

The future is  
community-led!

# #UrbanOctober CAMPAIGN REPORT



The 2020 Urban October campaign was the first social media campaign of this kind carried out by the CoHabitat Network directly and delivered through a collaborative approach.

It was set up in the framework of the UN Urban October, which ran between the World Habitat Day on the theme «Housing for All: A better urban future» and the World Cities Day on the theme «Valuing our communities and cities».

## Campaign aims

Spread the word about community-led housing initiatives

Promote peer-to-peer exchange

Encourage housing groups to document their project on [cohabitat.io](http://cohabitat.io)

Highlight the network and increase use of #CohabitatNetwork

## Coordinators



## A month-long campaign

14

Featured projects  
on social media

La Borda - Spain  
Cuna de la Paz - El Salvador  
Communauté Milton Parc - Canada  
La Reunion Cooperative - USA  
Spreefeld - Germany  
Vecinos Sin Techo - Argentina  
Mehr Als Wohnen - Switzerland  
Granby Four Street CLT - UK  
Reconstrucción del Hábitat en la Montaña de Guerrero - Mexico

Fideicomiso de la Tierra del Caño  
Martín Peña - Puerto Rico  
Dzivarasekwa Slum Upgrading Project - Zimbabwe  
Karise Permatopia - Denmark  
Paa Kang Community - Thailand  
FUCVAM - Uruguay



2  
Webinars

Student Cooperative Housing  
An International Perspective

Securing land rights  
CLTs in Informal Settlements



2  
Videos

We have co-produced two videos with voices from around the world on 'What is Community-led Housing to you?'



## Results

The campaign resulted in **more engagement on cohabitat.io**, the CoHabitat open database, on [co-habitat.net](http://co-habitat.net) and on the coordinators' websites.

↑ **99.7%** users\*

↑ **78.8%** sessions\*

↑ **37.8%** sessions\*

↑ **21.1%** users\*

↑ **24%** sessions\*

↑ **30%** sessions\*

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

### Social medias

UrbaMonde's Facebook Page saw its engagement increased by 279.4%, gained 121 followers on Facebook and 33 on Twitter. Cooperative Housing International gained 41 followers on Facebook and 49 on Twitter. World Habitat observed 158 Retweets, 218 Likes, 30K impressions and +500 engagements, from the specific tweets for this campaign. The webinar «Securing land rights» was viewed +240 times.

The campaign also strengthened the exchange and collaboration with some partners on social media and with housing groups, which led to several projects updating their project descriptions on [cohabitat.io](http://cohabitat.io).

## Perspectives

Although the campaign is over, 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 partners.

A new campaign will be led in October 2021.

