

Social Media Toolkit

World Urban Forum

Kuala Lumpur, Malaysia | February 7 - 13, 2018

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World Bank Social, Urban, Rural, and Resilience Global Practice

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FORUM BANDAR SEDUNIA



KUALA LUMPUR • 7-13 FEB 2018

Introduction

As the world's premier conference on cities, the World Urban Forum (WUF) is a non-legislative technical forum convened by UN-Habitat, held since 2002. The theme of WUF9 is [Cities 2030. Cities for all: Implementing the New Urban Agenda](#).

At WUF9, the World Bank will lead or participate in [a series of discussions](#) with global partners – ranging from governments and civil society to the private sector and academia – on **building inclusive, resilient, and [sustainable cities and communities](#) for all**.

Are you coming to WUF? **Visit the World Bank Group booth** at #128 in the exhibition hall to connect with our experts and read our [publications](#).

HELP US SPREAD THE WORD! Feel free to use the social media messages below on your Twitter, Facebook, LinkedIn, Instagram, and other channels now through February.

Connect with the World Bank at WUF9

- **Twitter:** [@WBG_Cities](#) | [@Ede_WBG](#) | [@SamehNWahba](#) | [@WorldBank](#)
- Follow us on Facebook ([/WorldBank](#)), [LinkedIn](#), and Instagram ([@worldbank](#))
- Check out [World Bank events and publications](#)
- Subscribe to the World Bank's [WUF9 Influencer Twitter list](#)
- Subscribe to [the Sustainable Cities blog](#) and the [Sustainable Communities newsletter](#)

Main hashtag: [#WUF9](#) | Additional hashtags: [#Cities2030](#) [#Cities4All](#) [#Goal11](#)

Download all visuals: <http://bit.ly/2Di3LcB>

Assets

- Immersive story on WUF9: [3 Big Ideas to Achieve Sustainable Cities and Communities](#)
- WUF9 events and publications: www.worldbank.org/worldurbanforum
- WUF9 video blog: [World Bank at the World Urban Forum: Three key ways to implement the New Urban Agenda](#)
- WUF9 blog series (TBA)

GPSC Press Release

GPSC tweets are embargoed until 1am Saturday

Images:

<https://drive.google.com/open?id=1ZtNHXX3a1qmMNWkEldv4bJVqzHik85Ze>

TWITTER

- To support cities in achieving a greener future: the new Urban Sustainability Framework (USF), launched today by @WorldBank & @theGEF serves as a GUIDE FOR CITIES seeking to enhance their #sustainability: <http://wrlld.bg/ibQG30ijgci>
- Launched at #WUF9, this Urban Sustainability Framework supports cities along the sustainability pathway, FROM creating a vision TO identifying financial resources to implement their plans: <http://wrlld.bg/ibQG30ijgci> #cities2030
- Working toward improving the city's urban sustainability, @JBundsgaard @VisitAarhus have become knowledge partners with GPSC platform, where they will exchange ideas! <http://wrlld.bg/ibQG30ijgci> #WUF9
- Not an #URBAN myth: This is the story of how we will achieve sustainable cities through integrated planning strategies, low carbon development, disaster resilience, and water management: <http://wrlld.bg/ibQG30ijgci> #WUF9

Cities of Refuge Press Release

Cities of Refuge tweets embargoed until 4am Saturday

Images:

<https://drive.google.com/open?id=10m9XHx5S8jxUTfERRpnfCUV55ft8Grf>

TWITTER









- “Although addressing forced displacement in cities is a relatively new challenge, there is much that we can learn from proven urban development approaches...”-
@SamehNWahba <http://wrlld.bg/GGM230ijms0> [[Attach any CoR PR photo]]
- Forced displacement is increasingly an #urban crisis that needs an integrated humanitarian and development approach in towns and cities hosting displaced populations: <http://wrlld.bg/GGM230ijms0> [[Attach any CoR PR photo]]
- In 2016, there were ~65.6 million ppl forcibly displaced globally (abt 25% were living in countries across the MENA region). For 1 refugee displaced in MENA, there are ~5 internally displaced people (IDPs). What does this mean for #urbandev?
<http://wrlld.bg/GGM230ijms0> [[Attach any CoR PR photo]]
- “With the forcibly displaced no longer residing in segregated areas in camps, but, in fact, blending into existing urban populations, traditional programs targeting individuals based on their IDP or refugee status are no longer sufficient.”- @Ede_WBG
<http://wrlld.bg/GGM230ijms0> [[Attach any CoR PR photo]]

Cities Immersive Story

Images:

