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forum

# Global Inequalities

June 11-13, 2018 | Bonn, Germany

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### Dear guests of the Global Media Forum,

Welcome to the 11th edition of the Deutsche Welle Global Media Forum! This year Deutsche Welle celebrates its 65th anniversary as Germany's international broadcaster. As journalism and the media undergo tectonic shifts, there's no better occasion to take stock of our values and look towards the future.

That's why this year's thematic focus, Global Inequalities, is so timely. As we move into a digitalized world, it becomes more and more important to shed light on all dimensions of inequality, and to strive towards solutions: A difficult, yet vital mission for media and civil society.

With the best and the brightest decision makers and influencers from more than 120 countries joining us for panels, round-table discussions, workshops and skill-sharing sessions,

I'm confident there's no better arena to address the hard questions: Are media up to understanding the dimensions and effects of inequality? How can technology really be a galvanizer and equalizer, providing equal access to knowledge, power, and participation?

I am grateful to the highly regarded speakers, experts and innovators from the realms of journalism, media development and foreign policy for sparking debates and guiding discussions. Above all, I am grateful to you, the participants, for joining us in Bonn to share knowledge and to learn from one another—you are what makes the Global Media Forum a truly unique opportunity to forge connections, foster dialogues, and find solutions.

Welcome to Bonn! Herzlich willkommen in Bonn!



Peter Limbourg  
Director General of Deutsche Welle

Many thanks to

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**European Economic and Social Committee**

**[www.eesc.europa.eu](http://www.eesc.europa.eu)**



The European Economic and Social Committee (EESC) is a unique forum for consultation, dialogue and consensus between representatives of "organised civil society", including employers, trade unions and other organisations.

Based in Brussels, the EESC is made up of 350 members from the 28 EU Member States who are organised in three groups: Group I: Employers, Group II: Workers and Group III: Diversity Europe

The Committee has three key tasks:

- to advise—via its opinions - the European Parliament, the Council and the European Commission;
- to ensure the views of civil society organisations are heard in Brussels;
- to support and strengthen organised civil society both inside and outside the EU.

To learn more about the EESC, visit our website: [www.eesc.europa.eu](http://www.eesc.europa.eu)



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**Welcome to Germany's UN City and  
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For more than two decades, the UN is shaping a sustainable future in Bonn – surrounded and supported by key players in government, academia, media, business and civil society. Bonn is a perfect place to discuss the role of the media with respect to freedom and to immaterial values, as laid down in the Sustainable Development Goals. This is where best practice, dialogue and inspiration meet!

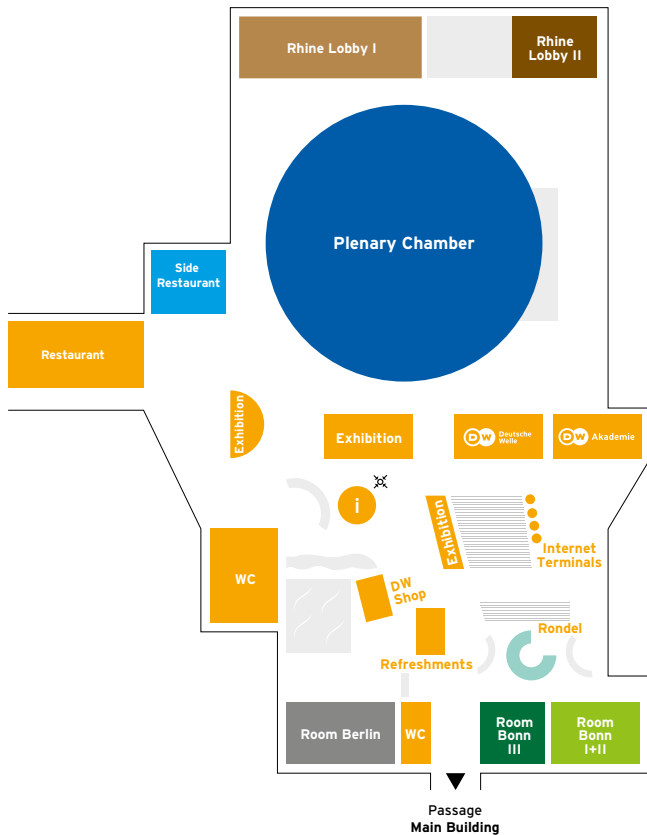
Enjoy a state-of-the-art conference environment, excellent networking opportunities, a huge choice of recreational and cultural offers and the scenic landscape of the Rhine Valley!  
Enjoy Bonn!

