



# 100 RESILIENT CITIES

# OUR OBSERVATIONS

The 22 Resilient Cities in APAC have a population of 74.5 million



Despite efforts of the WRI and 100RC only 17,800 community members are involved in urban resilience globally

On Instagram there are over 18.8 billion post with these cities tagged.



Only 167 championed Urban Resilience

How can we build resilient cities if people living in them don't see the real view?

# Manifesto

As the world changes,  
its people adapt.

In the face of adversity, through times of  
social unrest, natural disasters, and economic instability,  
strength in numbers have prevailed.

To come this far we've banded together,  
stood tall, resilient and embraced change.

Now is the time for us, one interconnected people to be the  
masters of our future and  
be the change.

It's time to tell our stories, the stories  
of our reality, **TAKE OFF THE FILTERS**  
and show the world

**THE REAL VIEW.**







# THE REAL VIEW

See the heart and know the soul of your city.

Empowering communities to champion urban resilience and effect change through conversations.



Google Maps

# INCREASING AWARENESS

Launch 'Real View' on Google Maps at the Global Urban Resilience Summit in Rotterdam.

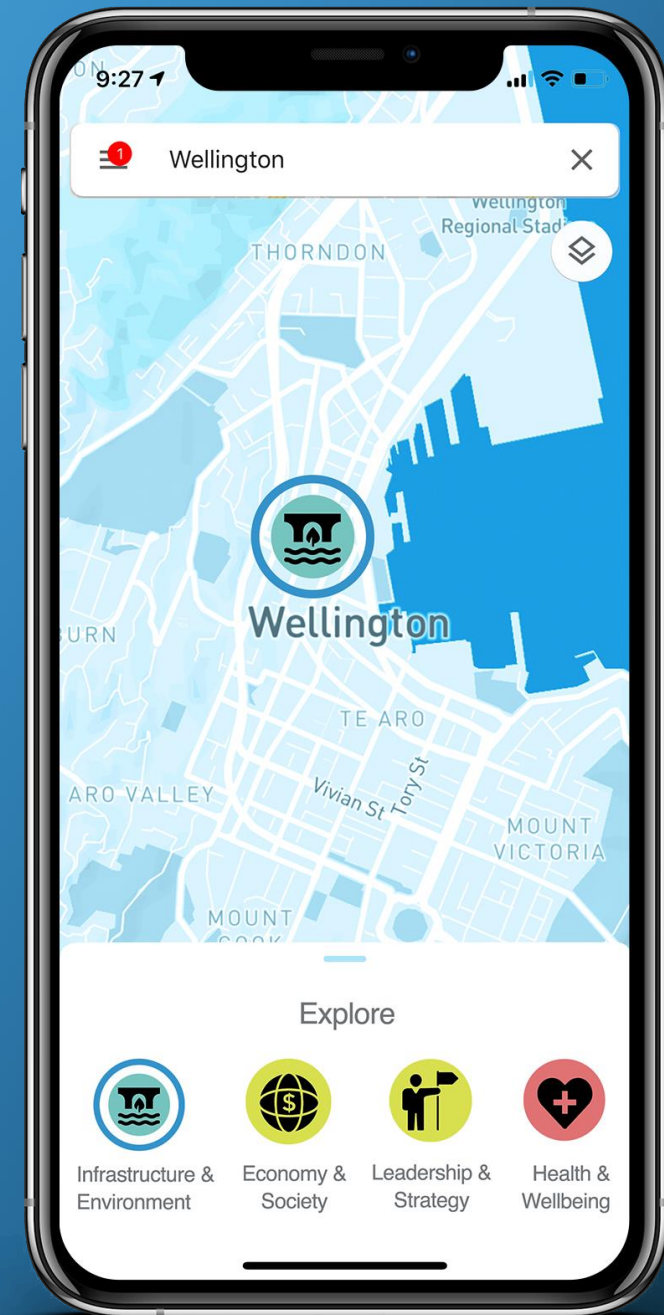
The feature will show users the 'Real View' of 100 cities through the resilience lens by highlighting the stage each city is at based on the City Resilience Framework.

