

PRESS KIT

World Urban Forum 7

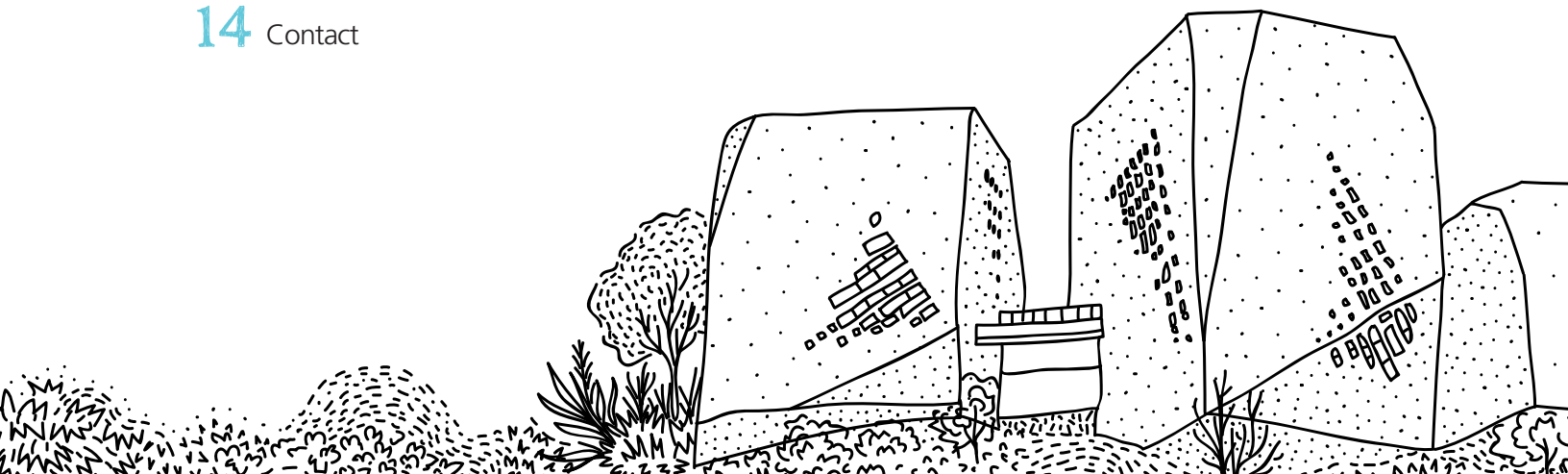
*Urban Equity in Development -
Cities for life*

Last update. March 6 , 2014



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1 WHAT IS THE WORLD URBAN FORUM

The World Urban Forum is the largest United Nations conference on sustainable urban development and cities. Considered the Premier World's Conference on Cities, the Forum was created in 2002 to examine the most pressing issues facing the world today in the area of human settlements, including rapid urbanization and its impact on cities, communities, economies, climate change and policies.

The Forum is a non-legislative United Nations conference and open for everyone's participation. It draws a wide variety of experts from all over, such as national governments among others, represented by heads of state and ministers; regional governments; mayors; multilateral organizations; financial institutions for development; academia; private sector; professionals; NGOs, and other civil society organizations.

The conference is held in a different city of the world, every two years and convened by UN-Habitat, the United Nations Programme on Human Settlements.

1.1

PAST SESSIONS

Here is the list of the World Urban Forum host cities, the theme and participants:

2002 – Nairobi (Kenya).

Sustainable Urbanization. About 1,200 participants.

2004 – Barcelona (Spain).

Cities: Cultural crossings, Inclusiveness and Integration. Over 4,300 participants.

2006 – Vancouver (Canada).

Our future: Sustainable Cities – from Ideas to Action. Over 10,400 participants.

2008 – Nanjing (China).

Harmonious Urbanization. The Challenge of Balanced Territorial Development. About 8,000 participants.

2010 – Rio de Janeiro (Brazil).

The Right to the City: Reducing the Urban Gap. Around 13,800 participants.

2012 – Naples (Italy).

The Urban Future. Over 8,200 participants.

2014 – Medellin (Colombia).

Urban Equity in Development – Cities for Life.

2 THE WORLD URBAN FORUM 7

The city of Medellín, with the support of the Municipality of Medellín and the Government of Colombia, will host the Seventh session of the World Urban Forum, on April 5 – 11 of 2014, under the subject 'Urban Equity in Development – Cities for Life'.

The Forum's Seventh session has a special relevance in the process of preparing the new Post-2015 Development Agenda and the review process of the new urban agenda for the Third Conference on Housing and Sustainable Urban Development, Habitat III, scheduled for 2016. The Forum also contributes to the mobilization of sustainable urban development in the worldwide political and media agenda.

14,000 participants are registered to attend the World Urban Forum, with a representation of more than 150 countries. The World Urban Forum 7 will take place at the venue of Plaza Mayor, in Medellín.

3 THE THEME: URBAN EQUITY IN DEVELOPMENT - CITIES FOR LIFE

Urban Equity has become a universal concern. It is established that economic inequities are greater than those of the previous generation. More than 2/3 of the world's population lives in big cities, where inequity has increased since the 80's.

There is a global consensus to integrate Equity in the development agenda. The World Urban Forum 7 will be the event for networking and partnership to advance towards the development of the Equity agenda.

For more information, consult the Concept Paper on Urban Equity Development – Cities for Life.
http://www.unhabitat.org/downloads/docs/12324_1_595270.pdf



4 POST-2015 DEVELOPMENT AGENDA AND HABITAT III

The Post-2015 Development Agenda refers to the process led by the United Nations with the purpose of defining the future global development framework, which will follow after the UN Millennium Development Goals (MDGs), a list of eight goals on global development ending in 2015.

The World Urban Forum 7 forms the basis of the discussion about the complex connection between equity, inclusive growth and sustainable urban development towards the new Post-2015 Development Agenda, to propose the adequate formulation on urban challenges in this new framework.

More information about UN-Habitat and the Post-2015 Agenda in: <http://www.unhabitat.org/categories.asp?catid=746>

The Forum also means a great first encounter in the preparing process for the Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III). Habitat III will be the first global conference after the definition of the Post-2015 Agenda. It is about the unique opportunity of gathering together all the urban actors such as governments, local authorities, civil society, private sector and academy with the view of making a 'New Urban Agenda' for the 21st century, that acknowledges the new human civilization dynamics.

The Forum represents the opportunity of integrating equity into the development speech, ensuring that urbanization becomes in a positive strength for all present and future generations in the cities of the world.

More information about the Habitat III Conference: <http://www.unhabitat.org/categories.asp?catid=831>



5 THE WUF7 PROGRAMME

The World Urban Forum 7 is developed in seven days, April 5 – 11, organized in different sessions and activities. Consult programme schedule in: www.unhabitat.org/wuf

5.1

ASSEMBLIES

During Monday 7th's session, three main assemblies with representatives of three key society groups are held to debate about the WUF7 theme, prior to the beginning of the academic agenda.

- World Urban Youth Assembly
- Gender Equality Action Assembly
- Business Assembly

5.2

DIALOGUES

Six high-level debates to discuss the WUF7 academic subtopics:

- Equity in urban development law
- Urban planning and design for social cohesion
- Basic Services: local businesses for equitable cities
- Innovative financial instruments for local authorities
- Raising standards of urban resilience
- A safe city as a just and equitable city

5.3

ROUNDTABLES

The Forum hosts a series of roundtables, most of them open to the public, lead by groups forming the Habitat Agenda.

- Ministers
- Mayors
- Global Parliamentarians on Habitat
- Civil Society Organizations
- Private Sector
- Habitat Professionals
- University
- Urban Researchers
- Youth
- Indigenous Peoples
- Gender and Women



5.4

SPECIAL SESSIONS

The Forum brings together some specific sessions that set the debate from different perspectives of the development agenda.

The Host Country, Colombia, will be in charge of the organization of three Special Sessions to discuss challenges and opportunities of the country.

