

ACTIVITIES GUIDE

EVENT PROPOSALS





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INTERNATIONAL DAY OF THE EDUCATING CITY


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

WHAT IS IT?

In an increasingly urbanised world, cities (either large or 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 inclusive 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.



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.).

Close to 380 cities from 24 countries joined in the celebration since its first edition in 2016



INTERNATIONAL DAY OF THE EDUCATING CITY

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.



All municipalities, big, medium-size and small, may join in the celebration

WHO CAN TAKE PART?

An event involving the entire city:



Local government

- Leads
- Creates partnerships
- Provides resources



Community

- Engages
- Is proactive
- Mobilises



Educational community

- Raises awareness
- Stimulates reflection
- Energises



Private sector

- Cooperates
- Supports
- Contributes

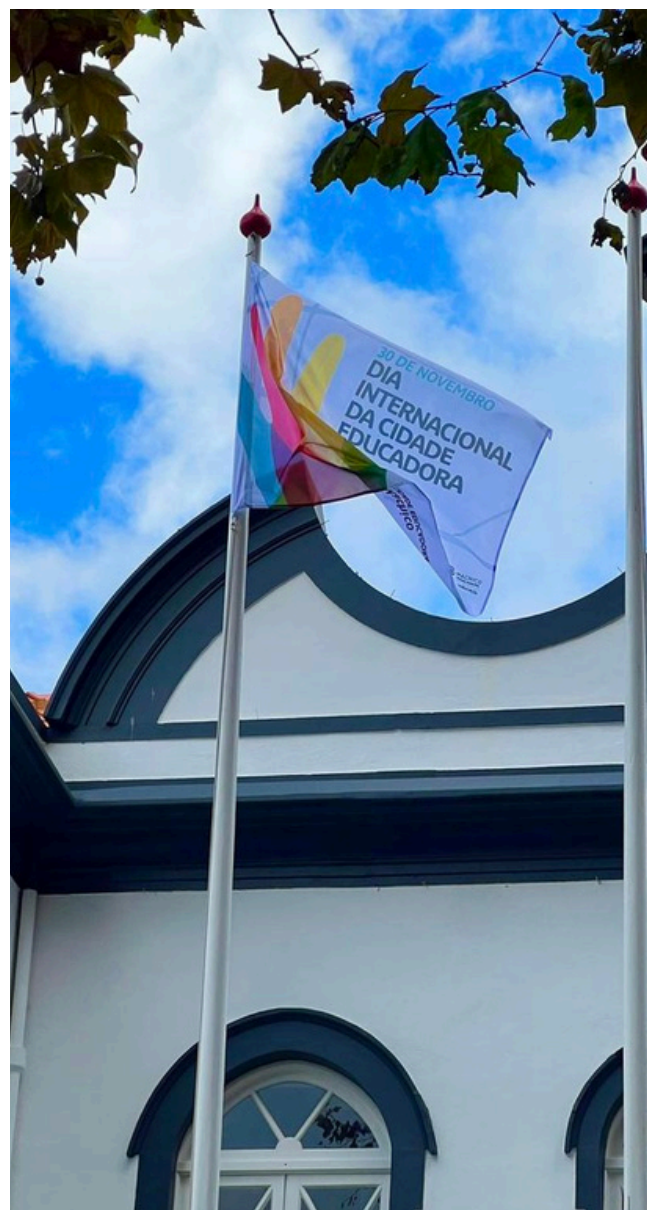
SLOGAN

For the 2024 International Day of the Educating City, we want to highlight that the city itself is a **huge classroom and a laboratory for experimentation, experience, and knowledge.**

A classroom shaped by its streets, squares, parks, and its educational, cultural and sports facilities, all of which are meeting points where human relationships are forged and where we can learn from the diversity of people, cultures and generations, each with its own particularities but all found in the same space. Our cities are also a forum for citizen demands, making it possible to achieve social transformations that are part of their urban history.

