



# INTRODUCTION

Every year, throughout October, UN-Habitat encourages countries, cities, communities, individuals, and institutions to reflect on how to improve quality of life in urban areas. This global initiative is known as Urban October. The month begins with World Habitat Day, celebrated on the first Monday of October, and ends with World Cities Day.

Urban October seeks to raise awareness and foster debate around the implementation of the Sustainable Development Goals (SDGs), adopted in 2015 by the 193 UN Member States. Particular emphasis is placed on SDG 11, which aims to:



**make cities and human settlements inclusive, safe, resilient and sustainable.**

The month serves as an opportunity for people and institutions to hold events and engage in discussions about the challenges and opportunities faced by cities.

To promote debate on Urban October themes, the UN-Habitat office in Brazil created the Urban Circuit in 2018 – an initiative designed to highlight and provide institutional support for events organised by a wide range of actors across the

country. Since its creation, the initiative has supported nearly 1,500 events, placing Brazil as the leading country celebrating Urban October.

In 2025, the seventh edition of the Urban Circuit received institutional support from the Brazilian Ministry of Cities, helping to strengthen initiatives and recognise good practices that contribute to resilient and inclusive cities aligned with global climate commitments. This was particularly significant in the context of the 30th United Nations Climate Change Conference (COP30), held in Belém, Brazil, in November 2025. The central theme was:



**Facing Urban Challenges**  
Pathways to fairer and more sustainable cities

The events were organised:



Climate action and the urban environment



Adequate housing in the heart of urban planning



Reducing urban inequalities

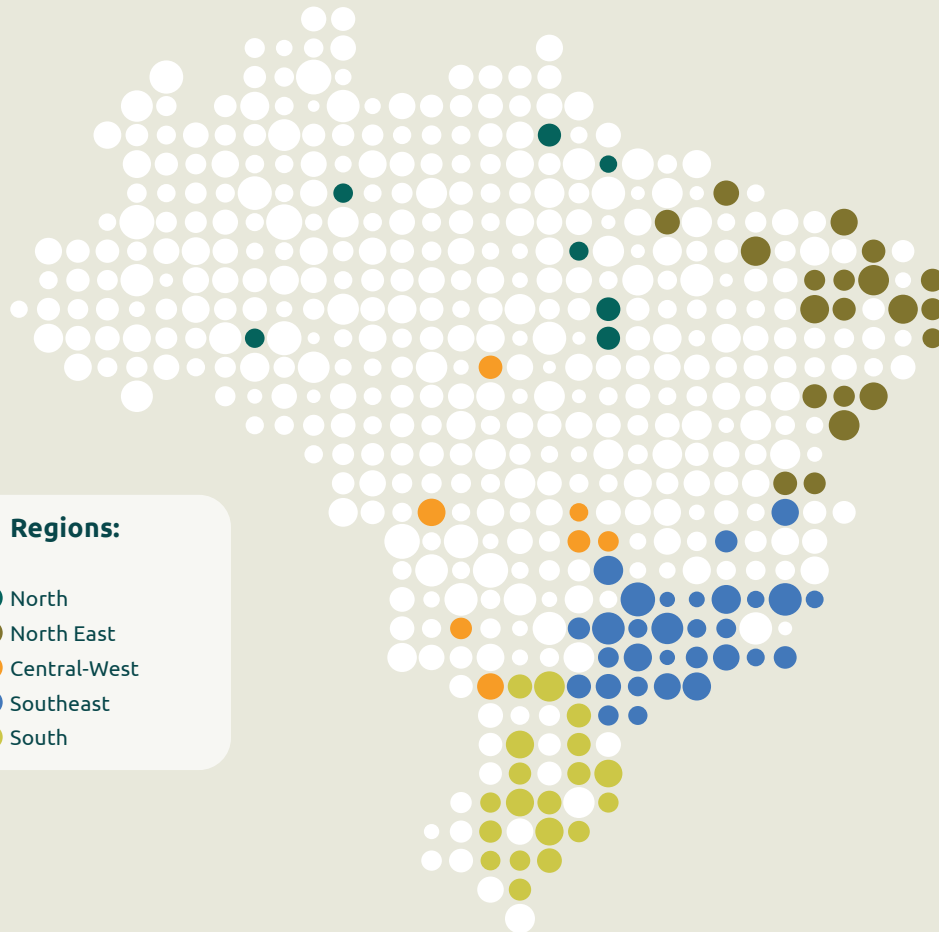


Data, innovation and smart cities

# URBAN CIRCUIT IN NUMBERS

Total number of events

# 360



## Regions:

- North
- North East
- Central-West
- Southeast
- South

## North 8 municipalities

Araguaína (TO)	Macapá (AP)	Palmas (TO)
Belém (PA)	Manaus (AM)	Porto Velho (RO)
Boa Vista (RR)	Marabá (PA)	

