

FINAL REPORT



SUMMARY

1. INTRODUCTION	03
2. URBAN CIRCUIT IN NUMBERS	04
Events organizers.....	07
Evaluation.....	08
3. UN-HABITAT EVENTS	09
4. EVENT BROADCASTING	10
YouTube statistics.....	11
Audience profile.....	12
Most watched events.....	13
5. COMMUNICATION	14
Instagram.....	15
X (Twitter).....	16
Press clipping.....	17
6. TEAM	18
7. UN-HABITAT AND ABC	21



1 INTRODUCTION



Annually, throughout the month of October, UN-Habitat encourages countries, cities, communities, individuals, and institutions to discuss ways to improve the quality of life in urban areas. This global initiative, known as Urban October, starts with World Habitat Day on the first Monday of the month - celebrated on October 2 in 2023 – and ends with World Cities Day on October 31.

Urban October aims to raise awareness and stimulate discussions about the implementation of the Sustainable Development Goals (SDGs), which were adopted in 2015 by the 193 Member States of the United Nations. There's a special focus on SDG 11, providing an opportunity for individuals and institutions to organize events and participate in discussions addressing the challenges and opportunities in urban environments.

To fuel conversations on Urban October themes, the UN-Habitat office in Brazil created the **Urban Circuit** in 2018: an initiative to bring visibility and institutional support to events organized by various stakeholders throughout the country. Since then, the initiative has supported the realization of nearly a thousand events, making Brazil a leader among countries celebrating Urban October!

In its 6th edition, the Urban Circuit received support from the Brazilian Cooperation Agency (ABC) affiliated to the Ministry of Foreign Affairs (MRE) and featured virtual, in-person, and hybrid events from Latin America and Lusophone Africa.

The theme was “Investing in Urban Futures: Cooperation for Global South Resilience”, divided into four thematic lines:

- Integrated urban planning;
- Financing and investment;
- Social and economic inclusion;
- Circular economy.



2 URBAN CIRCUIT IN NUMBERS



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MINISTRY OF
FOREIGN
AFFAIRS



6 countries

72 cities



203 events



148 live events



55 pre-recorded



2 URBAN CIRCUIT IN NUMBERS



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760 panelists and
172 moderators participated in the events across the four thematic lines:



