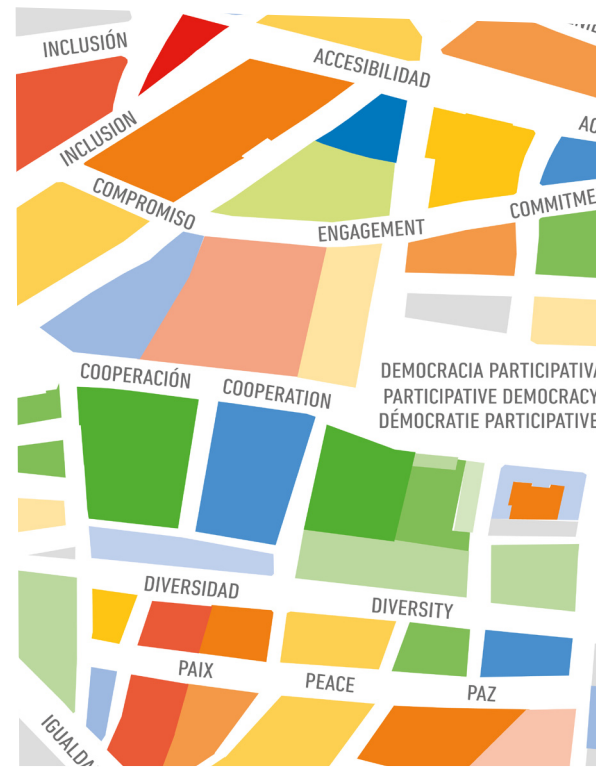




INTERNATIONAL DAY OF THE EDUCATING CITY 2020

Proposals for the event



**30th Anniversary
of the Charter of
Educating
Cities**

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1

The International Day of the Educating City

WHAT IS IT?

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.

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?



General Alvear



Barcelona

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:
4 editions since 2016
with the participation
of 279 cities from
20 countries on
5 continents**

WHEN IS IT HELD?

The International Day of the Educating City is celebrated on 30 November to commemorate that on the same date in 1990 the Charter of Educating Cities was proclaimed during the first International Congress of Educating Cities, held in Barcelona.

Concentrating the events on a specific date makes it possible to increase the impact of dissemination, as well as to emphasise that it is a worldwide celebration. However, the Cities can extend the programme of activities to previous and/or subsequent days, if for reasons of agenda they cannot schedule actions on 30 November.



This year we celebrate the 30th Anniversary of the Charter of Educating Cities

WHO CAN TAKE PART?

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

An event involving the entire city

Local government

- ▶ Leads
- ▶ Creates partnerships
- ▶ Provides resources

Community

- ▶ Engages
- ▶ Is proactive
- ▶ Mobilises

Educational community

- ▶ Raises awareness
- ▶ Stimulates reflection
- ▶ Energises

Private sector

- ▶ Cooperates
- ▶ Supports
- ▶ Contributes

2 Preparations

SLOGAN OF THE 2020 EDITION

This year is the 30th Anniversary of the proclamation of the Charter of Educating Cities. The Charter is the founding document of this international movement that promotes a vision of the city that places education as a vector of social transformation and improvement of community life.

On the occasion of this Anniversary, the Association is conducting a participatory process to update the Charter, with the aim of maintaining its validity in the face of the incessant changes that our world is experiencing. Members of the Executive Committee, experts, the different territorial networks, member cities and the Secretariat staff are invited to contribute to the Charter's update.

The updated Charter will continue to mark the common path drawn up in 1990 and will maintain intact its original values, but it will incorporate

“Educating Cities, 30 years transforming cities and people, for a better world”

relevant issues in the light of the new challenges and opportunities that the 21st century has brought along.

The resulting version will reinforce the growing role that local governments play in their commitment to education, as providers of local solutions to global challenges.

In this sense, the slogan of this year's edition: **“Educating Cities, 30 years transforming cities and people, for a better world”** is an open invitation for the more than 500 cities that currently belong to the IAEC to share and celebrate the learning generated throughout these 30 years of history.



PLANNING THE EVENT

The success of the event depends largely on the involvement of as many local stakeholders as possible and on their diversity. To achieve this, it is recommended:

- 1. 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.
- 2. To count on the involvement and participation of the mayors.** As the heads of local government, their active participation has a key role in getting the different departments of local government to join in the celebration and take ownership of the commitments of the Charter.
- 3. To 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.

- 4. To count on the educational community.** 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.
- 5. To involve entities, organizations and social movements.** 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.



3 Ideas for activities

FEATURED ACTIVITIES 2020

In this edition, the featured activities proposed aim to reflect on and make visible the improvements that the work as an Educating City has brought to the city, in its multiple dimensions and contexts.

Taking into account the global context generated by the COVID-19 pandemic, activities are proposed both in in-person and virtual formats.

Activities with citizens

Local itinerary to highlight 30 initiatives, spaces and/or educational agents in the municipality.

Coinciding with the 30th Anniversary, the itinerary aims to showcase 30 initiatives, entities, municipal services, spaces in the city, groups and/or other social agents in the municipality that exert a positive educational influence on the community. This activity allows to give visibility to a plurality of agents and educational spaces, to organize a higher number of activities or events, and to avoid crowds. Moreover, if necessary, this activity could also be carried out online.

Public events for the proclamation of the new Charter of Educating Cities, with different formats: thematic days, training sessions, debates, workshops, etc. This activity could be carried out in-person and/or online.

On-line dialogue with the Mayor during which citizens can send their questions or reflections in relation to relevant issues linked to the new Charter for Educating Cities and the context of the moment.

