



global
media
forum

Documentation 2014

From Information to Participation
Challenges for the Media

For more information

➤ dw.com/gmf

Photographs from the events

➤ [flickr.com/deutschewelle/collections](https://www.flickr.com/photos/deutschewelle/collections/)

Photos are available upon request from

fotos@dw.de

Follow the Global Media Forum on

a variety of social media networks

➤ twitter.com/dw_gmf

#dw_gmf and #be_part

➤ [facebook.com/dw.gmf](https://www.facebook.com/dw.gmf)

➤ [youtube.com/GMFconference](https://www.youtube.com/GMFconference)

➤ blogs.dw.de/media4sustainability

Audio recording

➤ [soundcloud.com/dwgmf](https://www.soundcloud.com/dwgmf)



International Conference

30 June - 2 July 2014 | WorldCCBonn, Germany

Conference Documentation

From Information to Participation

Challenges for the Media

Monday, 30 June

10 — **Welcoming remarks**

Peter Limbourg

Director General of Deutsche Welle
Germany

12 — **Keynote speech**

Thorbjørn Jagland

Secretary General of the
Council of Europe
France

16 — **Keynote speech**

Bassem Youssef

Political satirist
Egypt

20 — **Keynote speech**

Dr. Mathias Döpfner

Chairman and CEO
Axel Springer SE
Germany

28 — **Media summit:** The future of
journalism and the role of
international broadcasters
hosted by Deutsche Welle

Workshop 02 – 07

34 — **WS 02 |** Caught in the web —
The media as both victim and
perpetrator alike
hosted by Deutsche Telekom AG

36 — **WS 03 |** Quality vs. quantity —
How is traditional media
responding to the rise of
social media?
hosted by Deutsche Welle

38 — **WS 04 |** Multidisciplinary
research and reporting on
information control
hosted by ASL19

40 — **WS 05 |** Journalists and NGOs:
Giving a voice to communities
affected by disaster
*hosted by CARE Deutschland-
Luxemburg e.V.*

42 — **WS 06 |** Turning disinterest into
engagement through innovative
media formats
hosted by Deutsche Welle

44 — **WS 07 |** The power of the
neighborhood: How local media
organize participation and how
DW Akademie supports this
hosted by DW Akademie

Workshop 08 – 13

48 — **WS 08 |** Room for all? How social
entrepreneurs in media are
forging a new infrastructure
for participation
hosted by Ashoka

- 50 — **WS 09** | See YOU in the future —
New ways of digital storytelling
hosted by Grimme-Institut
- 52 — **WS 10** | A blueprint for building
communities: Applying
community-building practices
to a news media company
hosted by Wartburg College
- 54 — **WS 11** | The secret of mobilizing
34 million people
hosted by Avaaz.org
- 56 — **WS 12** | Big media vs. social media
in the global, nonviolent and
humanist revolution
hosted by Pressenza
- 58 — **WS 13** | The rise of citizen
journalism and its impact on
traditional journalism in Russia
hosted by IREX Europe
- 62 — **Keynote speech**
Dr. Gerd Müller
Federal Minister for Economic
Cooperation and Development
Germany
- 68 — **The Bobs Awards ceremony**
hosted by Deutsche Welle
- Tuesday, 1 July
- 76 — **Plenary session I**
Global and participatory — political
opinion-making in the digital age
hosted by Deutsche Welle
- 80 — **Keynote speech**
Dr. Frank-Walter Steinmeier
Federal Minister for Foreign Affairs
Germany
- Workshop 18 – 24**
- 88 — **WS 18** | How digital activism
can help achieve real change
hosted by ONE
- 90 — **WS 19** | Promoter or preventer?
The role of journalists in
e-participation
*hosted by Engagement Global –
Service for Development Initiatives*
- 92 — **WS 20** | Strengthening freedom
of information and source
protection worldwide
*hosted by Reporters without
Borders*
- 94 — **WS 21** | The changing face of
African media — Opportunities
for public participation
hosted by Deutsche Welle

96 — **WS 22** | The role of (social) media in promoting and sustaining democratic governance
hosted by Friedrich Naumann Foundation for Freedom

98 — **WS 23** | Whistleblowers, activists, journalists: Is advocacy journalism the journalism of the digital age?
hosted by DW Akademie

100 — **WS 24** | Western surveillance technologies and “ungoverned spaces” — Challenges to protect (media) freedom
hosted by Bonn International Center for Conversion

Workshop 25 – 30

104 — **WS 25** | Transatlantic talk
hosted by Deutsche Welle

106 — **WS 26** | Participatory story — Be a part of it
hosted by Grimme-Institut

108 — **WS 27** | Big data, big insights: Mapping climate-induced displacement with mobile data
hosted by United Nations University for Environment and Human Security/Flowminder.org

110 — **WS 28** | An ice age for privacy? The rights to free speech, information and privacy versus mass surveillance
hosted by Amnesty International / German Institute for Human Rights

112 — **WS 29** | Revolution postponed. The Arab Spring and Africa
hosted by Deutsche Welle

114 — **WS 30** | And the ICT4kids Oscar goes to...: Good practice in engaging children and youth in development
hosted by Centre for ICT4D at Royal Holloway, University of London


Workshop 31–36

118 — **WS 31** | M-powering society: How mobile technology is changing society
hosted by Vodafone Institute for Society and Communications

120 — **WS 32** | Digital activism and social change: Views from the winners of the Bobs Awards
hosted by Deutsche Welle

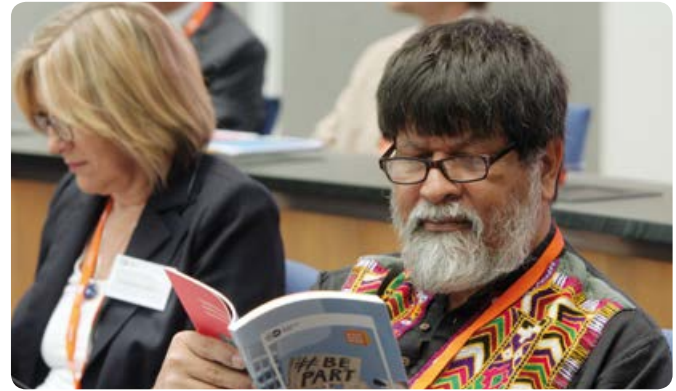
122 — **WS 33** | A case study in enabling residents from informal settlements to participate in decision-making
hosted by Voices of Africa Media Foundation

124 — **WS 34** | Transcultural understandings of legitimacy: A pre-condition for global governance?
hosted by German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE)

- 126 — **WS 35** | Does Africa's online revolution present an opportunity for democratization?
hosted by Konrad Adenauer Foundation
- 128 — **WS 36** | Participation through self-education: How digital literacy enables young people to become change-makers
hosted by The Global Experience e.V.
-  Wednesday, 2 July
- 136 — **Keynote speech Sarah Harrison**
WikiLeaks journalist
United Kingdom/Germany
- 140 — **Plenary session II**
Participation and cyber-security — Friends or foes?
hosted by Deutsche Welle
- Workshop 39–44**
- 146 — **WS 39** | Cyber attacks, energy security and terrorism — A NATO perspective on emerging security challenges in the 21st century
hosted by NATO — North Atlantic Treaty Organization
- 148 — **WS 40** | Digital media caught between revolution and information — The case of Ukraine
hosted by Deutsche Welle
- 150 — **WS 41** | Co-creating a new multimedia format with audiences — Case study of El Toque by Radio Netherlands World Wide
hosted by Radio Netherlands Worldwide
- 152 — **WS 42** | From access to action: Understanding the link between information and participation
hosted by Federal Ministry for Economic Cooperation and Development
- 154 — **WS 43** | Citizen privacy and data protection: digital security training for social media activists and dissidents
hosted by Electronic Frontier Foundation
- 156 — **WS 44** | Participation and the global development agenda
hosted by United Nations Organizations in Bonn
- 160 — **Keynote speech Auma Obama**
Chair of the Sauti Kuu Foundation
Kenya/Germany
- 164 — **Closing speech Peter Limbourg**
Director General of
Deutsche Welle
Germany
- 170 — Imprint









Welcoming remarks

Peter Limbourg

Director General of Deutsche Welle, Germany



Ladies and Gentlemen,

Dear Friends,

I warmly welcome you to the Deutsche Welle Global Media Forum. Today and throughout the following two days, DW's global audience can also follow the main discussions by watching the live stream on dw.de.

This annual conference series – now taking place for the seventh time – is a unique, agenda-setting event in the context of major issues related to globalization. It is a venue for passionate and productive discussions, as well as for open dialogue between people who come from different cultures, speak different languages, and who have different opinions. In other words, the very same values that Deutsche Welle stands for as a whole.

Allow me for a moment to take a brief look back at last year's conference. At the end of the forum, the participants joined together to make an urgent appeal demanding the release of DW correspondent Eric Topona, who had been imprisoned in Chad. I am very pleased that the appeal helped support the efforts to achieve his release. Eric Topona is with us today!

Ladies and Gentlemen,

"From Information to Participation – Challenges for the Media" is the theme of this year's Global Media Forum. The conference draws people from the fields of media, politics, culture, business, development cooperation and academia. They come together here to find answers to the important challenges of globalized development; challenges in which the media play a central role – in part by raising general awareness among the various layers of society.