Thematic Line 1:
Integrated urban planning

111 events



Thematic Line 2:
Financing and investment

9 events



Thematic Line 3:
Social and economic inclusion

61 events



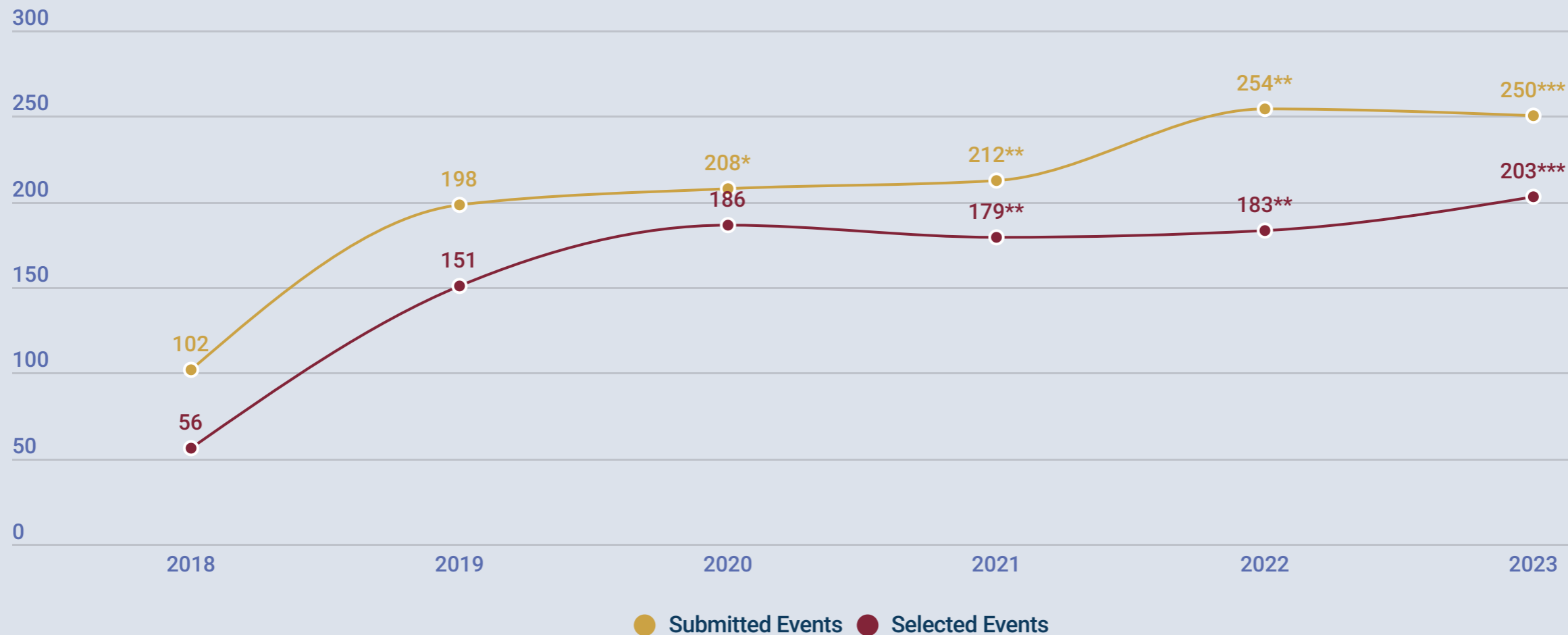
Thematic Line 4:
Circular economy

22 events

2 URBAN CIRCUIT IN NUMBERS



The Urban Circuit grows and improves every year!



*Includes events submitted by proponents in Brazil and in the Lusophone Africa, as well as international events and events organized by UN-Habitat.

**Includes events submitted by proponents in Brazil and events organized by UN-Habitat.

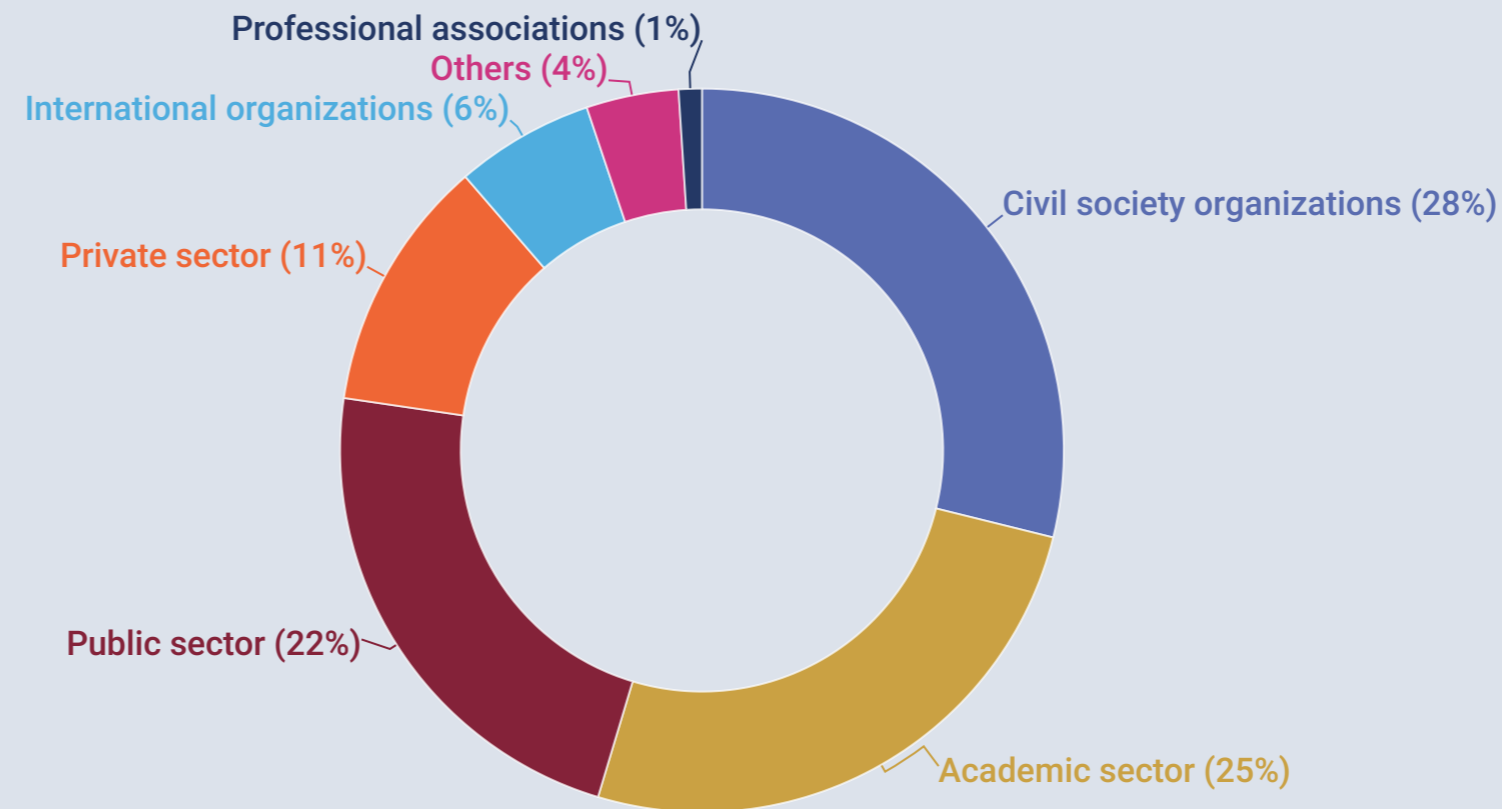
***Includes events submitted by proponents in Latin America and in the Lusophone Africa, as well as events organized by UN-Habitat.