# Site Plan | Plenary Building

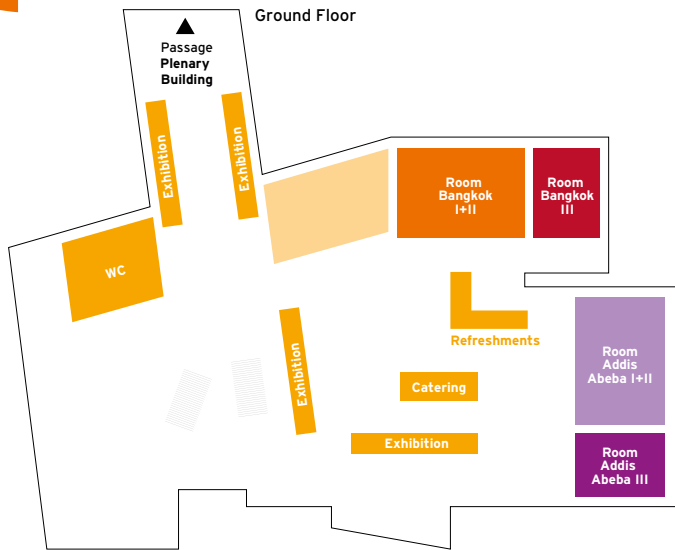
1st Floor



## Ground Floor



# Site Plan | Main Building



42

Rooms

Session Number

Plenary Chamber

Room Bangkok I+II

Room Bangkok III

Room Addis Abeba I+II

Room Addis Abeba III

Room Bonn I + II

Room Bonn III

Room Berlin

Side Restaurant

Rondel

Rhine Lobby I

Rhine Lobby II

# Program Overview | Monday, June 11

8:00 a.m.	Registration									
10:00 a.m.	<p><b>Opening:</b> <b>Peter Limbourg</b>, <i>Director General, Deutsche Welle, Germany</i></p> <p><b>Welcome Address:</b> <b>Armin Laschet</b>, <i>Minister President, State of North Rhine-Westphalia, Germany</i></p> <p><b>Keynote:</b> <b>Mariya Gabriel</b>, <i>Commissioner for the Digital Economy, European Commission, Bulgaria</i></p>									
11:00 a.m.	<p><b>Keynote:</b> <b>Michelle Müntefering</b>, <i>Minister of State at the Federal Foreign Office, Germany</i></p> <p><b>Impulse:</b> <b>Tom Buhrow</b>, <i>Director General, Westdeutscher Rundfunk Köln (WDR), Germany</i></p> <p><b>Music by:</b> <b>Ginni Mahi</b>, <i>India</i></p>									
12:00 p.m.	<p><b>Plenary Session: Media monopolization and the fight for audiences! How to avoid information inequalities in the modern media landscape</b></p>									
1:00 p.m.	Lunch Break									
	Parallel Sessions									
2:30 p.m.	01	02	03	04	06	07	08	09	10	
3:00 p.m.				05					11	
3:30 p.m.	Coffee Break									
4:00 p.m.		12	13	14	15	16	17	18	19	
4:30 p.m.									20	
5:00 p.m.	Break									
5:15 p.m.	<p><b>Impulse:</b> <b>Lucas Chancel</b>, <i>Co-Director, World Inequality Lab, France</i></p>									
5:30 p.m.	<p><b>Plenary Session: How much inequality does a society need—and how much can it tolerate—to develop sustainably?</b></p>									
6:30 p.m.	<p><b>Dinner Cruise</b> <i>Boarding: 6:30 p.m.   Departure: 7:30 p.m. The boat will return at 10:30 p.m.   End: 0:15 a.m.</i></p>									