Activities for municipal teams

Joint working session with different municipal teams and services to analyse the new Charter of Educating Cities and its implications for the municipality. Guidelines for organising this session can be found in the Methodological Guide published by the IAEC, depending on the stage each city is at in this process (**available here**). This activity could be conducted in-person and/or online format.

Institutional activities

Renewal of the commitment to the new Charter of Educating Cities in a City Council's plenary session, aimed at strengthening and making visible the city's commitment to the Charter's principles.

Public reading of the new Charter or an institutional declaration by the Mayor or representatives of the various political forces represented in the municipality, stating the commitment to the principles of the new Charter and disseminating it through local communication spaces and media.

International virtual meeting of Educating Cities: 30th Anniversary

The IAEC will offer member cities the possibility of participating in a virtual meeting with conferences, dialogues and spaces for exchange that will revolve around the new Charter. This meeting will take place on the days before or after 30 November to enable the cities to devote that particular day to their local events.

SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS

Cities can carry out other activities that are consistent with the principles of the Charter of Educating Cities. Below are some activities from previous editions or implemented by a member city.

Videos and images of the activities developed during the past editions are available here:



2016
2017
2018
2019



Montevideo

Collective artistic installations in public spaces

An opportunity to make visible and share the ideas and/or wishes of the citizens and to co-construct the Educating City through urban and participatory art techniques.



Palmela

Educating City Gymkhana

A treasure hunt-inspired game to rediscover the city from an educational point of view and to raise awareness of the principles of the Charter.



León Guanajuato

Appreciation of persons or entities relevant to education in the city

Public act in which the local government makes visible and publicly thanks the work in favor of education in the city of people and/or entities.



Câmara de Lobos

Photographic contest on “The Educating City”

An invitation to citizens to define, through images, different spaces and moments of formal, non-formal and informal education that take place in the municipality.



Terrassa

Broadcasting of a monographic radio program

To make the new Charter known, as well as the lessons learned and to be able to go deeper into those issues that are more relevant to the municipality.



Zaragoza

Song: “Uniting voices for the Educating City”

The cities have at their disposal on the Association’s website the score and lyrics to be able to rehearse them in their local groups or choirs and perform them at public events with citizen participation.

4 Communication and awareness materials

**Educating Cities:
30 years,
30 learnings**



Audiovisual and graphic material to commemorate the 30th anniversary of the proclamation of the Charter of Educating Cities

For this edition, the IAEC will prepare specific material (audiovisual and graphic) in which the 30 most significant learnings or lessons learned generated during the 30 years of Educating Cities will be graphically summarised. This material, prepared in a participatory manner with all the member cities, will aim to highlight the transformative impact generated by the understanding of the city as a living, inclusive and welfare generating educational ecosystem.

Cities are encouraged to disseminate this material in public spaces in the municipality, as well as through the municipal media and social networks.



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.



Video: “ From reading the charter to constructing an educating city”

Video summary of the key aspects of the methodological guide produced by the IAEC to accompany the process of becoming an Education City.



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.

- ▶ All about SDG 4
- ▶ How do cities educate?
- ▶ Video on the Charter of Educating Cities



Logo of the International Day and of the Educating City



On the occasion of the celebration of the 30th anniversary of the Charter, the Secretariat will provide cities with a commemorative logo for the occasion.

IAEC member cities organising events for the International Day can incorporate their own Educating City logo into their communication materials. Member cities without their own Educating City logo can request it from the Secretariat.

Other materials available

- ▶ Opposite Matching Game about the Educating City
- ▶ Origami of the Educating City
- ▶ Song of the Educating City



5 Promotion of the event

BY THE CITIES

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.

Municipal communication offices

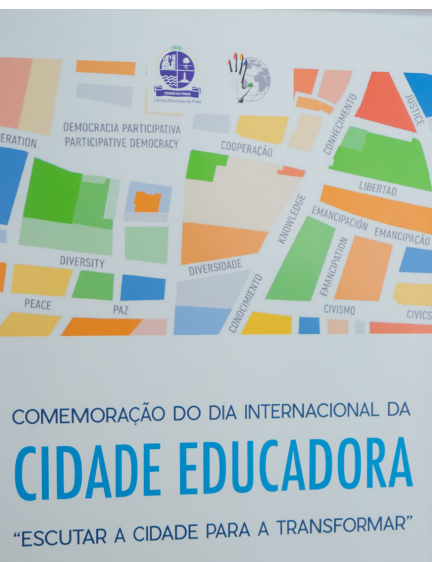
It's a good idea to involve the city's communication office or department in designing and implementing a promotional campaign tailored to the characteristics and interests of the territory.

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.

Social media

Municipal social media 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 **#EdCities30years** and to tag the IAEC profile **@EducatingCities** so that they can also be promoted by the Secretariat.





Almada



Godoy Cruz

Urban advertising

Cities can prepare communication materials to advertise the event on banners on streetlights, bus shelters, billboards, etc.

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.

BY THE SECRETARIAT

The Secretariat will also carry out actions to raise awareness of the International Day through its website and social networks.

To achieve a greater communication impact, we request that cities

1. **Inform about the celebration activities** through the online form that will be provided by the Secretariat in order to update the global agenda of events.
2. **Send the Secretariat photographs and/or videos of the events** held in the municipality.
3. **Use the hashtag #EdCities30years and tag @educatingcities** on Instagram and Twitter.

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.

With the photos and videos received, IAEC will produce a global video summary of the Day. Videos of past editions can be found on the website.

In addition, the videos prepared by the cities are also disseminated on the IAEC website.



#EdCities30years 
 @educatingcities 

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