## North East 31 municipalities

<b>Alagoas</b> Maceió	<b>Paraíba</b> João Pessoa   Princesa Isabel
<b>Bahia</b> Alagoínhas   Feira de Santana   Ilhéus   Pindobaçu   Salvador   Vitória da Conquista	<b>Pernambuco</b> Olinda   Paulista   Recife   Serra Talhada   Vitória de Santo Antão
<b>Ceará</b> Canindé   Caucaia   Crato   Fortaleza   Hidrolândia   Juazeiro do Norte   Maracanaú   Pacajus	<b>Piauí</b> Teresina
<b>Maranhão</b> Bom Jesus das Selvas   São Luís   Timon	<b>Rio Grande do Norte</b> Mossoró   Natal   Nísia Floresta
	<b>Sergipe</b> Aracaju   Barra dos Coqueiros

## Central-West 7 municipalities

Brasília (DF)	Goiânia (GO)	Trindade (GO)
Campo Grande (MS)	Hidrolândia (GO)	
Cuiabá (MT)	Naviraí (MS)	

## Southeast 57 municipalities

**Espírito Santo**  
Linhares | Vila Velha | Vitória

**Minas Gerais**  
Além Paraíba | Almenara | Belo Horizonte | Betim | Contagem | Formiga | Igarapé | Ipatinga | Juiz de Fora | Montes Claros | Poços de Caldas | Raposos | Sete Lagoas | Três Pontas | Uberlândia

**Rio de Janeiro**  
Armação dos Búzios | Arraial do Cabo | Cabo Frio | Duque de Caxias | Maricá | Niterói | Nova Iguaçu | Resende | Rio das Ostras | Rio de Janeiro | Saquarema | Silva Jardim | São Gonçalo | São João de Meriti | São Pedro da Aldeia

**São Paulo**  
Cajamar | Campinas | Carapicuíba | Cubatão | Indaiatuba | Itapevi | Itararé | Itu | Osasco | Piracicaba | Praia Grande | Ribeirão Pires | Ribeirão Preto | Salto | Santana de Parnaíba | Santos | Sertãozinho | Sorocaba | São Bernardo do Campo | São José do Rio Preto | São José dos Campos | São Paulo | Tapiraí

## South 20 municipalities

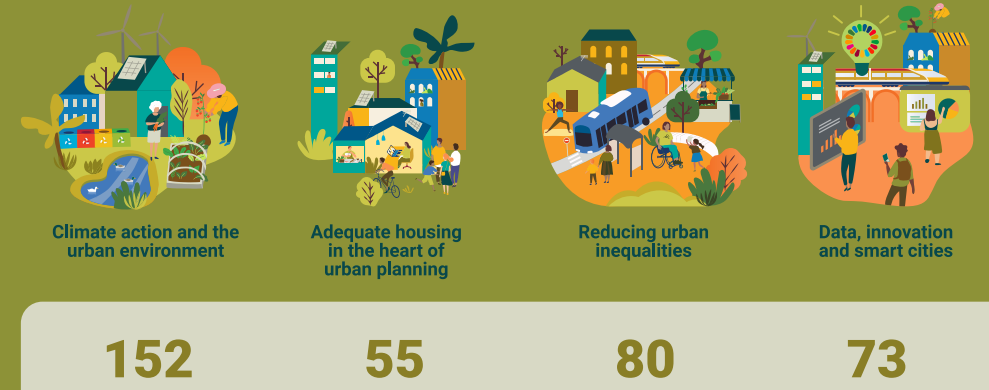
**Paraná**  
Assaí | Colombo | Curitiba | Londrina | Maringá | Pinhais

**Rio Grande do Sul**  
Bagé | Canela | Carazinho | Caxias do Sul | Ijuí | Osório | Pelotas | Porto Alegre | Rio Grande | Santa Maria | São Lourenço do Sul

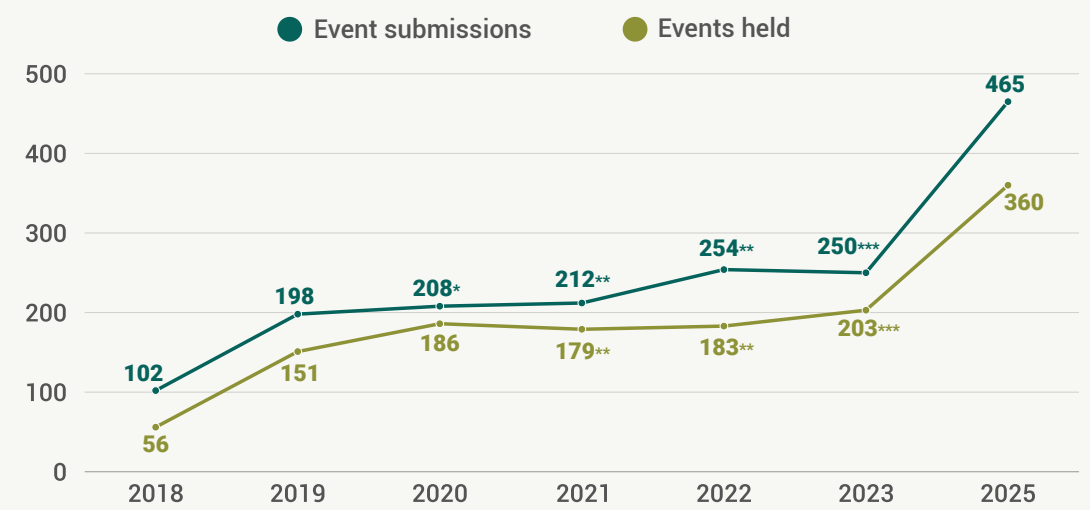
**Santa Catarina**  
Chapecó | Florianópolis | Jaraguá do Sul



### Events by thematic lines:



**The Urban Circuit continues to grow and innovate each year!**



\* Includes registered events from Brazil, Portuguese-speaking Africa, international events, and events organized by UN-Habitat.  
 \*\* Includes registered events from Brazil and organized by UN-Habitat.  
 \*\*\* Includes registered events from Latin America and Portuguese-speaking Africa and organized by UN-Habitat.

