

DEUTSCHE WELLE
GLOBAL MEDIA
FORUM

**CULTURE
EDUCATION
MEDIA**

**SHAPING
A SUSTAINABLE
WORLD**



**INTERNATIONAL CONFERENCE
25-27 JUNE 2012 · BONN, GERMANY**

www.dw-gmf.de



CULTURE. EDUCATION. MEDIA - SHAPING A SUSTAINABLE WORLD

We all live in a global society awash with information. Yet we are confronted with a chilling statistic: Approximately 850 million people around the world are illiterate, most of them in crisis regions and war zones. It is becoming increasingly obvious that upbringing, education and culture are key to peaceful co-existence and a sustainable future.

The **2012 Deutsche Welle Global Media Forum** will take place under the patronage of the German Commission for UNESCO. The conference will focus on education in the context of intercultural dialogue and examine the role and responsibility of the media with their images and messages. How can media support cultural diversity? How can they enhance awareness of the imperative of education for sustainable development? Can media themselves carry out educational activities? Are they a role model for disseminating educative content? Answers to these and related questions will be found jointly with a range of partner organizations in around 50 workshops and panel discussions.



SELECTED EVENTS

MONDAY, 25 JUNE 2012

Plenary Session/Media Summit

Ratings Versus Quality: Media Caught Between Market Pressure and the Mission to Educate

GPPAC - Can You Teach People Peace? Is Peace Education Indispensable or Merely an Illusion?

DIE - Intercultural Dialogue on the Challenges of Global Governance

SIGNIS - Through a Child's Eyes: Creating Images with the Next Generation

KAS - The Media's Role in Shaping a Political Culture in the Middle East and North Africa

Boat trip on the Rhine River hosted by DHL

TUESDAY, 26 JUNE 2012

Plenary Session

Globalization: Friend or Foe of Cultural Diversity and Intercultural Dialogue?

German Foreign Minister Guido Westerwelle:
Keynote Address and Discussion

German Commission for UNESCO - Cultural Diversity as a Driving Force for Sustainable Development: Perspectives from the Arab Region

Deutsche Welle - The Algorithmic World View: How Google and Other Search Engines Shape Knowledge and Education

UNWTO - Tourism in the News: Mirroring Globalization and Going Beyond the Evident

BICC - Clicking Facts: How to Get Reliable Data on War and Peace

The BOBs Awards Ceremony

Reception hosted by the City of Bonn



SELECTED EVENTS

WEDNESDAY, 27 JUNE 2012

Plenary Session

Education and Sustainable Development: Two Sides of the Same Coin?

GIZ - Fair Fashion: Education for Sustainable Consumption

Deutsche Welle - Digital Literacy as a Key Factor for Freedom of Speech, Political and Social Activism

BMZ - Gender in Journalism Education and Training

Plenary Session

Deutsche Welle / University of Bonn - The Fight for Knowledge: Opportunities and Risks of Educational Work in Conflict and Crisis Zones

Closing Ceremony

Reception hosted by Deutsche Welle

The complete program and a list of all our partners and guest speakers are available at: www.dw-gmf.de

Registrations	3-day registration*	2-day registration*	1-day registration*
If received by 16 April, 2012	195 €	150 €	95 €
If received after 16 April, 2012	250 €	200 €	120 €
For students and trainees	85 €	65 €	45 €
NGOs		95 €	

* All fees are given in Euros and include 19% value added tax. Conference fees are waived for members of the press.



PARTICIPATING EXPERTS



Christine M. Merkel

has an academic background as a historian and psychologist. She heads the division for culture and communication (Memory of the World Program) at the German Commission for UNESCO, advising the German government and parliament on UNESCO matters.



Denis Goldberg

is a South African social campaigner who was active in the struggle against apartheid. In 1963 he was sentenced to four terms of life imprisonment. In 1995 he founded the development organization Community H.E.A.R.T. to help improve the living standards of black South Africans.



Mohamed Ibn Chambas

the Secretary-General ACP Group in Brussels is a lawyer, diplomat, politician and an academic from Ghana. In 2002 he became the Executive Secretary of the Economic Community of West African States (ECOWAS). Mohamed Ibn Chambas was appointed Secretary General of the ACP Group on 16 November 2009.



PARTICIPATING EXPERTS



© Habiebie Center

Bacharuddin Jusuf Habibie

is an Indonesian engineer and former politician. He served as President of Indonesia from 1998 to 1999. He and his family founded the Habiebie Center, an organization that advocates human rights issues, in Jakarta in 1999.



© FAW/n

Prof. Dr. Dr. Franz-Josef Radermacher

holds doctoral degrees in mathematics and economics and is a professor for databases and artificial intelligence at the University of Ulm in Germany. He has been a member of the Club of Rome since 2002 and of the German National Committee of UNESCO for the UN Decade of Education for Sustainable Development since 2005.

Other guest speakers include **Hans-Jürgen Beerfeltz**, state secretary in Germany's Federal Ministry for Economic Cooperation and Development, **Martin Löffelholz**, director of the International Crisis Communication Research Group, **Mikhail Shvidkoy**, Special Representative of the President of the Russian Federation for the international cultural cooperation, Ambassador for Special Assignments, **Georg Schütte**, state secretary in Germany's Federal Ministry of Education and Research and **Thomas Schirrmacher** of the International Institute for Religious Freedom.



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 play a central role.

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 DW headquarters. **The conference language will be English.**

Deutsche Welle (DW) 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.

25.-27. JUNI 2012
BONN

DEUTSCHE WELLE GLOBAL MEDIA FORUM

CONTACT / CONFERENCE SECRETARIAT

Deutsche Welle Global Media Forum
Kurt-Schumacher-Str. 3, 53113 Bonn, Germany
T +49.228.429-2142, F +49.228.429-2140
gmf@dw.de, www.dw-gmf.de
facebook.com/dw.gmf, twitter.com/dw_gmf
Press: T +49.228.429-2148

VENUE

World Conference Center Bonn (WCCB)
Platz der Vereinten Nationen 2, 53113 Bonn, Germany

PATRONAGE



CO-HOSTED BY



SUPPORTED BY

