



31 DAYS OF PROMOTING A BETTER URBAN FUTURE

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



## Report of activities and coverage Urban October 2019

### UN-Habitat Office in Spain

#### Activities & Key partner and Stakeholders directly involved

**14 key partners and stakeholders** were directly involved in organizing/supporting activities within the Urban October 2019 in Spain. Such partners were Seville City Council, Fuenlabrada City Council, Cazorla City Council, Andalusian Agency of International Cooperation for Development (AACID), Andalusian Fund of Municipalities for International Solidarity (FAMSI), Spanish Federation of Municipalities and Regions (FEMP), Ecoembes, Department of Environment, Territorial Development and Housing of the Basque Government, High Council of Architects Associations of Spain (CSCAE), INBAR, AEICE, Institute for Cooperation and Basic Housing (ICHAB), Galician School of Public Administration y UNESCO Chair in Housing, Rovira and Virgili University.

**9 events** were organized/supported by the Office under the Urban October 2019:

**30 Sept-3<sup>rd</sup> October, Burgos. Week of Advanced Construction, Architecture and Engineering**, a forum organized by AEICE in Burgos that along 4 days addressed future trends and the challenges of the industry, focusing on sustainability, the environment, new technologies, friendliness and competitiveness strategies. The week was supported by the Junta de Castilla y León and the collaboration of the Association of Architects of Burgos, the University of Burgos and the Construction Institute of Castilla y León<sup>1</sup>.

**1st October, Madrid. First Iberian Bamboo Symposium.** Organized by INBAR, the meeting addressed the usefulness of this material through different modules or aspects: environmental challenges, market conditions or legislation. On these different axes presentations were articulated with the participation of the UN-Habitat Office in Spain.

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<sup>1</sup> See video <https://www.youtube.com/watch?v=yvsA-wtBpX8>



**1<sup>st</sup> / 2<sup>nd</sup> October, Madrid. CSCAE 2030 Observatory Workshops** The Higher Council of Associations of Architects of Spain (CSACE) disseminated the messages of Urban October among its assistants in two workshops under its Observatory 2030.

**7<sup>th</sup> World Habitat Day, Seville.** Seville hosted a meeting organized by the Office of UN-Habitat in Spain and FEMP in collaboration with the City of Seville, AACID, FAMSI and Ecoembes with the presence of Ecologists in Action and the mayors of Fuenlabrada and Cazorla. The event discussed and shared problems and possible solutions about this year's theme, "Cutting-edge technologies as a tool to convert waste into wealth."



**7<sup>th</sup> October, Madrid. Everyone's Basic Right to Adequate Housing.** Event organized by the ICHAB (Institute for Cooperation and Basic Habitability). The UN-Habitat office in Spain supported the act in which the right to housing was discussed as a basic element of human life.



**23<sup>th</sup> October, Santiago de Compostela. Advanced Course on Urban Agendas.** The Galician School of Public Administration invited the UN-Habitat office to teach a course on urban agendas



**26<sup>th</sup> October, Barcelona.** The UN-Habitat office in Barcelona organized the "Festival of World Cities Day" in the Parc de la Ciutadella within the framework of the "Fiesta de la Ciencia"<sup>2</sup>.



**31<sup>th</sup> October, Bilbao. World Cities Day.** The Basque Government, through the Department of Environment, Territorial Planning and Housing and in collaboration with the Office in Spain of UN-Habitat, organized a meeting in Bilbao to commemorate World Cities Day on October 31. The day was inaugurated by the Councilor Iñaki Arriola and during the event a connection was made with Yekaterinburg, headquarters of the global celebration with the presence of Maimunah Mohd Sharif, Executive Director of UN-Habitat.



<sup>2</sup> See video <https://www.youtube.com/watch?v=9Fnjg5ssCBM&feature=youtu.be>





At a later discussion table, problems and possible solutions were shared about this year's theme, "Innovations and a better life for future generations" by Francisco Javier Martín Ramiro, General Director of Architecture, Housing and Land of the Ministry of Promotion; Elja Diepenbrock, Project Manager of the European Urban Knowledge Network; María Buhigas, Founder of the Urban-facts professional office; Manuel Quirós Galdón, University Professor at IE School of Architecture and Design and Emilio Tejedor, Responsible for Environment and Knowledge Management at Iberdrola. Arantza Leturiondo, Vice-Minister of Territorial Planning of the Basque Government, closed the day.

**31<sup>st</sup> October, Barcelona. "Housing in 360°".** UNESCO Chair in Housing, Rovira and Virgili University organized an event with 3 work tables, 11 speakers and 150 professionals from the housing sector to discuss around access to housing and prevent its loss. The event addressed the current situation of housing from a global perspective, touring housing from the perspective of the mortgage market to homelessness. The content was structured based on three thematic work tables and the presentation, first, of the documentary "The Threshold" and the simulation experience "The Threshold", which bring the phenomenon of homelessness in society.

### Spanish Media Coverage

UN-Habitat Office in Spain and the Urban October campaign had **37 media clips** in relevant media, such as El Pais, Europa Press, Cadena Ser, La Vanguardia, Diario de Sevilla, etc.<sup>3</sup>

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## Social Media Coverage

@UNHabitatSpain Twitter account obtained **37,800 tweet impressions** and **125 mentions**, gaining **57 new followers**. The Office shared **49 tweets** about Urban October.

Oct 2019 - 31 días

### DATOS DESTACADOS DEL TWEET

**Tweet principal** tuvo 7.319 impresiones

Feliz Día Mundial del Hábitat. Hoy estaremos en Sevilla para hablar de cómo transformar los residuos en riqueza gracias a tecnologías de vanguardia @Ayto\_Sevilla @FAMSI\_Solidario @AytoFuenlabrada @ecoembes @fempcomunica @UNHABITAT #WHD19 #OctubreUrbano pic.twitter.com/xzNqbezWXo



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Ver toda la actividad del Tweet

Ver la Actividad del Tweet

**Mención principal** tuvo 105 interacciones



Hoy comienza el #OctubreUrbano de @unhabitat

Registra aquí tu evento de este mes relacionado con el desarrollo urbano sostenible

urbanoctober.unhabitat.org/post-your-event

urbanoctober.unhabitat.org

@UNHabitatSpain #FelizMartes #ODS11

#CiudadesSostenibles

pic.twitter.com/rldDSsLax0



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### RESUMEN DE OCT 2019

Tweets  
49

Impresiones de Tweets  
37,8 mil

Visitas al perfil  
328

Menciones  
125

Nuevos seguidores  
57

[https://www.lavanguardia.com/local/paisvasco/20191031/471302820129/representantes-de-onu-habitat-y-expertos-internacionales-analizan-en-bilbao-las-smart-cities-y-problemas-de-gobernanza.html?utm\\_term=botones\\_sociales&utm\\_source=whatsapp&utm\\_medium=social](https://www.lavanguardia.com/local/paisvasco/20191031/471302820129/representantes-de-onu-habitat-y-expertos-internacionales-analizan-en-bilbao-las-smart-cities-y-problemas-de-gobernanza.html?utm_term=botones_sociales&utm_source=whatsapp&utm_medium=social)

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