



# Press Kit

**#UCLGCongress**

The background of the entire page is a detailed, stylized map of Durban, South Africa. The map is rendered in a light grey tone with black lines for streets, rivers, and other geographical features. It covers the entire page, with a white rectangular box in the center-left containing text.

## **You will have the opportunity to cover and promote the following:**

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Interviews with local and regional leaders from around the world and top experts across a myriad of global agenda issues.

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Attending press conferences and discussions with high-level speakers (from local to national, and international level representatives).

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Interviewing influential members of civil society.

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Establishing new relationships with international media.

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Actively participating in special events.

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Joining the thread of communication in social networks.

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For more information visit the official website **[www.durban2019.uclg.org](http://www.durban2019.uclg.org)**



# Content





**Durban, located in the eThekweni Metropolitan Municipality, is one of the most populated urban areas in the country. The city is known for being the home of the busiest port in South Africa. It's a major hub for manufacturing, as well as a tourist hotspot.**

# 1

## Global Leaders, Mayors, Presidents and Thousands more are attending, will you?

**Journalists**, social media activists and influencers are **invited to participate in the World Summit of Local and Regional Leaders held in eThekweni-Durban from 11 to 15 November 2019.**

Why? Because at United Cities and Local Governments (UCLG) we believe that **communication is one of the fundamental pillars that will foster strong institutions and transformation towards more sustainable, fair and inclusive societies.** We are convinced that the alliance with the media is essential to promote this commitment to the welfare of citizens, reporting on it so that people can make this movement their own.

In order for citizens to shape local policy, they need to be informed about what local and regional governments can do. Information is key to contribute in a constructive manner and to hold governments accountable.

We are convinced that there is a paradigm shift needed, which will allow us to think local and act globally. **We call on communication professionals to increase attention to the work being done at the local and regional level. The Durban Summit provides an unprecedented opportunity to hear and amplify the voice of the municipal movement.**

**This press kit provides the information necessary to cover the World Summit of Local and Regional Leaders in Durban-eThekweni (UCLG World Congress). If you want to discover what makes the municipal movement vibrate, you can't miss this edition. The 2019 World Summit will create spaces for decision-making and strong links between communities, civil society, national governments, the international community and local and regional governments and their associations.**



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**Our membership represents...**

**+250.000**

**cities, regions  
and metropolises**

**+175**

**local and regional  
government associations**

**5 billion**

**people in the world, 2/3  
of the world's population**

**140**

**of the 193 member states  
of the United Nations**

**7 Regional sections**

**1 Metropolitan section**

**1 Forum of Regions**

**4 Commissions**

**2 Permanent working groups**

**6 Communities of practice**

**4 Policy Councils**

# 2

## The World Network of United Cities and Local Governments

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### Amplifying local and regional voices within the international community

United Cities and Local Governments (UCLG) amplifies the voices of local and regional governments on the world stage. The main mission of the organization is to promote the actions and voices of all leaders who work together to improve the lives of citizens and create a more sustainable future. UCLG works to help **link local and global agendas by** implementing them at the local level but also by influencing global policy decisions.

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### Co-create the governance of the future without leaving anyone or any place behind

A local leader, a mayor or governor can no longer represent and protect the interest of the communities by acting locally. In a world of high connectivity, actions and visions from all lev-

els are needed to create an inclusive future. For years we have called for a seat at the international negotiating table reserved only for states, so they can **listen to cities**. At the same time, UCLG believes it is just as important **to provide a space for dialogue between the different spheres of government as well as between governments and the communities**. This will be the only way that we can achieve the transformation we need. Our search for a place at the global table is not a goal in itself, it is a means to achieve **the transformation of our societies towards a more sustainable future**.

Local and regional governments are the **sentinels of the dreams of citizens**, and as the government that is closest to the people, their experiences, realities and expectations need to guide decision and policy making.

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### **UCLG as a global network of local and regional governments**

UCLG, the torchbearer of the century-old International Municipal Movement, was founded in 2004 when local and regional governments from all over the world joined forces to amplify their voices before the international community. UCLG is an organization that relies on strong political leadership to ensure that the values of solidarity and diplomacy are widely spread among members and to generate momentum in the general debate on good governance.

The World Organization facilitates the work of the **Global Taskforce of Local and Regional Governments**, a coordination and consultation mechanism which brings together more than 30 active networks at the international level. It also gathers the leading international networks of local governments to carry out joint advocacy work in rela-

tion to global policy processes. The Global Taskforce, as an organized group of local and regional governments from around the world, brings these governments together at the **World Assembly of Local and Regional Governments**, to be held within the framework of the Summit.

The World Assembly of Local and Regional Governments is the key political mechanism of the constituency with representation from all the networks, which ensures the articulated voices are heard in global processes, from the High Level Political Forum to the World Urban Forum and the Conferences of the Parties.

This is why we can safely say that the Durban Summit goes beyond UCLG and encompasses the constituency of local and regional government as whole.



## Our global network





The UCLG World Congress will be based around four main tracks –**Assembly, Town Hall, Local4Action, and Statutory**– designed to foster the dialogues that guide the debates and exchange processes that will take place throughout the Summit, and produce specific outcomes. Our core values of geographic and gender balance have been taken into consideration wherever possible to ensure maximum representation in these four tracks.

The **Town Hall** Track will be a space for dialogue and interaction among different constituencies and the political leadership of our constit-

uency, in order to co-create our global policies. The **Assembly**, a non-stop track of the Congress, will strive to reinforce the strategy of the World Organization by finding a balance between what is important to the world and the priorities of the regional sections and the Policy Councils.

