WE LOVE CITIES
RAISING CITIZENS’ VOICES FOR A SUSTAINABLE FUTURE

THE CAMPAIGN

SEP – OCT
2022

63 cities on 6 continents
= 132,000,000 citizens represented

Open to finalist cities in WWF’s One Planet City Challenge. Based on the cities’ data submitted on CDP and ICLEI’s unified reporting platform. Validated by an international jury of experts.

CAMPAIGN QUEST

To engage as many citizens as possible in sustainable city development via welovecities.org, social media and on the ground actions in cities.

GLOBAL RESULTS

IN ONLY 6 WEEKS:

1.3M GLOBAL VOTES
As citizen validation for the cities’ sustainability targets and actions.

116K CITIZEN SUGGESTIONS
Improvement suggestions submitted by citizens committed to creating more sustainable cities. Suggestions shared with cities.

3.8M SOCIAL MEDIA ENGAGEMENTS
In WWF and participating cities’ social media – enabling sustainable local communities.

447M REACH ON SOCIAL MEDIA
Accumulated globally in all channels.

HOORAY PROBOLINGGO!
Probolinggo is the winner of the We Love Cities campaign with 825,000 interactions (votes, suggestions and social media combined).

LOCAL ACTIVITIES

THE CITIES’ JOURNEY TO SUSTAINABILITY
Participating cities worked hard to engage their citizens in the campaign. Love was shared through street events, viral challenges, photo competitions, and more!

Sunderland, UK worked with the youth group of the Environmental, Green and Sustainable (EGS) Group, encouraging schoolchildren to submit their sustainability ideas.

Dipolog, Philippines engaged its citizens by showcasing elements of its city through photography walking tours.

Peñalolén, Chile held a street event where they showcased elements of sustainable living, setting aspirations and inspiration for a #OnePlanet city.

THANK YOU FOR YOUR LOVE AND SUPPORT – WE ❤️ YOU!