

global  
media  
forum

# Documentation 2015

Media and Foreign Policy  
in the Digital Age

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International Conference  
June 22 - 24, 2015  
World Conference Center Bonn, Germany

**Conference Documentation**  
**Media and Foreign Policy**  
**in the Digital Age**

Monday, June 22

07 — **Welcoming address**

**Peter Limbourg**

Director General of Deutsche Welle  
Germany

09 — **Keynote address**

**Prof. Monika Grütters**

Federal Government  
Commissioner for Culture and  
the Media, Germany

11 — **Welcoming address**

**Prof. Dr. Maria Böhmer**

Minister of State,  
Federal Foreign Office, Germany

12 — **Welcoming address**

**Dr. Marc Jan Eumann**

State Secretary for Federal Affairs,  
Europe and Media of North  
Rhine-Westphalia, Germany

14 — **Ceremonial speech**

**Georg Kofler**

Media Manager, Founder and  
Chairman of the Supervisory Board,  
Kofler Energies, Germany

15 — **Official launch of DW's  
English-language TV channel**

*Hosted by Deutsche Welle*

18 — **Keynote address**

**Günther H. Oettinger**

Commissioner for Digital Economy  
and Society, European Commission,  
Belgium

20 — **Media summit:**

If it bleeds, it leads Foreign policy  
and international crisis reporting  
*Hosted by Deutsche Welle*

**Workshops 03 – 07**

24 — **WS 03** | Preserving  
freedom of speech  
*Hosted by Deutsche Welle*

26 — **WS 04** | Generation transmedia –  
The way to tell stories today  
*Hosted by Grimme-Institut*

28 — **WS 05** | 70 years of the UN – From  
the past to the future: Fit for the  
purpose in the age of digital media?  
*Hosted by United Nations  
Organizations in Bonn*

30 — **WS 06** | Journalists and NGOs:  
The political power of  
digital media in Asia  
*Hosted by Deutsche Welle*

32 — **WS 06.1** | What is media  
viability and how is it relevant  
to foreign policy?  
*Hosted by International  
Programme for the Development of  
Communication, UNESCO (IPDC)*

34 — **WS 07** | Independent voices or  
mouthpieces of the rulers? The  
role and impact of state and public  
broadcasters in transformation  
and conflict  
*Hosted by DW Akademie*

**Workshops 08 – 14**

38 — **WS 08** | Combating extremism in  
social media – Transnational  
challenges and (liberal) solutions  
*Hosted by the Friedrich Naumann  
Foundation for Freedom*

40 — **WS 09** | Beyond social media:  
How citizens influence foreign  
policy in democracies  
*Hosted by Carnegie Endowment  
for International Peace*

42 — **WS 10** | Attitude change and media:  
Techniques for understanding what  
really makes your audiences tick  
and how to change their attitudes  
*Hosted by Radio Netherlands  
Training Centre (RNTC)*

44 — **WS 11** | Involuntary journeys –  
How to interview refugees  
in a digital age  
*Hosted by Dart Centre for  
Journalism and Trauma*

46 — **WS 12** | My human rights in the  
digital Age: A World Café  
conversation on privacy and  
freedom of expression  
*Hosted by Amnesty International*

48 — **WS 13** | When emotions run too  
high – The role of the media in the  
polarization of conflicts  
*Hosted by Global Partnership for the  
Prevention of Armed Conflict (GPPAC)*

50 — **Plenary session**  
Reporting on post-conflict societies  
and frozen conflicts  
*Hosted by Robert Bosch Stiftung*

Tuesday, June 23

56 — **Plenary session**

Foreign policy in 140 characters:  
How technology is redefining  
diplomacy  
*Hosted by Deutsche Welle*

**Workshops 15 – 21**

58 — **Video message**

**Dr. Frank-Walter Steinmeier**

Federal Minister for Foreign Affairs,  
Germany

60 — **WS 16** | Afric@online –  
Empowerment or exploitation?  
*Hosted by Deutsche Welle*

62 — **WS 17** | Social media vs. digital jihad  
*Hosted by The Digital Mass Atrocity  
Prevention Lab*

64 — **WS 18** | Bringing people together:  
The global power of virtual formats  
in higher education  
*Hosted by German Academic  
Exchange Service (DAAD)*

66 — **WS 19** | Truth and propaganda:  
Political reporting in the  
Russia-Ukraine conflict  
*Hosted by Konrad Adenauer  
Foundation*

68 — **WS 20** | The 24/7-news cycle – How  
can international organizations adapt?  
*Hosted by Organization for Security  
and Co-Operation in Europe (OSCE)*

70 — **WS 21** | The challenges and oppor-  
tunities of covering news on the  
International Criminal Court  
*Hosted by International Criminal  
Court*

**Workshops 22 – 26**

74 — **WS 22** | Fighting gun cultures –  
Challenges for research, practice,  
diplomacy and the media  
*Hosted by Bonn International  
Center for Conversion (BICC)*

76 — **WS 23** | Confronting the feminist  
narrative through digital diplomacy  
as a tool for peace and international  
development  
*Hosted by Voice of Women  
Initiative (VOW)*

78 — **WS 23.1** | Access to energy in the digital age  
*Hosted by Energising Development*

80 — **WS 24** | Empowering women through hashtags – New ways to sustainable conflict resolution?  
*Hosted on behalf of Gender@International Bonn by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Deutsche Welle, United Nations Organizations in Bonn and the UN Women National Committee Germany*

82 — **WS 25** | 24 hours to seal the climate deal: The role of digital media and public mobilization for the UN climate talks  
*Hosted by CARE Deutschland-Luxemburg e.V.*

84 — **WS 26** | Conflict in “Kulmeria” – A media and conflict simulation  
*Hosted by TheVisionMachine*

#### Workshops 27 –32

88 — **WS 27** | Beyond hashtags and likes – How to stimulate e-participation in foreign policy  
*Hosted by Deutsche Welle and Institut für Auslandsbeziehungen (ifa)*

90 — **WS 28** | From landmines to nuclear weapons: The humanitarian approach to disarmament and the role of digital media  
*Hosted by Pressenza and the International Campaign to Abolish Nuclear Weapons*

92 — **WS 29** | End impunity for atrocities against journalists: A way forward  
*Hosted by Reporters without Borders*

94 — **WS 30** | Political and crisis communication capacities for civil society and public administrators  
*Hosted by DW Akademie*

96 — **WS 31** | Local news, global affairs – Playing by the old rules will not work in the new paradigm  
*Hosted by Ashoka*

98 — **The 2015 Bobs Awards ceremony**  
*Hosted by Deutsche Welle*

Wednesday, June 24

106 — **Plenary session**  
Resource wars – Implications for foreign and security policy  
*Hosted by Deutsche Welle*

108 — **WS 34** | The human right to freedom of religion in the digital age – Implications for its protection and implementation  
*Hosted by Germany’s Federal Ministry for Economic Cooperation and Development*

110 — **WS 35** | How do culture journalism and digital media contribute to societies in transition?  
*Hosted by Goethe-Institut*

112 — **WS 36** | Public broadcasting and development: Latin America shows how to do it!  
*Hosted by Ibero-American General Secretariat (SEGIB)*

#### Workshops 37 –39

116 — **WS 37** | Digital media, citizen journalism, and whistle-blowing: Overcoming the challenges of national security and corporate capture in 2015  
*Hosted by Free Press Unlimited and the Project on Organizing, Development, Education and Research (PODER)*

118 — **WS 38** | The media and conflicts around natural resources in Latin America  
*Hosted by the Interdisciplinary Latin America Center (ILZ), University of Bonn*

120 — **WS 39** | Access to and availability of essential medicines  
*Hosted by Ärzte ohne Grenzen / Médecins Sans Frontières (MSF)*

122 — **Keynote address**  
**Dr. Scilla Elworthy**  
Founder of the Oxford Research Group and Peace Direct, Co-founder of Rising Women Rising World, and Councillor of the World Future Council, United Kingdom

124 — **Closing address**  
**Peter Limbourg**  
Director General of Deutsche Welle, Germany

128 — Publishing information











## Welcoming address

**Peter Limbourg**

Director General of Deutsche Welle,  
Germany

### Ladies and Gentlemen,

Despite the weather, this is a great day. Today we can look forward to three days of stimulating ideas and discussions. Today also marks the start of DW's new English-language television programming and the official start of our new mobile application, which is really worth taking a look at. I hope you will download it over the next few days so that you won't miss anything from DW.

As a notorious optimist, I normally follow the good old Monty Python rule to "always look on the bright side of life." But as we talk about global media, this isn't always easy. Yes, there are positive developments. Around the world, we enjoy the benefits of digitalization, such as the global flow of information and communication and interaction.

Technology is making regional headway, with media markets booming in Asia, where HD, OTT and video-on-demand are making big advances. Countries in Africa are establishing booming media markets. A traditional radio continent is opening up for the Internet and mobile media.

Yet despite the positives, the media situation is critical around the world. In many places, it's very worrying. Quality journalism is becoming increasingly difficult to implement. Sometimes that's due to a lack of knowledge about the standards of the craft, and sometimes it stems from a lack of funding. But frequently, the reasons behind journalistic impoverishment are political.

Freedom of the press and freedom of expression are under huge pressure in many countries. For journalists it's becoming increasingly dangerous to investigate, report, and share their comments – in short: to speak the truth. More and more colleagues are paying with their lives for exercising their job and this human right.

Freedom of information is also steadily being eroded. People are prevented from accessing independent information. Site-blocking and censorship are sad realities in many countries. International broadcasters controlled by non-democratic regimes are ramping up. At the same time, we are witnessing a renaissance of cynical propaganda, disinformation and media degradation, as the older generations among us might recall from Cold War days between East and West confrontation.

Writers hired by government-affiliated "troll factories" pollute the Internet. Reli-

gious fanatics upload their videos of inhuman brutality. The struggle for media dominance in the Cold War was practically a warm breeze compared to the battles of information and opinion made possible by digitalization, the Internet and social media. Even Germany is not an island of media bliss. That's evident in the non-word "Lügenpresse" currently making the rounds in some circles. It translates as "liar press". It expresses the loss of confidence some people feel towards the media, even here in Germany, too. But in Germany everyone can speak his or her mind without restraint and voice their opinions in blogs, on Twitter, Facebook and other social media platforms. This distinguishes us from many other countries, where bloggers, journalists and other advocates of free speech have to fear for their lives.

Ladies and gentlemen,

Sadly, an overwhelming majority of the world's population lives without a free press, without free access to information, without the right to freedom of opinion. Prosperity has grown – freedom unfortunately hasn't.

So, after all this sad news, how do we respond to that? First of all: Like I said in the beginning, with optimism. And also, here from the Global Media Forum, we are sending out a clear signal to the world that we fully defend media freedom and security. Deutsche Welle's Freedom of Speech

Award honoring Saudi Arabian blogger Raif Badawi proves that commitment. Badawi is synonymous with everyone being held in custody and suffering for expressing their opinions. Secondly, it's important for media professionals around the world to work closely with one another. DW has more than 4,000 partners. We talk about our values with them and provide each other with mutual support and respect. I am especially pleased – and proud – to welcome so many representatives from our partner broadcasters and platforms here today.

And thirdly: With the relaunch of our English-language TV channel and the overall restructuring of DW's programming to provide more information in 30 languages, be more international and address people more regionally, we want to be heard – loud and clear – as the voice of freedom and peaceful cooperation. Throughout the world, the struggle for freedom of expression has grown tougher. As a democratic nation in the heart of Europe, we want European values to be more widely perceptible. The relaunch of our English TV service is an important step in that direction.

Ladies and gentlemen,  
Like you, I'm looking forward to an interesting congress, to meeting interesting people and discussing fascinating topics. I wish you good debates, many new ideas and also – despite the weather – a lot of fun at the Global Media Forum.





## Keynote address

**Prof. Monika Grütters**

Federal Government Commissioner for Culture and the Media, Germany

**“As Federal Government Commissioner for Culture and the Media, I find it particularly important that, despite the frenzy of technological potential and interplay of market forces, the quality and diversity of media content – which is so important for our democracy – does not become secondary,”** said Grütters at the conference.

**“Independent media continue to be the most important mechanisms for democratic oversight,”** said Grütters.

**Ladies and gentlemen,**

I am very flattered that Deutsche Welle believes me capable of addressing the three major points referred to in the title – media policy, foreign policy and digitization – within exactly ten minutes in a way that (freely quoting Winston Churchill) exhausts the topic, rather than the audience. That topic is “Media and Foreign Policy in the Digital Age,” and it gives me a sense of relief to know that I don’t have to plough through this broad field alone. Foreign policy is well represented by my colleague from the Federal Foreign Office, Maria Böhmer, and EU Commissioner Oettinger will talk about European media policy so that I can confine myself to offering you some basic thoughts to consider during the conference.

First let me tell you about an artist, Florian Mehnert. About a year and a half ago, in December 2013, he received a letter from the Freiburg police. The reason: he was under investigation for violation of privacy. What had happened?

Mehnert had bugged walking paths and clearings in public woods. He’d planted microphones in the Bavarian Forest, the Black Forest and in the Eifel region – places of retreat where people thought they were unobserved and unheard. Mehnert published the recorded conversations of hikers as the “Forest Protocols” – the title of his art project – on his website. His aim was to draw attention to the fact that people no longer have any place of absolute privacy in the digital age. The response of the analog world was a criminal investigation. Someone had pressed charges because he apparently felt that his privacy had been violated. It’s an understandable reaction, but one that also clearly shows the gap between the analog and digital worlds and the contradictions in our behaviour as Internet users and as citizens of a democratic country governed by the rule of law.

Online – on the Internet – we can’t count on confidentiality for any page we visit, for any keyword we google or for any line we write. But, offline – in the woods – we find even a single microphone disconcerting. As Internet users we accept encroachments on our civil liberties in digital life that we indignantly reject as citizens of the analog world. In our online lives we waive rights that in the analog world we vehemently defend as fundamental democratic values and achievements.

With his admonition concerning the digital erosion of basic democratic rights, the artist Florian Mehnert is in good company. Among those spearheading the international debate are Internet pioneers like Jaron Lanier, who was awarded the Peace Prize of the German Book Trade last year for his criticism of digital capitalism. There are authors like Dave Eggers, whose best-selling novel “The Circle” tells a story of the path towards digital totalitarianism. There are former Silicon Valley entrepreneurs such as Andrew Keen, whose book “The Internet is Not the Answer,” which was recently published in German, warns against the dangers of the data economy.

They all make us aware that our freedom on the Web is at risk from at least two fronts. On the one hand it is threatened by the big Internet corporations’ monopolies on digital information and interpretation: They are the ones who determine how we navigate the Web and who decide what we see online – using opaque rules and criteria. On the other hand there is what I would call digital self-incapacitation, which is often linked to disclosing the most personal data – for the sake of a supposedly more social, more entertaining, healthier, more successful, more efficient and better life. This leaves fewer and fewer places and moments in life that are reliably protected from intrusion by strangers and the public eye.

But, coming back to the “Forest Protocols”: Someone who is wary of possible microphones hidden in the woods behaves differently from someone who thinks he is in a protected space.

In my view, democratization of the digital world, in other words enforcing basic democratic principles on the Internet, is the fundamental policy challenge facing digital society. The values we consider constituent for our democracy in the analog world must be preserved and defended in the online realm as well. That is a task for politics – not least for culture and media policy. As Federal Government Commissioner for Culture and the Media, I find it particularly important that, despite the frenzy of technological potential and interplay of market forces, the quality and diversity of media content – which is so important for our democracy – does not become secondary.

Allow me to illustrate this with two examples. First of all, we need a modern copyright law. Even in the Internet age, people need to be able to make a living from

their intellectual endeavours – and not merely scrape by. That is only possible if creative individuals get a fair share of the value of their intellectual or artistic work. With this in mind, I am committed to putting a cultural and media policy stamp on the Coalition Agreement’s planned revision of copyright legislation for the digital age. To that end I recently issued a detailed policy paper with proposals for concrete measures. It describes cultural and media policy positions that I will advocate in the forthcoming legislative proposals on copyright law.

Secondly, we need fair competition and protection from market dominance. Data monopolies are monopolies of information, and they can easily become monopolies of opinion. So in this respect I am very critical of Google’s market dominance, with over 90 per cent market share in Europe and Germany. It means that finding content through Google is a criterion for journalistic and business success. Fair competition is also the foundation for a marketplace of opinions. That’s why I welcome the European Commission’s increased attention to this issue and its recent announcement that it would clamp down on misuse of market strength in

the ongoing antitrust case against Google. Safeguarding proven mechanisms of competition and ensuring broad media pluralism is also the mission of the Federal-State Media Commission, which I am responsible for coordinating on behalf of the German Federal Government.

Ladies and gentlemen, Independent media continue to be the most important mechanisms for democratic oversight. That is why media quality and diversity are essential, especially in the digital age. And fortunately there are media entrepreneurs, broadcasting directors, publishers and journalists who for this very reason seek with all their might to preserve quality and variety in journalism and to defend free speech and freedom of the press in the world.

Deutsche Welle has been doing precisely that for more than 60 years – today more so than ever – in light of the myriad crises and massive Russian disinformation campaigns, as in the Baltics. It’s a good thing we have it! Deutsche Welle stands for free speech, freedom of the press, human rights, democracy, and a social market economy. Germany’s international broadcaster is an ambassador for our

democratic nation-state governed by the rule of law. For many people, especially in crisis zones and countries ruled by authoritarian regimes, it is their connection to the free world. That is why we have substantially increased federal funding for Deutsche Welle. I am very pleased that Deutsche Welle’s new English-language information channel, DW News, can go on air today to provide people around the world with independent, objective news and information.

So now I’ve arrived in the field of international foreign policy after all, and would like to close with some fitting words by Otto von Bismarck, who left us with a few ironclad rules of diplomacy, including this: “When you say you agree to a thing in principle you mean that you have not the slightest intention of carrying it out in practice.” With this in mind, I wish you little “agreement in principle” for your conference but all the more controversial and insightful debate about foreign policy and international diplomacy in the digital age!





## Welcoming address

**Prof. Dr. Maria Böhmer**

Minister of State, Federal Foreign Office,  
Germany

In 2014 I visited the CERN nuclear research center near Geneva. CERN is where the World Wide Web was invented 20 years ago. It all began when a member of the CERN staff wanted to optimize the internal transmission of information. He presented a proposal which his boss described as “vague but exciting”.

Today the Internet is the information and communication platform for people throughout the world. 2.7 billion people regularly surf the Net. That represents about 40% of the global population. Facebook, Google and YouTube define our everyday digital lives. They make it easier for us to communicate, obtain information and engage in social networking.

There are, however, downsides. What about the vast quantities of data collected by certain leading companies? What about data protection and online security? These were already burning issues long before the recent hacking attack on the Bundestag (lower house of German parliament). That leads me to the following question: What impact has the increasing digitalization of our lives on the media and foreign policy?

Was it not the social media that helped to trigger and accelerate the Arab Spring? They played a vital part in enabling civil society to find a voice in countries with state-controlled media – a voice that was heard worldwide. Through the social media, civil societies demonstrated for a fundamental democratic principle, namely freedom of the press and freedom of information.

Think of countries engulfed in regional crisis and armed conflicts, such as Ukraine. In order to support pluralism and balanced reporting, Deutsche Welle has stepped up its activities in Ukraine. Deutsche Welle is advising the newly created public broadcasting service in Ukraine. At this point, Mr. Limbourg, may I offer you and your staff, my thanks for this great commitment. Particularly in regions torn by crisis and conflict, in countries where freedom of opinion is restricted, bloggers and online activists are playing an increasingly important role as citizen journalists.

But what framework applies to an Internet in which anyone can publish anything, in which the background to a report cannot be reliably pinned down? Convincing answers must be found to this question if journalistic output is to be credible and thus inspire confidence among readers and listeners.

Global crises, armed conflicts and terrorist attacks have placed an even greater

responsibility on the media for their reporting. This is compounded by the fact that the media must also face up to the global market challenges. What strategies are media providers such as television broadcasters developing to keep viewers watching and to attract media users in this digitalized world?

According to a study by the Hans Bredow Institute, television remains the main source of news for German Internet users. In the international comparative study, Germany is on top in terms of reliance on television news. It is notable that the respondents consider television reporting to be particularly trustworthy. The trust in the media is highest in countries with public broadcasting corporations. In this regard to news programs, broadcasters must likewise adapt to new usage habits created by the Internet.

Deutsche Welle has been able to broaden its range of services through improvements in content and distribution. Whereas 86 million people a week used the TV, radio and online services provided by Deutsche Welle in 2009, this weekly figure had risen to no fewer than 101 million by 2012. And your new breaking (news) app is keeping users in touch with the latest news and information on major issues.

Changing using patterns are affecting not only Deutsche Welle, but all other broadcasters, too. As a long-standing member of the ZDF television council, I'm watching current developments with interest. One example of adaptation to changing user habits is a new ZDF news program, “heute+”, which is geared to online users. A key role is played by the social networks, in which breaking news is discussed with users at an early stage.

Whoever the broadcaster, one thing is clear: The precondition for any successful new programs is quality. Only those who enjoy their users' trust can continue to survive in the digital age. At times like these, when freedom of opinion is restricted and threatened in many countries and regions of the world, the diversity, responsibility and credibility of the media are all the more important. I therefore wish you and inspiring exchange of views at the Global Media Forum.

Thank you very much.



## Welcoming address

**Dr. Marc Jan Eumann**

State Secretary for Federal Affairs, Europe and Media of North Rhine-Westphalia, Germany

### Dear international guests,

It is my pleasure to welcome you here in North Rhine-Westphalia this morning. I do so also on behalf of the state government and especially the Minister-President, Hannelore Kraft, who sends her greetings. To be sure, there is no better place than the Global Media Forum to discuss the role of the media, and especially the digital media, for communication across borders and foreign policy and also in international diplomacy. North Rhine-Westphalia has been for many years now the leading center of the media and communications sector in Germany. We are home to 25,000 media companies, amongst them several global players. Our very lively media sector is comprised of successful broadcasters, movie production companies, Internet firms, publishers and newspapers.

To strengthen and develop this diversity and creativity is one of the main policy aims of the state government. Bonn, on the other hand, is a German center for international cooperation and a leading sustainability cluster where the big chal-

lenges of the 21st century are discussed. Just a couple of weeks ago, together with GIZ we hosted a big international conference to discuss the ongoing SDG process and the global transformation these new global goals are going to require. In the city of Bonn, the UN city on German soil, the media and the international sphere overlap. The Global Media Forum is a key element of this dialogue and has evolved as one of the major international platforms when it comes to debating the role of the media. Many thanks and respect go to the broadcaster and host, Deutsche Welle, especially to Director General Mr. Limbourg.

Ladies and Gentlemen, yes, of course, we live in interesting times. The invention of the personal computer and of the Internet has changed the world fundamentally since the 1940s. The rapid changes we are witnessing today might be only comparable to the industrial revolution some one-hundred-and-fifty years ago. Bill Gates recently stated that digitalization – and I quote: “improves the world in just about every area you can think of. Amazing developments in communications, collaboration and efficiencies. New kinds of entertainment and social media. Access to information and the ability to give a voice (to) people who would never have been heard.”

In the communication across borders the growing relevance of digital media can

hardly be overstated. They can serve as a counterbalance to government propaganda and censorship, and they can challenge the high ground that has been reserved to the conventional media for so long. It is therefore time to rethink the concept of “audience,” the concept of “the public.” And maybe it is time to get used to new venues for discourse. Who would argue with that: whether the Arab Spring, Ukraine or the Nepal earthquake – digital media had and still have a key role in those events or their aftermath: organizing protest and resistance, providing different views of reality, mobilizing compassion, empathy, response to suffering, and so forth.

I think it is fair to agree with Mr. Gates in his assessment that the digital revolution gave “many people a voice who otherwise never would have been heard.” On the other hand it would be a little naïve to proclaim what the Egyptian activist Ghoniem said in 2011: “If you want to liberate a society, just give them the Internet.” We all know that the Web can be used to restrict freedom of speech. Network traffic can be blocked, manipulated or otherwise tinkered with. Hoaxes, doctored images and any sort of propaganda – the Director General already mentioned this point – are part of this new digital world, as are whistleblowing websites. I’m convinced that especially in the digital age we still need professional journalism. We need



those who have the skills to process, evaluate and prioritize the flood of information, of messages and images. Their work is crucial today more than ever to the development of informed opinion.

Deutsche Welle is such a stronghold of professional journalism and Germany's media ambassador with a huge role introducing the people all over the world to German views and culture. Deutsche Welle stands for intercultural dialogue and – equally crucial – for independent journalism from places where full and critical reporting can be difficult, if not downright dangerous. And let's face it, there are still far too many places like that. Reliable and current news reporting is therefore all the more important, and so I'm pretty excited and looking forward to the DW news channel, which is going on air today in approximately 20 minutes.

Governments play an equally important role for today's highly diverse and converging media environment, which is channeling information in a globalized world and ever-shorter news cycle. There is a need for democratic, inclusive, transparent and proportionate regulation to properly utilize the opportunities provided by the Internet. We must make sure that there is diversity and transparency. To achieve this, the German states are working with the federal government – and the Minister of State already men-

tioned this – to overhaul existing rules to take media convergence into account. Given that the global nature of media markets require some sort of international regulation, the states are making their voices also heard on the European level in the discussions on the digital single market, network policy and net neutrality as well as the TTIP free trade agreement. North Rhine-Westphalia, too, is thinking and acting globally.

