



## URBAN JOURNALIST ACADEMY THE NEWS WE NEED FOR THE CITY

### Context

The Urban Journalism Academy (UJA) is a pioneering and innovative UN-Habitat initiative to further the knowledge and understanding of international and national journalists and media professionals of the social, economic and economic issues facing cities in the twenty-first century.

The first UN-Habitat Academy was an auspicious and innovative experience - developed in the 2014 in conjunction with the Seventh Session of the World Urban Forum in Medellin, Colombia - with the participation of more than forty journalists from all over the world and with the presence of representatives of internationally relevant media as Aljazeera (United Kingdom), The Guardian (United Kingdom), Inter Press Service (United States), La Nación (Argentina) and El Pais (Spain).

### Objectives

The UJA is a global programme towards Habitat III aimed to

- Strengthen journalists' and media professionals' capacity to analyse the overall process of urbanization by sharing with them substantive knowledge about the main issues of planning and management of cities, as well as by providing them technical expertise in gathering and examining urban data and indicators.
- To share outstanding experiences of communication for development in urban contexts as well as a selection of interesting examples of sustainable urban transformation projects.
- To make urban development issues and challenges clear and accessible to the general public, beyond the professionals, researchers and public authorities, bringing the urban debate closer to the average citizen.

### 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.

## PROGRAMME

**THURSDAY 16 OCTOBER 10.30-17:00**

*Belvedere di San Leucio, Caserta, Italy*

## THE NEWS WE NEED FOR THE CITY

**10.30 – 11.00**

**Welcome remarks by Dr Joan Clos, UN-Habitat Executive Director and Under-Secretary-General of the United Nations and the City of Caserta.**

### THE NEW URBAN AGENDA AS A CHALLENGE OF COMMUNICATION

**11.00 – 12.00**

#### AGENDA SETTING ON URBAN ISSUES

**PIERCIRO GALEONE, CITTALIA SECRETARY GENERAL**

How the way we communicate cities affect people awareness and decision makers' policies?  
What is the role of Italian media on the debate about urban issues?

Global discussion about civic, environmental, social and economic issues in urban context as well as about urbanization challenges through the experience of Cittalia.

**12.00 – 13.00**

#### THE ESSENTIALS OF URBAN PLANNING

**UN-HABITAT**

An overview on latest releases, reports and current trends in urbanization and the vision of UN-Habitat and the most significant themes of the international debate of *The City We Need* towards Habitat III Conference.

**13.00 – 14.00 LUNCH BREAK**

**14.00 – 15.30**

#### URBAN CAPSULES

##### YOUTH AND URBANIZATION

Helene Opsal, UN-Habitat, Youth and Governance Specialist  
Paul Wambua, UN-Habitat, Programme Officer Youth Unit

##### GENDER AND URBANIZATION

Jo Tore Berg, UN-Habitat, Gender Specialist

##### URBAN ECONOMIC STRATEGIES: MAKING CITIES WORK

Oriol Balaguer, Urban Economy Specialist

# URBAN THINKERS CAMPUS

THE CITY WE NEED

CASERTA, ITALY • 15 - 18 October 2014

## REPORTING THE CITY WE NEED

### DIFFERENT MEDIA, DIFFERENT WAYS OF URBAN JOURNALISM

15.30 – 16.00

REPORTING FROM THE SLUMS

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16.00 – 16.30

MASS MEDIA AND THE ROLE OF TELEVISION

16.30 – 17.00

OPEN DISCUSSION

**Moderator:** Simone d'Antonio Cittalia - Fondazione Anci Ricerche



*Local media partner  
of the Urban Journalism Academy*