Events Organizers



149 (73%) out of the 203 events were specifically planned for the Urban Circuit, and **60%** of this year's proponents also hosted events in previous editions.

Hosting institutions per sector



Evaluation



We asked event organizers whether their participation in the 2023 Urban Circuit was positive for them and their institutions and **100% said yes!**
100% would also recommend other people/organizations to organize events in future editions of the Urban Circuit.

In one word,
which aspect of
the Urban Circuit
was most
beneficial to
your event?*



*Answers gathered from the Urban Circuit's evaluation forms filled by event organizers.

3 UN-HABITAT EVENTS



! For the fourth year in a row, we also organized our own events to spread the word about UN-Habitat's work and agenda.



October 2

ONU@HABITAT ABC

31 DE OUTUBRO | 15h45 GMT-3
ENCERRAMENTO CIRCUITO URBANO 2023
Seminário Internacional
"Cooperação Sul-Sul para Políticas de Habitação Sustentável"

Carlos Krykhine, Douglas Ruas dos Santos, Elkin Velásquez, Ministra Mariana Madeira, Rayne Ferretti Moraes, Tainá de Paula

2023 Urban Circuit's Opening Event

October 20

ONU@HABITAT ABC

20 DE OUTUBRO | 10h GMT-3
Investindo em Futuros Urbanos

Alex Rosa, Bruna Leite, Camilla Almeida, Daphne Besen, Pedro Patrício, Vanessa de Freitas, Aléxia Saraiva

Urban Friday: investing in urban futures

October 31

ONU@HABITAT ABC

2 DE OUTUBRO | 10h GMT-3
ABERTURA CIRCUITO URBANO 2023
Economias urbanas resilientes:
cidades como motores de crescimento e recuperação

Elkin Velásquez, Plínio Pereira, Luciana Tuzzel, Cristiana Scorza Guimarães, Rayne Ferretti Moraes

2023 Urban Circuit's Closing Event



4 EVENT BROADCASTING



The Urban Circuit held in-person, virtual and hybrid events and you can watch them at any time on the Urban Circuit's YouTube channel.

Do you know how long it would take to watch all 2023 events?

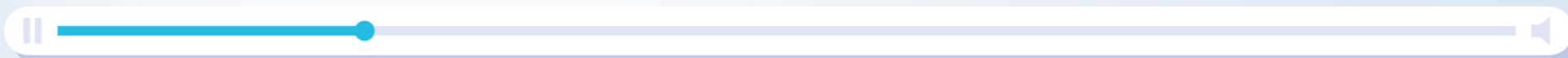


450 hours

or 18 days, 17 hours and 52 minutes

It's a record!

[WATCH THEM HERE](#)



