

**FINAL
REPORT**

URBAN 2020 Circuit





Introduction

Urban October is celebrated, every year, by the United Nations Human Settlements Programme (UN-Habitat). It starts with World Habitat Day (on the first Monday of October) and ends with World Cities Day (31 October). Urban October always has two topics selected to promote debate between different sectors on how to make life in cities better for everyone. The themes for 2020 were "Housing for all: a better urban future" for World Habitat Day and "Valuing our communities and cities" for World Cities Day.

To promote Urban October across Brazil, in 2018, the UN-Habitat office in Brazil created the Urban Circuit: an annual initiative to provide institutional support and visibility to events organised by various actors, aligned with the yearly celebration.

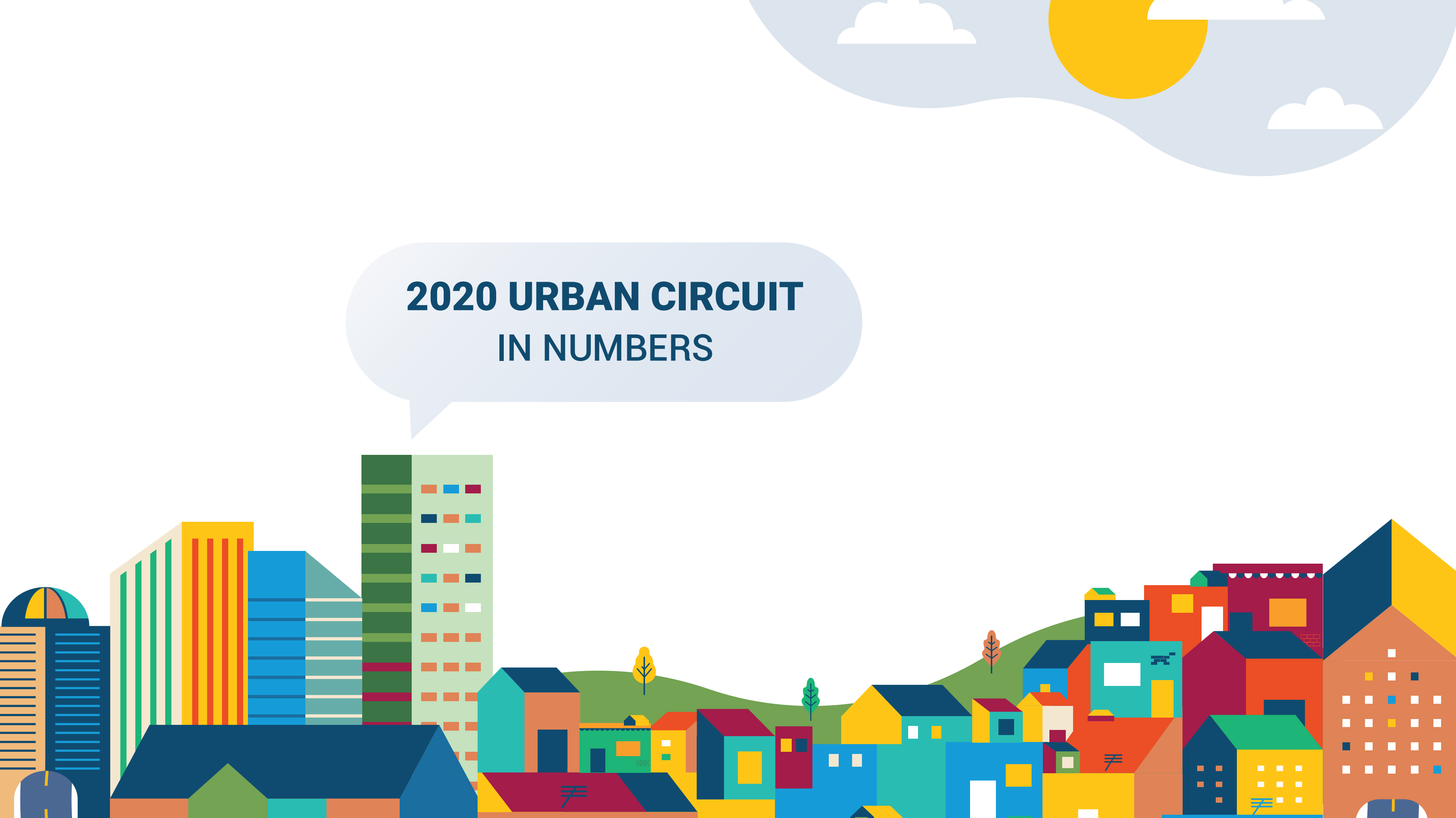
The 3rd edition of the Urban Circuit was held completely virtual in 2020. To take full benefit of the online experience and deepen the exchange of knowledge, this edition was held in cooperation with UN-Habitat offices in Portuguese-speaking African countries: Angola, Guinea-Bissau, Mozambique, São Tomé and Príncipe, and Cabo Verde. The Urban Circuit 2020 focused on the theme "Post-COVID-19 Cities: Dialogues between Brazil and Lusophone Africa" and the same topics brought by World Habitat Day and World City Day were approached as subthemes for events.



Theme:

**Post-COVID-19 Cities
Dialogues between Brazil
and Lusophone Africa**



A stylized, colorful illustration of a cityscape. In the foreground, there are various buildings of different heights and colors (blue, yellow, red, green, orange). Some buildings have windows represented by small squares. In the background, there are rolling green hills with a few trees. The sky is light blue with a large yellow sun and several white clouds. A light blue speech bubble is positioned in the upper left area of the image, containing the title text.

2020 URBAN CIRCUIT IN NUMBERS

186 events

- Angola - 3
- Brazil - 146
- Guinea-Bissau - 2
- Mozambique - 3
- São Tomé and Príncipe - 2
- Cabo Verde - 2