The Internet is today's ultimate platform for information and participation. It's a wonderful invention that has made our lives

more diverse, colorful and richer. Its popularity around the world has revolutionized communications and the ways in which we create and consume media. It forms the backbone of globalization. It opens up opportunities for development, education and for more social participation. We shouldn't fear the Internet, but instead use its vast potential to change the world for the better!

More active participation, community involvement and interest in political decision-making processes – these are all worldwide trends. This was apparent in the Arab revolutions, the Maidan demonstrations in Kyiv, the Gezi Park protests in Istanbul and in popular protests across Brazil. In every case, the media – social media networks in particular – have played an important role.

Information and interaction via digital media can provide the final impetus needed to transform a latent mood into public opposition and mobilize civil society. In other words, it can move people off the couch and into the streets.

Ladies and Gentlemen,

Therein lie the great opportunities of the digital age – and at the same time, huge risks. The downsides of the growing overlap between the real and online world are surveillance and access to data by third parties. Meanwhile, many states are trying to suppress the unfettered flow of information, and people's freedom to form their own opinion, through censorship, intimidation and persecution.

Censorship and propaganda are profoundly unacceptable signs of attempts to rob enlightened world citizens of their rights. To counteract this we rely on openness, tolerance, diversity and respect – the entire set of values based on democratic principles.

At the very latest, the revelations of Wikileaks and the NSA affair have got not only experts and IT nerds talking about the Internet's impact on privacy and how it threatens our civil liberties. The important question is how publicly exposed do we want to be – and at the same time how can we ensure our right to control our personal data. Misuse of the Internet – whether in terms of surveillance, online crime or in other forms of abuse – poses a major challenge for business, politics and society at large – and of course for the media.

Once again, the theme of the Global Media Forum has struck a nerve central to an international debate.

Ladies and Gentlemen,

Both the opportunities as well as the risks of the digital world present a broad context for controversial, creative discussions about the possibilities and pitfalls of online information and participation - and not incidentally the role of the media, in all its varieties.

In closing, I wish all of you a fruitful – and personally enriching – conference, full of lively debates and inspiring conversations.

Keynote speech

Thorbjørn Jagland

Secretary General of the Council of Europe, France



Ladies and Gentlemen,

It is a pleasure for me to address you once again at the Global Media Forum. I welcome this year's theme "From Information to Participation" which is highly relevant to the situation in Europe today.

Across the Continent we observe a decline in conventional forms of democratic participation. Voter turnout in elections and membership in political parties have fallen steadily in recent decades. Especially young citizens are losing faith in the political elite. Lack of trust – in particular in the judiciary – was also a significant factor in the crisis in Ukraine.

Social media are influencing the political debate. But it is still unclear what impact they will have on democracy and participation in the long term.

What is clear is that we need to restore trust in democracy and democratic institutions.

Participation is a fundamental right. And respect of human rights is essential to maintaining democracy and stability. This is what I call "deep security".

A key question is how the Internet and new information technologies are affecting human rights.

The Internet is changing the way we communicate, work, spend and travel. It connects people globally as well as locally. The role of social media on Tahir square, the Maidan and in Gezi Park was plain to see. The Internet opens up seemingly endless opportunities, not least for the media.

The other side to the new reality is that those who are not connected lose out. They lose out because they cannot fully participate in society. Access to the Internet therefore is a human right.

Consequently, the recent Twitter and YouTube bans in Turkey were clear violations of the right to freedom of expression which is protected by European Convention on Human Rights. Both bans were overturned by the Turkish Constitutional Court – in line with the Convention, and in line with judicial reforms Turkey has carried out in co-operation with the Council of Europe.

Human rights are at risk when new technologies are misused or abused. The increase of racist hate speech online demonstrates the new types of challenges we face. Cyber-mobbing among school children is an equally worrying phenomenon. The Council of Europe’s “No Hate Speech” Movement aims to raise awareness of these dangerous trends and helps young Internet users to resist them.

Two of the most significant and complex new challenges to human rights are *data protection and secret surveillance*.

Edward Snowden, who participated in two recent debates of the Council of Europe’s Parliamentary Assembly, has certainly shed light on the scale and dimension of modern secret surveillance. His revelations have also shown the increased potential for states to violate people’s privacy. But this does not mean that all secret surveillance is illegal.

The European Court of Human Rights has built a solid case-law on the application of Article 8 of the Convention which protects the right to private life, including the protection of personal data and the protection of personal image. In a landmark case the Court acknowledged the right of states to employ secret surveillance against terrorism. But it also ruled that states, “may not adopt whatever measures they deem appropriate”.

This, the Court said, was due to the danger inherent in surveillance measures “of undermining or even destroying democracy on the ground of defending it”. The ruling came in 1978, five years before Snowden was even born.

Whether the State is violating your privacy through sophisticated surveillance or by going through your wastepaper bin, the basic question remains the same: Is the measure proportionate and is it ultimately necessary?

I confess I was surprised by the remarks of German politicians who I heard saying: “Spying on friends is unacceptable!” If this implies that spying on people who are not your friends is somehow more acceptable, I cannot agree. The question is not which personalities states can or cannot spy on. The key issue is whether surveillance measures are based on clear, democratically adopted rules and are subject to effective judicial scrutiny and parliamentary control.



The measures must be limited in time and scope and those subjected to surveillance must be given a chance to exercise their right to an effective remedy.

These are the basic principles which the Court continues to apply to new cases of surveillance today. It is a good sign that countries including Germany and the UK are now scrutinizing their surveillance rules in parliamentary committees or by specialist watchdog bodies.

The European Convention on Human Rights cannot, of course, provide protection beyond the boundaries of our Continent. Many are calling for new international rules to regulate Internet giants, such as Google and Facebook. So far without success. I suggest the time has come for a re-think.



The Council of Europe Data Convention of 1981 sets basic human rights standards for processing of data and cross-border flows. It provides the basis for the EU's data protection directive and remains the only international treaty of its kind.

Our conventions are open to participation from states worldwide. The United States, for example, is a member of our Cyber-crime Convention.

I therefore invite the US to join forces with Europe again. We can work together to update and reinforce the Data Protection Convention. We can make it become the new global standard. This also makes sense economically. Different rules in the US, EU and elsewhere would almost certainly imply more bureaucracy and higher costs.

Ladies and gentlemen,

The way in which human rights are protected on the Internet fundamentally depends on the how the Internet is governed. Since its inception, Internet governance has been a prerogative of the United States. Most people including many Americans now agree this has got to change. But there are many different views on how it should be done.

Nobody should underestimate the risks to Internet security. But I am startled by suggestions to create a European Internet or even national nets in response to security concerns. A fragmentation of the Internet would be the worst possible outcome. We don't need a firewall around Europe. We need a firewall around people's privacy and personal data.

The Internet is a global public resource. It has to be managed in the public interest and its governance must have global reach. This is only possible through an open, multi-stakeholder approach. We support the European Commission's initiative to strengthen the existing Internet Governance Forum. The IGF in Istanbul in September should be the occasion to agree a time-table for the next steps towards global governance of the Internet.

Our standards in respect of human rights are included in the recent report by High-Level Panel on Global Internet Co-operation and Governance Mechanisms on which I was invited to participate.

Allow me conclude with two priorities of my next term in office. First, I want the Council of Europe to become more effective in defining remedies to human rights issues in the 47 member states. Media freedom is a major concern. I don't think we need new rules to regulate the press in Europe. But we do need to be more assertive and develop new measures to get all our member states to fully respect freedom of expression and of the media.

Secondly, I want to bring the process of the European Union acceding the Human Rights Convention to a successful conclusion.

EU Citizens will be able to hold the European Union accountable, ultimately by bringing cases against it to the Court in Strasbourg. The new common legal space will strengthen the protection of human rights across the Continent.

Ladies and gentlemen,

I trust the Global Media Forum will once again be an important inspiration to journalists, activists and politicians in Germany and world-wide. I look forward to your conclusions on the theme of participation. I may also take the opportunity to invite you to the Strasbourg World Forum for Democracy in November. The Forum will be looking at ways to increase the democratic participation, especially of young citizens.

Thank you for your attention.

Keynote speech

Bassem Youssef

Political satirist, Egypt



Thank you very much for having me here. It was an incredible journey for me and my team. For us, the show was a bit more than a TV production. It was a human experience. We experienced first-hand the importance of satire in our daily lives. How was this a unique way to express ourselves? Not through violence, not through instigating hate, but through comedy and light-hearted humor – even if that meant discussing the most daunting and controversial political topics.

We used humor, laughter, music, to stand for values of freedom, coexistence and to face both religious fascism and false patriotism.

As we did that, we made sure to have fun and to enjoy ourselves. And that always reflected in our work and our audience. And even those who didn't like our message still made sure to watch us because they still enjoyed the quality of work we were presenting. They would curse us later, but after they have already contributed to our TV ratings, so thank you very much. Egyptians here will relate.

We did all of this for the sake of a different media – a media that respected people's minds and intelligence and at the same time keeping them informed and helping them to combat lies and misinformation that plagued many of the media outlets. As we did that, we never claimed to be freedom fighters or political activists. We believed that it was enough to be the normal everyday people who did not buy into the everyday life of propaganda that is full of lies and deceit.

Satire comes from the Greek word "sarcasmus," which means "to flesh, to rend, to remove someone's skin and reveal what's underneath." Satire was our weapon to dissect through the lies and rhetoric that were used to control the people. But those who were too annoyed with us and with our message used a different weapon – the most effective weapon of all: fear. Fear sells. Fear intimidates. Fear makes humans go against their best judgment and make them submit to the most basic instinct of all: fear.



