

PROPOSED PRESS RELEASE CONCERNING ACTION 1 AND 2

[Name of City] adopts a declaration in support of the United Nations Millennium Development Goals

[Name of City], [date]: [Name of City] has endorsed a declaration to express the commitment of [Name of City] to the fight against poverty, mass epidemics, and in favour of sustainable development, gender equality, and access to education. This declaration supports the United Nations Millennium Development Goals and aims to ensure that fundamental progress in achieving these goals throughout the world is made by 2015.

From 14 to 16 September 2005, Heads of State and Government will meet at the UN headquarters to review progress in achieving the Millennium Development Goals.

Unfortunately, progress has been slow. This is why, at the initiative of their worldwide organisation **United Cities and Local Governments (UCLG)**, hundreds of local governments throughout the world have adopted a declaration in support of the Millennium Development Goals. The declaration demonstrates their collective commitment and the crucial importance of local action in confronting global problems by providing responses to the day-to-day realities of affected communities.

The UCLG Local Government Millennium Declaration will be handed over to the UN Secretary General by a delegation of Mayors, members of statutory bodies of **United Cities and Local Governments**. This will enable Local Governments to present their own assessment of progress made in achieving the Millennium Development Goals and to indicate that fulfilment of the Millennium Development Goals requires greater involvement at the local level in the definition of global policies.

RESOURCES FOR ACTION 3: OPERATION "WHITE BANNER"

Operation "White Banner" is one of the highlights of the *United Cities and Local Governments* Millennium Towns and Cities Campaign.

It has been inspired by the United Nations Millennium Campaign which calls on citizens throughout the world, and representative organisations from civil society and government, to wear a white band to demonstrate their support for the Millennium Development Goals.
<http://www.millenniumcampaign.org>

United Cities and Local Governments and its members provide additional legitimacy to the "Millennium Campaign" by demonstrating the support of local governments, which are directly responsible for providing solutions to a large number of the problems that the United Nations Goals wish to address, such as local social policies, improvements to educational infrastructure, access to water, social housing and protection of the environment.

United Cities and Local Governments and its members will also indicate their determination to contribute to the eradication of extreme poverty and to work towards the achievement of the Millennium Development Goals. And, symbolically, by providing an unexpected dimension to the campaign, they will demonstrate how effective they can be when they work together.

From 1 September, before the UN summit, and particularly while it is being held on 14-16 September, local governments are invited to attach a white banner to local government buildings and city hall. The following items should feature on the banner:

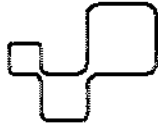
- **the slogan: "2015: No excuse! The world must be a better place. Our city supports the 8 Millennium Development Goals"**
- **The logos of the city or local government, UCLG, the United Nations, and the millennium campaign "no excuse 2015"**

RESOURCES

- A banner (see the models on the UCLG website)
- A proposed press release announcing and explaining the operation (see below)

NOTE: United Cities and Local Governments has provided below the resources you will need to launch the campaign. United Cities and Local Governments has provided below the resources you will need to launch the campaign. Naturally, it will be up to your city or association to adapt the campaign resources to local conditions both in terms of language as well as format, size, dates and length of display.

The United Nations authorises you to reproduce their logo for this campaign as does United Cities and Local Governments. You can obtain logos from the UCLG website: www.cities-localgovernments.org.



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PROPOSED PRESS RELEASE ON ACTION 3

[Name of town] gives its support to the United Nations Millennium Development Goals

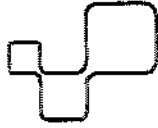
[The town], [date]: From XX to XX 2005, a white banner will be attached to the City Hall. In this way, [the city] will demonstrate in the eyes of the world its support for the United Nations Millennium Development Goals in the fight against poverty, mass epidemics, and in favour of sustainable development, gender equality, and access to education.

Like hundreds of other towns and cities throughout the world, [the town], a member of the world organisation **United Cities and Local Governments**, has decided to participate in the "Millennium Campaign" organised by the United Nations.

The slogan of the campaign is "2015: No excuse! The world must be a better place". We have adopted it for ourselves but we also want to address this message to our fellow citizens so that they too can support the United Nations Goals, and to States so that they will fulfil the commitments they have made.

From 14 to 16 September 2005, Heads of State and Government will meet at the UN headquarters to review progress made in achieving the Millennium Development Goals. Unfortunately, progress has been slow. This explains why global mobilisation is required and why local governments must be particularly involved, as it is they who are responsible in large part for dealing, on a day-to-day basis, with the problems addressed by the Millennium Development Goals.

