

CIPPEC[®]

metropolis ●

WORLD METROPOLITAN DAY



TOOL KIT

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About this tool kit

This is a guide for local and regional authorities that have expressed an interest in hosting a World Metropolitan Day event in their metropolitan area. It provides information about and recommendations for organizing a successful World Metropolitan Day event, including:

- A description of World Metropolitan Day
- What to do before, during, and after the event
- How to manage communications regarding the event and outcomes. This tool kit also includes information about logistics

What is World Metropolitan Day?

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

It is a unique opportunity for communities from across the world to convene and focus metropolitan issues, including the expansion of the urbanized areas beyond the jurisdictional boundaries of municipalities and challenges and opportunities related to complex urban systems where the world's greatest transformations take place.

Led by **CIPPEC** and **Metropolis**, with the support of **MetroHUB** from **ONU Habitat**, the World Metropolitan Day initiative calls on local and regional authorities across the world to host an event that brings together representatives from different levels of government belonging to the same metropolitan area. These leaders promote open discussions about the pressing challenges they share as part of the same metropolitan community.

Sample format for the World Metropolitan Day event

The 2019 World Metropolitan Day initiative focuses on the implementation of the Sustainable Development Goals (SDGs) at the metropolitan level. Those hosting the event will identify the following beforehand:

- One (or more) specific SDGs to 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 that vary in duration and scope. These events can range from working sessions that last for a few hours, held exclusively for political leaders of the metropolis, to events that last the whole day and are open to various stakeholders as well as the general public.

All World Metropolitan Day events should ensure debate among political leaders belonging to the same metropolis and follow the schedule included below:

1. Welcome & opening

Duration: up to 15 minutes

- 1.1. The host – if possible the highest political representative from the host city/metropolitan area – welcomes local leaders participating in the debate.
- 1.2. Screening of World Metropolitan Day institutional video.

2. Introduction of participating local leaders

Duration: 3-5 minutes for each leader

Each leader presents the territory s/he is responsible for governing, including its situation within its metropolitan area.

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

Duration: up to 60 minutes

Leaders present the measures implemented in their territories that contribute to the SDG(s) chosen, exposing the strengths and weaknesses of implementation at the metropolitan level.

4. Collaborative diagnosis

Duration: 45-60 minutes

Leaders discuss how the measures presented jointly contribute to the implementation of the 2030 Agenda at the metropolitan level.

*In the event that the debate is open to other stakeholders of the metropolis, we suggest inviting the following actors to participate in 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 initiative.

Information about logistics

1. Please consider depending on the following staff for the event
 - Note taker: responsible for documenting the main ideas discussed and drafting a report of the event, which will be submitted to the coordinators of the 2019 World Metropolitan Day initiative.
 - A communications specialist: responsible for taking photos and videos of the event and promoting it on social media (preferably live)
2. A list that includes each participant of the event, including their name, organization, job title, gender, and email address, should be prepared and forwarded to the coordinators of the 2019 World Metropolitan Day initiative. The treatment of the personal data provided should comply with current legislation on the management of personal data.
3. Recommended audiovisual resources
 - Computer
 - Projector – for videos and slides
 - Sound system – required to screen videos with sound
 - Microphones – recommended for events with 50+ attendees

4. Recommendations for events open to the general public:
 - Approximately 30 minutes before the opening: a protocol team welcomes and carries out the accreditation of the audience attending the event.
 - Consider having a moderator invite speakers to the stage/table and frame discussion questions (including questions from the audience) for speakers.

Milestones

3 MONTHS BEFORE THE EVENT: first week of July 2019

Arrangements and program

- Set the exact date for the World Metropolitan Day event in your metropolis (October 7th is the recommended date)
- Identify specific SDG(s) to be the main focus of the event
- You will receive a survey that will function as a catalyst for the debate. Share this survey with the leaders belonging to your metropolitan area.
- Brief departments and potential partners and determine how you will communicate and start planning the event.
- Seek the involvement of potential partners for your event.
- *For events open to the public:* identify relevant local leaders to act as speakers/moderators, seeking to ensure gender parity.

Outreach

- *Branding:* be sure to include World Metropolitan Day official branding materials provided by the campaign coordinators in all communications for the event
- *Side events:* connect your World Metropolitan Day event with other events in your area.

2 MONTHS AHEAD: first week of August 2019

Logistics

- Determine what is needed to conduct the event (space, resources, etc.)
- *For events open to the public:* set up an online registration system to start building a list of attendees in advance.

Program

- Choose and confirm the participation of leaders (for events open to the public, this should include speakers and moderators).

- Prepare materials and agendas for participants prior to the event: develop topics for discussion and allocate time for presentations.

Outreach

- Start marketing the event via online social media channels (Facebook, Twitter, LinkedIn, etc.).
 - Work with the coordinators of the 2019 World Metropolitan Day initiative to facilitate event promotion through their social media channels.
- Contact partners and local media outlets.

1 MONTH AHEAD: first week of September 2019

Logistics

- Confirm all event details (arrangements, invitations, program)
- Make sure all official branding materials (banners, posters, etc.) are ready

Program

- Finalize the program for the event and post to your website.
- Contact the coordinators of the 2019 World Metropolitan Day initiative to have your program posted on the space dedicated to the event on 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 *#MetropolitanDay* *#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 coordinators 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 *#MetropolitanDay* *#MetroGovernance*).
- Use the templates that will be provided for communications on social media.

AFTER THE EVENT

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