We saw how those who hid behind religion to manipulate the masses used fear. We saw how the basic human need to express oneself through logic, laughter and satire were demonized under the pretense that this was against religion, against God. And thus we were deemed unholy, obscene and even a danger to the very fabric of society.

We saw how fear was used by those who used the excuse of national security and the false claims of patriotism to instigate hate and mistrust between people and viciously attack anyone that said anything different, even if it was a joke. And thus we were also deemed unpatriotic, viewed as traitors and considered, yet again, as a threat to the very fabric of society. We saw how fear made its

way through people's hearts and minds that even the most ridiculous and illogical claims and conspiracy theories were widely accepted as undeniable facts.

Fear sells. Fear works. Fear makes you get away with anything. And when people are afraid, they will not accept logic, let alone satire. Fear can drive the masses. Fear can turn them into ruthless organisms devoid of human mercy and intellectual logic. Fear can drive humans to give up their best-ever given trait: humanity. Under fear, they accept taking away their rights to object, to oppose and even applaud taking away other people's rights. Under fear, fascism becomes coveted, and human rights becomes an indecent word.

Our job was to expose those irrational fears, to dissect through the unfair use of such human basic instinct in order to give up basic human rights and needs. This might sound strange, but again let me remind you: Fear sells. Fear delivers. Fear is much, much more stronger. Fear might be the greatest mover of masses ever. You have experienced this during your history. The world has experienced Nazism, fascism, McCarthyism. All were movements that used fear, xenophobia and empty vicious rhetoric in order to control the masses.

Sixty years later, those techniques are still valid. We saw how the most advanced, democratic countries used fear to drag the whole world into war, like the Bush years in America. Their main weapon was not state-of-the-art aircraft carriers or stealth fighter, but good old national-scale fear. Fear is the favorite weapon of all.



Democratic countries, autocratic countries, religious states and terrorist groups – it's the favorite weapon of all.

Fear sells. Fear works. Fear is a winner. Satire and comedy might be one of the very few antidotes against fear. It liberates your mind. It sets your judgment free. And that is why it is a threat, and that is why people who use satire will be alienated, marginalized, or even scared off.

It doesn't matter if it was a government who thinks that they are closer to God than you or a regime that believes that they are more patriotic than you. You, as a satirist, has no place in the world. It is a world where fascism is celebrated and where fear rules. But satire



comes to disrupt such an equation. Because when you laugh, you cannot be afraid anymore. And thus the system will make sure to eliminate that powerful weapon of laughter in order for fear to set in.

But maybe there is a small beacon of hope. Maybe change will come from the most unexpected places. The world today is a young world. Youth are connected now more than ever. The Internet and the open skies offer an opportunity that was not there many years ago, when regimes can get away with anything. When we started on the Internet three years ago, we might have been at that time the only ones in our country who did that with such a unique idea and format. But now, the Internet is full of young people coming up every single day to combat fear, intimidation and



media deception. We were too big to be allowed to continue. But by the time we were banned, the change had already happened.

Stopping the show might be viewed as a sad ending, but we would like to look at it as a new beginning. We have inspired a whole generation to go out there and express themselves in their own way. The old techniques of the 40s and 50s won't cut it with those youngsters. The propaganda that worked for their parents' generation won't be able to control them anymore.

The plethora of fascism that plagues certain regions on the planet right now is only a temporary and transient moment of time that will be soon washed away by the upcoming generation. Fascism now is overwhelming that you might think that the long-coveted



freedom is stillborn. But that is not true. As Bevan once said, "Fascism is not a new order of society; it is the future refusing to be born." But I tell you that the future is already here. It is just warming up.

So fear might sell. Fight might work. Fear might win. But it will eventually face its defeat. And the battlefield for that glorious victory will be no other than the hearts and minds of vibrant, inspired young people who will not give in to fear. Fear can only take you so far. It is unsustainable. It cannot build nations. It only destroys. And if you think that you might win today using fear, well think again, because you are mistaken – because in the books of history, you will lose, and in the hearts of the young, you have already lost.

Keynote speech

Dr. Mathias Döpfner

Chairman and CEO, Axel Springer SE, Germany



I'm going to talk about media, the crisis of the industry, and I want to advocate realistic optimism. As common wisdom has it, everybody in the media industry is complaining. The question is, is it because media executives don't want to be optimistic or is it simply because they're living in circumstances where complaining is the only option?

That reminds me of a student who enters a Buddhist monastery in order to become the pupil of a great guru. The guru has just one sacred commandment, and that is that the student will only be allowed to speak two words every 12 years. After the first 12 years, the student says, "hard beds." After a further 12 years, the student says, "bad food." Twelve years later, after 36 years of hard work and praying and meditation, he says, "I quit!"

"Good!" says the guru. "The only thing you have done in the last 36 years was to complain!"

So today, the international publishing landscape is undergoing radical transformation. Technology and journalism are moving closer together than ever. The purchase of The Washington Post by Jeff Bezos, the founder and major shareholder of Amazon, has been perceived as a kind of symbolic event: technology takes over content.

Will technology companies such as Google, Apple, Amazon, Facebook, be the new and only distributor of content? Will they control the process of weighing and evaluating events? Or will the traditional publishing houses manage to uphold a journalistic genetic code as a competitive advantage and benefit from the new technologies and infrastructure in the digital media economy? Or will completely new players, bloggers and aggregators play the role of the new publishers – which would not be bad news; it's just a natural sign of disruptive change.

In any case, publishers are used to crisis. When Johann Carolus published the first newspaper over four hundred years ago in Strasbourg, copyists were starting quickly to ruin his business and threatened him, so the project was given up 12 days later. Around 1900 there was the next crisis – the crisis of quality. Tabloid newspapers came up. Fifty years later, television was perceived as a threat to the existence of newspapers.

The last years have been marked again by crisis. This time it's not just the great advertising and circulation and structural crisis. It is more a crisis of purpose in the industry. By now there's almost general agreement that the digital economy has provided tremendous opportunities. But here and there, people are worried by the role of some sector-tech monopolies and by the fact that the digital economy is – for content – an economy without prices. Everything is – and some people think needs to be – available for free.

For several weeks a debate has now been running and it has been mentioned – particularly in Europe, but not only – about the role of Google. It's not about Google only, but now – since there is an EU case against Google – Google was in the center of a debate.

For Axel Springer, Google is a classic “frenemy” – a friend and an enemy. Google and Springer enjoy a very close business relationship, a large proportion of the quality media receive their [online] traffic primarily via Google. In Germany, Google has a share of the search market of 91.2 percent. In some of the European markets,

Poland for example, it's 99 percent. In simple terms this means that when people say, ‘Well then do it without Google,’ it is almost as realistic as if I were to recommend to Peter Limbourg to simply run his TV studios without electricity.

Don't get me wrong, Google's outstanding entrepreneurial performance is something I truly admire. But I also think that it is absolutely important that there are fair criteria for Google's search results. That is the point. These fair criteria are not in place. Google lists its own products, such as price comparisons in total searches and pages from its own Google+ network, higher than those of its competitors – even if sometimes these offerings are of less value for the consumers and generate much lower traffic. Even when a Google service has obviously significantly less traffic than a competitor it appears higher on the page until it eventually does receive more visitors. This is called abusing a market-dominating position and everybody expected that the European competition authorities would prohibit that practice. It does not look like that. The competition commission has instead proposed a so-called compromise that has left anyone with any understanding of the issue speechless. This compromise, if implemented, is going to strengthen the role of Google.

A wide variety of commentators have expressed their critical views on this issue. These are not regulation-crazed, protectionist has-beens. They include, amongst many others, public figures. Some of them have remained non-public, particularly from the

United States. It was amazing, the number and quality of people who reacted unofficially to that. But publicly, among them a Harvard professor, the CEO of Deutsche Telekom, the head of Siemens, the German Vice Chancellor, the German Federal Chancellor, the president of the European Parliament and Monique Goyens, the director-general of the most powerful European consumer association. In her piece “A danger for the consumer,” Goyens wrote, “Google and other search engines have led users to believe search results are built on relevance. Google has since gone on to abuse this trust, stifles innovation and reduces consumer choice.”

Google is not an ordinary company. It is an infrastructural player. Just to illustrate that: if somebody owns 10 percent of the streets in Germany and decides to charge a certain price for anybody who wants to use the streets, and decides which cars they like – just Mercedes and BMW – probably nobody would blame him because he owns 10 percent and it’s his decision to say, ‘Okay, only BMW and Mercedes cars on my streets.’ But if somebody owns 91 percent of the streets in Germany, or 99 percent of the streets in Poland, then I think people would say, ‘No, he cannot make this individual decision. He has to accept certain transparent and fair rules.’

This is an issue that is absolutely not just about the future of journalism. The publishing business was just the spearhead for other industries. As long as the only issue was the expropriation of content – which search engines and aggregators use but don’t want to pay



for – few people were interested. Now they understand that the same thing happens to other industries and it happens because of people’s data.

Google, Facebook, Amazon and other tech monopolies control the world treasury of personal data. At the moment, concerns about the improper use of personal data are still trivialized and considered to be a European thing. But I’m absolutely certain that in the next five to seven years we will see a complete change in how particularly America values data security and digital privacy. And that Americans will react much more radically to this emotional change than we Europeans. The same thing has happened in the past when attitudes have changed, for example about affirmative

action. The United States was a hotbed of the very worst kind of sexual and racial discrimination. Then suddenly political correctness was introduced, which was the exact opposite, being almost formalistic in its precision. The same thing is true with the healthy living movement or with the anti-smoking movement. These trends develop much earlier in Europe. In the U.S. they were taken to extremes a little later.