The concept of a laboratory, which is included in this year's theme, also suggests that cities are a place for experimentation, creation, and innovation. Innovation is an ongoing process that calls for flexibility, openness to new approaches, and a collaborative attitude. This dynamic process can lead to successes, but also — at times — mistakes. Therefore, counting on citizen participation, evaluating actions, and learning from mistakes is essential for the growth and continuous improvement of our cities. In this sense, in order to move forward we need bold policies and initiatives, based on an analysis of reality and networking with civil society. This approach will make it possible to build stronger, more resilient and more cohesive communities, better equipped to jointly and effectively face the challenges of the future.

The slogan for this edition is:
"The Educating City as a laboratory
for learning, citizenship, and social
transformation"



PREPARATIONS FOR THE CELEBRATION

As stated in the preamble of the Charter of Educating Cities: *"In the educating city, education transcends the school walls to permeate the entire city. This leads to a citizen-focused education, where all administrations assume their responsibility to educate and transform the city into a space of respect for life and diversity. The Educating City is a permanent process that sets out to build communities and autonomous and supportive citizens, capable of living side by side despite differences, of peacefully solving their conflicts, and of working towards the common good"*.

And it is precisely with this idea of working towards the common good and educating reflective, responsible and committed citizens that we believe you should celebrate the 2024 International Day of the Educating City, with a view to continuing to transform our cities — through education — into more inclusive places.

Therefore, the theme chosen for this year, through a consultation process with all members, is *"The Educating City as a laboratory for learning, citizenship, and social transformation"*.



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:

- **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.
- **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.
- **To involve as many municipal departments or offices as possible (besides the area of Education).** For the various municipal areas, getting involved is a 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.
- **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.
- **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.
- **Plan a communication strategy in social networks and other media** to raise awareness of the municipality's commitment to education.



FEATURED ACTIVITIES FOR THIS EDITION

We would like to suggest a series of educational, informative, and recreational activities with the goal of reflecting and showcasing the improvements that the Educating City approach has created in city life, focused on this occasion on the ideas of laboratory, citizen participation, and social transformation.

- **Simple experiments:** propose a simple, safe, and fun experiment that can be carried out as a family or with citizens in public places.
- **Visit laboratories, research centres, or universities** to showcase their facilities and projects.
- **Involve Maker Spaces** [1] (collaborative creation spaces) and **Fab Labs** (digital manufacturing workshops) to showcase their activity and proposals, and so that people can access tools and resources to create and experiment by doing.
- **Activities held by science or technology museums:** if the city has such museums, it would be a matter of inviting them to hold workshops and scientific demonstrations in a fun and accessible way in public spaces.
- **Citizen science projects:** these are research projects that count on citizen participation as a way for citizens to gain new knowledge and skills, and a deeper understanding of scientific work, while networking translates into an improvement in science–society–politics interactions, which leads to more democratic research. It would involve explaining the projects in which citizens can get involved and inviting them to take part in the observation and recording of data, for example, on species that form the local biodiversity, data on water quality, air quality, energy consumption, noise levels in squares, etc.
- **Experimentation workshops:** one way to experiment and put yourself in another person's place is to perform a role–play dynamic. A social problem is suggested and the different roles are randomly distributed (mayor, councillors, citizens, entities, headteacher, etc.). The goal is to work in teams of 8–10 people in which each member ultimately reaches a solution by consensus. The groups then present their solutions and start a discussion on how they felt, what problems they encountered (in the groupwork and in assuming their role), what skills they put into practice, and whether they believe that the solution is satisfactory for everyone.