- 01 Technology against inequality  
*Yusuf and Sumaiya Omar, Founders, #OurStories*
- 02 How can sustainable sourcing tackle inequalities?  
*BMW Group*
- 03 The role of journalistic start-ups in illiberal media systems  
*Friedrich Naumann Stiftung für die Freiheit*
- 04 Health is more than medicine: Moving towards a fairer distribution of care for all  
*World Health Summit*
- 05 The German “Energiewende”—a paradigm for global inequalities?  
*Innogy*
- 06 Film | The rich, the poor and the trash  
*Deutsche Welle*
- 07 Media assistance organizations and their impact on the role of journalists in conflicts  
*Media, Conflict and Democratisation (MeCoDem)*
- 08 Unequal duel: Can free media fight its foes?  
*Robert Bosch Stiftung*
- 09 Reporting terror: Who sees what, when and why?  
*Global Media Forum*
- 10 A European media project for refugees and migrants  
*InfoMigrants*
- 11 Get out of the bubble: The online European press review euro|topics  
*German Federal Agency for Civic Education (bpb)*
- 12 Digitalization and industrial revolution—a chance to reduce inequality and poverty?  
*European Economic and Social Committee (EESC)*
- 13 Unlocking information in Africa  
*Friedrich-Ebert-Stiftung (FES)*

- |    |   |
|----|---|
| 14 | Closing the digital gender gap<br><i>Gender@International</i>   |
| 15 | LGBTI rights and media innovation: Overcoming global inequalities and discrimination<br><i>Deutsche Gesellschaft für internationale Zusammenarbeit GmbH (GIZ)</i> |
| 16 | Global trends in media and culture vs. global inequalities<br><i>United Nations Educational, Scientific and Cultural Organization (UNESCO)</i>                    |
| 17 | Works global and acts local: What is the potential of tourism?<br><i>TUI Group</i>  |
| 18 | Sharing and shaping the future: European societies in the digital age<br><i>Gustav Stresemann Institut (GSI)</i>  |
| 19 | Women's summit in Palestine-Israel: From crisis to opportunity<br><i>Presenza</i>   |
| 20 | Regeneration: The construction of the common<br><i>Archipelago Initiative</i>   |

Plenary Chamber	Room Bonn I + II
Room Bangkok I+II	Room Berlin
Room Bangkok III	Side Restaurant
Room Addis Abeba I+II	Rondel
Room Addis Abeba III	



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People look to journalists  
they can trust, who can put  
context to reality.

MAX HOFMANN | Studio Brussels

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## Program Overview | Tuesday, June 12

8:30 a.m.	Registration									
9:30 a.m.	Parallel Sessions									
	21	22	23	24	25	26	27			
10:30 a.m.	Coffee Break									
10:45 a.m.	Keynotes: <b>Hamid Karzai</b> , <i>Former President of Afghanistan</i> Musical Interlude									
12:00 p.m.	Plenary Session: Threats and opportunities of increasing isolationism to international power relations									
1:00 p.m.	Lunch Break									
	Parallel Sessions									
2:30 p.m.	28	29	30	31	32	33	34	35	37	38
3:00 p.m.								36		
3:30 p.m.	Coffee Break									
4:00 p.m.			41			45		48		
4:30 p.m.										
4:45 p.m.	39	40	42	43	44		47	49	50	51
5:00 p.m.						46				
5:30 p.m.	Break									
5:45 p.m.	Plenary Session: <b>Artivism—mediagenic gentrification or vital awareness raiser?</b>									
6:45 p.m.	Freedom of Speech Award 2018 <b>Sadegh Zibakalam</b> , <i>Professor of Political Science, Tehran University, Iran</i> Music by: <b>Patrice</b> , <i>Sierra Leone/Germany</i>									
8:00 p.m.	Reception at Deutsche Welle's broadcasting center Hosted by City of Bonn and Deutsche Welle									

- 21 TV Show | Peace with the Taliban: A compromise on human rights?  
*Deutsche Welle*
- 
- 22 The power of narratives: How to tell the “whole story”  
*Konrad-Adenauer-Stiftung (KAS)*
- 
- 23 Film | Against me  
*European Endowment for Democracy (EED)*
- 
- 24 Does “better” democracy lead to less inequality?  
*International IDEA*
- 
- 25 Film | Being poor in a rich society—how growing income inequality is dividing the planet  
*Deutsche Welle*
- 
- 26 Global inequalities in the academic world: Researchers under threat  
*Bonn International Center for Conversion (BICC)*
- 
- 27 Inequalities and political participation  
*European Network of Political Foundations (ENoP)*
- 
- 28 TV Show | Shababtalk: Why can't I be who I want to be?  
*Deutsche Welle*
- 
- 29 The extremism – inequalities nexus: The causal relationship between inequalities and extremisms  
*Montreal Institute of Genocide and Human Rights Studies*
- 
- 30 More than just foul play: Racism in football  
*Deutsche Welle*
- 
- 31 How can a political satire TV show surpass the international development norm?  
*Pilot Media Initiatives (PMI)*
- 
- 32 Your next story can be funded by the crowd: A workshop on the essentials to crowdfunding success  
*Press Start*
- 
- 33 Film | Bangladesh—The Dawn of Islamism  
*Deutsche Welle*

