The Urban Journalism Academy (UJA) is a pioneering and innovative initiative to train journalists and media professionals who are already interested or involved in urban development with reference to social, economic and economic issues facing cities in the 21st Century.

Media and communications professionals’ role is crucial to expand the level of consciousness of the wider audience. They have the opportunity to spread knowledge and share reflections on urban issues. Journalists are already the ones who chronicle life in the city, who give voice to urban changes and who describe the urban reality from different points of view. Now is the time to encourage a more proactive and substantive role of media in the development of the city, at international, national and local levels.

During this global change it is, in fact, crucial that the media features in-depth analyses of the opportunities, challenges and solutions found across over the urban framework. Moreover, by managing research and interpretation tools they could become spokespersons of sustainable urban development. Finally, to train journalists and communication professionals means moving towards greater democratization, encouraging transparency and participations of those usually not involved in the debate on cities.

The Urban Journalism Academy of Bucharest is organized by Habitat III Secretariat in collaboration with IGLOO.

Practical Information

**WHEN** > 15 July 2016 from 9.30. to 17:00  
**WHERE** > Central University Library - Bucharest  
**CONTACTS**>
Yulian Tsolov  
Habitat III Secretariat  
tsolov@un.org  
habitat3media@un.org
**PROGRAMME**

10:00 – 10:15  
**Institutional Welcome and Overview of the Programme**  
Victoria-Violeta Alexandru  
Minister for Public Consultation and Civic Dialogue  
Silvia Gugu  
Igloo hosting team

10:15 – 11:00  
**On the Road to the New Urban Agenda**  
Liviu Băilesteanu and Alexandra Chiriloae  
Ministry of Regional Development and Public Administration  
Roi Chiti  
Regional and Interagency Coordinator, Habitat III

11:00 – 11:30  
Coffee break

11:30 – 12:30  
**Communicating the New Urban Agenda**  
Francesca Perry  
Commissioning and Community Editor, The Guardian Cities  
Session moderated by  
Simone d’Antonio  
Journalist, Citiscope

12:30 – 14:30  
Lunch break

14:30 – 15:30  
**Communicating About Cities Using Data**  
Ioana Avâđani  
Executive Director, Romanian Centre for Independent Journalism
15.30 - 16.30

**Bucharest for the General Public**

Raluca Radu  
Head of the Journalism Department, Faculty of Journalism and Communication Studies, University of Bucharest

Oana Preda  
Executive Director, CeRe Participare

Cristina Vaileanu  
Grants Manager, Bucharest Community Foundation

Session moderated by

Vera Marin  
President, Asociația pentru Transiție Urbană

16.30 – 17:00

**Towards Greater Social Inclusion: Bucharest’s Cultural Strategy**

Oana Radu  
Consultant, Bucharest 2021