That means that the growing sensitivity concerning data security and data misuse will, I'm convinced, become a global trend, or at least, the characteristic of democracies. After all, only totalitarian systems want – and can – tolerate total transparency. Nowadays it's perceived differently. The issue is marginalized almost naively, but it can be explained. It is based on a terrible pact between a few technology giants and a huge number of consumers. And this pact goes something like this: We will provide with our services, which are seemingly free, in return for your soul. By “your soul,” we mean your data, by “your soul,” we mean your behavior, and we can monetize and manipulate your soul, your behavior. That's the deal.

What many people are only realizing very slowly is: the services which are perceived to be free of charge have a much higher price than money. Those who pay with their behavior, pay in the end with their freedom. Tech monopolies' share value provides a good idea of the wealth of data. Google has a current market capitalization of more than 350 billion U.S. dollars. At one point the Internet giant was even more expensive than Exxon Mobile, mea-

sured in terms of stock market value. Data has become the new oil. The question is: Who owns this data and what does he do with the data? And this is, in the end, a political issue and not only an economic issue.

As always, these developments bear threats. The threat is the abuse of data. But at the same time they bear tremendous opportunities. You can do so many great things with data. It's not necessarily negative; it is just about the question: What do we do with the data? Are there transparent and fair rules? And do we journalists and entrepreneurs really shape the opportunities? We at Axel Springer did so. I represent a company that has radically digitized its business and now generates two thirds of our total advertising revenues with digital businesses and 67 percent of our profits with digital businesses. So we are a beneficiary of digitization. Our company wouldn't look like the company looks today without the digital revolution.

In that context I think that the depressive mood about the future of media companies or publishers as we call ourselves – we have defined our strategy: we want to become the leading digital publisher – this mood to be depressed and to think there are only threats is wrong. I simply don't believe it. I think alongside with the invention of language, writing and printing, digitization is the fourth great human development to change the face of civilization. In very simple terms, the recent history of journalism – and this is an example of how digitization has changed civilization – journalism can be divided in three stages.



In the 19th century the journalist was the boss, the reader his underling. The journalist decided what was important. He announced in editorial pieces how the reader should see the world. In the 20th century, journalists and readers became largely equals. Editors started to adapt to the reader's tastes. News stories were made more emotional and personal. In short, they became tabloidized, even in the so-called quality papers. The editor gave up preaching from the pulpit or the lectern.

In the 21st century, the reader becomes the editor's superior. The user tells the journalists what he's interested in. Click rates are registered, which turns reading into real-time market research. The editor knows immediately what the audience's priorities are, what

they would like to read more and less of. Cultural pessimists like to cite this development as a proof of the downfall of the whole profession. In the digital world, where anyone can simply talk or write away, the quality of texts is getting worse, these pessimists say. Content is produced by users – that makes professional editors superfluous. I do not believe any of this.

Amateurs and readers enhance journalism. They cannot and do not want to replace professionals. The greater the flood of information becomes, the greater the need for selection and orientation will be. In spite of the desire of freedom, in spite of the satisfaction that comes from sitting on a vast mountain of data, people will always need to receive information from a competent source and read stories researched and written by experts. This need has existed for centuries. It is reliable and it will remain. And by the way, the reader does not always want to be his own editor-in-chief. It's technically possible, but not everybody wants it. People want to be guided.

This whole debate reminds me a bit of the anti-authoritarian kindergartens in the 1960s, when one kid asked the kindergartener, 'Do we have to play what we want to play again today?' It's not like that. Kids do not always want to play what they want to play. And readers do not always want to read what they knew that they would be interested in reading. They want to be overwhelmed, surprised, seduced, led. They want to confront themselves with views that they're opposed to. Mind determines matter, and not the other way around. In a rapid technological progress, this is an important rule.



You might be surprised to hear it, but I'm absolutely convinced that there will always be paper. But it will just look a little different. Analog paper consists of pulp and ground-up trees. The paper of the digital world – electronic paper – will look very similar to analog paper in seven to ten years. It will be thin, light, foldable, rollable, totally flexible, and available in various different formats. It will look like traditional paper almost. It's a commodity; everybody has it. So the new newspaper will be on electronic paper. And if that is the case, if the device is a commodity, then there's only one question that matters – and that is the competitive advantage or disadvantage – the quality of content.

Some of the publishing companies are starting to realize that the enemy of journalism is not the disappearance of paper; it is a crisis

or a weakness of journalism itself – of the content – and it is the habit that everything needs to be available for free. Jeff Jarvis, who is here today and other apologists of the free ideology, have been preaching for almost two decades that currency online is no longer cash. It's not money. It's about publicity, about attention. The problem is that publicity does not pay the rent and it does not pay for a cup of coffee. And if information is supposed to be a kind of staple product that should be made available free-of-charge in a free society, then surely the same should apply to coffee produced by Starbucks or medicine produced by Pfizer.

On top of that, if we pretend that it is available for free, it is a misinterpretation. The price you have to pay is more expensive than money. You pay with your data. You pay with your behavior. I am – also here a cultural optimist – absolutely convinced that gradually a culture of paying for digital newspapers will take root over the next few years. Content that is less valuable will continue to be free. Content that is really relevant or very entertaining will be paid for. Take our first experience at Axel Springer: in 2013 we introduced online payment models for our two most important brands – Die Welt und Bild. We now already count more than 250,000 digital subscribers, who pay between 5 and 15 euros per month.

We are optimistic that this trend is going to continue. We are optimistic that quality content will convince people that it is in their interest to pay in order to allow independent research and truly unpredictable quality journalism.



Now, I want to conclude with five reasons why – also from a content perspective – digital journalism can be better, and in the long run will be better, than analogue journalism.

First, online journalism is more insightful. There's only ever one reason to shorten an article – if it's better to shorten it because the article gets more interesting. Articles that are better long can stay long, so digital journalism can be more in-depth, more profound.

Second, online journalism is more up-to-date – no more editorial deadlines. For decades there's been no greater fetish in editorial departments all over the world. Nobody wants to be too slow. This hectic pace can be intensified online due to the short response

time, but it does not have to be. People say it's superficial because you have to speed up so much: [it's] not true. Those who want to wait can wait and analyze topics and then deliver the more in-depth story. It is in your hands.

Third, online journalism can be more relevant. Digital opinion leaders have a much larger reach and potential readership. The potential market for publishers has exploded with the advent of smartphones and tablets. Journalism is more accessible than ever.

Fourth, online journalism is interactive and because of that it's smarter. Mistakes can be corrected by readers and experts straight away. Knowledge can be immediately expanded and complemented. Readers can immediately react to the content on offer and complement it. Journalists know what goes down well as well as what does not. This is helpful of course, but it is certainly, as I said, not the only guideline for putting together great content.

And finally, point five, online journalism combines different kinds of media. It's richer and it's more creative. All types of media can be merged online to combine the best features and the best possible presentation. This concerns Deutsche Welle and other national foreign broadcasters as much as it does all publishers. Written text, radio, video – it all can be used and it all can be interconnected.

With all these changes, innovations and radical new approaches, one question is increasingly more important: If almost everything



changes, what will remain? I would like to give you a very simple answer to that question: Orientation and quality.

To be more exact, the digital newspaper of tomorrow will be characterized by exactly the same things that characterized the analogue newspaper: exclusive news, independent views and vivid language – and perhaps a sense of humor. A good story remains a good story. There is no new rule to invent in the digital world. A good read is a good read, full stop.

One example is OZY, a new journalistic product in which we have recently invested on the West Coast of America. OZY is a highly regarded journalistic start-up because it focuses on very old-fashioned

qualities – telling and presenting stories that readers need, love and enjoy. OZY simply knows how to tell a good story. It reports on topics that go beyond what is reported in the daily news and in particular beyond national borders. In doing so it follows the principles that have always distinguished good journalism from bad journalism: having something to say, explaining what is behind it and taking on responsibility, being a trust(worthy), responsible source.

We are at the very beginning of the creative development of digital journalism. I think we only take advantage of perhaps two to five percent of the creative possibilities of digital journalism. The future belongs to journalists and publishers who shape journalism so that it is technically progressive and aesthetically, creatively new and different, but in the end – and this is essential – they must be absolutely fanatical about the product quality, whether it's entertainment or whether it's serious news information. If we focus our discussion on technology only and neglect the quality and the charisma of content, then we commit suicide out of fear of dying. If we keep the spirit that great journalism is meaningful and that what we are interested in has to be interesting for millions of other people – if we keep this spirit, then I think we will be able to successfully emancipate the idea of a newspaper from paper and then I am deeply convinced the best times of journalism are still ahead of us.

Thank you very much.

Hosted by Deutsche Welle

Media summit: The future of journalism and the role of international broadcasters

Description

The media's digital future has long become a reality. As journalists write blogs and bloggers post journalistic content, the lines between commentary and traditional journalistic reporting have been blurred. While new media outlets take an ever firmer hold across the world, conversations have grown concerning quality, credibility and authenticity. The globalization of media has also left its mark on foreign broadcasters, who have had to adapt not only their communication structures but also their self-image in the midst of this sea change.

What will information services look like in the future? How can international broadcasters contribute to global diversity? Who can smoothly navigate the flood of information? Will conventional media be able to retain their stake or has the time come to revise the very way we think about "news"?