Ladies and gentlemen, I'm delighted that as part of an exciting and very busy program over the coming days you will be discussing all these new ways and challenges of digital media and of political communication. I intend to follow this debate very closely. Let me wish you all a very successful conference, fruitful talks and some networking. And I hope two things: that the message to the folks back home will be that going to Bonn for the Global Media Forum was well worth your while and that the weather will be better.

Thank you very much.



## Ceremonial speech

### Georg Kofler

Media Manager, Founder and Chairman of the Supervisory Board, Kofler Energies, Germany

#### Good morning ladies and gentlemen,

As we all know, Deutsche Welle – DW – is an institution for public service broadcasting, and on this basis its key performing elements are independent journalism and a determined focus on quality programming. From now on, these ambitious commitments are also expressed with a new claim that you can read behind me on the wall: “Made for minds.” I think that this claim is one of the best that has been created so far in the German media industry – and it is certainly the best to underline the genuine duties of public service broadcasting, namely to address the minds of the audience and not the cheapest and lowest common denominator of mass entertainment.

There is absolutely nothing to say against mass entertainment; this is a natural and legitimate function of a free media market. But this is not the job of public service television or broadcasting. Public service broadcasting has the unique privilege of being financed by public fees, and in return it has to create a sustainable programming for information, culture and education. I think that DW fulfills this commitment with its current programming – and especially now with its enhanced programming – better than most of the other colleagues of public service television.

“Made for minds” also addresses what the famous actor and theater director in Germany Gustav Gründgens once said: “If you are on the stage, try to bring the people up to you and don’t step down to play it the easy way.”

“Made for minds” certainly does not stand for this avalanche of unreflected (i.e. ill-considered) statements, comments, vlogs and blogs and this mix of unverified information and sometimes deliberately manipulated news – allow me to speak frankly – for all these mega-tons of bulls--t that flows through the Internet in real time.

Public service broadcasting more than ever has to be a lighthouse for serious and open-minded journalism; for accurately researched information; for a responsible agenda-setting by a fair and competent judgment of priorities; and for a high level of cultural reporting.

“Made for minds” also reminds us (of) the old but still valuable claim of “Made in Germany.” DW is a public service broadcaster made in Germany as a broadcasting voice in the world. And as you know, DW is not alone. There is a lot of competition out there, and some of our competitors do not share our values and our way of life. So other states, like Qatar, Russia, China, you name it, have geared up their state-owned broadcasting institutions to influence the public opinion on a worldwide scale.

And in this international context now, DW has the duty to hold up our German standards for freedom, democracy, human

rights, and our German standards for an independent and pluralistic media system. So I think that the German government, and especially Frau Staatsministerin Monika Grütters, took a wise decision in stabilizing and increasing the financial basis for DW. I really think that this is an efficient investment in protecting and distributing our cultural values.

Now ladies and gentlemen, the postulation of great ideas and great commitments is one thing; the performance in the real world is another one. Now DW is performing an impressive output of radio programming, television programming and online programming – day by day. If you want to follow that, as Mr. Peter Limbourg already told you, you have to download the new DW app – I did it already, and if you haven’t done it so far, you should do it after this session immediately. It is really an enrichment for the news flow on your smartphones and on your home screens.

Today DW is a well-managed, modern media company, solidly financed. So I say to the management and to the journalists and the editors of Deutsche Welle: There are no more excuses, now you have to perform your program in a quality that matches your great claim “Made for minds,” and I wish you all the best for this important job.





## Official launch of DW's English-language TV channel

DW news anchor Brian Thomas, who moderated the opening ceremony, had one eye on the clock when he called German Government Commissioner for Culture and the Media, Monika Grütters, and DW Director General Peter Limbourg to join him at the front of the main conference hall shortly before 11:00 a.m.

There was just enough time to squeeze in a quick interview, so Thomas asked Commissioner Grütters how Deutsche Welle could position itself to keep up with the ever tougher international broadcasting competition. "With neutral, fact-based journalism," was Grütters' clear and succinct response.

Thomas asked Peter Limbourg how he was feeling "after such an exciting time" of preparation. The DW director didn't conceal the fact that he eagerly anticipated introducing the revamped channel and that he was very grateful to DW's staff "who did a great job" to bring it about. The new programming and DW app were an outstanding success, he said. "I am full of hope that things will go the way we've planned," he said. Then he and Grütters ceremoniously pressed the red button to launch DW's new English-language television program.







## Keynote address

### Günther H. Oettinger

Commissioner for Digital Economy and Society, European Commission, Belgium

#### Ladies and gentlemen,

The rise of digital has completely remodelled the media sector. Media convergence is a reality. The boundaries between traditional media and digital media are ever more blurred. For example, social media are hosting more and more professionally-made content and are an increasingly important route to news.

Take the Discover feature of the instant messenger Snapchat, housing content from both broadcasters and publishers. Or the recent agreement between Facebook and some publishers, allowing them to offer their content directly on the platform and sharing or letting them manage advertising revenues.

The Reuters Institute for the Study of Journalism just published these days shows that in countries like Germany, France, UK, Italy, and Spain, Facebook is increasingly the vehicle to deliver news. The same report also shows that a significant proportion of young people no longer wait to watch the evening television news. They prefer to find out what is going on as it happens from a multiple source of online media sources. Messaging services are also increasingly prominent: one-quarter of Spanish Internet users said they have read, watched or discussed news on WhatsApp. Traditional and new media are quickly

converging into a larger, predominantly digital, media environment. Physical boundaries – including among national media markets – are becoming less relevant, thanks for instance to mobile technologies.

The good news is that Europe has a very strong and high-quality media sector. In such a mutable context, we only need to make sure that media are up to speed as regards innovation and that our regulatory framework is adapted to the new environment. I will therefore focus my intervention on three main aspects: Firstly, I intend to share with you some thoughts about the implications of media convergence for media businesses; Secondly, I will present the work the Commission has undertaken towards a regulatory modernization for the digital single market, including for audio-visual media services; Finally, I'll say a few words about the importance of preserving media freedom and pluralism.

#### Ladies and gentlemen,

New players join the market, new hybrid services become ever more popular, and a huge quantity of audio-visual content is available. This can bring new ways of monetizing content, new sources of advertising revenue and new possibilities to reach out to consumers directly and through innovative methods. New market niches and opportunities for international development become available. There are also challenges. Established models and practices might have to be re-assessed. And some players are struggling more than others to adapt.

One of the challenges is to keep up to speed as regards innovation. I refer in particular to the necessity of investing more in research and technology innovation.

I am aware that investing in technology can be a challenge for the European media sector, especially in times of economic difficulties. The Commission is doing its part to help. We are funding research and innovation on social media verification, on convergence of traditional media services and Internet-based services and on the use of Big Data for media. In a few months for example, we will publish the results of several research projects in the field media and content convergence. Only for these projects we have spent 19 million euros.

But innovation is not just about technology. Business models need to be innovative too. I see encouraging examples of promoting an innovative mind-set by European media companies. German publisher Axel Springer has created its own media start-ups incubator. This is an initiative that other media companies could and should replicate.

I also see media businesses, big and small, addressing the changing needs of the consumers in innovative ways. For example, Berlin-based start-up LaterPay is a platform that enables content providers to sell digital content without having to register or pay in advance. This has a potential to simplify micropayment for all sorts of content on the Internet.

Designing content in a way that combines our strong cultural traditions with a global business mind-set is also crucial. And our content productions are often of great quality. Yet, despite all this, I sometimes fear a certain risk-averse approach from the European media sector. I sense that far too many players are far too happy with their – often region-based or national-based – comfort zone and lack an international perspective. I take the point that is also partly due to the regulatory frameworks and to insufficient access to finance. Still, I believe there is scope for the industry to make further efforts.

#### Ladies and gentlemen,

The Digital Single Market (DSM) Strategy that the Commission unveiled last month will lead to a more integrated EU market, with better services at better prices and more choice. In monetary terms, bringing down digital barriers within Europe could contribute an additional 410 billion euros

to European GDP. Our strategy revolves around three main pillars: improving access to online goods and services across Europe; digital networks and innovative services; and maximizing the growth potential of our digital economy. On June 1 in Berlin, German Chancellor Merkel, French President Hollande, and Commission President Juncker met to express their commitment to make the Digital Single Market Strategy a reality and in a few days' time the EU Heads of State and Government will deliver their guidance on the way forward.

The DSM announces two legislative initiatives that will have a direct impact on the European media and content landscape. The first initiative is evaluation and modernization of the Audiovisual Media Services Directive. Regulation in this domain has a significant impact on the EU's economy and on citizens' everyday life. The EU Digital Single Market strategy announces the creation of "A media framework for the 21st century."

With this goal in mind, the Commission is now assessing the functioning of the Audiovisual Media Services Directive (AVMSD). This process is called REFIT (regulatory fitness) evaluation and will be followed by a proposal for the modernization of the Directive in 2016. My vision is that businesses should be empowered to innovate and compete in the digital world. The EU's creativity and rich cultural diversity should be promoted just as much as EU values and consumer protection. The Directive has fostered unhindered cross-border transmission of audiovisual media services within Europe. Just consider that at the end of 2013 about 23% of TV channels established in the EU targeted foreign markets (either EU or extra EU). We want to offer to all stakeholders the opportunity to genuinely contribute to the modernization of the law. A public consultation will be launched in the coming weeks. I strongly encourage all of you to participate. Let me anticipate some of the main items the Commission is looking at.

The current law applies to television broadcasts. It also applies to audiovisual media services offered online when the provider has control over the content. Services like Netflix are therefore already regulated by the Directive. We will now assess whether other types of online services, not regulated in this Directive, should be also regulated. If we conclude in this direction, we will need to analyze

what is the right legislative or non-legislative instrument to deal with this. This debate is important. We need to be sure that our regulatory environment is fair and fit-for-purpose in the digital age. Also, the existing law applies a set of important "societal values" rules to all audiovisual media services but offers lighter touch regulation to on-demand services where the users decide on the content and the time of viewing.

We will look closely at whether this system is working well and, if not, what are the right tools to address any shortcomings. For example: On commercial communications, such as advertising and product placement, we should consider the advent of new advertising techniques. Space for innovation in this field is important in the digital age. On the protection of minors, I already mentioned publicly that an assessment of existing rules is important. On the promotion of European works, the Digital Single Market strategy makes an explicit reference to the need to find the most efficient way to promote European works not only by broadcasters but also in video-on-demand. Again, I am looking forward to engage with you all in the weeks to come. Our second initiative is copyright reform. Copyright is another key domain, which will be subject to modernization. A legislative proposal will be presented by the end of this year. In this area, I want to make sure that we find a good balance between the interests of the consumer and the creative sector, especially for the film industry. For this reason we are looking closely at ways consumers can access online services they have paid for in another EU country, when they are on holidays and at how we can achieve harmonized copyright exceptions in fields such as research and education. We aim to modernize cross-border enforcement of copyright and we intend to obtain a clear picture on how copyright-protected works are used by online intermediaries.

Ladies and gentlemen, I would like to conclude by mentioning a crucial value for the EU: media freedom and pluralism. Whether a media outlet is so-called traditional or online, media practitioners will always have to be warranted the right to report facts and offer their views and opinions. Political pressure, economic hardship, physical attacks against journalists, restrictive legislation, and a general financial crisis in the sector all influence the media's ability to operate freely. A lack of media freedom and

pluralism affects negatively the European media and creative industries. This can indeed have an impact on a media company's decision whether to have a presence or to make additional investments in a given Member State. Europe is unfortunately not immune to these problems.

We should all react, within our competences, to these types of attacks to media freedom. I would like to inform you about the launching of two new independent projects in the field of media freedom and pluralism. They are part of the European Centre for Press and Media Freedom and have the support of the European Parliament. These two projects – one coordinated by the Leipzig media foundation and the other one by Index on Censorship – will address media freedom violations in the EU and neighboring countries. Violations of press freedom will be observed, researched, registered, and reported to both the public and the relevant authorities. Actions to support threatened journalists will also be organized. The existing monitoring tools will be enhanced and complemented by digital training and campaigning actions.

The Media Pluralism Monitor tool is another EU-financed pilot project. It is run independently by the European University Institute in Florence (Centre for Media Pluralism and Media Freedom – CMPF) to identify potential risks to media pluralism in the 28 Member States. The first phase of the project – based on a sample of nine Member States – has showed that risks to media pluralism are spread all over the EU. The tool is currently being applied to the remaining Member States.

Ladies and gentlemen, I have mentioned media innovation, the modernization of regulation, and media freedom and pluralism, as some of the key issues that the converging media environment is confronted with. In all of these areas there is work ahead for every one of us: media investors, NGOs, national authorities, European institutions, and citizens.

I believe that that dialogue and coordinated actions, at all levels, can be effective to reinforce Europe's free and innovative media sector. Thank you.



Hosted by Deutsche Welle

## Media summit: If it bleeds, it leads – Foreign policy and international crisis reporting

### Description

Crises and conflicts are an integral part of international media coverage, with live reports from war and disaster zones broadcast around the clock. The media – and the frequently emotional messages they send – exert significant pressure on policy-makers. Only very rarely can political leaders respond to the steady flow of news with quick fixes, and even more rarely can they explain the political processes with the brevity demanded of them. In an ever-faster media world, journalists run the risk of neglecting in-depth analysis of current events and favoring a friend-versus-foe mindset.

Does the growing demand for information harbor a danger that news content becomes trivialized? What are the media's responsibilities in this context? Can a commitment to objectivity fend off interest-based intervention? To what extent can foreign policy action be publicly negotiated and influenced by public opinion?

### Summary

A vital part of media coverage, conflict reporting has increased in the digital media age – but to what end? Five panelists joined

moderator und Deutsche Welle news anchor Christopher Springate for a lively discussion on how this restructuring has specifically impacted the media they produce from conflict zones. Today's media landscape is characterized by high-speed demand and broad availability. As Günter Oettinger, EU Commissioner for Digital Economy and Society, put it in his keynote address, "The rise of digital media has completely remodeled the media sector." The subsequent "Media summit" examined the changes taking place in international media coverage of crises and conflicts as a result of this constantly changing new digital media age. The panel sought to explore the issues presented by the old journalistic adage, "If it bleeds, it leads." At the core of this central question, Christopher Springate asked the panel of experts whether "the dominance of spectacular pictures – the 'if it bleeds it leads' maxim – is that getting in the way of background journalism in the way of research? We focus on the violent," he said. "We focus on conflict. Do we not focus enough on the solutions to those conflicts?"

As journalist Andreas Zumach, contributor to the Germany-based *Tageszeitung* said, "We have a rat race to see who is the first with the most spectacular news. That makes it difficult for journalists who cover the efforts to de-escalate or even solve the conflict at a diplomatic level to get coverage."

Katrin Sandmann, a war correspondent who has reported from a number of countries in conflict for German television net-

works, sees the added media resources a bit differently. "The fact that we have so many different media journalists, even citizen journalists, it gives you options, and there's never been so many options as what we have today, you just need to use them properly. There's a chance of being extremely well-informed in the 21st century." Often a dearth in reporting is a result of limited resources, said panelist Max Hofmann, European Correspondent and Brussels Bureau Chief of Deutsche Welle. "Normally when things are going well, or even if they're going badly, if things are constant, they just tend to be forgotten. But that doesn't mean that you can't report on positive things."

That approach to news reporting is one currently being promoted in several Scandinavian countries called "Constructive news," which works against the decades-old philosophy that only bad stories can be good stories. Presented in a video message from Ulrike Haagerup, Executive Director of News at the Danish Broadcasting Corporation, constructive news is seen as a solution to the currently contested form of war reporting.

There are, however, other unique issues that have been brought up by the digital trends in media. "The biggest challenge at the moment is the truth because it's being challenged by propaganda but also by the ability that everyone has to create their own news," said Annika Nyberg Frankenhaeuser, Media Director of the European Broadcasting Union (EBU).



Richard Porter, Editorial and Digital Director at BBC Global News Ltd., concurred. “We live in an era of contradictions. (We have) more media than ever before, but not always more freedom. That’s a very big contradiction that we face. We have bigger audiences and yet we have more financial pressures than ever before. We have the ability for everybody to produce their own news, in their own pockets, and yet it’s harder than ever to discern the truth.”

For discussion moderator Christopher Springate, however, the question was not one of truth but one of influence, as he asked the panelists whether the media – and the frequently emotional messages they send – exert significant pressure on policy-makers by bringing issues to light. One of the key issues, he said, is the interplay between foreign policy and crisis reporting. “Is there a pressure that we’re putting on politicians, to be as fast as we are when creating policy,” he asked, citing the issue of refugees currently being addressed by governments across Europe.

“I think we are putting pressure on them but we are not the only ones,” said Nyberg Frankenhaeuser. “In my opinion, the people who are affected are adding that pressure.”

Despite the debate, the panelists all agreed that challenges of reporting conflicts persist even in a digital media landscape. Returning to the initial question, Katrin Sandmann concluded with a clear, final answer: “It can’t be about the solutions,” she said. “That’s asking too much of a journalist.”

### Moderation



**Christopher Springate**  
News Anchor, DW  
Germany

### Panel



**Max Hofmann**  
European Correspondent, DW,  
Belgium



**Annika Nyberg Frankenhaeuser**  
Media Director, European Broadcasting Union EBU,  
Switzerland



**Richard Porter**  
Editorial and Digital Director, BBC Global News Ltd.,  
United Kingdom



**Katrin Sandmann**  
Author, TV Journalist, War Correspondent, TV Producer,  
Germany



**Andreas Zumach**  
Journalist, Author and Correspondent,  
Tageszeitung (taz) and other media outlets,  
Switzerland



**Norman Schräpel** @normanschraepel 22. Juni  
Max Hofmann: News need to be more entertaining than before. #dw\_gmf – But what does this mean for the creation of news?









Hosted by Deutsche Welle

## Preserving freedom of speech

### Description

Being a journalist, writer, or political cartoonist sometimes involves personal risk. It is a risk worth taking, in the eyes of the women and men observing revolutions, conflicts and wars around the world and sharing their findings and opinions with readers, viewers and listeners. Their mission is to keep the public informed, and, ideally, to make a difference and even to promote change.

The risks of covering news on the frontlines are obvious, but a new and worrying dimension has come into play. More than ever before, journalists have become targets. The number of journalists who are being threatened, intimidated and arrested in countries where regimes are clinging to power is growing. Taking members of the media hostage has become a source of income for terrorist groups. Extremists are using social media to spread terror with graphic images of public executions of journalists.

The attack on the editorial staff of French magazine *Charlie Hebdo* marks a grim mile-

stone. Members of the Western media have been injured and even killed as a direct consequence of freedom of speech in the past, but this brutal slaughter symbolizes a developing rift between cultures. The role of the media as an observer and admonisher needs to be protected from both governmental caprice and threats by extremists.

This panel session discussed the new challenges for journalism and political publishing. The discussion aimed to collect differing perspectives on the responsibility of individual reporters, publishers and media organizations to use freedom of speech as a tool for mediation.

### Summary

Current challenges to free and safe journalism were the focus of this plenary session, in which UNESCO participated.

Peter Noorlander, Head of the Media Legal Defense Initiative, spoke of a growing tendency of legal persecution of journalists, with cases being brought on pretexts such as tax fraud.

New threats were identified by Dr. Antonia Rados, Chief Correspondent for Foreign Affairs at Germany's RTL Television. She said that her station no longer put all its content online because this could endanger some interviewees due to the reach of the Internet. She added that terror groups

no longer respected journalists, because they now had their own media operations. An international community of journalists needed to be built to regain power.

Salah Zater, former reporter for Libyan stations Al-Assema TV and Al-Nabaa, described how mounting threats forced him to leave his country, and that many journalists had left the profession rather than work for propaganda media.

Guy Berger, UNESCO's Director for Freedom of Expression and Media Development, said that all actors needed reliable information and coverage, which meant there was a possibility to persuade media owners and extreme groups to recognize the autonomy of journalists. Awareness should be raised that those attacking journalists could incur severe consequences at a later point.

Berger also signaled the UN Plan of Action on the Safety of Journalists and the Issue of Impunity as a framework for building coalitions to protect the work of the press and ensure rule of law in case of attacks.

## Panel



**Guy Berger**  
Director, Freedom of Expression and Media Development,  
UNESCO,  
France



**Peter Noorlander**  
Chief Executive Officer, Media Legal Defense Initiative,  
United Kingdom



**Dr. Antonia Rados**  
Chief Correspondent for Foreign Affairs, RTL Television,  
Germany

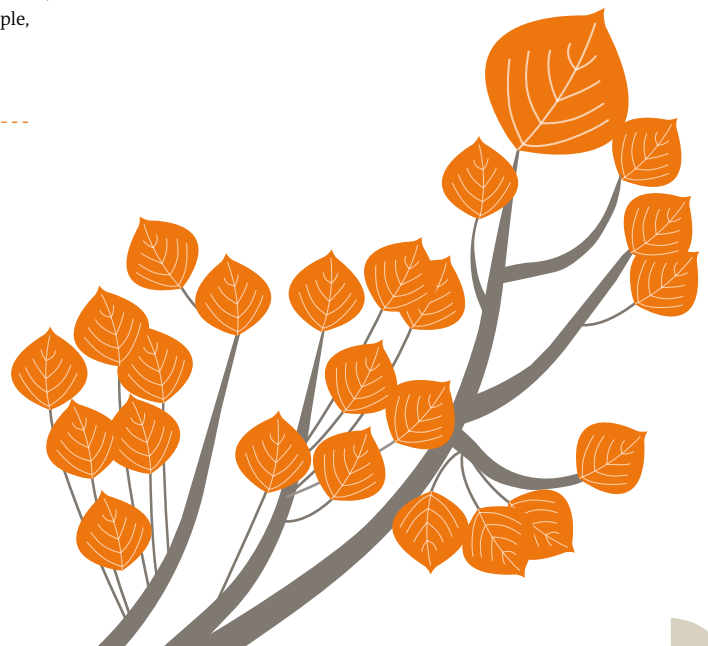


**Salah Zater**  
Former Reporter for Libyan stations Al-Assema TV and Al-Nabaa,  
Fellow Hamburg Foundation for Politically Persecuted People,  
Germany

## Moderation



**Nina Haase**  
DW,  
Germany



**Carien du Plessis** @carienduplessis

Iraq journo suggests international media code. If one corrupt channel broadcasts something, it's picked up world over [#dw\\_gmf](#) [#WSO3](#)

**Global Media Forum** @DW\_GMF

Free speech is quite messy, but the lack of free speech is even messier. [@ PeterNooriander](#) [#WSO3](#) [#dw\\_gmf](#)

**Birgit Lamm** @BirgitLamm June 22

[#dw\\_gmf](#) [#WSO3](#) hate speech=censorship often used in state propaganda or state controlled media vs opposition.

**Global Media Forum** @DW\_GMF

The international journalist community is not unified and does not have any power. –Dr. Antonia Rados [#WSO3](#) [#dw\\_gmf](#)



*Hosted by Grimme-Institut*

## Generation transmedia – The way to tell stories today

### Description

Everybody is talking about transmedia storytelling as the latest form of digital storytelling. But asking what exactly is behind it all or how content is created and published raises more questions than answers: What is transmedia storytelling? How do I combine all the elements? How do I publish content? What are the advantages? Do I have to be a professional? And if it is so easy, why haven't I already produced a transmedia story?

### Summary

The workshop covered how storytelling has evolved in the digital age. Speaker Guido

Kowalski of the Grimme-Institut said that transmedia storytelling does not present one story on different platforms; it uses different elements to compose a full story universe.

Kowalski showed different examples from journalistic fields, i.e. "Firestorm" by The Guardian ([www.theguardian.com/world/interactive/2013/may/26/firestorm-bush-fire-dunalley-holmes-family](http://www.theguardian.com/world/interactive/2013/may/26/firestorm-bush-fire-dunalley-holmes-family)) and "Snowfall" by The New York Times ([www.nytimes.com/projects/2012/snow-fall/](http://www.nytimes.com/projects/2012/snow-fall/)).

Kowalski stated that definitions like transmedia, cross-media or multimedia, or the sub-category of "scrollytelling" come second. "The importance lays in a symbiosis of text, image, video and audio to create a full story," he said.

Kowalski presented a project called "The Yemen Story", which was created in two different versions using two different tech-

nical tools, Aesop and Linus. The project consists of digital stories, videos, audio interviews and various other content combined on a website. Some of this was developed in March during a workshop held by the German development organization, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), in co-operation with the Grimme-Institut, in which Yemenite authors produced audio stories centered around the topic of conflict resolution and war.