- 34** Cyberbullying and hate speech: How to fight online harassment  
*Global Media Forum*

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- 35** Help UNESCO to assess how journalism links with the Internet ecosystem  
*United Nations Educational, Scientific and Cultural Organization (UNESCO)*

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- 36** Civil society on the watch: How NGOs bring back the rule of law to Russia and the EU  
*EU-Russia Civil Society Forum*

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- 37** DEMOstream: Using media to advance equality and inclusion in the EU neighborhood  
*European Endowment for Democracy (EED)*

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- 38** The reliability gap: Addressing the inequality of global narratives  
*Global Press Journal (GPJ)*

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- 39** TV Show | From muse to maestra: How female is culture today?  
*Deutsche Welle*

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- 40** Game changers? Women in the media business  
*Deutsche Welle*

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- 41** Navid Kermani: “In search of home and prosperity”  
An Interview  
*Global Media Forum*

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- 42** Robots with press passes: Ethics, artificial intelligence and the future of journalism  
*Aspen Institute*

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- 43** Film | Universal basic income—tools for social transformation  
*Presenza*

---

- 44** Forget populism  
*Democracy Reporting International (DRI)*

45	Are inequalities driving environmental risks? <i>United Nations Bonn</i>
46	Religion: Cause or cure for inequalities in society? <i>Center for International Security and Governance (CISG) and International Institute for Religious Freedom (IIRF)</i>
47	Underreported: Showing and challenging inequalities in the media <i>Global Media Forum</i>
48	Journalism networks across borders for the big global stories <i>Clean Energy Wire and Netzwerk Weitblick</i>
49	Creative tensions: Women-friendly cities <i>Global Diplomacy Lab</i>
50	Voice matters: Trust, but verify! <i>Global Partnership for Social Accountability and Aga Khan University</i>
51	Inequality, education and international cooperation: The DAAD bilateral SDG graduate schools <i>German Academic Exchange Service (DAAD)</i>

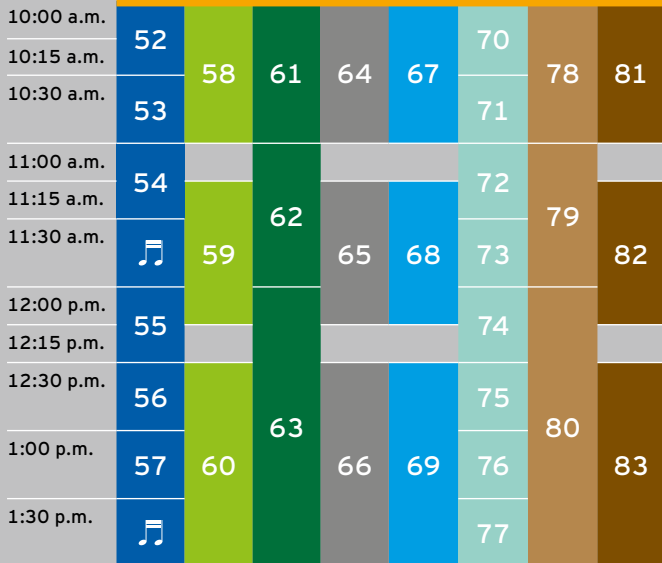
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Room Bangkok I+II	Side Restaurant
Room Bangkok III	Rondel
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Room Addis Abeba III	Rhine Lobby II
Room Bonn I + II	

# Media Innovation Lab Day | Wednesday, June 13

8:30 a.m. Registration

9:15 a.m. **Music by: Anne Clark, United Kingdom**  
 9:30 a.m. **Keynote: Anne Boysen, Founder, After the Millennials, USA**

## Parallel Sessions



2:00 p.m. **Newshack Presentation: Visualizing global inequalities**  
*Deutsche Welle and BBC News Lab*

2:30 p.m. **Plenary Session: Four against fake—media and information literacy in the digital age**  
*DW Akademie*

