



Ministry of Housing and Urban Affairs  
Government of India



INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE

**Streets 4  
People**  
CHALLENGE

**SEASON 02**

**How can you collaborate with  
local champions and citizens?**



# Collaborating with local champions and citizens!

## Why?

- To get support for the city's various activities across the Challenge
- To build momentum for your city's walking and cycling interventions
- To embed participatory processes

## Who can your city collaborate with?

- **Local champions:** influencers, community leaders, Architects, Planners, communications experts, NGOs, CSOs, RWAs, etc.,
- **Citizens** of your city across all age, gender, ability, and socio-economic context



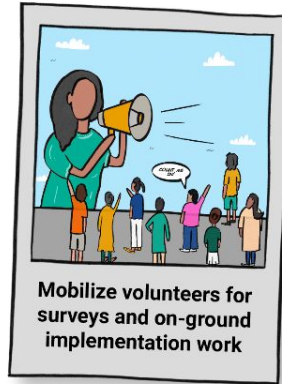
# How could local champions and citizens help the city?



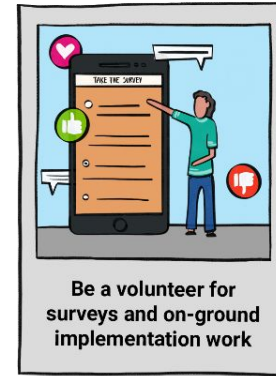
**Coordinate between your city team and other organisations in the Challenge roll-out**



**Ensure participatory planning through community engagement**



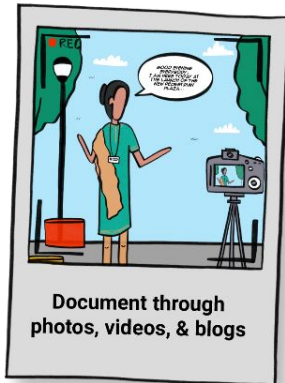
**Mobilize volunteers for surveys and on-ground implementation work**



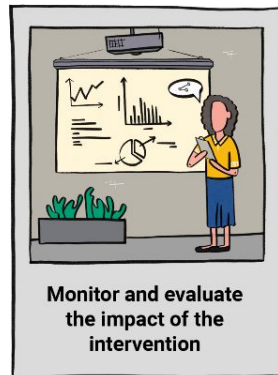
**Be a volunteer for surveys and on-ground implementation work**



**Promote through social media and otherwise**



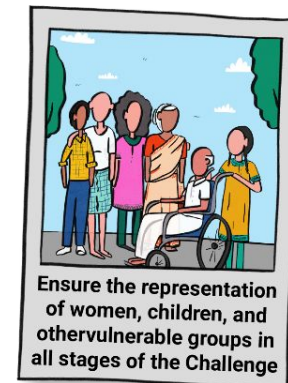
**Document through photos, videos, & blogs**



**Monitor and evaluate the impact of the intervention**



**Bring sponsors or be a sponsor**



**Ensure the representation of women, children, and other vulnerable groups in all stages of the Challenge**

**Creating an active local champions  
and citizens group for your city is crucial  
to successfully achieve the Challenge goals!**

# How to collaborate with local champions and citizens?

## Step 1



*Send out a  
'Call for Collaboration'*

## Step 2



*Compile and shortlist  
registrations*

## Step 3



*Engage actively to achieve  
the Challenge goals*

**Build a *diverse and inclusive team* to support your city with  
the Challenge Goals - 2023!**



# Step 1: Send out a 'Call for Collaboration'

## Why?

- To spread the word around your city's participation on the Challenge
- To invite interested institutions, organisations, and individuals to be part of your city's work

## How?

- Download the media note poster, and google form templates
- Update it with your city-specific information
- Publish and spread the word



[Download the media note template for reaching out to citizens here!](#)

[Download the poster template for reaching out to citizens here!](#)

[Download the google form template to collect details of the registrants](#)

## Step 2: Compile and shortlist registrations

Based on the skillsets of the internal team, shortlist and select the registrants from local champions who could complement the city's work for the Challenge.

### ***For example:***

In case your internal team does not have a strong communications expert, shortlist and collaborate with registrants with experience and interest in

- Content creation
- Photography and documentation
- or Local social media influencers who could amplify your works





# Step 3: Engage actively to achieve the Challenge goals

## How? - local champions

- In conversation with the shortlisted registrants, define their role and contribution
- The terms of engagement could be decided by the city team based on the scope of work and the registrant's interest
- Make them part of your team

## How? - citizens

- Create google group / whatsapp group
- Inform and engage actively on the various activities and milestones of the Challenge





# Thank you!

  
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<http://bit.ly/c4conline>

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