#### Moderation

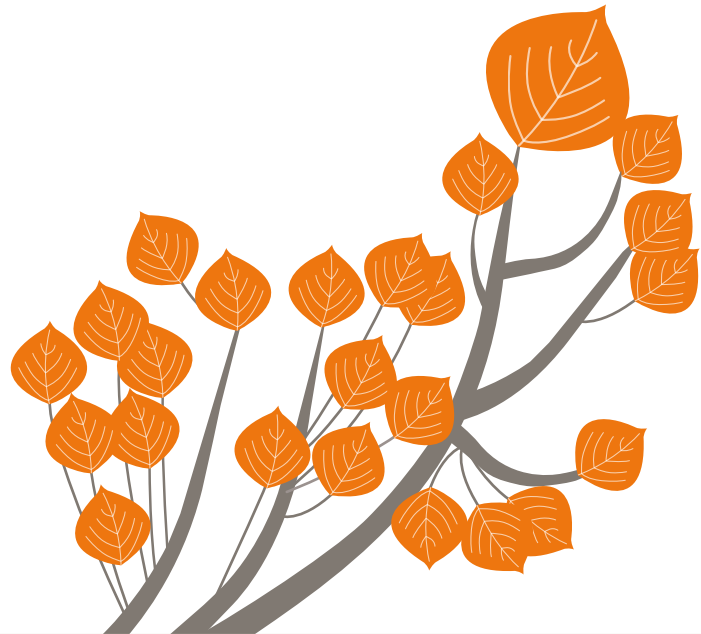


**Priya Bathe**  
Freelance Journalist and Presenter,  
Germany

#### Panel



**Guido Kowalski**  
Head of Webmastering and Project Head, Grimme-Institut,  
Germany



**Letizia Gambini** @letzi83 June 22

Good news @sourcefabric just released an opensource free tool for storytelling. Discover [Storyteller blog](https://sourcefabric.org/en/news/blog/2) [sourcefabric.org/en/news/blog/2](https://sourcefabric.org/en/news/blog/2) #dw\_gmf#ws04

**Irene N.** @EyeRainVerses June 22

Examples of transmedia storytelling are pretty mindblowing kind of reminds of the Inception film. #DW\_GMF #ws04

**Jesse Cruz** @wOrld\_citizen June 22

WordPress users rejoice! This plugin will help you tell your next story [wordpress.org/plugins/aesop](https://wordpress.org/plugins/aesop). #DW\_GMF #WSO4



*Hosted by United Nations Organizations  
in Bonn*

## 70 years of the UN – From the past to the future: Fit for the purpose in the age of digital media?

### Description

On June 26, 2015, the United Nations (UN) celebrated the 70th anniversary of the signing of the UN Charter in San Francisco in 1945. The global celebrations in 2015 honor the historic breadth of the organization's development, security and human rights work. But this is also an opportunity to take stock and ask: Is the UN still fit for its purpose in a digital age?

In the wake of the Second World War, the UN was founded in 1945 by 51 countries to prevent future wars, diseases and conflicts. At the time, global problems seemed to be limited to wars (world wars and the Cold War) and their consequences (poverty and hunger).

Over the past 70 years the world has grown more complex. By 2015, the number of

Member States has reached 193. Issues of the environment, water, climate, land, gender, etc. have climbed up the agenda and are no longer regarded as isolated matters, but are seen as highly interdependent. For instance, climate change was formerly considered to be a part of environmental policy and is nowadays a vital aspect of foreign and even security policy. With increasing challenges and changing perceptions, the number of agreements and conventions has also steadily grown. With its multifaceted missions, the UN represents foreign policy at its best. Without its efforts, crucial matters such as climate change, landmine victims and child soldiers might not have been given global attention.

In the spirit of a new public diplomacy, can the digital age and its two-way communications media help the UN to get its job done even better (see for example the climate march in New York in 2014)? Can social media and the public at large influence crucial decisions in 2015 – “The Year of Global Action?”

### Summary

By tradition the UN is active in peacekeeping missions, poverty reduction, etc. In the modern era the sustainable development angle has become a key area too. Yet the traditional role is more relevant than

ever. Multiple emergencies on multiple fronts stretch the UN to its limits.

In the early days of the UN, communications took place exclusively via radio, TV and newspapers and only for those who were on location. New digital communications tools allow the UN to connect directly with the global community and vice versa. This is possible with very distant places and in more than the UN's official six languages. While receiving concerns, the UN can also seek input when shaping policies.

Social media experts suggest that international organizations should function like digital media companies. Still, social media should not represent an end itself. They are instruments to enable better solutions. Addressing the key question whether the UN is fit for purpose in the digital age, the panel proposed that it must be fitter. Seventy years after the UN's founding, the digital transformation of the UN has just begun.

## Panel



**Matthias Lüfkens**  
Author of "Diplomacy", Burson-Marsteller,  
Switzerland



**Deborah Seward**  
Director of the Strategic Communications Division,  
UN-Department of Public Information,  
United States



**Prof. Dr. Dr. Klaus Töpfer**  
Executive Director,  
Institute for Advanced Sustainability Studies,  
Germany



**Albana Shala**  
Chair of the UNESCO International Programme for the Development of  
Communication (IPDC) and Program Coordinator, Free Press Unlimited,  
The Netherlands

## Moderation



**Nick Nuttall**  
Coordinator,  
Communications and Outreach,  
United Nations Framework  
Convention on Climate Change,  
Germany



**UNESCO-UNEVOC @UNEVOC**

Education's getting better. Are we following up with better jobs? [#ws05](#) [#dw\\_gmf](#) [#UN70](#)

**Global Media Forum @DW\_GMF**

Moderator: "Is Twitter going to save the world?"  
Crowd roars with laughter [#WSO5](#)

**Michelle Stockmann @mstockwoman June 22**

UN intern relayed anecdote of pushback being handed Twitter account to run, ie. Don't ask for any money for social media [#ws05](#) [#dw-gmf](#)



Hosted by Deutsche Welle

## The political power of digital media in Asia

### Description

Asia's networked population has risen from millions to well over a billion. As high growth continues, digital media will continue to shape societies on every level, with broader access to information and entertainment, significantly higher engagement, increased transparency, and a louder voice for a wider variety of interest groups than ever before. Against this backdrop, well-established media platforms in most of Asia retain a powerful place in delivering curated services that serve all audience segments. But for how long and at what cost?

This panel will look at key issues, challenges and successes facing media providers attempting to harness the power of a digital environment against sometimes significant odds. The panel will discuss this topic with eminent panelists from Hong Kong, Indonesia, Malaysia, Singapore, India and Pakistan.

### Summary

Speakers from media companies in Afghanistan, Malaysia and Indonesia said that while social media environments in their markets were robust, the effect on traditional media was additive and complementary rather than destructive.

In Pakistan's case, digital penetration was too low to make a difference either way, said Kamran Wajih, Director of Strategy and Planning for Pakistan's Express TV. Pakistan's mainstream media had not yet harnessed the power of digital, and remained not only unthreatened, but "alive and kicking" with about 420 channels, Wajih said, adding that the situation was unlikely to change in the next five to eight years.

In Indonesia, digital media's impact on the power of traditional media remained limited, said Handhi Kentjono, Vice President Director of PT MNC Sky Vision. "It's not that we are ignoring new media, but its influence is not as great in terms of news gathering and consumption," he said. At the same time, "we cannot ignore digital media," he said. "We have to prepare for the upcoming influences on viewing habits," he said.

Kentjono highlighted the power of social media on Indonesia's political environment, and said the current president, Jokowi, was elected by enforcement through social media.

One of the most significant impacts of digital media in Afghanistan was increased

transparency and political accountability in holding politicians to their promises. "The increased transparency benefits the political environment," said Lotfullah Najafizada, Director, Tolo News, for Afghanistan's Moby Group. "The empowerment aspect of social media is phenomenal," Najafizada said, adding that, "People have the guts and the power to express themselves."

In Malaysia, political parties across the board were using social media to make their case. "Both sides have cyber-troopers," said Jeremy Kung, Chief Executive Officer of telco TM Net Sdn Bhd.

Panelists highlighted Asia's political diversity. As Najafizada said: "In many places, and we span a whole continent here, the key question is to allow countries to open up to empower their citizens. If it doesn't happen, if people don't have access to freedom, the price is very high. You can have Internet access, access to 3G or 4G, but if you can't use it, it's not power. That is the number one challenge to focus on."



## Panel



**Handhi S. Kentjono**  
Vice President Director, PT. MNC Sky Vision,  
Indonesia



**Jeremy Kung**  
CEO, TM Net Sdn Bhd,  
Malaysia



**Lotfullah Najafizada**  
Director Tolo News, Moby Group,  
Afghanistan

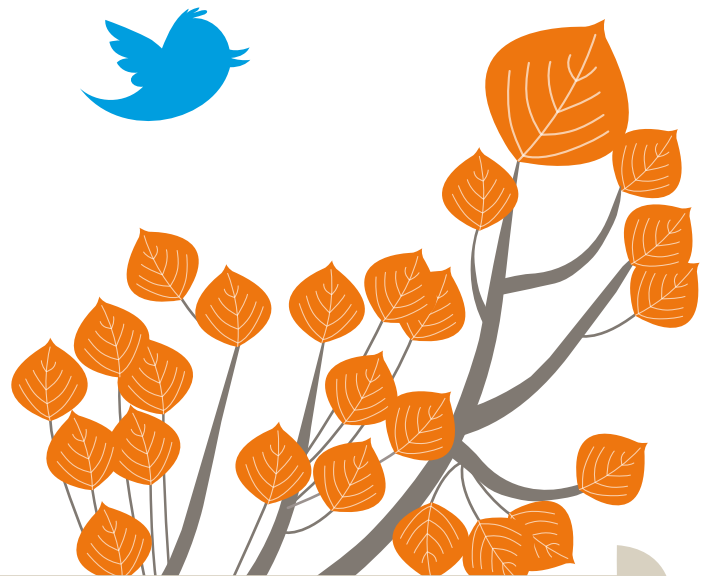


**Kamram Wajih**  
Director Strategy and Planning,  
Express TV,  
Pakistan

## Moderation



**Janine Stein**  
Editorial Director, Content Asia,  
Indonesia



**Lena Ohm** @LenaOhm June 22

Picard's strategy: 1. Build trust with media 2. Be as clear as possible. 3. Explain things simply [#osce](#) [#dw\\_gmf](#) [#ws06](#)

**Simone Blaschke** @sb\_PReditor

[@DW\\_GMF](#) [#ws06](#) The Political Power of Digital Media in Asia, impressive Video from a Taliban Attack in Afghanistan.

**Augustine Anthuvan** @AAnthuvan June 23

Handhi Kentjono – interesting insights [#WSO6](#) [#dw\\_gmf](#) + To watch or not to watch: The power lies at your fingertips [shares/1qHkhp](#)



*Hosted by International Programme for the Development of Communication, UNESCO (IPDC)*

## What is media viability and how is it relevant to foreign policy?

### Description

Professionally sound journalism provides societies with reliable information that serves the public interest and constitutes an important foundation for peaceful foreign relations. For journalism to play such a role, it must be practiced freely and independently, and serve the needs of all groups in society. Additionally, it requires viable economic models for journalism. In an age of economic challenges to sustainable journalism, vulnerabilities arise, often exacerbated by the proliferation of non-journalistic information in cyberspace. Economic pressures can compromise the integrity of journalism, sometimes resulting in paid-for propaganda being circulated in the guise of news. Financial constraints may also lead media outlets to take safety shortcuts, undeniably weakening the ability of journalists to undertake quality foreign coverage.

This workshop reported on the work by UNESCO's International Programme for the Development of Communication (IPDC)

and DW Akademie to develop indicators to measure media viability, and discussed the significance of this work for the role of journalism in nourishing international relations based on reliable and comprehensive information. The viability indicators under discussion are part of a larger UNESCO/IPDC framework for assessing national media ecosystems – the Media Development Indicators (MDIs).

### Summary

Media in developing countries face an uncertain economic future. The first place to start a discussion on media viability is the new assessment framework developed by the IPDC in conjunction with DW Akademie, observed Laura Schneider, Project Manager for Research and Evaluation at DW Akademie. Fackson Banda of the IPDC explained that such an assessment tool was represented by the newly developed IPDC Media Viability Indicators, aimed at producing an evidence base for understanding the status of economic and financial viability of media in a given country. The Media Viability Indicators were developed by Robert Picard of Oxford University in consultation with the IPDC and DW Akademie.

Mark Nelson, Senior Director of the Center for International Media Assistance (CIMA), concluded that the IPDC's Media Viability Indicators could potentially be a game-changer in getting OECD/DAC countries to better target their assistance

in support of the larger question of improving free and independent media.

For his part, DW's Daniel Blank, Project Manager for Global Partnerships, expressed concern that business-training workshops were sometimes carried out in an environment of insufficient knowledge about the business positioning of media companies, pointing out that the IPDC toolkit could potentially remedy this.

Among others, the panel discussion was attended by representatives from BBC Media Action and Germany's Catholic Media Council (CAMECO).

## Panel



**Daniel Blank**  
Project Manager, Global Partnerships, DW,  
Germany



**Mark Nelson**  
Senior Director, Center for International Media Assistance,  
National Endowment for Democracy,  
United States

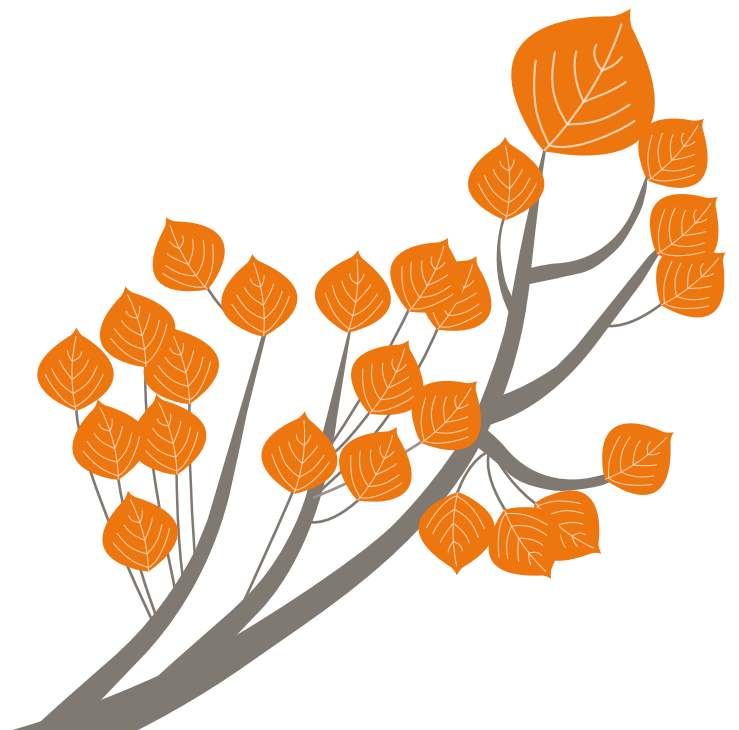


**Laura Schneider**  
Project Manager, Team Research and Evaluation,  
Department of Strategy and Consulting Services, DW Akademie,  
Germany

## Moderation



**Fackson Banda**  
International Programme for the  
Development of Communication,  
UNESCO,  
South Africa





Hosted by DW Akademie

## Independent voices or mouthpieces of the rulers? The role and impact of state and public broadcasters in transformation and conflict

### Description

Regardless of their journalistic performance, state-controlled and public broadcasters are the main sources of information for most domestic audiences in nations around the world. Consequently, their role in shaping public perceptions of national and foreign policy remains highly relevant. The predominant view in Western societies is that public service broadcasting must be independent from state influence. But what impact does state media coverage of conflict and transformation have on domestic audiences? State-run media cover foreign policy issues from both domestic and foreign perspectives. To some extent they are instruments of governmental

propaganda, and their impact in forming public perceptions of foreign opinions and positions is key. Media development of state-controlled media therefore has to revise its approaches: Should state media be instrumentalized, ignored or transformed? DW Akademie recently published a study on the potential for transformation of state-owned broadcasters. The panel discussed the study's findings and compared them with the experiences made by media leaders from state-run broadcasters in conflict zones and transition countries.

### Summary

The workshop looked at the role of public broadcasters and the issues faced during reform processes of former state-run media. Public broadcasters needed to build a public sphere, encourage public discourse and promote societal integration, said DW Akademie's Jan Lublinski, and that building trust was a key responsibility for journalists. Zoe Titus, Regional Director of the Media Institute of Southern Africa in Namibia, said: "The notion of a public service broadcaster has to entail a sense of ownership from the public. This is a long-term process."

Panelists representing Ukraine, the Kyrgyz Republic, Namibia and Thailand agreed that pressure from the state was a key challenge for their public broadcasting organizations, particularly because they relied on state funding. Lublinski added that the independence of public service media has been and still is a challenge in Germany. Media development approaches currently include calling for improved legal structure or supporting organizational development. Panelists agreed that where state control over a public broadcaster was too strong, it could be more effective for media developers to focus on community media or alternative ways to provide content, such as new digital initiatives.

## Panel



**Ilim Karypbekov**  
General Director,  
Obschestvennaya Tele-Radio Kompaniya,  
Kyrgyz Republic



**Dr. Jan Lublinski**  
Head, Research and Evaluation,  
Department of Strategy and Consulting Services, DW Akademie,  
Germany



**Sirichai Sakornratanakul**  
Former Chairman of the Board of Governors,  
Thai Public Broadcasting Service,  
Thailand



**Zoe Titus**  
Regional Director, Media Institute of Southern Africa,  
Namibia



**Johannes Grotzky**  
Former Director of the Bavarian Radio Broadcasting Company,  
Honorary Professor of East European Studies, Culture and Media,  
University of Bamberg,  
Germany

## Moderation



**Mathis Winkler**  
Head Asia and Europe,  
Department of Media Development,  
DW Akademie,  
Germany



**Annette Becker** @AnnetteBecker11

What a walking library on SouthEast&Eastern\_Europe:  
what a pleasure to listen to Johannes Grotzky #WS07  
[#dw\\_gmf](#) some should never retire

**Kait Bolongaro** @kbolongaro

Governments need to understand that public service  
broadcasting is not a PR agency #WS07 [#dw\\_gmf](#) [#gm-freporter](#)

**Beatriz Serrano** @Beatriz\_Sercas June 22

Two [@dw\\_akademie](#) interesting papers on media-state  
relations [dw.com/en/new-publica](#) #ws07

**MeCoDEM** @MeCoDEM June 22

Complexity of xenophobic attacks in #SouthAfrica  
hasn't been into the public discourse by PSB, argues @  
[zoetitus](#) [#dw\\_gmf](#)#ws07







Hosted by the Friedrich Naumann Foundation for Freedom

## Combating extremism in social media – Transnational challenges and (liberal) solutions

### Description

Social media are increasingly misused as the preferred tools for propagating violent extremism and recruiting radical militants. Governments in all regions of the world are grappling with the question of how to best handle this potentially explosive phenomenon.

The Friedrich Naumann Foundation for Freedom hosted a panel of media professionals and specialists from a number of countries to discuss the ramifications and policy options available to confront the surge of violent extremist propaganda on digital platforms.

Well-versed in the Foundation's ideals and efforts based on concepts of individual liberty, the panelists made a case for recognizing legitimate security concerns while, at the same time, weighing these considerations against the dangers of sacrificing freedom of expression in a globalized world.

### Summary

Technological progress has made digital diplomacy as much a reality as have tweeting politicians, leading to greater transparency and a "structural change" in international relations. However, the experts from Egypt, Tanzania, the Philippines and Pakistan in this workshop discussed the less positive aspects of the digital policy transformation.

Among the points made were terrorist organizations pursuing strategic communications concepts; communicating professionally and systematically through social media; and reaching audiences directly and personally. Islamic State was said to have been particularly effective in this, advancing to become a major power in social

media. The efficiency of terrorist groups in social networks became apparent through an external spam attack on Twitter while the workshop was in progress.

The session concluded that in the war on terrorism, government agencies are no longer able to cope on their own with the Internet as a secondary battlefield; civil society and conventional media must also pitch in. Extremist messages in the digital arena must be met with positive "counter-narratives". The participants realized, however, that these were just in their early stages and could at most be communicated strategically in initial forms.



## Panel



**Fathy Mohamed Abou Hatab**  
General Manager, Al Masry Media Corporation,  
Egypt



**Gulmina Bilal**  
Executive Director, Individualland,  
Pakistan



**Bakari S. Muchumu**  
Group Managing Editor,  
Mwananchi Communications Ltd.,  
Tanzania



**Jacob Mchangama**  
Managing Director,  
Freedom Rights Project,  
Denmark



**Maria A. Ressa**  
Chief Executive Officer,  
The Rappler,  
Philippines

## Moderation



**Dr. Ronald Meinardus**  
Regional Director,  
Friedrich Naumann Foundation  
for Freedom South Asia,  
India



**Shahidul Alam** @shahidul  
Workshop discussing terrorism, but ignores extremism  
initiated by weapons industry #ws08 #meinardus

**Mersiha Causevic P** @MeriCP  
As radicalization increases family influence decreases  
#dw\_gmf #WS08

**Lena Manriquez** @Ledrolen June 22  
Great insights from @mana\_ressa at #ws08 in #dw\_gmf

**Mir Kamal Khan** @MirKamalKhan June 22  
As radicalization increases family influence decreases,  
combating extremism in social debate #dw\_gmf #WS08



Hosted by Carnegie Endowment for International Peace

## Beyond social media: How citizens influence foreign policy in democracies

### Description

From the Green Movement in Iran and the Arab Spring through to the continuous struggle of Chinese dissidents, social media have gained a prominent place in foreign policy research, as they have considerably influenced world events. More recently, however, citizens have begun to influence the foreign policies of developed democracies, long regarded as a *domaine reserve* of governments, and with more traditional methods at that. The global Occupy Movement, anti-austerity protests in Greece and Spain, or indeed “anti-Islamisation” groups taking to the streets of Germany and elsewhere – all aim to impact at the nexus between domestic and foreign policy.

This workshop explored the role of the media in this new phenomenon. Where do citizens get their information on international affairs? Do traditional or mainstream media suffer from a type of blindness when it comes to reporting on global events? Can citizens make sufficient use of existing media to express their political will? Or have the media lost their neutrality on certain issues and thus themselves become part of the debate, as shown in European discussions over the war in Ukraine and the conflict with Russia?

By addressing these questions, the workshop aimed to enhance the understanding of the more direct forms of interaction between citizens and foreign policy and the consequences for both traditional and social media.

### Summary

The workshop explored the role of the media in how citizens have begun to influence the foreign policy of emerging and developed democracies. Beginning with Egypt and the Middle East, participants learned about social media being the only means for citizens to express their thoughts – including as a way to communicate with

large newspapers and the dominant TV stations. The perspective from Hungary and Europe painted an only slightly better picture, with media freedoms being less openly challenged but still seriously constrained by an increasingly autocratic government.

The discussion with the audience focused on the idea of “citizen reporting,” i.e. potentially anybody with a smartphone and access to social media taking on the role of a reporter. One point of discussion was the question of journalistic standards, which would have to be maintained by well-trained editors reviewing such open contributions. This, however, is a question of capacities as much as capabilities. The second point centered on volunteerism vs. professionalism, with some participants complaining that governments in transition countries relied too much on free contributions of their citizens. While such civic engagement was certainly a good thing per se, the state should be wary not to exploit it.

## Panel



**Dina Ahmed El Basnaly**  
Journalist, ONTV,  
Egypt

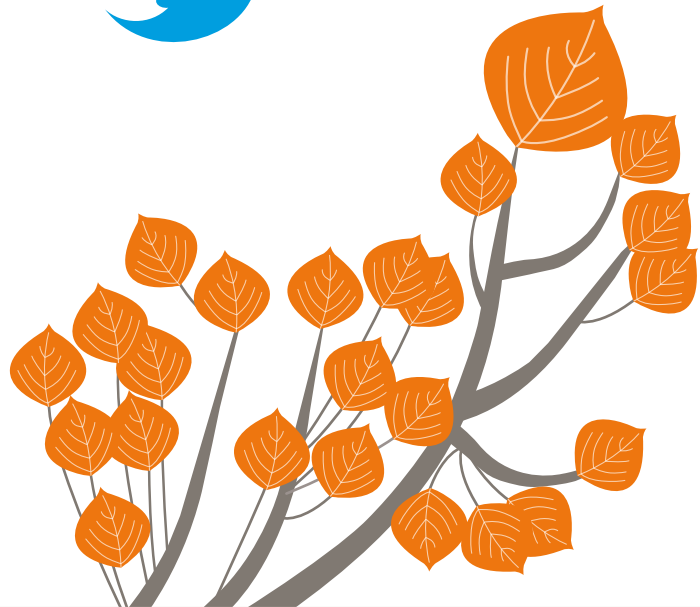


**Dr. Edit Inotai**  
Foreign Policy Analyst, Figyelő (Observer),  
Hungary

## Moderation



**Dr. Cornelius Adebahr**  
Associate, Europe Program  
Carnegie Endowment for  
International Peace,  
United States



**World Future Council** @GoodPolicies

When you lack freedom of expression, it's difficult to start a discussion that might lead to community change  
[@DinaBasnaly](#) #ws09

**Cristina Birsan** @cristina\_birsan June 22

Governments can easily manipulate through referendums and public consultations in countries like Hungary. Edit Inotai  
[#dw\\_gmf](#) #WS09

**Rósin Traynor** @roisire June 22

"Most important foreign policy issues last week were immigration, immigration, immigration." Edit Inotai – so true for Europe  
[#dw\\_gmf](#) #WS09



Hosted by Radio Netherlands Training Centre (RNTC)

## Attitude change and media: Techniques for understanding what really makes your audiences tick and how to change their attitudes

### Description

Most broadcasters and media producers have only vague target audiences – or even ones that don't actually exist. Often inherited from advertisers' targets, broadcasters rely on broad categories like an age range or a social group (e.g. the elderly) to describe their audiences. But these are not truly specific target audiences, especially when using media to address attitude or behavior change, or when producing media campaigns. Understanding what a specific target audience is becomes exceedingly important with the use of media in radicalization and extremism, and in the production and countering of propaganda. Central to understanding how media can be used to impact attitudes

and beliefs (including political beliefs/attitudes) and in using media to counteract radicalization and propaganda are the concepts of persuasion, agreed realities and the role that emotions play in creating and changing attitudes and beliefs.

