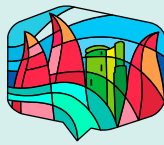


WORLD
URBAN
FORUM
THIRTEENTH SESSION



MEDIA PARTNERSHIPS

WORLD URBAN FORUM 13

Baku Olympic Stadium, Baku, Azerbaijan, 17–22 May 2026



The thirteenth session of the World Urban Forum (WUF13) will continue the legacy of the United Nations' premier global conference on cities and sustainable urbanization.

Established in 2001, the World Urban Forum is the largest non-legislative UN platform on urban issues, bringing together national and local governments, international organizations, development banks, civil society, academia, the private sector and the media.

WUF13 takes place at a critical global moment. Nearly three billion people worldwide lack access to adequate

housing, more than 1.1 billion live in informal settlements and slums, and cities are on the frontline of climate change, inequality, post-conflict recovery and demographic transformation. Under the theme "Housing the world: Safe and resilient cities and communities," the Forum will explore solutions and partnerships that can turn these global challenges into actionable opportunities for sustainable urban development.



Why a partnership?

The WUF13 media partnership is designed to engage leading international, regional, and specialist media organizations as strategic partners in shaping the global public discourse on housing and shared urban futures.

The partnership goes beyond traditional event coverage. It aims to support sustained, high-quality, independent journalism that informs public debate, reaches diverse audiences and elevates evidence-based solutions before, during and after the Forum.

Through this partnership, media organizations become part of a global effort to translate complex urban challenges into accessible, human-centred stories with relevance for policymakers, practitioners and the general public.

Strategic value for partners

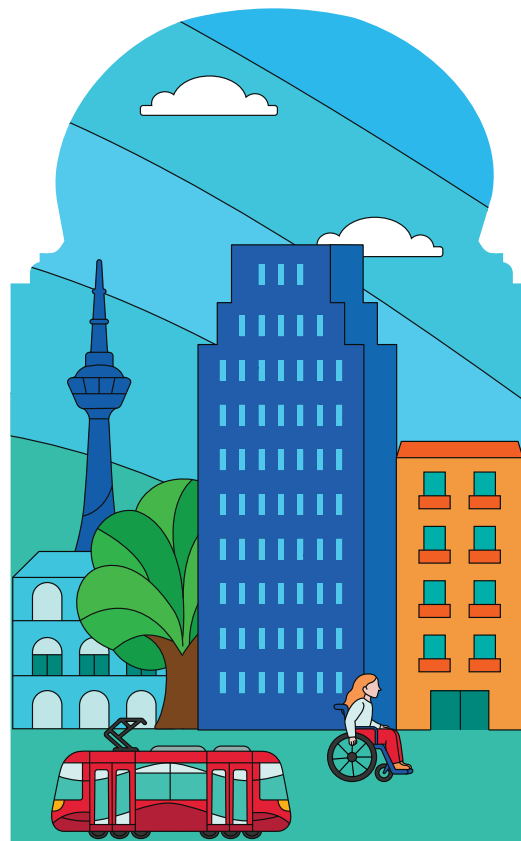
- **Global relevance and editorial depth**
WUF13 provides access to one of the most comprehensive global policy conversations on housing and urban development, covering affordability, informality, climate resilience, migration, urban recovery and inequality.
- **Access to high-level decision-makers and experts**
Media partners benefit from facilitated access to senior UN leadership, ministers, mayors, heads of international organizations, development finance institutions, researchers and community leaders, enabling interviews, background briefings and in-depth reporting.
- **Original and exclusive storytelling opportunities**
The partnership enables the development of original content formats, including long-form features, podcasts, interviews, opinion pieces, documentaries, podcasts, data-driven stories and multimedia reporting focused on housing and cities.
- **Positioning and credibility**
Recognition as an official WUF13 media partner positions participating outlets as authoritative voices with global, regional and specialist audiences.
- **Audience growth and engagement**
Through coordinated content amplification, media partners can reach new audiences interested in cities, climate, housing and development, including policymakers, investors, researchers and civil society. There will be opportunities to organize information sessions and talks with diverse groups of academia, policymakers, civil society and climate resilience experts.

Forms of partnership

Media organizations may engage with WUF13 through one or more of the following partnership modalities, tailored to editorial focus, geography and platform:

- Official global, regional or specialist media partnership.
- Editorial collaboration or special coverage of housing and urban issues or specific panels and sessions.
- Broadcast partnership, including live or recorded programming.
- Digital and social media collaboration.

Partnership modalities are flexible and can be adapted for print, broadcast, digital and multimedia outlets, while fully respecting editorial independence.



Support

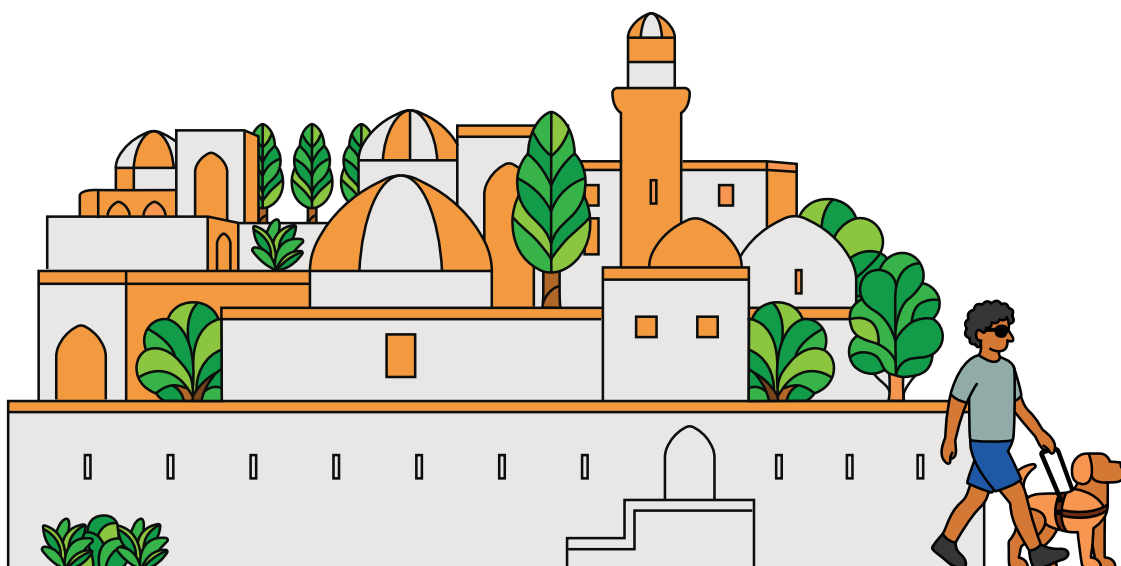
- Media accreditation and access to WUF13 sessions and venues.
- Advance briefings on key themes, policy processes and data.
- Curated interview opportunities and story angles.
- Access to the WUF13 media centre, press conferences and briefings.
- Coordination with the host country and institutional partners, as appropriate.

All partnerships will respect the editorial autonomy and independence of participating media organizations.

Expected outcomes

- Increased global awareness of the housing crisis and urban challenges.
- Elevated evidence-based solutions and good practices from all regions.
- Strengthened public understanding of cities as drivers of sustainable development and climate resilience.

The WUF13 media partnership positions media organizations not only as observers, but as essential partners in shaping how the world understands and responds to the future of cities and housing.



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