



DIGITAL MEDIA ACADEMY

USING DIGITAL TOOLS FOR OUTREACH AND ADVOCACY IN URBAN DEVELOPMENT

Context

As part of the Urban Thinkers Campus, the Digital Media Academy addresses the role of digital media as a tool for advocacy, fundraising, building awareness, and creating new methods for accountability.

For actors within the field of Urban Development, digital media can be used as a connector between peers within their field, potential donors, and supporters both locally and globally. In this sense websites, social media, and other tools can be of significant benefit in development work.

Objectives

The Digital Media Academy aimed to

- Learn about existing online tools to achieve a clear public message, so to complement their work with a strong digital media presence.
- Identify successful tools and digital projects for implementing.
- Share experiences among participants.

The Urban Thinkers Campus

As an important step towards the Habitat III Conference, the Urban Thinkers Campus is a privileged place in which call journalists and media professional to think and debate on the strategic role they should play in the process of shaping and communicating the New Urban Agenda.

The Academy is intended as a contribution to *The City We Need* debating process.

URBAN THINKERS CAMPUS

THE CITY WE NEED

CASERTA, ITALY • 15 - 18 October 2014

PROGRAMME

FRIDAY 17 OCTOBER 10:30-16:00

Belvedere di San Leucio, Caserta, Italy

10.30 – 11.00

INTRODUCTION

UN-HABITAT

Overview on the global development agenda and Habitat III Conference.

11.00 – 12.00

DIGITAL MEDIA STRATEGIES IN THE LOCAL GOVERNANCE

CITTADINI DI TWITTER

12.00 – 13.00

THE POWER OF DIGITAL MEDIA IN CASES

This segment will feature 2 presentations by participating partners about how the use of digital media have positive impact on their urban development work.

- MULTIPLATFORM INITIATIVES FROM GRASSROOTS

TOWARDS THE HUMAN CITY, FERNANDO CASADO AND PAULA GARCIA

- CROWDSOURCING AND INFORMATION GATHERING

ECO CITY BUILDERS, ASHOKA FINLEY

13.00 – 14.00 LUNCH BREAK

14.00 – 16.00

WORKSHOP: SOCIAL MEDIA IN AN URBAN ENVIRONMENT

Interactive session where participants will reflect on the previous use cases and consider ways to apply similar digital tools to their work on urban issues.