



# MANIFESTO

## for Ecological Urbanism

The IUCN Urban Alliance presents the following imperatives and pathways for bringing the built environment into balance with nature: **a rallying call for concerted global action**

- 1 Educate city shapers
- 2 Ally with culture makers
- 3 Empower communities
- 4 Adopt rights-based approach
- 5 Fix market failure
- 6 Share knowledge liberally
- 7 Measure progress

### 1. EDUCATE CITY SHAPERS



Foster ecological literacy among architects, engineers, planners, designers, investors, developers, policymakers and citizens.

### 3. EMPOWER COMMUNITIES



Adopt participatory planning, co-design, and other forms of deliberative democracy to give expression to popular demand for urban nature.

### 5. FIX MARKET FAILURE



Address environmental shortcomings of the free market with targeted policies (e.g. urban planning and zoning) and market-based instruments (e.g. taxes and subsidies).

### 7. MEASURE PROGRESS



Employ tools to evaluate the impacts of cities on nature, set science-based targets for improvement, and monitor progress accordingly.

### 2. ALLY WITH CULTURE MAKERS

Partner with creatives – musicians, writers, poets and artists—to reach the scale of audience required to bring about ‘whole-of-society’ transformation.



### 4. ADOPT RIGHTS-BASED APPROACH

Advance the human right to a clean, safe and wildlife-rich environment to transform patterns of urbanisation.



### 6. SHARE KNOWLEDGE LIBERALLY

Collate and disseminate urban insights, experiences and lessons through knowledge sharing platforms to inspire and inform the replication and scaling of best practices.