The view will educate communities on urban resilience through stories of triumph and human resilience.

This will serve as the starting point in empowering communities to start conversations about the four dimensions of the City Resilience Framework from the ground up.

**77% of smartphone users globally use a navigation app**

**67% of them use Google Maps – that's over 1 billion people**



**Action taken**



**Action in progress**



**Action Not taken**

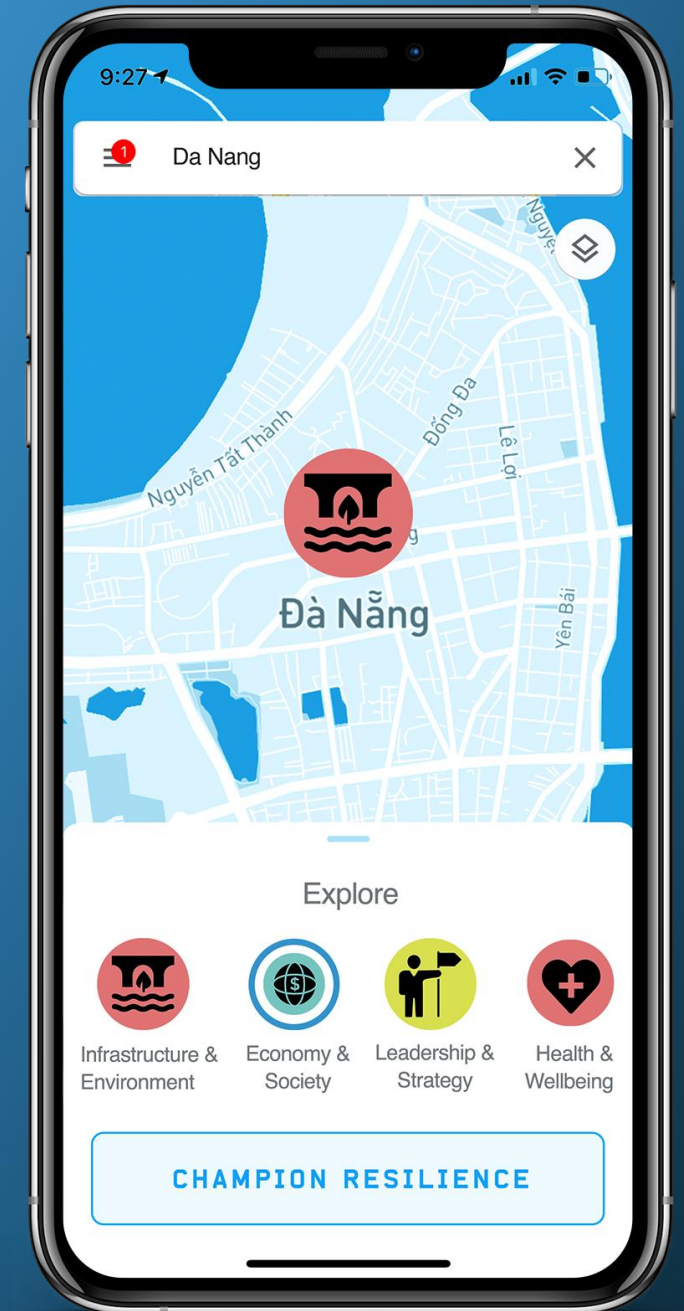
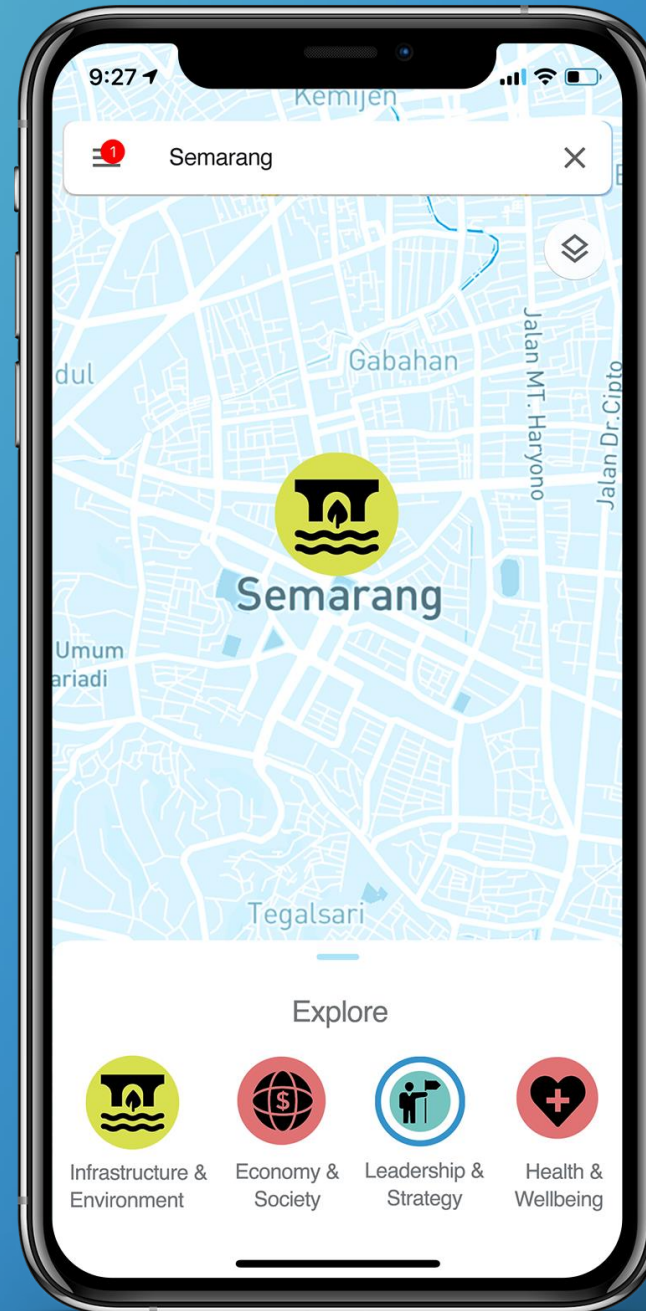


