

# Urban Journalism Academy Series

**Tuesday, 13 June 2023**  
**10:00 h - 17:00 h**  
UN House  
Boulevard du Régent 37-40  
Brussels (Belgium)



The United Cities Local Governments (UCLG) and OnCities2030, through the Urban Journalism Institute, aim to join forces to increase the understanding and provide rigorous information about the local efforts towards achieving social, economic, and environmental sustainability as part of the 2030 Agenda on Sustainable Development and the Sustainable Development Goals (SDGs), the implementation of the New Urban Agenda, and the commitment towards the climate action agenda.

To make cities and territories sustainable, just the commitment at the government level is not enough; there is a need for a more profound change in reshaping urban narratives and investing in building a well-informed society about sustainable urban development. Media plays a decisive role in promoting urban debates at all levels. The [Pact for the Future of Humanity](#), adopted in 2022 at the 7th UCLG World Congress in Daejeon, Republic of Korea, reaffirms the importance of “free media, freedom of expression, agency and critical thinking in ensuring well-informed and empowered citizens.”

Focusing attention on sustainable urban development requires promoting urban journalism beyond stories featuring cities or content produced by local media. It is about specialised journalism that explains the urban dynamics that determine whether a city is sustainable or not, how it is planned and managed, and most importantly, how decisions made by public and private urban actors will impact the future sustainability of the city and its citizens.

As part of the **Media for Cities Campaign**, launched by OnCities2030 and UCLG in October 2022, the Urban Journalism Institute is initiating the **Urban Journalism Academy Series**. This initiative aims to empower trained journalists and communicators who can effectively communicate urban development to the general public and convey the positive impact of sustainable urban development in local communities.

The Urban Journalism Academy Series will focus on activities to trigger the change in narrative that is necessary to translate complex variables into accessible information for citizens about sustainable urban development, the implementation of the SDGs and the New Urban Agenda by local and regional governments.

The first workshop of the Urban Journalism Academy Series will be held within the framework of the UCLG 2023 Executive Bureau on 13 June 2023 in Brussels, Belgium.

The **Urban Journalism Academy Series** is a one-day workshop designed for local and international journalists and media professionals interested in enhancing their ability to cover and communicate sustainable urban development. It is planned as a space dedicated to urban communications and storytelling where participants can engage in debates, share tools, successful stories, and experiences of urban coverage and campaigns to inspire a change in how urban topics are presented and discussed in the public arena.

# Programme

A one-day workshop focused on sustainable urban development and the key role of local and regional governments in shaping the future of cities and territories.

This workshop will introduce the global and local urban development framework, share insights and resources, and offer concrete examples of coverage and reporting to help journalists create impactful stories.

Speakers and organizations presenting at the workshop include leading experts in sustain-

able urban development and governance who will share their vision and strategy.

Through data-driven insights on local urban development trends and practices, attendees will gain a deeper understanding of the challenges and opportunities facing cities today. The workshop will also offer practical guidance on effective and ethical ways of reporting on these issues.

*The working language of the workshop is English.*

## Tuesday, 13 June 2023

- 10:00 a.m.      **Welcome and opening session**
- 10:15 a.m.      **Why Urban Journalism? Role of the Media in sustainable development**  
Overview of the programme, objectives of the Urban Journalism Academy Series and introduction to the key aspects of the day.
- 10:30 a.m.      **Local sustainable framework: understanding who, what, when and why**  
The role of local and regional leaders in the sustainable agenda; local multilateralism; the Pact for the Future: commons, finance, trust, and governance. Municipal Forecast 2023.
- 11:30 a.m.      Coffee-break
- 11:45 a.m.      **Urban Journalism Capsules: Local voices for a global sustainable future**  
Invited mayors and representatives of local and regional governments will share their experiences on communicating urban transformations to media and citizens.
- 1:00 p.m.      Lunch
- 2:00 p.m.      **Strategies and tools for Urban Journalism**  
Solutions Journalism, storytelling, communication for development.
- 3:00 p.m.      **Covering global development in an urban world - Understanding the key dynamics in cities**  
Reporting complexity in a polycrisis context: looking at urban facts and data. Urban dynamics beyond Europe.
- 4:00 p.m.      **Coffee-break**
- 4:15 p.m.      **Open session with all participants' contribution**
- 4:45 p.m.      **Closing remarks**
- 4:45 p.m.      **End of the workshop**