Many of the media funded by Foreign Affairs ministries are aimed at addressing attitude and/or behavior change, although the attempts to achieve this often use news and information-based approaches to reach broad, vaguely identified target audiences; a combination that results in very little impact. The Netherlands' international media training center, RNTC, has been developing its "Audience Mapping" and "Persuasion" approach for media professionals over many years. The mapping technique helps media producers differentiate between macro and micro target audiences, based on analysis of community beliefs. It crafts conscious emotional journeys to achieve very specific aims through persuasive stories.

In this lively, interactive session, participants explored this Audience Mapping technique, which harnesses tried and tested theories from various industries and professions, including advertising, the legal profession (argumentation and rhetoric theory) and therapy. The resulting "au-

dience map" offers a wide range of clear, powerful aims to choose from, as well as the identification of multiple, specific micro target audiences and how to persuade them. With these elements, along with "mappable questions," media professionals have the tools they need to be able to produce persuasive content in any medium and on any platform. This way they can make an impact on micro target audiences, who share a range of aspects that are genuinely important to them.

### Summary

The workshop was full to overflowing and generated a hugely enthusiastic response from participants. Turan Ali, Director of RNTC, presented his approach to persuading audiences with factual stories.

The lively session included games, exercises, models, theories and examples, above all using stories to show that whatever area of media you are in, you are persuading people. "Anything new and true in what you produce or write means you are not just informing, you are persuading, so you'd better know how persuasion works," was the provocative starting point. Story structure was combined with the principles of persuasion and a mapping technique for identifying multiple micro target audiences – an approach

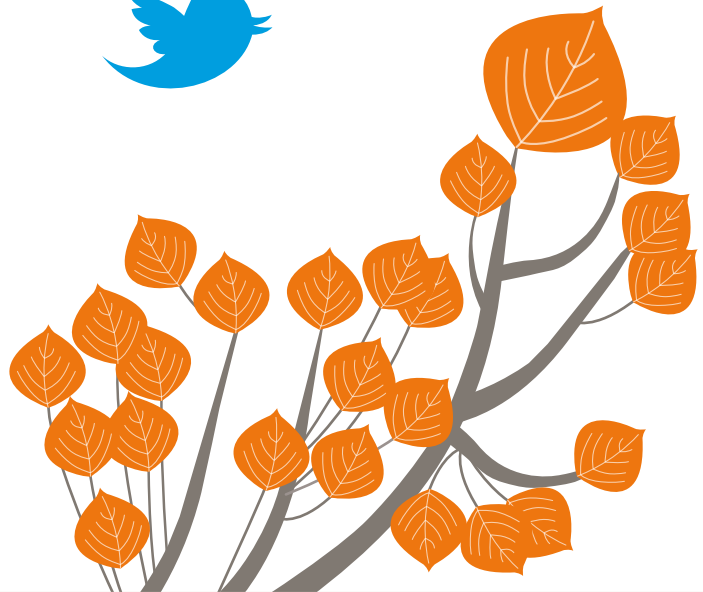


which breaks away from the usually vague descriptions media organizations have of their target audiences. The method matches communities with aims, emotions and persuasive stories to ensure impact every time. Participants left with many fixed patterns challenged, expressing strong interest in learning more about this revolutionary approach.

#### Panel



**Turan Ali**  
Director, RNTC, The Netherlands;  
Independent Producer of BBC Programs,  
United Kingdom



**Michelle Stockman** @mstockwoman

@DW\_GMF It will be one I will get home and think about over and over. #tarunali at #ws10 earns my vote for top presenter and persuader today'

**Hannah Wallace Bowman** @Hannah\_Bowman

Audience member: what is the difference between "agreed reality" & prejudice? Turan Ali: there isn't necessarily a difference #dw\_gmf #WS10

**Roxana Adam** @roxeeadam June 22

Incredible workshop by Ali Turan about mapping stories! #ws10#dw\_gmf

**Alexys Saravia** @alexys\_saravia June 22

Persuasion Breaking taboos #marketing#advertising #journalism#WS10 with Turan Ali/RNTC Director #dw\_gmf#GMF15



*Hosted by Dart Centre for Journalism and Trauma*

## Involuntary journeys – How to interview refugees in a digital age

### Description

According to the UN, a staggering 51 million people had been forced to flee their homes by the start of 2014. We are in the middle of the worst refugee crisis since the end of the Second World War, and it does not look likely to ease off anytime soon. The Syrian Civil War, terror attacks in Nigeria, and the fighting in Ukraine, the Central African Republic, and other countries, are continuing to swell those numbers, pushing ever more people to make life-risking journeys that take them to strange and unwelcoming places.

For people who work in the media, telling this story effectively is a major challenge. But it falls most heavily on journalists who interview refugees. They find themselves listening to stories of hardship and despair, of personal tragedy and loss. Most journalists are well-equipped to question the powerful, be they politicians or business people, but what does it take to interview

vulnerable people who have been exposed to potentially traumatic experiences, whether through war, sexual violence, torture or the racism they may experience in places of refuge?

Doing justice to their accounts requires additional specialist insight as well as research and sensitivity. Traditionally, journalism training has been slow to recognize this.

How does one encourage a refugee to accurately reconstruct the story of a terrifying journey in all its terrible detail without unnecessarily compounding their distress? How does one avoid further stigmatizing groups made marginal by discrimination? And what do journalists need to know about the impact of trauma in order to ensure that their sources are giving them the most accurate accounts they can?

This session convened by the Dart Centre drew on the experience of journalists who have covered refugee stories extensively, and offered practical suggestions for rethinking how to approach such interviews.

### Summary

The workshop, moderated by Gavin Rees, explored how journalists can best deal with traumatized sources, focusing on the particular challenges that arise when interviewing refugees.

To begin with, two clips from Mani Ben-chelah's film about refugee children from Syria were shown as examples for trauma-sensitive reporting. Dr. Iris Graf-Callies then explained the meaning of trauma, saying that, "To experience trauma is to experience an existential threat to physical safety, followed by intense fear." That is also why interviewees need to feel safe and secure to give a good interview and to avoid their retraumatization. Misty Buswell from Save the Children gave further insight into how her organization works to mitigate risks for refugees who are willing to share their stories – an aspect which Alex Hannaford also highlighted with his account of covering the refugee crisis from Calais in France. Before opening the floor for questions from the audience, Gavin Rees said that, "it's not about asking clever questions, but about how we ask them when interviewing refugees."

## Panel



**Mani Yassir Benchelah**  
Freelance Director, Filmmaker and Photographer,  
Turkey



**Misty Buswell**  
Regional Advocacy,  
Media and Communications Director, Save the Children,  
Jordan



**Dr. Iris Graef-Calliess**  
Head Physician, Center for Transcultural Psychiatry and Psychotherapy,  
Germany



**Alex Hannaford**  
Independent Journalist,  
United Kingdom

## Moderation



**Gavin Rees**  
Director, Dart Centre Europe  
for Journalism and Trauma,  
United Kingdom



**Kait Bolongaro** @kbologaro  
#journos need to be careful asking why questions to  
#refugees who may have been tortured to avoid sound-  
ing like torturers #WS11 #dw\_gmf

**Global Media Forum** @DW\_GMF June 22  
“We have highest number of refugees in the world since  
WWII” #ManiYassirBenchelah shares film about refu-  
gees #WS11



Hosted by Amnesty International

## My human rights in the digital Age: A World Café conversation on privacy and freedom of expression

### Description

Human rights are affected by the digital revolution in various ways. While access to modern information and communications technology has yielded new opportunities for individuals to exercise their rights, it has also given rise to new ways for governments to effectively prevent, obstruct or control these activities.

As revealed by Edward Snowden, people's right to privacy is being violated on a massive scale through global and national mass surveillance. In addition, many countries use targeted surveillance to intimidate political opponents and human rights activists. Unlawful surveillance is not only a violation of the right to privacy, but also has a "chilling effect" on freedom of expression.

At the same time, the Internet has become a global marketplace for ideas. As a communication medium and important source of information, it fosters freedom of speech and freedom of information – two aspects of the human right to freedom of expression. This in turn has led to governments restricting freedom of expression online through access blocking, filtering systems and other forms of online censorship.

This session took a closer look at human rights that are particularly affected in the digital age.

### Summary

The workshop opened with a keynote address by Renata Avila, who told the stories of two small villages in Guatemala. One village invested in surveillance technology, prompting residents to leave public spaces abandoned. The other invested in public Wi-Fi. Its residents started to create online content, including articles about their village.

Participants then gathered in small groups to share their own stories, allowing for a close look at threats to digital human rights all over the world. Applying the "World Café" method, the participants moved between groups having multiple

rounds of conversation. Following an exchange of personal experiences and a mapping of human rights issues globally, the last round was guided by the question of "How can the situation be improved?"

Participants agreed that due to the transnational nature of the Internet, problems also needed to be tackled on a transnational level and that an international treaty on digital rights might be the path to go. Apart from that, updated national laws, awareness raising and security by default were proposed.



## Panel

**Sebastian Schweda**

Lawyer and Spokesperson of the Amnesty International Working Group on Human Rights and Technology, Germany

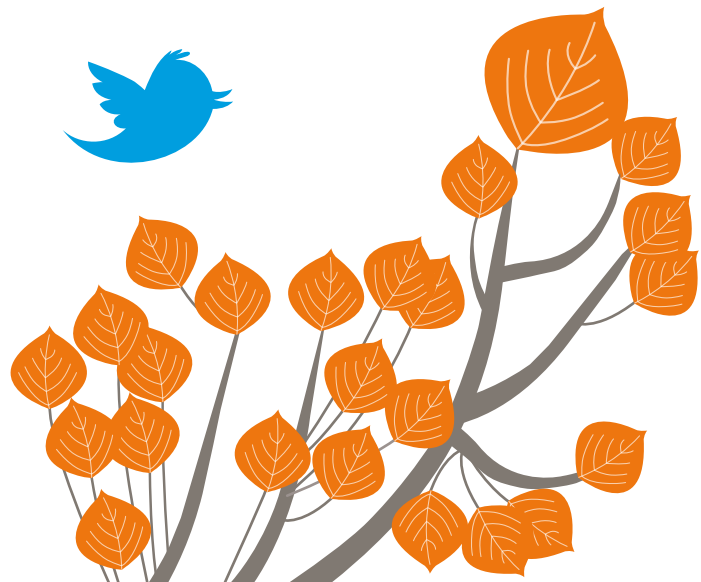
**Renata Avila**

Human Rights Lawyer and Lead of the Web We Want Campaign, World Wide Web Foundation; Advisory Member of the Courage Foundation; Member of the Creative Commons Board of Directors, Guatemala/United Kingdom/Germany

## Moderation

**Lena Rohrbach**

Expert on Human Rights in the Digital Age, Amnesty International, Germany



**Global Media Forum @DW\_GMF**

There should be international guidelines to protect privacy. Do you agree? [#WS12](#)

**Global Media Forum @DW\_GMF**

Workshop facilitators Sebastian Schweda and Lena Rohrbach of Amnesty Germany are doing a great job. It's a proper interactive session [#WS12](#)



Hosted by Global Partnership for the Prevention of Armed Conflict (GPPAC)

## When emotions run too high – The role of the media in the polarization of conflicts

### Description

At times it is surprising to see how disagreements that might seem minor to outsiders can grow into long-running conflicts, escalate drastically and even turn violent. Although there are always causes and reasons, including strategic or political interests, the at times disproportionate emotional responses of people are very often hard to understand. Examples include the territorial disputes over the Senkaku/Diaoyu/Diaoyutai Islands or between Ukraine and Russia regarding Crimea.

In such situations, the relationship between politicians and the media can turn toxic. Politicians may attempt to manipulate public opinion through the media by dehumanizing their opponents, some-

times only as a means to distract attention from internal challenges. Moreover, public opinion is frequently enflamed by the media to such an extent that taking a moderate stance is no longer an option for politicians.

Volatile situations can also escalate even further due to unmoderated discussions on social media forums. On the other hand, there are also examples of online discussion having helped to calm overwrought emotions.

This workshop examined how the foreign policies of countries, specifically those in conflict situations, are affected by national public discourse that is characteristically polarizing and overtly emotional, and the important role that media play in such contexts.

### Summary

Can the media be used as a tool to polarize conflicts? The workshop addressed the question from three different perspectives. The first focused on the role of media in our societies. Media is used by everyone: citizens, politicians, governments and civil society. For this reason, the media are an ideal barometer of a society's tolerance.

In its second part, the workshop focused on media in the post-Soviet conflicts, with the example of the Russia-Ukraine conflict. The media have a very active and provocative role in this conflict, creating a 'contagious distortion' of reality. This was taken to such an extreme that it caused denial of being a party in a conflict (for Russia) and led to issues in recognizing and addressing the internal dimensions of the conflict (for Ukraine).

The third part turned to experiencing conflict via social media, analyzing hashtag activism and how Twitter allows users to feel like they're part of the events and generates symbolic participation and support on a mass scale.

## Panel



**Alvito de Souza**  
Secretary General  
World Catholic Association for Communication (SIGNIS),  
Belgium



**Andre Kamenshikov**  
Founder and Regional Representative,  
Nonviolence International-CIS; Regional Representative, GPPAC Eastern Europe,  
Russia

## Moderation



**Mark Fonseca Rendeiro**  
Journalist and Independent  
Podcast Producer,  
The Netherlands



**Annette Becker** @AnnetteBecker

1 Highlight of the Day [#dw\\_gmf](#) [#ws13](#) Thx to all speakers & for sample how media mutate 1 fact into propaganda story

**Artiekawati** @artiekawati

Early warning of conflicts: tolerance of intolerance, xenophobic rhetoric in politics, in media reports and public narratives [#dw\\_gmf](#) [#WS13](#)

**NatalieZubar** @NatalieZubar June 22

Trusted information becomes more valuable. Dabates [#ws13#dw\\_gmf](#)

**GPPAC@GPPAC** June 22

Thank you all for joining our panel and for the interesting conversation! [#dw\\_gmf](#) [#WS13](#)



Hosted by Robert Bosch Stiftung

## Plenary session

### Reporting on post-conflict societies and frozen conflicts

#### Description

Media coverage often wanes when hostilities subside or when new conflicts flare up elsewhere. In such cases, the transition process that takes place in the wake of armed conflict rarely receives the attention it deserves.

Transitional justice is an important part of dealing with the past immediately following the resolution of an armed conflict. Its aim is to come to terms with a past defined by violent disputes or regimes to enable the transition to a sustainably peaceful social order. Post-conflict societies are particularly fragile during this phase, in which decisions must be made about how to deal with former offenders and their victims. A social process involving the largest possible number of stakeholders is key to creating lasting peace in a society.

Journalists have an important role and bear special responsibility. They respond to social trends and through their reporting significantly shape public opinion, for instance concerning war crimes. They can present complex situations in an easily understandable way to a wide audience, but

also run the risk of being instrumentalized for propaganda purposes by one of the conflict's participants or of intensifying existing tensions through careless reporting.

The delineation between post-conflict societies and those still in the throes of conflict is increasingly being questioned, and cyclical portrayals of the course of a conflict are more realistic than linear approaches to conflict resolution.

Over time, media consumers tend to lose interest in frozen conflicts. But, a number of recent examples demonstrate that frozen conflicts can reignite from one moment to the next, and without sustainable conflict management and conscientious media coverage, they can quickly flare up again.

How can frozen conflicts be dealt with journalistically and how can the media help to ensure that balanced investigative reporting is not replaced by bilateral propaganda? Journalists are frequently subjected to two contradictory criticisms: on the one hand they are expected to monitor conflicts, and their processes of transformation, that are no longer the focus of public attention; on the other hand, they are accused of stoking the fires of such conflicts and keeping them alive. Every journalist reporting from post-conflict societies experiences this dilemma.

#### Summary

Journalists often report right from the battle lines, but the public often loses interest once hostilities cease. Experts debated the

consequences of that in this session hosted by the German foundation Robert Bosch Stiftung. "We run after the news, we don't do permanent coverage of places which are still potentially dangerous, which might explode from one minute to the next," said Asiem El Difraoui, a researcher at Institut d'Etudes Politiques de Paris (Sciences Po). "Events get covered only when there's blood," he said. When broadcasters turn off in those trouble spots where the situation appears to have stabilized, entire regions disappear off the media's radar.

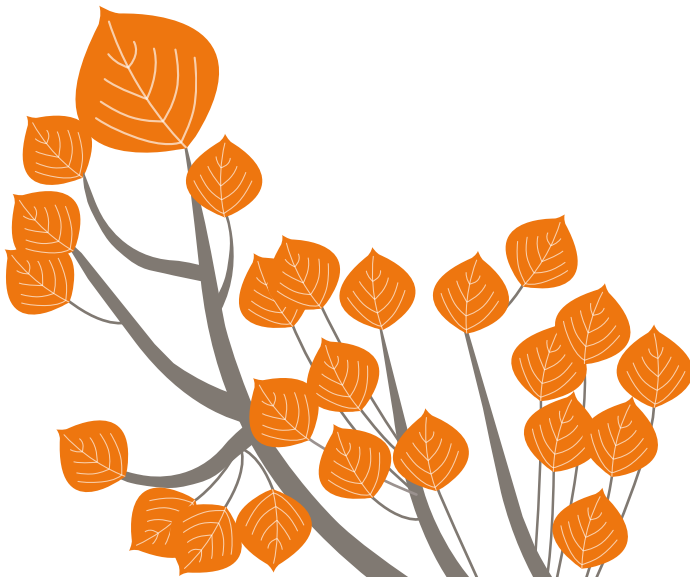
But experts agreed that so-called "frozen" conflicts, in which hostilities cease without the dispute having been resolved, can quickly "de-frost" and become "hot" again. That's why it is important that reporting about what political scientists call "post-conflict societies" continues. But, said Dana Asaad, an Iraqi journalist working for Awene.com, "mainstream journalism doesn't bother with continually covering areas of conflict." He judges media coverage about his country, Iraq, quite harshly. Most are part of a propaganda machine, he said: "Journalists have contributed to the fact that the fight against the Islamic State has developed into a conflict between Sunnis and Shiites." Asaad partly blames the lack of a professional education for this, saying that, "unemployed people without any qualifications become journalists." He lays another part of the blame on the mechanisms of media coverage. "Showing violence motivates others to join either one of the conflict groups, whereas continuous reporting could stress the common elements, namely the suffering," El Difraoui agree. According to him, psychological studies have shown that videos depicting peaceful images can support the development of peace. Sokha Cheang of "The Phnom Penh Post" bore witness to such common efforts of coming to terms with conflict. In Cambodia, about two million people died in the Khmer Rouge's bloody regime. To this day it remains one of the most important topics: "People are interested in the background of the regime of the Khmer Rouge because it's part of the country's history."

Marcus Bensmann, a reporter from CORRECTIV, knows how quickly societal conflicts can erupt again. Bensmann talked about unrest in the Kyrgyzstani city of Osh, where it had come to bloody violence between Kyrgyz people and the Uzbek minority during the break-up of the Soviet Union. "For 20 years after that, everything was quiet. But then, in 2010, similar unrest occurred, seemingly out of nowhere." While

the experts agreed on the need for more continuous and in-depth reporting, they are aware of how difficult it is to achieve this. Denis Dzidic, Deputy Editor for the Justice Report Project in Bosnia-Herzegovina, himself writes about developments in his native country which he said hardly gets any attention from international media. "Because there is no blood anymore, it is not sexy to report about the segregation that occurs in schools," he said.

The question is not one of how to report on frozen or forgotten conflicts but rather on how to maintain international attention on the issues that might create or flare up conflict. As El Difraoui said, "I'm proposing simply better, more contextualized and more continuous coverage."

## Robert Bosch Stiftung



### Moderation



**Daniel Gerlach**  
Editor-in-Chief, zenith Magazine,  
Director, Candid Foundation gGmbH,  
Germany

### Panel



**Dana Asaad**  
Director, Media Academy Iraq,  
Editor-in-Chief, Awene.com,  
Iraq



**Marcus Bensmann**  
Reporter, CORRECTIV,  
Germany



**Denis Dzidic**  
Deputy Editor for the Justice Report Project and Journalist for the Balkan Transitional Justice Project, The Balkan Investigative Reporting Network,  
Bosnia-Herzegovina



**Asiem Difraoui**  
Researcher, Institut d'Etudes Politiques de Paris,  
Senior Fellow, Institute for Media and Communication Policy,  
France



**Sokha Cheang**  
Chief of Staff, The Phnom Penh Post,  
Cambodia



**World Future Council** @Good\_Policies

"We (journalists) are not able to make peace, but we have often created war." Slightly pessimistic comment from Asiem El Dafraoui #ws14

**Beatriz Serrano** @Beatriz\_Sercas

Undercoverage of conflicts creates problems in conflict countries & in policy making, people don't know what is going on. @eldifraoui #WS14



Tuesday, June 23











Hosted by Deutsche Welle

## Plenary session

### Foreign policy in 140 characters: How technology is redefining diplomacy

#### Description

The digital revolution has had a massive impact on the practice of foreign policy, revealing challenges and opportunities for modern diplomacy. The Internet and social media are progressively becoming an essential part of the diplomatic craft.

Technological progress makes anyone a potential diplomat. As this brings with it the risk of a loss of control, authoritarian regimes in particular are struggling against their own populations to claim authority of interpretation. Disclosure of diplomatic secrets raises questions about new security requirements and traditional concepts of diplomacy and foreign policy.

Where is the line drawn between confidentiality and transparency? How do the new media landscape and active participation

of civil society influence decision-makers' scope of action? Is digital diplomacy a harbinger of a global media democracy? Do international organizations need to rethink their diplomatic strategies? How can new forms of media be integrated into conventional public diplomacy?

#### Summary

Where foreign policy decisions were once the result of secret negotiations, the rise of the Internet and social media has allowed new players to enter the diplomatic stage and heralded a new age of transparency and accountability for existing players, including not only governments, but also corporations and the media industry.

"Digital change is affecting empowerment and therefore affecting the legitimacy, and the view and perception of the legitimacy, of those in power," said Nick Gowing, International Broadcaster at the BBC and Visiting Professor at King's College London in the United Kingdom: "Everything will be visible, everything will be accountable."

Deborah Seward, Director of the Strategic Communications Division at the UN Department of Public Information in the United States, agreed. "People are still looking to the UN to craft solutions. ... One

of the big challenges (to that) is that there's a tremendous amount of information and coming in from different sources."

While that may be true, Dr. Taylor Owen, an Assistant Professor of Digital Media and Global Affairs at the University of British Columbia in Canada and Research Director of the Tow Center for Digital Journalism at the Columbia School of Journalism in New York, says that, "the traditional hierarchical institutions have lost the monopoly they used to have over collaborative action. It used to be you needed big institutions to make lots of people do things and this is just not the case anymore, and this is a fundamental threat to these institutions."

According to Owen, "the challenge states face is that in this digital space of empowerment, the same things that empower what states perceive as negative actors – the terrorist organizations using social media, the black market websites trading drugs online – are empowered by the very same capabilities and technologies that empower the things that we may think of as positive online – the digital commerce, the free expression, the activism – they use the exact same tools. The problem for governments is that the things that you have to do to stop the negative actors

will also stop the positive actors and will essentially break the digital space, break the Internet.”

Dunja Mijatovic, the OSCE Representative on Freedom of the Media, added: “It would take much longer if we were to use more traditional ways. Virtual diplomacy is a huge challenge for diplomats. We are all more exposed to the outside world. We are becoming more transparent, more reachable, but also more accountable. ... But this cannot in any way replace traditional diplomacy.”

Like his fellow panelists, Prof. Dr. Jan Melissen, Senior Research Fellow, Clingendael - Netherlands Institute of International Relations and Co-Editor of The Hague Journal of Diplomacy, sees the changes resulting from this shift to a digital age as inevitable. “The key functions of diplomacy are all related to digital. Diplomacy is about negotiation ... It’s about communication. It’s about representation.”

That hasn’t changed. As Melissen said, “It’s not the end of diplomacy. It’s the end of diplomacy as we know it.”

