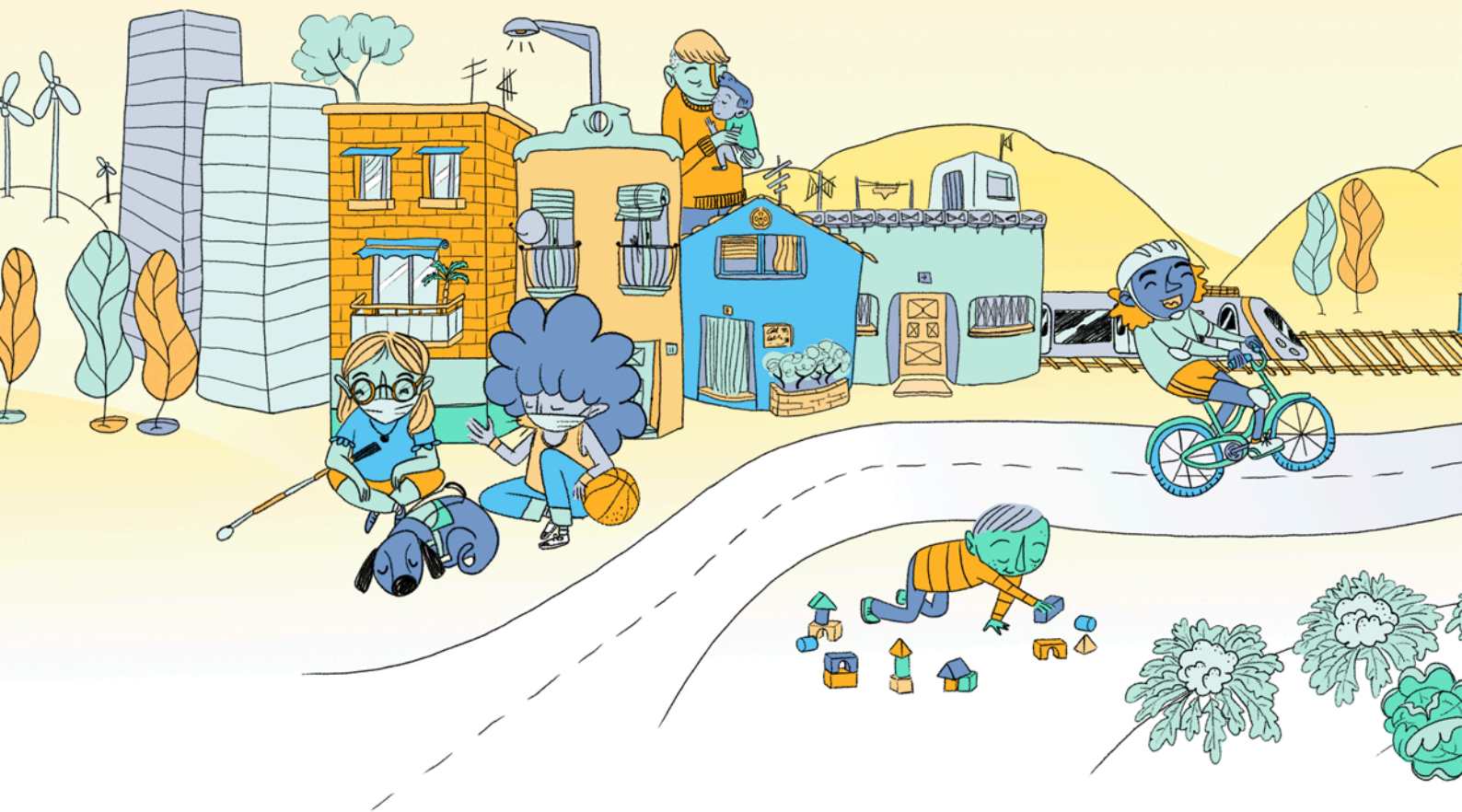


World Metropolitan Day

7 October 2021

RESILIENCE FOR ALL:
CREATING CARING METROPOLISES
BEYOND COVID-19



metropolis

UN HABITAT
FOR A BETTER URBAN FUTURE

Urban
OCTOBER
31 DAYS OF PROMOTING
A BETTER URBAN FUTURE

HOW CAN THIS GUIDE HELP YOU?

This guide includes ideas on how to get involved in the World Metropolitan Day and campaign materials to support your activities and outreach in the lead-up to and during **#WorldMetropolitanDay**.

WHAT IS THE WORLD METROPOLITAN DAY?

The World Metropolitan Day is the leading global campaign led by Metropolis and UN-Habitat promoting collective action to build more equitable, resilient and prosperous metropolises.

In this edition, the World Metropolitan Day theme will be **Resilience for all: creating caring metropolises beyond COVID-19**. A year after the wake of COVID-19, metropolitan challenges and inequalities are on the rise. The health and social crisis has highlighted the importance of creating a caring society that places people's needs at the heart of decision-making and reflects the diversity of our metropolitan spaces.

The week of events and activities around the World Metropolitan Day will culminate on **7 October with a leading event co-organised by Metropolis and UN-Habitat** on solutions to create more caring and resilient metropolitan spaces.

WHO IS THE WORLD METROPOLITAN DAY FOR?

We invite all levels of governments, private companies, academic institutions, civil society, international organisations, city networks, urban leaders and experts worldwide to **join the movement by organising webinars, workshops and activities from 1 to 6 October**.

The goal of the **#WorldMetropolitanDay** is for local, regional and metropolitan governments –and their communities– to promote collective action to create resilience, advance social justice and develop better public services for all our metropolitan spaces.



GET INVOLVED!

