Transformative Urban Coalitions

Transformative Urban Coalitions



M3_
Creating a shared vision for the future

Get Attention

If we can imagine a different future, we can build it!

- Climate action is about plans and policies, but also about shared imagination, meaning, and responsibility.
- This module explores how coalitions can create, communicate, and defend shared visions of the future.

Learning Objectives

- Describe how structured and collaborative visioning processes help people build trust, stay committed over time, and feel ownership of shared goals.
- Apply simple, locally relevant, and data-informed decision-making steps, including participation, engagement, and milestone setting, to support transparent and inclusive planning.
- Create clear and engaging stories and communication strategies that share the common vision and help maintain long-term commitment among community members.

Reflection

- Picture your city 20 years in the future and identify: What has improved?
- Notice what challenges remain and consider why they didn’t change. Who shaped that future?
- Tell the story of how your city got there. How would you explain this journey to someone living outside your city?

Reflection

TUC Case Study – Recife, Brazil: Female empowerment and children engagement

Creating a Shared Vision Through Community-Led Urban Labs

- **Transformations** in the community were driven by **residents, partners, and local actors**.
- The core idea is that **children** must be considered a **priority in urban planning**.
- Streets redesigned as **safe, shared spaces** with: Sidewalk extensions, street painting and furniture, and tree planting.
- Women-led handicraft workshops connecting **waste management and recycling with income generation**.



Photo: ©WRI Brazil by Marília Farias

Content Overview

Part 1.
Participatory Visioning for Resilient Futures

Part 2.
Weaving Data and Stories for Climate Action

Part 3.
Accountability: Sharing and Sustaining the Vision

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Part 1

Participatory Visioning for Resilient Futures

Recommended Actions

- Establish a time horizon
- Explore future scenarios
- Identify desirable futures

Recommended Actions

Establish a time horizon

- Define short-, medium- and long-term horizons to structure visioning, making discussions more focused and actionable.
- Use the short term to identify immediate priorities, quick wins and achievable measures.
- Use medium- and long-term horizons to explore broader change and more ambitious ideas about deeper transformations.

Recommended Actions

Explore future scenarios

- Engage coalition members in imagining multiple future scenarios and pathways for transforming their cities.
- Use trends, drivers of change, and the risks of inaction to understand the urgency, while encouraging opportunities for expansive thinking and innovation.
- Compare incremental and disruptive pathways and invite coalition members to question assumptions and dominant narratives in a safe space.

Recommended Actions

Identify desirable futures

- Develop a shared vision of a desirable future grounded in collective aspirations and tailored to the local context.
- Make the vision vivid and engaging by focusing on what matters to people, including relationships, daily life and sensorial elements.
- Use creative, participatory methods to foster imagination and expression beyond technical discussions.

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Part 2

Weaving Data and Stories for Urban Climate Action

Recommended Actions

- Secure informed decision
- Connect local visions to global agendas
- Identify milestones

Recommended Actions

Secure informed decision

- Provide clear, accessible information so coalitions can make informed decisions and act.
- Use collected data as a practical tool to support dialogue, integrating shared knowledge of the territory with lived experiences.
- Ensure everyone can access and understand the information, with support to avoid knowledge hierarchies and ensure all voices shape the vision.

Recommended Actions

Connect local visions to global agendas

- Show how local visions and initiatives connect to wider local, national and international agendas.
- Identify alignment with relevant policy frameworks, such as municipal plans, NDCs, NAPs, the Paris Agreement, or the SDGs.
- Use these connections to value local action and open opportunities for funding, partnerships and support.

Recommended Actions

Identify milestones

- Define intermediate milestones that link the shared vision to concrete action.
- Ensure milestones reflect the local context and help clarify priorities and sequencing.
- Use milestones as reference points for monitoring progress, learning and adjustment.

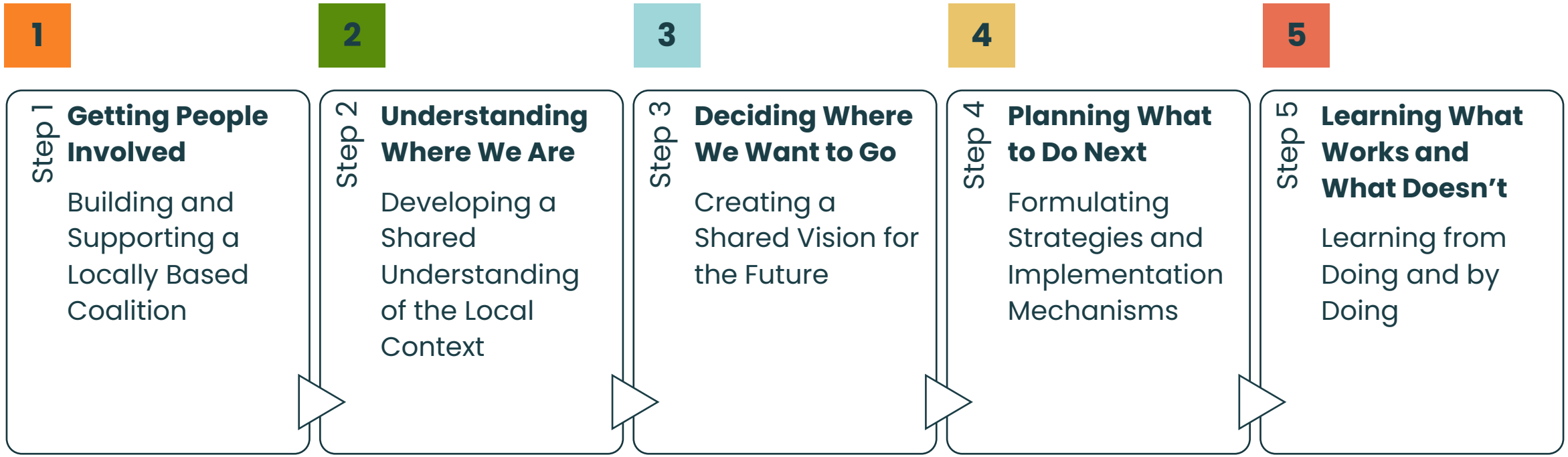
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Practical Focus

Climate Culture Lab: Weaving climate stories for a more resilient future

This activity blends storytelling, multimedia, and diverse voices to share climate concerns using the Sentipensar method. Participants gain practical strategies for integrating feeling and thinking into climate initiatives. Outcomes include capacity-building for inclusive resilience, amplified voices, and co-creation aligned with Global Mutirão's vision of people-centered transformation.