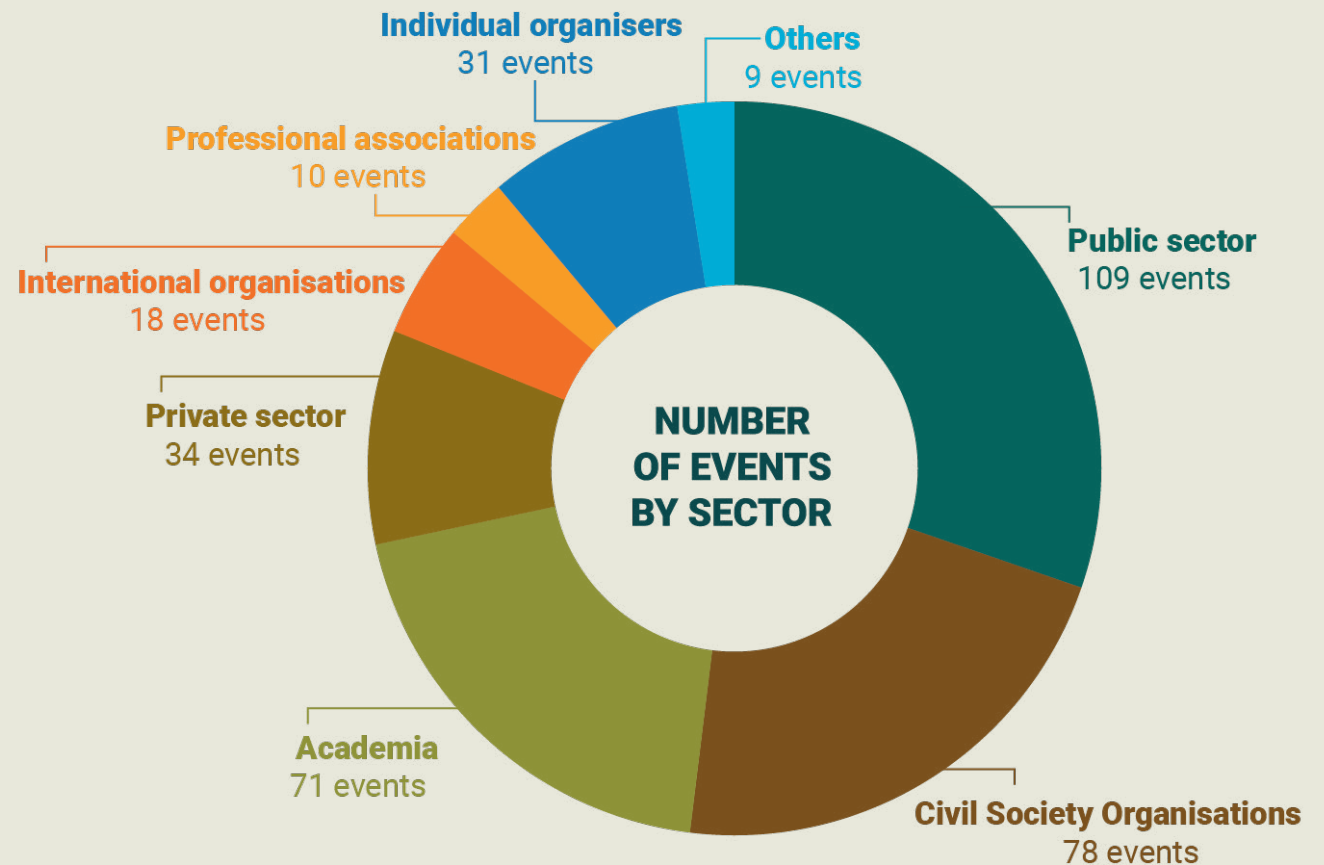
# WHO ORGANISED THE EVENTS

Of the 360 events delivered,  
**271 (75,2%)**

were created specifically  
for the Urban Circuit

**169 (59,9%)**

of the 282 event proposers  
had already organised activities  
in previous editions





# UN-HABITAT EVENTS

UN-Habitat also organised its own events to highlight its work and agenda.



6 October

1º DE OUTUBRO | 10h GMT-3  
ABERTURA DO CIRCUITO URBANO 2025  
**Enfrentando desafios urbanos:  
caminhos para cidades justas e sustentáveis**

**Ana Claudia Rosbach**  
Subsecretária-Chefe das Políticas Urbanas e Diretora-executiva (ONU-Habitat)

**Jader Barbalho Filho**  
Ministro de Estado (Ministério das Cidades)

**André Correa do Lago**  
Embaixador  
Presidente Designado da COP30

**Elkin Velásquez**  
Chefe Regional para América Latina e o Caribe (ONU-Habitat)

**Antônio da Costa**  
Embaixador  
Chefe de Assessoria Internacional (Ministério das Cidades)

**Rayne Ferretti Moraes**  
Chefe de Assessoria do Brasil (ONU-Habitat)

Atos simbólicos e meio ambiente urbano  
Resposta integrada ao desafio do planejamento urbano  
Resposta aos desafios urbanos  
Atos simbólicos e meio ambiente urbano