5.5

PARTNERS' EVENTS

The Forum includes an extensive programme of events, arranged by the same organizations participating in the Conference.

- Networking events

See the scheduled list <http://worldurbanforum7.org/Media/Default/PDF/Networking-Events-19feb2014.pdf>

- Side events

See the scheduled list <http://worldurbanforum7.org/Media/Default/PDF/Side-events-19feb2014.pdf>

- Training events

See the scheduled list <http://worldurbanforum7.org/Media/Default/PDF/Training-events-18feb2014.pdf>

5.6

URBAN TALKS

For three days, WUF7 will bring together internationally recognized names in the financial, political and cultural world to reflect on the challenges of the cities in the 21st Century.

Confirmed panelists:

- **Joseph Stiglitz**, Nobel Prize in Economic Sciences - Tuesday, 8 April; 6:30 pm - 7:30 pm
- **Richard Florida**, Expert in urban transformation and economic growth - Thursday, 10 April; 6:30 pm - 7:30 pm
- **Brent Toderian**, City Planner & Urbanist - Thursday, 10 April, 6:30 pm - 7:30 pm

5.7

OPENING AND CLOSING CEREMONIES

The WUF7 Opening Ceremony will be held on Monday, April 7, 2014, at 5:30 pm. The Closing Ceremony will be held on Friday, April 11 2014 at 5 pm.



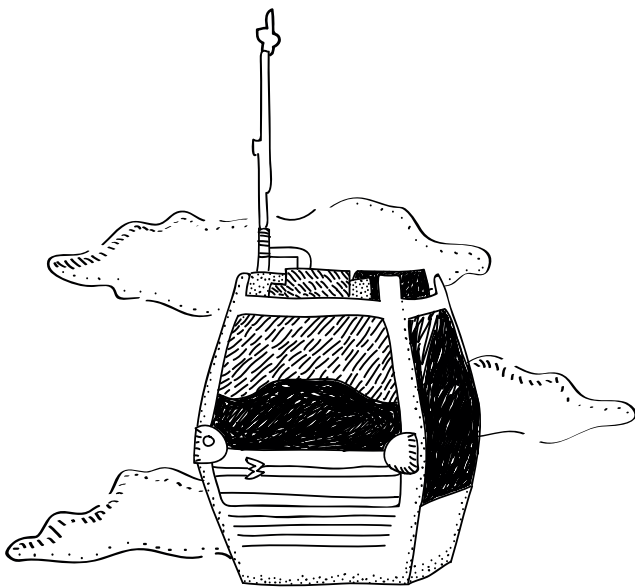
6 THE EXHIBITION

The World Urban Forum exhibition is one of the liveliest areas of the Forum and will showcase some of the world's premier cities and innovations in urban development. It will provide space for informal discussions, side events and the latest in urban living.

Designed to attract a large audience, the exhibition will be aligned to the overall theme of the Forum and will be open to the general public and to WUF7 participants from 5 to 11 April 2014, from 8:30 am to 6:30 pm.

Inside the 9.000 m² destined for the Exhibition, there will also be a variety of spaces to disseminate the improvements of the cities from different disciplines. The Cinema Room is highlighted, where movies, documentaries and other audiovisuals regarding the theme will be screened; the Urban Library which is destined to the presentation and consult of reports and publications, and the 'City Changer Rooms' and 'Colombia-Medellín Hall' auditoriums, in which a wide sessions and activities programme will be held.

The WUF7 Exhibition will be officially opened to the general public on Saturday, April 5, 2014.



7 MEDELLIN, THE CITY LAB

Medellín, the second largest city in Colombia, is a city in transformation and known for its urban changes in the last years. The World Urban Forum 7 becomes a learning opportunity on the urban challenges field.