The Weaving Urban Futures Steps



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The Weaving Urban Futures Steps

1

Step 1

Getting People Involved

Building and Supporting a Locally Based Coalition

1

Getting People Involved

1. Coalition Building

Group 1

Group 2

Group 3

Group 4

Group 5

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A True Paradise

HOW TO COMMUNICATE A CRISIS – Melissa Fleming

A SEAT AT THE TABLE-

Debra Roberts

CLIMATE PARALYSIS – Christiana Figueres

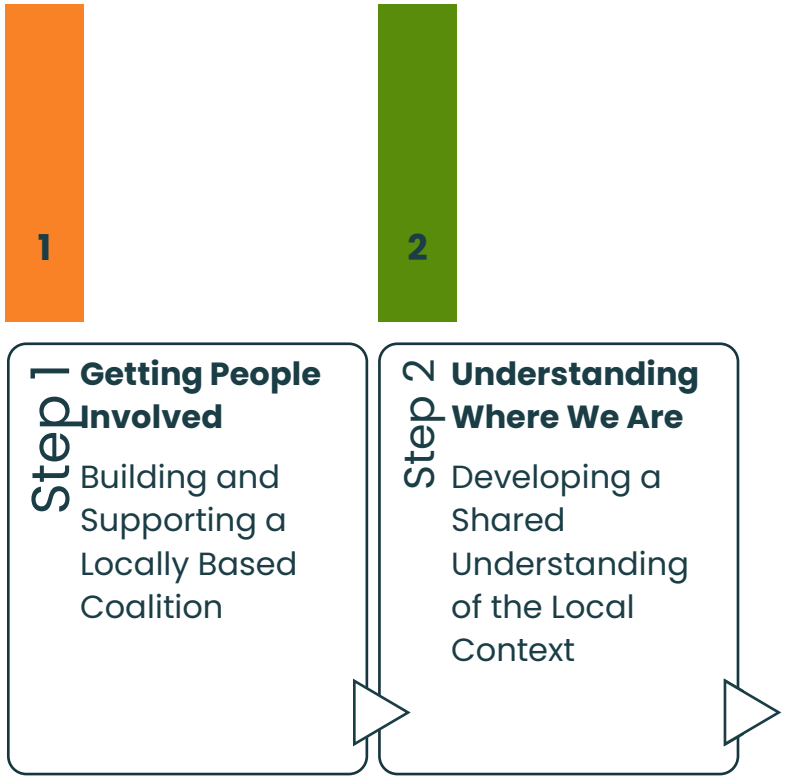
GLOBAL NORTH AND GLOBAL SOUTH – Alberto Acosta

EQUITY –

Kevin Anderson

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The Weaving Urban Futures Steps



2

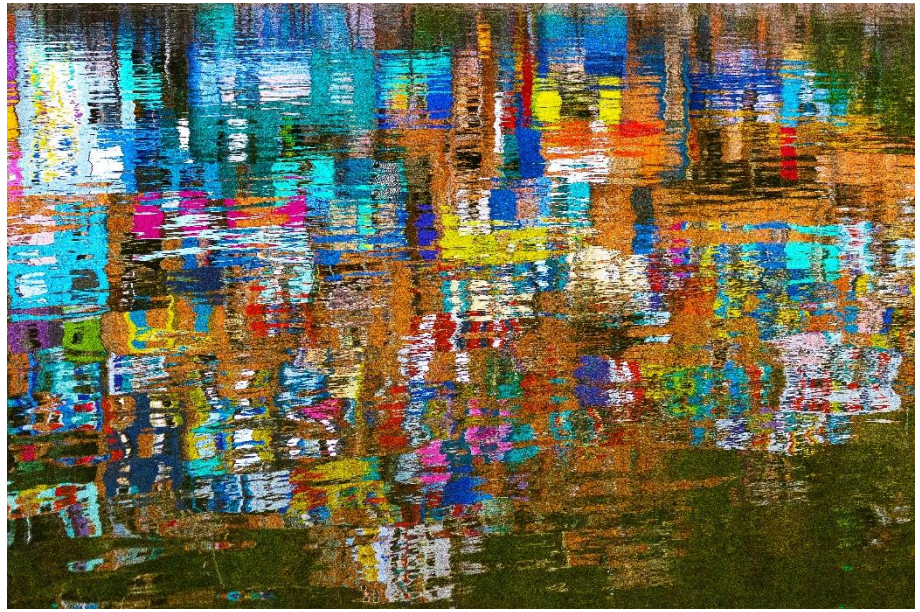
Understanding Where We Are

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What does climate resilience **feel** like in your context?