#### Moderation



**Dr. Melinda Crane**  
Chief Political Correspondent, DW,  
Germany

#### Panel



**Nik Gowing**  
International Broadcaster and  
Visiting Professor, King’s College London,  
United Kingdom



**Prof. Dr. Jan Melissen**  
Senior Research Fellow, Clingendael – Netherlands Institute  
of International Relations and Co-Editor of The Hague  
Journal of Diplomacy,  
The Netherlands



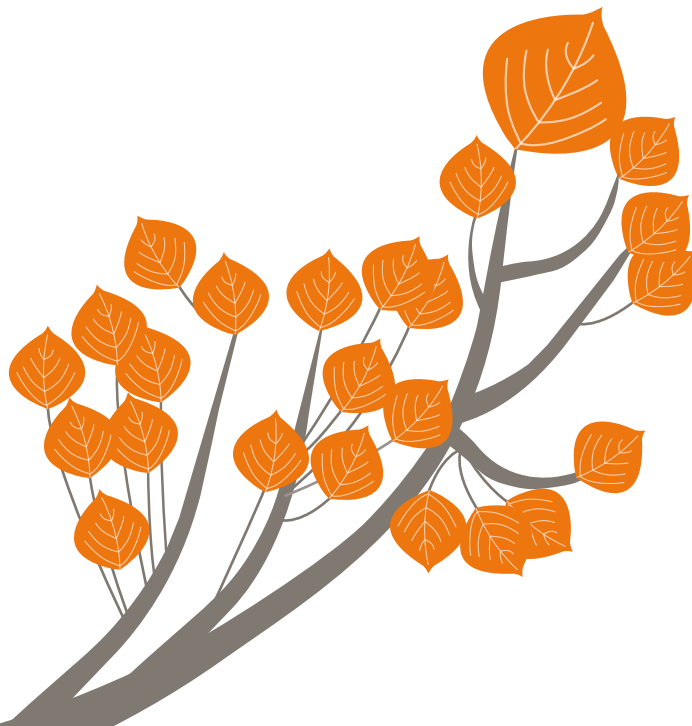
**Dunja Mijatovic**  
Representative on Freedom of the Media,  
OSCE,  
Austria



**Dr. Taylor Owen**  
Assistant Professor of Digital Media and Global Affairs,  
University of British Columbia,  
Canada



**Deborah Seward**  
Director of the Strategic Communications Division,  
UN Department of Public Information,  
United States





## Video message

**Dr. Frank-Walter Steinmeier**  
Federal Minister for Foreign Affairs,  
Germany

### Ladies and gentlemen, honored guests from around the world,

I would like to welcome you to Bonn and to thank Deutsche Welle for inviting media representatives from all over the world to the banks of the River Rhine once again. I would also like to take this opportunity to congratulate Deutsche Welle on yesterday's launch of its new English-language television news program. This is an important step in ensuring Deutsche Welle's place among the world's leading independent international broadcasters.

At this year's Global Media Forum you will discuss the effects that digitization is having on media and foreign policy.

You who report on foreign policy are increasingly under pressure to raise your click rates. Not even foreign policy itself is free from this trend. If you want lots of clicks, you need one thing above all: lots of new photos, and fast. Social networks

make the distance from a mobile phone camera to living rooms all over the world very short.

Unlike the avalanche of images from crisis regions, the methods of conducting foreign policy may seem slow and old-fashioned. From the conflict in Ukraine to the Iranian nuclear program, diplomacy takes time and involves long days and nights of tough negotiations to find compromises. And very seldom do these result in fascinating photos! It can take months or even years to reach acceptable agreements. Compared to the waves of dramatic pictures in the Internet and on the evening news, it often appears that the international community is incapable of reacting quickly enough.

But foreign policy must not be tempted to respond with supposedly quick and simple solutions. We must continue to seek diplomatic initiatives patiently and resolutely, regardless of how much time and effort this takes.

That doesn't mean that social media channels don't also offer diplomats fantastic new opportunities, too, such as a means for politicians, citizens and experts to exchange views. I like to avail of this opportu-

nity myself on a regular basis, for example, on my Facebook page. I read the comments posted there almost daily – not always with pleasure, but I almost always gain something from them.

By the way, the Federal Foreign Office has also used social media for a long time. To date, over 100 German missions abroad across the globe have their own Facebook pages, and more than 50 of our embassies and consulates use news channels such as Twitter. Web 2.0 is thus invaluable as regards expanding the number of diplomatic tools traditionally at our disposal.

However, it cannot replace these tools any more than it can replace the need for high-quality journalism, whether online or on paper.

With that in mind, I hope you will all have many exciting discussions about media and foreign policy at this year's Global Media Forum.



**SHIFT@dwshift** 23. Juni  
German Foreign Minister **#Steinmeier** is “reading his Facebook page comments almost daily, not always with pleasure.” he said on **#dw\_gmf**

**carien du plessis @carinduplessis** 23. Juni  
Steinmeier: foreign policy should not be tempted to respond with quick and simple solutions. This often takes time **#dw\_gmf**



Hosted by Deutsche Welle

## Afric@online – Empowerment or exploitation?

### Description

As most digital markets become saturated, all eyes are on Africa. In their eagerness to generate the next two billion users, international companies are striving to get all Africans online. Sometimes, however, their initiatives contain only a limited selection of Internet services.

What is the motivation behind that? In which ways do their initiatives constitute a benefit for the population? How is foreign influence shaping Africa's digital future? Are people being connected or are they being transformed into digital resources? Is this a chance for Africa to take part in a global discussion or is it merely about likes, posts and shares?

### Summary

The workshop discussed the motivation of large international companies like Facebook and Google in addressing Africa's digital future. The starting point for the discussion was Facebook's free Internet scheme through its charitable arm Internet.org.

The scheme allows users free-to-the-user Internet access, but to a Facebook page and a limited number of websites. Albert Mucunguzi, Founder and Chief Editor of PC Tech Magazine, said he thought that Facebook was trying to restrict access to the Internet to its own products. Ebele Okobi, Head of Public Policy at Facebook, said the scheme was seen as transitional to a wider, paid use of the Internet.

The discussion covered a number of topics including: whether taxes should be paid by companies like Facebook; advertising revenues paid to online media; and whether this discussion was a distraction from focusing on bigger infrastructure issues.

Rebecca Enonchong, Founder and CEO of AppsTech and Chair of ActivSpaces, Cameroon, pointed out that the issue in Cameroon was that the monopoly control of wholesale bandwidth access by the state telecommunications company meant that very high prices excluded significant parts of the population from accessing the Internet.

## Panel



**Rebecca Enonchong**  
 Founder and CEO, AppsTech;  
 Chairman of the Board, ActivSpaces,  
 Cameroon



**Albert Mucunguzi**  
 Founder and Chief Editor PC, Tech Magazine,  
 General Secretary of the ICT Association,  
 Uganda



**Ebele Okobi**  
 Head of Public Policy Africa, Facebook,  
 United Kingdom



**Andrew Rudge**  
 CEO, Mxit Reach Trust,  
 South Africa

## Moderation



**Russell Southwood**  
 CEO, Balancing Act,  
 United Kingdom



**Anne Le Touzé** @nanetouz June 23  
 Governments shouldn't fear Internet! It could create  
 revolution but in a positive way #dw\_gmf #ws16

**Njeri Chelimo Martha** @NjeriChelimo June 23  
 It is not empowerment if you are only providing the  
 basics of the Internet. It's helping, but not empowering  
 Africans #DW\_GMF

**Hallie Haller** @HallieHaller June 23  
 "Data is now becoming one of our fundamental human  
 rights" - Andrew Rudge #WS16 #OrangeDWGMF 15

**Charles Mensah** @mensah\_charles June 23  
 African governments express fear about what the inter-  
 net can do. We need to take advantage of the positives -  
 @africatechie #WS16 #dw\_gmf

**GIC Africa** @GICAfrica June 23  
 Vivid disc at #ws16 #dw\_gmf. Every effort needed to  
 spread benefits of Internet vs. local initiatives get crowd-  
 ed out, profits go elsewhere



Hosted by The Digital Mass Atrocity Prevention Lab

## Social media vs. digital jihad

### Description

The efficiency with which extremist groups recruit radicalized followers online has caused upheaval around the world. The lives of civilians everywhere – in terrorist-controlled territories and elsewhere – are at risk. Today, extremist groups such as ISIS, AQMI, Boko Haram, and al Qaeda do not simply fight abroad, but also online and in Western countries. A fertile ground for militancy, social media are used by terrorists to defend their cause, exhibit their crimes, incite hate and violence, and attract followers by promising something for everyone. While the Internet is not the sole cause of radicalization, it has made jihadist messages easily available to all. Social media have become a weapon of war and we can no longer ignore this fact.

As the battle against extremism increasingly takes place in cyberspace, Western

governments and institutions are committed to fighting homegrown terrorism and radicalization, particularly online. But terrorist groups benefit from constant technological progress, and governments are struggling to keep up.

How does the extremist propaganda machine work? Which sophisticated methods do extremist groups use to spread their messages? Most of all, what can Western governments, civil society groups and engaged individuals do – not only to identify would-be jihadists and “lone wolves” – but also to counter radicalized discourse and hate speech?

### Summary

The well-attended workshop was launched by a short quiz of seven questions aiming to reveal misconceptions and myths about ISIS and their social media usage. The quiz was then followed by short presentations by the speakers who gave an overview on how extremist groups use the Internet to broadcast their atrocities.

Kyle Matthews started off by explaining how the group has become the hub of social media extremism. ISIS’ imagery uses a psychological tactic, which helps it to re-

cruit fighters. Marie Lamensch presented a gendered perspective on ISIS and its social media procedures. She gave numerous examples demonstrating how extremist women use social media to promote recruitment or spread propaganda. Gavin Reese closed the presentation by focusing on how journalists should share ISIS’ imagery without helping them to spread the propaganda. Another risk that journalists are confronted with when exposed to extremists’ imagery is its dangerous impact on health. The lively discussion with the audience highlighted the need for more research on the workshop’s issue.



## Panel



**Marie Lamensch**  
 Researcher and Assistant to the Director,  
 Montreal Institute for Genocide and Human Rights Studies,  
 Concordia University,  
 Canada



**Kyle Matthews**  
 Senior Deputy Director, Montreal Institute for Genocide and Human Rights Studies,  
 Founder, Digital Mass Atrocity Prevention Lab, Concordia University,  
 Canada



**Gavin Rees**  
 Director, Dart Centre Europe for Journalism and Trauma,  
 United Kingdom

## Moderation



**Waslat Hasrat-Nazimi**  
 Correspondant and Editor, DW,  
 Germany



**Sofia Diogo Mateus** @sofiadmateus June 23

The Internet has become the Wild West: no one controls it, anything can happen, says Matthews [#ws17](#) [#GMF15](#)

**Erkan Saka** @sakaerka June 23

[#WS17](#) It is tiring to point out imperialist moves to explain ISIS movements. Nothing justifies ISIS atrocities.

**Roisin Traynor** @roisire June 23

Hey [#Ws17](#) [#dw\\_gmf](#) can we mention how pathetic US efforts to combat [#digitaljihad](#) have been? A certain Twitter account comes to mind!

**Kouros Ziabari** @KZiabari June 23

A hot debate at the [#WS17](#), [#dw\\_gmf](#) about [#ISIS](#) atrocities. Why do the young people, women join the so-called Islamic State? [#OrangeDWGMF15](#)

**Roisin Traynor** @roisire June 23

Such a true comment from audience "This is about politics, not communication!" [#ws17](#) [#dw\\_gmf](#) [#DigitalJihad](#)

**Kamilia Lahrichi** @KamiliaLahrichi June 23

Why aren't there counter-terrorism laws prohibiting [#Twitter](#) & Facebook accounts like [#ISIS's?](#) [#WS17](#) [#dw\\_gmf](#) [#OrangeDWGMF2015](#) [#gmf2015](#)



*Hosted by German Academic Exchange Service (DAAD)*

## Bringing people together: The global power of virtual formats in higher education

### Description

Universities will increasingly transform into real and digital “educational hubs,” where different people, languages and cultures come together to learn, meet and interact in real and virtual environments. With leading experts from Africa and Europe, this workshop explored the role of digital learning (e-learning, mobile learning, blended learning) in the global dialogue and its growing relevance for the process of internationalization in higher education.

### Summary

Digital learning and blended learning as the mixed version of virtual and classroom teaching will be the big challenge in education. The global transformation process of universities will go hand in hand with an increasing merging together of both online and offline campuses – to “educational hubs.” There is a big shift from traditional classroom teaching via virtual auditoriums to interactive teaching and learning channels. At the same time, classical reference libraries are transforming into places of collaboration with fewer books but growing knowledge.

African countries have the world’s biggest annual growth rates for Internet users. Therefore the extension of infrastructural services for digital learning is a key factor in building up sustainable capacity building programs in higher education. Effective learning environments need e-resources skills and capacity development in every academic and research in-

stitution. Furthermore, all players need to improve their collaboration effectiveness with their different dimensions of multicultural and factual relationships. One special challenge is the integration of digital formats in national and international legislation. Only recognized skills and flexible quality assurance rules for digital learning can ensure that the digital services meet the quality standards of universities.

## Panel



**Gracian Chimwaza**  
Executive Director,  
Information Training & Outreach Centre for Africa,  
South Africa



**Nico Degenkolb**  
Project Manager, Goethe-Institut,  
Germany



**Christoph Hansert**  
Head of Division Development Co-operation,  
Strategy Department, German Academic Exchange Service,  
Germany



**Dr. Rispa Odongo**  
Head of Department of Quality Audit,  
Commission for University Education,  
Kenya

## Moderation



**Katrin Haufe-Wadle**  
Senior Desk Officer Digitalization  
and Digital Learning,  
Strategy Department German  
Academic Exchange Service,  
Germany



**Alumniportal DE** @alumni\_de June 23  
Interesting platform which provides developing countries with free access to academic content. #ws18

**Global Media Forum** @DW\_GMF June 23  
Kenya is striving to provide one laptop per child in primary schools. #dw\_gmf #WS18

**evowers** @evowers June 23  
EmprenDon: alumni\_de: Now: #ws18 “global power of virtual formats in higher education” with leading experts



Hosted by Konrad-Adenauer-Foundation

## Truth and propaganda: Political reporting in the Russia-Ukraine conflict

### Description

The political crisis in Ukraine has developed from an armed conflict into an information war in which it has become increasingly difficult to differentiate between genuinely objective news reporting and slanted propaganda. The media play a fundamental role in this struggle to influence public opinion while seeking to maintain a position of trust as an unbiased observer of events and current affairs.

Moscow has pumped substantial funds into expanding its international media services, broadcasting news in 30 languages under its Sputnik brand. In response, the Ukrainian Parliament has created a Ministry of Information to counter Russian propaganda in Ukraine. And, as a result, independent journalism is suffering clear setbacks in both countries. At the same

time, a debate has begun in the European Union concerning the possible creation of a non-partisan Russian-language TV channel to offer Russian-speaking communities in the EU an independent news source as an alternative to Moscow's officially approved news broadcasts. Opponents of this suggestion, however, caution against attempting to answer propaganda with counter-propaganda.

In this workshop, international experts discussed how to deal with propaganda amidst the current crisis. The central question was to discover which political and media strategies would be best suited to challenging partisan propaganda and ensuring truthful reporting.

### Summary

The Russia-Ukraine conflict has turned into a war over the sovereignty of information. The media are an important tool in the Kremlin's hybrid warfare.

By using propaganda, Russia is trying to influence public opinion on Ukraine and Russia's role in Eastern Ukraine. The main Russian TV channels are state-owned. They focus on President Putin by presenting him

as the national leader and by stigmatizing Russia's opponents.

Propaganda is a phenomenon that is masqueraded as journalism. Journalists should counter it by raising awareness about the difference between journalism and propaganda; by debunking and denouncing it; and by adjusting false information. Also in times of war, journalistic standards should be considered.

The creation of a non-partisan Russian language TV channel by the European Union could lead to an escalation of information warfare, as it would result in increased investment in the media by the Russian government. Because culture matters in international media productions, it would be difficult for the EU to compete with Russia for Russian-speaking audiences.

## Moderation



**Christian Spahr**  
Director, Media Program South East Europe,  
Konrad-Adenauer-Foundation,  
Bulgaria

## Panel



**Dr. Susanne Spahn**  
Independent Researcher and Journalist,  
Germany



**Dr. Alexey Dolinskiy**  
Partner, Capstone Connections,  
Russia



**Yevhen Fedchenko**  
Co-founder and Director, Mohyla School of Journalism  
at National University of Kyiv and StopFake.org,  
Ukraine



**Jeremy Druker** @JeremyDruker June 23

Alexey Dolinskiy cites Afghanistan to show failure of Western media efforts but pretty sure rfe/rl is very popular there, maybe most #WS19

**Reveal Project** @RevealEU June 23

#Propaganda: Lies? Deception? Or a different narrative? A matter of view...? (PS: quote = fake). #ws19 #dw\_gmf

**Global Media Forum** @DW\_GMF June 23

"Media in #Russia win hearts and minds of people not only with news but also entertainment programs,"  
Dr. Alexey Dolinskiy #dw\_gmf #ws19

**Jeremy Druker** @JeremyDruker June 23

Yevhen Fedchenko, co-founder of stoptake.org, says at Global Media Forum: traffic from Russia risen from 30%-50%. #WS19 #dw\_gmf



Hosted by Organization for Security and Co-Operation in Europe (OSCE)

## The 24/7-news cycle – How can international organizations adapt?

### Description

Rapid advances in technology, expanding audiences on social media, increased competition from state-controlled and privately owned media, and a large number of people in rural areas who continue to receive information in traditional ways pose challenges for the Organization for Security and Co-operation in Europe (OSCE).

Decentralized means of communication, openness and transparency are the models to aim for, but how can organizations with a long history in areas such as foreign policy and diplomacy move towards that ideal, especially at a time of crisis? In a 24/7-news cycle, organizations accustomed to the slow pace of public diplomacy need to adapt.

With journalists increasingly using Twitter as the fastest mode of receiving and dis-

seminating information, is there a future for the conventional news release and media briefing? How can organizations such as the OSCE counter false and misleading information to help journalists to report factually and ethically? And what about the wider audience? Now that “masses communicating” have replaced “mass communication”, how can international organizations reach and engage key audiences? With all their opportunities, social media are nonetheless a place where YouTube can be hijacked by groups such as ISIS and Facebook can be used to play out grievances over the Ukraine conflict. How can international organizations contribute to making sure fiction does not replace fact?

Experts in different forms of communication from the OSCE shared their thoughts on aspects of this matter, ranging from the protection of free media and the promotion of Internet access through to providing support to journalists to get and tell their stories, and the use of social media as a means of putting the facts straight.

### Summary

It's often said that truth is the first casualty of war. When information spreads at the touch of a button, facts get distorted, whether innocently or mischievously. This puts an added burden on international organizations to both react quickly and protect staff and sources on the ground.

With its two missions in Ukraine and on the Russian side of the border, and responsibility in protecting media freedom, the OSCE is tackling these questions daily. Digital communication grants the capacity to report, give context to complex issues and gather media for on-the-spot interviews, but exposes it to criticism from both sides: criticism that is welcomed as it shows that the message is getting through and where there are gaps to fill.

Most important is mutual trust. Taking care to report only what is seen and heard, the OSCE deals in facts, not speculation. Media return that trust by sharing information and accepting reporting restrictions in times when safety is an issue.

## Panel



**Alexander Hug**  
Deputy Chief Monitor,  
OSCE Special Monitoring Mission to Ukraine,  
Ukraine



**Frane Maroevic**  
Senior Advisor, OSCE Representative on  
Freedom of the Media,  
Austria



**Paul Picard**  
Chief Observer, OSCE Observer Mission  
at the Russian Checkpoints Gukovo and Donetsk,  
Russia

## Moderation



**Cathie Burton**  
Spokesperson and Head of Communication  
and Media Relations, OSCE,  
Austria



**Matthias Lüfkens** @luefkens June 23

Truth is the first casualty of the conflict #Ukraine. Going public is the best way to protect journalists #ws20

**World Future Council** @GoodPolicies June 23

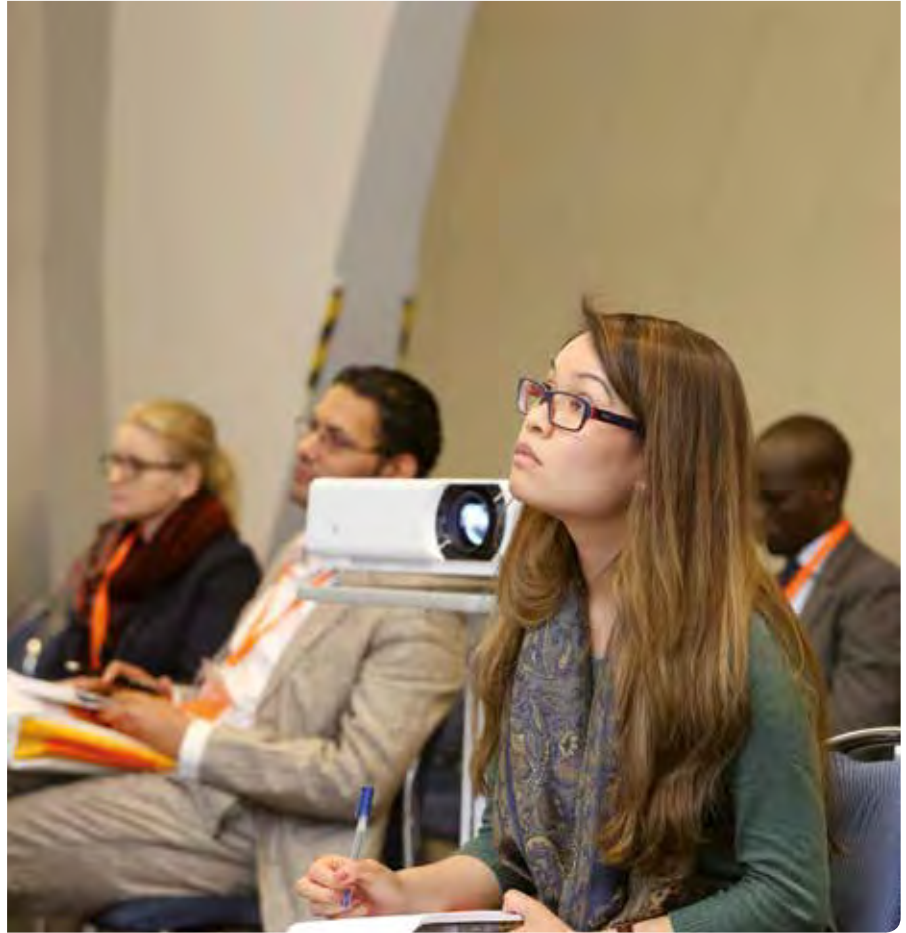
@Frane\_M says journalists often attacked and threatened – important to work with and to support them, inform on problems #WS20 #dw\_gmf

**Beatriz Serrano** @Beatriz\_Sercas June 23

More effective journalists themselves condemn #propaganda & collaborate to get #truth @Frane\_M #WS20 #dw\_gmf #Ukraine

**World Future Council** @GoodPolicies June 23

International organizations need to build and foster relationships of trust with journalists, say #Frane\_M and @catheebie at #WS20 #dw\_gmf



*Hosted by International Criminal Court*

## The challenges and opportunities of covering news on the International Criminal Court

### Description and summary

Whether reporting on the International Criminal Court (ICC) from abroad or visiting The Hague to cover court proceedings, journalists attending this workshop gained information and tools to facilitate their work. The session addressed three main areas:

#### 1. The ICC: Core facts and unique legal considerations

The workshop introduced participants to the legal process set out in the Rome Statute so that they could gain knowledge of how the court works and why state cooperation is essential to the court; follow the court's activities; understand judicial developments in ICC cases; and anticipate the potential next steps in proceedings.

2. Challenges for journalists covering the ICC  
The workshop addressed the potential challenges journalists covering the court may face, including:

- Having to translate the ICC's complex and unique legal system and terminology into stories accessible to diverse audiences;
- Getting a full story while respecting that certain information is confidential for the protection of victims or witnesses and the integrity of proceedings;
- Working within an atmosphere with cultural, political or other sensitivities toward the court, its cases or the conflicts it investigates.

#### 3. Exploring the many opportunities and angles of covering the court

What are the typical reports on the court, and how can journalists move beyond those messages to create a unique angle? How can journalists guarantee a fact-check, quote or more in-depth interview when needed? And what resources does the court provide that can facilitate journalists' work? The workshop addressed these questions, focusing on current dia-

logue and reporting about the court and the avenues for taking that dialogue to deeper levels and in different directions. Participants learned about the best options for staying connected with the court and received information on journalists' associations and other relevant networks.



## Panel



**Fadi El Abdallah**  
Spokesperson and Head of the Public Affairs Unit,  
International Criminal Court, The Netherlands



**Marina Shupac** @Marinashupac June 23  
#WS21 is the most useful for me till now. Tnx to #dw\_gmf for including the #ICC in agenda and #OrangeDW-GMF15

**Global Media Forum** @DW\_GMF June 23  
Fadi El Abdallah: A head of a militia can be prosecuted at ICC because the court tries individuals, who can also be non-state actors #WS21







Hosted by Bonn International Center for Conversion (BICC)

## Fighting gun cultures – Challenges for research, practice, diplomacy and the media

### Description

Small arms and light weapons (SALW) are responsible for more casualties than any other type of weapon. They aggravate conflicts, destabilize societies and hinder development. Darfur, Sudan, may serve as one of the most striking examples of this. The region is awash with more than two million unlicensed firearms. Every day, SALW claim lives in Darfur. Ongoing violent conflict between a number of rebel groups and the government of Sudan makes the containment of arms a difficult task. The insecurity creates a vicious cycle, as people are convinced that owning a gun is the only viable way to protect themselves and their loved ones.

“The control of small arms and light weapons, including their ammunition, as a key element in crisis prevention and post-con-

flict peace-building is one of the German government’s central concerns in the field of conventional arms control,” stresses the German Federal Foreign Office.

However, experience has shown that the main problems of SALW control rarely arise from a lack of guidance or standards. Rather, the problems of controlling SALW come more from the actors themselves and the many variables that influence their capacity for, commitment to, and interest and trust in controlling SALW. Various aspects of “gun cultures” have to be addressed.

