

Cities on the Frontline of Climate Action



FINAL REPORT

CONTENT

- 03 INTRODUCTION**
- 04 2021 URBAN CIRCUIT IN NUMBERS**
 - 04 EVENTS
 - 05 THEMATIC LINES
 - 06 YEAR BY YEAR
 - 08 PANELISTS AND MODERATORS
 - 08 GRAPHIC FACILITATIONS
 - 09 WHO ORGANISED THE EVENTS
- 11 UN-HABITAT EVENTS**
- 12 EVENTS BROADCASTING**
- 16 COMMUNICATIONS**
 - 16 WEBSITE
 - 17 INSTAGRAM
 - 19 TWITTER
- 20 CLIPPING**
- 21 2021 URBAN CIRCUIT TEAM**



01 INTRODUCTION



Cities on the Frontline
of Climate Action



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. In 2021, the focus of the debate was on the role of cities in the fight against the climate emergency, in preparation for COP26, which took place between November 1st and 12th of this year in Glasgow, United Kingdom. The themes were "**Accelerating urban action for a carbon free world**" for World Habitat Day and "**Adapting Cities for Climate Resilience**" for World Cities Day.

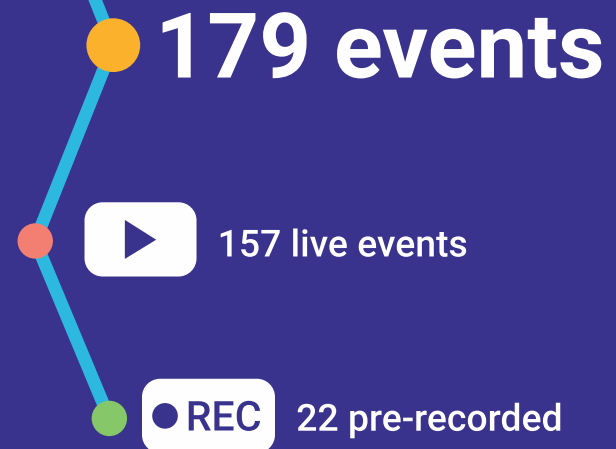
To promote Urban October across Brazil, in 2018, the UN Habitat office in Brazil created the Urban Circuit: an annual initiative to provide institutional support and visibility to events organised by various actors, aligned with the yearly celebration.

In 2021, the 4th edition of the Urban Circuit took place entirely virtually, with live or pre-recorded events, due to the prolonged pandemic of COVID-19. The theme of the Urban Circuit 2021 was "**Cities in frontline of climate action**" and the events can be related to four thematic lines:

- 1) Sustainable and Carbon Free Cities;
- 2) Inclusive and Just Cities;
- 3) Healthy Cities and
- 4) Resilient Cities.

