

# Monday, June 22, 2015

8:30 a.m.	Registration
10:00 a.m.	<b>01</b> <b>Opening ceremony</b> and launch of DW's new English television channel <i>Welcoming addresses</i> <b>Peter Limbourg</b> , <i>Director General, Deutsche Welle, Germany</i> <b>Prof. Dr. Maria Böhmer</b> , <i>Minister of State, Federal Foreign Office, Germany</i> <b>Dr. Marc Jan Eumann</b> , <i>State Secretary for Federal Affairs, Europe and Media of North Rhine-Westphalia, Germany</i> <i>Keynote address Prof. Monika Grütters, Federal Government Commissioner for Culture and the Media, Germany</i> <i>Ceremonial speech Dr. Georg Kofler, Media Manager, Founder and Chairman of the Supervisory Board, Kofler Energies, Germany</i> <b>Official launch of DW's new English television channel</b>
11:15 a.m.	<b>02</b> <b>Media summit: If it bleeds, it leads — Foreign policy and international crisis reporting</b> <i>Keynote address Günther H. Oettinger, Commissioner for Digital Economy and Society, European Commission, Belgium</i>
1:00 p.m.	Lunch break
2:00 p.m.	Workshops 03 – 07
3:30 p.m.	Coffee break
4:00 p.m.	Workshops 08 – 13
5:30 p.m.	<b>14</b> <b>Plenary session: Reporting on post-conflict societies and frozen conflicts</b> <i>Robert Bosch Stiftung</i>
7:15 p.m.	River cruise and dinner reception <i>Boarding: 7:15 p.m.   Departure: 8:15 p.m.   The boat will return at: 10:30 p.m.   End: Midnight.</i>

## Workshops on Monday

2:00 – 3:30 p.m.		4:00 – 5:30 p.m.
Preserving freedom of speech <i>Deutsche Welle</i>	03 08	Combating extremism in social media — Transnational challenges and (liberal) solutions <i>Friedrich Naumann Foundation for Freedom</i>
Generation transmedia — The way to tell stories today <i>Grimme-Institut</i>	04 09	Beyond social media: How citizens influence foreign policy in democracies <i>Carnegie Endowment for International Peace</i>
70 years of the UN — From the past to the future: Fit for the purpose in the age of digital media? <i>United Nations organizations in Bonn</i>	05 10	Attitude change and media: Techniques for understanding what really makes your audiences tick and how to change their attitudes <i>RNTC/RNW</i>
The political power of digital media in Asia <i>Deutsche Welle</i>	06 11	Involuntary journeys — How to interview refugees in a digital age <i>Dart Centre Europe for Journalism and Trauma</i>
What is media viability and how is it relevant to foreign policy? <i>UNESCO</i>	06.1 12	My human rights in the digital age. A World Café conversation on privacy and freedom of expression <i>Amnesty International</i>
Independent voices or mouthpieces of the rulers? State-controlled and public broadcasters in transition countries and conflict zones <i>DW Akademie</i>	07 13	When emotions run too high — The role of the media in the polarization of conflicts <i>Global Partnership for the Prevention of Armed Conflict</i>

# Tuesday, June 23, 2015

8:30 a.m.	Registration
9:30 a.m.	<b>15</b> <b>Plenary session: Foreign policy in 140 characters: How technology is redefining diplomacy</b> <i>Deutsche Welle</i>
11:00 a.m.	Coffee break
11:30 a.m.	Workshops 16 – 21
1:00 p.m.	Lunch break
2:00 p.m.	Workshops 22 – 26
3:30 p.m.	Coffee break
4:00 p.m.	Workshops 27 – 31
5:30 p.m.	<b>32</b> <b>The Bobs Awards Ceremony</b>
6:30 p.m.	Reception at Deutsche Welle's broadcasting center <i>Hosted by the City of Bonn and Deutsche Welle</i>

## Workshops on Tuesday 11:30 a.m. – 1:00 p.m.

Afric@online — Empowerment or exploitation? <i>Deutsche Welle</i>	16 19	Truth and propaganda: Political reporting in the Russia-Ukraine conflict <i>Konrad Adenauer Foundation</i>
Social media vs. digital jihad <i>The Digital Mass Atrocity Prevention Lab</i>	17 20	The 24/7 news cycle — How can international organizations adapt? <i>Organization for Security and Co-operation in Europe</i>
Bringing people together: The global power of virtual formats in higher education <i>German Academic Exchange Service</i>	18 21	The challenges and opportunities of covering news on the International Criminal Court <i>International Criminal Court</i>