[1] Example of a Maker space: <https://bidce.org/eng/experiencia/49>

- **Social experiment:** how do rumours spread? We propose carrying out a social experiment to see how rumours spread and the problems they can cause, while also discussing the need to check the information found on social media and how to combat fake news. Another option would be to address the threat of fake news created by artificial intelligence.
- **Co-creation workshops:** different co-creation workshops depending on age groups (children, youngsters, adults, or seniors) with fun methodologies that propose or analyse and improve different projects in the city. We propose holding them outdoors to attract greater participation.
- **Launch local challenges on social media** (for example, about social, urban, environmental, etc. issues to propose possible solutions).
- **Citizen survey on urban spaces:** a survey (online and/or face-to-face) to analyse different urban spaces in the city and collect the opinion of citizens on which aspects work and which don't, in order to address certain social issues. This can be combined with more participatory assessment methodologies. It could be the beginning of a participatory transformation project of a square/park/neighbourhood.
- **Routes with an educating city perspective:** guided itineraries open to citizens through the city and its resources, with an educational approach. This is with the aim of boosting knowledge of local history and/or biodiversity, the possibilities the city offers, and reinforcing the feeling of belonging and responsibility for its conservation. Urban tours that feature a gender perspective.
- **M-Clue-solving games** to discover the city: these are a fun way to explore and discover the city, its iconic places, its history, services, curiosities, etc. through different enigmas. Solving the enigmas could be rewarded, for example, by holding prize draws for tickets to municipal museums, guided tours, etc.
- **Outdoor fair:** with the participation of social organisations, designed as a space to showcase the city's educational and cultural facilities and entities.
- **Open days at municipal facilities,** cultural spaces and municipal entities with activities organised for the occasion.
- **Guided visits to government institutions** (debates or dialogues with leaders).
- **Outdoor classroom day:** the proposal is to head outdoors to carry out the day's educational activity in squares and parks across the city, or to organise an educational visit to iconic places in the city, with the aim of giving visibility to children and highlighting the importance of the city as an outdoor classroom. As the International Day this year falls on a Saturday, we propose holding the outdoor classroom day on Friday 29 November.



- **Awarding the Educating City seal:** the International Day could be a good time to recognise the educational work carried out by services and entities in the city. However, this recognition entails pre-establishing criteria that must be met in order to be eligible for this distinction. The seal, which can be hung on the door of the service, shows citizens the work that is being done as an Educating City.
- **Open-air libraries:** installation of mobile libraries in different parts of the city.
- **Human library:** organisation of discussions with urban planners or scientists so that they can explain their career, talk about the difficulties encountered, show how they have overcome them, etc.
- **Preparation and reading of intergenerational stories:** we propose creating spaces for meetups between children, young people and the elderly to prepare intergenerational stories connected to this year's theme. These should be prepared in advance, with the collaboration of schools, libraries, senior centres, etc., with the stories being read out publicly on 30 November.
- **Technological and digital skills workshops** for the elderly with the collaboration of young people.



- **Artistic mural:** creation of a mural on this year's theme in a public space with the participation of local artists and citizens.
- **Photo contest:** a photo contest for citizens on this year's theme (elements that show that the city is a laboratory for learning and for citizenship or which illustrate the transformations experienced in the city). A 360° video or virtual exhibition could be published with a selection of the best photos from the contest. Example: <https://artspaces.kunstmatrix.com/en/exhibition/11765614/lochkameratag-2023-pinholeday-2023>. Another option would be to encourage citizens to share photos on social media about this year's theme or organise a photocall based on the theme.

INSTITUTIONAL ACTIVITIES

- **Joint working session with municipal teams and services** to analyse the Charter of Educating Cities and its implications for the city. Guidance on organising this session can be found in the Methodological Guide published by the IAEC, depending on where each city is at in this process.
- **Mayors are invited to make a public statement** in favor of the Educating City as a laboratory for learning, citizenship, and social transformation. The Secretariat will provide a declaration template for cities to adapt with their own commitments. We encourage cities to share this act through social media, tagging the IAEC account (#EducatingCityDay, @educatingcities).

LAUNCH EVENT

- The IAEC will offer member cities the chance to take part in a virtual meeting that will feature a reflection speech and exchange forum around this year's theme. This event will take place on 28 November at 13.00 CET to allow cities to dedicate Friday 29 or Saturday 30 to their local events. We would appreciate it if you could set this day aside in your diary.



SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS

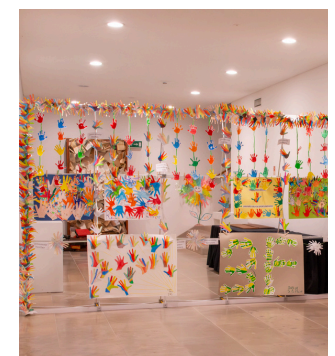
- Dialogue between citizens and the Mayor.
- Displaying the poster of the Day on the balcony of the town hall, videomappings, projecting the logo on buildings or hoisting the Educating Cities flag.
- Organisation of conferences, webinars and podcasts.
- Interactive map of the municipality pointing out the relevant locations from the perspective of the Educating City made available on the municipal website.
- Musical meetings or auditions on the Educating Cities' Song.
- Educating City walk. Walk to rediscover the city from an educational viewpoint, focusing on the city's cultural raising awareness about the principles of the Charter.
- Appreciation of persons or entities relevant to education and culture in the city.
- 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.
- Broadcast of a monographic radio program and/or raise awareness of the event on local press/media.



SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS



SUCCESSFUL ACTIVITIES FROM PREVIOUS EDITIONS



VIDEOSUMMARIES OF PREVIOUS EDITIONS

2023



2020



2022



2019



2021



2018



Detailed programme
in each city:
[2023](#) | [2022](#) | [2021](#) | [2020](#) | [2019](#)
[2018](#) | [2017](#) | [2016](#)

Videos of the cities:
[2023](#) | [2022](#) | [2021](#) | [2020](#)
[2019](#) | [2018](#) | [2017](#) | [2016](#)

COMMUNICATION AND AWARENESS MATERIALS

Material for this 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.

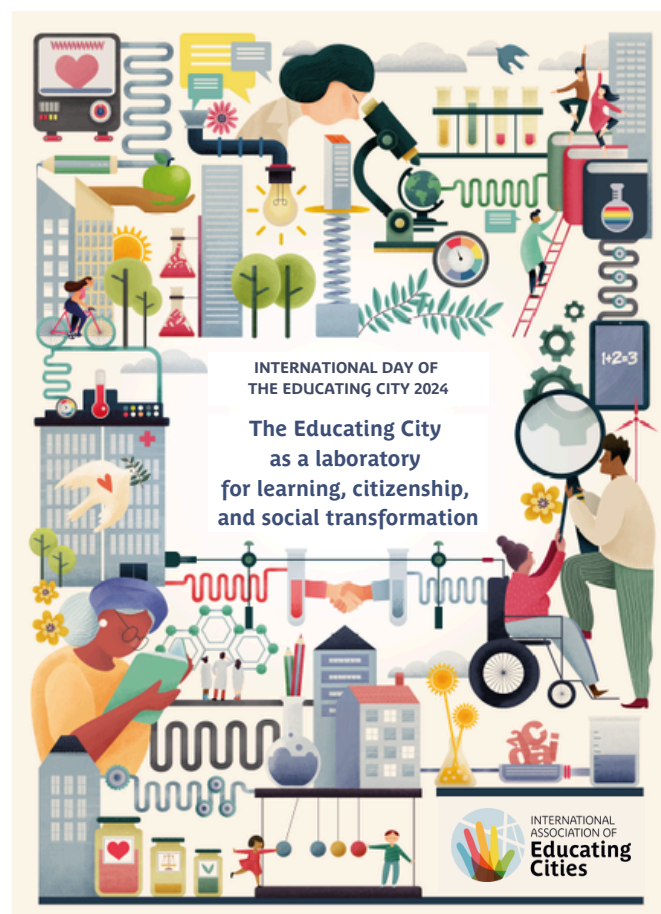
As in previous editions, the Secretariat will provide publicity material for social networks with the slogan of the day (in image and mini-video format) to disseminate the celebration in the days leading up to the event.

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 will be available at the IAEC website (International Day of the Educating City section).

Additional material

- **Video: The Charter of Educating Cities.**
NEW!
- **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 video:** "Educating Cities: 30 years, 30 lessons learned "
- Event **flag**



BY 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. 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.



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.
- 3. Use the hashtag #EducatingCityDay** and tag @educatingcities on Instagram, Twitter and Facebook.

For more information:



edcities.org/en/



[@educatingcities](https://www.instagram.com/educatingcities)



INTERNATIONAL DAY OF
THE EDUCATING CITY 2024

The Educating City
as a laboratory
for learning, citizenship,
and social transformation



INTERNATIONAL
ASSOCIATION OF
**Educating
Cities**