02

2021 URBAN CIRCUIT IN NUMBERS





Inclusive and Just Cities

48 EVENTS

inclusive and
just cities



Resilient
Cities

55 EVENTS

resilient
cities



Healthy
Cities

20 EVENTS

healthy
cities



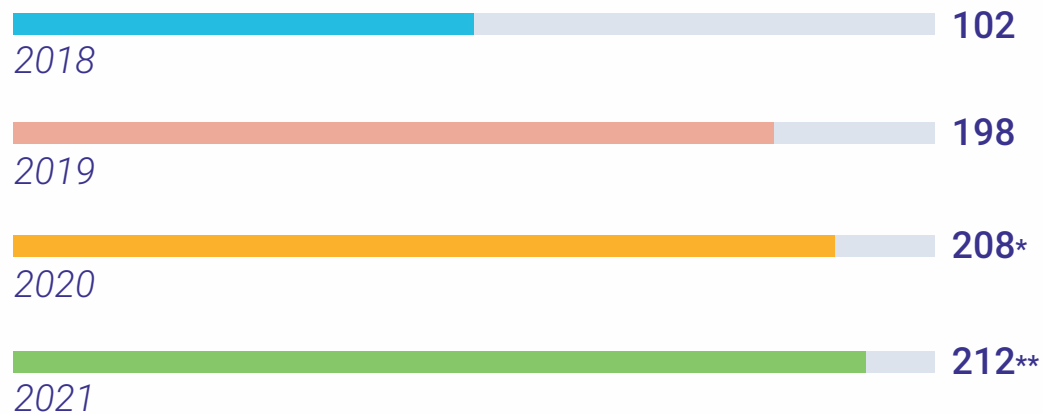
Sustainable and
Free Carbon Cities

56 EVENTS

sustainable and
carbon-free cities

And those **179** events were
divided in **four** subthemes

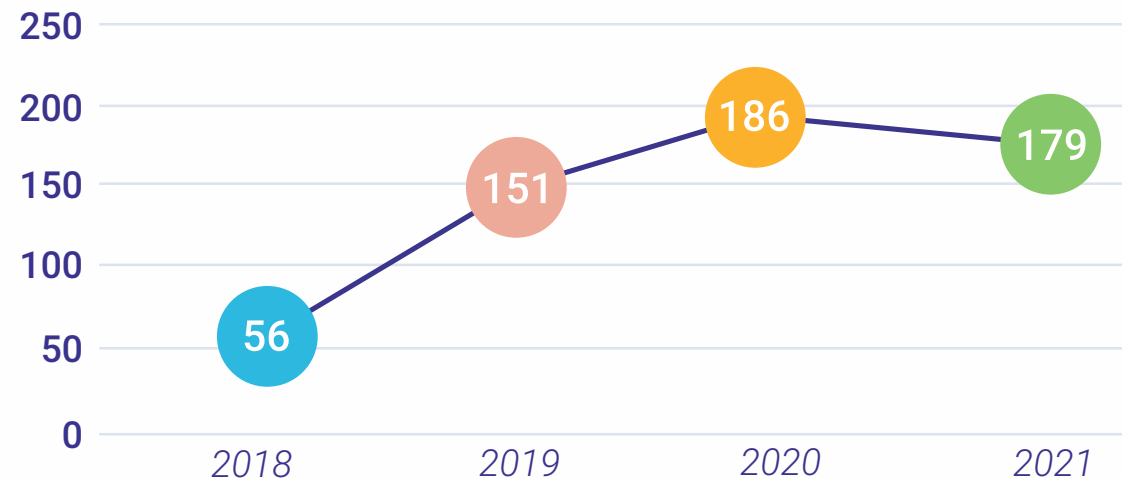
The Urban Circuit grows and improves every year



Events submitted

*Includes events submitted by application forms for Brazil, Lusophone Africa, international events and events organised by UN-Habitat

**Includes events submitted by application forms and events organised by UN-Habitat Brazil



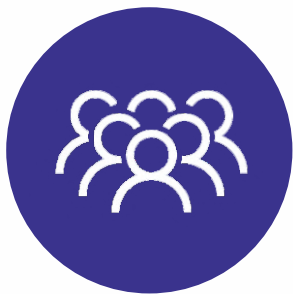
Events selected and held



The 2021 edition came with many new features!
The **Virtual Map**, the **Path of Action** and the **Arts Wall**!



**Events by subthemes*



797 panelists
and **232** moderators

more than **100**
graphic facilitations



17 volunteers

Check out our Arts Wall!

WHO ORGANISED THE EVENTS?

