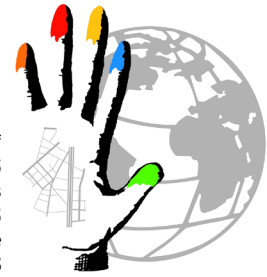


International Association of
Educating Cities
Association Internationale des
Villes Éducatrices
Asociación Internacional de
Ciudades Educadoras



International Day of the Educating City

PROPOSALS
FOR THE
EVENT

2019

July 2019



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1 The International Day of the Educating City

WHAT IS THE INTERNATIONAL DAY OF THE EDUCATING CITY?

Education as a driving force behind social transformation helps improve the lives of people and communities. In an increasingly urbanised world, cities (large and small) are playing a crucial role in creating educational opportunities that help develop the potential of their inhabitants.

The United Nations 2030 Agenda, with its Sustainable Development Goals, describes quality and inclusive education (SDG 4) as the core to tackle the global challenges of humanity and cities as strategic spaces from which to create collective solutions (SDG 11).

The Educating Cities are committed to creating more liveable urban contexts by fostering a broad

vision of lifelong education and maximising the educational impact of their municipal policies.

The International Day of the Educating City is a global event that sets out to raise awareness of the importance of education as a driver of well-being, coexistence, prosperity and social cohesion, and to highlight the commitment of local governments in this sense.

Educating Cities rethink the city as an inclusive and dynamic educational ecosystem in permanent dialogue with citizens





WHY CELEBRATE THE INTERNATIONAL DAY?

To...

- Recognise and engage all the social agents involved in the construction of the Educating City.
- Raise awareness about the importance of education in the city to improve the lives of its inhabitants, to enhance a positive civic atmosphere and to foster urban cohesion.
- Highlight the commitment towards education of local governments and other social agents (community organisations, private sector, citizens, etc.).
- Encourage all citizens to play an active role in the co-construction of the Educating City.
- Raise awareness about the active contribution made by cities and local governments to overcoming the global challenges of humanity (including the Sustainable Development Goals).

**The event in figures:
three editions since 2016
with the participation of
233 cities from fourteen
countries on four
continents**

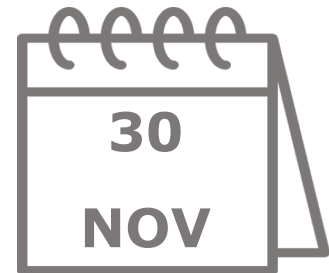




WHEN IS IT HELD AND WHO CAN TAKE PART?

The International Day of the Educating City is held on 30 November.

On 30 November 1990, the Charter of Educating Cities was proclaimed at the first International Congress of Educating Cities, held in Barcelona