Held together - 28

166 live events

REC 20 pre-recorded

WATCH ALL EVENTS

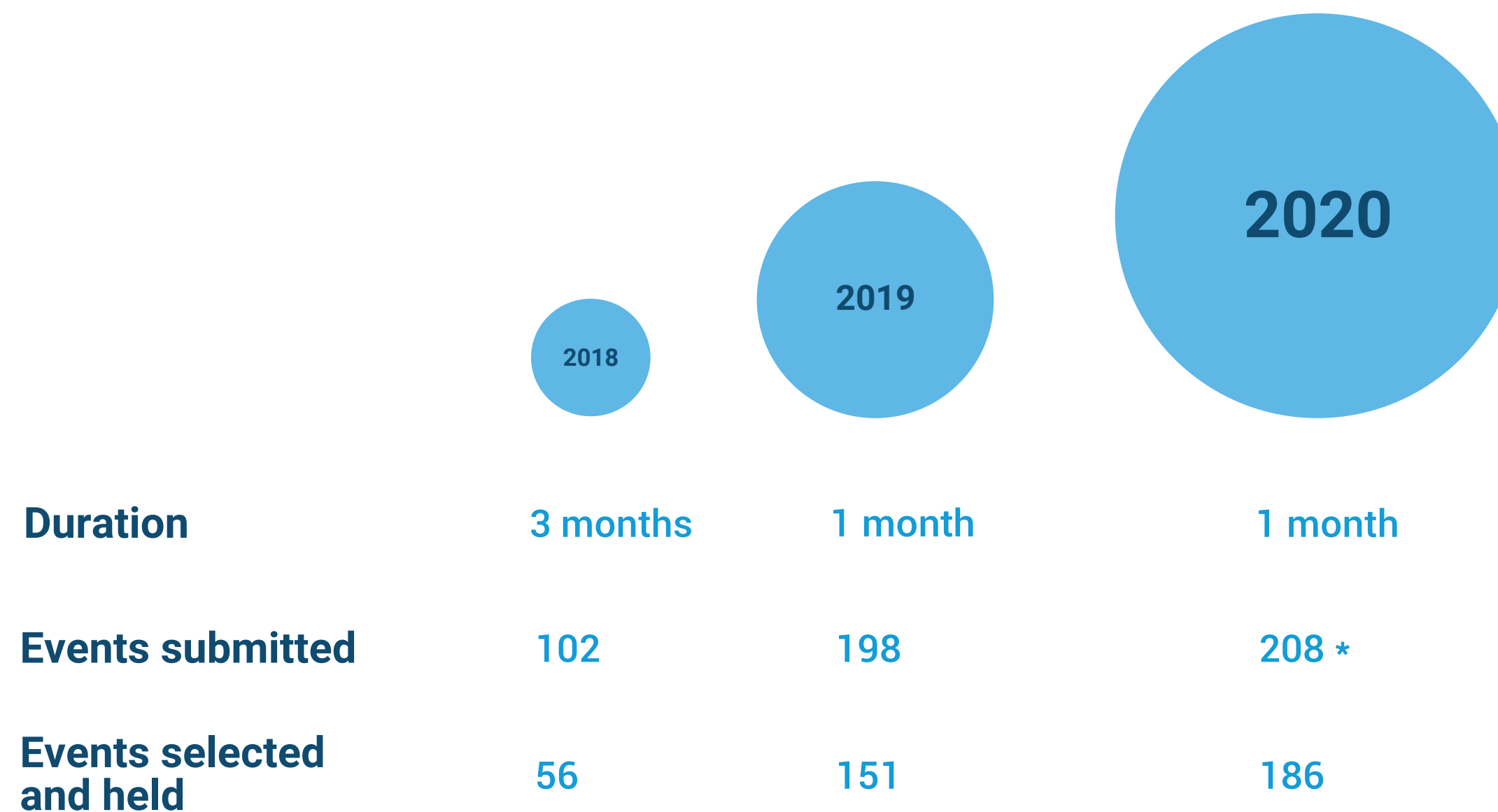
CHECK COMPLETE SCHEDULE

CHECK CALL FOR EVENTS

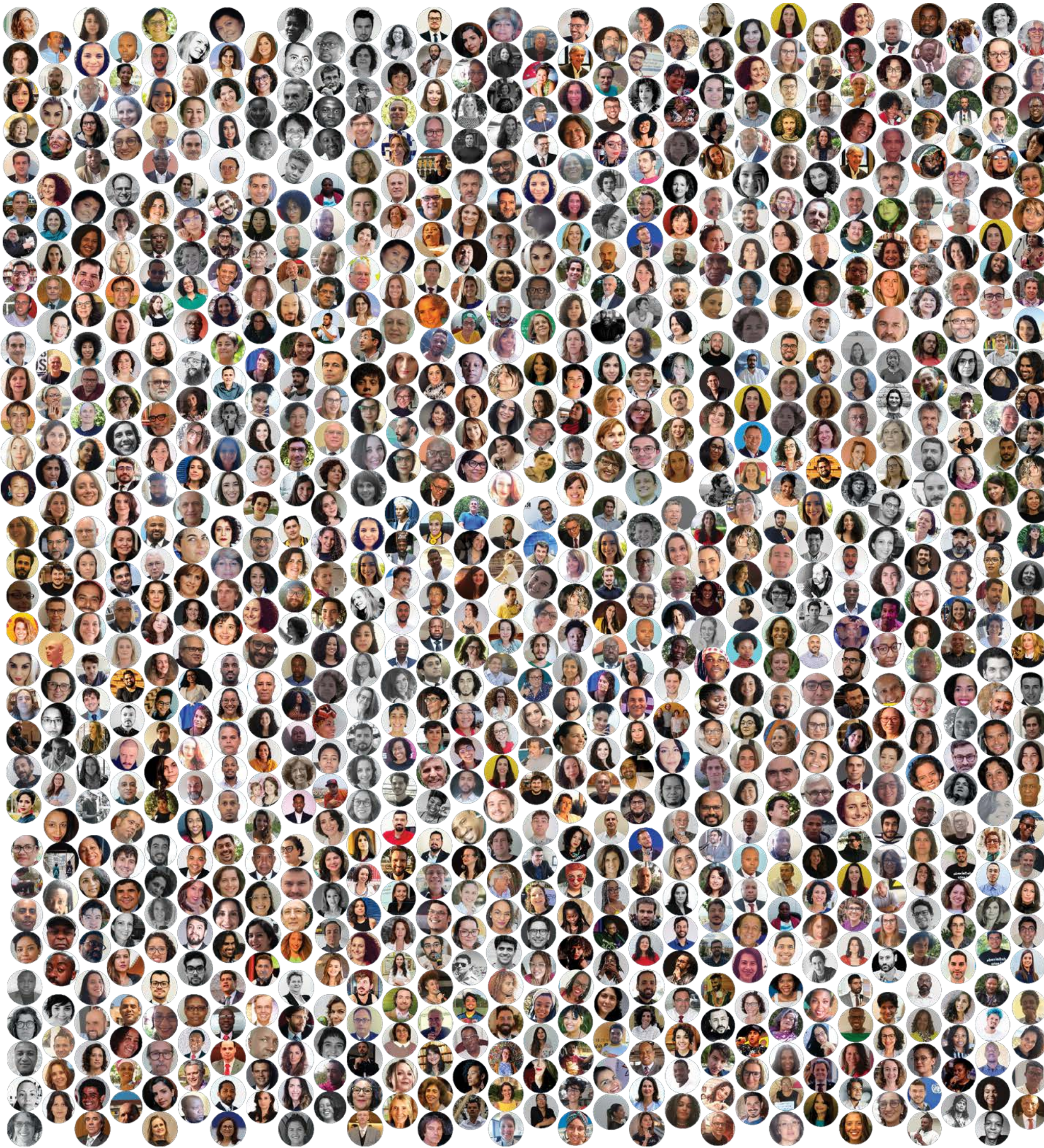
CHECK MAKING OF AND HIGHLIGHTS



The Urban Circuit grows and improves every year



*Includes events submitted by application forms for Brazil, Lusophone Africa, international events and events organised by UN-Habitat