Summary

Following Mathias Döpfner's keynote speech (see page 25), Döpfner and Jeff Jarvis locked horns throughout much of the



media summit debate. Jarvis accused Döpfner of calling for state funding to save the faltering business model of paid journalism, rather than concentrating on developing new ideas. "It's far too soon to know what the Internet is and that we should define it analog of our ways in the past."

Defending Google's role, Jarvis called Google "a platform that enables anyone and everyone to speak." He pointed out that the personalized online experience it is developing would be a big part of the future of journalism. "I am happy that Google knows where I live and where I work because I get relevant data back in



return. My newspaper has no idea who I am and where I live and where I work and can't give me relevance."

"We need to listen to people first to find out what their needs are and to find out how we add to that. Journalists must rethink what they can do to serve society in new ways," argued Jeff Jarvis. "The future of journalism is the people, it's everyone. ... We as journalists are no longer the gatekeeper."

Peter Limbourg challenged Jarvis' definition, arguing that trained journalists' "role is also to be responsible informers,

to show both sides and to judge when you have very different opinions."

Al Jazeera's Salah Negm finds social network sites a very good source of news that needs vetting, verification and confirmation. "Some of the best journalists in the world didn't graduate from journalism schools." Negm said that for him, the future of journalism is less of a technical question. "The most important factor is trust," he said, "and we have to earn that trust everyday and every minute. I would like to think of journalism not as a profession but as a mission."



Crowd-sourced journalism can present some of the finest examples of humanity, commented Jawhar Sircar, who controls a broadcasting workforce of 7,000 in India, and he urged: “Please keep the profession open.”

Answering a Twittered question whether social media or citizen journalism is a threat to traditional journalism, Mathias Döpfner, who leads one of Europe’s largest multimedia houses employing more than 12,800 people, said: “It’s not a threat at all. It’s a tremendous opportunity and an enrichment.”

On the role of international broadcasters Limbourg said they address a small number of people that some would call the elite.

Al Jazeera claims a global audience of 250 million households and to be the most viewed channel in Africa and Asia. Negm recounted how their live broadcasts of three presidential election debates in Kenya attracted the greatest audiences in Ghana and Tanzania. “People for example in these countries find that their problems are similar, they aspire to the same transparency. They want to see their issues debated on television.”

The discussion also covered the safety of journalists, repressive regimes and supposedly non-repressive regimes clamping down harder on free speech and journalism in the digital age. Salah Negm noted that governments fearful of free speech turn the public against journalists in the field. Fabricated charges and unfair sentencing of Al Jazeera journalists in Egypt attracted huge international support for them.

“Journalists are not always trying to be everybody’s best friend, so they don’t usually have a real supportive group behind them,” said Limbourg, urging more protection and solidarity for them because they are “very useful for the general public”. Jarvis stressed: “We should defend anyone in the world with that megaphone that is now the Internet.”

Panel



Dr. Mathias Döpfner
Chairman and CEO
Axel Springer SE
Germany



Salah Negm
Director of News
Al Jazeera English
Egypt



Tim Sebastian
Television Journalist and Moderator
Chairman of the “New Arab Debates”
United Kingdom



Jeff Jarvis
Journalist and Professor
City University of New York
United States



Jawhar Sircar
Chief Executive Officer
Prasar Bharati
India



Peter Limbourg
Director General
Deutsche Welle
Germany

Moderation



Sofia Christoforidou @xrisofi 30 June
Döpfner: public tv has taxpayers money. tech monopolies have Data. the rest have to have a healthy business model to survive [#dw_gmf](#) [#ws01](#)

Penni Pier @PenniPier 30 June
Social media is a source of opportunity and enrichment
[#dopfner](#) [#dw_gmf](#) [#ws01](#)





Hosted by Deutsche Telekom AG

Caught in the web – The media as both victim and perpetrator alike

Description

Hardly any other business sector is as deeply enmeshed in the workings of the Internet as the media – with all the positive and negative consequences that it entails. Media are repeatedly the targets of hacking attacks and hacktivism. At the same time, they must report about such attacks, frequently in the face of resistance from those most affected and in some cases with little information available. Last but not least, the media strongly rely on the Internet to spread their content and must adapt their workflows to match this extremely fast-paced and virtually boundless medium.

For media professionals, this workshop painted a picture of the latest online threats and provided tips on how publishers and journalists can protect themselves. From the perspective of an Internet service provider, it provided insight into the corporate mechanisms that engage within companies that have fallen victim to a cyber attack. Finally, it examined new approaches being taken in the sector to better protect businesses, public institutions and society at large from cyber attacks in the future.

Brief multimedia elements were used to introduce various aspects of the topic. A panel of experts presented the main points from the perspectives of a variety of stakeholders.

Summary

The discussion centered around three main topics: awareness for cybersecurity, the need for transparency and means of protection. Cybersecurity is perceived as an important topic, but still private consumers too often neglect to protect their communication properly. When it comes to the business world, the need for sharing information about cyber attacks is rising. The panelists made clear that companies can protect themselves best when exchanging information about security issues – exchange fostered in Germany for instance by the Alliance for Cybersecurity.

The role of the media was discussed as well – How can the media contribute to more awareness? How can they add to transparency by the way they cover cyber attacks on companies? The panelists agreed that media should report sensitively in order not to blame the victims. The workshop also included some practical advice on where to look for help and how to protect yourself.

Panel



Christoph Fischer
CEO
BFK Consulting
Germany



Dr. Rüdiger Peusquens
Vice President Testing
Deutsche Telekom
Germany



Michael Hange
President
Federal Office for
Information Security (BSI)
Germany



Andreas Schuster
Computer Forensic Analyst
Deutsche Telekom
Germany



Thomas Tschersich
Senior Vice President and Head
of Group Cyber & Data Security
Deutsche Telekom
Germany

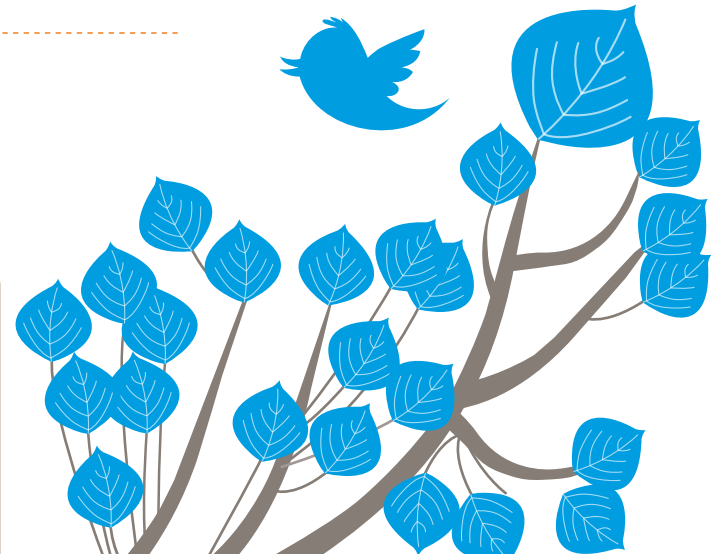
Moderation



Andrea Vey
Vice President Corporate
Communications
Deutsche Telekom
Germany



Global Media Forum @DW_GMF 30 June
“We use devices which are not designed for security”
[states @ttschersich](#) An example: Android as OS is as
open as possible [#ws02 #dw_gmf](#)



Hosted by Deutsche Welle

Quality vs. Quantity – How is traditional media responding to the rise of social media?

Description

The Arab Spring, Occupy Wall Street and the Ukraine crisis have provided clear examples of the radical impact social media have on the way information and news are produced, distributed and consumed. There is no doubt that social media provide an outlet for an important extra layer of information and diverse opinions outside traditional media.

What impact does this have on traditional journalism? How are social media influencing conventional methods of reporting? And will social media platforms ultimately replace traditional media?

The workshop explored this topic with eminent panelists from Hong Kong, India, Thailand, Singapore and Pakistan.

Summary

Social media's power in Asia is undisputed. Common to markets represented on the panel – Singapore, Pakistan, Hong Kong, Thailand, Australia – is the power of social media to subvert the status quo and to fill gaps under-served by traditional media. Social media have been able to shift public opinion and mobilize forces for change, for example, in Thailand and India. Traditional media organizations are harnessing social power; but not fast enough to keep up with native digital media.

New storytelling techniques are being embraced, with clear attention paid to training journalists to operate across multiple platforms. Thailand's Nation Group, for example, has a "convergent newsroom". Major shifts in news delivery will continue, including the possible demise of scheduled news bulletins.

Panelists discussed challenges of serving both existing audiences and capturing the attention of younger digital-only consumers. Journalistic integrity remains non-negotiable and trust is key, whatever the platform.

Panel



Ningsi Lu
Executive Chief Editor and
Deputy Head
Phoenix InfoNews Channel
Hong Kong



Gaven Morris
Head of Content
ABC News
Australia



Janine Stein
Editorial Director
Content Asia
Singapore



Mohsin Bilal Khan
Editor
Daily Ausuf
Pakistan



SAE Yong
Thepchai Group Editor-in-Chief
Nation Multimedia Group Pcl.
Thailand

Moderation



Aine @Ruthaine 30 June

@DW_GMF: Young journalists produce news they wouldn't even watch themselves – changes need to be made says @gavmorris #WSO3 #dw_gmf

Corinne Podger @corinne_podger 30 June

Interesting all the #WSO3 #dw_gmf Social Media speakers are from Australasia (and male, but I digress). #asiarising pic.twitter.com/Oo5GpwXsbe

Hosted by ASL19

Multidisciplinary research and reporting on information control

Description

The variety and popularity of different platforms and mobile applications for fast and real-time communication and exchange of information are growing. Governments now find it much harder to control the flow of information and find themselves on the periphery rather than at the center of information production and distribution. As methods of online communications and content production evolve, so do the methods enacted to control them. Governments, such as Iran's, are moving towards more nuanced methods of controlling information online, for example through network monitoring, Internet speed fluctuations, information control policies and legislation. This panel discussed how mixed methods and multidisciplinary research can shed light on these subtle forms of information control. Measuring their impact can help to create transparency and hold governments accountable. It brought together researchers who use technical quantification and political analysis to determine the use of information control and its impact, and explored how journalists can work with such individuals to create more transparency, accountability and awareness.

Summary

The panelists discussed the range of online information controls created by states and non-state actors: from blunt censorship and kill switches, to throttling, and manipulating public opinion. While circumvention tools have increased in popularity, the visibility of online manipulation has decreased, which has led to everyone seeking multi-disciplinary approaches to make such control more transparent. Techniques include deeper technical analysis, broad polling, and co-operation with political and social experts to detect not just the how, but why and when of censorship and manipulation. The speakers noted that some of the most subtle and pernicious censorship comes when citizens are unaware (U.K., Belgium), and as information control becomes more prevalent, it requires journalists and researchers working together to make the broader audience pay attention when it most matters: in times of elections and civil disorder.

Panel



Shahzad Ahmad
Country Director
Bytes for All
Pakistan



Ali Bangi
Director
ASL19
Canada



Danny O'Brien
International Director
Electronic Frontier Foundation
United States



Collin Anderson
Independent Researcher
on Censorship
United States



Karl Kathuria
VP Commercial Management
Psiphon Inc.
Canada



Global Media Forum @DW_GMF 30 June
“We have to react!” Karl Kathuria about not knowing
what’s next in Internet blocking #WSO4 #dw_gmf

Nitin Pai @acorn 30 June
Yes indeed, @alibangi. Studying information control
needs geeks, political science & policy wonks to work
together. #dw_gmf #wsO4

Anja Kovacs @anjakovacs 30 June
@sirkup censorship increasingly used as a governance
model, but censorship is part of problem, not solution
#WSO4 #dw_gmf

Hosted by CARE Deutschland-Luxemburg e.V.

Journalists and NGOs: Giving a voice to communities affected by disaster

Description

In an emergency, information saves lives. When disaster strikes, everyone rushes to the scene: Journalists seek first-hand accounts of events. Governmental and non-governmental humanitarian agencies start delivering life-saving aid, and the affected population struggles to locate friends, family members and the basic supplies they need to survive the aftermath. In this sudden and hurried environment, the local community is in dire need of information: How to find missing relatives? How and where to receive aid? Who is coordinating the response? They also need to be able to tell their stories and advocate their needs. Media and aid agencies alike frequently interact with the local community in an emergency context. Past experiences have shown that there is a fine line between interaction and exploitation, between the limits of available information and the spread of rumors, between giving people a voice and not hearing this voice speak.

How can we ensure that the affected population can participate in communications after an emergency? What roles and responsibilities do the different stakeholders – media, aid agencies, government entities, the affected community itself – have?

This workshop convened experts who have led communications in emergencies in different functions – as journalists, aid agency communications staff or as facilitators for local media and community groups. They discussed the challenges and possibilities of bringing affected communities' voices to a broad stage, as well as practical dilemmas that occur during such times of crisis.

Summary

Naturally, NGOs have a stake in communicating the needs and views of communities affected by disaster. As the examples from BBC Media Action's Theo Hannides and CARE's Sandra Bulling during the workshop made clear: it is not their intention to just communicate about them, but with them – to make their voices heard in planning humanitarian action, development programs or even to prepare them for future crises.

Journalists on the other hand, as Africa correspondent Bettina Rühl pointed out, have a different agenda. Impartial reporting includes giving a voice to the victims but also to all other parties involved. These intentions do not always match, especially given the NGOs' dependency on funding. They need to make sure that help arrives where it is needed but also that it is well marketed and monetized. The extensive Q&A session of the workshop did not resolve all the questions arising from these different responsibilities; it certainly added new ones.

Panel



Sandra Bulling
Media and
Communications Coordinator
CARE International
Germany



Bettina Rühl
Africa Correspondent
Kenya

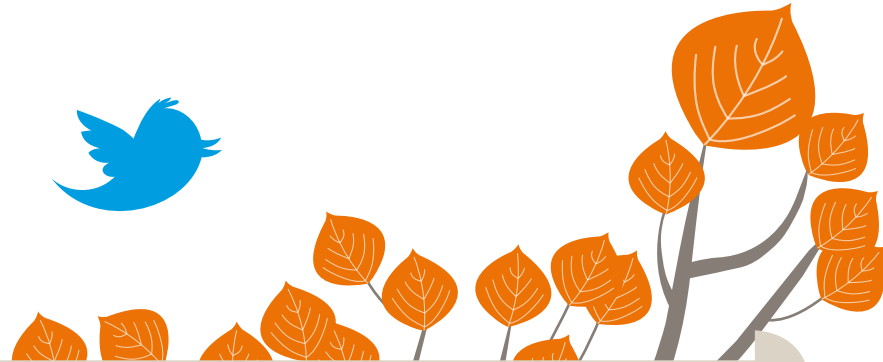


Carsten Luther
Editor
International Affairs
ZEIT Online
Germany



Theo Hannides
Research Manager for BBC Media Action
in the Research & Learning team
United Kingdom

Moderation



Cristina Birsan @cristina_birsan 30 June
Journalists&NGOs r giving voice 2 communities affected by disaster #BettinaRühl #ws05 dw_gmf pic.twitter.com/swcbvLkHN1

CARE Deutschland @care_de 30 June
Thanks for a lively debate & full house at #WSO5. Biggest audience in our 4 yrs @DW_GMF Follow @care_de and @CAREemergencies for our work!

Hosted by Deutsche Welle

Turning disinterest into engagement through innovative media formats

Description

Interest in the European Union (EU) and civic participation in public discussions on issues pertaining to the EU are low throughout Europe. One example of this can be seen in the low turnout of voters in European elections. Furthermore, euroscepticism feeds a negative image of the EU. Is the negative image the only reason for a lack of interest in European issues or is it caused by a lack of information?

Media organizations and research institutions that play a key role in the socio-cultural and political arenas pose the question as to how this lack of interest could be turned around. As mass media serve as intermediaries between political systems and their citizens, their most important task is to create a public audience and – in the best-case scenario – one that engages in certain thematic discourses. Information on EU issues is therefore extremely important. In line with the large number of EU member states, there are many national broadcasters and a range of very different media landscapes and systems. There are also stations that focus on European issues. When it comes to motivating the citizens of Europe to take action

on European issues, is it enough to establish broadcasting formats in the conventional way or do we need other media formats?

This workshop focused on innovative approaches, initiatives and media formats currently being employed. Are they effective tools for motivating citizens to take action on European issues? Are there other ways to empower EU citizens? Experts from media organizations, research institutions and relevant initiatives defined the challenges in establishing a European format for citizen engagement. Is it possible or a utopian ideal?

Summary

Audience involvement has become such a fixed feature in the way we think of communication today that we hardly question it. The rise of citizen journalists, social media, discussion forums and user-generated content – everyone is employing these tools now. So why are we doing this and what do we gain? For some it is a fundamental part of the democratic process to offer a forum for people to share their opinions. The need to break down barriers and open up to different voices is another reason to seek engagement. The ability to spread the word – to be a stone in a rippling pool of water that constantly expands – is another motivation. But does audience participation make a difference? It depends on whether or not concrete action follows the involvement. Does the user see a benefit? Or does someone in a decision-making position listen to the responses? Engagement becomes sustainable when it involves individuals and equips them with the knowledge and skills to help them spread their message.

Panel



Adelheid Feilcke
Head of Strategic Partnerships
Deutsche Welle
Germany



Joachim Musholt
Founder
Youth4Media Network e.V.
Germany



Dr. Odila Triebel
Head of the Section “Dialogue Forums”
and Research Programme “Culture and
Foreign Policy”
Institut für Auslandsbeziehungen (ifa)
Germany



Hanna Peters
Online Journalist
ARTE
France



Daria Jaranowska
Managing Director
Youth4Media Network e.V.
Germany



Dr. Mayte Peters
Initiator and Chair
Publixphere e.V.
Germany

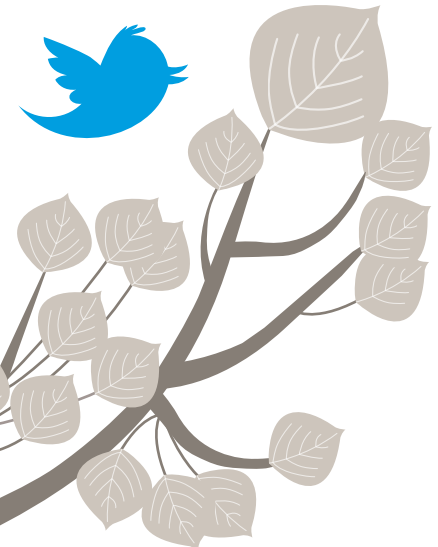


Dr. Yvonne Michalik
Media Studies Scholar
Institut für Auslandsbeziehungen (ifa)
Germany

Moderation



Kristin Zeier
Managing Editor for Social Media
Deutsche Welle
Germany



Hosted by DW Akademie

The power of the neighborhood: How local media organize participation and how DW Akademie supports this

Description

Participatory media do not require Facebook and Twitter to be effective. As a future basic element of journalistic work, participation can assume very direct forms of interaction. Community-based media in developing countries have always incorporated participatory components. Now they are combining these familiar forms of personal sharing with new technologies. This workshop presents innovative participatory approaches from three regional media projects.