The **legacy** of the gathering will go beyond the Summit itself by not being a single declaration, but a series of political recommendations that will guide the renewal of UCLG's Strategy towards 2020 and beyond and that will inspire the municipalist movement in general.

# 3

## What does the Summit of Local and Regional Leaders entail?

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### Who? What? Where... and why?

It is an event that is held every three years where mayors, presidents of associations, councillors and local and regional representatives of the world meet with civil society, citizens, researchers and experts to celebrate the largest global meeting of the municipal movement, organized by UCLG.

If you want to discover what makes the municipal movement vibrate, you can't miss this edition. The 2019 World Summit will create spaces for decision-making and strong links between communities, civil society, national governments, the international community and local and regional governments and their associations.

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### Why is this 2019 edition special?

The Summit will emphasize policy co-creation, understanding that only by linking all spheres of government, civil society, and all stakeholders will we be able to develop future policies that will transform society and the way we govern ourselves. The future of our communities depends on the transformation of the local and global governance systems, and we aspire to provide a space to renew it in Durban.

The organization of this Summit is a dynamic process that has been designed and enriched with the ideas of all participants, so it is also celebrated with highly interactive spaces where we all interconnect and interact influencing the final political process.

The 2019 World Summit will not only serve as a meeting point for innovative dialogue on the global agendas from the LRG perspective, but for a renewed strategy for the municipal movement as a whole, and a renewed leadership of the World Organization.



# 4

## Opportunities for media and bloggers wishing to cover the Summit

### Do you want to cover the World Summit?

Don't miss what will happen at the largest gathering of local and regional leaders! If you are interested in being part of the communications of the summit, contact Fátima Santiago, [communication@uclg.org](mailto:communication@uclg.org), to make it happen.

### Media accreditation

Media accreditation is strictly reserved for members of the press: print, photo, radio, television media organizations, news agencies and online media. For more details, visit the press section of the Congress website [www.durban2019.uclg.org](http://www.durban2019.uclg.org) or contact:

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### Services and facilities available on site

A wide range of services and facilities will be offered to the media attending the event:

**Press room:** During the meeting there will be a dedicated room with working facilities. This work area will be strategically located to facilitate the work of the media (press conferences, interviews, video editing, networking).

**Interview Corners:** Located in each room, these interview corners will allow journalists to conduct quick interviews with panelists after each session.

**Live Social Media Streaming & More at UCLG's Local4Action HUB:** The media (and other interested parties) will be offered the possibility of will be offered the possibility of meeting spaces, blog presentations and other work interviews/debates/shows from live-streaming on social networks.

**A repository of resources,** including photographs and videos will be available to reference & use for publication purposes.

**A Networking Communication Hub:** Meeting with communicators and journalists from across the globe.

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## Organizing Interviews

The press team will organize interviews with high-level personalities and speakers attending the event. To request possible interviews, please contact us by email.

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## How can you cover the event from a distance?

The Local4Action HUB will offer different spaces for informal and face-to-face exchanges on social networks, and digital communication to connect and extend the conversations taking place within the scope of the Summit and transmit them to the world.

**Daily appointments and news:** A team of professional journalists will cover the Summit and compile highlights from the sessions. These quotes, and snippets, will be available in a press room page of the Summit website.

**Writing articles on your specialized blog.** And/or see articles published about the Summit on blogs by media partners such as Urbanet and Smart City Congress.

**IISD Media Coverage:** The International Institute for Sustainable Development (IISD) will provide coverage of the Summit.

**Join the latest updates on our social networks:** Twitter: @uclg\_org, @globaltaskforce and hashtag #UCLGCongress, Facebook, YouTube and LinkedIn.





Mpho Parks Tau, President of UCLG, at ECOSOC Forum on Financing for Development, 23-26 April 2018, New York.





# 5

## UCLG in the media and media partners

As a result of the social impact of the actions of the network of local and regional governments towards the transformation of more sustainable societies and the improvement of the lives of citizens, United Cities and Local Governments has great media coverage in the international media with some headlines such as:

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**Local power and the wellbeing of citizens** in *Alternativas Económicas* ([Poder local y bienestar ciudadano](#), in spanish).

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**Climate action: without cities, we will not achieve changes** in *EL PAIS* ([La acción climática: sin las ciudades, no lograremos](#), in spanish)

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**Make or Break: How Will Cities Shape Future Global Challenges?** in *Global Governance Futures*.

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**A meeting with different languages but with two words in common: culture and cities** in *El Clarin* ([Un encuentro con distintos idiomas pero con dos palabras en común: cultura y ciudades](#), in Spanish)

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**Local Government - an International Player** in *The Times of Israel* ([El gobierno local - un actor internacional](#), in Spanish)

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**Barcelona, New York and Amsterdam launch campaign to protect digital rights** in *La Vanguardia* ([Barcelona, Nueva York y Amsterdam impulsan una campaña para proteger los derechos digitales](#), in spanish)

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**SDG11 on cities – what can its role be in foreign policy and sustaining peace?** in *Climate Diplomacy*

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**Cities Address Local Solutions to Climate Change, Food Security** in *IISD*.

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**Without local governments, there is no sustainable development** in *EL PAIS* ([Sin los Gobiernos locales no hay desarrollo sostenible](#), in spanish)

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**The leadership of cities** in *Project Syndicate*

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**Cities and regions: the heart of sustainable development** in *Urbanet* ([Las ciudades y regiones: el corazón del desarrollo sostenible](#), in Spanish)

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**Cities at the Forefront of Tackling Climate Change** in *The New York Times*

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**The cities, more powerful than ever** in *EL PAIS* ([Las ciudades, más poderosas que nunca](#), in Spanish)



# durban2019.uclg.org



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