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Volatility



Complexity



Uncertainty



Ambiguity

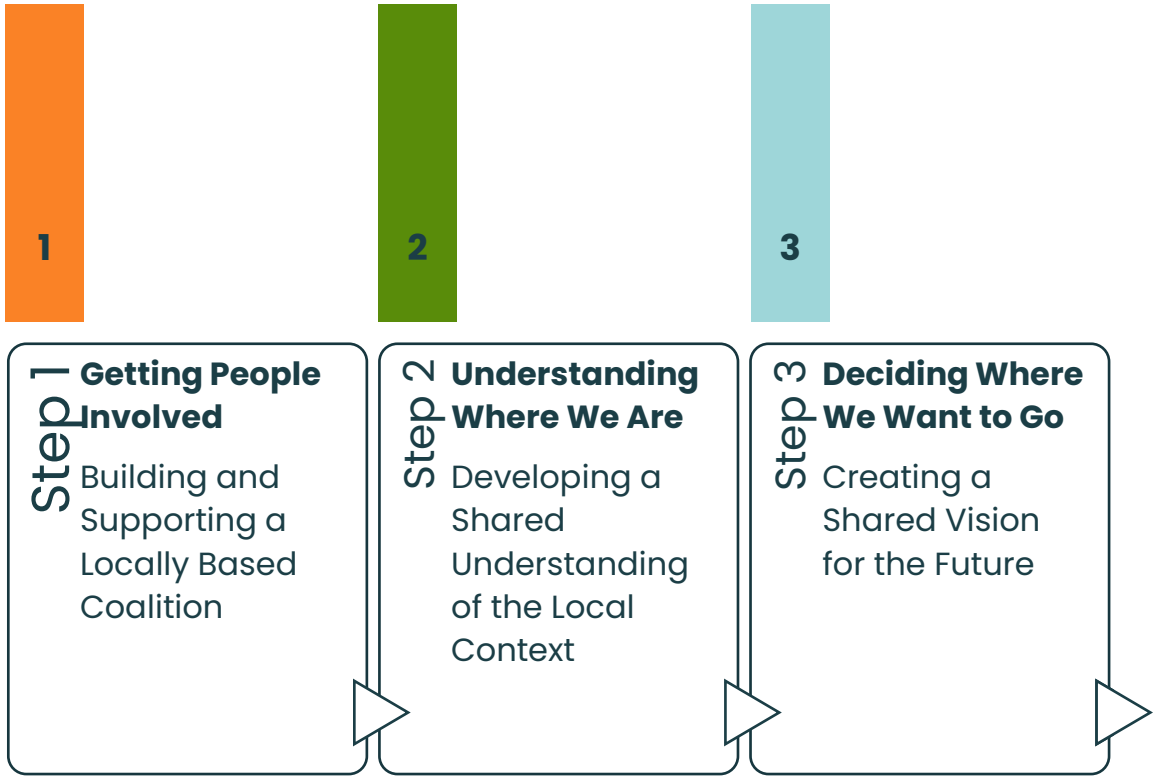


Photo 1: ©UNU-EHS, TUC. Constellations by Hernan Jaramillo Ramirez
Photo 2: ©UNU-EHS, TUC. Bicycles Make the City a Living, Breathing Place by Felipe Roehrig Pacheco

Photo 3: ©UNU-EHS, TUC. Used Plastic Bottle Tunnel by Mochammad Adnan Kasogi
Photo 4: ©UNU-EHS, TUC. Celebration in Chaos by Carmel Sabino

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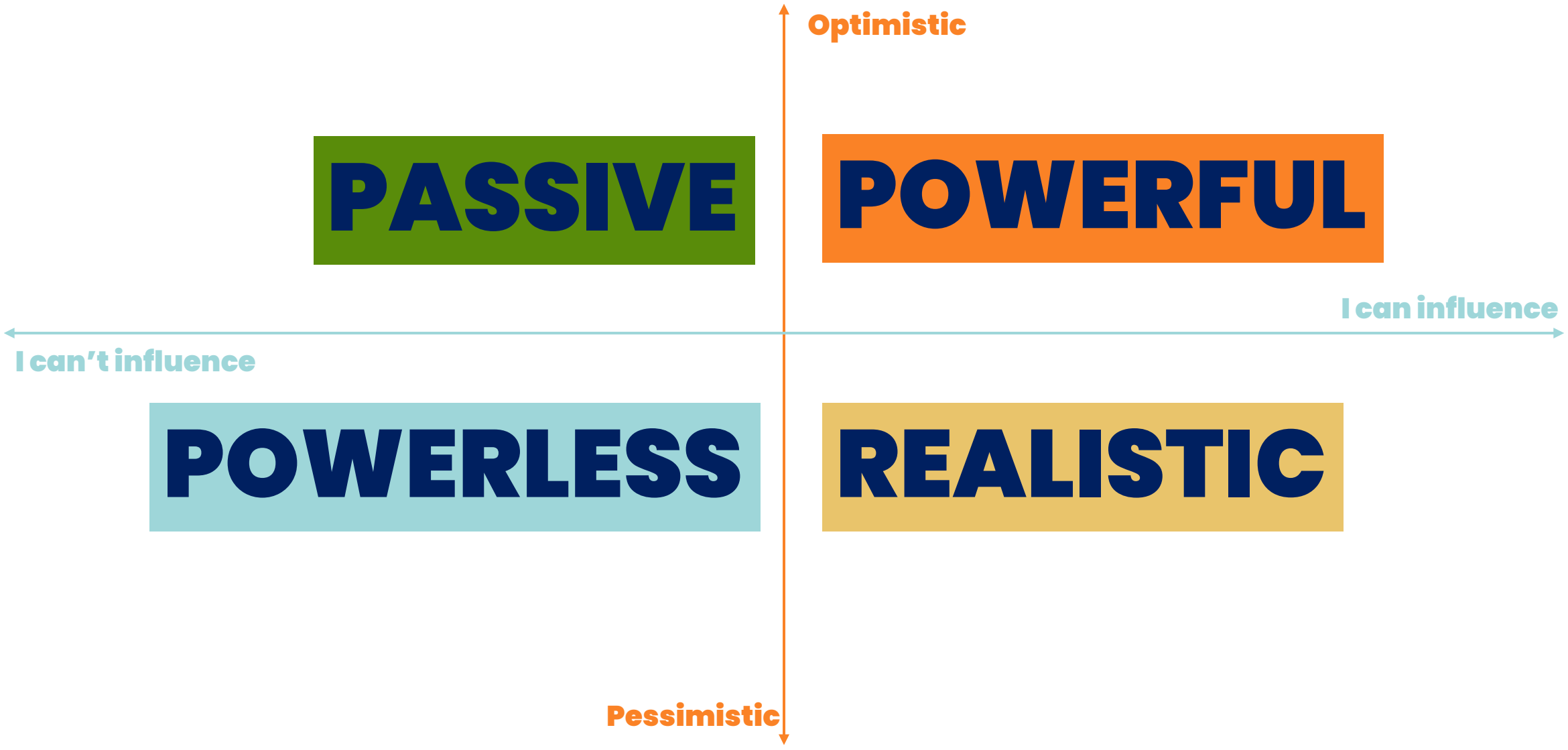
3