Based on this background the workshop considered the following questions: What are the motivations for the use of SALW in different regions? How can the media address gun cultures? How can journalism raise awareness and how can it bring together different groups of actors? Who are the main actors to be involved in SALW control? How can a dialogue be started? How should the international community become involved? Can diplomacy be advanced by new media?

### Summary

Panelists recognized that the presence of SALW, particularly in countries in the Sahel region, increases the likelihood of violence in a society. After viewing “A Call to

Arms”, a film produced by BICC with support from the German Foreign Office that documents efforts to collect and mark SALW in Darfur, panelists considered the role of the media in controlling SALW. They distinguished between media coverage and media tools for documenting the issue. For example, in Sudan, any media coverage of SALW proliferation in the country is subject to censorship because the media is state-controlled.

But what tools do we have to circumvent this censorship and to provide a counter narrative? Panelists acknowledged the importance of investigative journalism, but also the challenges: oftentimes, the conditions for investigating small arms issues are too dangerous or journalists are denied access to certain people, places or information. A way around this is to investigate the ordinary lives of people rather than any particular security event or issue. This insight could help develop tailor-made solutions to the SALW problem in a particular context by engaging with local structures and actors. To be successful, good coordination and cooperation between the media, all sectors of society and external actors are needed.

## Panel



**Nikhil Acharya**  
 Technical Advisor, Bonn,  
 International Center for Conversion,  
 Germany



**Thomas Göbel**  
 Head of Division, Convention, Disarmament –  
 Small and Light Weapons, Landmines, Cluster  
 Munitions, Department of Disarmament and  
 Arms Control, Federal Foreign Office, Germany



**Johanna Holzhauser**  
 Senior Editor, WDR,  
 Germany

## Moderation



**Susanne Heinke**  
 Head of Public Relations,  
 Bonn International Center for Conversion,  
 Germany



**Global Media Forum @DW\_GMF June 23**  
 “Ppl in my country ([#Libya](#)) need to get weapons to protect themselves,” participant says [#ws22](#) [#dw\\_gmf](#)  
 “Libya has 6 mill ppl, 2 mill guns.”

**Global Media Forum @DW\_GMF June 23**  
 Challenge: Translate international frameworks into standards that are implementable on the ground.  
 Acharya [#ws22](#) [#dw\\_gmf](#)

**Global Media Forum @DW\_GMF June 23**  
 You need to start with the manufacturing. You cannot start from the top. How did they get the guns in the first place? (2/2) [#WS22](#) [#dw\\_gmf](#)

**World Future Council @Good\_Policies June 23**  
 Media needs more cooperation with NGOs to effectively report on issues connected to [#SALW](#) [#dw\\_gmf](#) [#ws22](#)



Hosted by Voice of Women Initiative (VOW)

## Confronting the feminist narrative through digital diplomacy as a tool for peace and international development

### Description

The feminist discourse lacks homogeneity. However, the greatest pitfall of our day has been the tendency and practice to regard the needs and challenges faced by women globally through a single feminist lens: Western feminism.

The multilateral-shuttling of ideas and information on the digital platform has made it a critical tool of diplomacy. However, this tool has not been adequately tapped to refocus the needs of women to address their own expressed needs. Neo-development theorists have not taken into account this boundless tool, with its capacity of traversing gatekeepers, in the form of agenda-setters on issues of peace and international development affecting women. The discussion therefore has to stem from an evaluation of the participation of women in development policies

right from the grassroots level and the role of policy-makers to enhance this participation through digital diplomacy or open online forums.

The discussion focused on certain key elements, such as the equal participation of women in setting the development agenda and the importance of digital diplomacy in broadcasting the needs of women around the world.

The aim of this session was to shift the traditional notions of feminism and realign them with the reality of self-expressed narratives, told online or through digital platforms with the aim of tilting development agenda-setting from the top-bottom approach to a more inclusive, more participatory, bottom-up approach aided by the digital revolution. The “Voice of Women” platform served as an example of a tool for digital diplomacy.

### Summary

Aya Chebbi, Co-Founder of the Voice of Women Initiative, opened the discussion by portraying feminist trends around the globe and highlighting narrative gaps from common calls to action or representation of marginalization. Delphine Konda, also a Co-Founder of VOW, gave vivid examples of the situation of refugee women in conflict zones. She addressed

the double jeopardy presented in the manner in which situations in under-reported zones are displayed.

Salim Salamah, Head of the Palestinian League For Human Rights Syria, focused on how narrative is replayed and consumed on the international platform, and the danger of marginalizing everyday occurrences forming the mini-narrative in favor of a consolidated, grand (global) narrative. The grand narrative in most instances shapes identity and the consumption of this identity by different parties around the world. It was unanimous that there is a need for collective responsibility to report these daily events making up the mini-narrative.

Julnar Doueik, Co-Founder of AltCity in Lebanon, gave an empirical breakdown of the current reality of Internet access. An important aspect that was addressed is that the presentation of the women’s voices is critical in bridging the policy disparity seen in needs-prioritization of women living in different contexts. From the audience interjections, it was clear that we are “witnessing a new reality.” Digital trends and practices present a huge opportunity to support the multimodal narratives and alternative stories reflective of human experiences, resulting in positive social impact.

## Panel



**Aya Chebbi**  
Co-Founder, Voice of Women Initiative,  
Tunisia



**Julnar Doueik**  
Co-Founder, AltCity,  
Lebanon



**Delphine Konda**  
Co-Founder, Voice of Women Initiative,  
Cameroon



**Salim Salamah**  
Head of the Palestinian League  
For Human Rights Syria,  
Sweden

## Moderation



**Rose Wachuka**  
Co-Founder, Voice of Women Initiative,  
Kenya



**Marina Shupac** @MarinaShupac June 23  
Still can't emotionally recover from amazing [#WS23](#)  
[#dw\\_gmf](#) on difference between African and European  
[#feminist narrative](#). [#OrangeDWGMF15](#)

**Global Media Forum**@DW\_GMF June 23  
Why just 'founding fathers'? What about 'founding  
mothers'? [#WS23](#) [#dw\\_gmf](#)

**Irene N.**@EyeRainVerses June 23  
Which country has most females in gov? Rwanda. How  
many are surprised it's an African country? Many hands  
go up. [#WS23](#)



*Hosted by Energising Development*

## Access to energy in the digital age

### Description

Digital communication isn't possible without access to energy. Around a quarter of the world's population is currently without access to electricity, meaning it has no access to digital communication. That in turn cuts it off from communication and information, in other words from the digital future.

Without sufficient access to energy, people are not only unable to cook their food, heat their homes or cool their food and medications, but also to take part in economic or political processes via modern communication channels. Energy is an essential requirement to survival and development in a modern digital world.

The world community is committed to ensuring "universal access to modern energy services" by 2030 and announced this as the first of the three interlinked objectives of the Sustainable Energy for All initiative launched in 2011 by UN Secretary-General Ban Ki-moon.

The multi-donor, multi-implementer partnership Energising Development (EnDev) contributes to this universal access objec-

tive. EnDev is currently financed by six donor countries – The Netherlands, Germany, Norway, Australia, the United Kingdom and Switzerland – and is coordinated and implemented by the German international aid organization Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) as lead agency together with the Netherlands Enterprise Agency (RVO).

EnDev promotes sustainable access to modern energy services that meet the needs of the poor, aiming at access for at least 18 million people by 2019. Within ten years, EnDev facilitated sustainable access for almost 14 million people, 16,000 social institutions, and 30,500 small enterprises and demonstrated that this leads to significant improvements in health, gender equality, the environment and climate change, and economic development. Without modern communication these benefits would not be possible. Without energy access there would be no communication.

This workshop demonstrated different perspectives regarding the correlation between energy access and access to digital communication and discussed the role of media toward enabling universal access to modern energy services.

### Summary

The workshop discussed the digital revolution and information/digital age, referring to attributes such as the free exchange of digital information, rapid global communications and networking to shape modern societies, and how this relates to the overwhelming number of households still living in the preindustrial age in rural areas in developing countries. The World Energy Outlook 2014 shows that nearly 1.3 billion people (20% of the world's population) have no access to electricity, and 2.7 billion people rely on the traditional use of biomass for cooking, which causes harmful indoor air pollution.

Programs like EnDev enable access to modern cooking as well as to electricity. The key message of the workshop was that the coin has two sides: "Without adequate access to energy (there can be) no digital media, no interactive information, hence slow development across the board – next to the typical development deficits of energy poverty. And without digital media, (there is) no sufficient acceleration in the take-up of basic energy access and the respective services for development."

Access to information brings people into the modern age, empowering them politically and giving them an informed voice. It also supports gender equality, better health care, and social and economic development. Access to information may leapfrog the rural and peri-urban poor into modern society.



## Panel



**Michael Netzhammer**  
Journalist, netzhammer & breiholz,  
Germany



**David Otieno**  
Head of Secretariat, Africa-EU Energy Initiative  
Partnership and Project Manager, EU Energy Initiative  
Partnership Dialogue Facility,  
Germany

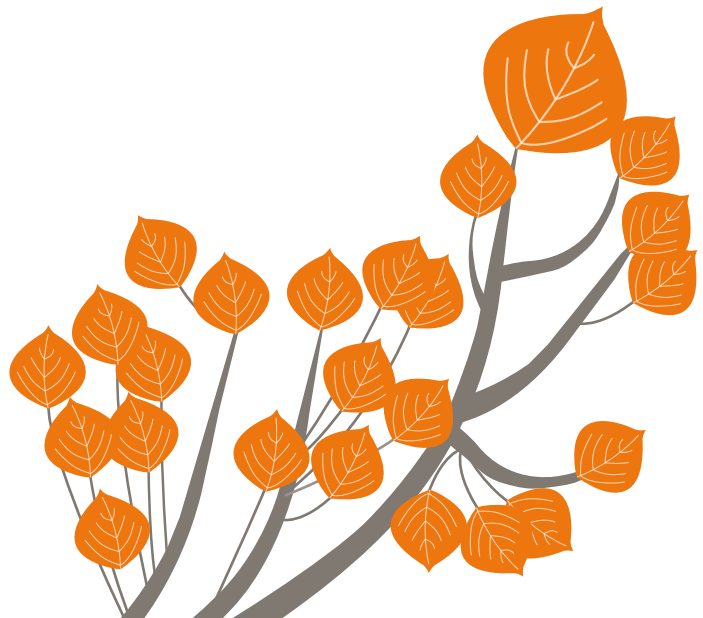


**Marcel Raats**  
Senior Advisor for Global Public Goods Netherlands  
Enterprise Agency,  
The Netherlands

## Moderation



**Verena Brinkmann**  
Energy Advisor, Energising Development,  
Germany



World Future Council @Good\_Policies June 23  
"Access to Energy in the Digital Age" @David\_AEEP  
talks about growing up without electricity in Eastern  
Africa #dw\_gmf



*Hosted on behalf of Gender@International Bonn by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Deutsche Welle, United Nations Organizations in Bonn and the UN Women National Committee Germany*

## Empowering women through hashtags – New ways to sustainable conflict resolution?

### Description

Fifteen years ago, Resolution 1325 was adopted by the member states of the United Nations. This landmark resolution was the first to demand the active involvement of women in regard to conflict prevention and resolution. Politics and media often fail to see that women assume a key role in contributing to peace and stability. As today's world is confronted with ever growing national, regional and global conflict, the need to involve women in all processes of peace-building and peace-keeping is even more fundamental than ever before. The Internet and social media have ush-

ered in a new era in the history of mass communications and have made information and commentaries available in real-time and almost everywhere around the globe. New media have created new means for women to demonstrate and use their voices against injustices. Examples such as #BringBackOurGirls have shown that hashtags work across borders and create awareness. Nevertheless, it remains a central challenge as to how these initiatives can have stronger impact on political processes for conflict resolution; how social media can contribute to empowering women to make their voices heard; and how media coverage of women's views on conflict-related issues can be increased.

This interactive workshop took a critical look at the possibilities of using social media as a tool to help women contribute to conflict resolution. Along with the participants, panelists from politics, media and NGOs examined whether hashtags are just a fad or, if effectively used, can lead to sustainable solutions to conflicts.

### Summary

Social media enables women to tell their own stories that are close to the grassroots and beyond the filters of politics. However, there is a gender divide in the field of information and communications technology, e.g. the low number of female participants online. The fact that women still face gender-based discrimination is a global issue.

As 95 percent of online violence is against women, anonymity and encrypted communications are crucial to women using social media so that they can protect themselves. A further challenge is the low literacy levels of female adults, especially in rural areas. Therefore, using traditional media, such as community radio, is equally important.

Social media is a new tool for raising awareness, social mobilization and organizing. If used effectively, it can contribute to conflict resolution. To involve women in this process, a mixture of all means, social media and traditional media alike, should be adopted. Using their voice is the key. Women need to stand up and knock down the doors on all platforms.

## Panel



**Sopheap Chak**  
Executive Director, Cambodian Center  
for Human Rights,  
Cambodia



**Beatrice Frey**  
Social Media Manager, UN Women,  
United States



**Jane Morrice**  
Vice-President,  
Communication, European Economic and Social Committee, Belgium;  
Deputy Chief Commissioner of the Northern Ireland Equality Commission,  
Northern Ireland



**Leila Nachawati Rego**  
Professor of Communications at Carlos III University,  
Communications Associate at the Association for Progressive Communications,  
Co-Founder and Communications Manager of Syria Untold,  
Spain

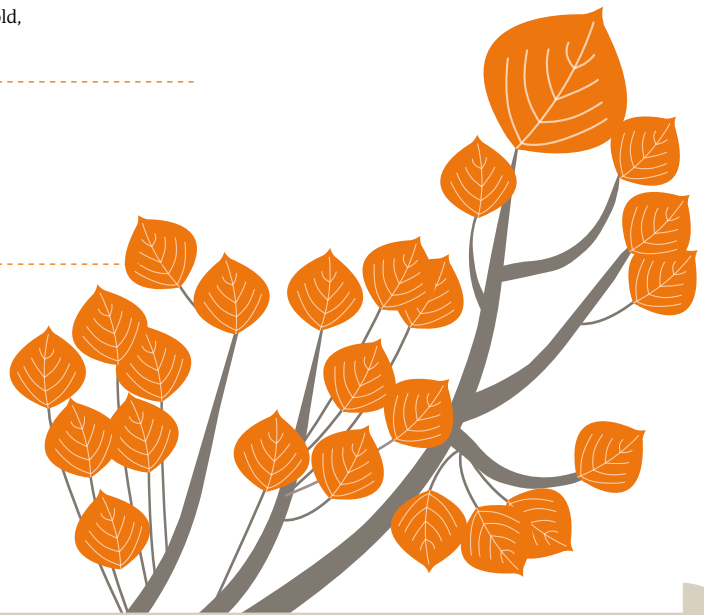


**Wagaki Wischniewski**  
Public Information and Media Officer,  
UN Convention to Combat Desertification,  
Germany

## Moderation



**Jaafar Abdul-Karim**  
Reporter and Talk Show Host, DW,  
Germany



**Maria Patel** @MariaPtweets June 23

Exactly my point. [#dw\\_gmfWS24](#)  
[AfroMum @Afro\\_Mum @MariaPtweets](#) An otherwise  
powerful discussion was deflated by a panelist made up  
mostly of 'Experts' who couldn't drive the discussion  
campaigns from above

**NadiaGC** @pululante June 23

in a panel about [#s](#) to empower women, ironically  
critiques and questions appeared more on Twitter than  
in the room [#dw\\_gmf #ws24](#)

**Loveday Wright** @LovedayWright June 23

Frustrated [#dw\\_gmfWS24](#) Would like to hear more on  
how women can use <#> to empower themselves & less  
about campaigns from above

**Maqbool Malik**@maqboolmalik June 23

[#Hashtags](#) alone are nothing. Carry the moving mes-  
sage/content with the hashtag. Discussion at [#dw\\_gmf-  
WS24](#) in Bonn. Summary said it all!



Hosted by CARE Deutschland-Luxemburg e.V.

## 24 hours to seal the climate deal: The role of digital media and public mobilization for the UN climate talks

### Description

In the first two weeks of December 2015, the world will come together in Paris to finalize negotiations for a new, long-term climate change agreement that will be binding for all countries. Even though the conference might be just one step in a long journey to tackle climate change, it is expected to become the most decisive international climate conference since the Copenhagen Summit in 2009. Experience shows that the final 24 hours of such negotiations can be particularly politically tense, with multiple advocacy and communication efforts by governments and civil society and strong media interest as people eagerly await the final “deal”. Meanwhile, the debates take place within a kind of information vacuum,

with few updates and official communications on the state of play made available to outsiders.

How can audiences be mobilized for climate action? What is the role of digital media during a UN Climate Conference? Which challenges do communications face and how can they be surmounted so that the objectives can be achieved within such politically difficult circumstances? This workshop aimed to discuss the main communication strategies and approaches during the final hours of a conference like the Paris climate summit.

### Summary

Workshop moderator Sven Harmeling, Climate Change Advocacy Coordinator at CARE International, asked panelists and participants to express their thoughts on new media’s potential risks. Hoda Baraka, Global Communications Manager at 350.org, Nick Nuttall, Coordinator for Communications at the UNFCCC, and Ilka Wagner from Germany’s Federal Ministry for the Environment, agreed that digital media is an important communications tool to reach out to a broader public and create offline mobilization before, during and after climate negotiations.

Participants of the panel emphasized the difficulty for communicators to partially operate in an information vacuum with little access to updates on the process of the climate talks. While the momentum for positive change is great, digital media therefore need to be handled responsibly. Furthermore, face-to-face communications still remain an important tool to build trust.

## Panel



**Hoda Baraka**  
Global Communications Manager, 350.org,  
Egypt



**Nick Nuttall**  
Coordinator, Communications and Outreach,  
United Nations Framework Convention on Climate Change,  
Germany



**Ilka Wagner**  
Ministry for the Environment, Nature Conservation,  
Building and Nuclear Safety, Deputy Head of the  
German Delegation to the UNFCCC Climate Talks,  
Germany

## Moderation



**Sven Harmeling**  
Climate Change Advocacy  
Coordinator, CARE International,  
Germany



**Martin Koch** @koch\_mk June 23  
Remember kids: "The world does not end at  
[#Paris2015](#)." ;) [#dw\\_gmf](#) [#ws25](#)

**Letizia Gambini** @letzi83 June 23  
A bit skeptical about the whole debate here at [#dw\\_gmf](#)  
[#WS25](#) Where are we getting at? What are the original  
thoughts about mobilization?

**Carolin Weisser** @csweisser June 23  
The comms on [#climatechange](#) have often used terrify-  
ing language; time to tell more positive stories. [#WS25](#)



Hosted by *TheVisionMachine*

## Conflict in “Kulmeria” – A media and conflict simulation

### Description

Conflict in “Kulmeria” is an interactive, real-time, multi-player computer simulation that models the real-world impact of media reporting of conflict on public opinion and foreign policy. Logging onto a dedicated website with wireless devices, participants in small groups role-play either state or non-state actors engaged in political conflict. Each decision a player makes has an impact on media reporting of the conflict and public perceptions. As the conflict develops, other media interventions introduce greater complexity to the conflict’s representation, including whistleblower material, hostage videos, user-generated content, and an inflammatory pro-war, anti-Islamic country music hit.

The hosting organization – thevision-machine – is an international collective

of scholars, media producers, journalists and artists using a wide range of emerging media platforms to critically examine the complex ecology of war, peace, and media.

### Summary

To what degree does the media’s representation of war shape public opinion and influence foreign policy decisions? Over 100 audience members experienced the real-world processes of media and conflict through a computer game simulation.

They were able to play the game by logging on from their smartphones or laptops to a dedicated website. Led by the chief game designer, Professor Peter Mantello, the audience was tasked with role-playing either NATO member, insurgent force, media editor or public member.

The simulation revolved around a popular uprising in the fictional central Asian country of Kulmeria. For over 50 minutes the audience was engaged in the simulation that covered over fifteen various scenarios. As each of the players made their decisions on a large screen projected in the conference room, a fictional online

newspaper called THE VIGILANT charted the evolution of the conflict. A Twitter stream was inserted into the online newspaper to mark any sudden intervention by the protagonists. All members were able to see in random fashion various headlines and photos that the media players were tasked to choose at each level of the conflict.

During a dynamic feedback session the audience wanted to know how they could use the game for both educational purposes and training situations.

## Panel



**Thomas R. Lansner**  
Journalist and Visiting Professor,  
Paris School of International Affairs,  
Sciences Po, France



**Peter Mantello**  
Professor, Game Designer, Photographer, Filmmaker,  
Ritsumeikan Asia Pacific University,  
Japan



**Nikos Panagiotou**  
Professor, School of Journalism and Mass Communications,  
Aristoteleio University of Thessaloniki,  
Greece



**Maximiliane Koschyk** @papierfliegern June 23  
[@kulmeria\\_sim](#) simulates conflict through 4 roles:  
NATO, Media, Public and the Kulmerian freedom army.  
[#ws26](#)

**Beatriz Serrano** @Beatriz\_Sercas June 23  
“Whatever you do, do it simple” Also prioritize and  
connect [@ThiloKunzemann](#)’s advice on [#socialmedia](#)  
[#ws27](#) [#dw\\_gmf](#)









Hosted by Deutsche Welle and Institut für Auslandsbeziehungen (ifa)

## Beyond hashtags and likes – How to stimulate e-participation in foreign policy

### Description

Web 2.0 has provided the parameters for collaborative communications around the world. Foreign policy stakeholders have taken up its tools – by creating

Twitter and Facebook accounts, for instance – to enter into an online dialog with the public at large. Is that enough to connect with citizens and get them involved? What does e-participation actually mean beyond the slacktivism of clicking a “like” button or adding a hashtag to buzzwords? How does digital diplomacy work? What happens to the results of such interaction and how do the responses reach the source institution?

The panelists focused on particular aspects of the topic as follows:

- Interactive digital content from stakeholders of foreign cultural and educational policy

- Diplomacy 2.0
- E-participation in Europe
- Conditions for establishing genuine e-participation
- Big data

The workshop presented interactive digital content from institutions active in the fields of foreign cultural and educational policy; spotlighted best-practice examples of diplomacy 2.0; and examined the prospects and risks posed by big data.

## Panel



**Adelheid Feilcke**  
Head of Partnerships and Projects, DW,  
Germany



**Diana Keppler**  
Online Editor and Author,  
Germany



**Thilo Kunzemann**  
Freelancer, Online and Social Media Consultant,  
Germany



**Andreas Müllerleile**  
Blogger, The European Institute of Peace,  
Belgium



**Dr. Odila Triebel**  
ifa, Head of Section "Forums for Dialogue and  
Research Program on Culture and Foreign Politics,"  
Germany

## Moderation



**Grahame Lucas**  
Head of the South East Asia  
Department, DW,  
Germany



**Martin Koch**@koch\_mk June 23

Rejected [#jeopardy](#) questions A: Men in dark suits arrive in black cars and walk into a building. Q: What is foreign policy? [#ws27](#)

**Maqbool Malik**@maqboolmalik June 23

Can [#ISIS](#) in Syria and Iraq be fought successfully through e-participation in the West? Interesting question [#dw\\_gmf](#) [#gmf2015](#) [#WS27](#) in Bonn Germany

**World Future Council** @Good\_Policies June 23

Great intro to [#e-participation](#) by [@ThiloKunzemann](#). Importance of linking online to offline activities. [#ws27](#)





Hosted by Pressenza and the International Campaign to Abolish Nuclear Weapons

## From landmines to nuclear weapons: The humanitarian approach to disarmament and the role of digital media

### Description

Governments without nuclear weapons and civil society organizations have been changing their approach to disarmament and focusing on the humanitarian impacts of such weapons. This tactic has been fundamental in achieving bans on all other weapons of mass destruction and the most morally repugnant weapons such as landmines and cluster bombs.

This year marks the culmination of another five-year cycle of revision of the Nuclear Non-Proliferation Treaty (NPT) and there is great hope that a new humanitarian approach will have delivered progress this time round following the pledge undertaken by the Austrian government in December 2014 to cooperate with all stakeholders “to identify and

pursue effective measures to fill the legal gap for the prohibition and elimination of nuclear weapons.”

This workshop sought to bring participants up to speed about how the tremendous changes in the media landscape have contributed to increasing awareness on the humanitarian impact of certain weapons and helped to stigmatize their possession and use, contributing to the achievement of legal prohibition. The panelists provided insight into how different processes have progressed to become an international treaty prohibiting different classes of weapons and how the role of the media has changed over the years and can be applied in future.

The highly interactive format gave space for participants to contribute their opinions and ideas on the new humanitarian initiative to prohibit nuclear weapons and share their thoughts on what role the media should play.

### Summary

The workshop kicked off with a quiz to ascertain how much information the audience knew about nuclear disarmament matters and was followed by short presentations from three expert panelists: Matthew Bolton, from PACE University in New York, presented a bit of history con-

cerning the campaigning initiatives to abolish other classes of munitions such as anti-personnel landmines, cluster munitions and killer robots. In different media eras, such campaigns always strove to use the latest media forms available and to great effect.

Dr. John Borrie, from the UN Institute for Disarmament Research, spoke about the strategy of focusing on the humanitarian consequences in disarmament campaigns. He also spoke about the inherent risks of tightly coupled systems such as nuclear weapons.

Finally, Beatrice Fihn, Executive Director of the International Campaign to Abolish Nuclear Weapons (ICAN), presented her organization’s campaign, its strategy to get negotiations started for a ban treaty and its use of digital media.