**Opening Session**

10 October

10 DE OUTUBRO | 10h GMT-3  
**A moradia como direito e caminho para a justiça urbana**

**Monica Salmto**  
Assessora de Políticas (Agência Brasileira de Cooperação/ABC)

**Diego Moggi**  
Coordenador de Pesquisa e Avaliação (Instituto Pereira Passos)

**Camila Camargo**  
Presidente (Conselho de Arquitetura e Urbanismo do Estado de São Paulo - CAU/SP)

**Isadora Freire**  
Assessora Sênior em Desenvolvimento Urbano no programa de Cidades (VHR Brasil)

**Wallace Silva**  
Assessor Técnico (Ministério das Cidades)

**Mateus Santos**  
Análise de Programas (ONU-Habitat)

**Manuela Alvarenga**  
Assessora de Coordenação de Meio Ambiente (BID)

**Mateus Nunes**  
Coordenador de Programas (ONU-Habitat)

Atos simbólicos e meio ambiente urbano  
Resposta aos desafios urbanos

**Urban Friday 1**

24 October

24 DE OUTUBRO | 10h GMT-3  
**O uso de dados em prol da adaptação climática**

**Ana Asti**  
Subsecretaria de Recursos Hídricos e Sustentabilidade Ambiental (SEAS/SEMA)

**Marlé Ikemoto**  
Subsecretaria de Conservação da Biodiversidade e Mudanças do Clima (SEAS/SEMA)

**Tamires Oliveira**  
Chefe de Gabinete (Secretaria Municipal do Verde e do Meio Ambiente de São Paulo)

**Cidinha Louzada**  
Secretaria de Desenvolvimento Urbano com Participação Popular (Prefeitura de Jaz de Fora)

**Julia Dalbert**  
Assessora Especial de Secretaria de Desenvolvimento Urbano com Participação Popular (Prefeitura de Jaz de Fora)

**Manuela Alvarenga**  
Assessora de Coordenação de Meio Ambiente (BID)

**Mateus Nunes**  
Coordenador de Programas (ONU-Habitat)

Atos simbólicos e meio ambiente urbano  
Resposta aos desafios urbanos

**Urban Friday 2**



World  
Cities  
Day October 31  
BETTER CITY. BETTER LIFE

# EVENT BROADCASTING

The 2025 Urban Circuit featured both livestreamed and non-streamed events. All livestreamed events can be watched at any time on the Urban Circuit's YouTube channel.

**Do you know how long it would take to watch  
all 2025 events?**



**463.4 hours of event duration  
or 19 days and 5 hours**



# YOUTUBE STATISTICS\*



**2.626**  
new subscribers



**48.418**  
views



**9,78 K**  
hours watched



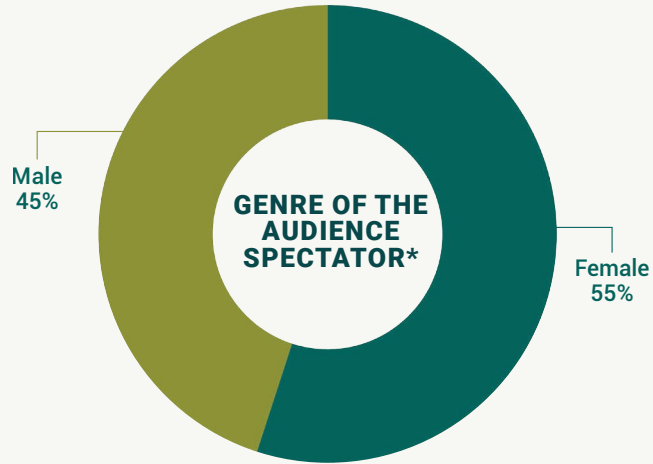
**22.638**  
unique viewers



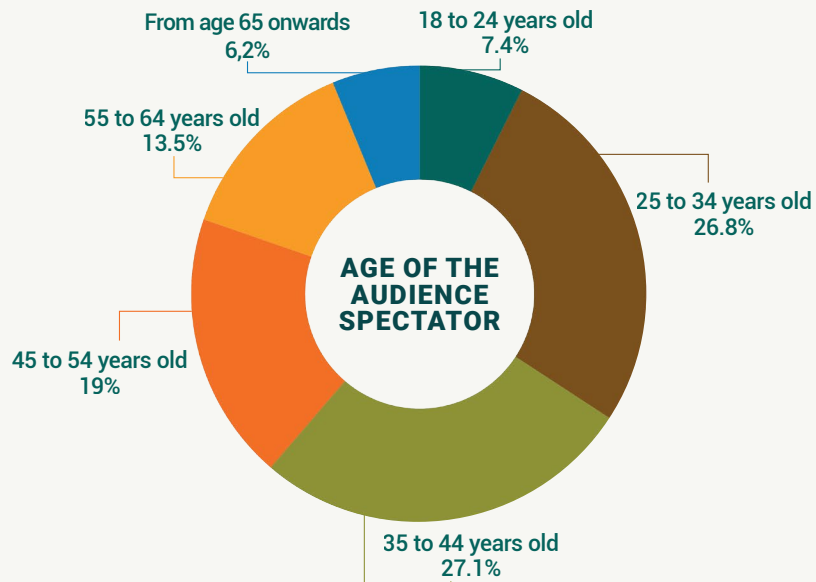
\*Data from 1 to 31 October 2025.