Deciding Where We Want to Go

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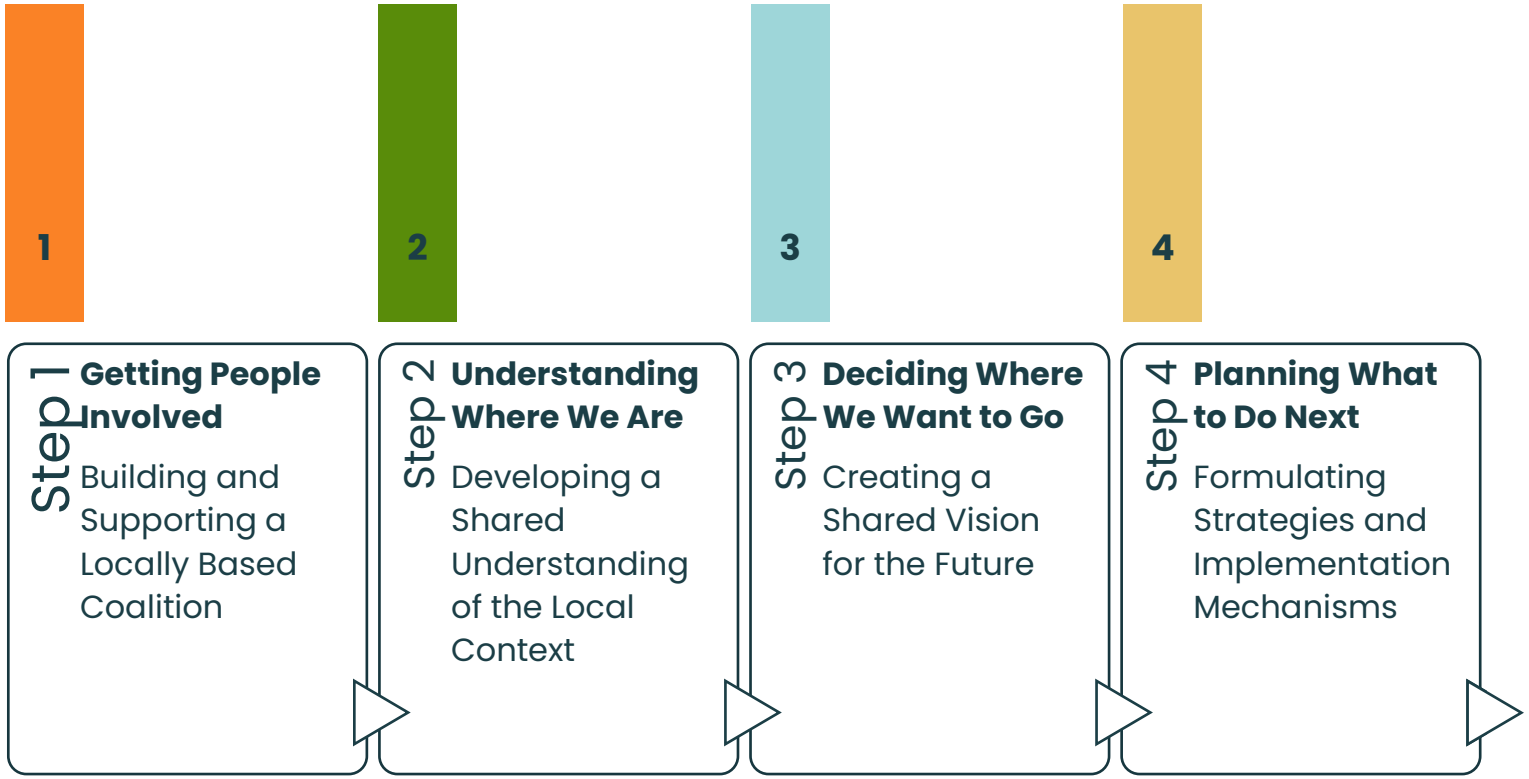
Where does your coalition stand?

