



## **International Day of the Educating City**

### **30 November 2016**

#### **Why celebrate an International Day of the Educating City?**

In order to create awareness of the importance of education in the city and make the commitment of local governments to education visible.

Through the International Day of the Educating City the idea is to showcase and make known the work that our cities are carrying out so that new cities, citizen organizations, experts and representatives of civil society and the private sector can adhere to the commitment to building educating cities.

The General Assembly of the International Association of Educating Cities (IAEC) agreed to celebrate on 30 November 2016 the first edition of the International Day of the Educating City.

Through this global celebration, the IAEC also purports to contribute to the achievement of the goals of the 2030 Agenda for Sustainable Development. This agenda, prepared on the basis of an unprecedented dialogue amongst the member states of the United Nations, local governments, civil society, the private sector and other agents, pays special attention to the importance of cities (Sustainable Development Goal (SDG) 11) and to inclusive quality education for all and throughout life (SDG 4).

Therefore, the Executive Committee and the Secretariat of the IAEC are inviting member cities to bear witness and renew their commitment to the Charter of Educating Cities through the organization of a program of activities throughout 30 November 2016.

#### **What is the purpose of this guide?**

To encourage and guide cities in the organization of this celebration. This is a series of proposals designed to create an environment propitious to citizen awareness and to set in motion actions that foster inclusive quality education and lifelong learning (SDG 4).

The proposals set out below are not prescriptive in nature and can be adapted to the specific contexts and needs of cities of different sizes and locations.

## **When is International Educating Cities Day?**

**30 November.** We propose concentrating the activities on that date in order to commemorate 30 November 1990 as the day on which the Charter of Educating Cities was proclaimed in Barcelona.

By concentrating the activities of all the cities on one day we are attempting to emphasize the global character of the Association.

If due to prior commitments a particular city cannot organize the activities on 30 November, we recommend scheduling them throughout the week of 28 November to 4 December.

## **Where will it be held?**

We invite the 480 cities in 35 countries on 5 continents which today make up the Association as well as in all other cities of the world that wish to commit to education to celebrate the Day.

In order to facilitate the participation and involvement of the citizenry and the maximum number of possible local educating agents, we recommend organizing the Day's activities in one or several locations or emblematic accessible public facilities, such as, for example, the city hall, public squares, parks, district offices, sports facilities, libraries, schools, etc.

## **Who can boost this celebration?**

The success of the Day depends on **good governance**, i.e., in managing to involve the greatest number of, and most diverse local actants. This will lead to greater *ownership*, commitment and results. We recommend avoiding proposals decided unilaterally and top-down and going, instead, for joint, shared proposals.

The organization of the Day can be a unique opportunity to make known the City's commitment to the principles of the Charter of Educating Cities and to reinvigorate it.

**Local government representatives** have received a democratic mandate from their fellow citizens to lead local development. Because of their proximity and links to the city, they possess a solid knowledge of the reality of the municipality. This celebration is a good opportunity to show accountability with the progress made in relation to the status of compliance with the Charter of Educating Cities. That is why the involvement and participation of the mayors in celebrating the International Day of the Educating City is key. On them depends ensuring that the different departments of local government join the celebration and assume as their own the commitments set forth in the Charter of Educating Cities.

The celebration will offer the opportunity so that different municipal areas or departments showcase the projects that are being carried out in line with the Charter of Educating Cities. This would contribute to making people aware that Policies and initiatives in areas such as the environment, town planning, sports, youth, culture, public safety or government finance can also have an educating impact. Thus, cities will be able to highlighting in the eyes of the citizenry the work that the municipality is carrying out.

It would be important to also involve the **education community** in the International Day of the Educating City.

In this sense, **formal education** exercises a key role in values education and in practicing democratic citizenry, along with prospects for finding a place in society.

In those contexts where it is possible we will seek support and collaboration from **universities, research institutes and experts** who can help with their innovation and talent and provide research evidence on cities as key leaders in the 2030 Sustainable Development Agenda and its educating potential.

The entities and organizations of civil society are indispensable in the construction of the Educating City. Local governments share the task of providing opportunities for lifelong learning with many entities, organizations, clubs, and associations with an educative, sport, cultural, or social spirit. The International Day of the Educating City offers a unique opportunity to recognize and highlight the work that these entities are carrying out in the area of non-formal education and foster new chances for collaboration.