<https://drive.google.com/open?id=1EEq67BbKNlabVk0qswIWW1BvL51f3FcZ>

TWITTER

- Our cities are changing every day. But all it takes is
1,
2,
3,
BIG ideas to achieve sustainable cities and communities?
Find out how we will achieve this: <http://wrlld.bg/nscA30i8z7X> #WUF9 [WUF People walking photo]
- -4 billion people live in cities 
-By 2050, twice as many people to live in cities as in rural areas     
-1 billion urban poor live in slums
-By 2030, #ClimateChange may cost cities \$314 billion each year  


[@WorldBank](#) will tackle that at [#WUF9](#) <http://wrlld.bg/nscA30i8z7X> [City dwellers image]

- What do 🏗️ + 👤 + 🏠 + 👤 + 🌊 have in common? Find out as we explore the 3 ways to achieve sustainable communities and [#cities4all](#) : <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [WUF Slums photo]
- Home is where the...urban cities are? Find out how cities all around the 🌍 can continue to be sustainable with these 3 big ideas: <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [#Cities2030](#) [WUF Housing population photo]
- Cities have become the world's major growth engine. BUT the speed and scale of [#urbanization](#) brings tremendous challenges. What are some of these challenges? <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [#ClimateChange](#) [WUF Disaster photo OR Urban Resilience VIDEO]
- Climate change complicates the urbanization challenge. So how can we ensure we are building sustainable communities + [#cities4all](#)? <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [WUF Climate photo]
- There is an URGENT need for sustainable, inclusive economic growth in lagging lands and [#urban](#) spaces. What do we do?

Territorial development to the rescue! <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [#geospatial](#) [WUF Land photo OR Territorial Development VIDEO]

- Cities must strengthen municipal finance, while finding new ways to scale up [#urban](#) infrastructure finance IF they want to remain sustainable: <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [WUF Urban Infrastructure photo OR Better Finance VIDEO]
- Nearly 1 billion people still live in slums, often excluded from access to affordable housing, basic services, and better jobs. What can be done to connect the urban poor to opportunities to [#endpoverty](#)? <http://wrlld.bg/nscA30i8z7X> [#WUF9](#) [#Cities4All](#) [WUF Slums photo]

FACEBOOK

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- No two cities are the same. What does your city mean to you? Find out how cities all around the  can continue to be sustainable with these 3 big ideas:
<http://wrlld.bg/nscA30i8z7X> [VIDEO or any photo]
 - Will cities in 2030 be cities for all? Only time will tell. For now, here are 3 big ideas to achieve sustainable cities: <http://wrlld.bg/nscA30i8z7X> [VIDEO or any photo]

LINKEDIN

- If you live in this world, then this concerns you. By 2050, almost 70% of the world population will be living in urban areas. How do we ensure sustainable cities for all?
<http://wrlld.bg/nscA30i8z7X> [VIDEO or any photo]

WUF9 Event Page

Images:

https://drive.google.com/open?id=1QtcMWEKDKdPJpPDCN2wn_UUnWZdiRCP6

TWITTER

Now through Feb 13 - Events and publications

- On Feb 7-13, 2018, join the #WUF9 conversation as we talk more about implementing the #NewUrbanAgenda: <http://wrlld.bg/NPs230i6tVn> #Cities2030 #Cities4All [WUF Event Page 2]
- 👁 Looking for research on global or regional trends on inclusive, resilient & sustainable urbanization? 📖 Download these #WUF9 publications for free! <http://wrlld.bg/NPs230i6tVn> #GlobalGoals #Goal11 cc @WBPubs
- How will we build inclusive, resilient & sustainable cities and communities for all? Follow the #WUF9 conversation via @WBG_Cities for daily updates. To learn more, visit <http://wrlld.bg/NPs230i6tVn> #Cities2030 #Cities4All [WUF Event Page 1]
- What do 🏗 + 👤 + 🏠 + 🧑 + 🌊 have in common? They'll all be discussed during the World Urban Forum held Feb 7-13, 2018. Follow the #WUF9 conversation & learn more <http://wrlld.bg/NPs230i6tVn> #Cities2030 #Cities4All [WUF Event Page 3]

Customizable event promo tweets

- Following #WUF9 in Kuala Lumpur, #Malaysia or on social media? Join our event [event name] in at [time and location]! <http://wrlld.bg/NPs230i6tVn> #Cities2030 #Cities4All [attach flyer and add/replace hashtags and link as needed]
- What will it take to build inclusive, resilient & sustainable communities in YOUR city? Join or follow our #WUF9 discussion on implementing the #NewUrbanAgenda to reach #GlobalGoals at [time and location]! <http://wrlld.bg/NPs230i6tVn> #Cities2030 #Cities4All [attach flyer and add/replace hashtags and link as needed]

Feb 7 - Land

- This land was made for me and you? Sometimes it's not so simple. Learn how land policies contribute to achieving the #NewUrbanAgenda: <http://wrlld.bg/NPs230i6tVn> #WUF9 #Cities2030 #Cities4All [WUF Land]

