



URBAN JOURNALISM ACADEMY
COMMUNICATING THE URBAN AGENDA
Central University Library - Bucharest
15 July 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 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>

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Local Partner



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 Băileşteanu 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 Avădani
Executive Director, Romanian Centre for Independent Journalism



Local Partner





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 Tranziție Urbană

16.30 – 17:00

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

Oana Radu

Consultant, Bucharest 2021



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