The presentations incorporated short video clips to illustrate the points, and space was given at the end for the audience to talk to the panelists and raise points of interest from different national perspectives.

## Panel



**Beatrice Fihn**  
Executive Director,  
International Campaign to Abolish Nuclear Weapons,  
Switzerland



**Dr. John Borrie**  
Senior Researcher and Policy Advisor,  
UN Institute for Disarmament Research,  
Switzerland



**Matthew Bolton**  
Disarmament Policy Expert and  
Assistant Professor of Political Science, Pace University,  
United States

## Moderation



**Tony Robinson**  
Co-Director, Pressenza,  
Hungary



**Moritz Bönke** @MoB25646476 June 23  
Nuclear bombs are not someone else's problem #28

**Loveday Wright** @lovedayWright June 23  
#nuclear weapons still exist, they're not just a Cold War  
problem we've left behind – challenges for @nuclear-  
ban #dw\_gmf #ws28



*Hosted by Reporters without Borders*

## End impunity for atrocities against journalists: A way forward

### Description and summary

Violence against journalists is on the rise around the world. Journalists are publicly beheaded by extremists or increasingly find themselves targeted when documenting crimes against humanity in warzones. In many countries, reporters are targets of violent criminal groups,

such as drug cartels, or governmental secret services. They are tortured, murdered, or simply disappear.

New threats are also arising in the digital realm. Targeted surveillance directed against journalists conducted by state and non-state actors alike is now mainstream and not only limited to online journalists. Too often, the perpetrators go unpunished.

All these threats demand a more concerted effort by the international community to combat them. Reporters Without Borders supports plans to install a special adviser to the UN Secretary General on

the protection of journalists in order to better implement the UN plan of action on the safety of reporters.

The session discussed shortcomings in the implementation of current efforts and aimed to provide a coherent and up-to-date picture of emerging threats against journalists.

## Panel



**Majid al-Bunni**  
Editor and Social Media Manager, MICT,  
Germany



**Christian Mihr**  
Executive Director, Reporters Without Borders,  
Germany



**Dunja Mijatovic**  
Representative on Freedom of the Media, OSCE,  
Switzerland



**Fabiola León Posada**  
Columbia Correspondent of Reporters Without Borders,  
Colombia

## Moderation



**Silke Ballweg**  
Media Relations Officer,  
Reporters Without Borders,  
Germany



**Jochen Spangenberg** @jospang June 23  
"By now, Syrians are probably the best-trained journalists in the world." Focus of support needs shifting.  
[#W29](#) [#dw-gmf](#)

**Global Media Forum** @DW\_GMF June 23  
Journalism is a passion; it's different from other jobs. You can't leave the profession even if you're under threat, says [@OSCE\\_RFoM](#) [#WS29](#)



Hosted by DW Akademie

## Political and crisis communication capacities for civil society and public administrators

### Description

Political instability, crisis and armed conflict polarize societies and political decision-makers. The media often find themselves playing a delicate role and often simply split into opposing camps. However, it takes two to communicate: a listener as well as a speaker. The way governmental and public institutions address the media and shape communications is key. Effective communications is an important factor of success for political and economic transformation. Subsequently, the principle of transparency should be a requirement for political communication. But who speaks for the voiceless groups of society, who are often the victims of conflict and are threatened by instability and violence?

Making affected individuals and groups heard via the media is an appropriate way to make civil society more resilient. DW Akademie focuses on civil society and public institutions alike to consider their impact on transparency, respect for human rights, freedom of expression and access to information. Hence, DW Akademie helps to improve the communications skills and capabilities of private organizations and public institutions. This workshop discussed the role of such stakeholders in political communications.

### Summary

How can government bodies, civil society and the media communicate effectively during conflicts? International media experts offered answers at this workshop moderated by Ute Lange, Head of DW Akademie communications.

Because the flow of information is often interrupted during crises, building trust between citizens, non-governmental organizations and the media is especially important, said Kyril Savin, DW Akademie's country coordinator for Ukraine.

Governments also need to respond to crises quickly and transparently, said Gerlind Vollmer, a DW Akademie trainer for conflict-sensitive communication, referring to Tunisia as an example.

Leila Nachawati, co-founder of the project Syria Untold, highlighted the importance of continued training for journalists, as careful word choice is often crucial during crises.

All panelists viewed conflict-sensitive reporting, which would result in a broad understanding of the standpoints of conflicting parties, as key to deescalating conflicts.



## Panel



**Leila Nachawati Rego**  
 Professor of Communications at Carlos III University, Communications Associate at the Association for Progressive Communications, Co-Founder and Communications Manager of Syria Untold, Spain



**Dr. Kyril Savin**  
 Country Manager Ukraine, Asia and Europe Division, Media Development Department, DW Akademie, Germany



**Sandra van Edig**  
 Project Manager, North Africa/Middle East Division, Department of Media Development, DW Akademie, Germany



**Gerlind Vollmer**  
 Trainer for Crisis Communications and Country Coordinator Burkina Faso, Africa Division, Department of Media Development, DW Akademie, Germany

## Moderation



**Ute Lange**  
 Head, Communications, Department of Training and Communications, DW Akademie, Germany



**DW Akademie** @dw-akademie June 23  
 Common problem: Despite professional journalists, the media management structure doesn't allow for critical journalism #WS30 #dw\_gmf

**DW Akademie**@dw-akademie June 23  
 Importance of conflict-sensitive approaches in journalism, more skills needed especially in conflict and transition countries #WS30 #dw\_gmf

**Leila Nachawati Rego** @leila\_na June 23  
 Continuing my obstacle race today, now running to the panel on storytelling and crisis communication. #dw\_gmf #ws30



Hosted by Ashoka

## Local news, global affairs – Playing by the old rules will not work in the new paradigm

### Description

We live in a truly historical moment. Our world, long characterized by efficiency in repetition, is now defined by change. Technology has lowered barriers to participation, making it possible for everyone to access information and to contribute more fully. This level of individual empowerment means that the speed of change is accelerating at a much faster rate relative to our once hierarchical, one-leader-at-a-time past. In order to navigate and lead in this changing environment, everyone must be a changemaker.

This is more relevant than ever in a rapidly evolving media sector. Today, local changemakers no longer stand passively on the sidelines as news happens. People around the world are contributing to the story of change. They share local media coverage, which affects how foreign policy and global affairs are conceived. Ashoka Fellows

(leading social entrepreneurs) and other media innovators are designing and deploying disruptive communication architecture, in which everyone contributes to free and open communication in this new paradigm.

These innovators are bringing to light issues and stories that are frequently neglected by traditional media, which are still playing by the old rules. However, working in a media sector in which everyone can play a part brings with it certain challenges. Ouestafnews, for example, is an alternative news outlet addressing these challenges with fact-checked, fact-based, and reputable news.

Today, the game has changed. Playing by the old rules will not work in the new paradigm.

### Summary

As new technologies allow for faster and more participative communication, and people from all over the world are able to contribute to the story of change, a new paradigm is emerging.

One of the key issues discussed in the workshop was thus the question about how to operate and work in this rapidly changing media landscape while ensuring quality journalism and creating the

most positive and sustainable impact for the good of all. It was made apparent that the social entrepreneurs on the panel are empathic leaders, tearing down walls between silos, whether they be governments, communities or technology. They each lead with empathy, a collaborative outlook and an ability to tear down barriers between silos in order for innovation to happen, and they are committed to entrepreneurship for the good of all.

An important question that became a focus of the workshop audience was around funding. Old ways of funding no longer suffice and are not sustainable. Local business and media organizations could benefit greatly from global empathetic funding streams. Today, society demands true, conscious, and informed journalism, so individuals and society should invest in journalism much like it invests in schools and infrastructure.

Finally, the participants also pointed to the importance of journalists and small, alternative media organizations around the globe to create a forum in which similar challenges and best practices can be discussed to solve these challenges.

## Panel



**Jeremy Druker**  
 Founder and CEO, Transitions,  
 Czech Republic



**Sascha Meinrath**  
 Founder and CEO, X-Lab,  
 United States



**Laxmi Parthasarathy**  
 Global Media Director, Ashoka,  
 United States



**Jens Redmer**  
 Director Business Development – Europe Middle East Africa,  
 Google, Germany



**Hamadou Tidiane Sy**  
 Founder and CEO, OuestafNews,  
 Senegal

## Moderation



**Felix Oldenburg**  
 European Director, Ashoka,  
 Germany



**carien du plessis** @carienduplessis June 23  
 Sy: leading media sites don't necessarily make money,  
 but can become well-known and able to exert pressure  
[#WS31](#) [#dw\\_gmf](#)

**Hannah WallaceBowman** @Hannah\_Bowman June 23  
 "If you don't have strong independent journalism,  
 so many voices remain unheard" – [@tidianeouestaf](#)  
[#WS31](#) [#dw\\_gmf](#)



Hosted by Deutsche Welle

## The 2015 Bobs Awards ceremony

In an award ceremony, Deutsche Welle celebrated the winners of its annual prize competition “The Bobs – Best of Online Activism”, and honored the recipient of its first Freedom of Speech Award, imprisoned Saudi Arabian blogger Raif Badawi.

“Please do not forget Raif! His fate and that of his children is in your hands.” This was the appeal made by Badawi’s wife, Ensaf Haidar, in a video message from her home

in exile in Canada. Thirty-one-year-old blogger Badawi was sentenced to 1,000 lashes and ten years in jail for insulting Islam in May 2014. A Saudi court recently upheld the harsh sentence.

Held in the main plenary hall of the World Conference Center, the awards ceremony was filled to the last seat. Deutsche Welle has been presenting the Bobs Awards since 2004 to recognize outstanding contributions to international freedom of expression by honoring blogs, social media projects and Websites. Since its inception, Deutsche Welle’s annual award for independent online media has established itself as the premier international and multilingual competition for online campaigns and initiatives. More than 4,800 websites

and online projects were submitted to the 2015 competition. The 14-member international jury nominated 112 candidates as finalists.

This year’s prize ceremony was broadcast to Deutsche Welle’s global TV audience, and the conference delegates took the opportunity to make a joint appeal demanding the immediate release of all online activists being held in custody around the world. At the awards ceremony, Deutsche Welle also honored the three jury-selected winners of the 2015 Bobs Awards.

### Social Change

That Saudi Arabia’s repression of freedom of speech is not an international outlier was highlighted by another recipient of



## Moderation



**Jaafar Abdul-Karim**  
Reporter and Talk Show Host,  
DW, Germany



a Bobs Award: Rafida Bonya Ahmed from Bangladesh. She received the Bob award in the Social Change category. Ahmed's husband Avijit Roy, a prominent advocate of freedom of speech in Bangladesh and the founder of the "Mukto Muno" blog, was brutally slaughtered in February of this year. Ahmed herself was severely injured in the attack that claimed her husband's life. Despite her husband's death and her injuries, Ahmed has refused to be silenced by the religious fundamentalists behind her husband's murder. She continues his work on "Mukto Muno," a key Internet outlet that reports with a journalistic and critical approach on secular and scientific issues.

"My husband would be very happy to have received this award," said Ahmed. Asked

how she is coping with her husband's death, her own injuries and the dangers she is facing for continuing his work, she answered: "I am not worried about myself. I am worried about the bloggers in Bangladesh." In the last six months, three secular bloggers were killed by religious fundamentalists in that country.

### Arts & Media

Another Bob Award, the winner in the category Arts and Media, went to a team of independent media makers for creatively highlighting the plight of refugees caught in the middle of the Syrian civil war. "Zaytoun, the little refugee" provides an up-close view of life in Syria that is often overshadowed by reporting on the war.

### Privacy & security

The fourth and final Bob Award presented at the Global Media Forum honored the work of "Rancho Electronico," a Mexican volunteer collective dedicated to increasing the awareness and understanding of digital technology and the protection of privacy. One of their achievements is having created a hacker-space in Mexico City along with social media to engage with women and marginalized populations on steps they can take to overcome the digital divide in that country.



## Presentation speech Freedom of Speech Award

**Jochen Wegner**  
Editor-in-Chief,  
**ZEIT ONLINE, Germany**

Ladies and gentlemen,  
It may be that the Freedom of Speech Award for Raif Badawi is the most important prize ever given out by The Bobs. Certainly, this award ceremony is among the most bitter.

Raif Badawi cannot be with us today. For the last three years, he has been locked away in a Saudi Arabian prison, convicted of having founded an Internet forum that “violates Islamic values and propagates liberal thought.” As part of the verdict – only recently upheld – he is also subjected to torture. He is to receive one thousand lashes. If he doesn’t die first. Even today, Raif Badawi and his family subordinate their own personal happiness so

as to continue taking advantage of the self-evident right to free speech.

But Raif Badawi is not just an advocate for free speech. He is also a champion of secularism and of the separation of church and state. And despite knowing full well that his views clashed with the Saudi mainstream, he shared them openly. Until he was forbidden from working as a journalist.

Yet even then, he continued to write — in the Internet. In 2008, he founded the website “Free Saudi Liberals,” hoping to create a platform for others to speak freely as well. That same year, he was arrested and interrogated for the first time, on suspicion of apostasy, of turning his back on Islam, a crime punishable by death. He was released, but a few months later, the state banned him from leaving the country and froze his accounts. Raif Badawi kept writing. But after his wife received threats over the phone, he asked her to go into exile with the children.

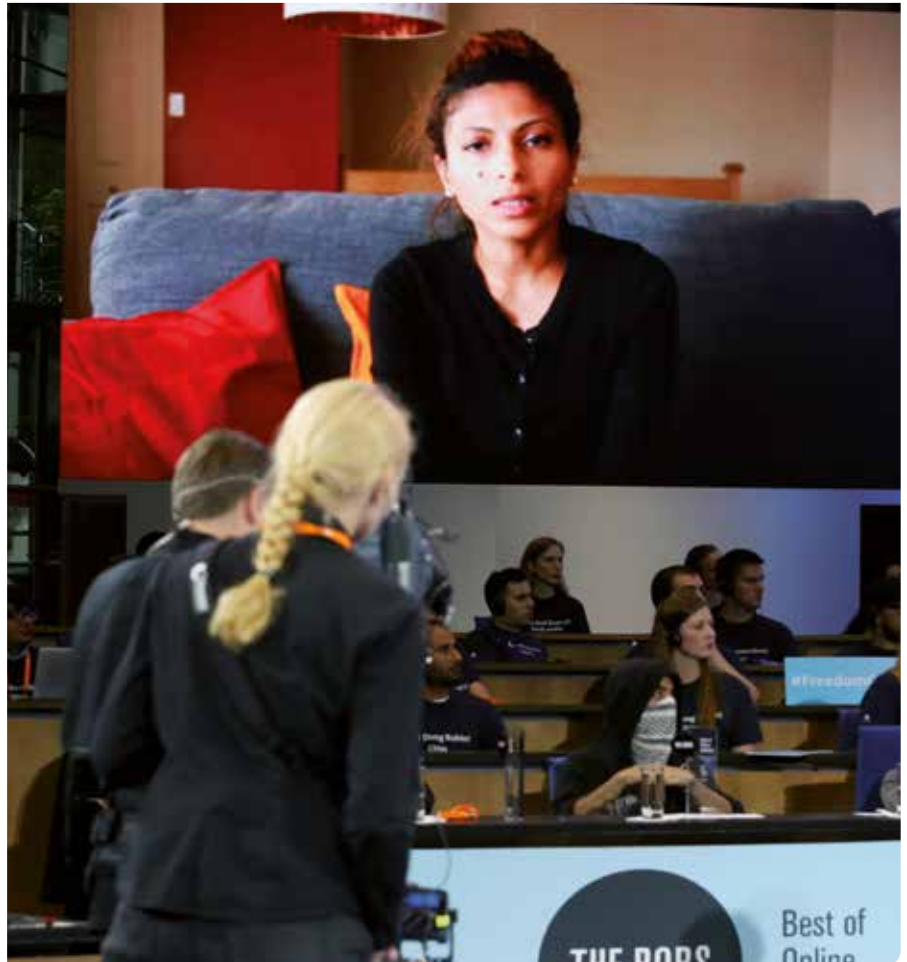
If you will allow me a brief aside: The city of Quebec granted the family asylum and recently offered it to Raif Badawi as well —

in public. Canada can be proud of itself. I wish that all European countries, where the right to asylum is currently a subject of intense debate, would compete with Canada to make such offers of asylum rather than competing among themselves for the privilege of exporting arms to our ally Saudi Arabia.

And by the way, I also wish Germany would stop acting as a stooge for questionable governments by arresting journalists on their behalf, as it recently did in the case of our respected colleague, Ahmed Mansour, who thankfully has been released.

Raif Badawi continued writing — and still writes today. From prison, he dictated to his wife the foreword to his book of selected blog entries, a volume that was recently published in Germany and will soon be published in the US.

Two or three times per week, he is allowed to call his wife. That means that Raif Badawi will hear about this prize — he will come to know how inspiring he is for us and how deeply we are moved by his fate. But as important as our support is for him,



Raif Badawi is just as important for us. For one, Raif Badawi has opened our eyes.

Seldom has Saudi Arabia's schizophrenia been so obvious as it was on the ninth of January, when Raif Badawi received the first 50 lashes for the propagation of liberal thought on the Internet. Two days before his lashing, Islamist terrorists had murdered several journalists from *Charlie Hebdo* because of their propagation of liberal caricatures. Two days after his lashing, members of the Saudi government participated in a demonstration on the streets of Paris — a demonstration in support of the freedom of speech. Rarely has Saudi Arabia's schizophrenia been so visible.

Raif Badawi is important to us because he has opened our eyes. But he is also important to us as an example to aspire to.

I'm not Charlie. And I'm not Raif Badawi either. Indeed, it would be presumptuous to make such a claim. With each and every one of his blog entries, Raif Badawi risked more than most Western journalists risk during the course of their entire careers. Yet I would like to seek to hold up the cour-

age shown by Raif Badawi as an example I may aspire to. I very much hope that many journalists and activists try to live up to his example and do not cease dedicating themselves to defending the right to free speech.

Raif Badawi has a great deal of support. People in Germany, France, Russia, Tunisia, the Netherlands and the United States have demonstrated on his behalf, 130 European parliamentarians have written to King Salman and 18 Nobel laureates have shown their support. So, too, have many heads of state and government, including German Chancellor Angela Merkel.

In the case of Raif Badawi, our support is particularly important, because in Saudi Arabia there are many who believe he deserves his punishment — his own father, for example. And his wife's family, who filed court proceedings for a forced divorce due to the accusations of apostasy. "God is great!" the spectators cried out as the lashes rained down on his back and legs.

God is great. We currently find ourselves in Ramadan, which is also a month of mercy.

King Salman, the only one who can still pardon Raif Badawi, must now display his mercifulness.

I would like to close with Raif Badawi's last blog entry. It is a quote from Albert Camus: "The only way to deal with an unfree world is to become so absolutely free that your very existence is an act of rebellion."

Ladies and gentlemen, this is the most important prize The Bobs have ever awarded. Raif Badawi, it is a great honor for me to present you with the Freedom of Speech Award. I hope you will soon be able to hold it in your own hands — in freedom.





Wednesday, June 24









Hosted by Deutsche Welle

## Resource wars – Implications for foreign and security policy

### Description

Conflicts over natural resources pose one of today's greatest risks to security. Such clashes often arise in places where abundant resources promise to generate income – paradoxically, in countries that have huge deposits of oil, gas and precious metals. While authoritarian regimes frequently secure their hold on power through the revenue from these natural resources, civil life is more often than not blighted by poverty, corruption, food shortages, poor governance and war. Resource-related conflicts repeatedly lead to population displacement and migration caused by hunger, ethnic or religious strife, human rights violations and environmental destruction.

At the same time, increasing scarcity, growing demand and unequal global distribution of natural resources create a mounting potential for international conflict. Economic upswings in populous emerging economies, combined with an overall growing world population, are leading reasons behind contention over distribution, as more and more countries compete for limited and steadily decreasing natural resources. On top of that, global competition for raw materials in Central Asia, Africa and Latin America is negatively influenced by the confluence of a few powerful companies on the one hand and state monopolies on the other hand; both thwart fair global competition.

We must ask ourselves: What can the international community do to ensure sustainable economic, social and environmental development within the context of the Sustainable Development Goals? How can the world strike a balance between national interests and international responsibility? And what socially responsible global commitments should be made by multinational companies?

### Summary

Dwindling resources and the exploitation of existing resources are problems that need solving, whether through innovation, policy or changes in ways of doing business. As conflicts over natural resources pose one of today's greatest risks to security, the international community needs to ask itself what can be done to ensure sustainable economic, social and environmental development within the context of the Sustainable Development Goals. This was at the core of the panel session's lively debate on a timely topic.

The discussion included members of state ministries and non-governmental organizations who sought to address not only the growing problems presented by finite resources and an increasing population, but also to explore the various means being employed to respond to these issues.

With a population of seven billion, expected to increase to ten billion people by 2050, Franz-Josef Radermacher, Director of the Research Institute for Applied Knowledge Processing and Member of the Club of Rome, sees innovation as the solution to many of these problems posed by limited natural resources. "We have always had resource problems, and we always had fights about resources, but we have very

often solved our problems with innovations," Radermacher said. "We have enormous pressure from not having enough resources given the many people we have and the technology we have. Innovation is at the center of a solution."

Though innovation may be the key to resource protection in the long-term, from a political perspective, the move toward energy and economic independence needs to be near the top of the agenda, not only for developing nations but also for Europe.

"Europe is the biggest importer of energy," said Jan Kallmorgen, Partner, Global Practice, Interel and Co-Founder of the non-profit Atlantic Initiative based in Berlin, Germany. "We spend one billion euros every day on energy imports with a lot of dependency particularly in gas from Russia. Also if you look at the German industry, for example, resources in manufacturing can make up 45% of costs."

To decrease this dependency, Kallmorgen said, the European Union has concentrated its efforts on emissions reduction and cutting back on resource waste. It could, however, benefit increasingly from greater transparency, diversifying supply and the establishment of a common set of rules for all the players involved, whether they be states or companies. "An important component is that everyone has to play by the same rules," said Kallmorgen.

That's something that Lundeg Purevsuren, Mongolia's Minister for Foreign Affairs, knows first-hand based on his country's recent experiences in trying to diversify and obtain greater economic independence. While the country has seen notable progress – in 2012, Mongolia was the leader

in economic growth, with 17.5% – it has discovered along the way that maintaining democratic traditions and remaining transparent during this period of growth is vital.

“Because of information technology, people are now more knowledgeable and well-informed. All the people were asking, what is the economic growth bringing for the ordinary Mongolian citizen. ... During the resource boom time, we guaranteed a lot of cash and social benefits for the people, and now, our poor citizens are demanding them.” That’s why, despite decreasing commodity prices and an economic slowdown, the government of Mongolia is staying true to its promises and investing the profits from the resource boom into its next generation. “The future of the country is not the minerals, it’s the education, it’s the people and the innovation, and therefore we should invest the revenues of the resources from the minerals in the people,” said Purevsuren.

Mongolia is not the only example of a country making progress in ways in which both governments and corporations use resources, as several of the panelists pointed out. Günter Nooke, Commissioner for Africa in Germany’s Federal Ministry for Economic Cooperation and Development (BMZ), drew attention to the use of a code of conduct and the deployment of independent advisors to the Democratic Republic of Congo as another example of ways in which resource exploitation can be prevented. “These resource wars are very rare historically speaking,” said Nooke. “There are but a few incidents of wars that are actually led because of resources ... but usually, as in the Democratic Republic of Congo, it is the other way around: conflicts exist already and conflict parties use natural resources as one means amongst many others to finance themselves.”

While this may sound like a chicken-egg conundrum, one thing the panel made clear is that despite having made great strides to preventing resource exploitation and conflicts based on resource scarcity, still more can be done. “We have to do this in a better way,” said Nooke.

## Moderation



**Dr. Amrita Cheema**  
Anchor and Journalist,  
DW, Germany

## Panel



**Jan F. Kallmorgen**  
Partner, Global Practice, Interel, and Co-Founder,  
Atlantic Initiative,  
Germany



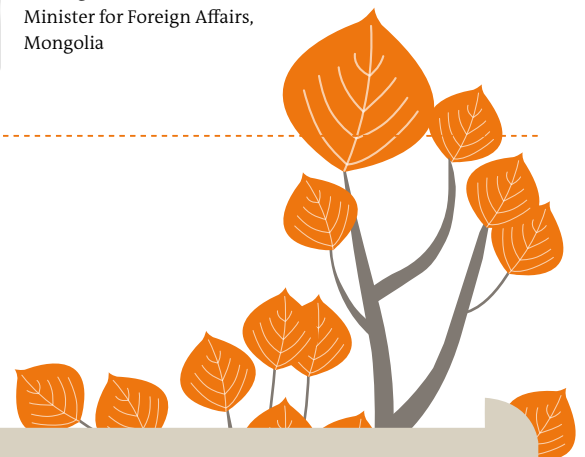
**Günter Nooke**  
Commissioner for Africa of the Federal Ministry for  
Economic Cooperation and Development,  
Germany



**Prof. Dr. Dr. Franz-Josef Radermacher**  
Director, Research Institute for Applied Knowledge Processing  
and Member of the Club of Rome, Germany



**Lundeg Purevsuren**  
Minister for Foreign Affairs,  
Mongolia



**Beatriz Serrano** @Beatriz\_Sercas 24. Juni  
We need political will to get a better deal regarding extraction of [#recourses](#) in [#Africa](#): Günter Nooke [#dw\\_gmf](#)

**Kyle Matthews** @kylecmatthews 24. Juni  
When it comes to avoiding resource wars, challenge “is not innovation, it is sharing” [#ws33](#) [#dw\\_gmf](#)



*Hosted by Germany's Federal Ministry for Economic Cooperation and Development*

## The human right to freedom of religion in the digital age – Implications for its protection and implementation

### Description

Freedom of religion or belief is a fundamental human right and guarantees cultural and religious diversity. However, challenges and restrictions persist worldwide. The media can play a crucial role in fostering mutual trust among various religious groups. There is a risk, however, that social media in particular can be misused.