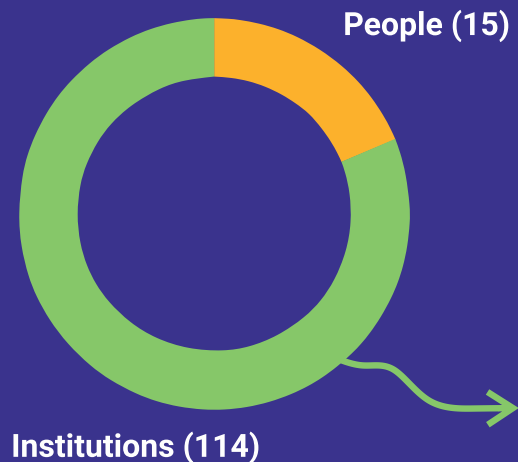


142 of the 179 events were specially planned to take part of the 2021 Urban Circuit

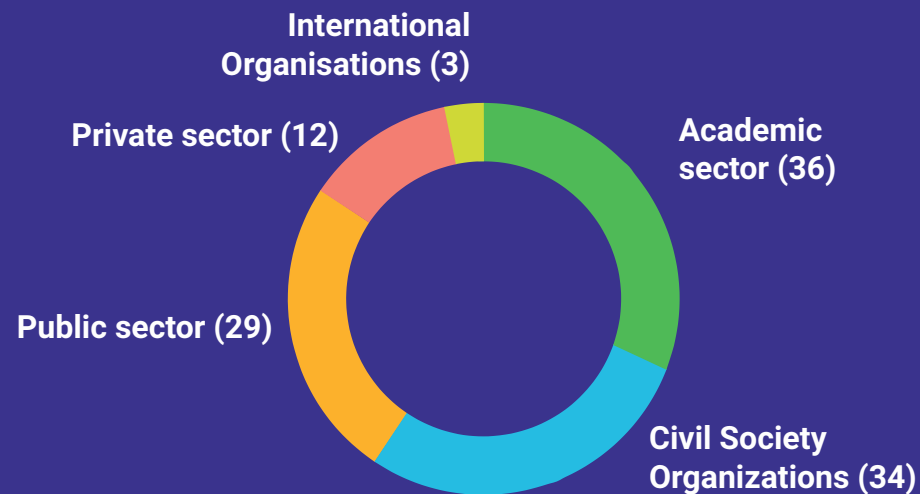
62% of this year's applicants also hosted events in previous editions



For the second year in a row, individual people were able to organise their own events.

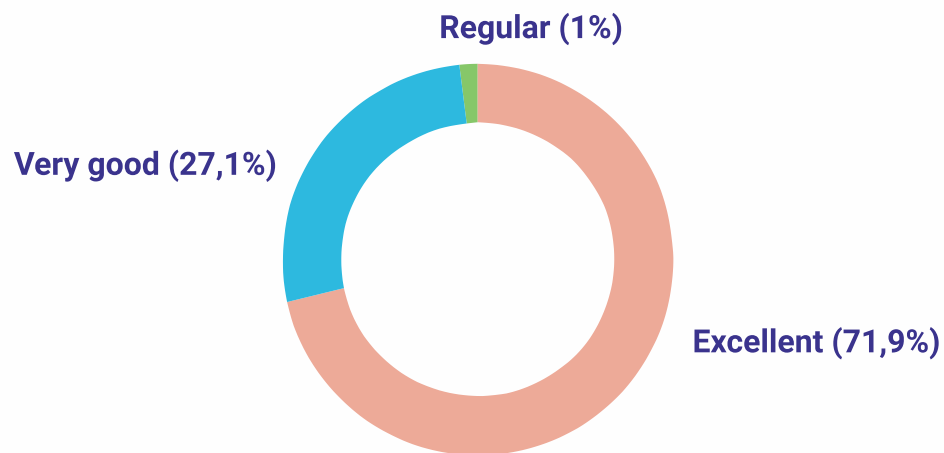


Hosting institutions per sector



FEEDBACK FROM EVENTS ORGANISERS

We asked event organisers how they rate participation in the 2021 Urban Circuit on 6 rating scales (excellent, very good, regular, bad, very bad and I prefer not to comment)