+1000
Panelists



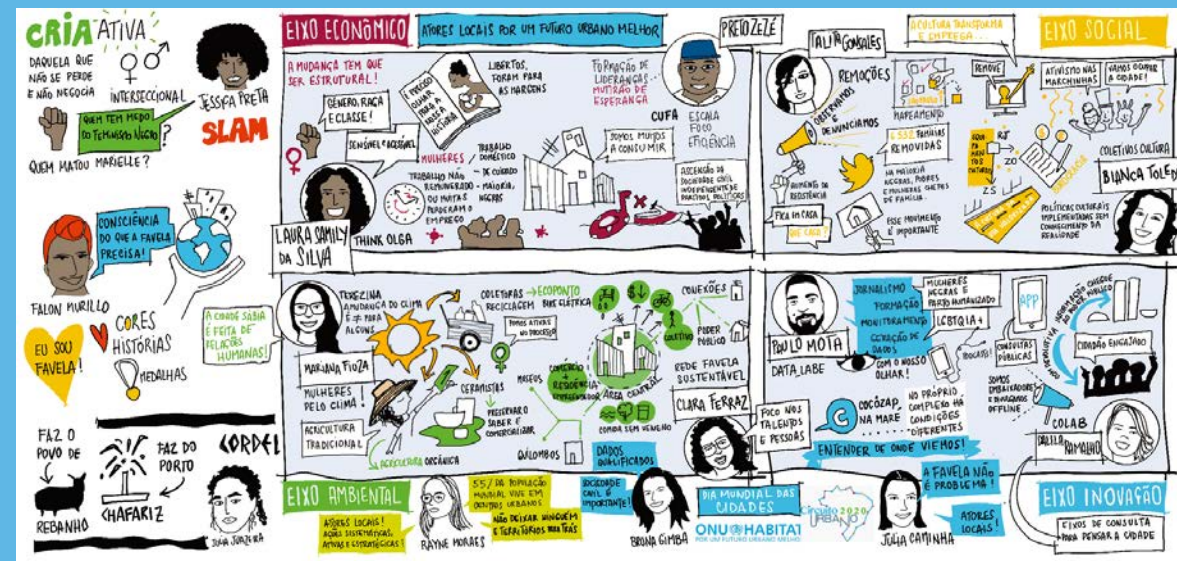
2020 was the year that Urban Circuit crossed the Atlantic Ocean and counted with the participation of **5 Portuguese-speaking African countries** and panelists from **18 different countries**.



58 volunteers were essential for
this edition, providing support
in many areas.

Technical support for events streaming
Communication and social media
Graphic design
Video editing
Graphic facilitation
Social media content production and review





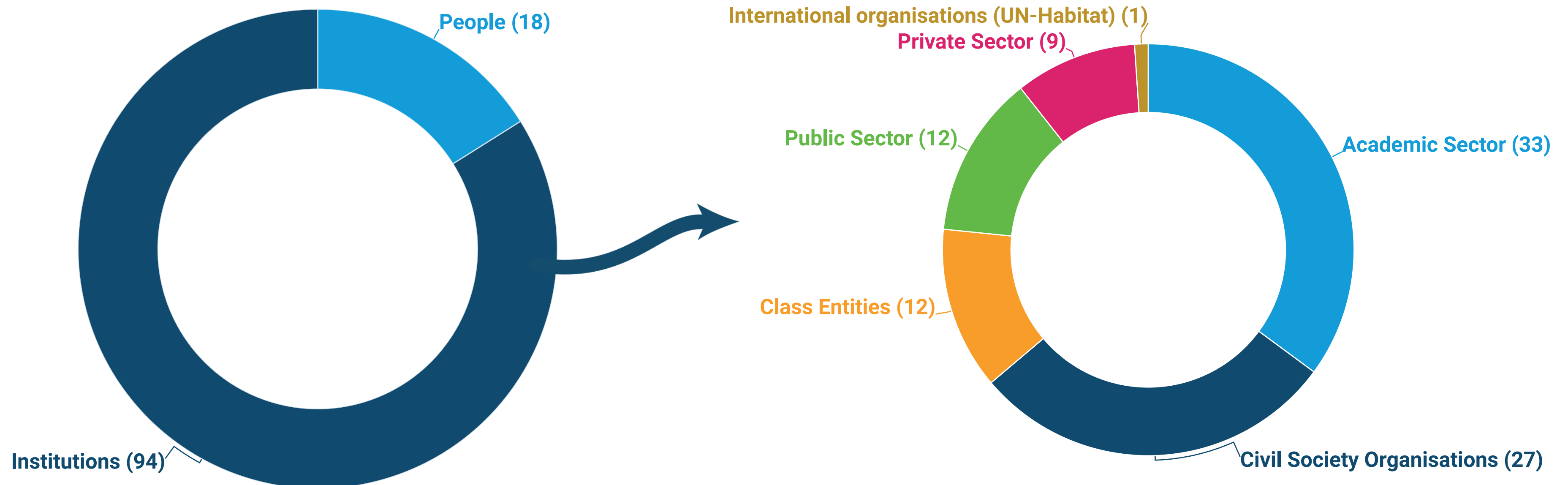
**WHO ORGANISED
THE EVENTS?**



31 of this year's institutions
also hosted events in previous editions

For the very first time, individual people were able to organise their own events.

Hosting Institutions per sector



A stylized, colorful illustration of a cityscape. In the foreground, there are various buildings of different heights and colors (blue, yellow, red, green, orange). Some buildings have windows represented by small squares. In the background, there are rolling green hills with a few trees. The sky is light blue with a large yellow sun and several white clouds. A large, light blue speech bubble is positioned in the upper center of the image, containing the text 'EVENT ORGANISERS EVALUATION'.

EVENT ORGANISERS EVALUATION



95% of the organisations rated their participation in the 2020 Urban Circuit as very good or excellent

75%* said that UN-Habitat promotion was crucial or contributed a lot for the engagement and visibility of their events

*The percentage applies only to organisers that have filled out the Urban Circuit evaluation form



In one word, which part of Urban Circuit was most beneficial for your event?*

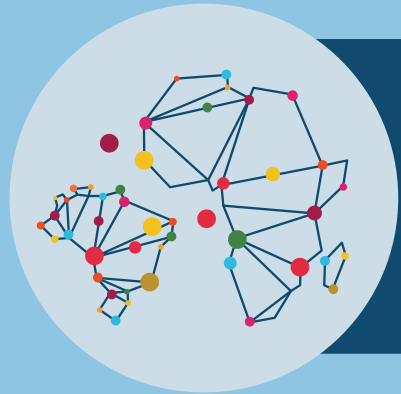


*Answers gathered from Urban Circuit's evaluation forms filled in by event organisers.



A stylized, colorful illustration of a cityscape. In the foreground, there are various buildings of different heights and colors, including blue, yellow, red, and green. Some buildings have windows and doors. In the background, there are rolling green hills with a few trees. The sky is light blue with a large yellow sun and several white clouds. A large, light blue speech bubble is positioned in the upper center of the image, containing the text 'UN-HABITAT EVENTS'.

UN-HABITAT EVENTS



This year, we also organised our own events to spread the word about the UN-Habitat work and agenda.

