

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



# URBAN THINKERS CAMPUS

THE CITY WE NEED  
CASERTA, ITALY • 15 - 18 October 2014

**PROGRAMME**







## Welcome

You are convinced that humanity is at a crossroads, undergoing a major urban shift that is transforming our world. Urbanization has become an inevitable process that presents tremendous challenges, with cities growing at unprecedented rates in many nations. If not critically re-examined, urbanization will continue to propagate negative trends.

Like many researchers, professionals, and decision-makers, you believe that urbanization is an opportunity and that the potential of cities should be harnessed to lead a positive transformation.

You are part of those urban thinkers who believe in a better urban future, convinced that cities do offer enormous promises, with overwhelming potential for innovation and a better life.

### **Welcome to the Urban Thinkers Campus!**

The Urban Thinkers Campus is meant to be a place to share, learn and brainstorm on a new urban paradigm towards the Habitat III Conference.

In the spirit of **sharing**, the Campus includes **Urban Thinkers Sessions** that will allow a great level of exchange among small constituency groups and through thematic exchanges.

In the spirit of **learning**, the Campus includes **Urban Labs** to explore new practices and models that can inspire participants in their thinking. **Innovation** and **implementation** will be the key words for the Urban Labs.

Let's share and learn, be creative, and build consensus towards Habitat III.

09:00 - 10:30      11:00 - 13:00      14,00-16,00      16,15-18,15      19,00-20,00

OCT '14  
**15**  
Wednesday

09:00 - 10:30		11:00 - 13:00		14,00-16,00		16,15-18,15		19,00-20,00	
WELCOME SESSION		CONSTITUENT GROUP SESSIONS		URBAN CINEMA		URBAN THINKERS & URBAN LABS SESSION		URBAN THINKERS & URBAN LABS SESSION	
				LUNCH BREAK					
						WORLD URBAN CAMPAIGN STEERING COMMITTEE MEETING			

OCT '14  
**16**  
Thursday

09:00 - 10:30		11:00 - 13:00		14,00-16,00		16,15-18,15		19,00-20,00	
OFFICIAL PLENARY & THE CITY WE NEED DEBATE		CONSTITUENT GROUP SESSIONS		URBAN CINEMA		URBAN THINKERS & URBAN LABS SESSION		URBAN THINKERS & URBAN LABS SESSION	
				LUNCH BREAK				URBAN TALK	
								URBAN JOURNALISM ACADEMY	

OCT '14  
**17**  
Friday

09:00 - 10:30		11:00 - 13:00		14,00-16,00		16,15-18,15		19,00-20,00	
THE CITY WE NEED DEBATE		DRAFTING SESSION		URBAN CINEMA		DRAFTING SESSION		THE CITY WE NEED DEBATE	
				LUNCH BREAK				Closing Session	
								DIGITAL MEDIA ACADEMY	