# AUDIENCE PROFILE

## GENRE OF THE AUDIENCE SPECTATOR\*

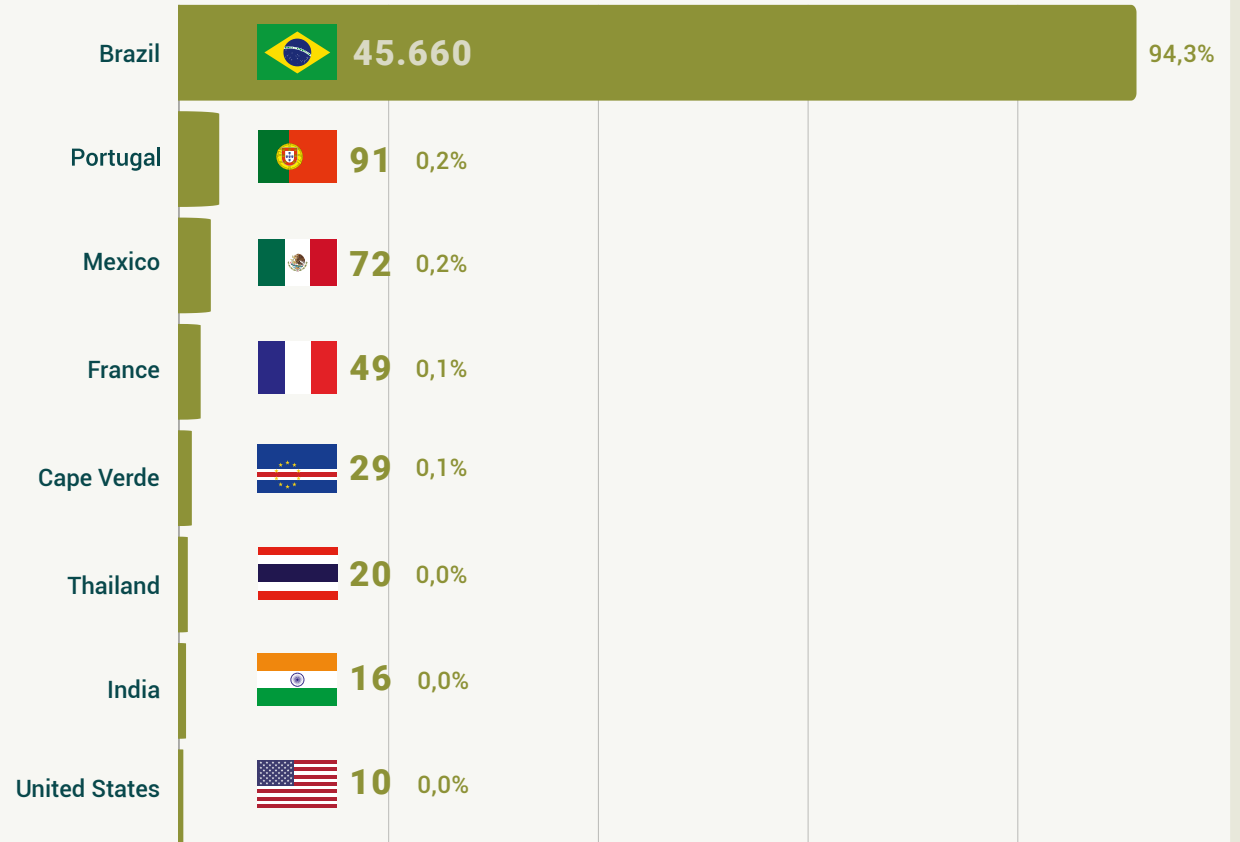


## AGE OF THE AUDIENCE SPECTATOR



\*Gender according to YouTube's criteria.