Preparing the Day in advance, with citizen participation, will enable us to garner the support of other entities and groups and will contribute to their making the Day their own and encourage them to add their resources and ideas to the agenda of municipal actions. This will generate greater publicity for Educating Cities Day and reach people and social groups who normally do not participate in municipal initiatives.

## **What actions can be carried out?**

For the first International Day of the Educating City we suggest a simple yet realistic program.

- a) Public reading of the Manifesto by the mayor of each Educating City.

The Association wishes to contribute to the debate on how to achieve quality, inclusive education and lifelong learning (SDG 4) through a consolidated political message based on our work and the experience accumulated over more than 20 years of its existence.

To do this we are preparing a proposal for a Mayors' joint Manifesto which will, amongst others, vindicate the educating role of local governments. In September we will send out the draft to all mayors and invite them to make contributions. Our

intention is that the Manifesto, which will be made public on the International Day of the Educating City, receives the largest consensus and largest number of signatories possible.

b) Organization of lectures, workshops, dialogues and exhibitions.

We encourage cities to organize activities to publicize the Charter of Educating Cities, as well as lectures on the educating role of local governments and civil society, discussions on the present and future of the educative model of the city, workshops for civil servants or representatives of civil society, or exhibitions on the evolution of education in the city, etc. The International Day of the Educating City can also be a good opportunity to add up those initiatives already scheduled in the city and analyse and highlight their contribution to the construction of a more educating city.

c) Meetings with/receptions for educating entities of civil society.

Through an act of this type, the municipal government can recognize and show appreciation for the work of entities and organizations of civil society. In addition to reinforcing links of the cooperation, it can contribute to fostering a greater knowledge between these entities and organizations and generate new synergies between them and the municipal government.

d) Local Pact for an Educating City

In order to join forces and generate synergies with civil society, there is a possibility of reaching a consensus for a local Pact for an Educating City with different educative actants. This pact would be aimed at setting up the priorities, committing plans and resources, aligning the objectives of the municipality with these entities, achieving a greater appropriation of the concept, policies and initiatives of the educating city and greater co-responsibility, in contributing to greater sustainability in relation to the commitment acquired.

The launching of the Pact, expressing commitment to the same, or the renewal of the existing Pact can be showcased at the reception mentioned above. It will depend on the state of progress of each city.

e) Street or open activities.

We recommend programming street activities to attract the attention of the citizenry. This would involve more agents both from the public sector and civil society.

- Municipal educating projects fair.
- Fair of organizations or open doors day and programming of activities at their respective headquarter or offices.
- Display of projects at/from schools.

f) Recreational-cultural program

Given that the cultural, sport and recreational activities can play a significant educative role, cities can also contemplate the organization of concerts, exhibitions, plays, sporting events, dance recitals, etc.

For example: performances of bands from priority-care neighbourhoods, sports events for the disabled, physical activities for the elderly, inter-generational art exhibitions, theatre of the oppressed, recycling workshops, etc.

g) Educating City tree

This activity is an invitation to the citizenry to question themselves about their own educative role, about what they can do for education in the city, to learn what other citizens and organizations are doing, and, finally, to commit themselves to carrying out activities on a small scale. This can take place as part of a fair or at the city hall, schools, district offices, etc. This activity can be linked to the Pact.

h) Joint actions amongst various cities or as part of a Territorial Network.

The International Day of the Educating City can also give rise to the start-up of inter-municipal cooperation initiatives on a national, regional or international level.

It is also a good opportunity to let sister cities know about the Charter of Educating Cities, and the actions that the cities carry out, and to program initiatives that coincide with those of other cities in the IAEC. This can contribute to ensuring that the proposals that are carried out in each city broaden their scope.

i) Joint actions with other regional institutions or local platforms.

In those locations where local governments do not have the autonomy, resources and skills necessary for rolling out globally their commitment to the Charter of Educating Cities, cities can take advantage of the celebration in order **to call for reforms** that can build environments suitable to the development of the Charter.

## How can we publicize the International Day of the Educating City?

In order to achieve the greatest possible impact we recommend that the publicity strategy be backed up by collaboration with the following agents:

### Mayors

The International Educating Cities day is a great opportunity to visualize the leadership and commitment of top local authorities to education. Active participation of mayors in the acts of International Day of the Educating City will attract the attention of the media.