YouTube statistics*



+1,7 thousand
new subscribers



33,5 thousand views



6,6 thousand hours of
watched content



17,8 thousand unique viewers



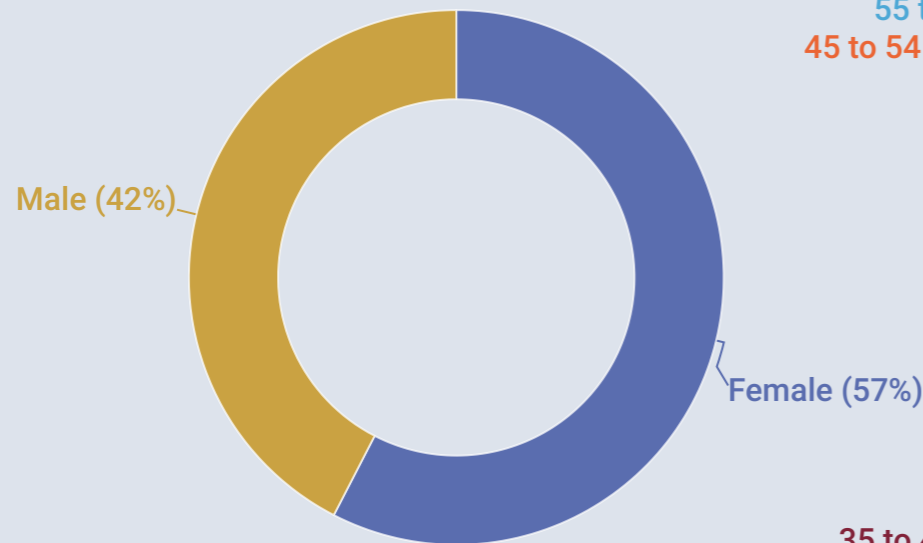
*Data from October 2 to December 3, 2023.

Audience Profile

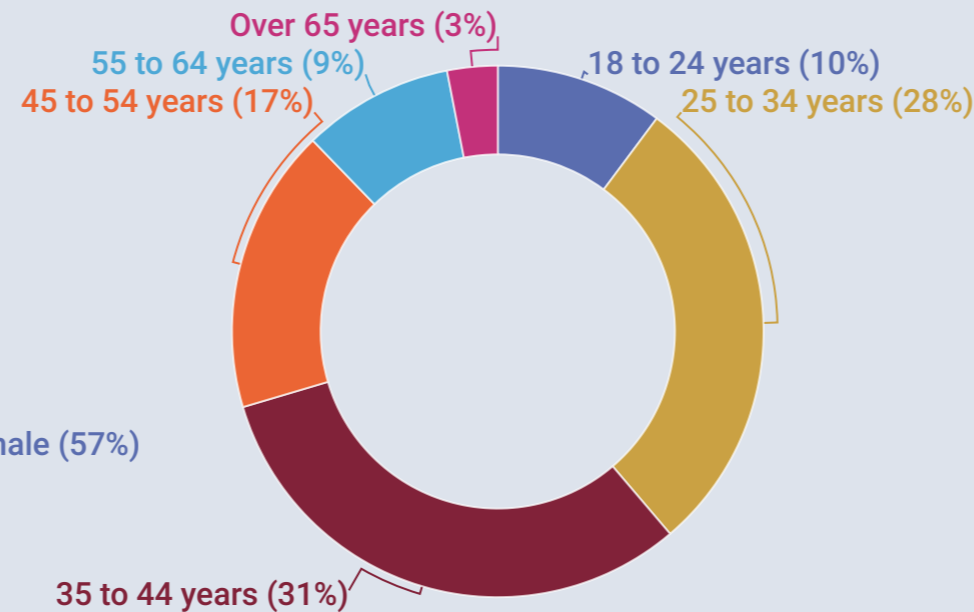


2023 Urban Circuit's audience was predominantly composed of Brazilian young people and women.

Viewers by Gender*



Viewers by Age Group



YouTube Audience by Country

	Brazil	24.641 views
	Argentina	421 views
	Mozambique	52 views
	India	47 views
	Mexico	43 views
	Bolivia	41 views
	Colombia	36 views
	Peru	32 views
	Portugal	24 views
	Angola	18 views
	Chile	10 views
	Philippines	10 views

* Gender according to YouTube's criteria.

Most watched events*



1st

2nd

3rd

4th

5th

19 DE OUTUBRO | 19h GMT-3
Empreendedorismo socioambiental e inclusão periférica

Brenda Dias
Engenheira ambiental sanitária e permacultora

Wagner Ramalho
Fundador e coordenador (Prato Verde Sustentável)

Elisângela Rodrigues
Bióloga e docente (FMU FIAM FAAM)