UN HABITAT
FOR A BETTER URBAN FUTURE



1 October
Opening Event



5 October
World Habitat Day



16 October
Urban Friday 3



30 October
Urban Friday 5



3 November
Closing Event

2 October
Urban Friday 1



9 October
Urban Friday 2



23 October
Urban Friday 4



31 October
World Cities Day



A stylized, colorful illustration of a cityscape. In the foreground, there are various buildings of different heights and colors, including blue, yellow, red, and green. Some buildings have windows and doors. In the background, there are rolling green hills with a few trees. The sky is light blue with a large yellow sun and several white clouds. A large, light blue speech bubble is positioned in the upper center of the image, containing the text 'YOUTUBE CHANNEL'.

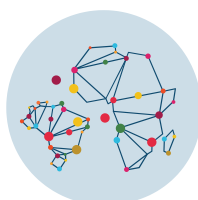
YOUTUBE CHANNEL



(data from channel creation on 14 August 2020 to 3 November 2020)

**2020 Urban Circuit was completely virtual,
and all events can be watched anytime
on Urban Circuit YouTube channel**

**+3.4 thousand subscribers
49.7 thousand views
13.6 thousand of watched hours
18,400 unique viewers**



**Do you know how long it would take
to watch all events?**

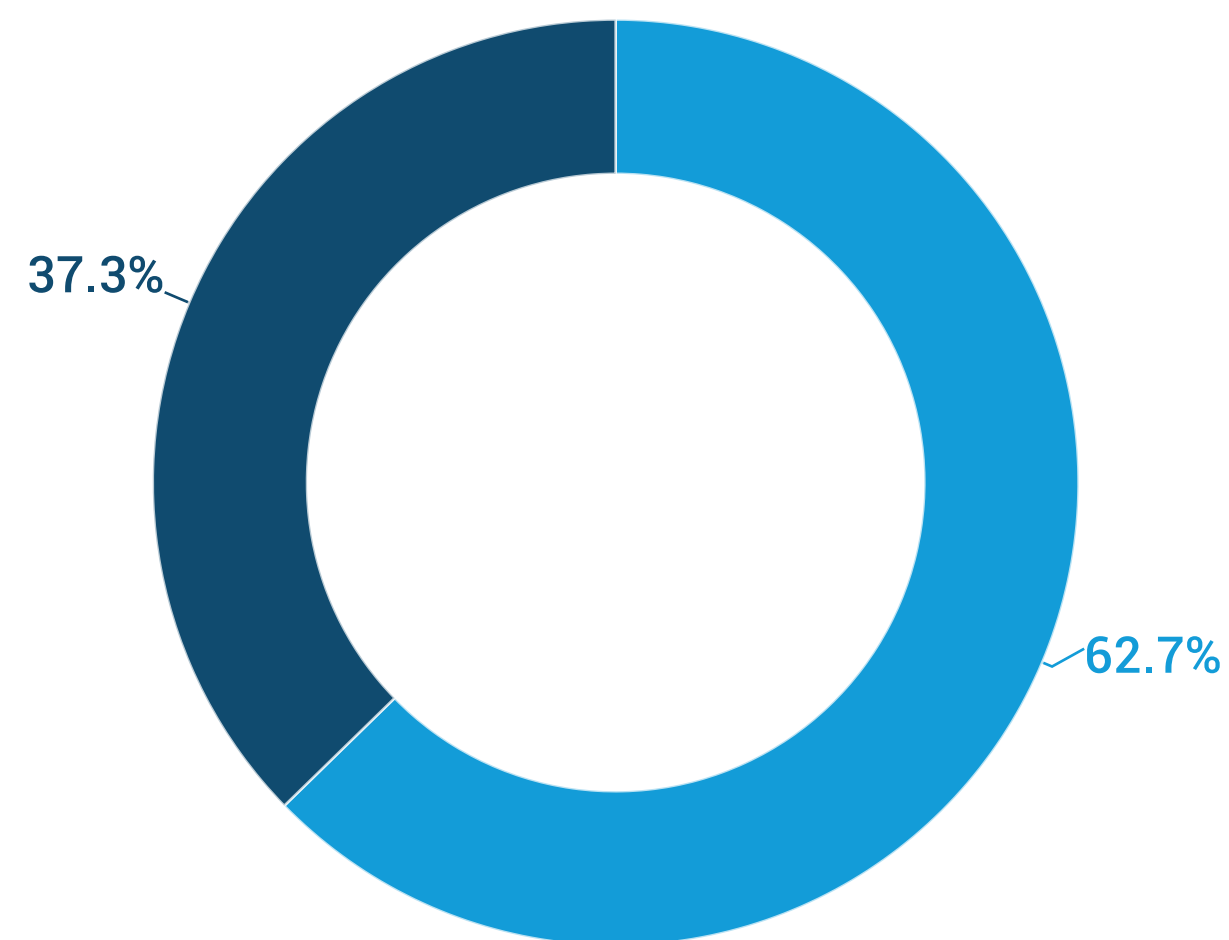
**The events total duration is 419 hours
or 17 days, 11 hours, 13 minutes, and 19 seconds**

WATCH IT HERE



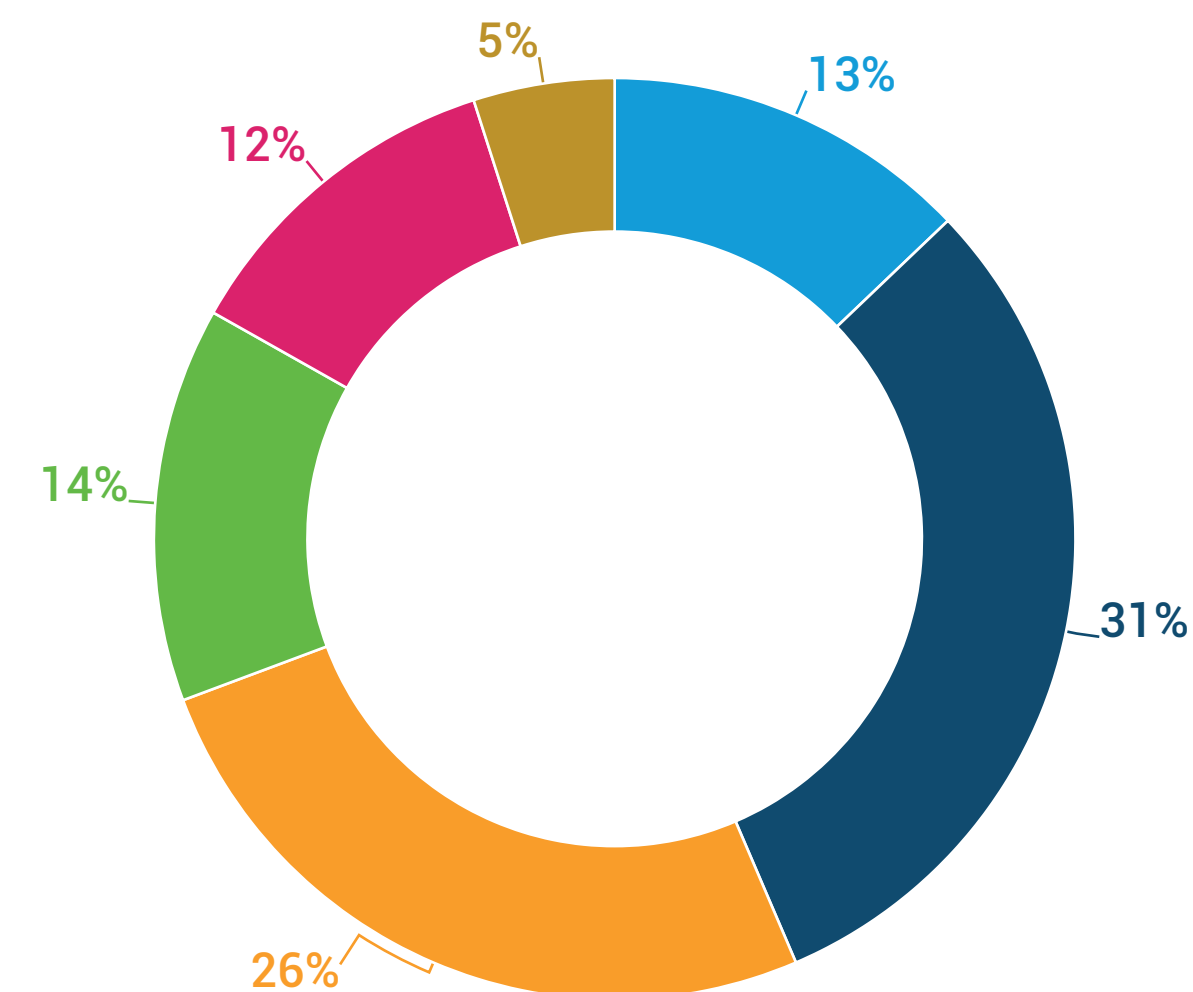
The audience at our events was mostly Brazilian, young and female