The IAEC has invited all mayors to send a written and/or video message in support of the International Day of the Educating City, telling why they believe the

city must be an educating city and underscoring the importance of the educative role of local governments. We encourage you to use this platform.

### Municipal Communication Departments

The members of the communication department of your City can help you to design and implement a publicity campaign adapted to the characteristics and interests of your City.

### The Media

We invite cities to make known the activities that they will organize on the International Day of the Educating City to the media in their respective country/region.

The organization of a press conference, interviews with the mayor to different media, the publication of articles or video messages can be of help when reinforcing the commitment of the City to education and publicizing the schedule of local acts.

Beyond the activities organized in each city, the International Day of the Educating City is a celebration shared by almost 480 cities in 35 countries. This global character will attract the attention of the media.

### National and international organizations and associations

The Executive Committee and the IAEC Secretariat are carrying out actions to ensure that different organizations join in and promote this Day. Some of these organizations are: UN-Habitat, UNESCO, the European Commission, the Organization of Ibero-American States, United Cities and Local Governments, Metropolis, as well as municipal associations and federations in the countries in which there exist cities committed to the Charter of Educating Cities.

In this sense, we encourage the cities to undertake similar actions in conjunction with supra-municipal, provincial, or state-wide organizations at hand.

### Experts – important figures

The Executive Committee and the Secretariat of the IAEC have sent out invitations to experts who have collaborated in the congresses and publications of the IAEC so that they can support this initiative by issuing an oral or written statement in favour of the Educating City.

We encourage cities to carry out similar action by inviting figures, academics, athletes, business people, etc. of its own community to support International Educating Cities Day. An article by them in a newspaper or a post on a social network could contribute to publicizing the Day amongst the public in general.

## Schools

The involvement of the education community in preparing the celebration and appropriate publicity for it at the schools will also make it known to students, families, teachers, etc.

## Civil society

Associations have their own channels of communication that can provide access to groups of people with distinct profiles and interests.

## **Communication tools that the IAEC provides to its members:**

### Press kit

The Secretariat of the IAEC will furnish a Press Kit especially for the International Day of the Educating City, which will explain its motives, the concept of the Educating City and the work of the International Association of Educating Cities. This cohesive information tool can be used both for municipal channels of communication and for the media of the respective countries.

### Educating City Logo

The Association will provide each member city with a personalized version of the logo of the Association with the following legend: “Name of the City + Educating City” so that they can include it in their different communication materials (brochures, programs, bookmarks, banners, etc.).

### Poster for the International Day of the Educating City

The Association will provide the member cities with a proposal a poster/banner proposal in order to associate it with the acts and/or to identify those locations where actions relating to the Day are carried out. The file will be provided in an open format so that the cities can adapt at their convenience.

## **Proposed communication actions to be carried in the cities:**

- Press conferences.
- Publication of news/reports/ads in different city communication channels (portal, newspaper, TV, local radio stations, etc.) or in local media.
- Interviews with local media.
- Publication of message in the social networks:  
Use of hashtags #EducatingCityDay, #EducatingCity and/or #EducatingCities in your social networks (Twitter, Instagram, Facebook, etc.) when publicizing your activities for International Day of the Educating City.  
The use of the same hashtag in various social platforms for a large number of users/cities will ensure that the celebrations on the 30<sup>th</sup> will take off and strengthen the feeling that it is a shared global event.
- Design and printing of communication materials in small format (brochures, magazines, flyers, programs, etc.) or large format (posters, banners, ads, etc.).

### **Global Agenda of acts to be held on the International Educating Cities Day**

In order to publicize the global agenda of acts to be held on International Day of the Educating City, which will appear in the different communication channels of the IAEC, we ask the cities interested in organizing them to inform the Secretariat of the IAEC **by 1 November**, by using the on-line form that they will find at <https://goo.gl/gil1La>

For more information please contact the Secretariat of the IAEC ([edcities@bcn.cat](mailto:edcities@bcn.cat))

### **Report on the International Day of the Educating City**

After the celebration, we would appreciate receiving information on the impact that it had on the municipality, as well as in the media. Thus, we would thank you in advance for sending us a selection of images, news items appearing in the media, videos, etc. We would also like to receive your ideas and proposals for future editions.