

**CULTURE
EDUCATION
MEDIA**

**SHAPING
A SUSTAINABLE
WORLD**

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



CULTURE. EDUCATION. MEDIA - SHAPING A SUSTAINABLE WORLD

Although ever more people are being inundated by information around the world, literacy is still devastatingly low in places, especially in crisis regions. Prosperity cannot unfold where education is lacking. This can no longer be neglected. With the understanding that culture and education are key to shaping a sustainable future, globalization offers opportunity.

It's up to the industrialized nations to put this issue on the global agenda and initiate the necessary action. That requires lateral and public support. This is why the **2012 Deutsche Welle Global Media Forum** will focus on education and examine the role and influence of the media in helping to develop it. How can media contribute to raise awareness about the significance of education for sustainable development? How do they factor in the evolution of cultural diversity? An expected 1,600 participants from around the world will discuss these and related questions in 50 workshops, panel discussions and special events. This year the **Deutsche Global Media Forum** will take place under the patronage of the German Commission for UNESCO.



MONDAY, 25 JUNE 2012

08.30 a.m. Registration

10.00 a.m. Welcoming remarks and keynote addresses

11.00 a.m. Plenary Session 1

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

Can public broadcasters fulfill their statutory mission to promote education and culture - and in these times of infotainment and increasing flows of information, does such an educational mission make any sense? What role does education play internationally and against the backdrop of globalization? Is the quest for good ratings even compatible with the mission to educate? We are "Amusing Ourselves to Death", postulated American media theorist Neil Postman in 1985 in reference to the changing media landscape and its impact on society and education. Back then, there was still no talk of the Internet, social media and computer games.

Plenary participants include Mikhail Shvydkoy, President of the Russian Television Academy Foundation and TV-Host, Charlotte Cole of Sesame Workshop in New York and renowned professor Franz Josef Radermacher

01.00 p.m. Lunch break

02.00 p.m. Workshops

03.30 p.m. Coffee break

04.00 p.m. Workshops

05.45 p.m. Boat trip and dinner hosted by DHL

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



DEUTSCHE WELLE
GLOBAL MEDIA
FORUM



Wardrobe
Workshops



TUESDAY, 26 JUNE 2012

08.30 a.m. Registration

09.30 a.m. Plenary Session 2

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

Of the more than 6,000 living languages around the planet, about 90 per cent will have died out by the end of this century. Unique forms of perceiving and understanding our world will be lost, in many cases without leaving behind even a grammar guide or dictionary. Is globalization accelerating a tendency towards conformity or does it promote intercultural dialogue? This discussion will examine what cultural diversity and intercultural dialogue mean for countries, now and in the near future.

Plenary participants include Christine Merkel of the German Commission for UNESCO, Jorge Sampaio of the UN Alliance of Civilizations and the former President of Indonesia, Jusuf Habibie

German Foreign Minister Guido Westerwelle:
Keynote address and discussion

11.00 a.m. Coffee break

11.30 a.m. Workshops

01.00 p.m. Lunch break

02.00 p.m. Workshops

03.30 p.m. Coffee break

04.00 p.m. Workshops

05.30 p.m. The BOBs Award ceremony

06.30 p.m. Reception at the Art and Exhibition Hall of the Federal Republic of Germany hosted by the City of Bonn



WEDNESDAY, 27 JUNE 2012

08.30 a.m. Registration

09.30 a.m. Plenary Session 3

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

The United Nations Decade of Education for Sustainable Development (2005–2014) is a global initiative that aims to help anchor the values of sustainable development in educational practices around the world. “We regard education as the essential element for development in all areas,” said a representative of the German Ministry for Economic Cooperation and Development, presenting Germany’s new education strategy to the United Nations in the summer of 2011. “Only when people receive a sound education do they have the chance to take control of their own destinies.” What roles do UNESCO and other institutions have in the implementation of education strategies and how should media approach the topic of education for sustainable development?

Participants include philosopher Thomas Pogge; Mahmoud Mohieldin, Managing Director of the World Bank; and Jürgen Boos, CEO of the Frankfurt Book Fair in Germany

11.00 a.m. Coffee break

11.30 a.m. Workshops

01.00 p.m. Coffee break

01.15 p.m. Plenary Session 4

The Fight for Knowledge - Opportunities and Risks of Educational Work in Conflict and Crisis Zones

02.15 p.m. Closing session

03.00 p.m. Reception hosted by Deutsche Welle



PARTICIPATING EXPERTS



Traver Ncube was born in Zimbabwe and is the Chief Executive of South Africa's Mail and Guardian and The Zimbabwe Independent. He is also the Acting Chairman of the Commonwealth Press Union. In 2008 the German-Africa Foundation awarded Ncube for his services to press freedom and democracy.



Theary Seng is a Human Rights Lawyer and the Founding President of CIVICUS: Center for Cambodian Civic Education. The Khmer Rouge killed both her parents. In 2008 Seng made history when she testified against the Khmer Rouge's "Brother Number Two", Nuon Chea.



Dirk Messner is the Director of the German Development Institute in Bonn, Germany. He is member of the EU Commission's Scientific Advisory Board on EU Development Policy. In 2012 the World Bank appointed him to its newly founded Knowledge Advisory Commission.



PROFILE

The **Deutsche Welle Global Media Forum** is a congress with international reach. It convenes media representatives from around the world with experts from the fields of politics, culture, business, development cooperation and academia. The venue is the World Conference Center Bonn, right next to Deutsche Welle headquarters.

The conference language will be English.

Registrations	3-day registration*	2-day registration*	1-day registration*
Participants	250 €	200 €	120 €
Students and trainees	85 €	65 €	45 €
NGOs	95 €	95 €	95 €
Members of the press	-	-	-

* All fees are given in Euros and include 19 percent value added tax

Deutsche Welle (DW) is Germany's International Broadcaster. It depicts the country as rooted in European culture and as a liberal, democratic state based on the rule of law. It promotes exchange and understanding between the world's cultures and peoples. DW fulfills this task with journalistic offers in 30 languages inclusive media support of **DW Akademie**.

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DEUTSCHE WELLE GLOBAL MEDIA FORUM

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VENUE

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

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