



CULTURE. EDUCATION. MEDIA. SHAPING A SUSTAINABLE WORLD

We are all part of a global society overflowing with information that can be accessed practically anywhere and at any time. We are also confronted with a chilling statistic: Approximately 850 million people around the world are illiterate, most of them in crisis regions and war zones. Even in a highly industrialized nation such as Germany, 14 percent of the population is “functionally” illiterate, according to a recent study by the University of Hamburg.

In 2002, the United Nations General Assembly adopted a resolution to declare the ten-year period from 2005–2014 the Decade of Education for Sustainable Development. Taking an interim look reveals that the matter has lost none of its relevance. It is increasingly evident that education, culture and upbringing form the key to peaceful co-existence and a sustainable future.

Initiatives and campaigns around the world don't limit themselves to the transfer of knowledge; they aim to firmly anchor sustainable values in education systems.

The 2012 Deutsche Welle Global Media Forum will examine the role and responsibility of the media with their images and

DEUTSCHE WELLE GLOBAL MEDIA FORUM FROM JUNE 25 TO 27, 2012 IN BONN, GERMANY

messages. How can media contribute constructively to cultural diversity? How can they serve to enhance awareness of the essential importance of education for sustainable development? Can media themselves carry out educational activities? Do they serve as a role model for presenting and conveying educational content?

TENTATIVE SCHEDULE

	Monday	Tuesday	Wednesday
8:30 a.m. - 2:00 p.m.	Registration Welcoming Remarks & Keynote	Registration	Registration
Plenary session:	Ratings versus quality. Media caught between market success and the mission to educate.	Globalization - friend or foe of cultural diversity and intercultural dialogue?	Education and sustainable development - two sides of the same coin?
		Workshops	Workshops Closing ceremony
2:00 - 5:30 p.m.	Workshops	Workshops	Reception
5:30 p.m.	Boat trip 	BOBs award ceremony	
6:30 p.m.		Reception	

TOPICS INCLUDE

Right to education and Education For All (EFA)

- The right to education: How to identify violations and successes
- In times of global financial turmoil – How can we finance EFA?
- Armed conflict is a major stumbling block for EFA

Preserving and advancing cultural diversity / World Heritage

- Supporting arts and culture through the media
- Organization cultures and cultural diversity in organizations: Questioning communication and leadership
- Endangered World Heritage sites – Ways out of the dilemma

Political culture and intercultural dialogue

- Christian beliefs and political culture in Europe
- The media of diaspora - Promoting cultural diversity
- Media and ethnic violence: Radio for peacebuilding and conflict transformation

Education for sustainability (cultural, economic, political, social)

- Twenty years after Rio: What is left of Agenda 21?
- Involving companies in public information/education campaigns
- Education and gender equality

New approaches to learning (E-learning, social media etc.)

- Social change through storytelling: Entertainment-education
- Bridging the education gap: Mobile phones as tools for education
- Beyond Powerpoint – Non-linear presentation and teaching

Media and education - What can the media contribute?

- Best practice: Educational programs
- Media literacy education: A tool for youth empowerment
- High-performing students from disadvantaged backgrounds



25-27 JUNE 2012
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DEUTSCHE WELLE GLOBAL MEDIA FORUM

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FORUM

PROFILE

The **Deutsche Welle Global Media Forum** is a congress with international reach. It draws media representatives from around the world – including many of Deutsche Welle’s partners – and people from the fields of politics, culture, business, development cooperation and science. In their interdisciplinary exchanges they design approaches to meeting the challenges of globalization in which the media plays a central role.

In June 2011, some 1,600 delegates from more than 100 countries gathered to discuss “Human Rights in a Globalized World – Challenges for the Media”.

The **Deutsche Welle Global Media Forum** offers panel discussions and workshops, interactive presentations and exhibitions, opportunities for conversations and an attractive leisure program. The venue is the World Conference Center Bonn, right next to Deutsche Welle’s headquarters.

Deutsche Welle is Germany’s international broadcaster. Its task is to explain Germany’s role as a cultured European nation with democratic freedoms based on the rule of law, and to promote understanding and exchange between cultures and peoples. Deutsche Welle offers television, radio and Internet coverage in 30 languages. Its programs such as “Global Ideas”, “Future Now” and “Learning by Ear” are also dedicated to presenting solutions for a sustainable world.

CONTACT / CONFERENCE SECRETARIAT

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