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FOR A BETTER URBAN FUTURE

PRESS RELEASE

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United Nations Envoy on Cities and Climate Change and Former Mayor of New York City, Michael Bloomberg, to speak at key World Urban Campaign meeting

As preparation for the 7th session of World Urban Forum to be held in Medellin, Colombia, 5 to 11 April 2014, Dr. Joan Clos, UN-Habitat Executive Director and Secretary-General of the United Nations Conference on Housing and Urban Development (Habitat III, 2016), is convening all UN-Habitat Partners, UN agencies, and the Diplomatic Community at the United Nations Headquarters in New York to launch *The City We Need* on Tuesday 4 March.

The City We Need is a collective undertaking of the World Urban Campaign, a coalition of partners united by shared goals and a common vision of the city for the 21st century. The World Urban Campaign partners are asking what direction global urban development must take over the coming 20 years, and what principles that should guide governments, their partners, and the international community, to prepare for a predominantly urban future.

The launch will bring together key leaders from the private sector, international development community and diplomatic representatives, including Former Mayor Bloomberg, to highlight their joint position on what the future of our cities should look like and how to get there.

The World Urban Campaign partners strongly believe that the battle for a more sustainable future will be won or lost in cities. How we plan, build, and manage our cities today will determine the outcome of our efforts to achieve a sustainable and harmonious development tomorrow. Well-planned cities afford all residents the opportunity to lead safe, healthy, and productive lives. Well-managed cities present nations with major opportunities to promote social inclusion, resilience, and prosperity.

The launch session will gather key organizations and personalities to exchange views on *The City We Need* process leading into the World Urban Forum, the Post-2015 Development Agenda and the Habitat III Conference.

For more information, or to request an interview, please visit

<http://www.worldurbancampaign.org/2014/02/the-city-we-need-a-pre-world-urban-forum-event/>

or contact Ana B. Moreno, Spokesperson, +254 (0)702 116 120, email: ana.moreno@unhabitat.org or Jeanette Elsworth on +254 (0)723 268 135, email: jeanette.elsworth@unhabitat.org