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4

Planning What to Do Next

Buenos Aires,
Villa 20

Teresina,
Edgar Gayoso

Recife,
Comunidade do Pilar

Léon
Polígono León

Naucalpan
Polígono Río Hondo

Voices On The Ground

MAKE CHANGE VISIBLE – Laura Arévalos

TAKE CARE OF PEOPLE FIRST - Márcia Alencar

THE FIGHT FOR HOUSING - Lahys Barros

THE PROCESS OF CHANGE - Paco Flores

THE LIGHT RAIL – David Camacho Alcocer

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ARGENTINA

Buenos Aires
Villa 20





BRAZIL

Teresina
Edgar Gayoso





Recife
Comunidade do Pilar





MEXICO

Léon
Polígono León





Naucalpan
Polígono Río Hondo

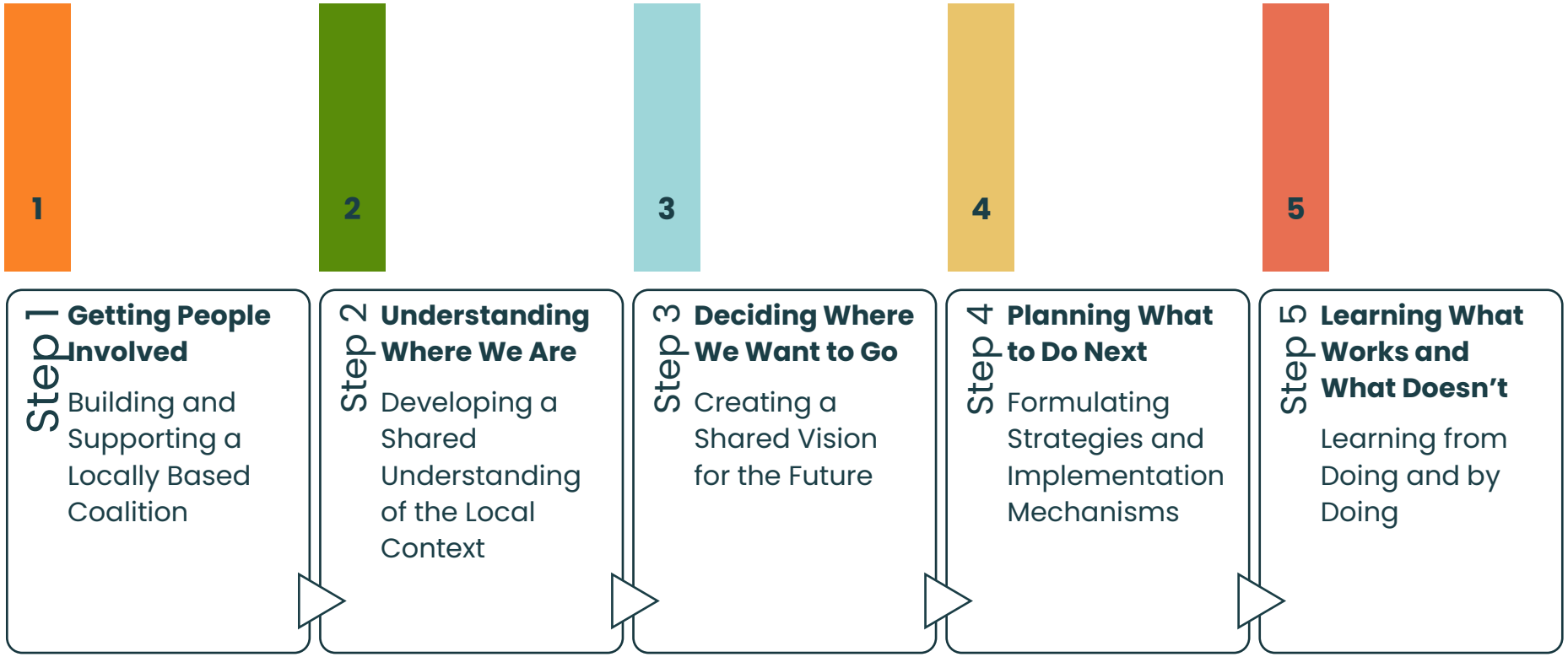




https://urbancoalitions.org/

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The Weaving Urban Futures Steps