## ORIGIN OF CHANNEL ACCESSES BY COUNTRY



# MOST-WATCHED EVENTS

1st

1146  
views

2nd

1000  
views

3rd

928  
views

4th

926  
views

5th

737  
views



Opening of the Urban Circuit: Facing urban challenges: pathways to just and sustainable cities



Local Solutions for Just, Resilient and Inclusive Cities



Workshop on Data from Favelas and Urban Communities with IBGE



Cities in Transition: Climate Solutions for a Sustainable Future



Bioclimatic Technologies and Innovations for the Cerrado: Oasis Programme



\*Data from 1 to 31 October 2025.

# COMMUNICATION

## ACCESS TO THE URBAN CIRCUIT WEBSITE\*



**152.040**  
page views



**19.496**  
site visits



**11.877**  
unique visitors

\*Data from 1 to 31 October 2025.

# INSTAGRAM



**22.547**

likes on 64 posts and 10 videos



**404.972**

accounts reached

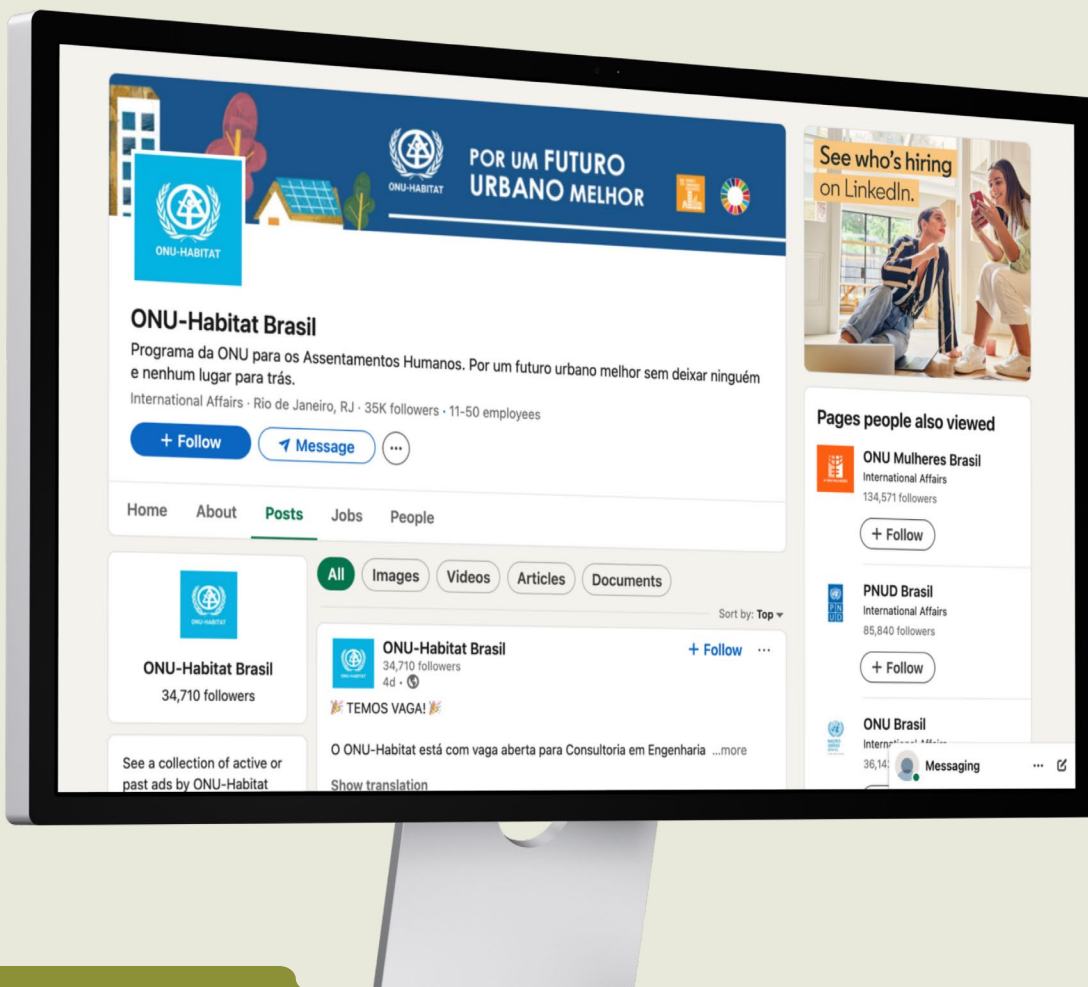


**1.218.742**

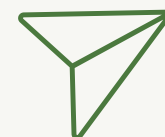
impressions

\*Data from 1 to 31 October 2025.

