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.

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.
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

20 pre-recorded
The Urban Circuit grows and improves every year

<table>
<thead>
<tr>
<th>Year</th>
<th>Duration</th>
<th>Events submitted</th>
<th>Events selected and held</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>3 months</td>
<td>102</td>
<td>56</td>
</tr>
<tr>
<td>2019</td>
<td>1 month</td>
<td>198</td>
<td>151</td>
</tr>
<tr>
<td>2020</td>
<td>1 month</td>
<td>208 *</td>
<td>186</td>
</tr>
</tbody>
</table>

*Includes events submitted by application forms for Brazil, Lusophone Africa, international events and events organised by UN-Habitat
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
Volunteers made over 90 graphic facilitations, transforming events into art!

CHECK OUT OUR ART GALLERY!
WHO ORGANISED THE EVENTS?
For the very first time, individual people were able to organise their own events.

31 of this year's institutions also hosted events in previous editions.
75%* said that UN-Habitat promotion was crucial or contributed a lot for the engagement and visibility of their events.

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

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

1 October
Opening Event

2 October
Urban Friday 1

3 October
World Cities Day

5 October
World Habitat Day

9 October
Urban Friday 2

16 October
Urban Friday 3

23 October
Urban Friday 4

30 October
Urban Friday 5

3 November
Closing Event

2 October
Urban Friday 1

3 October
World Cities Day

5 October
World Habitat Day

9 October
Urban Friday 2

16 October
Urban Friday 3

23 October
Urban Friday 4

30 October
Urban Friday 5

3 November
Closing Event
YOUTUBE CHANNEL
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.
The audience at our events was mostly Brazilian, young and female.

*Viewer's gender:
- Female: 62.7%
- Male: 37.3%

*Viewer's age:
- 18-24 years: 26%
- 25-34 years: 14%
- 35-44 years: 26%
- 45-54 years: 13%
- 55-64 years: 13%
- +65 years: 5%
YouTube audience by country

1. Brazil: 42,537
2. Angola: 858
3. Mozambique: 513
4. Portugal: 464
5. Cabo Verde: 462
6. São Tomé and Príncipe: 171
7. Argentina: 137
8. United States: 96
Top 10 most watched events

1. **1 Oct. 2020 Urban Circuit Opening** - 1.561
2. **5 Oct. World Habitat Day - Master Class: Housing for all** - 1.359
3. **19 Oct. The city we want: a collective effort to build an urban agenda for inclusive cities in Rio** - 853
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

10. 582
    22 Oct. City and Environment: Sanitation for the right to housing and the city
Website www.circuitourbano.org
1 August 2020 to 3 November 2020

20,592 website visits
### Top 10 countries of website visitors

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Flag</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brazil</td>
<td><img src="flag_brazil.png" alt="Brazil" /></td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td><img src="flag_usa.png" alt="USA" /></td>
</tr>
<tr>
<td>3</td>
<td>India</td>
<td><img src="flag_india.png" alt="India" /></td>
</tr>
<tr>
<td>4</td>
<td>Angola</td>
<td><img src="flag_angola.png" alt="Angola" /></td>
</tr>
<tr>
<td>5</td>
<td>Mozambique</td>
<td><img src="flag_mozambique.png" alt="Mozambique" /></td>
</tr>
<tr>
<td>6</td>
<td>Cabo Verde</td>
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<tr>
<td>7</td>
<td>Portugal</td>
<td><img src="flag_portugal.png" alt="Portugal" /></td>
</tr>
<tr>
<td>8</td>
<td>Argentina</td>
<td><img src="flag_argentina.png" alt="Argentina" /></td>
</tr>
<tr>
<td>9</td>
<td>United Kingdom</td>
<td><img src="flag_uk.png" alt="United Kingdom" /></td>
</tr>
<tr>
<td>10</td>
<td>Spain</td>
<td><img src="flag_spain.png" alt="Spain" /></td>
</tr>
</tbody>
</table>
INSTAGRAM
@onuhabitatbrasil: feed and stories

(26 August* to 4 November)
*First post about the 2020 Urban Circuit

(30 September to 3 November)
Followers
9,292 --> 1,0704
(15.2% increase)

Weekly account impressions (by thousands)

<table>
<thead>
<tr>
<th>Week</th>
<th>Impressions (by thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>31.1</td>
</tr>
<tr>
<td>Week 2</td>
<td>30.2</td>
</tr>
<tr>
<td>Week 3</td>
<td>38.4</td>
</tr>
<tr>
<td>Week 4</td>
<td>35.1</td>
</tr>
<tr>
<td>Week 5</td>
<td>31.7</td>
</tr>
</tbody>
</table>
164 stories

Average weekly reach of stories
5,614 unique accounts

Weekly reach of stories (unique accounts)

<table>
<thead>
<tr>
<th>Week</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(32)</td>
</tr>
<tr>
<td>2</td>
<td>(29)</td>
</tr>
<tr>
<td>3</td>
<td>(41)</td>
</tr>
<tr>
<td>4</td>
<td>(33)</td>
</tr>
<tr>
<td>5</td>
<td>(28)</td>
</tr>
</tbody>
</table>

8,223 5,916 5,608 4,689 3,638 thousand

Average weekly reach of stories
5,614 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
Number of media mentions (estimate): + de 115
Reach of the mentions: about 88,432 people

(20 August to 9 November 2020)
ACKNOWLEDGEMENT

URBAN CIRCUIT GENERAL COORDINATION
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Julia Caminha

LUSOPHONE AFRICA COORDINATION
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Marcella Guarneri
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Vilmar Luiz

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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
Ednilson 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
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Júlia Baptista
Leticia Alves
Lorene Correia
Luana Papini
Luisa Rollemberg
Luiz Claudio de Araujo Costa
Manuela Barroso
Mariá Amaral
Maria Eduarda Cesar
Mariana Marques
Thais Barreto

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Yasmim Monteiro

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Camila Coelho
Tiago Marques

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Dyego Duarte
Raphaelle da Hora
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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
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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.