OCT '14  
**18**  
Saturday

09:00 - 10:30		11:00 - 13:00		14,00-16,00		16,15-18,15		19,00-20,00	
		CITY EVENT							



OCT '14

15

Wednesday

**8:00 - 9:00 Registration**

**9:00 - 11:00**  
European Union Room **Welcome Session**

**11:00 - 13:00 Constituent Group Sessions**

Room: 5 Local Authorities, Governments and Parliamentarians

Room: 4 Research and Academia

Room: 3 Civil Society Organizations and Grassroots

Room: 6 Women

Room: 2 Professionals, Private Sector and Foundations

Room: 1 Children and Youth

**11:00 - 12:15 Urban Cinema**  
Urban Cinema Room **Title:** Utopia **Origin:** Colombia

**13:00 - 14:00 Lunch Break**

**13:00 - 14:00 Urban Cinema**  
Urban Cinema Room **Title:** Where the Clouds End **Origin:** India

**14:00 - 16:00 PM Urban Thinkers Sessions & Urban Labs**

- Room: 5 **Urban Lab: Advanced Local Energy Planning and Underground Space Utilizations: Suitable and Feasible Solutions for Future Sustainable and Resilient Cities**  
**Organizations:** Politecnico di Torino, Association Research Centers for the Urban Underground Space (ACUUS)  
In 2050, it is expected that more than two-third of global population will be living in cities. The expansion of urban areas together with the growing expectations for better quality services/infrastructures will drive demand for smart city solutions. Energy planning is an effective solution towards these goals: instruments to support decision makers in understanding how existing and planned policies influence energy consumptions are fundamental.  
The topics that will be covered include: Energy, buildings, and urban forms; underground space as a resource for metropolitan areas; integrated master plans for above- and under-ground; and local energy planning for low-carbon cities.
- Room: 1 **Urban Lab: The Youth and the City**  
**Organizations:** UN-Habitat Youth Goodwill Envoy, Youth Advisory Board  
This lab deals with two topics that are crucial for the youth of this world: identity and employment. The second block deals with the city as a place that is marked by high internal diversity. Every identity can find its place in the city. This presentation will be enriched by scenes and statements out of the documentary-film "Transnationalmannschaft." The final block will present the basic structure of the German dual vocational education and training system as a global best-practice in order to fight youth unemployment. The City We Need gives young people the opportunity to be educated and employed, and to live their culture within an urban solidarity.
- Room: 4 **Urban Lab: The City as a Service (14:00 – 16:00)**  
**Organizations:** PUSH, Ines Bajardi Urban innovation Studion, CeaNap, Nasartatup, Isola Nova  
Designing smart cities in Europe means to holistically approach the complexity of the urban structures we inherited, trying to link together sustainable urban policies with ICT technologies. This Lab will explore how technology-driven social innovation projects are trying to change our point of view of the city.
- Room: 6 **Urban Thinkers Session: Rights and Decent Work in Cities**  
**Organizations:** CNJUR and ILO  
This session will touch on two topics that are interrelated. CNJUR will discuss the importance of urban law, focusing on the need for new legal frameworks as an axis for the integration of basic documents into the New Urban Agenda. ILO will also contribute an online presentation, which will discuss working conditions and livelihoods in urban areas. The session aims to integrate this issue in the Habitat III process.

**14:00 - 18:00 WUC Steering Committee**

Room : 8 By invitation only

**15:00 - 16:00**

**Urban Cinema**

Urban Cinema Room

**Title:** An Awakening City **Origin:** Sri Lanka

**16:15 - 18:15**

**Urban Thinkers Sessions & Urban Labs**

Room: 2

**Urban Lab: Biourbanism and Sustainable Design**

**Organization:** International Society of Biourbanism

An authentic sustainable design must deal not only with energy and environmentally friendly technical solutions, but also with functional and restorative connections to the human neurophysiological system. This session will address a structural approach, the contribution of neurophysiology and the environment to urban design, and the intertwining of nature, history, and society.

Room: 4

**Urban Lab: Public Space Towards Habitat III**

**Organizations:** Biennial of Public Space, Italian National Planning Institute (INU)

Good public spaces -- accessible and enjoyable by all -- are a fundamental instrument for capturing the goals subsumed under the Urban Thinkers Campus agenda: social inclusion, good planning, regeneration, inclusiveness, vibrancy, identity, and sense of place, healthy conditions, affordability, and equity. Therefore, public space is a key tool for achieving the goals of the Habitat III Conference: housing and sustainable urban development. This session will discuss how the public space argument can be best formulated and mainstreamed in the Habitat III preparatory process through contributions from active citizenry, professionals, associations, foundations, learning institutions, and civil society organizations.

Room: 1

**Urban Lab: The Importance of Legal Frameworks and the Right to the City in Habitat III**

**Organization:** Urbanistic Jurisprudence Association- Colegio Nacional de Jurisprudencia Urbanística CNJUR

CNJUR views cities as living organisms, which are currently suffering from a disease. Urban law is critical to improving the health of our cities, as it works similar to how a medical treatment to the disease. In this context, the Urban Lab has two purposes:

1. The expedition of one International Treaty as a result of the Habitat III Conference, with legal implications, duties, and obligations for all the member countries.
2. To recognize -with international legal statutes - all specific urban rights that conform the right to the city, establishing mechanisms for its development and assurance, and defining the rules for compensation and punishment if they are violated.





OCT '14

16

Thursday

**9:00 - 10:00**

European Union Room

**Official Plenary**

The Secretary-General of the Habitat III Conference, along with official representatives of the host, will address participants of the Campus.

**10:00 - 11:00**

European Union Room

**The City We Need Debate**

The Debates will convene urban thinkers in a plenary session to share solutions and ideas. The Debates shall help build a consensus and prepare partners to draft positions around the main themes of The City We Need.