Feb 8 - Financing cities, urban infrastructure

- Around \$5 trillion is needed to finance the 🌐 urban #infrastructure gap BUT only 3% of this is available through official dev assistance. So what does this mean for cities? Follow the #WUF9 discussions to learn more: <http://wrlld.bg/NPs230i6tVn> #GlobalGoals #EndPoverty [WUF Urban Infrastructure]

Feb 9 - SDGs & New Urban Agenda

- SDGs? NUA? What does this all mean? Learn more about the #NewUrbanAgenda and Sustainable Development Goals at #WUF9: <http://wrlld.bg/NPs230i6tVn> #Cities2030 #Cities4All [WUF Event Page 2]

Feb 10 - Territorial development, infrastructure & city competitiveness

- If you want competitive cities, you will need to implement local and territorial economic development: <http://wrlld.bg/NPs230i6tVn> #WUF9 #Cities2030 #Cities4All [WUF Urban Infrastructure]


Feb 11 - Climate and disaster resilience

- Disaster resilient cities are 🗝️ in building competitive cities: <http://wrlld.bg/NPs230i6tVn> Join @WBG_Cties and follow the conversation on #WUF9! [WUF Disaster]
- If the world comes together, can we enhance city resilience for all? <http://wrlld.bg/NPs230i6tVn> #WUF9 #Cities2030 #Cities4All [WUF Climate]

Feb 12 - Affordable housing and inclusive growth

- Home is where the...urban cities are? Learn how cities can navigate an affordable housing market: <http://wrlld.bg/NPs230i6tVn> #WUF9 #Cities4All #EndPoverty [WUF housing population]

FACEBOOK

- The New Urban Agenda sets a  standard for sustainable urban development. Join us in Malaysia as we bring to you the latest news from the World Urban Forum:
<http://wrlld.bg/NPs230i6tVn> #WUF9 [WUF Event Page 1, 2, or, 3]

LINKEDIN

- The world is changing every day. How different will the world be in 2030? Join us from Feb 7-13 as we discuss urban issues and solutions at #WUF9: <http://wrlld.bg/NPs230i6tVn>
[WUF Event Page 1, 2, or 3]

WUF9 Video Blog

Images:

<https://drive.google.com/open?id=1Uy76qJ3UwWttAdu5Rq5kb9QZoKKSg0T>

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TWITTER

- \$4.5 – \$5.4 trillion is needed to finance the 🌐 urban #infrastructure gap BUT only 3% of this is available through official development assistance. So what does this mean for cities? <http://wrlld.bg/Eyk030hSQzn> via @Ede_WBG @SamehNWahba #WUF9 [Kuala Lumpur photo]
- Territorial dev helps us understand cities not only as individual entities, BUT also the connectivity b/w them that allows faster economic 📈 and links people to better jobs: <http://wrlld.bg/Eyk030hSQzn> #WUF9 #geospatial [WUF 9 Cable car photo]
- If you want equitable economic development, you'll need to build cities resilient to natural disasters 🌊🌋🌐): <http://wrlld.bg/Eyk030hSQzn> #WUF9 #ClimateAction [WUF 9 Resilient cities photo]
- Today, 1.5 billion people live in flood-prone or landslide-prone areas.


By 2030, if nothing is done to ↑ urban resilience, climate change will push up to 77 million urban residents into poverty: <http://wrlld.bg/Eyk030hSQzn> #WUF9 [WUF 9 flood photo]

- #Territorial development helps governments understand how to undertake new #urban development in a way that c-o-n-n-e-c-t-s infrastructure with the localities: <http://wrlld.bg/Eyk030hSQzn> #WUF9 via @Ede_WBG @SamehNWahba [WUF 9 territorial photo]
- Watch: 3 key issues for implementing the #NewUrbanAgenda 🏙️🗺️🏗️ by @Ede_WBG & @SamehNWahba <http://wrlld.bg/Eyk030hSQzn> #Cities4All #Cities2030 #Goal11 via @WBG_Cities [Ede or Sameh screenshot]

FACEBOOK

- The New Urban Agenda sets a  standard for sustainable urban development and guides global efforts to achieve the Sustainable Development Goals in the era of climate change. So what are 3 priorities? <http://wrlld.bg/Eyk030hSQzn> #WUF9 [VIDEO or any photo]
- Will cities in 2030 be cities for all? Only time will tell. For now, let's discuss the 3 key issues for sustainable urban development needed to achieve this goal: <http://wrlld.bg/Eyk030hSQzn> #WUF9 [VIDEO or any photo]

LINKEDIN

- The world is changing every day. How different will the world be in 2030? Looking towards the New Urban Agenda which sets a  standard for sustainable urban development, what are 3 key issues we should be focusing on? <http://wrlld.bg/Eyk030hSQzn> #WUF9 [VIDEO or any photo]

Contact

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