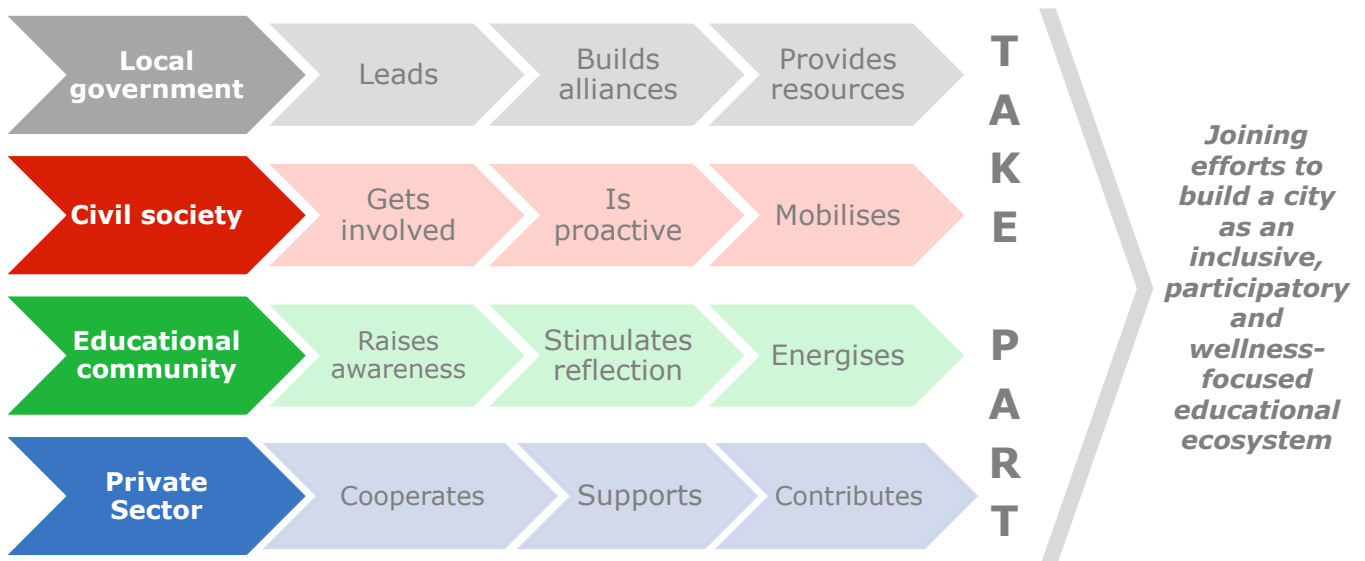


All cities, large and small, are encouraged to celebrate the International Day of the Educating City

Concentrating acts on a specific date boosts the impact of the event and highlights the fact that it's a worldwide celebration.

However, cities can extend the event to previous or following days (for example, during the week of 25 November to 1 December 2019), if due to calendar issues it is impossible to hold acts on 30 November.

An event involving the entire city





2 Preparations

SLOGAN OF THE 2019 EDITION

A slogan is proposed for each edition as the main theme of the event. For the present edition, the slogan is: **“Improving the city by listening”**.

The Charter of Educating Cities advocates a model of a city that goes beyond traditional functions related to the mere provision of services (economic, social or resource management) and proposes solutions to the global challenges of our times found at a local level.



These challenges cannot be addressed with unilateral and simple solutions, as they call for spaces that accept contradiction and suggest processes of knowledge, dialogue and engagement as the best way forward of living and coping with uncertainty.

Therefore, listening to the city is a two-way dialogue that must feature local governments and social stakeholders of the city alike (community organisations, private sector, public authorities,

citizens, etc.) in a constant, participatory and inclusive conversation.

This conversation strengthens community bonds, bolsters the sense of belonging and guarantees that all parties actively contribute to the co-construction of the Educating City, according to their respective responsibilities.

Based on this slogan, cities celebrating the International Day are encouraged to think about events or activities that highlight this commitment to listening to the city, incorporating diverse voices and opening up spaces for democratic and participatory construction.

“Improving the city by listening”

is the slogan proposed for this year’s edition of the International Day of the Educating City





PLANNING THE EVENT

The success of the event depends largely on the involvement of **as many local stakeholders as possible and on their diversity**.

In this sense, **it's important to prepare the event in advance with as much participation as possible**. This will make it easier to count on the support of more local organisations and groups, reinforcing their involvement and adding their efforts and ideas to the agenda of local events.

The International Day is an opportunity to highlight or revitalise the city's commitment to the principles of the Charter of Educating Cities. That's why the involvement and engagement of **mayors** is crucial. It's up to them to ensure that local government departments join in with the celebrations and take on the commitments of the Charter as their own.

On this note, the event should involve as many **municipal departments or offices** as possible (besides the area of Education). For the various municipal areas, getting involved is a way of highlighting projects that are underway and reflecting on how to maximise their educational

impact through exchange and cooperation. This mutual knowledge can lead to new partnerships between areas that can be very enriching.

What's more, it's important to count on the **educational community**, as formal education plays a key role in the formation of values and practices of civic engagement. At the same time, this could be a great occasion to acknowledge the work of education professionals and their contribution to the community.

Civil society organisations are vital for the construction of the Educating City. That's why the event is also a good opportunity to recognise and value their work.

The International Day of the Educating City is a festive celebration open to the public





IDEAS FOR ACTIVITIES

Featured activities for the 2019 edition

At each edition of the International Day, cities are encouraged to organise featured activities that revolve around the year's slogan. As well as exploring a key aspect of the Educating City, these featured activities help boost visibility of the event and its impact, both locally and internationally.

For this year's edition, the proposed featured activities set out to foster an attitude of active listening, which promotes the inclusion of all voices that coexist in the city and encourages their participation in decision-making processes and spaces.