Each of them is a remarkable initiative in which local media have found exciting means of integrating their audiences, and DW Akademie supports all three in varying ways. What have these projects achieved and which challenges proved to be the most difficult to overcome? What do both listeners and content producers have to say about them? What do the initiatives have in common and what are their differences? And what does meaningful support for these projects look like in practice?

Summary

The workshop explored participatory approaches by three local media projects on three different continents that are being supported by DW Akademie: An open data initiative in Cambodia; a Colombian journalism platform focused on reconciliation and post-conflict issues; and a local newspaper project in Upper Egypt.

The workshop identified common elements and similarities among the projects. Participation mainly was achieved by way of collaborating with journalists, organizations, and grassroots movements alike and linking their work with journalistic training (e.g. conflict-sensitive reporting, data-driven journalism). All three projects aimed to provide alternative information on underreported issues. Engagement was dependent upon local citizen networks, but also on new digital technologies for communication and publicity. Even though bridging the gap between journalists and citizens is working quite well for the three projects discussed, requirements needed for successful continuation were mentioned: Further training and capacity building, equipment as well as technical assistance.

Panel



Penhleak Chan
Research and Volunteer Coordinator
Open Development Cambodia
Cambodia



Fatemah Farag
Founder and Director
Welad Elbalad Media Services
Egypt

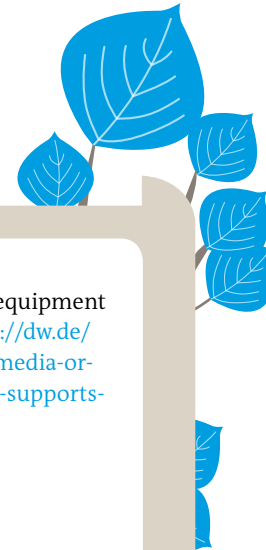


Patrick Leusch
Head International Cooperation
DW Akademie
Germany

Moderation



Edilma Prada Céspedes
Coordinator
Plataforma de Periodismo
Consejo de Redacción (CdR)
Colombia



Global Media Forum @DW_GMF 30 June
Proposal by [@penhleakchan](#): Improve internal capacity and work closer with grassroots communities [#ws07](#) [#dw_gmf](#)

Global Media Forum @DW_GMF 30 June
Redefining journalism? Citizens and journalists r working closely together through participation forums and direct communication [#ws07](#)

DW Akademie @dw_akademie 30 June
Human resources, technical assistance and equipment needed to support initiatives discussed <http://dw.de/the-power-of-the-neighborhood-how-local-media-organize-participation-and-how-dw-akademie-supports-this/a-17552748> ... [#WS07](#) [#dw_gmf](#)





Hosted by Ashoka

Room for all? How social entrepreneurs in media are forging a new infrastructure for participation

Description

Our world has changed profoundly. New technologies and globalization have transformed traditional power structures, opening opportunities for millions to participate in society in ways that they could not before. And change is accelerating.

A world of rapid change is a complex landscape to navigate. Instead of hierarchies and institutions, we now live in a more decentralized world. Knowledge is no longer enough: everyone must be creative, flexible, and empathic problem-solvers who collaborate and create in changing environments.

New rules are now emerging in the media, too, in many cases shaped by the innovations of social entrepreneurs whose initiatives are causing us to reimagine the roles of audience, journalist, and media enterprise. They are improving access to information and fostering broader and more effective civic participation.

This workshop took a closer look at this emerging infrastructure by examining the strategies of key social entrepreneurs:

a) Reaching out to new audiences – Ken Banks, who has developed

channels that connect otherwise excluded citizens; b) Financing independent media – Sasa Vucinic, whose new initiative converts audiences into investors, providing new capital to independent news organizations; c) Engaging marginalized actors in the production of news – Cristi Hegranes, whose network enables coverage of development issues typically overlooked by mainstream media; d) Strengthening information communities – Sascha Meinrath, whose technologies ensure that all people gain secure and affordable access to Internet service.

Summary

The overarching theme of the conversation was accountability of governments, corporations, and individuals. A clear insight from the panel is that the individual must be an informed, aware, and an active participant in the media space to ensure that we control technology rather than letting it control us.

Leading social entrepreneurs are transforming the world by reimagining the role of the audience and new models for the media sector. Citizens cannot only be recipients, but engaged citizens so that it unleashes their power to be active shapers of their communities when new challenges such as online privacy must be solved.

It's clear that knowledge is no longer produced in ivory towers, but that there are new digital platforms accessible to many that require citizens to recognize that we are moving from a world of one leader at a time, to a world where everyone must lead in every moment, particularly in the media sector where the rules are vague and empathy becomes increasingly important.

Panel



Ken Banks
Founder of kiwanja.net and
FrontlineSMS
United Kingdom



Jens Redmer
Head of New Products
Google
Germany



Cristi Hegranes
Founder
Global Press Institute
United States



Sascha Meinrath
Director of X-Lab and Founder of
the Open Technology Institute
United States



Saša Vucinic
Co-Founder Media Development
Loan Fund
Founder and CEO of V Media Venture
and Founder of IndieVoices
Singapore

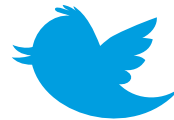
Moderation



Konstanze Frischen
Ashoka International
Board Member
Germany



Michael Vollmann
Co-Director Ashoka Globalizer
Ashoka Deutschland gGmbH
Germany



Michael Hirschler @freie 30 June

The panel's answer to angry @Spielkamp – we are outraged about surveillance but prefer calm and sophisticated reactions [#wsO8 dw_gmf](#)

Global Media Forum @DW_GMF 30 June

“If Assange had done the same things in Nigeria he would have received prizes”, claims a [#wsO8](#) participant [#dw_gmf](#)

Hosted by the Grimme-Institut

See YOU in the future – New ways of digital storytelling

Description

Digital storytelling has proven to be an effective tool to disseminate, present and impart content of all imaginable kinds. Abstract or complex topics take on the form of short, individual and easily comprehensible films that highlight the relevant aspects of a story – thereby delivering the “message” in a convincing manner. Used in educational, political and participatory contexts – for (inter-)cultural, historical and sustainable purposes – digital storytelling has found its way from telling personal stories to an outstanding instrument that supports people on their way “from information to participation.”

This workshop presented not only the classical approach to digital storytelling but also focused on new methods, tools and channels. It aims to look for the new, the special, and the unusual, by exploring the following questions:

Does digital storytelling help overcome borders?
How is digital storytelling used in areas of conflict?
In which ways do professionals apply digital storytelling?
What are current and future tools and platforms?
Can your career benefit from digital storytelling?

Summary

The workshop was based on the fundamentals of digital storytelling as presented at the 2013 Global Media Forum [↗ dw.de/popups/pdf/37212509/global-media-forum-2013.pdf](http://dw.de/popups/pdf/37212509/global-media-forum-2013.pdf). This workshop dealt primarily with specific instances where digital storytelling could be used. Panelists Guido Kowalski and Sarolta Berke presented examples of how it can be applied in preparing a curriculum vitae for job applications (digital curricular stories) and in the health sector, such as by cancer patients to use in making a record of the disease’s progress or their healing processes. Another possible application for digital storytelling could be in documenting crises, be they economic (as in Greece) or environmental (the nuclear accident in Fukushima). Guido Kowalski explained that it is important not to become a servant of technology, but instead to choose equipment most appropriate for your needs. At the end, both panelists presented tools that beginners can use to quickly learn how to produce their own digital stories.

Panel



Sarolta Berke
Teacher of English as a Second Language
Alternative Secondary School of Economics
Hungary

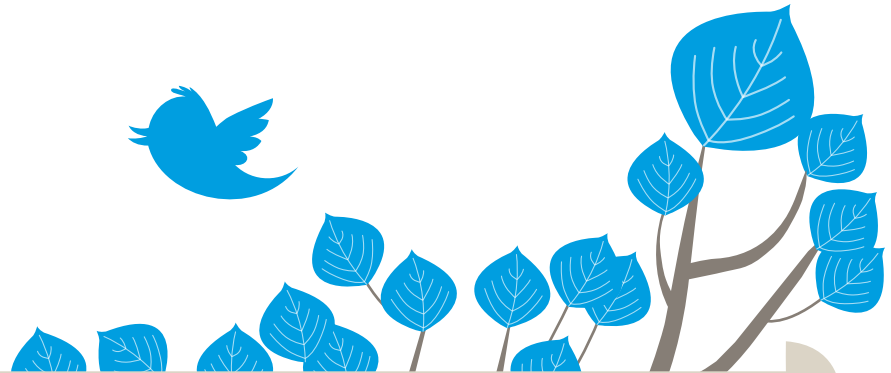


Guido Kowalski
Head of Webmastering and Project Head
Grimme-Institut
Germany

Moderation



Priya Bathe
Freelance Journalist and Presenter
Germany



Global Media Forum @DW_GMF 30 June
“Teachers have to reconsider new methods” Sarolta Berke on change in education [#WSO9](#) [#dw_gmf](#)

ronald meinardus @meinardus 30 June
Inspirational examples of new forms of media usage at [#ws09](#) [#dw_gmf](#) on new ways of digital storytelling. More art than journalism?!