It is also important therefore for towns to demonstrate their collective commitment and the crucial importance of local action in confronting global problems by responding to the day-to-day realities of affected communities.



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RESOURCES FOR ACTION 4:

SEND THE JOINING FORM TO THE WORLD SECRETARIAT

JOINING FORM FOR THE

UCLG MILLENNIUM TOWNS AND CITIES CAMPAIGN

[Name of city / local government association] joins local governments across the world in committing to the 8 United Nations Millennium Development Goals, joins the UCLG Millennium Towns and Cities Campaign and agrees to:

*Tick where appropriate

Action 1

Endorse the attached UCLG Local Government Millennium Declaration;

Action 2

Write to its national government calling for recognition of the role of local governments in implementing the MDGs;

Action 3

Attach a white banner to local government buildings from 14-16 September 2005, with the slogan '**2015: No excuse! The world must be a better place**', showing the logos of UCLG and the United Nations;

Action 4

Ask UCLG to include its name in the list of Millennium Towns and Cities to be submitted to the United Nations Secretary General.

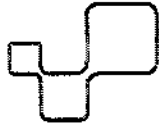
Adopted by **[Name of city / local government association]** on **[Date]**

Name of the Mayor or of the President

Signature and/or stamp

**To be sent to the UCLG World
Secretariat at:**
United Cities and Local Governments
Carrer Avinyó, 15
08002 Barcelona - España

Tel: +34 93 34 28 750
Fax: +34 93 34 28 760
Email: info@cities-localgovernments.org



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ADDITIONAL RESOURCES

This document aims to assist the members of *United Cities and Local Governments* in putting forward the same coherent and strong arguments in different regions of the world.

It will help local governments present their case to the press, other opinion-formers, politicians, civil servants and citizens. It sets out the key UCLG arguments in order to:

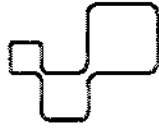
- Demonstrate local government's support for the Millennium Development Goals
- Call for increased recognition of the role of the local governments in the achievement of the Goals

This document also offers useful information to support the arguments:

- facts and figures on population and development
- facts and figures on local government activities
- extracts and quotes
- facts on the relations between *United Cities and Local Governments* and international organizations

ARGUMENTS

- The members of UCLG - local governments - are the level of government closest to the citizens that are confronted with the problems addressed by the 'Millennium Development Goals'.
- The Millennium Development Goals cannot be achieved without close cooperation with the local level. Their implementation is largely within the competences of local governments (social policies and citizen participation, health and education infrastructure, water and sanitation, access to housing and urban services, environmental protection, defence of civil rights). However, local governments do not generally have the financial and human resources necessary to respond to the needs of the community. Governments must strengthen local governments to achieve the Millennium Development Goals.
- For each Millennium Development Goal, quantified actions and indicators were agreed at global level from the national perspective. Local governments can contribute to translating these indicators on the ground and to then use them to better review their own performances.



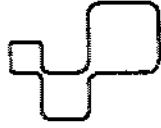
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They can also optimize their search for financing by basing their requests on these objective criteria, which are recognized by national governments and international organizations.

- The members of UCLG work daily on the same development problems as national governments and the UN. With a major difference: local governments work directly on the ground. This means they must be pragmatic and produce new and effective solutions.
- Local governments have incomparable concrete experience in the fight against development problems.
 - Consequently, they have experience in implementing policies that lead to results.
 - Consequently, their commitment to support the Millennium Development Goals has a particular and undeniable value based on daily reality.
- Their experience on the ground is cross-sectoral and relates to all the Millennium Goals. Local governments are the only actors close to the citizen with an overall experience that enables them to appreciate the priorities, the necessary balances, the consequences and the interaction of problems.
- This experience and capacity for action has the potential to improve global policies.
- The members of the United Nations are States, and there does not yet exist an official way for local governments to communicate their experiences on the achievement of the Millennium Goals.
- By giving an advisory role to UCLG, the world local government organisation, the United Nations would reduce the gap between global governance and the local level, and would allow innovative local government initiatives and best practices to be used in the development of global policies.

FACTS AND FIGURES ABOUT POPULATION AND DEVELOPMENT

- In 2000, the world's population reached 6.1 billion, and is increasing by 77 million people each year. 60% of the world's population will live in urban areas by 2030 and will rely on the 40% living in rural areas for food production.

