WE LOVE CITIES
RAISING CITIZENS’ VOICES FOR A SUSTAINABLE FUTURE

THE CAMPAIGN

S E P – O C T

2020

54 Cities on 6 continents = 112,000,000 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.

THE CITIES’ JOURNEY TO SUSTAINABILITY

Participating cities were ultra creative in engaging their citizens in the campaign despite limitations posed by the global pandemic. Love was shared through art exhibits on city streets, mayors’ appearances on television, photo competitions, and more!

GLOBAL RESULTS

1.2M GLOBAL VOTES
As citizen validation for the cities’ sustainability targets and actions.

79K CITIZEN SUGGESTIONS
Improvement suggestions submitted by citizens committed to creating more sustainable cities. Suggestions shared with cities.

4.6M SOCIAL MEDIA ENGAGEMENTS
In WWF and participating cities’ social media – enabling sustainable local communities.

80M REACH ON SOCIAL MEDIA
Accumulated globally in all channels.

HOORAY BATANGAS!
Batangas is the winner of the We Love Cities campaign with 295,000 interactions (votes, suggestions and social media combined).

LOCAL ACTIVITIES

Park City, USA, called upon local artists to express their love through colorful paintings on recycled wooden backdrops displayed on the city’s main street. The results were beautiful!

In Banda Aceh, Indonesia, the mayor really lead by example and encouraged the citizens to vote and post their improvement suggestions through a series of videos. Lovely photos full of people proudly voting for their city were a treat to see!

Thank you for your love and support – we ❤️ you!