



## About this tool kit

This is a guide specially addressed to the local and regional authorities that have expressed the interest of hosting a World Metropolitan Day event in their metropolitan areas. It will provide suggestions and recommendations on how to organize a successful World Metropolitan Day event, including:

- How does a World Metropolitan Day event look like
- What to do before, during and after the event
- How to communicate the event and its outcomes

## What is World Metropolitan Day?

World Metropolitan Day is celebrated on October 7<sup>th</sup>, marking the anniversary of the **Montréal Declaration on Metropolitan Areas** (2015).

It is a unique opportunity for communities to make visible the metropolitan reality across the world: the growth of urbanized areas beyond the jurisdictional boundaries of municipalities, generating complex urban systems where the greatest transformations of humanity take place.

Led by CIPPEC and Metropolis, the World Metropolitan Day campaign calls local and regional authorities across the world to host an event that brings together the representatives of the different levels of government that operate in the same metropolitan area, and promote open discussions about the pressing issues that they face together, as part of a metropolitan community.

## Sample format for a World Metropolitan Day event

The World Metropolitan Day campaign focuses on the implementation of the Sustainable Development Goals (SDGs) at metropolitan scales. The host will previously identify:

- One (or more) specific SDGs which would be the theme of the event.
- The main political leaders of the different localities and various levels of government within the same metropolitan territory – i.e. mayors, governors, councilors, etc. – who shall be invited to the main debate of the event.

Hosts may choose to organize events of diverse scopes and durations, ranging from a working session of a few hours just for the metropolis' political leaders, to an event that may last the whole day and is open to different stakeholders and the general public.

In common, **all World Metropolitan Day events should ensure a debate among the political leaders of the same metropolis**, following the thread below:

### 1. Welcome & opening

*Duration: up to 15 minutes*

- 1.1. The host – if possible the highest political representative from the host city/metropolitan authority – welcomes the local leaders participating in the debate.
- 1.2. The World Metropolitan Day institutional video(s) is/are reproduced.

### 2. Presentation of the participating local leaders

*Duration: 3-5 minutes for each leader*

Each leader presents the territory s/he is responsible for governing, and its position regarding the metropolitan dimension.

### 3. Discussion on the implementation of the selected SDG(s)

*Duration: up to 60 minutes*

The leaders present the measures implemented in their territories that contribute to the SDG(s) chosen, exposing the strengths and weaknesses in its implementation at a metropolitan scale.

## 4. Collaborative diagnosis

*Duration: 45-60 minutes*

The leaders discuss how the measures presented jointly contribute to the implementation of the 2030 Agenda at the metropolitan scale.

In case of considering an event that opens the debate to other stakeholders of the metropolis, we suggest inviting to this part of the discussion:

- Local experts on urban management, from the academia, civil society, etc.
- Representatives from businesses involved in the metropolitan territory (e.g. service and infrastructure contractors, from sectors such as transport, water and waste management, etc.

## 5. Conclusion

*Duration: 10 minutes*

The host will wrap up the event by summarizing the main points of the discussion. All the leaders will pose together for an official photo that will be used to promote the campaign.

## Notes about logistics

1. Please consider counting on the following staff for the event
  - A rapporteur: responsible for taking note of the main ideas discussed and drafting a report of the event, which will be submitted to the coordination of the World Metropolitan Day 2019 campaign.
  - A communications agent: takes photos and videos of the event and promote it on social media (preferably live)
2. A list of participants of the event, including their names, organizations, job titles, gender and email address, should be completed and forwarded to the coordination of the World Metropolitan Day 2019 campaign. The treatment of the personal data provided will comply strictly with current data protection legislation.
3. Recommended audiovisual infrastructure
  - Computer
  - Projector – for videos and slides
  - Loudspeakers – required to screen videos with sound
  - Microphones – recommended if the public of attendees is of 50+ people
4. Suggestions in case of considering the event open to the general public:
  - Around 30 minutes before the opening: a team in charge of protocol welcomes and carries out the accreditation of the public that will assist the event.
  - Consider counting on a moderator to invite speakers to the stage/table and to pose discussion questions (including questions from the audience) to the speakers.

## Milestones

### 2 MONTHS AHEAD: second week of August 2019

#### Arrangements

- Confirm the exact date for the World Metropolitan Day event in your metropolis (October 7th is the most recommended)
- Confirm the specific SDG(s) to be the main focus of the event.
- Brief departments and potential partners, determine how you will communicate and start planning the event.
- Seek the involvement of potential partners for your event.
- *In case of an event open to the public:* identify relevant local leaders to act as speakers/moderators, bearing mind their gender parity.

#### Logistics

- Determine what is needed to conduct the event in terms of space and infrastructure
- *In case of an event open to the public:* set up an online registration system to start building the attendee's list in advance.

#### Program

- Choose and confirm participating leaders (in case of an event open to the public, this includes speakers and moderators).
- Ensure participants' prior to the event: create topics for discussion and allocate time for presentations.

#### Outreach

- *Branding:* ensure you have the World Metropolitan Day official branding materials provided by the campaign coordination included in all communications of the event.
- *Side events:* connect your World Metropolitan Day event with events about related subjects in your area.
- Start teasing the event via your online social media channels (Facebook, twitter, LinkedIn, etc.).
- Coordinate with the coordination of the World Metropolitan Day 2019 campaign to facilitate the promotion through their social media channels.
- Contact with partners and local media.

## **1 MONTH AHEAD: second week of September 2019**

### Logistics

- Confirm all details (arrangements, invitations, programme)
- Ensure all official branding materials (banners, posters) are ready

### Program

- Finalize the program for the event and post on your website.
- Contact the coordination of the World Metropolitan Day 2019 campaign to have your program posted on the dedicated space of their websites.

### Outreach

- Go big on social media! There's less than a month to go — post and share often on your social media channels. Use the hashtags *#WorldMetropolitanDay* *#MetroGovernance*.
- Send emails reminding all partners that you are in the final countdown for "World Metropolitan Day".
- Keep sharing the information about the "World Metropolitan Day" event with the campaign coordination to boost the promotion of your event worldwide.

## **ON THE DAY OF THE EVENT**

### Outreach

- Share social media messages with photos/videos from your event (don't forget to use the hashtags *#WorldMetropolitanDay* *#MetroGovernance*).
- Use the templates that will be provided for communications on social media.

## **AFTER THE EVENT**

- Contact the coordination of the campaign to send the report of your event and promote its outcomes to wider audiences
- The information provided will be included in the final report of the World Metropolitan Day 2019, to be published in early 2020.

The World Metropolitan Day campaign counts on the collaboration of:

**Metro**  **HUB**