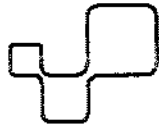


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- In 1950, there was only one city with a population of over 10 million inhabitants: New York. By 2015, mayors will be managing 23 cities of over 10 million, 19 of them in developing countries.
- More than 1.2 billion people - one in every five on Earth - survive on less than \$1 a day. Mayors in Africa are responsible for cities where on average 40% of households live below the poverty line. In Latin America 25% of urban households live below the poverty line.
- 6 million people die of AIDS, tuberculosis and malaria each year.
- In Africa, less than 20% of households have connections to water pipes.
- According to the most recent estimates (UN-HABITAT, 2001), more than 70% of the urban populations of the Least Developed Countries (LDCs) and the countries of Sub-Saharan Africa live in slums. This figure is set to increase if strong interventions are not made through slum upgrading projects.

FACTS AND FIGURES ABOUT LOCAL GOVERNMENT ACTIONS

- Social policies and citizen participation, facilitating access to primary education, defence of civil rights, in particular, gender equality, collaborating in the fight against the HIV/AIDS and other pandemics, drinking water and sanitation, urban services in poor areas, environmental improvement, contributing to youth employment: the achievement of the Millennium Development Goals depend for a large part on local governments.
- More than 6 000 local governments have implemented Local Agenda 21 strategies, aiming to improve the quality of life of the citizen.
- Although local governments are responsible for 40% of total public resources in more developed countries, their counterparts in Asia only have access to a little over 3% of total public resources, falling to 2% in Africa.
- Although mayors deal on a daily basis with the most pressing development issues, UCLG estimates that less than 1% of global development funding is channelled through local governments.



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- Higher participation of women at local level equals increase in national participation. Research by United Cities and Local Governments shows that there is a positive relation between political participation in the local and national spheres of government. Countries with a higher percentage of women councillors are more likely to have a higher percentage of women parliamentarians.

QUOTATIONS AND EXTRACTS

- **Proposal 18 from the Cardoso Report, "Report from the Panel of Eminent Personalities on relations between the United Nations and Civil Society"** (report prepared at the request of Kofi Annan within the framework of the preparation for United Nations reform):

"...The United Nations should regard United Cities and Local Governments as an advisory body on governance matters..."

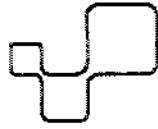
- **Jeffrey Sachs, "A practical Plan to Achieve the Millennium Development Goals"** report (Millennium Development Goals implementation report, prepared at the request of Kofi Annan in preparation for the Millennium Development Goals Summit in September 2005 bringing together Heads of State and Government of United Nations member states.):

"...Many of the services and investments required to meet the Goals need to be delivered by provincial or local authorities..."

- **Bertrand Delanoë, UCLG Presidency and Mayor of Paris:**

"Because it is unbearable knowing that children die of hunger all over the world every day; because access to water must be a right for all; because poverty is an intolerable plague: we must build a better and more interdependent world. This is the responsibility of all citizens, but in particular elected representatives. This is why I reaffirm my commitment, alongside the United Nations, to undertake, day after day, concrete and determined on the ground towards the achievement of the Millennium Development Goals..."

- **Smangaliso Mkhathshwa, Member of the UCLG Presidency and Mayor of Tshwane (Pretoria), at the Commonwealth Local Government Conference, March 2005:**



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"UCLG is working to make the Millennium Development Goals more than UN targets. We want them to become the citizen's goals and it is through local government that this can become a reality"

- **Paco Moncayo Gallegos, UCLG Presidency and Mayor of Quito:**

"Local governments must play a leading role in implementing the MDGs at the local level. We will be calling on our national governments when they meet in September to recognise this role, and to commit the tools and resources to enable us to take our commitment forward."

- **Message from Kofi Annan, Secretary General of the United Nations, at the 20th UN-Habitat Governing Council, April 2005:**

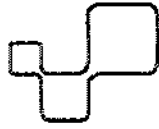
"Cities hold great potential as engines of growth and social development. Yet they are also bastions of inequality – in terms of health and living conditions, employment opportunities and the crime and insecurity people routinely face," "...I urge you to do your part to strengthen the capacity of local authorities..."

- **Joan Clos, Mayor of Barcelona, at the 20th UN-Habitat Governing Council, April 2005:**

Not only are local governments in charge of the provision of services which are directly linked with the MDG targets, but strengthening governance through the engagement of civil society and partnership with the private sector is to a large extent in the hands of local governments."

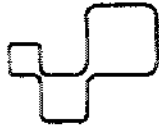
UCLG AND INTERNATIONAL ORGANISATIONS

- **Signature of a cooperation agreement with the World Bank, May 2004:** cooperation in the field of strengthening local governance and support to local governments, in particular in developing countries.



