

Carbon Neutral Urban Practice Videos Concept Note

Background

The Republic of Korea has joined many major countries in setting the ambitious goal to become carbon neutral by 2050. The world has been urbanizing at a fast clip, and most of the world's population and economic activity can now be found concentrated in cities. For countries to become carbon neutral, cities must lead with innovative solutions. The Urban SDG Knowledge Platform, created by CityNet, Seoul Metropolitan Government, and ESCAP, supports city-to-city knowledge transfer of best practices of sustainable urbanization and is a suitable platform for cities to cooperatively hit carbon neutrality targets.

Objective & Action Plan

CityNet, an organization dedicated to knowledge sharing between Asia Pacific cities, aims to publicize **Carbon Neutral Urban Practice Videos** through the creation of a specialized page on the Urban SDG Knowledge Platform. This page will display videos submitted by CityNet member cities and organizations explaining, in bite-sized format, an initiative from their city which contributes to reducing their city's carbon footprint. Ideally, the presenter should be a city mayor, organization head or similar high ranking city government official. The ultimate goals of the videos are to (1) broaden the way that knowledge is shared and practices are showcased on the Urban SDG Knowledge Platform, (2) bring exposure to CityNet member cities and organizations (with a focus on current ExCom members), and (3) promote effective strategies to making cities carbon neutral.

CityNet will put out a call for videos in early 2023 and aims to collect and publish at least 10 videos from various CityNet member cities and organizations. Videos should be between 3-5 minutes in length (maximum 10 minutes). After sufficient videos have been received, CityNet will publish the special webpage dedicated to the videos. CityNet will standardize the video thumbnails, title and ending cards, and add English subtitles to videos submitted without any. CityNet members may submit videos at any time throughout the year but only members that submit a video before July will be eligible for their videos to be promoted at physical events at the Asia Pacific Urban Forum in Suwon or the ExCom meeting in Q4 2023 and online through the monthly newsletter and the rotating banner on the front page of the Urban SDG Knowledge Platform. The primary target will be to showcase initiatives by new ExCom members and promote their videos at the upcoming ExCom meeting in 2023. ExCom members will be directly invited to participate via formal letter of invitation. **(Note: only cities located in ESCAP member countries and territories may submit videos.)**

Outcomes

The Carbon Neutral Urban Practices Video Page will:

- Provide a source of education and knowledge-sharing for CityNet member cities and organizations and other stakeholders of carbon neutral cities.
- Enhance the type of educational content available on the Urban SDG Knowledge Platform, supplementing the case study database and online lecture-based courses.
- Engage CityNet members and bring them immediate value by promoting their recent initiatives.

Timeline

1. January: Release Call for Participation
2. February-June: Receive Videos
3. April-July: Publish Videos on Urban SDG Knowledge Platform

Benchmark: Global Urban Lectures UN Habitat page <https://unhabitat.org/knowledge/global-urban-lectures>

All Global Urban Lectures

Theme Season

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ANNEX 1: Instructional Video Script:

When this program is announced, it will come with a tutorial video recorded and subtitled by the SDG officer that will explain the program & the criteria for submitted videos. The script will cover the following:

Greetings from CityNet. I'm Chris and I manage the Urban SDG Knowledge Platform. The Urban SDG Knowledge Platform was established by CityNet, UN ESCAP, and the Seoul Metropolitan Government to promote city-to-city knowledge sharing and SDGs localization.

Recently, many countries in the Asia Pacific and around the world have pledged to go carbon neutral within a few decades as a means to adapt to climate change. Due to the high rates of urbanization in our region, we know that cities will have to do the majority of the work to meet those goals.

In 2023, CityNet will put extra focus on promoting carbon neutral urban practices to help cities and organizations within our network hit ambitious carbon neutrality targets.

So, as an engaging way to share best practices, we are calling on our members to submit short, 3-5 minute

videos explaining a recent carbon neutral urban policy from their city. The videos will be uploaded to a special carbon neutral video gallery page on the Urban SDG Knowledge Platform.

We are calling on our mayors, organization heads, and other high level figures to be the ones in front of the camera explaining the initiative.

The video format can be very simple. Pick a quiet spot with a neutral background (like this) and explain the carbon neutral policy or project directly to the camera or slightly off screen (like this).

If you are using a smartphone to record, please hold the phone horizontally and be sure to keep the subject's upper torso in the shot.

We are only asking for 3-5 minutes, and we request a maximum of 10 minutes to keep the videos to a bite-size format. We aim to receive minimum 10 videos.

To guarantee that your video will be featured, please submit it by June. You may continue to submit videos throughout the year.

You may present in English but if you prefer to speak in your native language, please add English subtitles to the video below the speaker (like this). White text with black outline is best. Please also share the script with us even if you are speaking in English so we can add subtitles if necessary.

Begin the video by introducing yourself and your role within your city / organization. Then share the title of the carbon neutral urban initiative you will be sharing. Before explaining the initiative in detail, remember to share which Sustainable Development Goals it helps to achieve.

For more instructions on making the video, please find the attached Video Submission Guidelines.

So, what are examples of carbon-neutral initiatives that you could introduce? It could be the opening of a new carbon-neutral research center, a shift to renewable energy sources in your city, a project to manage waste more efficiently, greenhouse gas emissions capture technologies, construction of net-zero carbon buildings, or any other case of transforming your city to reduce its carbon footprint.

At the end of the submission period, CityNet will select the best videos and promote them in our newsletter & the rotating banner on the Urban SDG Knowledge Platform front page.

- We also plan to show these videos during the Asia Pacific Urban Forum in Suwon in October 2023 and during the next CityNet Executive Committee meeting.
- Submit early! First come, first featured. Thank you very much for your cooperation.