**11:00 - 13:00**

**Constituent Group Sessions**

- Room: 5 Local Authorities, Governments and Parliamentarians
- Room: 4 Research and Academia
- Room: 3 Civil Society Organizations and Grassroots
- Room: 6 Women
- Room: 2 Professionals, Private Sector and Foundations
- Room: 1 Children and Youth

**11:00 - 11:45**

Urban Cinema Room

**Urban Cinema**

**Title:** Naata The Bond (Part 1) **Origin:** India

**13:00 - 14:00**

**Lunch Break**

**13:00 - 13:20**

Urban Cinema Room

**Urban Cinema**

**Title:** City Park Project **Origin:** El Salvador

14:00 - 16:00 <b>Urban Thinkers Sessions &amp; Urban Labs</b>	
Room: 7	<p><b>Urban Thinkers Session: The Role of Capacity Development in the New Urban Agenda</b></p> <p><b>Organization:</b> Habitat University Network Initiative</p> <p>This event will be held in collaboration with Habitat Professionals and grassroots organizations to encourage open discussions about the role of capacity development in the realization of sustainable cities. This builds upon the conclusions of the Researchers and Universities Roundtables at WUF 7.</p>
Room: 5	<p><b>Urban Thinkers Session: Alternatives to Regularization of Informal Settlements</b></p> <p><b>Organization:</b> Lincoln Institute of Land Policy</p> <p>For the past two decades, the regularization of informal settlements via infrastructure investments, titling, and upgrading initiatives has been touted as an effective approach for not only mitigating the precarious conditions of the world's so-called "slums", but also unleashing their potential to produce and capture wealth. Despite their appeal, regularization initiatives have not fully delivered what they promised. The session will focus first on alternatives to regularization through the lens of sound land policy, followed by an open discussion among researchers, policymakers and activists about housing and land policy innovations.</p>
Room: 4	<p><b>Urban Thinkers Session: Grassroots Global Urban Agenda</b></p> <p><b>Organizations:</b> Huairou Commission, Shack/Slumdweller International, Women in Informal Employment: Globalizing and Organizing</p> <p>This session will highlight innovation in the communities that are stakeholders in The City We Need. It will re-conceptualize grassroots leaders, informal economy workers, slum dwellers, and other organized community-based groups as key implementers, not just beneficiaries of urban planning and governance. The session will outline critical policy frameworks and partnerships for truly socially inclusive cities. Leaders will also present the necessity of Grassroots Urban Observatories; where communities, in partnership with local government, design indicators to measure and monitor key elements of livability, accessibility, and inclusion for localizing the New Urban Agenda and Goal 11 of the SDGs.</p>
Room: 1	<p><b>Urban Lab: Youth and the New Urban Agenda: Safeguarding meaningful Youth Participation</b></p> <p><b>Organization:</b> UN-Habitat Youth Advisory Board</p> <p>In order to facilitate an exchange of ideas and a dialogue around best practices on youth engagement in policy making, this event will address key questions regarding youth participation in the process leading up to Habitat III. It will provide concrete action oriented suggestions as to how youth needs, opportunities, concerns and aspirations are to be taken into consideration in the New Urban Agenda, relevant to all stakeholders. It will explore good practices and principles for youth engagement and participation, as well as gaps that exist in the Habitat Agenda, and how these can be addressed in the New Urban Agenda. It will further look at the needs of youth in the Habitat III agenda at a policy and operational level, and the partnerships needed to move forward.</p>