Creativity and innovation are words behind Medellín's development and prosperity. Social and institutional innovations, such as the Metrocables, are a part of the local development and participation plans - the articulated life units -, everything contributes to solve the needs of poor people and populations with fewer opportunities. Other projects connect the planning and urban design with the social-public use of space, such as the future Parque del Río and the public libraries in vulnerable neighborhoods. Some are devoted to environmental sustainability, such as the Green belt and the My River Institute. Finally, other institutional innovations are consolidating management and urban governance, such as the programmes for reinforcing collective dialogues towards social cohesion.

Medellín is located in the inequity limit, with a Gini coefficient that has lowered from 0,542 in 2008 to 0,500 in 2012. The city of Medellín has been appointed the most innovative city in the world (Innovative City of the Year) by the Urban Land Institute (ULI), lead by The Wall Street Journal and The City Bank.

The World Urban Forum 7 presents Medellín as a 'City Lab', allowing its participants to interact with it. There will be 'Urban Routes' within the Forum's framework, designed for the participants.

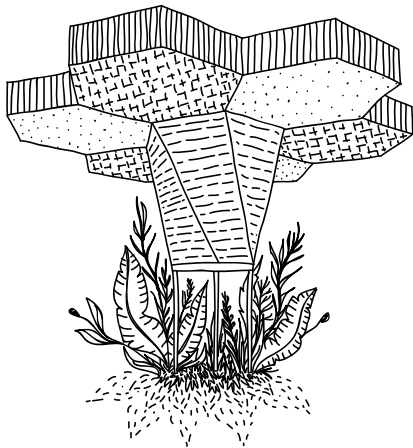
8 WUF7 PRESS REGISTRATION

The press interested in covering the World Urban Forum 7 must register at www.unhabitat.org/wuf through an online form, which is offered to all participants. At the moment of filling out the form, journalists and graphic media must indicate they belong to the Press Group.

The deadline for registration is March 16, 2014.

All registered people as press must present a valid ID from the media company they belong to (presentation letter or journalist ID). Bloggers and online independent platforms must present the monthly visit statistics from the blog or webpage.

If there is any doubt at the moment of registration you could write an e-mail to wufmedia@unhabitat.org.



THE VENUE: MEDIA CENTER AND PRESS ROOM 9

The World Urban Forum 7 will be held in Plaza Mayor de Medellín, Centro de Convenciones y Exposiciones.

Address: Calle 41 #55-80

The venue will have an international Media Center. It is an open space with more than 100m² for exclusive usage of WUF7 accredited journalists, with available material to facilitate their work: computers, printers and fax machines. The WUF7 offers Wi-Fi connection in all areas.

9.1 LIVE SHOWS AND MOBILE UNITS ENTRANCE

Plaza Mayor allows the broadcasting of live TV and radio shows. If you are interested in using this option, please contact wufmedia@unhabitat.org to arrange a formal petition.

The Media Center will also have staff from the WUF7 secretariat to respond to the journalists' requests, and also all of the information regarding the press conference programs. The Forum promotes the sustainable use of printed-paper, which is why the press center will distribute the press notes and any other type of information in a digital format.

The Media Center also includes a room for interviewing panelists and participants (Interview Room).

All press conferences and presentations will be held in the Press Room, located right next to the Media Center at Plaza Mayor.

10 PRESS CONFERENCES AND ACTIVITIES FOR JOURNALISTS

The World Urban Forum is a platform that allows the showing of news in the worldwide urban development. Many organizations, governments and collaborators of UN-Habitat do press presentations about their programs and projects.

Also, in a daily basis, before the Forum sessions begin, there is a press briefings to inform the media about news and the relevant sessions of the day.

On the other hand, the WUF7 programme includes some specific activities designed for the media. Among these activities, there will be some visits to urban transformation projects in the city of Medellin, as well as workshops about urban development journalism. For more information, visit the website www.unhabitat.org/wuf

12 DIGITAL RESOURCES AVAILABLE FOR THE MEDIA

The WUF7 Secretariat offers the accredited journalists the WUF7 photo and video gallery shown in www.unhabitat.org/wuf.

During the event, the media will have access to official images of the World Urban Forum 7 for journalistic purposes.

The WUF7 will also be broadcasted using streaming at the official web page, through the United Nations Television. The media companies would be able to link their web pages to the live rebroadcast.

