



BUILD BETTER BACK CITIES

A global challenge
inviting cities to take
urgent transformative
steps towards creating
people-friendly streets
and cohesive, resilient
communities





The Covid-19 pandemic has brought about sweeping changes that were unimaginable just a few months ago. People have learned to study and work remotely, walking and cycling are on the rise, and urban dwellers are for the first time in many decades enjoying clean air in their cities. But will everything return to its previous polluted, congested state when the pandemic lessens? Can we afford to ignore air pollution and the climate crisis? For perhaps only a brief moment, we have a golden opportunity to transform how our cities function – build resilient local economies, make our streets people-friendly, and fix urban design for cohesive communities.

Build Back Better Cities Campaign

Carfree Cities Alliance (CCA) is launching an international campaign that will challenge city governments to embrace numerous innovative measures. These measures are intended to function as game-changers, triggering transformations that radically improve the quality of urban life, create safeguards to protect from future risks and strengthen local economies.

The challenge is to reclaim our streets:

To what extent are cities willing to adopt far-ranging measures and innovative actions to transform their streets, and transport policies? How will cities explore reorganization of neighborhoods and public space to maximize efficiency, utility, and comfort for everyone? During the campaign, CCA will work together with citizens and local partners, to encourage cities to adopt measures that can bring immediate improvements to families, young people, children, the elderly, and commuters. Shifting away from car-centric mobility and

addressing the urgent matter of mitigating climate change provides a dual focus for the campaign. Furthermore, the campaign highlights the many creative approaches that can be taken to build back better cities, and it stresses the numerous benefits in store for citizens, communities and the planet.

Who is this campaign intended for?

The choices that cities make about their future policies, design, and functioning affect urban residents everywhere. Hence the campaign is open to citizen groups, locally active organizations, and anyone who believes that the time is right to make a stand for a transformation of our cities.

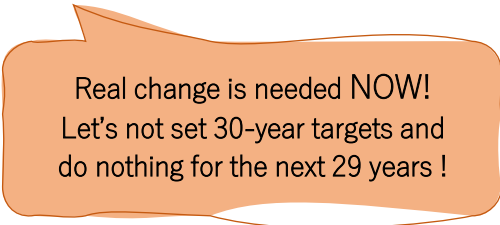
CCA promotes the **Carfree Cities model**, which prioritizes non-motorized travel and demonstrates how existing cities can thrive by going completely carfree. This model is described in the carfree manifesto on the CCA website.

Such a transformative approach can serve as a powerful answer to the climate crisis. Structured as a holistic transformation, this model leads also to the protection of the environment, better social justice, safer streets for young and old, and economic benefits, with active travel leading to better public health and wellbeing.

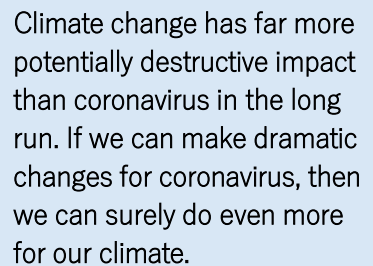


A campaign with bold messages

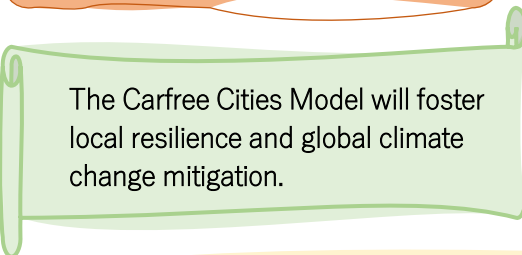
Swift measures need to be taken, and cities with a progressive leadership have already gotten a head start. To help cities make the push for change and embrace the opportunity to build back better. CCA's central campaign themes can be summed up by the following messages:



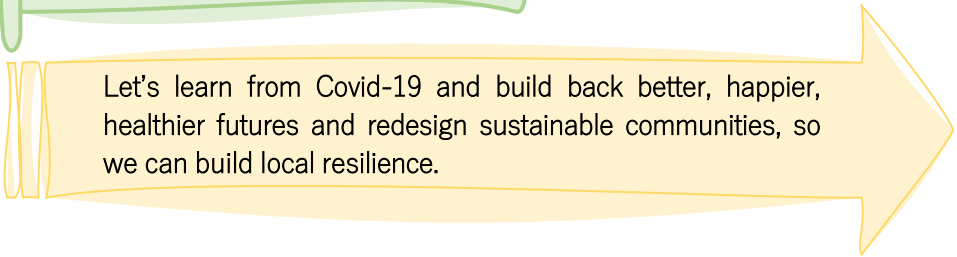
Real change is needed NOW!
Let's not set 30-year targets and do nothing for the next 29 years !



Climate change has far more potentially destructive impact than coronavirus in the long run. If we can make dramatic changes for coronavirus, then we can surely do even more for our climate.



The Carfree Cities Model will foster local resilience and global climate change mitigation.



Let's learn from Covid-19 and build back better, happier, healthier futures and redesign sustainable communities, so we can build local resilience.

Campaign setup and first steps

CCA strongly believes that sustainable transformation is possible only through the empowerment of local citizen groups. Therefore, capacity building and campaign strategy development with local allies are undertaken in the early phase. CCA allies will function as local partners, advancing the campaign and adapting the content in their regions. Each campaign will have its own local flavor, and CCA will participate with allied groups advocating for the adoption of



appropriate measures by city governments, based on specific goals laid out in each geographic area.

CCA will remain active with each local campaign in a hands-on process that includes regular consultation, strategy alignment and problem-solving, use and deployment of interactive websites, campaign materials.

The initial local regions for inclusion have already been identified. **Bangladesh, Nepal, India, Egypt, Brazil, Sudan, Kenya, Nigeria, Botswana and South Africa** will actively participate in this campaign. More regions will be added as the campaign progresses.

Activities

- Promotion and outreach - bolstering the campaign message and gaining widespread public support
- Creating locally tailored toolkits of practical measures
- Demonstration of projects and encouragement of citizen DIY interventions (tactical urbanism)
- Lobbying, supporting, and working with local governments
- Running the challenge, maintaining the campaign website, keeping track of developments
- Connecting local areas to the international network, sharing best practices

The Carfree Cities Alliance is a premier international organization promoting the Carfree Model as the way forward for current and future cities

For more information on CCA, visit:

www.carfreealliance.org

For more information on the campaign, contact:

Justin Hyatt, International Programs

Justin@carfreealliance.org

Ritwajit Das, Campaigns Strategist

Ritwajit@carfreealliance.org