Room: 2	<p><b>Urban Lab: SEED Cities Agenda: A Tool for Building Responsive Citizens and Sustainable cities</b></p> <p><b>Organization:</b> City Lounge World Cities Magazine</p> <p>SEED Cities is an initiative aimed at transforming villages to towns, and towns to cities in Africa. Building cities without a corresponding action of building the people will result in chaos, and green cities can't be built in isolation, it must be done in a pro-active measure of building both the cities and the people. The organization has begun building the capacity of Nigerian youths and the entire media sector on "Green Cities Action Plans" through SEED CITIES, and they will introduce this concept to a global audience. See <a href="http://www.citylounge.com.ng">www.citylounge.com.ng</a> for further details.</p>
Room: 3	<p><b>Urban Lab: Neighborhood Ecologies: Mapping and Assessment for Resilient Communities</b></p> <p><b>Organization:</b> EcoCity Builders</p> <p>Spatial technology has emerged as a critical component of participatory community planning and design processes. In this session we will explore different methodologies and web technologies, which could prove useful to create adaptation strategies rooted in the themes of resiliency and inclusivity. We will also discuss open data standards and how they relate to city level indicators. Defining what to measure and how to measure it is a crucial step to understanding complex urban dynamics and assessing how cities and communities are implementing and tracking their own goals.</p>
Room: 6	<p><b>Urban Lab: Hybrid Landscape as engine of Local Economic Development</b></p> <p><b>Organization:</b> ICOMOS</p> <p>The hybrid landscape is characterized by the coexistence of multiple identities. The hybridization process is linked to that of urban regeneration. This session will highlight several examples of good and best practices of hybridation between conservation and development will be presented, with the assessment through economic, social and environmental indicators (hybrid evaluation tools).</p>
<p><b>15:00 - 15:50</b> <b>Urban Cinema</b>  Urban Cinema Room <b>Title:</b> SAACHA/ The Loom (Part 2) <b>Origin:</b> India</p>	
<p><b>16:15 - 18:15</b> <b>Urban Thinkers Sessions &amp; Urban Labs</b></p>	
Room: 3	<p><b>Urban Lab: Risk Atlas</b></p> <p><b>Organization:</b> National Center of Prevention of Disasters</p> <p>Risk Atlas is an instrument of knowledge the risk zones, determined for a analyst of natural and chemical hazards in combination with housing and population. This instrument is dynamic, working to determine principal areas for attention for minimize the risk for disasters. It also provides information for sustainable land use planning for development and to inform public policy.</p>

Room: 6 **Urban Lab: The Historic Urban Landscape: Incorporating new development in historic context**

**Organizations:** American Planning Association, UNESCO, and ICOMOS

In 2011, UNESCO issued its recommendation on the Historic Urban Landscape, HUL, its first urban policy recommendation in over a decade. Since the release of the recommendation, the presenters have demonstrated the application of the recommendations around the world in an interactive and highly participatory framework. This session will present lessons learned from those applications, and will engage the participants in efforts to broaden its application globally. Participants will also learn about the methodology of cultural mapping as a basis for using the HUL approach. Traditional patterns of settlement along with building techniques and technologies are a large part of sustainability as well as local economic opportunity.

Room: 1 **Urban Lab: Serious Gaming as a Tool for Multi Stakeholder Engagement in Urban Planning**

**Organization:** Cordaid

The process of inclusive urban decision making is vital to achieving the objectives of The City We Need. Cordaid has developed a serious gaming tool, which it has tested extensively, and that has been accepted by the EU as stakeholder engagement tool in urban projects in Guatemala and Kenya. The tool is composed of two simulation games: the Urban Collaboration Game and the Urban Planning Game. The objective of the game is to support the discussion between stakeholders involved in slum development; to make stakeholders aware of the need for collaboration; and to jointly work out projects (win-win situations) for improving the quality of life and economy in slum areas. By using game elements the discussion between stakeholders will be more constructive as opposed to mainly argumentative or confrontational. By using game elements slum dwellers will be acknowledged as one of the stakeholders, and as such new initiatives will be more socially inclusive.

The session will consist of a short demonstration of the game, session participants will have the opportunity to play the game. The game can be played by a maximum of 12 participants, performing the roles of: (1) NGO (2) Local Authority (3) Utility Provider (4) CBO (5) Private Sector (6) Project Developer.

Room: 2 **Urban Lab: Making cities Sustainable: The Urban Profile Process**

**Organizations:** FIABCI, UN Global Compact Cities Programme

The UN Global Compact recognizes that cities, in particular, have the potential to make enormous strides in creating sustainable societies – where economic, ecological, political and cultural issues are integrated and advanced. The session explores the foundations of the Cities Programme and the Circle of Sustainability (introduced by Professor Paul James team at RMIT University) and describes the methodology for the assessment of cities.

Room: 4 **Urban Thinkers Session: Public space, mobility, safer cities**

**Organizations:** Biennial of Public Space, Italian National Planning Institute, United Cities and Local Governments (UCLG)

After testing the public space theme within its membership, UCLG determined that public space is where local leaders feel that cities can be innovative, mainly because the public space agenda provides an opportunity to respond creatively to the cultural, communication and decision making needs of communities. The session's goal is to elaborate strategies for encouraging cities and other urban actors to adopt the Charter and undertake public-space comprehensive policies and plans. One practical example will be the UCLG report: "Looking for the Promised Land of Public Space – The Key to an Equitable African City."

