



CONCEPT NOTE

Communication campus – Painting is Caring

Monday 21 February 2022, 17:30-18:30 (CET)

An Organization that Cares

In 2021, UCLG entered the year with a renewed mandate to work towards delivering a world that cares. As a World Organization, we understand this by caring for our communities, for the planet, and for our governments. We have incorporated this dimension into all of our work areas. We embraced it into the global narrative of the world organization, and we are showing it in how we communicate ourselves to the world. Caring lives in how we work, daily, as a world organization. It is the core of our values as a movement, to ensure the essential protection of the commons at the center of service provision.

Building Ownership, Having Fun

In 2022, we want to put care at the epicenter of who we are, of what we do, and what we aim to achieve, we want to explore what caring means to you, and how you identify with it.

We want you to bring an open mind to discover together – and to be ready to become graffiti painters for an hour-long session. Building on a question aimed at narrowing down the discussion, you will then be asked to reflect about care and its role in our organization. It will be the moment to explore your different views and put them together. And then, the fun. You will be provided with sprays, canvas and protective materials so you can bring to life the ideas and perspectives raised as a team, to power the 'we' in we care.

The session will count with around 30 participants and will be dynamized by members of the communications and policy teams within the UCLG World Secretariat. They will introduce the session, animate the conversation, and drive the main takeaways. An expert graffiti painter will join the workshop to ensure that we take the most of the experience.