3:30 p.m. End

- 52 How augmented newsrooms can tackle reporting inequalities  
*Georgie Ndirangu, Senior Presenter and Producer, CNBC Africa, Rwanda*
- 
- 53 Digital (in)equalities: How to ensure equal access for all  
*Nanjira Sambuli, Digital Equality Advocacy Manager, World Wide Web Foundation, Kenya, Emilar Gandhi, Facebook, Public Policy Manager for the Southern African Development Community (SADC) Region*
- 
- 54 The digital identities of our stories: Why context matters in an age of white noise  
*Abhay Adhikari, Digital Strategist and Innovation Consultant, Dhayaan Design, United Kingdom*
- 
- 55 Digital rights: A global action plan  
*Nighat Dad, Founder, Digital Rights Foundation, Pakistan*
- 
- 56 Civil liberties vs dictatorships: PR!/@/RY in a digital age  
*Ramy Raouf, Technologist and Privacy Researcher, Egypt*
- 
- 57 Engagement online: How to transfer information in a digital age  
*Dima Khatib, Managing Director, AJ+, Qatar*
- 
-  Music by  
*Anne Clark, Poet and Music Producer, United Kingdom*
- 
- 58 Virtual reality—democratizing a new medium  
*Vragments and Global Media Forum*
- 
- 59 Story 2020: Social video formats of tomorrow  
*Global Media Forum*
- 
- 60 Alternative network initiatives  
*Alternative Access Network*
- 
- 61 Data journalism skills training: Where to find data  
*Journocode and Global Media Forum*
- 
- 62 Data journalism skills training: Statistics 101  
*Journocode and Global Media Forum*

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|----|--|
| 63 | Data journalism skills training: Data visualization for beginners<br><i>Journocode and Global Media Forum</i>  |
| 64 | Drones in journalism: Uncovering new perspectives?<br><i>Deutsche Welle</i>  |
| 65 | Facebook for journalists<br>What's new with News Feed<br><i>Facebook</i>   |
| 66 | Google fundamentals: Research, investigative and visual journalism<br><i>Google News Lab</i>   |
| 67 | Internet freedom and net neutrality at stake: How to defend digital rights<br><i>Stiftung Entwicklung und Frieden (sef:)</i>   |
| 68 | Navigating cyber challenges of free speech<br><i>The Tahrir Institute for Middle East Policy (TIMEP)</i>   |
| 69 | Artificial intelligence in journalism: Smart technologies for media professionals<br><i>Fraunhofer Institute for Intelligent Analysis and Information Systems (IAIS)</i> |
| 70 | Leveraging technology and media literacy to unlock transversal competences<br><i>Comundos</i>  |
| 71 | Introduction to the Google News Initiative and Google News Lab team<br><i>Google News Lab</i>  |
| 72 | Massive audience engagement through low-tech tools and chatbot technology<br><i>Free Press Unlimited (FPU)</i>   |
| 73 | News.bridge: Automated translation—are we there yet?<br><i>Deutsche Welle</i>  |



74	Fader, VRAppr, Walls AR: Immersive journalism at DW <i>Deutsche Welle</i>
75	Shrinking the page: Mobile strategies to engage “spoilt” audiences and the future of digital news <i>University of Derby</i>
76	Anna in wonderland: Through the looking glass of AI and ethics in our everyday life <i>iRights.lab</i>
77	New media, visual storytelling and the power of people’s voices to achieve the Sustainable Development Goals <i>UN Sustainable Development Goals Campaign</i>
78	Digitalization and polarization of the media: How to overcome <i>Institut für Auslandsbeziehungen (ifa)</i>
79	The female effect: Technology through a gender lens <i>Vodafone Foundation Germany</i>
80	Rocking journalism: Start-ups and talents in media innovation <i>Vor Ort NRW and Media Lab Bayern</i>
81	Instagram for publishers and news organizations <i>Instagram</i>
82	Being human in digital journalism <i>re:publica</i>
83	Lovers gonna love: Combating hate speech online <i>No Hate Speech Movement</i>

Plenary Chamber	Side Restaurant
Room Bonn I + II	Rondel
Room Bonn III	Rhine Lobby I
Room Berlin	Rhine Lobby II

# Meet the Media Makers

## Welcome to the DW Akademie lounge

### Free media training

If you feel uncomfortable giving interviews, making official statements or speaking at public events, DW Akademie's media trainers are here to help! Practice in front of the camera and get feedback from the professionals. They will show you how gestures, body language and poise can help you deliver your message clearly and confidently.