Room: 5 **Urban Thinkers Session: Solving the housing, land, transportation and employment conundrum**

**Organizations:** Harvard University Loeb Fellowship Program, Lincoln Institute for Land Policy, Rapid Urbanism, Women in Informal Employment: Globalizing and Organizing

This session assesses the challenge of assembling and servicing sufficient land so that emerging settlements are well connected to economic networks, environmental networks, and social networks. The overall goal is to create a well-connected habitat: an enabling environment for thriving housing development – either market-based, self-help, community-led or government-led – to prevent the surge of new slums and to provide equal access to employment opportunities. Through this, the session provides a direct input to the ongoing formulation of the post-2015 framework and to Habitat III.

Participants will be exposed to and will discuss potential solutions ranging from land management and taxation (affordable assembly and servicing strategies; land value taxation and land value sharing), public transit to ensure connectivity with the urban economy and jobs, housing options that are affordable to both low-income households and government, among others.

**19:00 - 20:00**

European Union Room

**Urban Talks**

# 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.

### 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.

## PROGRAMME

### THURSDAY 16 OCTOBER: Belvedere di San Leucio, Caserta, Italy | Room 8

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.

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

11.00 – 12.00: AGENDA SETTING ON URBAN ISSUES BY PIERCIRO GALEONE, CITTALIA SECRETARY GENERAL

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12.00 – 13.00: THE ESSENTIALS OF URBAN PLANNING BY UN-HABITAT

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13.00 – 14.00: LUNCH BREAK

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14.00 – 15.30: URBAN CAPSULES

- Youth and Urbanization
  - Gender And Urbanization
  - Urban Economic Strategies: Making Cities Work
  - Reporting The City We Need
  - Different Media, Different Ways Of Urban Journalism
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15.30 – 16.00: REPORTING FROM THE SLUMS

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16.00 – 16.30: MASS MEDIA AND THE ROLE OF TELEVISION

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16.30 – 17.00: OPEN DISCUSSION

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

OCT '14

17

Friday

**9:00 - 11:00 The City We Need Debate**

Room: 6

The Debate will convene urban thinkers in a plenary session to share solutions and ideas. The Debates shall help build a consensus and prepare partners to draft positions around the main themes of The City We Need.

**11:00 - 13:00 Drafting Sessions (by constituency)**

Room: 5

Local Authorities, Governments & Parliamentarians

Room: 4

Research and Academia

Room: 3

Civil Society Organizations & Grassroots

Room: 6

Women

Room: 2

Professionals, Private Sector, and Foundations

Room: 1

Children and Youth

**11:00 - 11:45 Urban Cinema**

Urban Cinema Room

**Title:** Chronicle of a Fight for Inclusion **Origin:** Colombia

**13:00 - 14:00 Lunch Break**

**13:00 - 14:00 Urban Cinema**

Urban Cinema Room

**Title:** VICTORIA **Origin:** Rome

**14:00 - 16:00 Drafting Sessions (across all constituencies)**

Room: 6

One representative from each constituency group will read out key outcomes from the Drafting Sessions.

**15:00 - 16:00 Urban Cinema**

Urban Cinema Room

**Title:** THE MUD HOUSE **Origin:** Mali

**16:30 - 18:00 Closing Session**

European Union Room

All participants are invited to the Closing Session, during which the results of the Drafting Sessions will be presented.

# 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 aims 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.

## PROGRAMME

### FRIDAY 17 OCTOBER

10.30 – 11.00 : INTRODUCTION by UN-HABITAT

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11.00 – 12.00 : DIGITAL MEDIA STRATEGIES IN THE LOCAL GOVERNANCE BY CITTADINI DI TWITTER

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12.00 – 13.00 : THE POWER OF DIGITAL MEDIA IN CASES

#### MULTIPLATFORM INITIATIVES FROM GRASSROOTS

- Towards the Human City, Fernando Casado and Paula Garcia

#### CROWDSOURCING AND INFORMATION GATHERING

- EcoCity Builders, Ashoka Finley

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13.00 – 14.00: LUNCH BREAK

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14.00 – 16.00: WORKSHOP: SOCIAL MEDIA IN AN URBAN ENVIRONMENT









## OUR PARTNERS