# INCITING CHANGE

In addition to learning about each city and its resilience, over 1 billion users will be empowered to take action through a special button.

Upon clicking the button, anyone can flag a resilience challenge faced in their city and garner petitions from the community to raise it for consideration in the cities' next resilience strategy.

Challenges can be also flagged by geotagging through social media platforms like Instagram and Facebook.



# MESSAGES

CREATIVE  
PLATFORM

**The Real View**  
**See the heart, and know the soul of your city.**

CORPORATE  
MESSAGE

100 Resilient Cities is the leader in working with cities on the ground to establish the practice of urban resilience and implement tangible solutions that promote a more secure and balanced future. Urban resilience is critical to the future of the region.

CAMPAIGN  
MESSAGE

100 Resilient Cities partners with Google to launch Google Real View.

FUTUREPROOFING COMMUNITIES

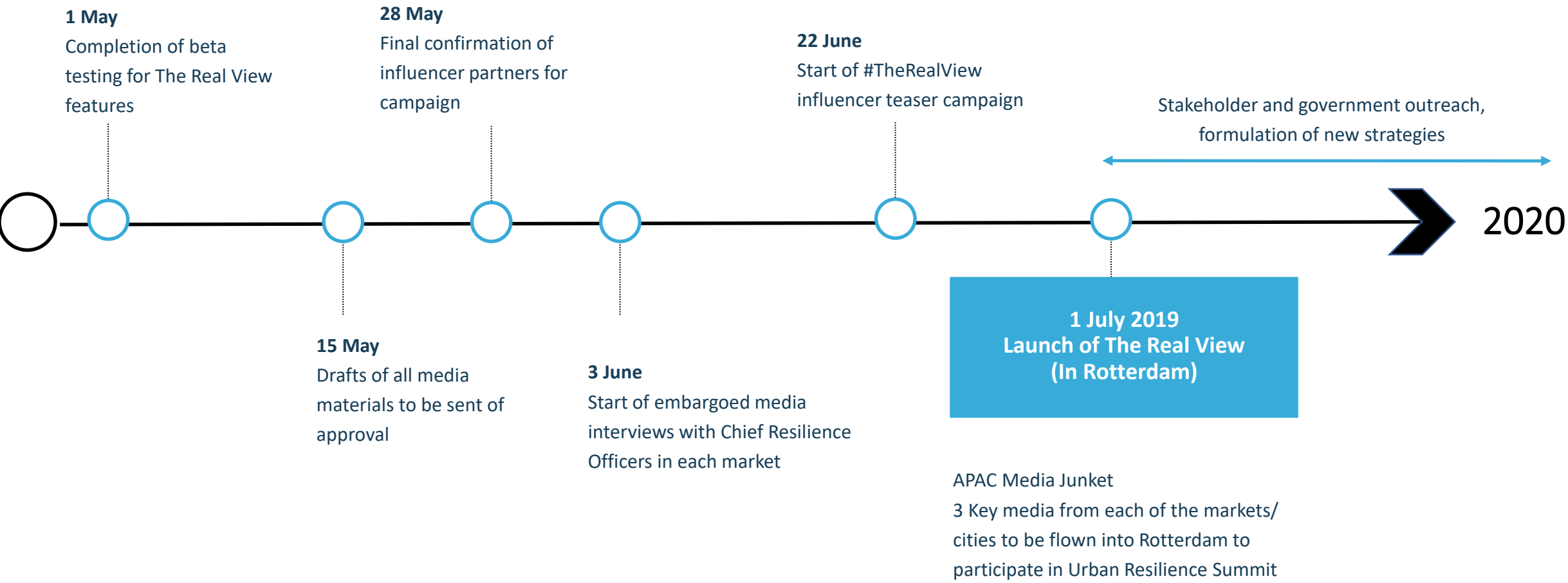
- Real View empowers communities to champion resilience and contribute to building a city from the ground up.
- The City Resilience Framework futureproofs cities holistically through the guiding dimensions of Health & Wellbeing; Economy & Society; Infrastructure & Environment; and Leadership & Strategy

SUCCESSFUL PARTNERSHIPS

- 100 Resilient Cities has facilitated strategic alliances with infrastructural specialists to develop and release 50 Resilience Strategies since 2013
- 100 Resilient Cities have raised \$3.35 billion in support of resilience projects from external partnerships.
- In its fifth year, 100 Resilient Cities has already made progress in half of all cities it works with

MESSAGES

# OUR CAMPAIGN





# CHANNELS

CHANNELS	Influencer	News &Trade Media	Google Maps	Launch Event in Rotterdam	Clickbait Media	UGC	Owned Platforms
EXECUTION	Teaser Social posts of #TheRealView in the 10 days leading up to the launch encouraging UGC	Embargoed release and interviews with CROs	Partnership with Google Maps to educate and empower communities to drive conversation	A media junket to the launch event in Rotterdam.  Use the event date as a yearly check in on 100RC goals.	Fact sheet of top interactive 'Real View' wow facts	Real posts from real people of #TheRealView	Sustenance content strategy to reiterate success stories and continue to drive action
PURPOSE	Awareness, conversation & action (UGC)	Key message reiteration	News hook and start of campaign	Mass attention amongst governments. Drive consistent conversation	Awareness	Advocacy and action	Consistent Storytelling

PLATFORM	The Real View See the heart, and know the soul of your city.						
AUDIENCES	COMMUNITIES	100RC MEMBERS	POTENTIAL MEMBERS	GOVERNMENTS	GRANT MAKING ORGS	MULTILATERAL BANKS	
CORPORATE MESSAGE	100 Resilient Cities is the leader in working with cities on the ground to establish the practice of urban resilience and implement tangible solutions that promote a more secure and balanced future. Urban resilience is critical to the future of the region.						
CAMPAIGN MESSAGE	100 Resilient Cities launches Google Real View to empower communities through conversation.						
MESSAGES	FUTUREPROOFING COMMUNITIES			SUCCESSFUL PARTNERSHIPS			
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