

City I Want Campaign

The Programme

Cities are the greatest legacy of humanity and therefore they need to be nurtured carefully. With growing urbanization cities are expanding hastily.

Such rapid urbanization leads towards environmental degradation as green spaces will be mowed with glass building, increase in the greenhouse gas emission due to increase in the number of vehicles and industries, increase in the amount of garbage in cities due to increase in population, acute water shortage and loss of biodiversity.

'The City I Want Campaign' is a youth led campaign for improving the current environmental situation of the rapidly transforming small and medium sized cities. This campaign aims to initiate forward thinking on positive urbanisation by providing solutions to urban challenges. A 4A approach (i.e. Assessment, Awareness, Action and Advocacy) will be applied for solving the urban crisis in cities along with city youth.

The Components

Following are the components of the programme:

- Assessment of the city major environmental concerns through social media and secondary research
- Awareness through workshops and social media highlighting concerns and solutions
- Youth mobilised to take action for improving the city environment
- Partnerships with city youth groups/NGOs/media groups
- Youth advocating concerns among relevant ULBs of the city

Expected Outcomes

- 8 innovative transformations running within the city to improve the urban space
- An action group formed at city level to take continuous action to improve the urban spaces
- Case book of solution relevant to city concerns
- Youth manifesto for transforming the city space