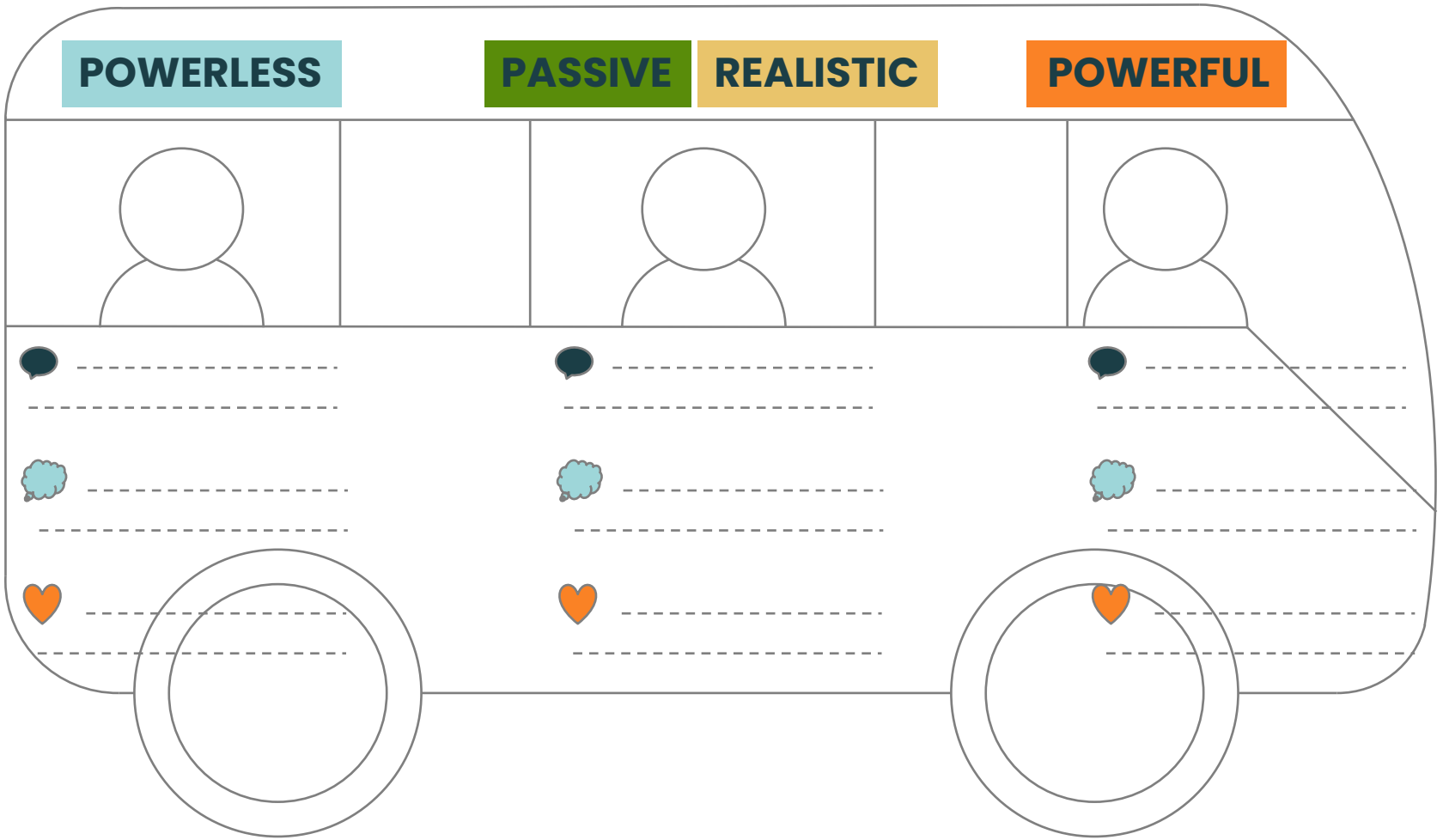


5

Learning what works and what doesn't

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How can we amplify their stories?



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How can **amplify** these stories?

Photo: ©UNU-EHS, TUC. Ghana's collective efforts towards a greener future by Stephen Oforí Amo

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Part 3

Accountability: Sharing and Sustaining the Vision

Recommended Actions

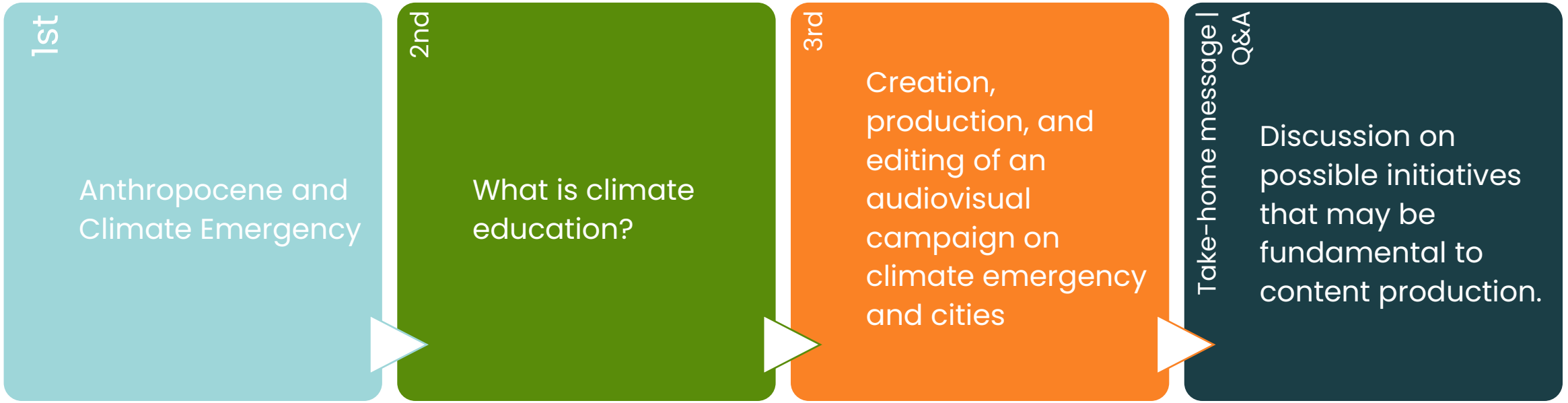
Document the vision

Recommended Actions

Document the vision

- Co-create a clear, inspiring vision statement that explains what the coalition aims to achieve and why it matters.
- Share the vision in creative formats so it reaches diverse audiences and is easy to connect with.
- Encourage coalition members to make concrete commitments linked to the vision to strengthen accountability.

Social media



Supporting material

- Welcome Social media campaigns: Communicating climate action and social justice
- Facilitators Introduction
- Anthropocene
- Climate change
- Impacts on cities

- Climate education
- Educational spaces
- Climate education in cities

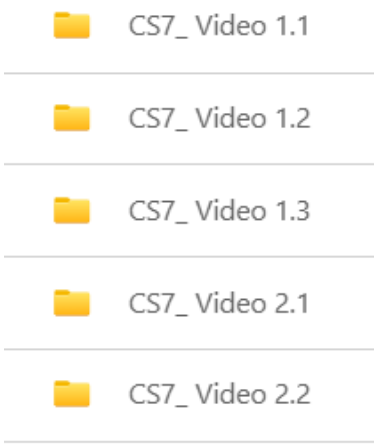
- Social media campaigns: script, camera, and action!
- Editing
- Share you message in the social media

Videos

Silas,
Thanks for the update! Please watch the videos in the link and design and select the most relevant ones to be included in a designed activity/exercise.

https://teams.microsoft.com/l/channel/19%3A34599c1427034fc386d1f83db4f6ec16%40thread.tacv2/EUS TUC%20(internal)?groupId=3177e319-63a9-492a-b186-3a6982a1915e&tenantId=1d659e92-9fd0-4b4d-fd22c136f4d8&ngc=true