Moderação: FMU FIAM FAAM

Socio-environmental entrepreneurship and peripheral inclusion

16 DE OUTUBRO | 19h GMT-3
Cidade em transição: planejamento integrado contra erosão urbana

Antônio Guerra
LFTU

Elisstênia da Fonseca
EMA

Josué Viagas
EMA

Pedro Igor Galvão
Arquiteto urbanista

Jales Nepomoceno
LFOB

Sarah Rodovalho
LFT

Danillo Nunes
Coordenador de Defesa Civil Municipal

Moderação

City in Transition: Integrated Planning against Urban Erosion

25 DE OUTUBRO | 20h GMT-3
Resiliência e adaptação climática: inclusão e integração para cidades

Ana Julieth Márquez
Iniciativa Social

Yuki Taka
PROFESSOR UFRJ

José Ulisses de França
PROFESSOR UFRJ

Patrícia Silva
PROFESSORA UFRJ

Paulo de Almeida
PROFESSOR UFRJ

Rodrigo Kurita
PROFESSOR UFRJ

André Felipe Simões
EACH-EE-USP

Moderação

Resilience and climate adaptation: inclusion and integration for cities

3 DE OUTUBRO | 14h GMT-3
Inclusão socioeconômica de catadores como política climática

André Castello
LAC/UNU

Claudio Santos
SPU

Francisco Nascimento
CISQ/UNU

Leila Lidoro
LAC/UNU

Nanci Menquilha
Catedra de Políticas Ambientais

Paulo Alvaranga
GRIPI

Roberto Rocha
ARCAI

Valquíria Cândido
SINCC

Carlos Oliveira
Prêmio Confronto

Moderação

Socioeconomic inclusion of Waste Pickers as climate policy

19 DE OUTUBRO | 19h GMT-3
Cidade e ambiente: planejamento integrado para o desenvolvimento urbano

Andréa Arruda
Professora (UFMT) e pesquisadora (UFMT e FAU-Lisboa)

Jefferson Tavares
Professora (IAU-USP)

Livia Tomás
Bióloga PDI (CEADEN)

Fernanda Franco
Professora (FMFT)

Moderação

City and Environment: integrated planning for urban development

*Data from October 2 to December 3, 2023.

5 COMMUNICATION



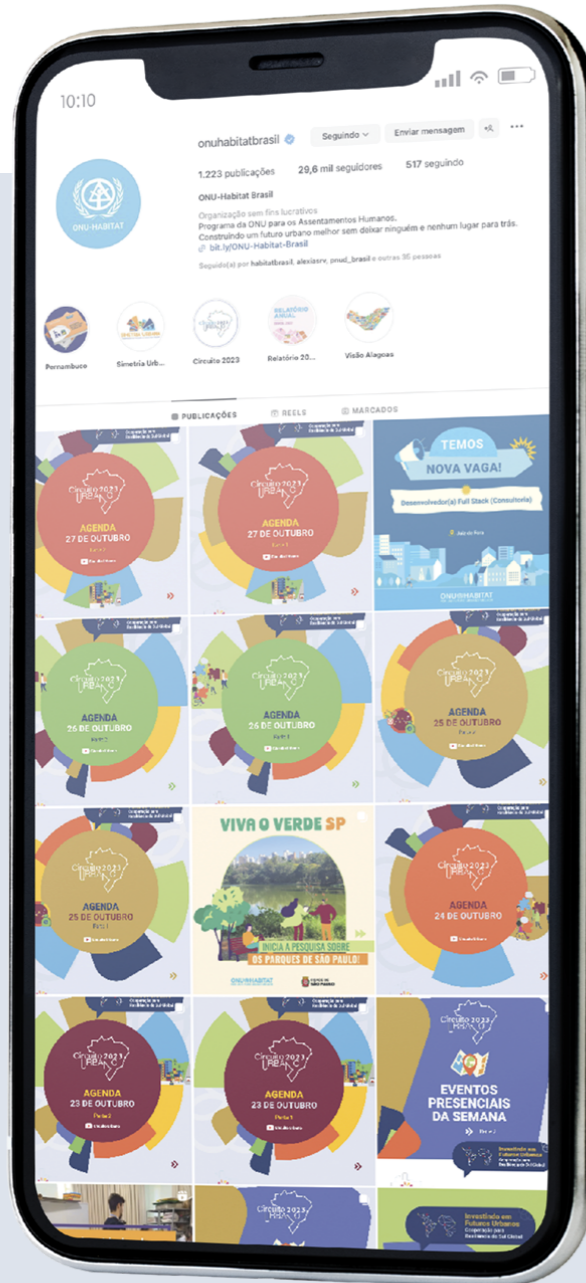
Visits to the Urban Circuit website*



-  116.824 views
-  36.041 website visits
-  5,4 mil unique visitors

*Data from October 2 to December 3, 2023.