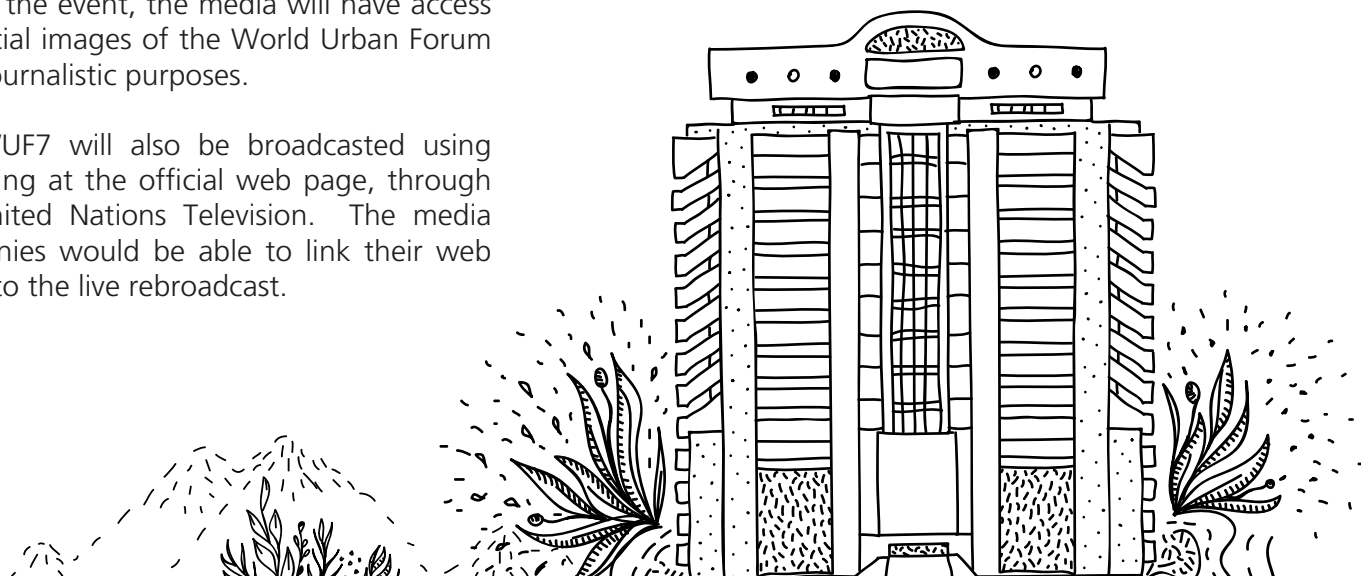
11 URBAN JOURNALISM ACADEMY

Turning Urban Development into News

The Urban Journalism Academy is a pioneering and innovative UN-Habitat initiative to train international and national 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. The aim is to strengthen journalists and media professionals' capacity to analyze the overall process of urbanization by sharing with them substantive knowledge about the main issues of planning and management of cities.

The Urban Journalism Academy will be held on Sunday, April 6, 2014, from 8:30 am to 5:30 pm and the participation will be opened to a selected number of journalists.

The Academy's Plenary Session will be opened to all registered media. In addition, the Municipality of Medellin will offer to media a city tour to field project.



13 WUF7 ON SOCIAL MEDIA

The World Urban Forum 7 is a conference that allows the participation of all urban actors. The Forum's Social Media accounts have special relevance in the discussion of the subject for those who cannot travel to Medellín, as well as for information updates.

Facebook www.facebook.com/worldurbanforum

Twitter [@worldurbanforum](https://twitter.com/worldurbanforum)

Instagram [@worldurbanforum](https://www.instagram.com/worldurbanforum)

Hashtags [#wuf7](#) [#urbanequity](#) [#ourwuf](#)

CONTACT

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Medellín, Colombia 5-11 April 2014
Urban Equity in Development - Cities For Life

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www.unhabitat.org/wuf



Medellín
todas por la vida



Alcaldía de Medellín