Based on these premises, cities are encouraged to:

- **Public reading of the institutional declaration** of the International Day by the mayor. The IAEC will propose a declaration, which can be tailored to the reality of each city.
- **Hold games or activities in public spaces** that foster active listening and conflict resolution.
- **Organise a street gathering with political representatives** for citizens to enjoy a laid-back discussion with their elected representatives about the principles of the Charter of Educating Cities and its implementation in the city.
- **Broadcast a special radio programme** on education in the city, inviting various representatives to explain the key challenges and actions of the Educating City.
- **Propose an art installation** to showcase and share citizens' ideas for jointly constructing the Educating City.

Featured activities should involve as many people and groups as possible, both for preparing and carrying out the International Day

IDEAS FOR ART INSTALLATIONS

- **Vision board or wish tree:** a wall or a landmark tree in the city is made available for people to add a written wish, which can then be read by other inhabitants.
- **Garden of wishes for our city:** the wishes are 'flowers' that are 'planted' in recycled and decorated bottles. The 'flowers' can be made from recycled materials (sticks, cardboard, etc.). The bottles are filled with soil so that they don't topple over and are placed in public spaces so that people can stroll among them and read the messages written on the 'flowers'.
- **Building our Educating City:** citizens write or stick their wishes on recycled and painted cardboard boxes. The boxes are placed to simulate the structure of a city that people can walk through while reading the messages.



Cities that cannot or do not want to carry out the proposed featured activities can opt for other activities in keeping with the principles of the Charter of Educating Cities.

Below are proposals of **complementary activities** for some inspiration. Some of these activities have already been carried out in previous editions and others are successful actions designed and implemented by a member city.

The International Day of the Educating City's section on the IAEC website has videos and photos of the various activities carried out in previous editions

2016

2017

2018

Uniting voices for the Educating City

The IAEC has the melody and the lyrics of a song that summarises the principles of the Charter of Educating Cities. The music and the lyrics are available on the IAEC website so that local groups or choirs can rehearse the song and perform it at public events with citizen engagement.



© Girona

Recognition of important people or organisations in the field of education within the city

It will be up to each city to choose the people or organisations that merit this recognition: municipal workers; working or retired education professionals; organisations or stakeholders that contribute or have contributed, on a personal basis or as a group, to the collective development of citizens, etc.

The selection of these people, groups or organisations could feature the participation of bodies such as school councils, youth councils, neighbourhood/district/city councils, etc.

The public act of recognition can take on various forms: a gathering at which the municipal

government and citizens meet up to highlight the recognition; an institutional ceremony with parliaments; etc.



© Playa del Carmen



Exhibition of city projects

The various municipal departments and local educational institutions can showcase their educating actions to the public. If possible, activities related to each of the projects could be proposed, so that anyone interested can experience them and sign up to the activity after the exhibition.



© Rosario

Exhibition of local organisations' projects or open days

This offers an opportunity for local organisations and groups somehow involved in education in the city to showcase their work to citizens. It can be done through open days (either by organising exhibitions on the street or at the organisations' offices), or by holding a fair that groups together all municipal bodies that work in line with the principles of the Charter of Educating Cities.

This activity could be developed alongside the exhibition of city projects proposed in the point above.



© Funchal



Cultural activitiesexhibitions

Cities are encouraged to organise outreach activities about the Charter of Educating Cities such as conferences, dialogues and workshops about the theme of this edition: “Improving the city by listening”.



© Odemira



© Câmara de Lobos

Joint actions with several cities

The International Day is the perfect opportunity for implementing inter-municipal cooperation initiatives, whether national, regional or international, which highlight the value of networking. It's also a good chance to publicise the Charter of Educating Cities and city-wide actions to twin cities, as well as mapping out initiatives that coincide with other IAEC cities.



© Valencia



Pilot tests of experiences from other member cities

Cities are invited to take one day to try out a best practice successfully implemented by another IAEC member city and related to the theme of this year's edition:



The Human Library of the Vasconcelos

Mexico City

Within a process of cooperative learning, the Human Library consists of the fact that the books being consulted are “human books”, that is to say, people that, due to their personal situations, have a story to tell and offer themselves as volunteers to become a “book”. For their part, the “readers” show interest in getting to know this personal circumstances first-hand. In this way, a constructive dialogue is created between people who don't have the opportunity to communicate with each other in their everyday lives.