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



03 UN-HABITAT EVENTS

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



1 October
Opening Event



4 October
World Habitat Day



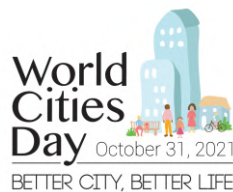
15 October
Urban Friday: Right to the City and Climate Justice



22 October
Urban Friday: Urban Health and the Post-pandemic



1 November
Closing Event + World Cities Day



Adapting Cities for Climate Resilience

Cities on the Frontline of Climate Action



04

EVENTS BROADCASTING



! 2021 Urban Circuit was completely virtual, and all events can be watched anytime on Urban Circuit YouTube channel

Urban Circuit

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

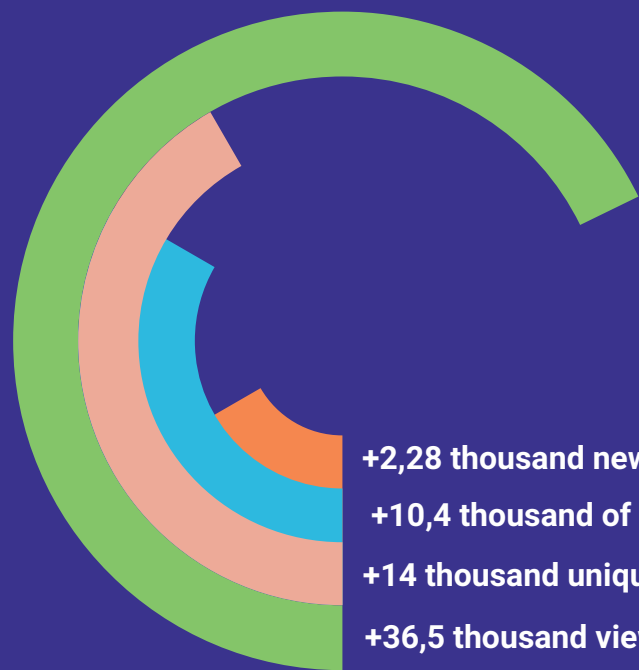
The events total duration is 360 hours or 15 days, 3 hours, and 30 minutes

[WATCH IT HERE](#)

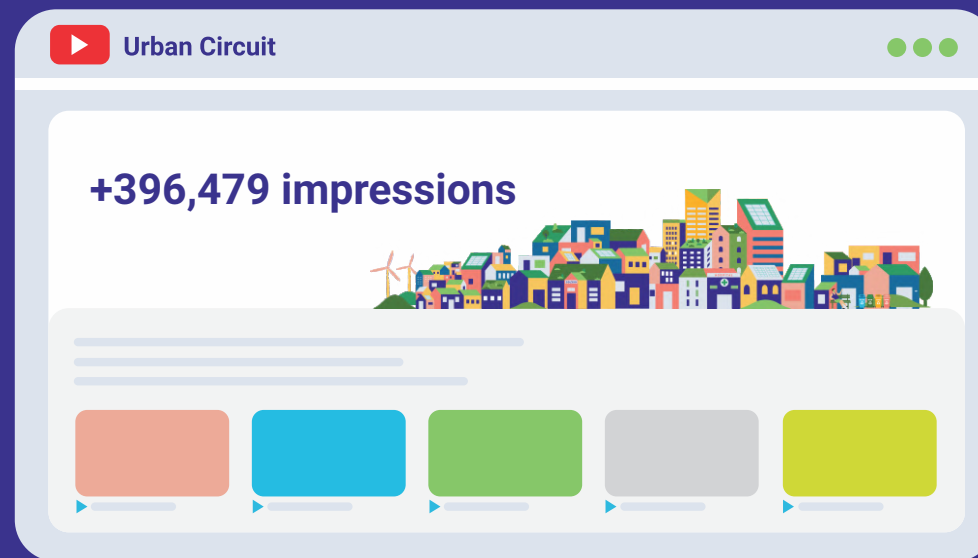
▶

YOUTUBE STATISTICS

<http://bit.ly/YTCircuitoUrbano>



+2,28 thousand new subscribers
+10,4 thousand of watched hours
+14 thousand unique viewers
+36,5 thousand views



