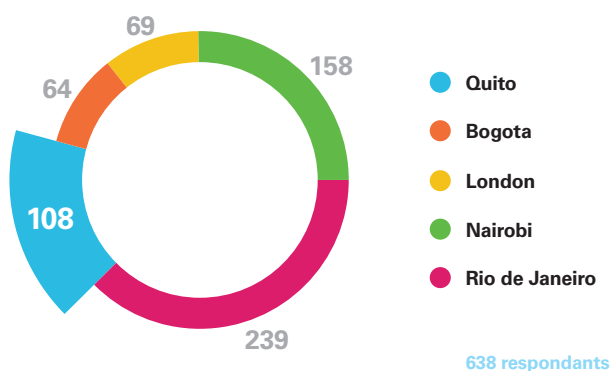
Do you know UN-Habitat?



Which is the Sustainable Development Goal focused in cities?



In which city has the New Urban Agenda's final document agreed?



Sample of the survey made in the events (Partial results – survey is still being applied)

- **54%** of the people that answered the survey does not know or is not familiar with UN-Habitat
- **48%** knows that SDG 11 is the one focused in cities
- **17%** guessed Quito as the city where New Urban Agenda's final document was agreed

More data to come (to be shared by 11-December 2018):

Statistics on: total number of participants of the events; profile of participants; events themes; public's knowledge about SDGs, New Urban Agenda, UN-Habitat; social media statistics; number of accesses to the concept note and Informative Kit; media clipping; quantitative and qualitative feedback on the Urban Circuit, our support to the event and its impact to the engagement.



Goals of the Urban Circuit

The main purpose of the Urban Circuit 2018 was to promote events and activities related to sustainable urban development and to draw attention to the relevance of this 2018 Urban October's themes: "Municipal Solid Waste Management" & "Resilient and Sustainable Cities"

The specific goals aimed at:

- Providing **visibility** and broader **outreach** to events broadcasting, whose organizers are actors that already had activities related to solid waste management and/or resilience;
- Promoting the strengthening and provide **institutional support** to the main actors in these areas;
- Identifying and **mapping the actors** of Brazil that are working in these specific areas;
- Allowing for **articulation of a network of actors** in these areas so as to stimulate the dialogue and exchange of experiences;
- **Assessing the main problems, challenges and solutions** (practices, tools and innovative approaches) pointed out in each event within its specific urban theme, through a report of the discussions of the events;
- **Assessing** the level of **public's knowledge** about the Sustainable Development Goals, especially the SDG-11 and the New Urban Agenda – and **raise awareness** about them;
- Raise awareness and visibility on UN-Habitat's role, mandate and activities;



Selection criteria for the events

- **When?** The events had to take place from September to November 2018. The idea was initially to focus on Urban October, but due that many events on the selected themes were happening on the previous and subsequent months, it was decided to expand it;
- **Where?** In any Brazilian city;
- **About?** Central themes: Municipal Solid Waste Management; Resilient and Sustainable Cities; New Urban Agenda; Sustainable Development Goals – other urban themes have been analysed case-by-case;
- Minimum of two speakers;
- There was no restriction in terms of actors and public involved. However, the events with electoral motivations or objectives were dismissed (due to election period in Brazil).

Institutional Support from UN-Habitat consisted in:

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- Providing access to two (2) Kits:
 - o Kits for Participating Events: UN-Habitat logos and rules for using; information on UN-Habitat; conceptual note on the Urban October 2018 (in Portuguese); general instructions; UN-Habitat videos on key themes;
 - o Informative Kit: a selection of important materials to know more about global agendas supported by UN and UN-Habitat; important publications and material;
- Include events in the Timeline disclosed in our social media;
- Individual posts for social media before and/or on the day and/or after;
- The events happening in October have been added to the Urban October global platform;
- All events had the opportunity of inviting one of our representatives based in Brazil, subject to financing the travel costs and availability;
- Organizers will be included in our mailing for future opportunities.



How do the events contribute?

- Designate a focal point to coordinate the details of the participation in the Urban Circuit;
- Apply an online survey prepared by our team in Mentimeter.com to the event's participants. The survey will assess public's knowledge about the Sustainable Development Goals, especially the SDG11 and the New Urban Agenda;
- Present a video prepared by our National Officer at the opening of the event;
- Include the following hashtags to any related posts: #CircuitoUrbano2018 #unhabitat #onuhabitatbrasil #UrbanOctober #DiaMundialdoHabitat #DiaMundialdasCidades #worldhabitatday #worldcitiesday;
- Fill up the Evaluation and Reporting Form for their participation to the Urban Circuit.



Insights for next edition – Urban Circuit 2019

UN-Habitat Brazil is already planning a new Urban Circuit for 2019. Due to this year high participation and in order to be more aligned with Urban October, we will stick next year strictly to the month of October. Besides, registrations will be open at least a month before and will close at least 15 days before it starts. For this to be feasible, themes for the World Habitat Day and the World Cities Day will have to be disclosed in advance by HQ.

Fourteen (14) events declared to have organized their events, being motivated by the opportunity to be part of the Urban Circuit. Many organizers also pointed out that they could have organized a bigger or more events if they would have known the themes in advance.

We also plan to build a website for the Urban Circuit in order to allow for anyone to have a clearer vision of the steps and orientations, as well as to allow for constant updates on the timeline and to have a public updated agenda of the events.



Partial clipping (as of 15-November 2018)

UN invites institutions for mobilization month about sustainable urban development:

<https://nacoesunidas.org/onu-convida-instituicoes-para-mes-de-mobilizacao-sobre-desenvolvimento-urbano-sustentavel/>

Events in 29 Brazilian cities discuss sustainable urban development:

<https://nacoesunidas.org/eventos-em-29-cidades-brasileiras-discutem-desenvolvimento-urbano-sustentavel/?fbclid=IwAR2RAaFJlz7pk45aiRcVWc-7ku6oMdRPuGtER7cSAuzH8HglXftU5KqUJd2s>

UN-Habitat Brazil promotes the Urban Circuit 2018:

<http://www.capacidades.gov.br/noticia/327/onu-habitat-brasil-promove-o-circuito-urbano-2018>

Resilience and sustainability are themes of the World Cities Day:

<http://cbn.globoradio.globo.com/media/audio/224902/resiliencia-e-sustentabilidade-sao-temas-do-dia-mu.htm?fbclid=IwAR0oTe31PPfq-oOiKJ6z0nZE-aYIkH1rrq1oneJSX-VWf5BMTnRnHqoizQ>

<https://www.diariodosc campos.com.br/noticia/evento-vai-discutir- rumos-para-destinacao-inteligente-de-residuos>

Event in Curitiba, happening next month, will discuss the paths to smart waste destinations:

http://www.aen.pr.gov.br/modules/debaser/visualizar.php?audiovideo=1&xfid=79021&tit=Seminario-vai-discutir- rumos-para-destinacao-inteligente-de-residuos&fbclid=IwAR0enumKPGneD7kp5SL9JGY-cYhew0ZvWrdMiC_nxRI1SwFRoOEUNA_vsUw

UN adopts board games to spread global goals among children of Maceió:

<https://nacoesunidas.org/onu-adota-jogos-de-tabuleiro-para-divulgar-objetivos-globais-entre-criancas-de-maceio/?fbclid=IwAR2-PTpKh8Sw4LK4URXPwHG4bi9UJfXjuvM39TlwBwigUXV-VYo3DQmi4C8Y>

UN invites institutions for mobilization month about sustainable urban development:

<http://www.caumng.gov.br/outubro-urbano-onu-mes-de-mobilizacao-sobre-desenvolvimento-urbano-sustentavel/?fbclid=IwAR0DstKbQQAIxOzaXC76m8unN00szgh931qr11UJh-BEY06XPWh3ilWOUclg>

Il Jathis: Activities of the Journey integrate the Urban Circuit 2018 of the United Nations Human Settlements Programme:

<http://www.caudf.gov.br/i-jathis-atividades-da-jornada-integram-circuito-urbano-2018-do-programa-das-nacoes-unidas-para-assentamentos-humanos-onu-habitat/>

UN-Habitat participates in event about wastewater facilities in Curitiba:

<http://etes-sustentaveis.org/?p=3332>

<http://www.revistatae.com.br/internas.asp?id=15218&link=noticias>

<http://valorepolitica.com.br/index.php/2018/10/24/onu-habitat-participa-de-evento-sobre-es-tacoes-de-esgoto-em-curitiba/>

<https://www.diariodoscamos.com.br/noticia/evento-vai-discutir-rumos-para-destinacao-inteligente-de-residuos>

ISAE undertakes 1st National Seminar of Sustainable Wastewater Treatment:

<http://www.isaebrasil.com.br/isae-realiza-1o-seminario-nacional-de-estacoes-sustentaveis-de-tratamento-de-esgoto/>

Events in 29 Brazilian cities discuss sustainable urban development:

<http://noticias.ambientebrasil.com.br/clipping/2018/11/05/148193-eventos-em-29-cidades-brasileiras-discutem-desenvolvimento-urbano-sustentavel.html>

<https://www.proambientecampinas.com.br/noticia/eventos-em-29-cidades-brasileiras-discutem-desenvolvimento-urbano-sustentavel/>

<http://www.serratalhada.pe.gov.br/noticias/circuito-de-palestras-mude-de-atitude-e-selecionado-pela-onu-habitat>

Lectures Circuit "Change your Attitude" is selected by UN-Habitat:

<http://www.serratalhada.pe.gov.br/noticias/circuito-de-palestras-mude-de-atitude-e-selecionado-pela-onu-habitat>

<https://faroldenoticias.com.br/projeto-ambiental-da-prefeitura-de-st-e-selecionado-pela-onu/>

