

## Editorial 2

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### **Global cities, 2030 Agenda and Climate Change as Transformers of International Political Communication [Editorial]**

#### ***Ciudades globales, Agenda 2030 y cambio climático como transformadores de la comunicación política internacional [Editorial]***

The city has become the preferred unit of measurement for the study of innovation, social transformation and political action, also at the international level. Architecture and urbanism, communication and political leadership, social movements, business and economy, digital transition, mobility, mass tourism, heritage, public policies, identities' expression... find their place in urban spaces. In fact, but in law as well, cities develop actions with a transnational impact and consequences on the diplomatic, political and communication fields. The city participates in the management of international affairs where it seeks to promote its own political agenda. Thus, the city is a source of creativity in the practice of international communication. Cities that aspire to be global have understood that their value lies in the ability to combining power and population, giving continuity to public policies and creating symbolic capital through direct initiatives and through experiences interceded by the media and culture. This is how symbolic capital is shaped, thus configuring the narrative of global cities.

The 2030 Agenda and climate change reflect the agenda of interests of the global city,

in particular when confronted to the verified inability of the contemporary nation-state to solve, even selectively, the problems around the governance of global affairs. Consequently, the economic power of cities and their institutional autonomy attract investment and intensify the gap between rural and urban spaces. In this context, public policy guidelines are key, since they can widen or close this gap through instruments such as new technologies.

The city innovates in the practice of international communication with its own mechanisms, formats and models. Citizens, as an active part in this context, have produced new strategies to influence local government and, by extension, national policies. Practice requests a theoretical basis and an academic definition, although by its very nature it varies from city to city. Thus, the communicative activism of global cities is embodied in proposals for multi-level governance, the generation of city brand strategies, the promotion of sustainable economy labels and other immediate actions. In recent times, the pandemic has accelerated the political and diplomatic function of cities, as they are turned into nodes of safety and protection against the public health crisis and against the threat of an economic collapse. COVID tests the frontiers of classical geography, while pushing cities to be agile in sharing measures, practices or responses to the real problems of citizens (mobility, school, employment, inequality).

This academic work inquires into these questions with five specialized papers that help to build research on international political communication with an urban perspective.

The first one, "Communication and advertising of sustainable tourism in the construction of the city brand. The case of the international certification 'Biosphere Tourism' in Spain", written by Pavel Sidorenko and Pablo Garrido, investigates how cities differentiate themselves with labels and tools to create a city brand linked to sustainability and the environment. The article is remarkably pertinent, since it lays the foundations of the tourism of the future; a tourism based on responsibility for the territory and the creation of unique experiences with the support of digital content. This first exploration offers results, perhaps in progress, to achieve sustainable objectives in terms of external communication.

The text "Ibero-American megacities in the international media. Global authority and climate change", written by Luis Mauricio Calvo and María José Ufarte Ruiz, examines the representation of 30 Ibero-American cities in journalistic texts of the newspapers where the institutions of global governance are located. The text confirms their low profile, as well as the use of strategic communication techniques and events to reach their goals. Urban diplomacy expands with visibility tools that impact the global agenda.

The proposal "Cities facing climate change: coverage by the European press of the adaptation of cities to heat waves and climate change" is the work of Isidro Jiménez-Gómez and Samuel Martín-Sosa. It offers a review of the journalistic news published about the heat waves of 2017 and 2019 in 19 media outlets in France, the United Kingdom, Italy, Portugal and Spain. This transnational approach explains how journalistic rigor and quality depend, among other factors, on the ability to explain adaptation, mitigation and urban planning measures, but also on a context that creates a differentiated environmental awareness, determining for city diplomacy.

Results by "Culture, technology and urbanism: the bases to build a global city. The Malaga case " offer a case study, carried out by Antonio Castro-Higueras and José Patricio Pérez-Rufí. The evolution of the capital of the Costa del Sol is relevant to understand how culture and creative content are windows of opportunity for a differentiated narrative among global cities. It cannot be forgotten that culture is the first element used in international public diplomacy strategies, as well as one of the dimensions of city branding.

Our special issue concludes with a text by Rubén Ramos-Antón and María Teresa Mercado-Sáez, named "Sanctuary cities, a strategy for world positioning. The cases of Valencia and Zaragoza (Spain)". Reading this paper offers concrete lessons on how cities challenge the central authority of the nation's government with measures that affect migration policies. The issue will be essential in the future of cities that intend to become attractive spaces for those who pursue the improvement of their vital project. Likewise, the association with a city brand built on political autonomy and / or solidarity contributes to an international positioning of the city which is differentiated.

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In the acknowledgments chapter, we find three essential actors that made possible for this monograph to go to press. Thanks to the authors for submitting their work to the journal, which advances in an innovative line of research and opens up new avenues of research between communication, political science, climate change and the 2030 Agenda. Thanks to the international and national reviewers, whose anonymous work contributes to improve the current proposals and, to polish and highlight the effort - often lonely - of university professors and researchers. And finally, thanks to the sustained energy of the editors Victoria Tur-Viñes and Carmen Marta-Lazo, as well as Jesús Segarra-Saavedra, who have opened the doors of the journal to reinforce this line of work.