## How to participate

If you are a journalist interested in understanding key urban dynamics to inform citizens about sustainable urban development, or if you want to deepen your knowledge on regional and local governance, as well as on how to better cover the reality of challenges and opportunities facing cities all over the world, then join the **Urban Journalism Academy Series** in Brussels on 13 June 2023.

The workshop offers an introduction to tools and insights needed to cover urban issues in an informed and impactful way. Through engaging lectures, interactive workshops, and case studies, you will gain knowledge that will inspire a change on how urban topics are presented and discussed in the public arena.

You will also have the opportunity to connect with a vibrant community of fellow journalists and media professionals who share your passion for telling compelling stories about cities and the people who inhabit them.

Whether you are an established journalist or just starting out, the Urban Journalism Academy Series aim to make a meaningful contribution to the efforts towards more sustainable and equitable cities.



## When

Tuesday, 13 June 2023, from 10:00 h to 17:00 h.

## Who

Journalists and communication professionals interested in urban issues.

## Where

UN House - Boulevard du Régent 37-40, Brussels (Belgium)

## Registration

A maximum of 25 journalists can participate in the workshop. You can preregister [here](#) before 6 June 2023. Your registration will be confirmed 48 hours after your pre-registration.

## More at

<https://urbanjournalism.institute/academy/urban-journalism-101>

## Co-organized by

The **Urban Journalism Institute (UJI)** is a platform promoting urban journalism to impact current media conversations around cities as a tool for sustainable development. The goal of UJI is to advocate for urban journalism among media, academia, professionals, and citizens, which in turn will facilitate a better understanding of sustainable urban development. The Institute also offers training and capacity building for journalists, professionals, and media officers of local authorities and institutions. The UJI is a flagship initiative of **OnCities2030**, an international non-profit association working to accelerate sustainable development, climate action, and the resilience of cities and territories. To this end, the association facilitates the generation of long-term strategies and promotes collaboration and cooperation between actors. It also acts as a catalyst, bringing together other non-profit organizations, non-governmental organizations, and civil society representatives working on the sustainable and inclusive development of their communities and territories.

The **United Cities and Local Governments (UCLG)** is an international organization of local and regional governments committed to serving the populations of rural and urban communities, small, medium, and large towns, and metropolises and regions. The organization is the united voice and world advocate of democratic local self-government, promoting its values, objectives, and interests through cooperation between local governments and within the wider international community. UCLG has over 240,000 members -- representing 5 billion people and 70% of the world's population -- including 175 nationwide local government associations.

## In collaboration with

**Cities Alliance** is a global partnership fighting urban poverty and promoting the role of cities. To help achieve these goals, the Cities Alliance promotes long-term programmatic approaches that support national and local governments to develop appropriate policy frameworks, strengthen local skills and capacity, undertake strategic city planning, and facilitate investment.

## An activity of

# MEDIA forCITIES

The **Media for Cities** campaign aims to bring urban journalism and city-related topics to newsrooms globally by advocating within the media sector for research and elaboration of the most influential urban policies and strategies. It also seeks to promote and strengthen media presence in dialogues on sustainable urban development. In these ways, Media for Cities seeks to both inform and strengthen sustainable urban development strategies, moving the topic into the spotlight in networking meetings and public debates with influential media representatives, international organizations, and local authorities. The campaign will also develop partnership agreements with media worldwide to increase the coverage of sustainable urban development issues.

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