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- **Signature of a cooperation agreement with Cities Alliance, June 2005:** relating in particular to support to urban development and strategies and local financing to contribute to poverty reduction and sium upgrading.
- **Signature of an agreement with UN-Habitat (UN human settlements agency), September 2004:** the agreement establishes a framework for the development of joint initiatives. Among other things, it allows the development of a programme to localise the Millennium Development Goals.
- **UCLG, member of the UNITAR Governing Council (UN agency for training and research):** a letter of agreement set outs co-operation in the field of training for elected officials and municipal staff in developing countries.
- **Protocol in the process of signature with UNESCO** to consolidate co-operation between cities in various fields such as: urban planning, protection of cultural inheritance and the environment, the defence of human rights and cultural diversity.



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QUESTIONS AND ANSWERS

The Questions and Answers listed in this document are intended to help local governments in their relations with the public and the press.

The Questions addressed relate to:

- UCLG as an organization, explaining its structure and putting the case for the single voice.
- The role of the cities and the importance of the local level in the management of global problems.
- The political context, explaining the local government position on the Millennium Development Goals

United Cities and Local Governments

What is United Cities and Local Governments?

UCLG is the world local government organisation.

The cornerstones of UCLG are:

- **the defence and promotion of democracy for a fairer world;**
- **local self-government for more responsive and efficient services;**
- **decentralisation of government in the interest of the citizen.**

It gives a voice to every type of local government - large and small, rural and urban – representing and defending their interests at the global level, and addressing key issues for the future of cities and their citizens.

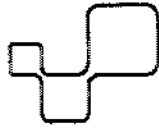
What is the purpose of United Cities and Local Governments?

As the "United Nations of cities", UCLG offers a single and strong voice for local governments of all sizes to interact with international organisations like the United Nations in order to develop and promote solutions to the challenges of urbanisation and to address the repercussions of globalisation at local level. In addition, UCLG provides a forum in which its members can exchange best practices on key issues affecting their citizens, such as poverty alleviation, social inclusion, local democracy and promoting peace through city diplomacy.

What is the objective of United Cities and Local Governments?

We have a targeted work programme, which focuses the work of UCLG on:

- Increasing the role and influence of United Cities and Local Governments in global governance
- Becoming the main source of support for democratic, effective, innovative local government close to the citizen
- Ensuring an effective and democratic global organisation



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How is UCLG structured ?

Bringing together mayors and local councillors across the world, United Cities and Local Governments is a truly **global** organisation with a **democratic** structure. Our democratic pyramid largely contributes to our international legitimacy. Big and small local governments, from every part of the world have the same weight.

- At **national level**, councillors and mayors come together in Local Government Associations. Individual councillors and mayors are elected by their counterparts across the country to represent them internationally.

- It is at the **regional** level that mayors and councillors are elected by their peers to represent one of the **seven** world regions in the world organisation.

Through this structure, United Cities and Local Governments is able to truly represent all local governments, big and small. But, it also has a **Metropolitan Section**, to cater for the special interests of cities of over 1 million inhabitants. These cities also elect mayors and councillors to represent Metropolises in the world organisation.

- At the **world level**, the members of United Cities and Local Governments come together in a **General Assembly** and, based on the elections that have taken place at regional and metropolitan level, elect the World Council. The World Council brings together 318 mayors and councillors.

Any mayor or local councillor can be elected, providing they have the support and the mandate of their counterparts in their city, country or region. **The Presidency is elected on the basis of a simple majority to ensure they have a full democratic mandate conferred on them by local mayors across the world.**

Now the three members of our presidency are Bertrand Delanoë, Mayor of Paris, Paco Moncayo Gallegos, Mayor of Quito, Smangaliso Mkhathshwa, Mayor of Tshwane (Pretoria).

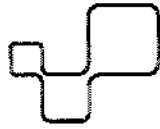
How is UCLG financed?

UCLG receives membership fees from all its members on an annual basis.

Are you a new NGO?

No. Local governments are not the representatives of a particular interest group; we represent all the people who have elected our members (together our members represent over three billion individuals). UCLG is the place where we can synthesise all the expectations and needs of the people regarding their daily life in towns and cities.

UCLG's members - local governments – are political entities that are part of the national, regional and global governance structure. This is why UCLG is absolutely legitimate as a partner to other international institutions, notably the United Nations.



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Who do you represent?

United Cities and Local Governments' members represent over half of the world's total population. The members are from 127 of the 191 UN members states, in the seven world regions: Africa, Asia-Pacific, Euro-Asia, Europe, Middle East and West Asia, Latin America, North America.