Limited number of slots—first come, first served!

### Meet the experts

Freedom of expression and access to information are human rights. DW Akademie supports free media worldwide and empowers minorities. Our international project managers give insight into their diverse fields of work, from media and information literacy—how to detect and call out disinformation—to training citizen journalists in refugee camps, support for community radios and many more.

Last but not least, test your knowledge with our games and quizzes about media freedom worldwide! Visit us in the foyer of the Plenary Building.

Find out more about DW Akademie at [dw-akademie.com](http://dw-akademie.com)

## Meet Deutsche Welle editors

Fighting fake news from Russia, reporting about creative entrepreneurs in Latin America and analyzing the road to Brexit —these are some of the topics DW editors will discuss with you in the foyer of the World Conference Center. They will give you exclusive insights into the making of their stories for social media, TV, online and radio in 30 languages. A great opportunity to talk to journalists from around the world. Meet the editors in the foyer of the Main Building.

Monday and Tuesday, 1:30–2:30 p.m. and 3:30–4:00 p.m.  
Please check the conference app for more details.

## New(s) production line

Come and get first-hand insights into the latest news production tools. In small, individualized workshops you will get direct insights into the production and use of new technologies and formats that can make your newsroom more digital, efficient and interactive.

Workshop are running on a rolling first come, first served basis.

Wednesday, 10:00 a.m. – 2:00 p.m.  
Please check the conference app for more details.



“Every day journalists are in search of the truth—often under great personal risk. They report on corruption and crises around the globe and give people a voice who would remain unheard otherwise. They deserve great acclaim. German development cooperation together with Deutsche Welle Akademie supports journalists’ dedication to freedom of expression and promotes access to information, media diversity and social participation in developing countries.”

*Dr. Gerd Müller, German Federal Minister for Economic Cooperation and Development*



Federal Ministry  
for Economic Cooperation  
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Reinvent Local Media supports the development of journalism startups in North Rhine-Westphalia. Our program in 2018 includes idea sprints, hackathons and fellowships.

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[www.vor-ort.nrw/reinvent-local-media](http://www.vor-ort.nrw/reinvent-local-media)





The Facebook Journalism Project is proud to support the Global Media Forum.

# Publishing Information

## **Organization**

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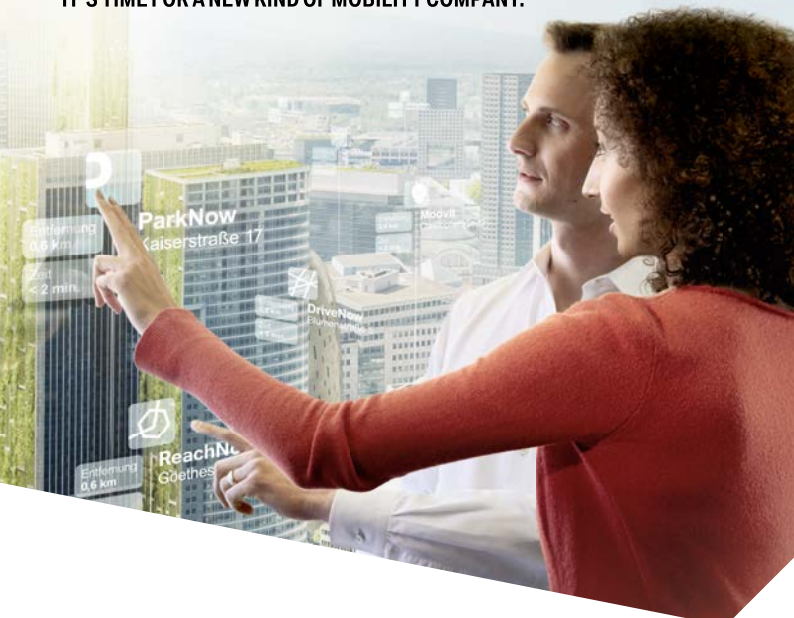
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The "Foundation for International Dialogue of the Sparkasse in Bonn" was launched in 2005 in order to promote international discussion and foster cooperation in the Federal and UN city of Bonn. Bonn is an international and cosmopolitan city and thus has a unique position amongst other German cities. The city and the region of Bonn therefore have the best potential to become a place for international dialogue.