

#UrbanOctober CAMPAIGN REPORT

As in 2020, the CoHabitat Network participated in Urban October, the annual initiative of the UN-Habitat agency, by carrying out an online campaign.

This campaign aimed to spread the word about community-led housing (CLH) initiatives, with a focus on the access to land and financing. The Network published a case-review study, and organised a webinar and a peer-to-peer exchange.

This exchange replaced the regional Community-Led Housing awards that the Network organised pre-Covid during in-person regional meetings. This year, we decided to invite CoHabitat partners **to promote inspiring community-led housing projects and give them the opportunity to talk about what they do and exchange their practices.**

Campaign aims

Spread the word about CLH initiatives, with a case-review study and posts on social media

Promote peer-to-peer exchange on CLH

Highlight the network and increase use of **#CohabitatNetwork**

Coordinators



A month-long campaign

5
Featured projects
on social media

Mohishakundu Shordarpara, Bangladesh
Arquitetura na Periferia, Brazil
Freedom Square, Namibia
Tonic Housing, United Kingdom
Block 6A, Vietnam

1
Study

We have produced '**Access to Land & Finance for Community-Led Housing**', a short case studies from Africa, Europe and Latin America

» [DOWNLOAD HERE](#)

1
Webinar

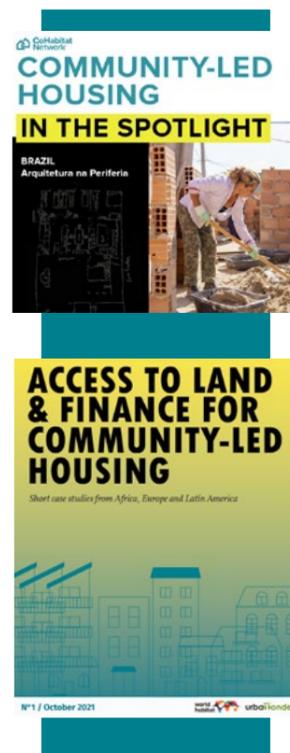
Land & Financing for Community-led Housing
Learning from successful project:
Mehr als wohnen, Switzerland
Sostre Civic, Spain
Pan Thazin, Myanmar

» [WATCH HERE](#)

1
Workshop

CLH in the spotlight, gathering friends from different CoHabitat Network partner organisations:
Mohishakundu Shordarpara, Bangladesh
Arquitetura na Periferia, Brazil
Freedom Square, Namibia
Bofarang housing cooperative, Thailand
Block 6A, Vietnam

» [WATCH HERE](#)



Results

The campaign strengthened the exchange and collaboration with some partners by involving different organisations in the Urban October activities and by implementing an open and collective decision-making around the campaign with all CoHabitat Network partners. A special thanks goes to IIED, CHI and HIC for moderating the webinar and the virtual workshop.

Likewise, **ACHR has strongly contributed to the virtual workshop by coordinating the participation of their partners** in the event. The Network especially appreciates the involvement of all the projects mentioned above that participated in our activities and contributed to fruitful and inspiring discussions during the past month.

The campaign also resulted in **more engagement on cohabitat.io**, the CoHabitat open database and the **Network's official website co-habitat.net**.

↑ 24% users*
↑ 48% sessions*

↑ 88% users*
↑ 126% sessions*

* Between September 30th and November 1st. Source : Google Analytics

Perspectives

By promoting the study '*Access to Land & Finance for Community-Led Housing*' and the videos from the '*CLH in the spotlight*' workshop, we will keep on developing our communications, so that they facilitate peer-to-peer learning and bring attention to the work of the CoHabitat Network.

In this spirit, a podcast will be produced along the lines of '*Coop Conversations*', a podcast created by Co-operative Housing International.

A second part of the study will be available at the end of January 2022, with a live event organised on the same day.

Also, three blog posts about ethical financial mechanisms in Latin America will be published in the coming months.

The future is
community-led!