*Viewer's gender:



● Female ● Male

Viewer's age:

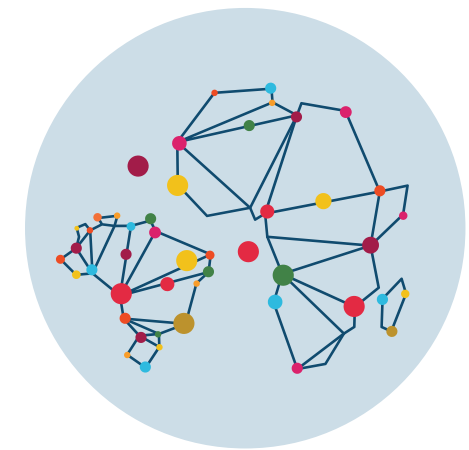
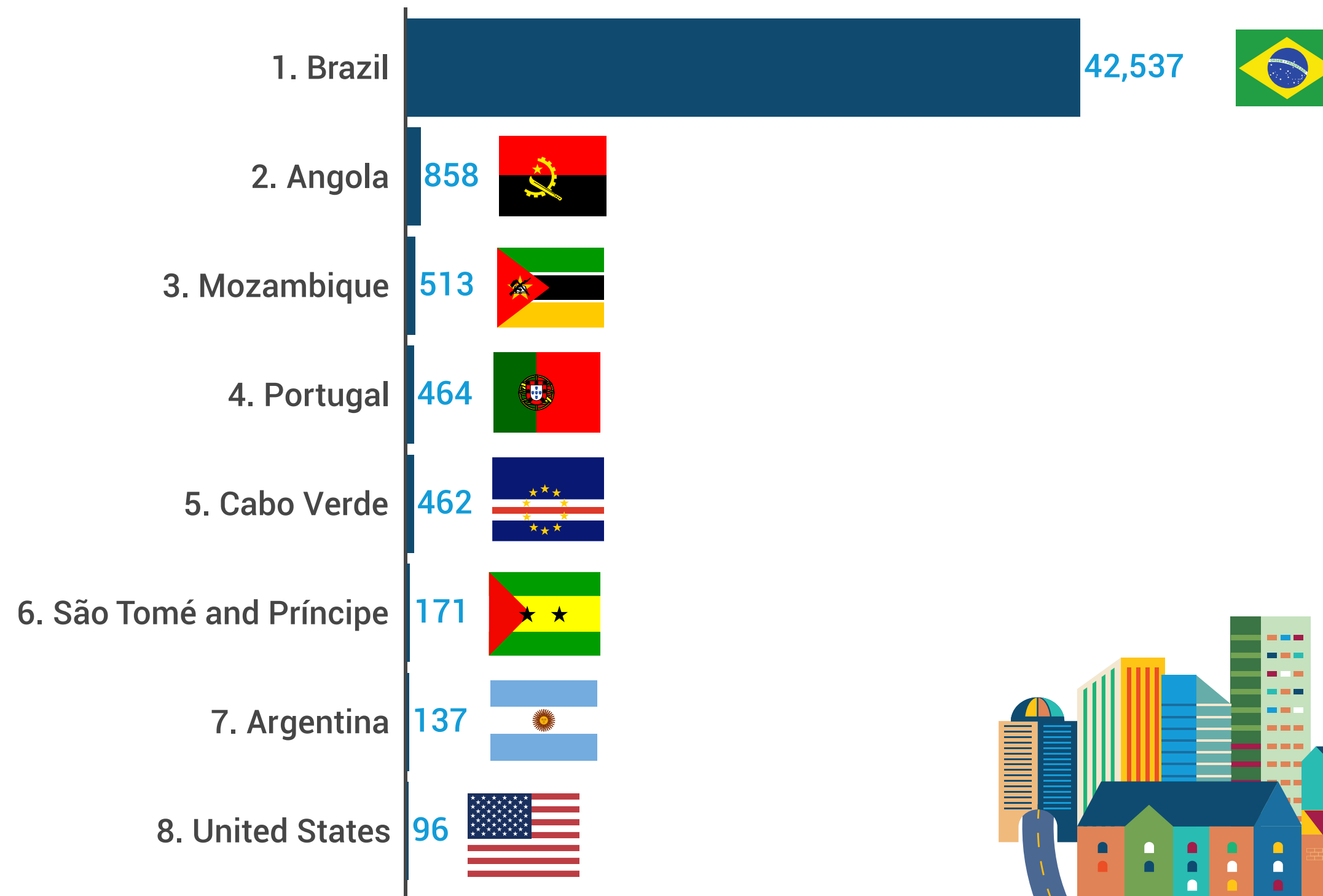


● 18-24 years ● 25-34 years ● 35-44 years ● 45-54 years ● 55-64 years
 ● +65 years

