

OECD CHAMPION MAYORS FOR INCLUSIVE GROWTH INITIATIVE

How to join the Champion Mayors Initiative

The OECD developed a “people-centred growth model” in which wellbeing is the yardstick of success, not GDP per capita. In this model, everybody can contribute to growth, independent of their background or origins, and receive a fair share of the benefits. These are the central propositions of the OECD Inclusive Growth Initiative, launched in 2012 to provide answers on how to reduce the increased inequalities of income and opportunities that many OECD countries have experienced during the last decades.

As part of its Inclusive Growth agenda, in 2016, the **Champion Mayors for Inclusive Growth Initiative** was launched (“the Initiative”) as a global coalition of mayors dedicated to tackling inequalities and advancing an inclusive urban economic growth agenda¹.

The Initiative forms a coalition of willing leaders who have committed to tackling inequalities and promoting inclusive economic growth in cities. The Initiative provides Mayors with a unique platform in the debate on inequality: it serves to elevate their voices in national debates and global agendas, and to facilitate exchanges and the sharing of concrete solutions among city leaders to address inequality. The Initiative is served by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities.

Champion Mayor Profile

To participate in the Initiative, Mayors should demonstrate that they:

- are strong advocates for and leaders of inclusive growth in their cities, having taken bold steps to fight inequality and poverty.
- are the principle leader/decision-maker in their administration with a mandate to set budgets and priorities towards inclusive growth.
- Have a proven record of action in policy areas related to inclusive growth (for instance housing, transport, education, economic and workforce development, among others), and be willing to engage their administration in such thematic work.
- are equipped with open mindedness and aim for the well-being of all population groups in their inclusive growth strategies (including but not limited to women, youth, seniors, immigrants, people with disabilities, and people of all social and ethnic backgrounds).
- have been in office at least 6 months, and have at least 2 years of mandate left, by the time of application
- support the Champion Mayors Initiative and the following key political documents of Champion Mayors:
 - [New York Proposal for Inclusive Growth in Cities \(2016\)](#)
 - [Paris Action Plan for Inclusive Growth in Cities \(2016\)](#)
 - [Seoul Implementation Agenda \(2017\)](#)
 - [Athens Road Map on Innovation for Inclusive Growth \(2019\)](#)

¹ The Initiative is informal. It is not an official OECD body.

- [Pledge for Youth for an Inclusive Post-COVID Recovery \(2021\)](#)
- are directly elected by citizens or city council (as opposed to an appointment or rotation system)

Participation is open to Mayors from OECD Member and non-Member countries alike, and from cities of all sizes.

Champion Mayor benefits

By bringing their perspectives and contributions to the Initiative, gaining privileged access to the OECD's knowledge and expertise, Champion Mayors get a unique opportunity to shape the debate on inclusive growth globally, drive the fight against inequality across cities and countries, and benefit from extensive exposure and visibility. In particular, key benefits include:

- Engagement in **dialogues between national and local level policy-makers** to spur policy collaboration, cooperation, and coherence across levels of governments
- Shaping global debates with **the elevation, recognition and visibility of local level leadership contributions** to advancing inclusive growth and reducing inequality, and more generally well-being, in addition to the economic recovery, and a have voice in shaping multilateralism in an international arena.
- **Networking with and learning from peer Mayors** across all continents to discuss new initiatives and create collective solutions for positive societal change.
- Engaging political and technical levels in **knowledge sharing and learning opportunities, meeting with peers** from participating cities via [a series of OECD webinars and workshops](#) around different inclusive growth themes, which bring together the latest OECD research with real-world examples and experiences, and learning from cities.
- Facilitation of access to **CFE's knowledge resources and data** through newsletters and/or the Champion Mayors platform.
- Receiving **on-demand, targeted OECD support** to city leaders to advance inclusive growth policy agendas through tailored analysis, reviews, or assessments building on a wide range of thematic expertise;
- **Communicating with the OECD and Champion Mayors** on topics related to the Initiative and interest including via social media, joint articles, blogs and others, as appropriate.

Champion Mayor contributions

By joining the Initiative, Champion Mayors are expected to:

- Participate in the Initiative **annual closed-door Champion Mayors Meeting**, hosted in a Champion Mayor city;
- **Participate in peer-learning activities** (such as webinars and workshops) to share good inclusive growth policies and practices among city leadership;

- Appoint a senior member of the city administration, with direct access to the Mayor, to serve as a **Focal Point** with the OECD Secretariat;
- Complete the **Champion Mayor profile template** to be posted on the Initiative's web platform to showcase leading examples of Inclusive Growth led by the Mayor and provide regular updates;
- **Contribute to evidence building and shape new ideas** for inclusive growth practices, including by participating in ad hoc OECD surveys, helping to collect data, providing inputs and feedback on the Initiative's draft working and political documents, sharing city's agenda and strategy documents for economic and social policies to advance inclusion.

Rotation in the participation

The Initiative is a coalition of local leaders rather than a network of cities, thus the participation is extended to the **Mayor** and, by extension, to their city administration for the period of their mandate. Once a Mayor leaves office their participation along with the city's participation automatically ends, and no action is needed other than contacting the Secretariat should the mayor decide i) not to run for re-election, or ii) leave office before the end of the term.

The Initiative is strengthened by the active participation and commitment of Champion Mayors. Participants that are inactive for 12 months will be transferred to the **inactive list**, and will no longer be part of the Initiative.

The Secretariat stands ready to help all participants find opportunities to contribute to the Initiative, and will organise a meeting with participants before transfer to inactive list to help find ways they can remain engaged and benefit from the Initiative.

Interested in participating in the Champion Mayors for Inclusive Growth Initiative?

The process to participate in the Initiative is two-fold: first, internal consultations to confirm that the proposed Champion Mayor's profile matches with the above-mentioned description; second, depending on the results of the consultations, the proposed Champion Mayor will receive an invitation letter from the OECD Secretariat and be asked to send an acceptance letter back so a Champion Mayor profile can be created on the Initiative's online Platform.

The Secretariat of the Initiative accepts unsolicited inquiries from Mayors and cities throughout the year, and may invite such candidates to participate in the Initiative.

The process may take up to 4 months. The initiative has no participation fee but in-kind contributions are expected (please refer to 'Champion Mayors contributions' section)

Should you/your Mayor wish to participate in the Initiative, please contact Ms. Sena Segbedzi (sena.segbedzi@oecd.org), Coordinator of the OECD Champion Mayors for Inclusive Growth Initiative, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE).