

**The Shift** is a new worldwide movement to reclaim and realize the fundamental human right to housing – to move away from housing as a place to park excess capital, to housing as a place to live in dignity, to raise families and participate in community.

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The Shift brings together multi-stakeholders including all levels of government, multilateral institutions, national human rights institutions, civil society organizations, academia, philanthropists, artists, the private sector, and grassroots movements. The Shift represents the interests of individuals, families, communities, those with lived experience of homelessness, residents of informal settlements, and others who understand the deep connections between housing, home and well-being.

The Shift will unite, support and foster local, regional and global activities and initiatives that claim the right to housing.

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## The Problem

The right to housing has been cast aside by governments and the private sector in favour of treating housing as a commodity, having devastating consequences for people around the world. As the global value of the residential real estate business skyrockets to 163 trillion USD, benefiting the wealthy and the investor-class, 1.6 billion people are left without adequate housing and 1 million are homeless.

Access to adequate, affordable housing for all is one of the world's top challenges, while the connection between the financialization of housing and its egregious consequences for people is rarely made.

## The Solution

- Reclaim and realize the right to housing.
- Connect diverse actors and their commitment to the right to housing around the world.
- Affirm housing as a vehicle for equality, dignity and inclusive communities.
- Implement participatory human rights-based housing strategies in accordance with international human rights obligations, Agenda 2030, and the New Urban Agenda.



## GOAL 1

### Provide a platform to unite and amplify support for the right to housing.

The Shift will establish a robust alliance of committed actors, connecting international, national and local networks and movements. It will do so through continued outreach to people working in a diverse range of sectors, and the development of common language and messaging.

## GOAL 2

### Change the conversation.

The Shift establishes housing and human rights as the central issue of our times, highlighting the urgency of global housing crisis by raising awareness of the fundamental connection between housing, life and dignity. The Shift will change conversations. Housing will no longer be considered a commodity and will be understood instead as a human right, whereby governments and the private sector have obligations.

## GOAL 3

### Encourage government engagement and action.

The Shift requires leadership by governments who must invest in and implement a new framework. The Shift will engage with governments directly, offering guidance and collaboration to support the implementation of the right to housing. This way, governments will meet their Agenda 2030 and New Urban Agenda commitments.

Through a joint initiative with the City of Barcelona as the Co-president of United Cities, Local Governments, we are joining local governments together through the Declaration of Cities for Housing who are ready to make The Shift. Signatory Cities include:

|              |             |                      |
|--------------|-------------|----------------------|
| Amsterdam    | Durban      | Paris                |
| Asuncion     | Eyyubiye    | Rennes               |
| Bangangte    | Jakarta     | Rio Grande           |
| Barcelona    | Lisbon      | San Antonio de Areco |
| Beitunia     | Manneheim   | Seoul                |
| Berlin       | Mexico City | Taipei               |
| Blantyre     | Medellin    | Terrassa             |
| Bologna      | Montreal    | Vienna               |
| Buenos Aires | Montevideo  | Zaragoza             |
| Cascais      | New Taipei  |                      |