Submunicipality Sé participates in the Urban Circuit 2018 of the United Nations Human Settlements Programme (UN-Habitat):

<https://www.prefeitura.sp.gov.br/cidade/secretarias/subprefeituras/noticias/?p=266469>

Waste Expo Brasil receives the institutional support from the United Nations Human Settlements Programme (UN-Habitat):

<http://www.wasteexpo.com.br/news.html>

Right to housing on focus of the Urban Circuit 2018 with CAU/BR and CAU/SC, which will be presented in the V National Seminar of Technical Assistance:

<http://arqsc.com.br/site/cau/>

Meeting gathers environmental educators in Recife:

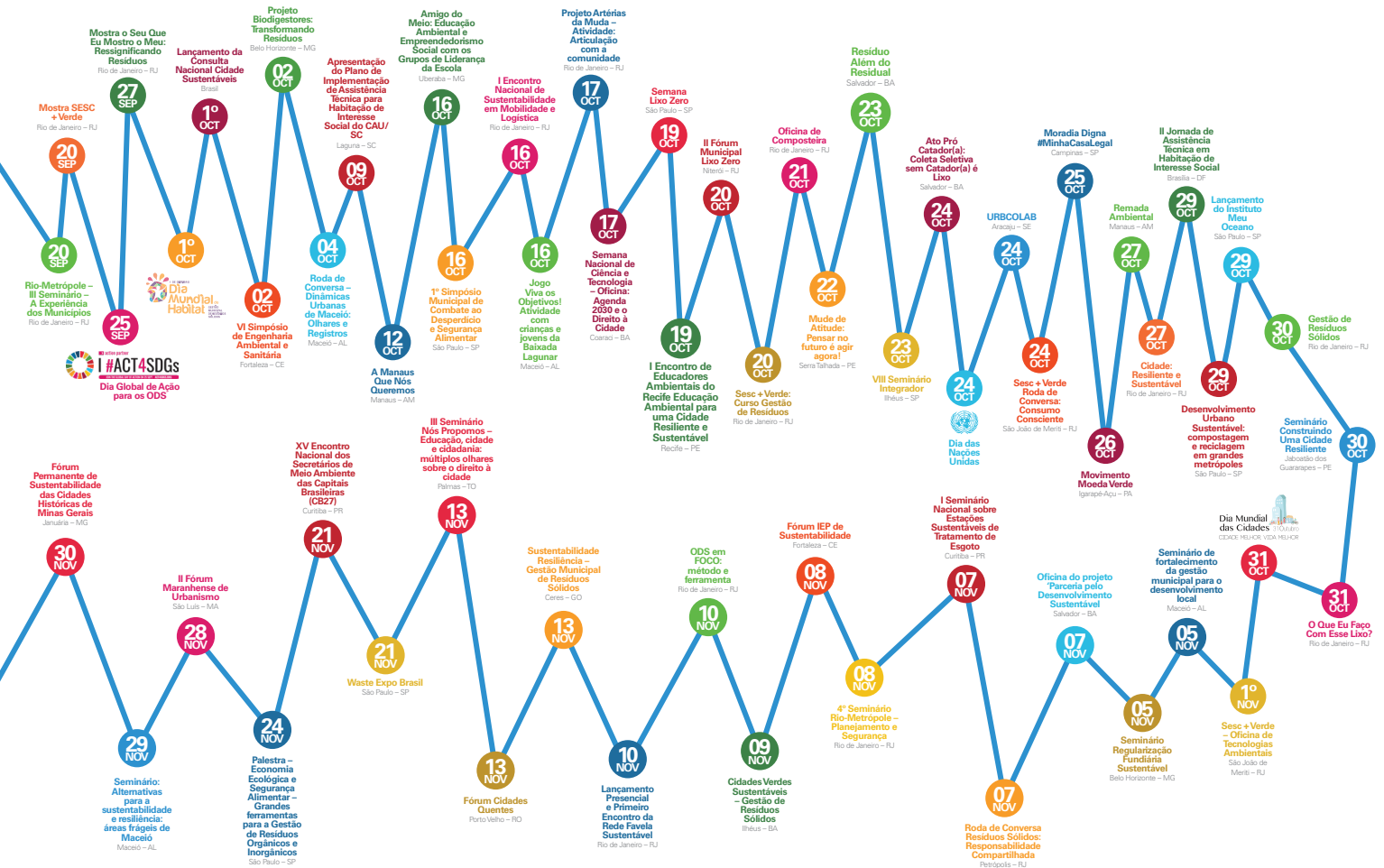
<https://www.folhape.com.br/noticias/noticias/meio-ambiente/2018/10/18/NWS,84761,70,645,NOTICIAS,2190-ENCONTRO-REUNE-EDUCADORES-AMBIENTAIS-RECIFE.aspx>

Seminar debates on sustainability in wastewater treatment:

<http://site.sanepar.com.br/noticias/seminario-debate-sustentabilidade-no-tratamento-de-esgoto>



Timeline



URBAN 2018
Circuit





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