# LINKEDIN



**1.519**  
reactions on 24 posts and 9 videos



**58.907**  
impressions



**3.507**  
video views

\*Data from 1 to 31 October 2025.

# MEDIA COVERAGE

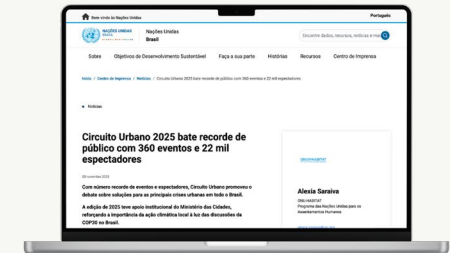
Estimated number  
of media mentions:  
**140**



[Brazilian Ministry of Cities](#)



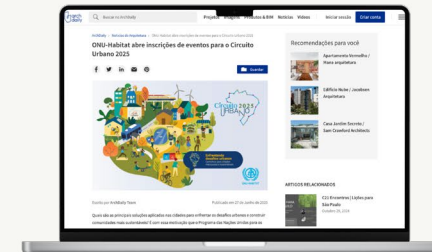
[UN-Habitat](#)



[UN Brazil](#)



[Brazilian Institute of  
Geography and Statistics  
\(IBGE\)](#)



[Archdaily Brasil](#)

# CREDITS

## UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME (UN-HABITAT)

**Elkin Velásquez**

Regional Director for Latin America and the Caribbean

**Rayne Ferretti Moraes**

Head of the Brazil Office

**Ana Elisa Larrarte**

Programme Development, Monitoring and Evaluation Manager

**Julia Caminha**

Knowledge Management Manager

**Daphne Besen**

Programme and Institutional Relations Manager

**Aléxia Saraiva**

Communications & Advocacy Manager

**Leta Vieira de Sousa**

Resilience and Climate Change Specialist

**Tássia Regino**

Urbanization of Informal Settlements and Social Housing Specialist

**Maria Fernandes Caldas**

Sustainable Urban Development Specialist

**Vanessa Tenuta de Freitas**

Programme Development Technical Adviser

**Fábio Donato | Laura Collazos**

Programme Analysts

**Tiago Marques**

Programme and Partnerships Analyst

**Giselle Mansur Batista | Gustavo Aires Tiago**

**Pedro Araújo Patrício | Vivian Silva**

Data Analysts

**Flávia Scholz**

Communications Analyst

**Camila Nogueira**

Graphic Designer

**Gabriela Güllich**

Junior Graphic Designer

**Jessica Blanco**

Administrative Assistant

**Adriana Carneiro**

Human Resources Coordinator

**Carina Lucena | Carolina Oliveira | Maria Victória Maciel**

Operations Analysts

**Mariana Assad | Luana Esteves**

Administrative Assistants

**Severino Marcelino de Azevedo**

Driver

# CREDITS

## URBAN CIRCUIT TEAM

### General Coordination

Julia Caminha  
Tiago Marques  
Aléxia Saraiva

### Events Coordination

Camilo Flamarion

### Event Production

Ana Maria Machado

### Communication

Flávia Scholz

### Graphic Design

Camila Nogueira  
Gabriela Güllich

### Translation








Aicha Barat  
Thiago Amaral





# URBAN 2025 Circuit

See you in  
**2027!**

-  [circuitourbano.org](http://circuitourbano.org)
-  [circuito.urbano@un.org](mailto:circuito.urbano@un.org)
-  Circuito Urbano
-  [@onuhabitatbrasil](https://www.instagram.com/onuhabitatbrasil)
-  [ONU-Habitat Brasil](https://www.linkedin.com/company/ONU-Habitat%20Brasil)
-  [/ONUHABITATBR](https://www.facebook.com/ONUHABITATBR)
-  [unhabitat.org](http://unhabitat.org)

Institutional support



MINISTRY OF  
CITIES



STANDING WITH THE BRAZILIAN PEOPLE