



INTERNATIONAL
ASSOCIATION OF
**Educating
Cities**

INTERNATIONAL DAY
OF THE
EDUCATING CITY
2021

Proposals for the event



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1 THE INTERNATIONAL DAY OF THE EDUCATING CITY

What is it?

In an increasingly urbanised world, cities (large and small) are playing a crucial role in creating educational opportunities that help develop the potential of their inhabitants.

Educating cities are committed to creating more liveable urban contexts by fostering a broad vision of lifelong education and maximising the educational impact of their municipal policies.

The international day of the educating city is a global event that sets out to raise awareness of the importance of education as a driver of well-being, coexistence, prosperity and social cohesion, and to highlight the commitment of local governments in this sense.

Educating cities rethink the city as an inclusive and dynamic educational ecosystem in permanent dialogue with citizens



Why celebrate the international day?

To...

- Recognise and engage all the social agents involved in the construction of the educating city.
- Encourage all citizens to play an active role in the co-construction of the educating city.
- Raise awareness about the importance of education in the city to improve the lives of its inhabitants, to enhance a positive civic atmosphere and to foster urban cohesion.
- Raise awareness about the active contribution made by cities and local governments to overcoming the global challenges of humanity (including the sustainable development goals).
- Highlight the commitment towards education of local governments and other social agents (community organisations, private sector, citizens, etc.).

The event in figures: five editions since 2016 with the participation of 313 cities from twenty countries on five continents



When is it held?

The International Day of the Educating City is celebrated on **30 November** to commemorate that on the same date in 1990 the Charter of Educating Cities was proclaimed during the first International Congress of Educating Cities, held in Barcelona.

Concentrating the events on a specific date makes it possible to increase the impact of dissemination, as well as to emphasise that it is a worldwide celebration. However, the cities can extend the programme of activities to previous and/or subsequent days, if for reasons of agenda they cannot schedule actions on 30 November.

This year, with the International Day, we will wrap up the celebrations of the 30th anniversary of the Charter of Educating Cities

Who can take part?

All cities, large and small, are encouraged to celebrate the International Day



2 PREPARATIONS

Slogan of the 2021 edition

Specialists from around the world are warning of the impact that the pandemic will have on the global economy over the next few years. The forecasts are clear: a generalised recession is on the horizon which, however, will not affect everyone equally but will tend to be accentuated in those sectors of the population that were already in a situation of greater vulnerability before the sanitary crisis. It will be the nature of our responses to this crisis that will determine how it ends up affecting our municipalities and their inhabitants.

Now more than ever, Educating Cities must stand by the people who need the most support to make this recovery inclusive. This will require strengthening municipal action in the light of the values of the Charter, namely equal opportunities, inclusion, social progress and sustainable growth.

It is time to join forces, work together and seek alliances to catapult education as a central axis of recovery. Shielding and prioritising investment in education, boosting lifelong learning, promoting

The Educating City leaves no one behind.

entrepreneurship, supporting research, fostering social innovation and improving employability are, among others, some of the key strategies to be prioritised.

Therefore, the slogan for this year's edition of the International Day of the Educating City is: **"The Educating City leaves no one behind"**.

From the IAEC Secretariat, we hope that both the slogan and the initiatives organised on the occasion of the celebration of the International Day (on November 30), will serve as revitalising instruments for reflection and action to continue positioning education as a great political leverage to correct inequalities and generate well-being.



Planning the event

The success of the event depends largely on the involvement of as many municipal departments and local stakeholders as possible and on their diversity.

To achieve this, it is recommended:

- 1. To prepare the event in advance with as much participation as possible.** This will make it easier to count on the support of more local organisations and groups, reinforcing their involvement and adding their efforts and ideas to the agenda of local events.
- 2. To count on the involvement and participation of the mayors.** As the heads of local government, their active participation has a key role in getting the different departments of local government to join in the celebration and take ownership of the commitments of the Charter.
- 3. To involve as many municipal departments or offices as possible** (besides the area of Education). For the various municipal areas, getting involved is a
- 4. To count on the educational community.** Formal education plays a key role in the formation of values and practices of civic engagement. At the same time, this could be a great occasion to acknowledge the work of education professionals and their contribution to the community.
- 5. To involve entities, organizations and social movements.** Civil society organisations are vital for the construction of the Educating City. That's why the event is also a good opportunity to recognise and value their work.
- 6. Plan a communication strategy in social networks and other media** to raise awareness of the municipality's commitment to education.

way of highlighting projects that are underway and reflecting on how to maximise their educational impact through exchange and cooperation. This mutual knowledge can lead to new partnerships between areas that can be very enriching.