### Summary

Panelists agreed that the role of the media was to show the truth. To this end, Theodor Rathgeber, an author and independent expert on human rights and development policy from Germany, stated that a public space free from discrimination had to be provided by states.

Caja Thimm, Professor for Media Science and Intermediality at the University of Bonn, Germany, pointed to the importance of both traditional and social media – each being useful in different country contexts.

Ludovic Kanga, Secretary-General of the "Plateforme des Confessions Religieuses de Centrafrique", presented the work of the Central African Republic's religious leaders who are developing an interreligious radio program.

Michel Daccache of the Forum for Development, Culture and Dialogue in Lebanon shared his experience with a mobile peace app connecting activists of various confessions.

Yakubu Joseph from Nigeria, Research Coordinator at the International Institute for Religious Freedom in Germany, concluded, that traditional and social media were often complementary and that it was essential to educate people about how to use them well.

## Panel



**Prof. Dr. Caja Thimm**  
Professor for Media Science and Intermediality,  
Head of Media Science, University of Bonn,  
Germany



**Michel Daccache**  
Youth Program Coordinator,  
Peacebuilding and Conflict Resolution Program,  
Forum for Development Culture and Dialogue,  
Lebanon



**Ludovic Kanga**  
Secretary-General, "Plateforme des  
Confessions Religieuses de Centrafrique"  
Central African Republic



**Dr. Theodor Rathgeber**  
Author and Independent Expert on Human Rights  
and Development Policy,  
Germany

## Moderation



**Anne Allmeling**  
Freelance Journalist for DW,  
Quantara.de – Dialogue with the  
Islamic World, WDR,  
Germany



**Diana Negrea** @DianaNegrea June 24  
Digital literacy is crucial. There are no 'digital natives'.  
We need to learn how to use tools [#dw\\_gmf](#) [#WS34](#) @  
[CThimm](#)

**Kyle Matthews** @kylecmatthews June 24  
Woman from Iraq says religious conflict started by male  
clergy, poisons minds with hate. Should focus on them  
as problem [#ws34](#) [#dw\\_gmf](#)

**Kyle Matthews** @kylecmatthews June 24  
Nigerian speaker talks about keeping youth away from  
Boko Haram's "Dangerous ideology" Increase of Inter-  
net access an issue. [#ws34](#) [#dw\\_gmf](#)

**Global Media Forum** @DW\_GMF June 24  
"@DW\_GMF: Telling one part of the story. Closing the  
gap. Exchanging ideas. @RisiMarcelo" [#ws36](#) [#dw\\_gmf](#)



Hosted by Goethe-Institut

## How do culture journalism and digital media contribute to societies in transition?

### Description and summary

Culture and new communication technologies play a particularly central role in countries where political unrest has hampered international projects and relations. Cultural reporting is essential to social dialogue. How can print and online media report on cultural issues in the midst of complex political processes of change? Which research sources can be used? And what role does culture play in Arabic media as compared to German media?

The panelists focused primarily on the following aspects of cultural journalism:

– What role do developments play in these countries in the context of digital media?

– How much impact does the interconnectivity of international media have on events in a given country or region? What role do cultural journalists have in this process?

– Which initiatives can cultural journalists support through their work and in their role as stakeholders in civil society?

– What role can international organizations play, particularly in the fields of foreign cultural policy and education?

Culture journalists and civil society representatives from the Arab region discussed these issues and reported about their specific efforts in the media.

### Summary

A centerpiece of the panel discussion was the relationship of cultural journalism and its political impact. While there was agreement about the responsibility and the power of culture for social and political change, it was emphasized that culture also has a value in itself. Reducing it to its purely political function bears the risk of losing other important functions of culture, such as the aesthetic part.

The impact of digital media on the work of cultural journalists was discussed with a degree of ambivalence. On the one hand, social media are perceived positively – as a vehicle for reaching larger audiences in an unfiltered, uncensored and inexpensive way. On the other hand, due to the business models behind digital distribution, journalists are increasingly dependent on click-rates. “Cultural reporting is increasingly taking the form of three-line dispatches,” said Radouane Addala of Tunis. “More and more, journalists are becoming Search Engine Optimization experts, marketers, or merely content producers.”

The journalists on the panel suggested countering the risk of loss of quality media in the digital age by providing more context and seeing themselves as archivists of culture.



## Panel



**Radhouane Addala**  
Freelance Journalist and Producer,  
Tunisia



**Rowan El Shimi**  
Culture Journalist, Ahram Online,  
Mada Masr Media, taz,  
Egypt/Germany



**Sami Rustom**  
Culture Journalist, Sham.fm, taz,  
Syria/Germany



**Wafaa Al Badry**  
Freelance Online and TV Journalist,  
Egypt

## Moderation



**Dr. Jörg Schumacher**  
Head of Communications  
Department, Goethe-Institut,  
Germany



**Silvana Summa** @SilvanaSumma June 24  
People are moving to low quality #content because  
[#journalists](#) focus on big news, not on [#culture](#) &  
people stories [#dw\\_gmf](#) [#WS35](#)

**CongressActivistsUA** @CongressActivUA June 24  
[#ws35](#) [#dw\\_gmf](#) journalist couldn't be activist, you  
couldn't take action, but you couldn't stay passive



*Hosted by Ibero-American General Secretariat (SEGIB)*

## Public broadcasting and development: Latin America shows how to do it!

### Description

We live in times of increasing concentration of (private) media power and vertical integration of content providers. Far too often, information has to take a backseat if it does not directly contribute to attracting publicity. Can public broadcasting find a middle way?

The Ibero-American Satellite TV Channel will start operating at the end of 2015. As a result of the XXIV Ibero-American Summit of Heads of State and Government (Veracruz, Mexico), the 22 countries of the Ibero-American Community agreed to

launch the channel as a basis for the Digital Cultural Agenda for Latin America.

The TV channel aims to give a voice to the region's rich diversity and serve as a communications and education vehicle for the crafting of Latin America's development policy.

Can governments support an alternative media model? How can the temptation of political interference be avoided? The Ibero-American General Secretariat (SEGIB) invited conference participants to join this workshop to address these pressing questions. Attendees debated the role of public broadcasting in today's media environment and discussed the challenge of editorial independence.



### Moderation



**Marcelo Risi**  
Head of Media Relations,  
Ibero-American General Secretariat (SEGIB),  
Spain

### Panel



**Miguel Molina**  
Journalist and  
Communications Coach,  
Switzerland



**Malik Ayub Sumbal** @ayubsumbal June 24  
[@DW\\_GMF](#): Telling one part of the story. Closing the gap. Exchanging ideas. [@RisiMarcelo](#) #ws36 #dw\_gmf

**Global Media Forum** @DW\_GMF June 24  
Telling one part of the story. Closing the gap. Exchanging ideas. #ws36 #dw-gmf







Hosted by Free Press Unlimited and the Project on Organizing, Development, Education and Research (PODER)

## Digital media, citizen journalism, and whistleblowing: Overcoming the challenges of national security and corporate capture in 2015

### Description

In today's digital media environment, whistleblowing has taken center stage. From WikiLeaks to Chelsea Manning to Mexico's "Aristegui-gate", much attention has focused on the anonymity of whistle-blowers and the security of filtration systems. These cases and many more would have been impossible without tools like the TOR browser, PGP e-mail encryption, the Tails safe operating system and the anonymous online platform GlobalLeaks. Beyond mere digital curiosities, these tools are becoming the staples of digital journalism, particularly in the context of national security.

This session delved into the use of secure filtration systems for journalists and whistle-blowers, how they help improve citizen

journalism, and some innovative applications by civil society in The Netherlands, Mexico, and beyond.

### Summary

Free Press Unlimited's presentation focused on the need for digital protection for and by journalists, not only for themselves, but also for their sources. This is a global problem, which should be addressed by journalists themselves and their organizations. Free Press Unlimited (FPU) is developing tools that enable journalists and whistle-blowers to communicate safely. Good examples of this are the leaks platforms FPU has initiated in The Netherlands, Mexico and countries in Africa.

Representatives from the Project on Organizing, Development, Education and Research (PODER) described the background to their organization, which originated in a two-year investigation into impunity. They focused on true accountability, which led to a stake capture phenomena which they referred to as "crony capitalism": only 38 people in Mexico control 60 businesses that in turn account for 41% of the country's Gross Domestic Product. Despite some transparency laws, no one can get the whole picture without direct access to corporate boards. One solution is the Who's Who Wiki. Another solution could be MexicoLeaks.

Who's Who Wiki is about sharing information on corporate relationships, which in turn can hopefully provide more insight into the types of connections business-people have and with whom.

MexicoLeaks is a secure option for whistle-blowers. The media that participate in the platform have arranged that they must agree on the subjects to be published. Two days after its launch, the platform triggered what became known in Mexico as #AristeguiGate. Journalist Carmen Aristegui was fired from MVS Radio because of MexicoLeaks and the affair drew much media attention. In the first few weeks, the platform received hundreds of leaks on political scandals.

Pedro Noel of the Association Whistle-Blowers Press (AWP) described the non-governmental organization's activities in Spain and Ecuador. AWP was involved in the training and preparation of MexicoLeaks. Noel emphasized the importance of linking the leaks platform to social networking sites to give it more publicity. He also touched on a delicate subject: journalists like to work with sources they know, but this secure leaks platform ensures anonymity for whistle-blowers. For security reasons, the platform is not hosted in the country itself.

## Panel



**Benjamin Cokelet**  
Founder and Executive Director, Project on Organizing,  
Development, Education and Research (PODER),  
United Kingdom/United States/Mexico



**Eduard Martin-Borregón**  
Who's Who Wiki Coordinator, Project on Organizing,  
Development, Education and Research (PODER)  
Spain



**Pedro Noel**  
Editor and Co-founder,  
The Associated Whistle-Blowing Press,  
Spain

## Moderation



**Ruth Kronenburg**  
Director of Operations,  
Free Press Unlimited,  
Germany



**Carolin Weisser** @csweisser June 24

Even in the Netherlands where Fo Eis appreciated, whistle-blowers are not protected [#ws37](#) [#dw\\_gmf](#)

**Phil Osof** @PhilOsof June 24

Pedro Noel just gave us a short insight how to start a whistleblower platform and important aspects you have to know about [#dw\\_gmf](#) [#ws37](#)

**Natalia Szostak** @szosto June 24

'Most of the laws protecting journalist sources are out-of-date because of the digital revolution' - [@guyberger](#) comment at [#ws37](#) [#dw\\_gmf](#)

**Loveday Wright** @LovedayWright June 24

Only around 100 countries have laws protecting journalists and their sources, but even these are out-of-date in digital age [#ws37](#) [#dw\\_gmf](#)



*Hosted by the Interdisciplinary Latin America Center (ILZ), University of Bonn*

## The media and conflicts around natural resources in Latin America

### Description and summary

Opposing worldviews between indigenous communities and transnational corporations on the one hand, and corruption within government agencies on the other hand, result in myriad conflicts. For centuries, disputes have erupted over the use of land,

water and natural resources, such as oil, natural gas and gold.

The natural abundance of resources in many Latin American countries has been one reason for a number of wars ever since the conquest and colonization of the continent. The Amazon region is not only home to a large segment of the world's biodiversity, but also plays an important role for the global climate. Hence, conflicts in the region affect everyone on the planet.

This session focused on the role of the media in exposing corruption, moderating conflicts and raising public awareness around the world.





### Moderation



**Dr. Clara Omland**  
Senior Fellow, Interdisciplinary  
Latin America Center (ILZ),  
University of Bonn,  
Germany

### Panel



**Gustavo Mohme Seminario**  
Publisher, La Republica,  
President, Inter American Press Association,  
Peru



**Global Media Forum** DW\_GMF June 24  
Join us at [#dw\\_gmf](#) [#WS38](#) to discuss media's role in  
raising public awareness about conflicts around natural  
resources in [#Latinamerica](#)



Hosted by *Ärzte ohne Grenzen / Médecins Sans Frontières (MSF)*

## Access to and availability of essential medicines

### Description

Médecins Sans Frontières (MSF) aims to bring the best medical care possible to some of the most disadvantaged people on earth. Its medical teams, however, are often hindered in delivering that optimized care. Some of the reasons that people die from diseases like AIDS, tuberculosis, sleeping sickness and other tropical diseases are that life saving essential medicines are either too expensive, not available because they are not seen as financially viable, or because there is virtually no new research and development for neglected diseases. Also, existing medicines, vaccines and diagnostics are often not adapted to the needs of patients in developing countries.

The Ebola outbreak has brutally shown how urgently change is needed. No drug or vaccine has yet been approved for Ebola, and there is a critical need to accelerate the development of new tools to prevent, diagnose and treat the disease. Since within the current system, drugs and diagnostic tests are being developed on the basis of their

future market potential rather than on patients' needs, there is a structural problem that needs to be tackled. Addressing this market failure is a global political challenge.

What we need is change, not charity. During this workshop, MSF representatives provided an overview of the current challenges and obstacles and presented the organization's work to stimulate research and bring prices down. The panelists also discussed possible solutions.

### Summary

The panelists presented key challenges of the Access Campaign's work, aiming to push for increased access to, and the development of, affordable and effective medicines, diagnostic tests and vaccines for diseases that affect people in MSF programs and beyond.

Helle Aagaard, EU Policy and Advocacy Advisor for MSF's Access Campaign, explained how trade agreements could jeopardize access to medicines, like in the case of India, "pharmacy of the developing world," where the EU puts pressure on the country's ability to produce generics. India's public health oriented intellectual property (IP) laws made the generic competition possible that drove first-line HIV drug prices down by 99%. Stricter IP laws would lead to extended monopolies for pharmaceuticals and delayed generic

competition, resulting in higher prices for millions of people in developing countries relying on Indian generics.

New models were discussed to stimulate medical innovation and collaborative frameworks to develop new treatments for neglected diseases like tuberculosis. New treatments are needed, especially for drug-resistant forms.

Stirred by questions from the audience, the lack of transparency regarding drug pricing was discussed, resulting in an understanding that governments and pharmaceutical companies need to be held accountable for and be asked inconvenient questions about this issue.

## Panel

**Sabrina Göddertz**

Student Assistant, Access Campaign Germany,  
Ärzte ohne Grenzen e. V./Médecins sans Frontières,  
Germany

**Helle Aagaard**

EU Policy and Advocacy Advisor, Access Campaign,  
Médecins sans Frontières,  
Belgium



**Global Media Forum** @DW\_GMF June 24  
[#WS39](#) [#dw\\_gmf](#) [#MSF](#) "There is an urgent need to  
push funding to finance R&D activities for medicines  
upfront"

**Global Media Forum** @DW\_GMF June 24  
Studies show that 65 percent of the medicines that are  
being put out on the market are not new [#WS39](#)



## Keynote address

### Dr. Scilla Elworthy

Founder of the Oxford Research Group and Peace Direct, Co-founder of Rising Women Rising World, and Councillor of the World Future Council, United Kingdom

Excerpts from the speech given by Scilla Elworthy on “How business people can devote their skills to the good of the planet.”

Ladies and gentlemen,

I was asked to talk about how business people can devote their skills to the good of the planet. But before I pose the ‘how?’ question, I want to invite you to examine the ‘why?’ they should do this and ‘what?’ they might do. So let’s start with the ‘Why?’ ...

The richest 300 people in the world now have more wealth than the poorest three billion. That’s nearly half of humanity – and a perfect recipe for violence. And we are ruining our planet at a faster rate than most people can imagine – large parts of it are becoming uninhabitable. Soils and forests are disappearing, disastrous crises lurch through unstable financial markets and the disenfranchised vent their anger at oppressive governments. An economic system rewards the greedy and amoral, and more than a billion people – no longer able to support themselves in rural areas – are swarming towards cities where there is no work for them ...

Moving to the second reason why it’s in the interest of the existence of the planet is that millennials don’t want to work for dated companies. By 2020, those born

between 1980 and 2000 will form 50% of the global workforce and will be the largest consumer class ... A recent survey showed that millennials have four major priorities:

**Planet:** Millennials worldwide consider environmental protection, addressing climate change, resource scarcity and biodiversity loss as their No.1 priority.

**People:** Inequality of income and wealth and unemployment are their next concerns.

**Purpose:** Personal and professional development, coaching and learning are important for more than 50% of millennials. They prefer to work with organizations that are ethical, transparent and investing in their staff.

**Profit:** This is the lowest priority for most millennials globally. They only consider it important in as far as it sustains their costs and standard of living ...

I advise the executive teams of large corporations, and what these executives – apparently at the top of their game – tell me, leaves me in shock. Many feel so stressed by daily pressures that their physical symptoms are alarming. They’ve reached the point where they actually feel that key performance indicators (KPIs) have become meaningless – meaningless to their staff. And values have become empty concepts ... They feel that the moral compass has disappeared ...

Now moving on to the ‘What?’ What are some of the options for devoting business skills to the good of the planet? First of all, prioritizing social and environmental

entrepreneurship. The dominant ideology of corporate business to date is largely understood to mean that corporate boards have a duty to shareholders to maximize profit and investor returns. But profit, as we know, comes at a price to the environment, to society’s needs as a whole, and to the health of employees ... Secondly, what business can do is to mandate ecologically intelligent design and production ... Companies need to fundamentally rethink the design and manufacturing of their products. By using ecologically intelligent policy, they can meet new industry standards that would be rewarded by the marketplace.

Thirdly, they can encourage value-based sustainable consumption. Unprecedented production capacities and the rise of the advertising industry have promoted a global consumer culture, which has become the principle means of trying to satisfy human desires and achieving happiness.

This ‘value-free consumption’ is an illusion ... Policy-makers must now encourage consumers to make ‘value-based’ consumption choices that don’t threaten our shared future ...

Now to the ‘How?’ How can business people devote their skills to the good of the planet? First of all, educate your teams in global realities ... To observe and confront the facts enables us to see the unworkability and the consequences of our actions ... The current state of the world is often painful to confront, and profoundly disturbing to absorb. Nevertheless, it’s essential, to my way of thinking, that we confront these facts if we are going to change how we live and what we do.

Providing your staff, if you’re an employer, with news stories that illustrate the state of the planet and the realities of life in other cultures will enable them not only to understand and support your sustainability strategy, but also to contribute to its development. So you get a completely different current of energy and action sweeping through your company.

Secondly – and I think this is my favorite – install a ‘Guardian of Future Generations’ on your board. Here again I’m talking about millennials – people born between 1980 and the year 2000 ... One of the roles of these guardians of future generations will be to ensure, at board level, knowledge of, and compliance with, the renewed United Nations Sustainable Development



Goals. There will then be a network of these guardians of future generations so they're able to link and align their perspectives, and to leverage responsibility and reward for the effective achievement of such goals. So they'll be using their clout from the board level to alter funding decisions, regulatory reporting, and board/trust appointments. There's no point in appointing a guardian of future generations if they don't have any power, so they must have equal power on the board ...

So what these guardians of future generations would be doing is to replace the notion of 'owning' resources with the only viable policy for the future – which is 'stewardship' of natural resources: looking after the planet. Taking care of the Earth and enabling it to regenerate.

My second-to-last point would be for corporations to develop and publicize a sustainability strategy. Corporate Social Responsibility programs now produce yawns because they're seen as nice words on paper and not as action. Alert companies are now building sustainability strategies that have teeth, by appointing an advisory board of innovative experts who are highly respected in their field, and able to design policies that are fit for purpose – for example policies for environment, carbon emissions, resource scarcity or labor conditions in low-wage countries.

Here's a story to illustrate: Jochen Zeitz is one of my heroes. Now Chairman of the Kering board's sustainable development committee and a founder of The B Team with Richard Branson, he has a track record in pioneering new values when he was chairman of Puma, the company he led

with major success for 18 years. Picture this: The scene is a monastery in Banz in southern Germany. Under the ancient arches of a large refectory are the leaders of non-governmental organizations specializing in fair trade, ethical sourcing, and environmental responsibility. Instead of lecturing from the rostrum they are instead huddled in small groups deep in deliberation with the executives of Puma sportswear.

I witnessed this two-day dialogue arranged annually by Jochen Zeitz when he was CEO of Puma, so that his team could have face-to-face conversations with their fiercest critics. Real listening was taking place. The effects were evident on the final evening, when Zeitz (who is a firm believer in quantifying impacts) asked the entire gathering a question. He said: "As CEO I am aware that – although we've done a great deal better than most – we've hardly yet scratched the surface of the actions we as a company need to take to be ethical, sustainable, and fair. My question to you is: Should I say this when I release our annual figures to the press next week?" Urgent murmuring in the room, culminating in a consensus that yes, he should do this, even at the risk that the share price might wobble. He did. It didn't.

So, coming to my final 'How?' point is: to meet the expressed need for meaning and purpose at work. I am certain that a different future for all of humanity is possible, if leaders wake up. Interestingly, this is beginning to happen now in some parts of the corporate world. Reflection, mindfulness and inner work are now seen as essential tools in many leading companies, extensively featured in *The Financial Times*

and on the cover of *Time Magazine*. But waking up means more than sitting quietly in meditation.

It means the kind of self-awareness and self-knowledge that can only be acquired by a process of honest self-questioning. Let me give you an example. Working recently with the global executives of a major international company, I asked them to undertake an exercise sitting in pairs for 40 minutes. They were required to keep eye contact, and to listen intently while their partner answered questions like: "What's disturbing you in your life?" "What are you yearning for?" "What's your highest potential?" Each partner took a turn answering, going well below the cognitive to the gut level, and each took a turn listening, which meant giving their partner absolute attention. At first they hated it. Bodies squirmed with the embarrassment of eye contact and personal honesty. But at the end they had a new take on this kind of work. They told me, and I quote: "Fifteen minutes of that kind of communication is worth four hours of discussion."

"That kind of communication" takes a couple of days to learn, and it's then a tool for life. And combined with a radical revision of values and the courage to see beyond personal gain, it's part of the new set of skills that enable businesses to join the shift in leadership that is beginning to take place globally. If the mantra of the 20th century was, "What can I get?" the mantra of this century may well turn out to be, "What can I give?"

Thank you.



## Closing address

**Peter Limbourg**

Director General, Deutsche Welle, Germany

Around 2,300 people from around the world and from a spectrum of industries and professions made their way to this year's Deutsche Welle Global Media Forum. "Media and Foreign Policy in the Digital Age" was the title of the international media congress held at the World Conference Center in Bonn, Germany. This was the eighth in the international broadcaster's series of annual conferences. Summing up the three-day event, DW Director General Peter Limbourg first thanked Scilla Elwor-

thy for her presentation, which he said would be a hard act to follow. Recalling some of the conference highlights, Limbourg referred to moving moments, like the Bobs Awards ceremony, entertaining moments, such as the river cruise, and the many conversations with people from different nations.

This is what sets the Global Media Forum apart, he said. Emphasizing two main themes that stood out this year, Limbourg said that many of the discussions in the 34 workshops echoed a general consensus that high-quality media is indispensable to foreign-policy processes and diplomacy: "It is the anchor or rather the navigational markers guiding us through a sea of useless questionable information." Quality media is built on the foundation of a strong internal compass – taking a clear stance, he said. "By simply going with the flow of the mainstream, you run the risk of losing relevance. Stance is based on values. The digital age is also an era of competing values systems – a struggle which predominantly plays itself out through the media."

A recurring theme among the many media professionals attending the conference was the threats to freedom of speech and freedom of the press around the globe, and efforts in authoritarian systems to suppress unwanted information or drown it

out. "The challenge is to respond to this not with mere counter-propaganda," Limbourg said, "but to respond with bold, surprising, fresh and well-founded journalism."

Limbourg noted that Deutsche Welle's response to the global competition to shape public opinion is to inform it, for example with the launch of its revamped and more comprehensive news programming. The Director General concluded by thanking the Global Media Forum's partner associations and organizational team for their support and hard work. In particular he thanked the conference co-host – the Foundation for International Dialogue of the Sparkasse Savings Bank in Bonn – and Germany's Federal Foreign Office, the Federal Ministry for Economic Cooperation and Development, the City of Bonn and the Robert Bosch Stiftung for their support. "Without them, we wouldn't have a conference," he said.

Limbourg noted that many of the discussions this year "made it clear how essential the triad of media, freedom and values is to peaceful coexistence in our globalized world." In keeping with tradition, he announced the theme of the 2016 Global Media Forum: "Media. Freedom. Values." which will be held June 13 – 15, 2016, in Bonn.



**Gabriela Motroc** @gabriela\_motroc June 24  
Powerful speech delivered by Dr. Elworthy during GMF!  
Hope giant companies are listening now! #dw\_gmf

**Hamadou Tidiane SY** @tidianeouestaf June 24  
Inspiring speech by @ScillaElworthy, I wish everyone  
could hear! No doubt world shall survive #dw\_gmf







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