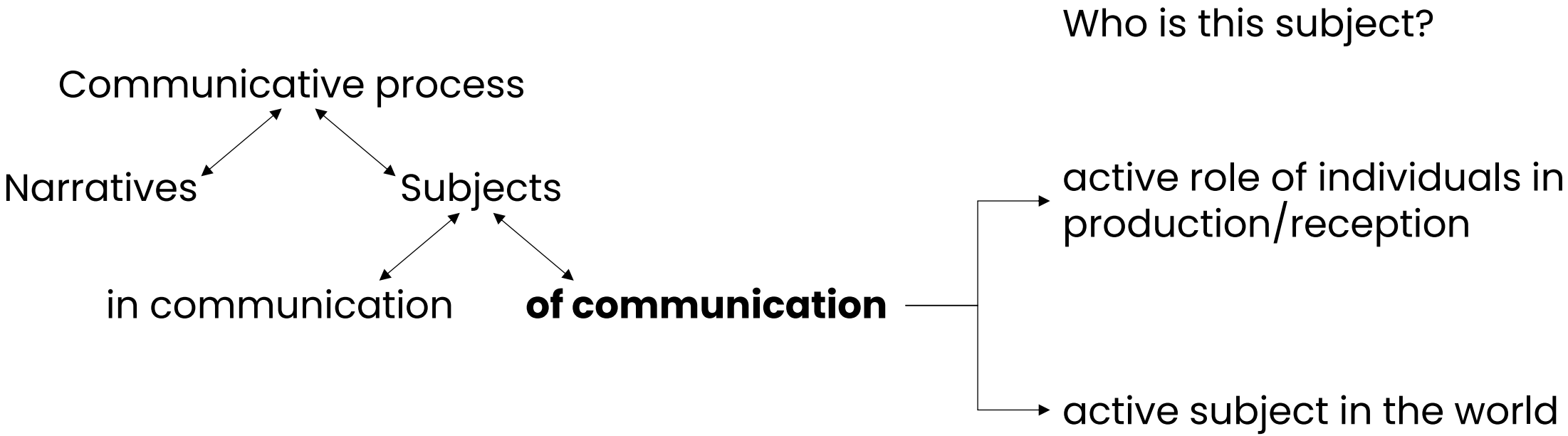
So, I think that for this section I'd suggest a cut from Video 2.1 starting around 25 seconds and 1:45 as it talks about engaging the Gen Z and then combine with the video 3.1 that focus on the basis for recording for social media. With this we can have as an activity, to record a video with a message around climate



I also find interesting the combination between video 2.2 (5:35 min) talking about Non formal education with video 2.3 about climate education in cities

Narrative and subjects

- Narratives are practices that organize meaning, developed by subjects.
- They are inserted into or form part of a broader process, namely communicative processes.



Take-home message

Communi cation for Behaviour Change

Plan organizing

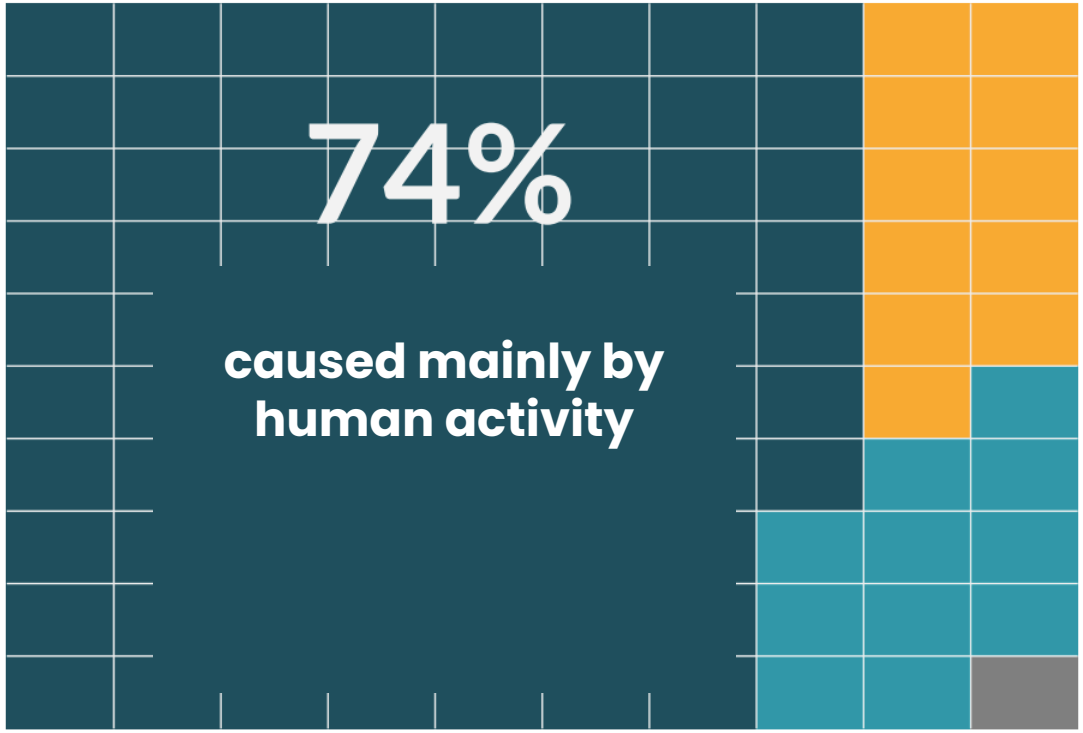
Crucial questions

Example

Perception of the causes of global warming in Brazil

94%

of Brazilians believe that global warming is happening (92% in 2020, 96% in 2021)



(77% in 2020 and 2021)

12%

Result of **natural changes** in the environment (12% in 2020, 11% in 2021)

12% Both

(9% in 2020, 11% in 2021)