The International Day of the Educating City is a festive celebration open to the public



Vitoria-Gasteiz

3 IDEAS FOR ACTIVITIES

Featured activities for the 2021 edition

In this edition, the featured activities proposed aim to reflect on and make visible the improvements that the Educating City approach has generated in life in the city, in its multiple dimensions and contexts.

Taking into account the global context generated by the COVID-19 pandemic, activities are proposed in both face-to-face and virtual formats.

Joint activity involving as many cities as possible:

Community walk: organised in accordance with the slogan of the celebration: “leaving no one behind”. People of all ages and physical condition will be invited to walk through the municipality. It is proposed that the itinerary includes stops to raise awareness of various municipal services, city spaces, organisations, groups and other social agents whose work contributes to leaving no one behind and which have a positive educational impact on the community. This open-air activity reduces the chances of new contagions and highlights a plurality of educational agents and venues.

Activities for municipal teams

Joint working session with different municipal teams and services to analyse the new Charter of Educating Cities and its implications for the municipality. Guidelines for organising this session can be found in the Methodological Guide published by

the IAEC, depending on the stage each city is at in this process (available here). This activity could be carried out in a face-to-face and/or online.

Institutional activities

Renew the commitment to the new Charter of Educating Cities in the municipal plenary, with the aim of strengthening and making visible the fulfilment of its principles.

Public reading of the Declaration (which will be drafted in a collaborative process among the cities of the IAEC) by the Mayor, representatives of the various political forces represented in the municipality or citizens of different ages and backgrounds.

International virtual meeting of Educating Cities

The IAEC will offer member cities the possibility of participating in a virtual meeting with conferences, dialogues and spaces for exchange that will revolve around the 2021 slogan. This meeting will take place on the days before or after the 30th of November to enable cities to devote that particular day to their local events.



Successful activities from previous editions

Cities can carry out other activities that are consistent with the principles of the Charter of Educating Cities. Below are some activities from previous editions or implemented by a member city.

Temporary naming of streets in the municipality according to the principles of the Charter.

Different groups of citizens of different ages and backgrounds assign new (temporary) names to streets in the municipality and install identification plaques in accordance with the principles of the Charter.

On-line dialogue with the Mayor during which citizens can send their questions or reflections in relation to relevant issues linked to the new Charter for Educating Cities and the context of the moment.

Collective artistic installations in public spaces

An opportunity to make visible and share the ideas and/or wishes of the citizens and to co-construct the Educating City through urban and participatory art techniques.

Appreciation of persons or entities relevant to education in the city

Public act in which the local government makes visible and publicly acknowledges the work conducted by specific persons, groups and/or entities in favor of education in the city

Broadcasting of a monographic radio program

To make the new Charter known, as well as the lessons learned and to be able to go deeper into those issues that are more relevant to the municipality.

Educating City Gymkhana

A treasure hunt-inspired game to rediscover the city from an educational point of view and to raise awareness of the principles of the Charter. Photographic contest on "The educating city"

An invitation to citizens to define, through images, different spaces and moments of formal, non-formal and informal education that take place in the municipality.

Posts on social networks explaining why the municipality is an educating city (promotional video with citizens or entities or to publicise educating projects) or video messages from the mayor and/or town councillors supporting the celebration.

Interactive map of the municipality pointing out the relevant locations from the perspective of the Educating City made available on the municipal website.

Organisation of plenary sessions of the different councils existing in the municipality (Children's Council, Citizens' Council, Senior Citizens' Council, etc.) to deliberate on the theme proposed for this year's edition.

Exhibition of the 30 years of the Charter of Educating Cities, using the material produced on the 30 lessons learnt (from the 2020 edition).

Elaboration of murals, carried out in a participatory way, on the theme of the sixth edition.

Photographic exhibition on the Educating City showcasing moments, initiatives and places that illustrate the educating character of the municipality.

Organisation of conferences, webinars and podcasts.

Displaying the poster of the Day on the town hall's balcony, projecting the logo on official buildings or hoisting the Educating Cities flag.