(data from 1 October 2021 to 1 November 2021)



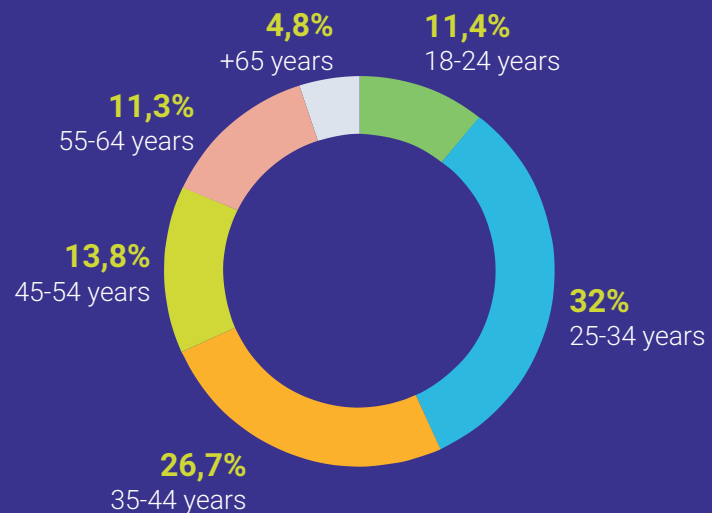
AUDIENCE PROFILE

2021 Urban Circuit's audience was mostly Brazilian, young and female

Viewer's gender*



Viewer's age



* "Gender" according to YouTube criteria

YouTube audience by country



TOP 5 MOST WATCHED EVENTS

1

932



16 october
Voices for the climate: art, science, engagement and SDGs

2

613



1 october
Opening Event

3

558



21 october
City and Environment: urban space and climate emergence

4

558



18 october
Resilience and challenges in facing the climate crisis in large urban centers

5

503



25 october
Panel Master plan for a greener, more inclusive and resilient city

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05 COMMUNICATIONS

WEBSITE



www.circuitourbano.org

1 August 2021 to 1 November 2021

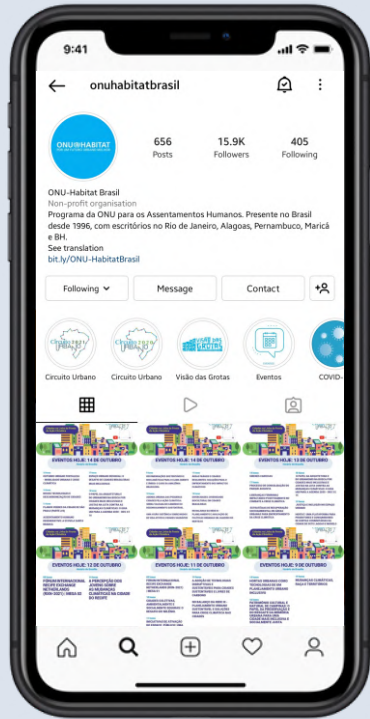
15,099 website visits

68,880 views

7,035 unique visitors

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@onuhabitatbrasil

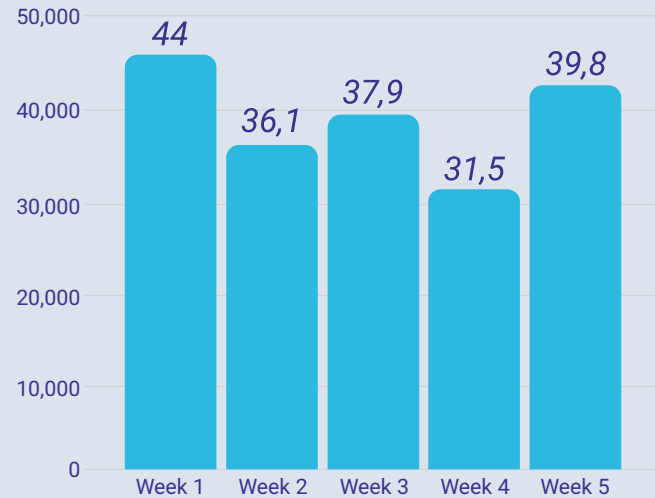


30 September 2021 to 3 November 2021

665 new followers
(4,46% increase)