Instagram



21,611 likes in 63 posts
233,701 unique accounts reached
275,976 impressions

Countries with most followers



1º Brazil



2º Portugal



3º Argentina



4º United States



5º Mexico

X (Twitter)



- Posts: 55
- Mentions: 113
- Impressions: 33.400
- New followers: 104



*Data collected on December 3 and referring to all posts related to the Urban Circuit 2023.

Press clipping



Number of media mentions (estimate): **159**
Websites mentions: **112**



O Dia



HAUS



ArchDaily



ONU Brasil



*Data collected on December 3 and referring to all posts related to the Urban Circuit 2023.

6 TEAM

GENERAL COORDINATION

Julia Caminha
Tiago Marques

EVENT COORDINATION

Camilo Flamarion

EVENT PRODUCTION

Ana Maria Machado

GRAPHIC DESIGN

Camila Nogueira

BROADCASTING SUPPORT

Pablo Herrera

COMMUNICATIONS

Aléxia Saraiva
Thayane Massopust

VIDEO EDITING

Raphaelle da Hora

TRANSLATION

Spanish: Julia Caminha and
Laura Collazos
English: Thiago Amaral

GRAPHIC FACILITATION

Letícia Oliveira
Taoly Damasco



URBAN SYMMETRY'S TEAM

UN-HABITAT

Luciana Tuszel
Programme coordinator

Igor Vilela
Programme Assistant

BRAZILIAN COOPERATION AGENCY (ABC)

Mariana Falcão
Lead Analyst

Hugo Peixoto Leão
Project Assistant



6 TEAM



GRAPHIC FACILITATION VOLUNTEERS

Andreia Souza

Denise Bombonatti

Ilka Fagundes

Silvia Scola

Vanessa de Paula



Investing in Urban Futures
Cooperation for Global South Resilience



UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME (UN-HABITAT)

Elkin Velásquez
Regional Representative for Latin America and the Caribbean

Rayne Ferretti Moraes
Country Office Coordinator for Brazil and Southern Cone

Ana Elisa Larrarte
Programme Coordinator

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Data Analyst

Aléxia Saraiva
Communications Analyst

Thayane Massopust
Communications Assistant

Camila Nogueira
Graphic Designer

Claudia Bastos de Mello
Financial Specialist

Jessica Blanco
Administrative Assistant

Adriana Carneiro | Vanessa Santos | Carolina Oliveira
Operations Analysts

BRAZILIAN COOPERATION AGENCY (ABC)

Ambassador Ruy Pereira
Director

Ambassador Luiza Lopes da Silva
Deputy Director

Minister Mariana Madeira
Chief of Staff

Cecília Malaguti do Prado
Responsible for Trilateral South-South Cooperation with International Organizations

Mariana Falcão
Lead Analyst

Hugo Peixoto Leão
Project Assistant

Janaína Plessmann
Communications Manager

Claudia Caçador
Communications Analyst

UN-HABITAT AND ABC



The United Nations Human Settlements Programme (UN-Habitat) was established in 1978 following the United Nations Conference on Human Settlements (Habitat I). Based in Nairobi, Kenya, the programme serves as the UN's focal point for sustainable urbanization and human settlements, with the goal of promoting socially, economically, and environmentally sustainable urban development.


Since 1996, the Regional Office for Latin America and the Caribbean has been situated in Rio de Janeiro. The UN-Habitat office for Brazil and the Southern Cone is also located in Rio de Janeiro, and features a dedicated team overseeing all initiatives, projects, and activities within Brazil, Argentina, Chile, Paraguay, and Uruguay.

In 1987, the Ministry of Foreign Affairs (MRE) created the Brazilian Cooperation Agency (ABC) to plan, coordinate, negotiate, approve, implement, follow up and evaluate technical cooperation programs, projects and activities for the purpose of development in all fields of knowledge, be these actions undertaken by Brazil abroad or from abroad to Brazil in the bilateral, trilateral or multilateral modalities. Since 2019, it has taken on the responsibility of overseeing humanitarian cooperation initiatives promoted by the Brazilian government. To carry out its mission, ABC follows the MRE foreign policy guidelines, as well as the national development priorities defined in the multi-annual plans and sectoral government programs.







Urban OCTOBER

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 [Circuito Urbano](https://www.youtube.com/CircuitoUrbano)

 [/ONUHABITATBR](https://www.facebook.com/ONUHABITATBR)

 [onuhabitatbrasil](https://www.instagram.com/onuhabitatbrasil)

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 unhabitat.org

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