[More information](#)



The radio programme “From here and there”

El Prat de Llobregat

The radio programme “From here and there” was created in 2007 with the idea of devoting a slot on the municipal radio station, El Prat Ràdio, to immigrants who live in the town, giving them a voice as presenters and protagonists of the programme. The goal of the programme is to foster coexistence and the recognition of cultural diversity by encouraging the proactive engagement of immigrants, which in turn favours positive interaction between people of diverse cultural origins.

[More information](#)



Citizens Open School

Vitoria-Gasteiz

The Citizens Open School was set up in order to build a citizenry that is committed to their community. It offers training in the skills necessary for people to participate in the city, and also publicizes channels of participation, and brings the City Council closer to its citizens, in order for the latter to play an ever-greater leading role in municipal management and policy.

[More information](#)



We Propose!

Evora

“We Propose!” is an initiative that aspires to foster an active participation of the citizenry. It is addressed to secondary school students of the subject of Geography. Its goal is to encourage them to identify, in a local environment, the problems or situations in the area of land-using planning, mobility and cultural heritage that can be improved, and to formulate solutions through the regeneration, requalification and renewal of the urban territory, in collaboration with the city government. Thus, the students, accompanied by their teachers, identify problematic situations in urban planning in the area of their schools or neighbourhoods. At meetings with municipal experts, they learn about the land-use planning and the Municipal Action Plan and become aware of their importance, participate in debates on city zoning practices and the management involved, and develop, and propose, possible solutions to the City Council.



 [More information](#)



My Gift to the City

Río Cuarto

This is an initiative in which the citizenry (private residents, neighbourhood associations, shops, companies, schools, community centres, public and private institutions, etc.) is invited to present proposals for collaboration or make contributions in the form of “gifts” in order to embellish the city and improve its quality of life.



In this way, for one month the above-mentioned actants participate actively by proposing and carrying out actions and activities with volunteers in order to benefit the city and its inhabitants and embellish its heritage. Some examples are: donations of paintings to community centres and others spaces, donations of art, such as sculpture and murals, as well as putting on events, etc., or planting trees, organizing sporting events, building football fields, renovating city squares, doing urban clean-up projects, amongst many others. All of this has generated a chain of benefits for people and the city while creating a creative and motivating form of boosting citizen participation and commitment.



 [More information](#)



More best practices are available on the International Association of Educating Cities (IAEC) website



3 Promotion of the event

PROMOTIONAL STRATEGY IN THE TERRITORY

Promote events to celebrate the International Day to highlight the importance of education in the city and foster new partnerships

In order to achieve the greatest possible impact, we recommend involving the following stakeholders and resources in the strategy for promoting the event:

- **Mayors.** The International Day of the Educating City is the perfect opportunity to showcase the mayor's leadership and commitment to education. The active participation of mayors in the event and promotional campaigns for the International Day is likely to capture the attention of local media.



© Bilbao


- **Municipal communication offices.** It's a good idea to involve the city's communication office or department in designing and implementing a promotional campaign tailored to the characteristics and interests of the territory. Cities are also encouraged to collect visual evidence of the events or activities held on the International Day (either photos or videos) that can be used locally and also sent to the IAEC Secretariat for promotion on an international level.
- **Media.** Cities are encouraged to publicise the activities they plan to organise for the International Day by holding a press conference, granting interviews with the mayor, publishing articles or video messages, etc. Visibility in the media can help reaffirm the city's commitment to education and promote the programme of local events.



© Valongo



- **Social media.** Municipal social media profiles can also be great channels for promoting the International Day events and mobilising citizens. In order to achieve a greater impact, cities are invited to tag their International Day activities with the hashtag #EducatingCityDay and to mention the IAEC profile so that they can also be promoted by the Secretariat.
- **Civil society organisations.** Associations and organisations have their own communication channels that provide access to groups of people with specific profiles and interests. Therefore, involving them in promoting the event can help maximise its impact.

SN	Profile	Hashtag
	@EducatingCities	#EducatingCityDay
		



© Pergamino

- **Educational community.** The educational community should get involved with the preparation of the event. Similarly, promoting the International Day at schools will also raise awareness among students, teachers, families, etc.
- **Urban advertising.** Cities can prepare communication materials to advertise the event on banners on streetlights, bus shelters, billboards, etc.



