



# URBAN JOURNALISM ACADEMY

**Wednesday, 12 October  
Bogotá, Colombia  
CorFerias**

The Urban Journalism Academy (UJA) is a pioneering and innovative initiative to train journalists and media professionals who are 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 Academies is co-organize by Habitat III Secretariat and the United Cities and Local Governments (UCLG) within the World Summit of Local and Regional Leaders, in Bogota.





## PROGRAMME

**Moderator:** *Helene Papper, Director of the United Nations Information Centre for Colombia, Ecuador and Venezuela.*

**10:30 am – 11:00 am**

**The New Urban Agenda and the role of local and regional leaders for a new urban paradigm**

*By Joan Clos, Secretary-General of the Habitat III Conference, and Josep Roig, Secretary-General of UCLG.*

**11:00 am – 11:30 pm**

**Urban Capsules: Local voices for a global sustainable future**

*By Fatimetou Mint Abdel Malick, Mayor of Tevrah-Zeina, Mauritania*

**11:30 pm – 13:00 pm**

**Media Initiatives** – Presentation of communications projects aligned with the promotion of sustainable urbanization and the important role of local and regional governments to face the challenges and opportunities of an urban world

By

- *Fernando Casado, Co-director of Towards the Human City, contributor at Seres Urbanos, El País*
- *Jeanneth Cervantes, Radialistas Community radio Ecuador*
- *Neal Peirce, Editor in Chief of Citiscope*
- *Jennifer Lenhart, Programme Manager/ Expert, Sustainable Cities Världsnaturfonden WWF/WWF Sweden; urban blogger associated to The Guardian Cities*

**13:00 pm – 13:15 pm**

**Bogotá** – Presentation of the city vision and strategy by Adriana Marcela Gutiérrez Castañeda, General Director of the *Instituto Distrital de Turismo (IDT)* from the City of Bogotá

**13:15 – 13:30**

**Wrap up and conclusions**