## Workshops on Tuesday

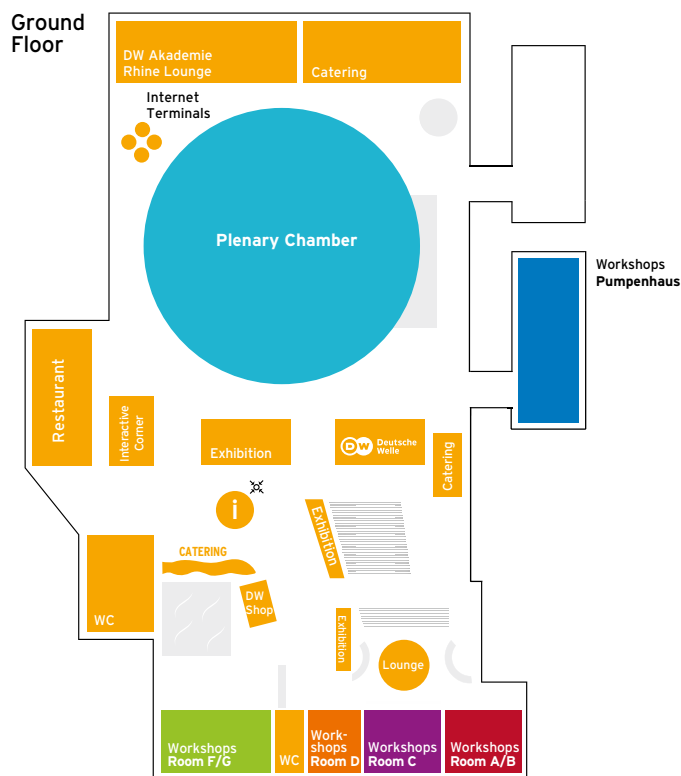
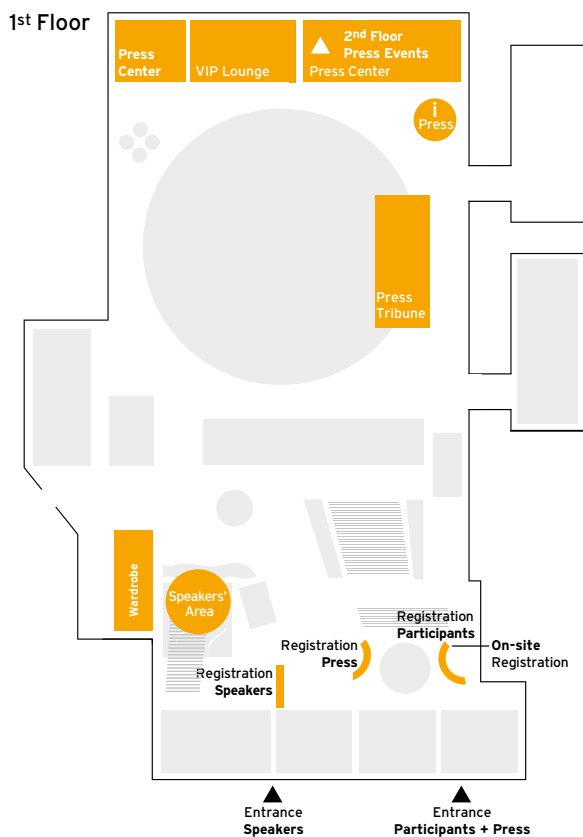
2:00 – 3:30 p.m.		4:00 – 5:30 p.m.
Fighting gun cultures — Challenges for research, practice, diplomacy and the media <i>Bonn International Center for Conversion</i>	22	
Confronting the feminist narrative through digital diplomacy as a tool for peace and international development <i>Voice of Women Initiative</i>	23 27	Beyond hashtags and likes — How to stimulate e-participation in foreign policy <i>Deutsche Welle/Institut für Auslandsbeziehungen ifa</i>
Access to energy in the digital age <i>Energising Development</i>	23.1 28	From landmines to nuclear weapons: The humanitarian approach to disarmament and the role of digital media <i>Pressenza/International Campaign to Abolish Nuclear Weapons</i>
Empowering women through hashtags — New ways to sustainable conflict resolution? <i>Gender@International Bonn</i>	24 29	End impunity of atrocities against journalists: A way forward <i>Reporters Without Borders Germany</i>
24 hours to seal the climate deal: The role of digital media and public mobilization for the UN climate talks <i>CARE Deutschland-Luxemburg e. V.</i>	25 30	Political and crisis communication capacities for civil society and public actors <i>DW Akademie</i>
Conflict in "Kulmeria" — A media and conflict simulation <i>TheVisionMachine</i>	26 31	Local news, global affairs — Playing by the old rules will not work in the new paradigm <i>Ashoka</i>

8:30 a.m.	Registration
9:30 a.m.	<b>33</b> <b>Plenary session: Resource wars — Implications for foreign and security policy</b> <i>Deutsche Welle</i>
11:00 a.m.	Coffee break
11:30 a.m.	<b>Workshops 34 – 39</b>
1:00 p.m.	<b>40</b> <b>Closing ceremony</b> <b>Keynote address</b> <b>Dr. Scilla Elworthy</b> , <i>Three-time Nobel Peace Prize Nominee, Founder: Oxford Research Group, Founder: Peace Direct, Founder: Rising Women Rising World, Councilor of the World Future Council, United Kingdom</i> <b>Closing address</b> <b>Peter Limbourg</b> , <i>Director General, Deutsche Welle, Germany</i>

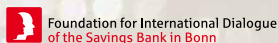
Plenary Chamber	Room A/B	Room C
Room F/G	Pumpenhaus	Room D

## Workshops on Wednesday 11:30 a.m. – 1:00 p.m.

The human right to freedom of religion in the digital age — Implications for its protection and implementation <i>Germany's Federal Ministry for Economic Cooperation and Development</i>	<b>34</b>	Digital media, citizen journalism, and whistleblowing: Overcoming the challenges of national security and corporate capture in 2015 <i>Free Press Unlimited</i>	<b>37</b>
How do culture journalism and digital media contribute to societies in transition? <i>Goethe-Institut</i>	<b>35</b>	The media and conflicts around natural resources in Latin America <i>Interdisciplinary Latin America Center ILZ, University of Bonn, Germany</i>	<b>38</b>
Public broadcasting and development: Latin America shows how to do it! <i>Ibero-American General Secretariat</i>	<b>36</b>	Access to and availability of essential medicines <i>Ärzte ohne Grenzen e. V./ Médecins Sans Frontières, Germany</i>	<b>39</b>



Co-hosted by



Supported by



Robert Bosch Stiftung



In co-operation with



Made for minds.



Media and Foreign Policy  
in the Digital Age