* "Gender" according to YouTube criteria

*On YouTube, the data from "2020 Urban Circuit in numbers" is up-to-date

YouTube audience by country





Top 10 most watched events

1

1.561



1 Oct. 2020 Urban Circuit
Opening

2

1.359



5 Oct. World Habitat Day -
Master Class: Housing for all

3

853



19 Oct. The city we want: a
collective effort to build an urban
agenda for inclusive cities in Rio

4

671



29 Oct. Workshop Law, work and
cities: challenges for a better
urban future

5

659



2 Oct. Urban Fridays: mapping
peripheral communities for
the post-pandemic future





Top 10 most watched events

6

617



26 Oct. Socio-Environmental Entrepreneurship for the Development of Sustainable Peripheries

7

600



27 Oct. Post-COVID-19 Cities and Smart Cities: Crisis and Opportunity

8

600



18 Oct. Habitat Brazil and Africa, post-COVID-19

9

588



21 Oct. Sustainable cities: a new post-COVID-19 pandemic reality

10

582



22 Oct. City and Environment: Sanitation for the right to housing and the city



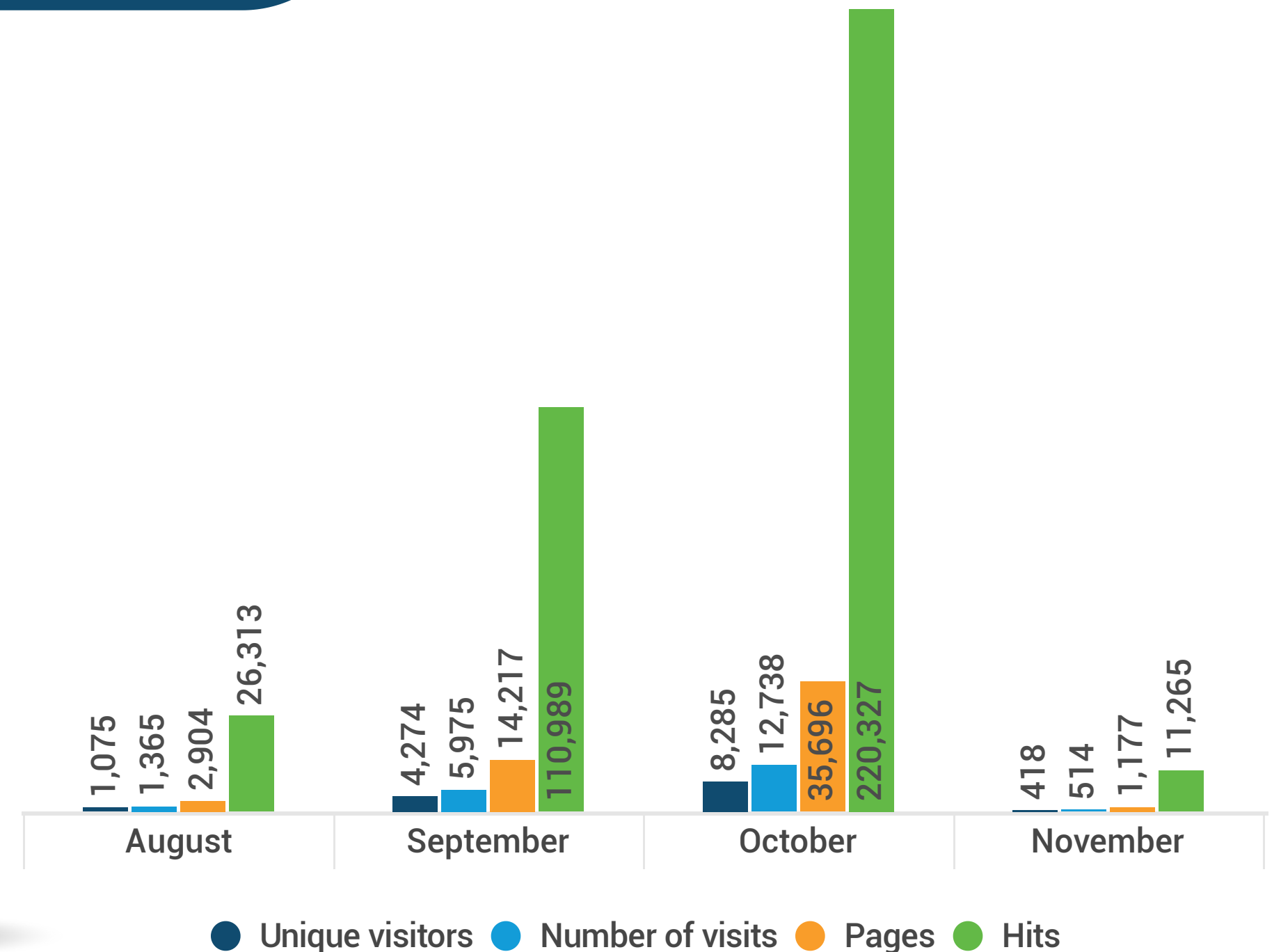
COMMUNICATION



Website www.circuitourbano.org

1 August 2020 to 3 November 2020

20,592 website visits





Top 10 countries of website visitors

1



Brazil

2



USA

3



India

4



Angola

5



Mozambique

6



Cabo Verde

7



Portugal

8



Argentina

9



United Kingdom

10



Spain

(30 September to 3 November)

Followers
9,292 --> 1,0704
(15.2% increase)