Videos and images of the activities developed during the past editions are available here:

[2020](#) | [2019](#) | [2018](#) | [2017](#) | [2016](#)



Camara de Lobos



Granollers



Rosario



Málaga



Lagoa Açores



Valencia



Purísima del Rincón

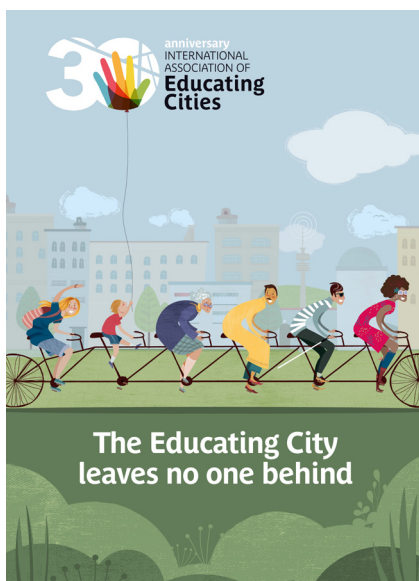


Godoy Cruz



Cassà de la Selva

4 COMMUNICATION AND AWARENESS MATERIALS



Specific material for the 2021 edition

For this edition, the IAEC has prepared a poster with this year's slogan. Cities are encouraged to make use of the poster in public spaces in the municipality, as well as through municipal media and social networks.

As in the previous edition, the Secretariat will provide publicity material for social networks with the slogan of the day (in image and mini-video format) to disseminate the celebration in the days leading up to the event.

In addition, IAEC member cities that organise events for the International Day can incorporate the personalised logo of their city as an Educating City in their communication materials. Those member cities that do not have their own personalised logo can request it from the Secretariat.

All materials are available on the IAEC [website](#).



Additional material on the Educating City concept

The IAEC has three videos that introduce the concept of an Educating City in a straightforward, concise and comprehensible way for all audiences and which can be used to open exhibitions, conferences or debates.

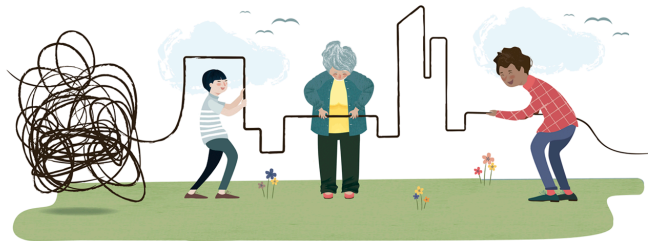
- [Video](#): **From reading the charter to constructing an educating city.** Video summary of the key aspects of the methodological guide produced by the IAEC to accompany the process of becoming an Education City.
- [Video](#): **All about SDG 4**
- [Video](#): **How do cities educate?**
- [Video](#) on the **Charter of Educating Cities**
- [Dialogue](#) **The new Charter of Educating Cities**





Other materials available

- [Memory game of opposites](#) on the values of the Educating City
- [Origami](#): “Educating city, committed city. And what are you committed to?”
- [Educating City song](#)
- [Graphic collection](#) and [animated video clips](#): “Educating Cities: 30 years, 30 lessons learned “



5 PROMOTION OF THE EVENT

By the cities

In order to achieve the greatest possible impact, we recommend involving the following stakeholders and resources in the strategy for promoting the event:

Mayors

The International Day of the Educating City is the perfect opportunity to showcase the mayor's leadership and commitment to education. The active participation of mayors in the event and promotional campaigns for the International Day is likely to capture the attention of local media.

Municipal communication offices

It's a good idea to involve the city's communication office or department in designing and implementing a promotional campaign tailored to the characteristics and interests of the territory.

Media

Cities are encouraged to publicise the activities they plan to organise for the International Day by holding a press conference, granting interviews with the mayor, publishing articles or video messages, etc. Visibility in the media can help reaffirm the city's commitment to education and promote the programme of local events.

Social media

Municipal social media profiles can also be great channels for promoting the International Day events and mobilising citizens.

Urban advertising

Cities can prepare communication materials to advertise the event on banners on streetlights, bus shelters, billboards, etc.

Educational community

The educational community should get involved with the preparation of the event. Similarly, promoting the International Day at schools will also raise awareness among students, teachers, families, etc.

Civil society organisations

Associations and organisations have their own communication channels that provide access to groups of people with specific profiles and interests. Therefore, involving them in promoting the event can help maximise its impact.

Promote events to celebrate the International Day to highlight the importance of education in the city and foster new partnerships

By the secretariat

The Secretariat will also carry out actions to raise awareness of the International Day through its website and social networks.

To achieve a greater communication impact, we request that cities:

- 1. Inform about the celebration activities through the online form** that will be provided by the Secretariat in order to update the global agenda of events.
- 2. Send the Secretariat photographs and/or videos of the events held in the municipality.** This material will be used to produce a global compilation video at the end of the celebration.
- 3. Use the hashtag #EducatingCityDay and tag @educatingcities** on Instagram and Twitter.

The videos prepared by the cities and the Secretariat are available on the International Day [website](#) and on the IAEC [Youtube channel](#).



@EducatingCities
#EducatingCityDay

More information:



INTERNATIONAL
ASSOCIATION OF
**Educating
Cities**

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