- Its members include individual **cities** and national **associations** of local governments, which represent all the cities and local governments in a single country.
- Almost every existing Local Government Association in the world is a member of United Cities and Local Governments. Indeed these national associations and their member cities and towns represent around **80% of the total European population**.
- Over **1000** cities across 95 countries are direct members

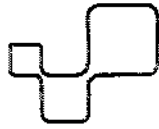
How do you deal with your differences, inside your organisation?

From North and South, coming from big cities or little communities, we share the same aim: to strengthen local democracy as the fundamental basis for harmonious and sustainable development. Because this international axis is very strong, we are able to build a dialogue, to exchange and enrich our different experiences, to work together and to promote a strong position.

What has UCLG achieved since its founding congress in May?

As the united voice and world advocate of democratic local self-government, the unique insight and know-how offered by United Cities and Local Governments on matters of international governance was immediately apparent and other international institutions have actively welcomed the new organisation.

- In May, the World Bank signed a Memorandum of Understanding with United Cities and Local Governments in order to provide a framework for the two organisations to undertake joint projects.
- In June, the 'Cardoso Report' on relations between the United Nations and civil society was presented to the Secretary General of the United Nations by former Brazilian President, Fernando Cardoso. The report recognises the representativeness of United Cities and Local Governments and proposes that 'the United Nations should regard Cities and Local Governments as an advisory body on governance matters.' We sincerely hope that the United Nations General Assembly will adopt this recommendation as it would be a big step forward both for local government and for global governance.



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Cities

Why is it so important to represent cities issues in the international political arena?

Firstly, in 2030, 60% of the world's population will live in urban rather than rural areas. Consequently, global poverty, global pollution, global health disasters and so on, are increasingly becoming urban issues.

Secondly, globalisation is continuing apace but the international decision-making apparatus is increasingly removed from the citizen. Local governments represent their citizens and provide a natural and fundamental link between citizens and global governance.

In which areas do cities offer know-how and expertise?

Education, environment, demography, public space, economy, community participation, public health are all traditionally domains where cities have key insights. However, the scale of these issues has increased dramatically in the last few decades, and it is only through the sharing of knowledge that problems associated with these issues can be resolved. This is another reason why an organisation like UCLG is so important: it is a platform where cities can co-operate and exchange best practice.

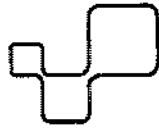
Cities must also develop new expertise. For example, city diplomacy is now an increasingly commonly-used method in conflict resolution and, whenever possible, in avoiding conflict altogether. It often plays a decisive role in restoring basic living conditions and keeping communication channels open between opposing communities. Why do cities have this new expertise? Simply because war and violence increasingly takes place in cities. Support to city diplomacy is one of UCLG's key missions.

Regarding the Millennium Development Goals, which local government fully supports, there is not one progress report or evaluation that does not stress the importance of the local level. We are ready to act and already do so on a daily basis.

Political context

Do you think the importance of local democracy is increasingly valued?

There are strong signals, but we have not yet reached a new stage. First of all, the creation of UCLG proves that the local authorities are increasingly conscious of the influence they can have when they act together. In addition, the United Nations General Assembly will have to reach a conclusion about the recognition of local autonomy as a universal principle, as it is on the agenda in the debate on UN reform. But much remains to be done.



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For example, the report of Jeffrey Sachs on progress in implementing the Millennium Development Goals stresses the importance of local authorities for the achievement of these ambitious commitments, but it does not mention them in the list of the potential partners of the United Nations. This we find surprising and inconsistent. We act everywhere at the local level, so we should therefore play a part in the development of decisions which are binding on us and on the communities we serve. It is this position which we will defend when Heads of State and Government meet at the United Nations General Assembly to review progress in implementing the Millennium Development Goals.

What do local governments intend to do to show their support for the Millennium Development Goals?

UCLG and its members are very committed and involved in the achievement of the Millennium Development Goals and will be expressing this at the Heads of State Millennium Summit. We will, however, also be expressing our concerns about the practical achievement of the Goals, the distribution of responsibilities and the way in which those responsibilities are assumed, particularly by States. We firmly believe that the role of local government is underestimated and we intend to make this point heard. During the Heads of State Summit, we will give the United Nations Secretary General a declaration setting out these points, which will have been endorsed in our cities. In addition UCLG and its members have joined the Millennium Campaign launched by the United Nations. This is why, during the Heads of State Summit on 14-16 September, a symbol of our support for the Millennium Campaign will be displayed on our city halls and local government buildings: a white banner.