

URBAN JOURNALISM ACADEMY

SERBIAN CITIES ON THE ROAD TO QUITO

Habitat III Conference - a meaningful role for the media in the process towards the New Urban Agenda

*Press Centar Udruženja Novinarar Srbije, Knez Mihailova 6/3 11000 Belgrade,
Serbia
16 May 2016*

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 Belgrade is co-organize by Habitat III Secretariat, in partnership with the Journalist`s Association of Serbia.

The UJA in Belgrade presents a unique opportunity for Serbian journalists and media representatives, to discuss the important challenge of how cities and towns are planned and managed, and thus to shape the direction of the New Urban Agenda to be adopted by the United Nation Conference on Housing and Sustainable Urban Development (Habitat III), 17-20 October, Quito, Ecuador.



**TOWARDS A NEW
URBAN AGENDA**

#Habitat3 #NewUrbanAgenda

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PROGRAMME

- 09:00 – 09:15** **Welcome**
Nino Brajević
Secretary of the Serbian Journalist Association
- 09:15 – 09:45** **The Road to Quito**
Opportunities for engagement in the Habitat III process
Yulian Tsolov
Habitat III Secretariat
- 09:45 – 10:30** **Europe towards the New Urban Agenda**
Impressions from Habitat III Europe Regional Meeting
Prof. Dr. Vladan Djokic
Dean, Univeristy of Belgrade - Faculty of Architecture
- 10:30 – 11:00** **Local Urban Challenges**
Ideas and Concepts behind the TV Serial “Zivot po meri”
PhD, Darko Reba
Architect, Head of Department of Architecture and
Urbanism, Faculty of Technical Science, University of Novi
Sad
- 11:00 – 11:30** **Media Reporting Local Urban Challenges**
Mr. Marko Jakovljevic

Moderator - Ivan Miskovic, Journalist and PR Expert

PRACTICAL INFORMATION

WHEN > 16 May 2016, from 09:00 am to 11:30 am

WHERE > Press centar Udruženja novinara Srbije, Knez Mihailova 6/3 11000
Belgrade, Serbia

WHO > Journalists, media accredited representatives, journalism students,
etc.

CONTACTS > Yulian Tsolov tsolov@un.org with copy to: Tobias Kettner
kettner@un.org and Thibaut Nguyen thibaut.nguyen@unhabitat.eu



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#Habitat3 #NewUrbanAgenda