5.815 likes in 43 posts

Weekly account impressions (by thousands)



INSTAGRAM



@onuhabitatbrasil



30 September 2021 to 3 November 2021

Average weekly reach of stories

5,895 unique accounts

225 stories

Weekly reach of stories (unique accounts)



INSTAGRAM

Top 10 followers by country



@onuhabitatbr



1 October 2021 to 1 November 2021

69 posts
392 mentions
7,770 unique visitors
55,200 impressions (245% increase)

New followers

795 followers (1 october 2021)
908 followers (1 november 2021)
113 new followers | 14,2% increase

TWITTER

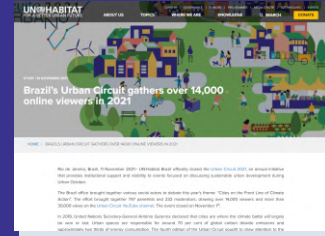
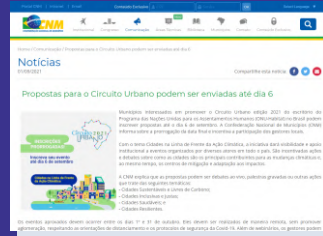


CLIPPING

Mentions in large media outlets

CAU-BR
Revista Exame
Nações Unidas Brasil
UN-Habitat
Prefeitura de São Paulo
Revista Projeto
Jornal Meia Hora
CNM

Number of media mentions (estimate): + than 120
Mentions reach: about 133,163 people



TEAM

URBAN CIRCUIT GENERAL COORDINATION

Bruna Gimba
Julia Caminha
Tiago Marques

EVENTS COORDINATION

Camilo Flamarion

VIRTUAL EVENTS PRODUCTION

Ana Maria Machado

GRAPHIC DESIGN

Camila Coelho

COMMUNICATIONS

Ana Paula Mansur
Tiago Marques

VIDEO EDITING

Raphaelle da Hora

CENTRAL STAGE EVENTS ORGANISERS

Alex Rosa
Bruna Gimba
Gabriel de Melo
Julia Caminha
Paula Zacarias
Tiago Marques

UN-HABITAT BRAZIL COORDINATION

Alain Grimard
Rayne Ferretti Moraes

UN-HABITAT REGIONAL COORDINATION

Elkin Velásquez



GRAPHIC FACILITATION VOLUNTEERS

Alessandra Matteo Moreira
Andreia de Souza Pereira
Arnaldo Pedrosa Ribeiro de Barros
Denise Lazzeri Gastaldo Bombonatti
Fabiana Augusta Alves de Araújo
Geisa Paganini De Mio
Ilka Fagundes Correia
Izabel Marques Meo
Jessica de Elói Tenório

Lucas Moreira Gomes Dias
Márcia Harumi Sakamoto
Mariana Tiso de Carvalho
Maxiliano Ribeiro
Patrícia Almeida Matias
Silvia Regina Cordova Scola
Taoly Dandara Damasco
Vanessa de Paula Melo



UN-Habitat

**Cities on the Frontline
of Climate Action**



The United Nations Human Settlements Programme (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 also in the states of Alagoas, Pernambuco, Minas Gerais, Paraná and Santa Catarina.

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.



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Gago Coutinho St., 52 - Laranjeiras
Rio de Janeiro - Brazil

onuhabitat-brasil@un.org