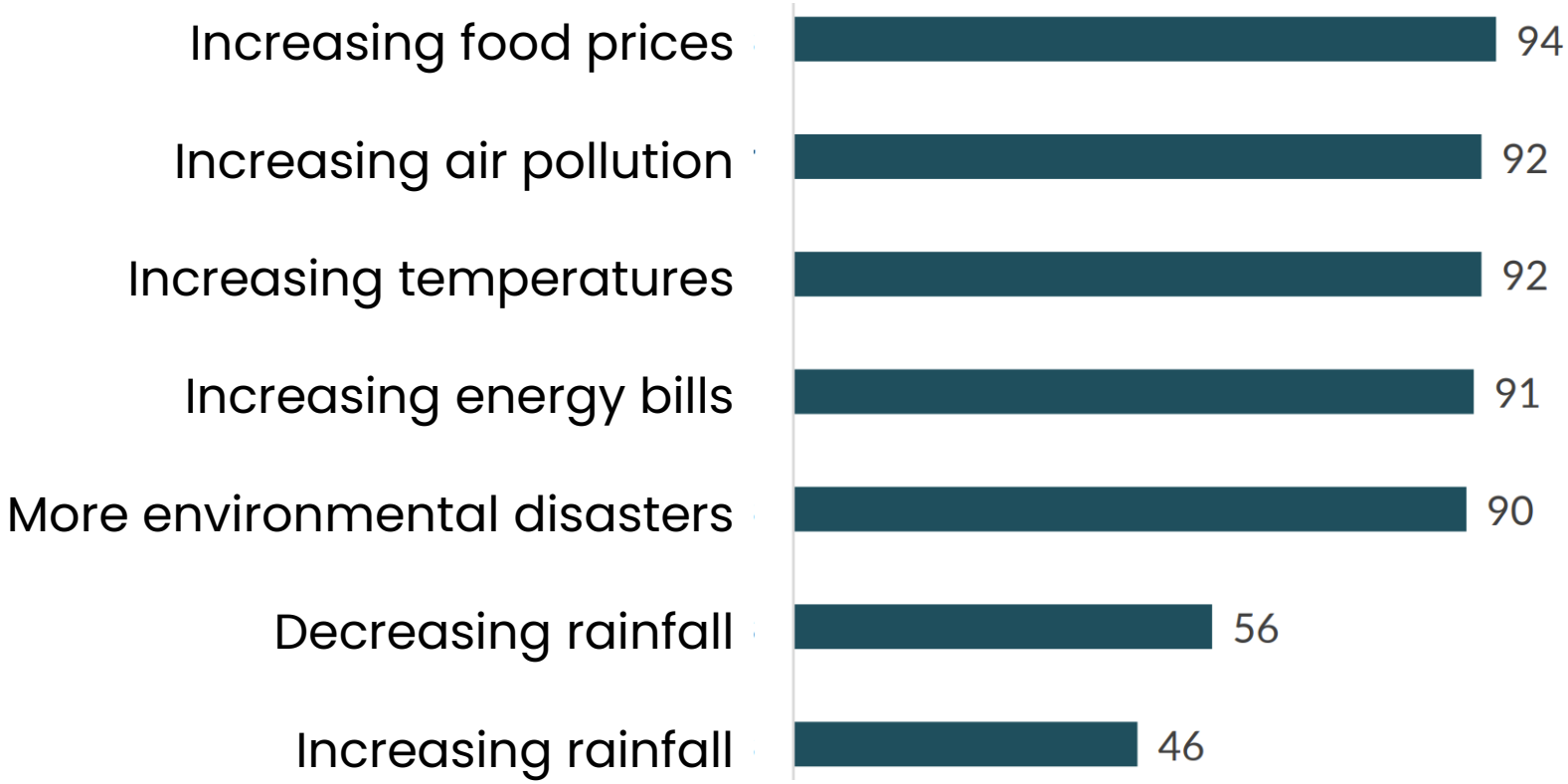
1% NS/NR

Q1.1.2) Recently, there has been much talk about global warming, that is, the increase in the average global temperature over the last 150 years, which contributes to changes in the planet's climate. In your opinion, is global warming happening?
Q1.2.1) Do you think it is mainly caused by human activity or is it the result of natural changes in the environment?

Instituto de Tecnologia e Sociedade do Rio (2022)

Example

Perception of what has been happening in recent years



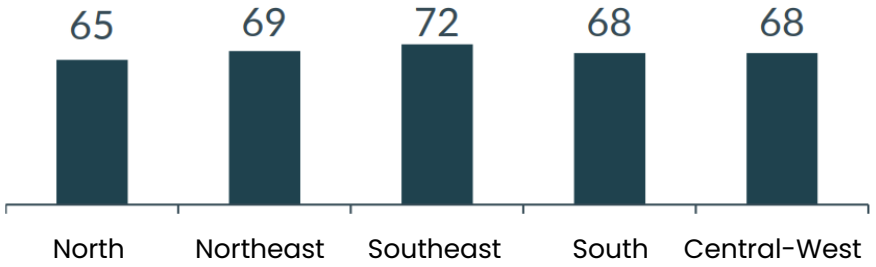
Q1.1.8) In recent years, do you feel that ther are:

Instituto de Tecnologia e Sociedade do Rio (2022)

Example

Brazilians who believe that global warmingn could seriously harm their families*

Region



Politics

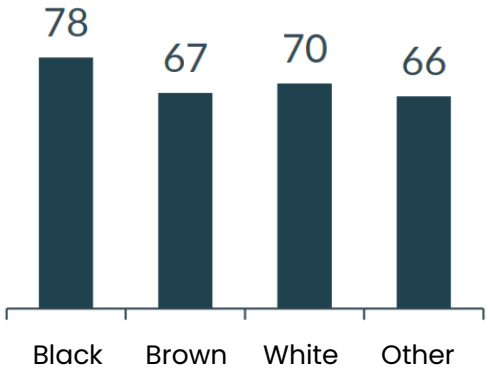
78%
More to the left

70%
Center

64%
More to the right

70%
Not answered

Race



Sex

75%
Female

64%
Male

*Percentage of respondents who answered that global warming could VERY MUCH harm future generations

Q1.1.5) In your opinion, how much do you think global warming could harm you and your family?

Instituto de Tecnologia e Sociedade do Rio (2022)

Lessons Learned

- Collaborating on a shared vision strengthens trust and long-term commitment, as people feel involved, heard and connected to goals they help define together as a coalition.
- Stories make future climate action ideas more relatable and motivating by translating plans into clear, human-centred messages.
- Accountability is activated with openly sharing the vision for the future and is strengthened through clear communication, visible commitments, regular follow up, and ongoing participation.

References/resources

Who we are

- UNU-EHS- Urban Futures and Sustainability Transformation (FAST)
- https://unu.edu/ehs/our-work/transformation/urban-transformation

What are

Additional Links:

Contact: Dr. Andrea Ramirez, ramirez@ehs.unu.edu

Support Materials

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