© General Alvear



PROMOTION BY THE IAEC SECRETARIAT

The Secretariat will also carry out actions to promote the initiative on its website and social media networks.

To do so, the Secretariat will provide cities with an **online form** for them to list all the events taking part locally.



With this information the Secretariat will regularly update the global agenda of events for the International Day of the Educating City, which

can be viewed in the section dedicated to the International Day on the IAEC website.

Cities are encouraged to complete the **online form** with information about the International Day events by **November 1st**

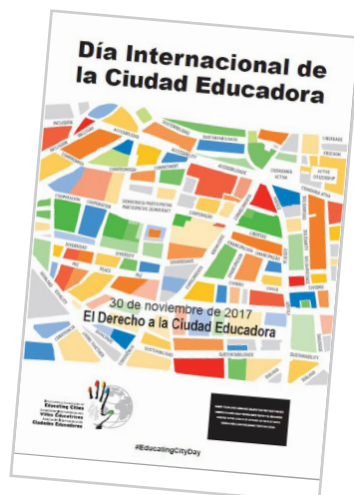
COMMUNICATION RESOURCES AVAILABLE

Media kit

The IAEC Secretariat will provide a specific media kit for the International Day of the Educating City, which will explain the reasoning behind the event, the concept of the Educating City and the work performed by the IAEC. This information tool can be used both by the city's institutional communication departments and by local media.

International Day poster

Cities organising an event or activity for the International Day may use the poster model and other promotional material designed for this purpose, which can be downloaded **here**.



International Day and the Educating City logos

IAEC member cities organising events for the International Day can incorporate the International Day logo and their own Educating City logo into their communication materials.



**30 November
International Day
of the Educating City**

International Day Logo



**Changwon
Educating City**

Educating City customized logo example

Member cities without their own Educating City logo can request it from the Secretariat.



Videos explaining the Educating City concept

The IAEC has three videos that introduce the concept of an Educating City in a straightforward, concise and comprehensible way for all audiences and which can be used to open exhibitions, conferences or debates.

- Learning from SDG 4



- Educating Cities: how do they do it?



- Video on the Charter of Educating Cities: Educating Cities video concept



Cities interested in a high-resolution version of the video may contact the Secretariat.

Other materials available

For each edition of the International Day, the Secretariat proposes a specific material to encourage the reflection on the distinctive characteristics of the Educating Cities and the principles contained in the Charter:

- “Memory” game of opposites on the values of the Educating City



NEW!
Available in
september
2019

- Origami: “Educating city, committed city. And what are you committed to?”



- Educating City song



Recording of the Educating City song (Granollers)



4 After the event

In order to produce and promote an information dossier that includes the global nature of events held, the Secretariat encourages cities to share photos, video reports, press articles, or other materials.

The information dossier, as well as being a way of showcasing the efforts made by all the cities around the world, is essential as a political advocacy tool to highlight the role of education in the city for the construction of a better world and in the achievement of the Sustainable Development Goals.

After the International Day, the IAEC Secretariat will send out an online form to the cities so that they can report on the events that have taken place, as well as attaching graphic and audiovisual material.

Cities are encouraged to share graphic and audiovisual material of the International Day celebration with the Secretariat





5 International recognition

In keeping with the 2030 Agenda, education is a key tool for achieving the challenges that humanity must face up to. Without losing sight of the fact that we're heading towards an increasingly urbanised world, which places cities as strategic hubs from which to provide specific responses to global challenges, the city as an educating agent and education in the city are key priorities of this global-local convergence.

To enhance this awareness, the IAEC Secretariat is developing actions to achieve UNESCO recognition of the International Day of the Educating City. This is a highly complex process, which calls for the support of as many countries as possible, as well as international organisations, national authorities, city federations, local governments, community organisations, universities, experts, personalities, etc.

Therefore, member cities are encouraged to contribute to this goal by promoting and fostering the adhesion of governmental organisations

(regional governments, multi-city entities, universities, research centres, etc.), community organisations and personalities from their respective territories.

For this purpose, the Secretariat has developed a template of letter of adhesion to the recognition process which will be made available for member cities.

Cities are encouraged to send their letters of adhesion to the IAEC Secretariat both by post and by email so that they can be included in the application process underway.

The recognition of the International Day of the Educating City by UNESCO requires the involvement of all IAEC member cities



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