INSTAGRAM

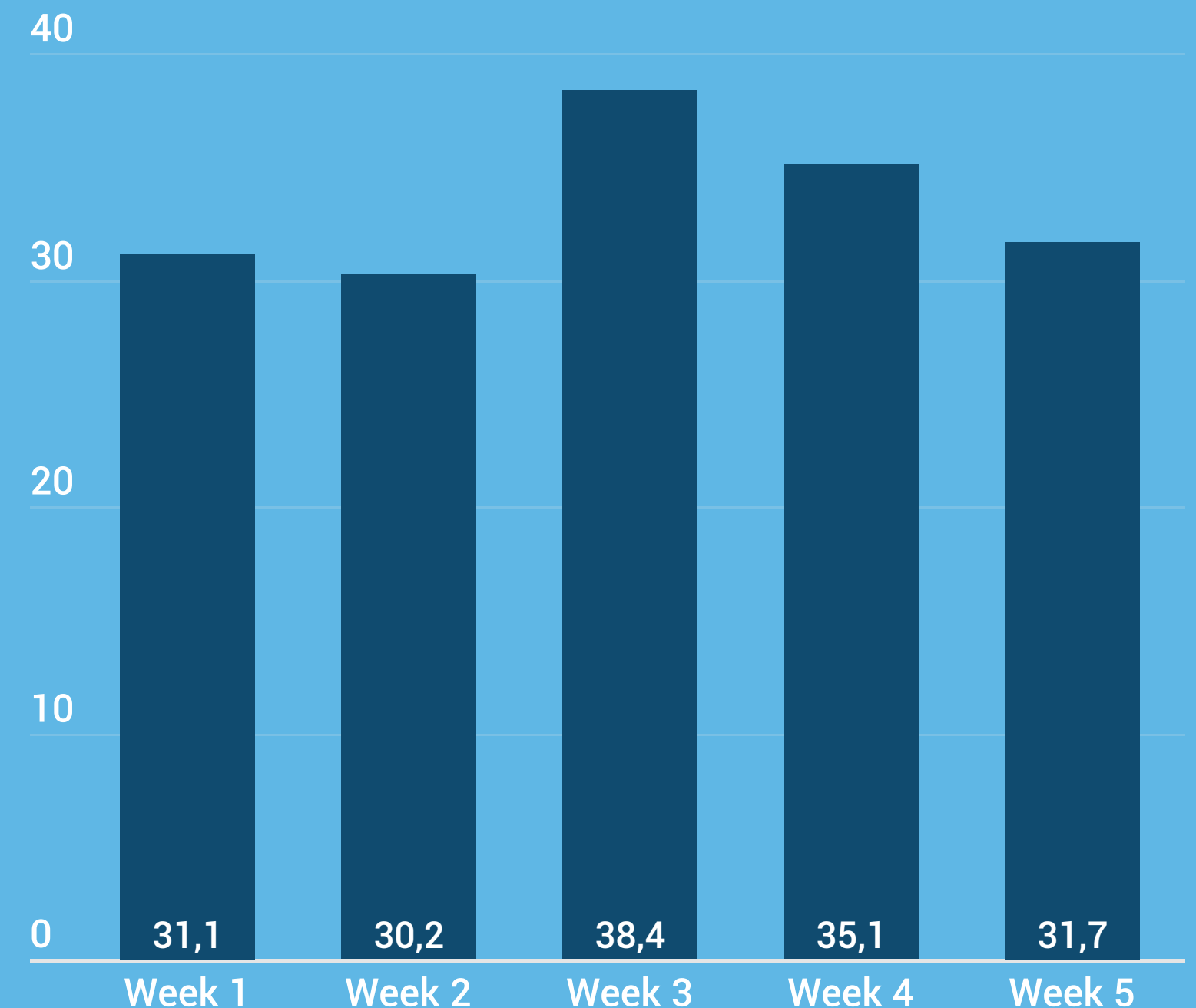
@onuhabitatbrasil: feed and stories

(26 August* to 4 November)

*First post about the 2020 Urban Circuit



Weekly account impressions (by thousands)

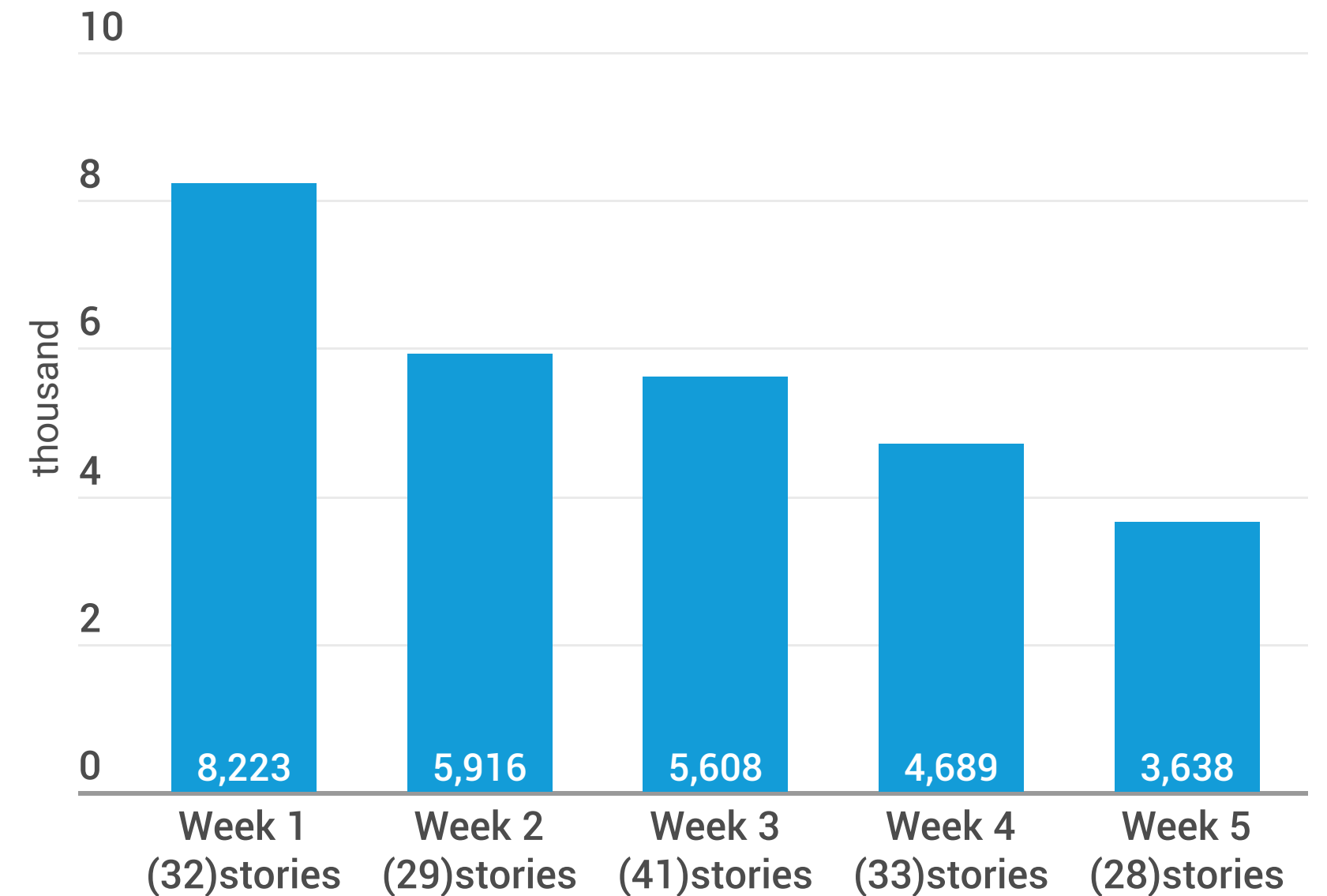




Average weekly reach of stories
5,614 unique accounts

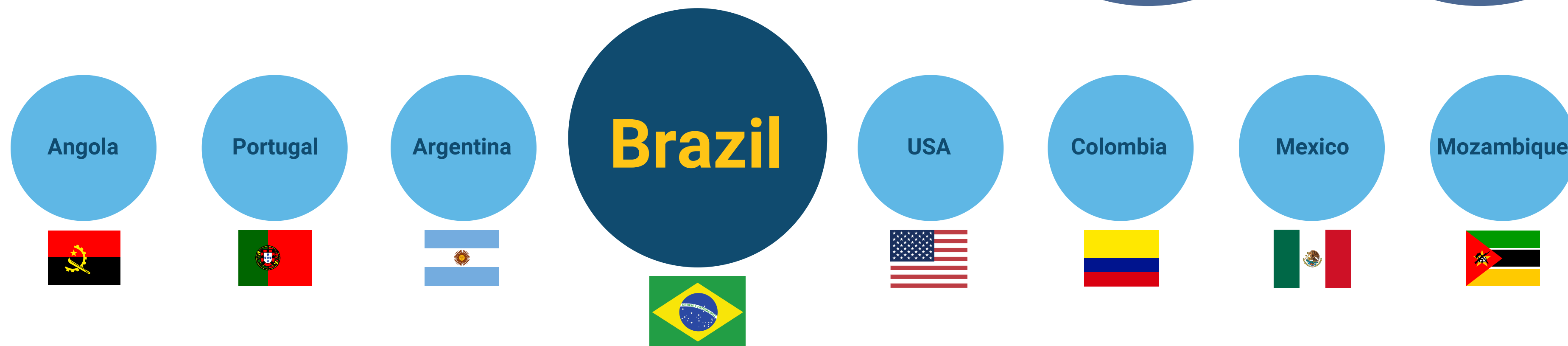
164 stories

Weeklyreach of stories (unique accounts)





