



We Love Cities 2026

5 irresistible reasons



We Love Cities is an inspiring and cost-effective campaign that raises awareness for cities' sustainability work and offers an opportunity to engage citizens in the continued improvement of their cities through dialogue.








Why should your city join?
Here are 5 irresistible reasons...

1. Ride the wave of global success



 In 2024 alone, WLC reached over 326 million people!


 With 190+ cities and 13 million engaged citizens, it's a proven global success story.


 Be part of something bigger—join an established, proven, global campaign.




2. Power climate action with public engagement



 Bold climate action begins with engaged citizens.

 WLC is your ticket to tap into citizen potential in a positive and friendly global competition.

 Learn what your citizens want and love about your climate action—WLC supports your goals!

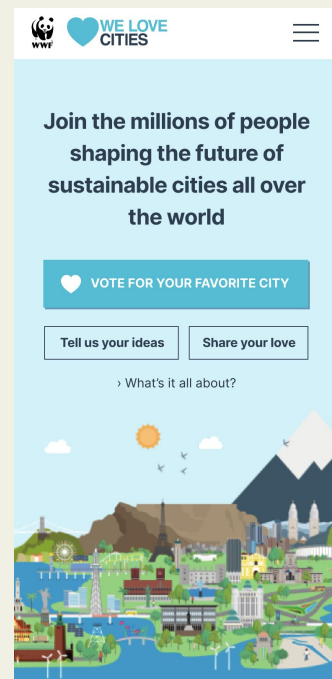
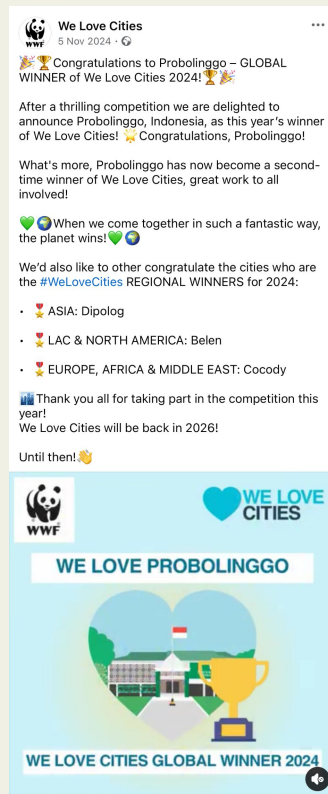
3. Elevate your city's recognition globally



🏆 Win the friendly competition and receive national and global acclaim.

🎉 Your sustainability work is showcased through WWF's global channels.

🚀 WLC helps you raise visibility and be part of a dynamic global movement!



4. Maximize impact with a cost-effective campaign



We Love Cities
Sponsored · Published by Stefan Fagerström ·

WE LOVE TAMPERE ❤️
Tampere in southern Finland plans to reduce its emissions 80% by 2030. Known as the world's 'sauna capital' - Tampere is working to build carbon neutral district heating, a geothermal energy facility and solar installations in order to meet its carbon neutral energy goals.

We're excited about seeing how hard your city is working to create an environment in which both people and nature can thrive! How about you?

On www.welovecities.org/ you too can show your love! VOTE for your favorite city, SHARE what you love about it and TELL us how it can become even better.

#WeLoveTampere

WELoveCITIES.ORG
Express your LOVE for TAMPERE ❤️
Join the millions of people shaping the future of s...

Learn more

MiBici Pública · Seguir
11 de octubre de 2022 ·

Con el programa de #MiBici eres parte de la movilidad activa en el #AMG
Comparte tus ideas y proyectos para inspirar y sensibilizar a otros, usa el #WeLoveAMGUADALAJARA
Recuerda que puedes votar por el AMG todos los días una vez al día bit.ly/3Bwtqkl en la competencia global de @WWF

MiBici impulsa la movilidad activa sustentable en el AMG

WE LOVE AMGUADALAJARA

WWF WE LOVE CITIES MiBici inepplan Jalisco

4 veces compartido

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WLC = public engagement with expert support!

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🌟 Run a savvy, cost-effective campaign with expert support from WWF.

🏆 Enjoy professionally crafted communication material and boosted social media ads—funded by WWF.

🤝 WLC = public engagement with expert support!

5. Strengthen dialogue, ignite change



Receive a tailor-made analysis of citizen feedback.



Understand what citizens want, and get contacts for focused group discussions.



WLC sets you up for a powerful and ongoing dialogue with your citizens!

The image shows a report titled "Engagement Summary Sunderland" from WWF and We Love Cities. The cover features a heart-shaped graphic with a bridge inside, set against a background of a cityscape and mountains. The report content includes a congratulatory message, a summary of citizen feedback, and a list of top themes mentioned by citizens.

**Engagement Summary
Sunderland**

Congratulations on your participation!

Citizens were able to give their feedback to your city via an online form on the We Love Solutions website.

The data collected from the online forms primarily consists of qualitative insights, as citizens provided open-ended suggestions reflecting their perspectives on enhancing city climate initiatives. Each submission was categorized thematically, enabling a structured analysis of recurring themes and priorities within the community feedback.

The data represents citizens' perceptions and opinions on thematic areas, rather than expert or scientifically validated assessments, as respondents were self-selected and not necessarily climate scientists or subject-matter experts. This approach provides insight into public sentiment and priorities, capturing a community-driven perspective on climate action.

Sunderland received 54 feedback forms
Of these forms 15 were expressions of love for the city
39 were feedback suggestions for making the city even better
From the improvement suggestions Parks & Public Spaces 🌳, Natural Resources 🌿 and Transport & Mobility 🚶 were the top themes mentioned.

We Love Cities 2024 | Campaign Summary

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**"The battle for life
on earth will be
won or lost in
cities"**

Ban Ki-moon

Former Secretary General
of the United Nations, 2007-2016



**Curious to know more or ready
to make global impact?**

Contact yoshi.funaki@wwf.se

together possible™



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world for the benefit of people
and wildlife.

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