



INTERNATIONAL
ASSOCIATION OF
**Educating
Cities**

2022 INTERNATIONAL DAY OF THE EDUCATING CITY

Proposals for the event

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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?

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).

Over 340 cities from 20 countries joined in the celebration since its first edition in 2016

Andong



Alfândega da Fé



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.

**On 30 November
we celebrate the
International Day of
the Educating City**

WHO CAN TAKE PART?

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

**All municipalities,
big and small,
may join in the
celebration**

PREPARATIONS FOR THE CELEBRATION

SLOGAN

Educating Cities are spaces of peace and opportunities. Local governments in the network work hard and long to create cities that exude safety and well-being, where rights are guaranteed and opportunities are created for all. Public policies geared towards boosting access to education, health, work, culture, sport, recreation and participation are a sign of this, as are processes of inclusion and social cohesion, the design of safe and friendly urban environments, and harmonious living.

However, our cities are also the scene of social tensions where various types of violence jeopardise harmonious living, peace of mind and safety on our streets. Socioeconomic and cultural inequalities are among the main causes of this violence, which threatens people's freedom and well-being. Some of its manifestations are more visible than others, but we need to identify them all and provide resources to prevent and combat them. Fighting against inequalities is one way of doing this. Meanwhile, education is a highly important tool that lets us transmit key values to build spaces and cities of peace, such as the importance of respect, social justice and dialogue.

The slogan for this edition is “The Educating City is a city of peace and opportunities”

Therefore, implementing public policies, programmes and citizen initiatives which foster equal opportunities, convey attitudes and values for harmonious living, generate critical thinking, and ensure the well-being and development of all people is a passionate commitment to transforming cultures of violence into cultures of peace, which all Educating Cities share.

Therefore, the slogan chosen for the International Day of the Educating City 2022, thanks to a consultation process with all members, is ‘The Educating City is a city of peace and opportunities’.



PLANNING THE EVENT

The success of the event depends largely on the involvement of as many municipal departments and 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.
- 6. Plan a communication strategy in social networks and other media** to raise awareness of the municipality's commitment to education.



IDEAS FOR ACTIVITIES

FEATURED ACTIVITIES FOR THIS EDITION

The activities proposed for this edition favour a cross-cutting approach between the areas of education, environment, culture, participation, etc.

These community-led and free-of-charge activities will help reflect on the parallelism between seeds and the opportunities offered by the city, as well as the importance of cultivating peace and harmonious living through the fulfilment of human rights, social justice and the promotion of values such as respect for others and dialogue. Other reflections that can be added include the importance of caring for plants in the conservation of biodiversity, the fight against climate change, common property, diversity (cultural, gender, age, etc.) between people, and harmonious living.

- Organising trips to a park or to the country to plant seeds (depending on the season).
- Visiting a nursery or an allotment to learn about the conditions and care that plants need to live, the difficulties they have, etc. Planting and/or caring for new vegetation in tree pits across neighbourhoods to promote the city's green heritage and citizen involvement in its care.

- Giving out free seeds at schools, libraries, cultural centres or other municipal facilities.
- Workshop: drawing flowers and writing opportunities provided by the city on the petals to make a mural in a public place, where every citizen can contribute to its construction.
- Workshop: drawing peace doves and using seeds to decorate them (lentils, sunflower seeds, millet, legumes, canary seeds, etc. can be used).
- Workshop: planting seeds individually or in groups. Put the seeds on moistened cotton wool within a glass container. Follow the germination process. Suggest reflection by linking the growth of seeds and opportunities.
- Activity on the origin of seeds and forms of dispersion and subsequent reflection on immigration and the search for opportunities to develop individual potential.



SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS

- **Displaying the poster of the Day on the balcony of the town hall, videomappings, projecting the logo on buildings or hoisting the Educating Cities flag.**
- **Social networks**
Posts on social networks explaining why the municipality is an educating city (promotional video with citizens or entities or to publicise educating projects), video messages from the mayor and/or town councillors supporting the celebration and dissemination of IAEC dedicated materials
- **On-line or face to face dialogue between citizens and the Mayor**
- **Guided tours** to educational resources of the city and open door day at local equipments that join in the celebration
- **Collective artistic installations in public spaces and elaboration of murals**
Spaces to make visible the opportunities that the city offers, wishes for peace, or collectively painting the IAEC logo
- **Organisation of plenary sessions of the different councils existing in the municipality** (Children's Council, Citizens' Council, Senior Citizens' Council, etc.) to deliberate on the theme proposed for this year's edition.
- **Exhibition on the Educating City**
Displaying the moments, initiatives and places that showcase the educational opportunities in the city.
- **Appreciation of persons or entities relevant to education in the city**
- **Organisation of conferences, webinars and podcasts.**
- **Interactive map of the municipality** pointing out the relevant locations from the perspective of the Educating City made available on the municipal website.
- **Musical meetings or auditions on the Educating Cities' Song**
- **Broadcast of a monographic radio program and/or raise awareness of the event on local press/media**
- **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.



Videos and images of the activities developed during previous editions:

<u>2021</u>	<u>2020</u>	<u>2019</u>
<u>2018</u>	<u>2017</u>	<u>2016</u>



COMMUNICATION AND AWARENESS MATERIALS

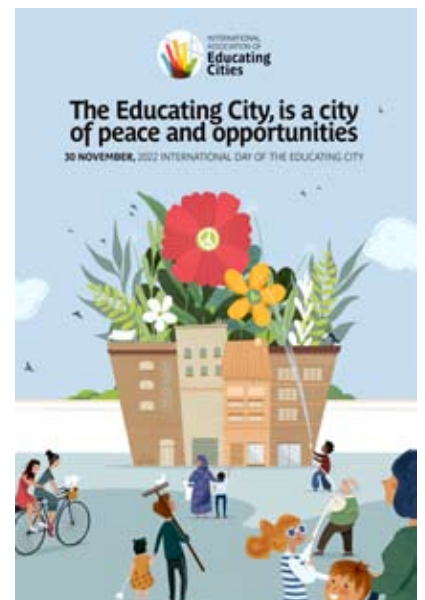
SPECIFIC MATERIAL FOR THIS EDITION

For this edition, the IAEC has prepared a **poster** with this year's slogan. Cities are encouraged to make use of the poster in public spaces in the municipality, as well as through municipal media and social networks.

As in the previous edition, the Secretariat will provide publicity material for **social networks** with the slogan of the day (in image and mini-video format) to disseminate the celebration in the days leading up to the event. **Templates of doves and flowers** to prepare the workshops proposed in this edition will also be available for download.

In addition, IAEC member cities that organise events for the International Day can incorporate the personalised **logo** of their city as an Educating City in their communication materials. Those member cities that do not have their own personalised logo can request it from the Secretariat.

All materials will be available at the IAEC website (International Day of the Educating City section).



ADDITIONAL MATERIAL

- Video: **From reading the charter to constructing an educating city.** Summary video with the key elements of the methodological guide prepared by the IAEC to support members in becoming Educating Cities.
- Video: **All about SDG 4**
- Video: **How do cities educate?**
- Video: **Educating Cities video concept**
- Dialogue: **The new Charter of Educating Cities**
- Dialogue: **The Educating City leaves no one behind**



- **Memory game** of opposites on the values of the Educating City
- **Origami:** “Educating city, committed city. And what are you committed to?”
- **Educating City Song**
- **Graphic collection and video:** “Educating Cities: 30 years, 30 lessons learned“ developed to share in social media and to prepare exhibits PICTURES | VIDEOS



PROMOTION OF THE EVENT

BY 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.

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 profiles can also be great channels for promoting the International Day events and mobilising citizens.

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

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.

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.

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. This material will be used to produce a global compilation video at the end of the celebration.
3. Use the hashtag #EducatingCityDay and tag @educatingcities on Instagram and Twitter.

The videos prepared by the cities and the Secretariat are available on the International Day website and on the IAEC Youtube channel.



@EducatingCities

#EducatingCityDay

For more information:



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