FOLLOWERS BY COUNTRY



Most common city of origin of our followers

Rio de Janeiro
São Paulo
Maceió
Recife
Belo Horizonte

Around 5.2% increase in likes and followers on the page

10,401 likes → 10,944 likes

10,600 followers → 11,150 followers

Page engagement: 6,918 unique users

Page reach: 83,899

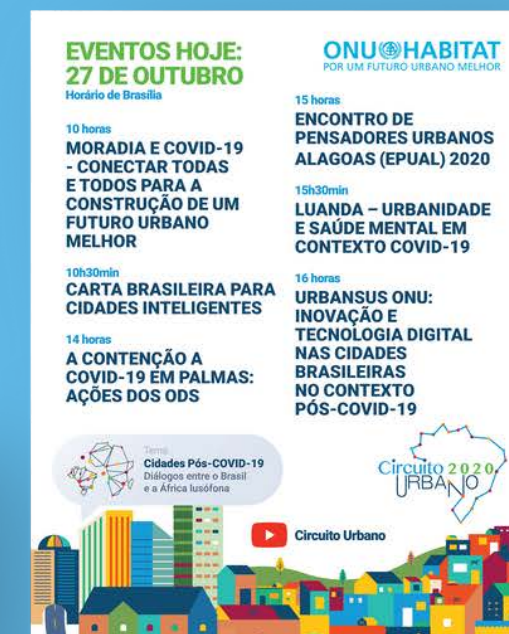
Total impressions: 109,177

**65 posts
1,767 reactions
236 shares
26 comments**

Facebook @ONUHABITATBR

(26 August 2020* to 4 November 2020)

*Day of the first post about the Urban Circuit



CLIPPING



**Number of media mentions (estimate):
+ de 115
Reach of the mentions:
about 88,432 people**

**Main social media
of the mentions**

Instagram
Facebook
Twitter
LinkedIn

**Mentions in large
media outlets**

**Nações Unidas Brasil
UN-Habitat
Rádio CBN
ArchDaily Brasil
UOL
FioCruz Brasília
CAU-BR
OAB
SESC
UIA Rio 2021**



(20 August to 9 November 2020)





ACKNOWLEDGEMENT

URBAN CIRCUIT GENERAL COORDINATION

Bruna Gimba
Julia Caminha

LUSOPHONE AFRICA COORDINATION

Júlia Rabêlo
Marcella Guarneri

UN-HABITAT EVENTS COORDINATION

Daphne Besen
Paula Zacarias
Marcella Guarneri
Júlia Rabêlo

WEBSITE

Vilmar Luiz

GRAPHIC DESIGN

Vilmar Luiz



UN-HABITAT STAFF

BRAZIL

Alain Grimard
Ana Elisa Larrarte
Bruna Gimba
Claudia Mello
Daphne Besen
Elkin Velásquez
Jônatas de Paula
Julia Caminha
Laura Collazos
Paula Zacarias
Rayne Ferretti Moraes
Vilmar Luiz

LUSOPHONE AFRICA (Angola, Cabo Verde, Guinea-Bissau, Mozambique and São Tomé and Príncipe)

Aimee Aguiar
Cesaltino Fernandes
Dinis Dinis
Edinilson Silva
Edson Pereira
Elena Sentieri
Evandro Holz
Helio Buba
Javier Torner
Jeiza Barbosa
Julia Rabêlo
Ludovica Sodomaco
Marcella Guarneri
Márcia Guambe
Mathias Spaliviero
Oumar Sylla
Paola Vasconcelos
Silas Cabral
Thomaz Ramalho
Veridiana Mathieu
Wild do Rosário



Theme:

**Post-COVID-19 Cities
Dialogues between Brazil
and Lusophone Africa**





VOLUNTEERS

TECHNICAL SUPPORT FOR EVENTS STREAMING

Amanda Pontes
Beatriz Amin
Bruno Nascimento
Carina Beje
Francisco Irusta
Júlia Baptista
Letícia Alves
Lorene Correia
Luana Papini
Luisa Rollemberg
Luiz Claudio de Araujo Costa
Manuela Barroso
Mariá Amaral
Maria Eduarda Cesar
Mariana Marques
Thais Barreto

SOCIAL MEDIA AND COMMUNICATION

Tiago Marques
Yasmim Monteiro

GRAPHIC DESIGN

Ben Beier
Camila Coelho
Tiago Marques

VIDEO EDITING

Caroline Castro
Dyego Duarte
Raphaelle da Hora



GRAPHIC FACILITATION

Alessandra Matteo
Ana Palu
Andreia Souza
Arnaldo Pedrosa
Celina Sakai
Denise Bombonatti
Fabiana Augusta Alves de Araujo
Francine Lopes
Geisa Paganini De Mio
Ilka Correia
Janine Machado
Julia de Queiroz
Juliana Carvalho
Leonardo Cardoso
Marcela Almeida
Myrian Castello
Patricia Matias
Renata Utsunomiya
Rodrigo Marques
Stefan Fernandes
Taoly Dandara
Vanessa Gaia

VIDEO NARRATION

Louise Dias

PRODUCTION AND REVIEW

Carolina Chassot
Luana Alves

TRANSLATION

André Costa
Fabio Brodbeck
Fernando Esposito
Josy Gonçalves
Martina Maigret
Matt Rinaldi
Morgana de Matos
Milena Mota
Rafael Oliveira
Sofia Batista



UN-Habitat

The United Nations Program for Human Settlements (UN-Habitat) was established in 1978 as an outcome of the United Nations Conference on Human Settlements (Habitat I). Based in Nairobi, capital of Kenya, it is the United Nations agency that works for social, economic and environmentally sustainable urban development and promotes adequate housing for all.

UN-Habitat has been active in Brazil for over 20 years, working on projects concerning several urban issues in cities all over the country. Currently, there are projects being implemented in Rio de Janeiro and Maricá and also in the states of Alagoas and Pernambuco.

The Regional Office for Africa and UN-Habitat Headquarters are located in Nairobi, Kenya. Currently, the agency has ongoing projects in all Portuguese-speaking African countries, notably Angola, Cabo Verde, São Tomé and Príncipe, Guinea-Bissau and Mozambique.

UN-Habitat actively engages in global agendas, such as 2030 Agenda for Sustainable Development, composed by 17 Sustainable Development Goals (SDGs), and is mainly responsible for SDG 11, that seeks to "make cities and human settlements inclusive, safe, resilient and sustainable". The New Urban Agenda, adopted in Quito, Ecuador, in 2016, is also central to the agency's work, because it sets global standards for achieving sustainable urban development, thus rethinking the way we build, manage, and live in cities.





URBAN 2020 Circuit

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 ONU-Habitat Brasil

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 /circuitourbano

 CIRCUITOURBANO.ORG



Rua Gago Coutinho, 52 - Laranjeiras
Rio de Janeiro - Brasil

brasil@onuhabitat.org

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