

# CITIES MATTER

**More than half of the world's population lives in cities. And these city dwellers account for over 70 percent of the world's energy related CO2 emissions. At the same time, urban populations are growing fast, aided by investments of several hundred trillion dollars in urban infrastructure during the coming years. The investment decisions today will either lock us into fossil fuel-dependent lifestyles and an inefficient infrastructure or support the urgent shift towards the sustainable future we really want.**

**At WWF, our goal is to find cities that are leading the way in sustainable urban development – and to reward those efforts. And in doing so, help other cities begin their own journey.**

## YOUR CITY CAN LEAD THE WAY

**This is your chance to show us how cities can take the lead in building a sustainable, One Planet Future.**

By taking part in WWF's One Planet City Challenge, your community will gain worldwide recognition for demonstrating the smartest, most inspiring solutions for low-carbon development and climate resilience, while supporting the global transition towards a future run on 100 percent renewable energy. The recognition will help your local government's efforts into the future. And inspire the world into action.



WWF is one of the world's largest and most respected independent conversation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



#### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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Main partner



OVERVIEW

# LET YOUR CITY INSPIRE THE WORLD

Join the  
**ONE PLANET  
CITY CHALLENGE**  
today!



# ONE PLANET CITIES

**The role of cities in shaping the future of this planet grows stronger with each passing day. After all, more than half the world's population now lives in cities. Imagine if these cities were planned to enable everyone around the world to thrive and prosper while respecting the ecological limits of our one and only planet. Well, these cities might not exist today, but WWF's objective is to support the creation and development of such places or what we call One Planet Cities.**

And although urban lifestyles currently have a huge impact on the climate, local governments also have great potential to reduce those impacts. A city's choice of energy systems, transportation solutions, and building standards affects huge numbers of people, and will ultimately determine our success in the creation of a low-carbon, sustainable future.

## THE CHALLENGE

The One Planet City Challenge (previously called Earth Hour City Challenge) was designed by WWF to mobilize action and support from cities in the global transition toward a climate resilient future run on 100 percent renewable energy. The challenge is run every other year, and has already engaged over 320 cities in more than 20 countries – and its outreach continues to expand.

In a world where sustainable development and climate action are quickly becoming the top criteria for businesses and citizens alike, this is your chance to show just how attractive your city is to live and work in.

Local governments and municipalities in participating countries are invited to present holistic, inspiring and credible plans for combatting climate change and for dramatically increasing the use of sustainable, efficient and renewable energy based solutions in the next few decades.

Entrants are also evaluated on their ability to realize other key benefits like increased resilience and enabling attractive, one-planet lifestyles. This year special mention will be given to cities that present impressive plans and actions for sustainable transport solutions. Local context, including resource availability, legal mandates, and basic needs of residents, is taken into consideration in order to create a level playing field for evaluation.

## SELECTING THE CAPITALS

Cities looking to join the challenge can find the application form on the carbon<sup>n</sup>® Climate Registry (cCR), an internationally recognized climate reporting platform managed by ICLEI – Local Governments for Sustainability. Strategies will be evaluated by an international jury of experts in areas ranging from urban planning and transport to consumer behavior and energy systems.

### Entrants will be evaluated on criteria including:

- Level of ambition and ability to deliver on commitments and transformational change
- Ability to integrate actions into coherent and overarching climate action plans
- Determination to align with a transparent, science-based GHG emission reduction trajectory
- Innovative approaches to addressing urban mobility

An international jury will recognize the most ambitious cities as national winners. From among these, one city will be crowned the global winner of the One Planet City Challenge. The most ambitious cities' achievements will be profiled in a global digital campaign – a platform designed to strengthen public support for important city initiatives.

### CHALLENGE NOW RUNNING IN 25 COUNTRIES!