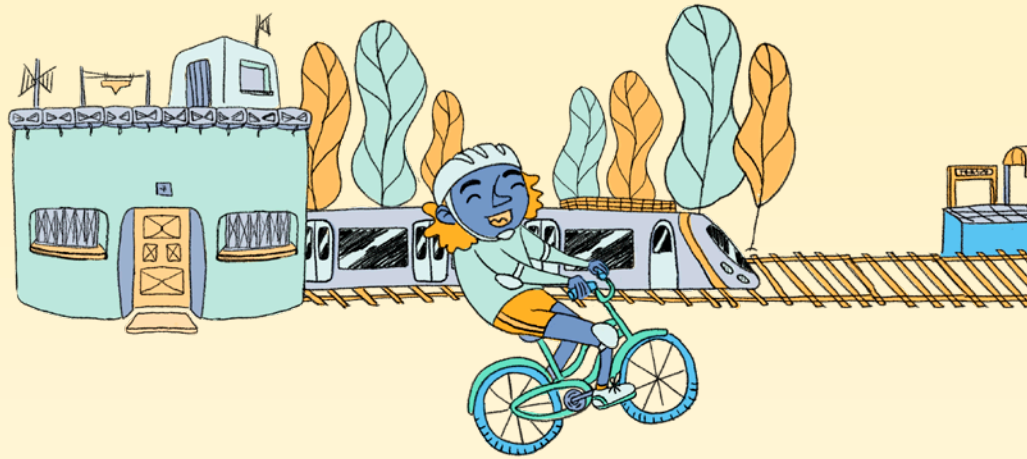
We invite you to tune in and participate in the discussions, lectures and activities planned for the days leading to the World Metropolitan Day and to **join us virtually or physically in our collective efforts to reimagine a better future together** by organising:

- **Webinars:** organise a virtual discussion, hold an online panel with guest experts, the possibilities are endless!
- **Local observance:** invite local governments of your metropolis to jointly discuss how to achieve a resilient and caring territory beyond COVID-19
- **Workshops:** prepare a learning activity to spread awareness and share knowledge on metropolitan recovery actions and caring societies
- **Masterclasses:** open up a class or talk to disseminate knowledge on metropolitan governance, urbanism, sustainability, and any other topic related to the World Metropolitan Day
- **Interviews:** share an interview or an article on someone who has a wealth of knowledge about metropolises and the current COVID-19 crisis
- **Commitments:** approve or enact a plan, policy, programme, regulation or project that contributes to achieving a more resilient and caring metropolitan territory beyond COVID-19

Like the previous edition, if you cannot organise an event, there are plenty of ways you can still get involved:

- Raise awareness about metropolisation processes and why people need to be at the heart of recovery in our metropolitan spaces
- Share a great story or your work on solutions to create more caring and resilient metropolitan spaces
- Post an initiative on the [Cities4GlobalHealth](https://www.cities4globalhealth.org/) website and show what your metropolis or your organisation is doing to promote recovery
- Make some noise using the hashtags **#WorldMetropolitanDay** **#UrbanOctober** on social media using our Social Media Toolkit
- Like and share our posts at [@metropolis_org](https://www.metropolis.org/) and [@UNHABITAT](https://www.unhabitat.org/)





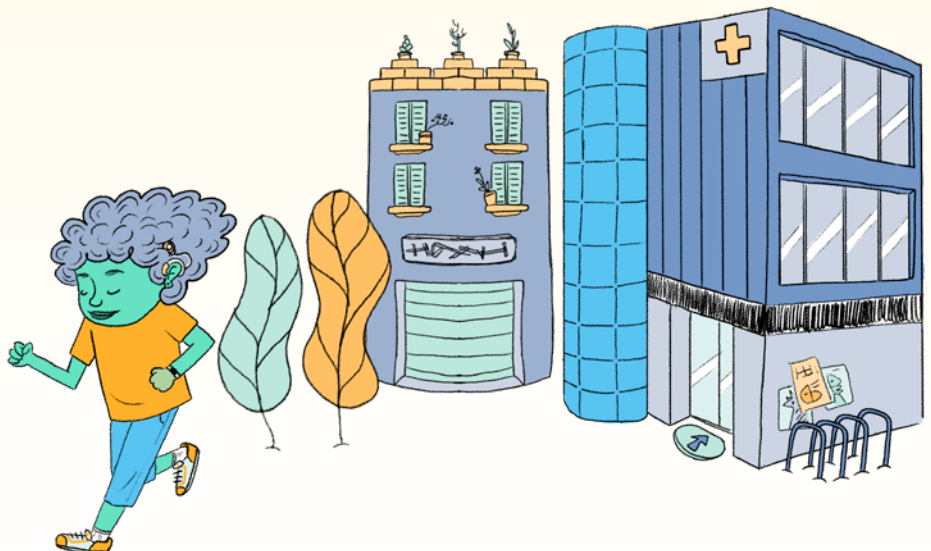
CAMPAIGN MATERIALS

Please feel free to share the information and materials of this campaign with your network and post them on your website and social media channels!

- [World Metropolitan Day 2021 site](#)
- Social Media Toolkit (coming soon)
- Hashtags: **#WorldMetropolitanDay** **#UrbanOctober**

DO YOU WANT TO BE PART OF THE CAMPAIGN?

1. Write to us at communication@metropolis.org to be part of the campaign
2. Take pictures, videos and tag us on social media [@metropolis_org](https://www.instagram.com/metropolis_org) and [@UNHABITAT](https://www.instagram.com/UNHABITAT) using the hashtags **#WorldMetropolitanDay** **#UrbanOctober**. We need your contribution to spread the metropolitan debate worldwide!
3. After the event, please send your takeaways, video recordings and pictures to communication@metropolis.org



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