Hosted by Wartburg College

A blueprint for building communities: Applying community-building practices to a news media company

Description

One path for transforming a local media company for the digital age is to build brand not simply around the traditional notions of news and advertising, but around a deeper idea of civic leadership and engagement. This workshop examined the idea of redefining the business model through the narrative facilitation of community building, not just news or journalism. By helping people in the community organize around shared interests and common issues, how can the media industry create a connection for its newsrooms to make their products stronger and more relevant? Industry innovators discussed the concept of applying community-building practices to a news media company.

Summary

Participants were asked to engage in an exercise that created an environment that allowed them to organize around shared interests and common issues. Each of the five facilitators in the session took just one minute of the 90-minute time slot to speak on what brought them to the room. For the rest of the time, the approximately 30 participants experienced a community-building exercise live that drew them into deep discussions in groups of three.

Participants encountered each other through questions such as: Why did you come to this room at this time? What common themes do you see amongst the three of you? What issues are facing your community and how could journalists engage in those issues? What gifts do you bring to a global community trying to develop best practices on these issues? After sharing in the groups of three, the room came back together with an invitation to reflect their conversations to the large group. Then participants created new groups of three for the next question. The collaborative process between the facilitators was a fluid process that allowed the creation of a synergy and immediate bond. Participants got to experience and learn first-hand how to conduct a community-building exercise and witness the impact of what a constructive dialogue, even among strangers, can produce.

Panel



Chuck Peters
President and CEO
The Gazette Company
United States



Peter Pula
Founder and CEO
Axiom News
Canada



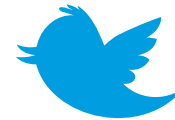
Travis J. Bockenstedt
Multimedia Producer in Residence
Department of Communication Arts
Wartburg College
United States



Dr. Penni Pier
Department Chair
Wartburg College Department of
Communication Arts
United States



Benjamin Smith
Applied Anthropologist
Germany



Penni Pier @PenniPier 30 June
Some amazing stories and conversation going on about community and journalism in this room!
[#ws10](#) [#dw_gmf](#) pic.twitter.com/hCpFxOoVCj

Stanley Vitte @StanVitte 30 June
omg, tv! [@DW_GMF](#): [#WS10](#) taking new approach already with a group exercise that consists of mini-communities [#dw_gmf](#)

Global Media Forum @DW_GMF 30 June
[@DW_GMF](#): [#WS10](#) Peter Pula: Change comes from strangers. That's why it's important to get together with other people and start conversations.

Hosted by Avaaz.org

The secret of mobilizing 34 million people

Description

34 million people – that’s the circulation of the print versions of The New York Times, The Guardian and Der Spiegel combined and multiplied by 10. And that’s the number of people the Avaaz activism network empowers week after week to take action on urgent global issues. From transforming one horror story of rape in Kenya into a global outrage to introducing a revolutionary new Internet Constitution in Brazil – the Avaaz community is changing the world every week.

In this workshop, Avaaz campaigners opened their treasure chest and shared some of the secrets that allow the Avaaz community to close the gap between citizens and their representatives. You will hear about where Avaaz plans to go next, gained heaps of hands-on experience as to how this community makes change happen.



Panel



Christoph Schott
Global Campaigner
Avaaz.org
Germany

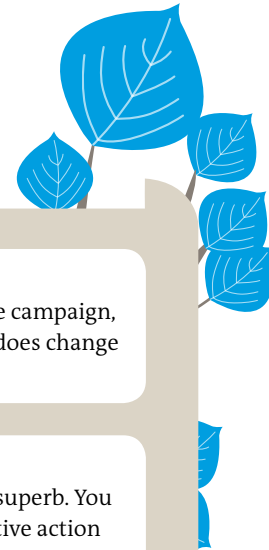
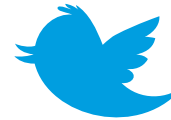


Pascal Vollenweider
Senior Campaigner
Avaaz.org
Switzerland



Emma Ruby-Sachs
Campaign Director
Avaaz.org
United States

Moderation



Dave Duarte @DaveDuarte 30 June
“The main ingredient of our emails is Hope”
[@E-Campaigning](#) [#ws11](#) [#dw_gmf](#)

Global Media Forum @DW_GMF 30 June
Ruby-Sachs: “Sometimes you do not win the campaign, but the fact that you bring people together does change the world.” [#ws11](#) [#dw_gmf](#)

Global Media Forum @DW_GMF 30 June
“It would be crazy to ignore the power of internet.”
E. Ruby-Sachs [#ws11](#) [#dw_gmf](#)

Dave Duarte @DaveDuarte 30 June
This “theory for change” model by Avaaz is superb. You must identify a pressure point where collective action will make a difference. [#WS11](#)

Hosted by Pressenza

Big media vs. social media in the global, nonviolent and humanist revolution

Description

More and more people are increasingly concerned about the influence of banking officials on the economic system and government policy around the world. Yet, can we really rely on the media moguls who control the supply of information to tell us the whole story? Despite whistleblowers such as Edward Snowden and U.S. Army Private Manning exposing the depths of surveillance employed to prevent any substantial change from affecting the status quo, information is still sufficiently controlled to keep the population subdued beneath its comfort blanket of reality TV, celebrities and soccer. Nevertheless, social change is bubbling all over the world and on the rise – social media is the tool of choice for disaffected groups worldwide. The more the protesters adhere to a strategy of nonviolence, the more the affected state sends in agents provocateurs to destabilize it towards violence. Pressenza's international network of editors invited conference participants to this workshop to talk about how new media and social media are supporting the nonviolent revolution required to bring a dignified life to all inhabitants of the planet.

Summary

Whereas big media tends to focus on sensationalism, promote the interests of business over the needs of individuals, cover minority acts of violence and has relatively few reporters on the ground, social media compensates by turning users into de-facto reporters, focusing on human issues, covering nonviolent protests and doing so in huge numbers. Social media generate consciousness of social injustice and human pain and suffering that big media are unwilling to cover. In doing so they provide the information that leads directly to participation. Something as simple as a small rise in a bus fare can lead to millions of people on the streets in 500 cities as happened in Brazil. It's not that social media cause a revolution; the revolution would happen anyway, sooner or later. There were revolutions before Twitter! It's just that never before have human beings had the possibility to turn locally-felt injustice into social transformation and all of this without having to be armed.

Panel



David Andersson
Member of Occupy Wall Street and the
“Making Worlds: A Commons Coalition”
United States



Paulo Genovese
Pressenza Brazil
Bureau Chief
Brazil



Tony Robinson
Pressenza Budapest
Bureau Chief and Spokesperson
for “World Without Wars and
Violence”
Hungary



Tony Henderson
Pressenza Hong Kong Bureau Chief and
Member of the World Coordination Team
of the International Humanist Party
Hong Kong



Baher Kamal
Egyptian-born
Secular
Pro-Peace Journalist
Spain



Dr. Silvia Swinden
Pressenza London Bureau Chief
Retired Forensic Psychiatrist and Coordinator of
the World Centre for Humanist Studies
United Kingdom



Global Media Forum @DW_GMF 30 June
People in China are not complaining about communistic government, but about injustice on local level
[#ws12](#) [#dw_gmf](#)

Global Media Forum @DW_GMF 30 June
[.@Baher_Kamal](#) is convinced that the revolution in Egypt would have happened without social media anyway
[#ws12](#) [#dw_gmf](#)



Hosted by IREX Europe

The rise of citizen journalism and its impact on traditional journalism in Russia

Description

Russian bloggers don't post photos of their cats in their journals. Or do they? Who are Russia's citizen journalists – are they activists, politicians or actually journalists? Why can mainstream media no longer afford to ignore bloggers? Is there a war of blogs or a war on blogs and how has the Internet become a digital battlefield with new laws being used as weapons against citizen activists to restrict freedom of expression online? Social networks are also taking over traditional blogs. This workshop tracked the evolution of the Russian blogosphere and how it has changed over the last ten years to become a major phenomenon in the Russian and global media environment.

Members of the Russian media community, scholars, journalists and bloggers discussed these and other questions related to citizen journalism in Russia. The workshop also looked at the prospects of media development in the country given the fact that its population is swiftly moving online, making the Internet the Number One source of information for younger audiences.

Summary

Russia currently ranks #148 out of 180 in the Reporters Without Borders World Press Freedom Index. TV, the primary news source, remains tightly controlled by the government. The hope is in the Internet where young people in particular are getting information from online media and blogs. Unlike in China, the government is only just starting to control the Internet. This clampdown is due to the impact of citizen journalism and the growth of blogs that picked up speed from 2008. These blogwaves (multiple blogs on the same issue) were successful in mobilizing citizens to demand reform and encouraged people to take to the streets in 2011, a movement which caused the government to look at citizen journalism in a new light. Online content is now being restricted through a blacklist that includes any public action not allowed by authorities. Any blogger with more than 3,000 visitors a day has to disclose their full names. Because of this, blogs have started to move from political issues to entertainment, a shift that suits both the government and advertisers. New hope lies in independent bloggers active in the regions, where new blogwaves are emerging.

Panel



Roman Chelyskin
Co-Founder and CEO
Fastcult
Russia



Fedor Kravchenko
Director
Media Lawyers
Colleagues
Russia

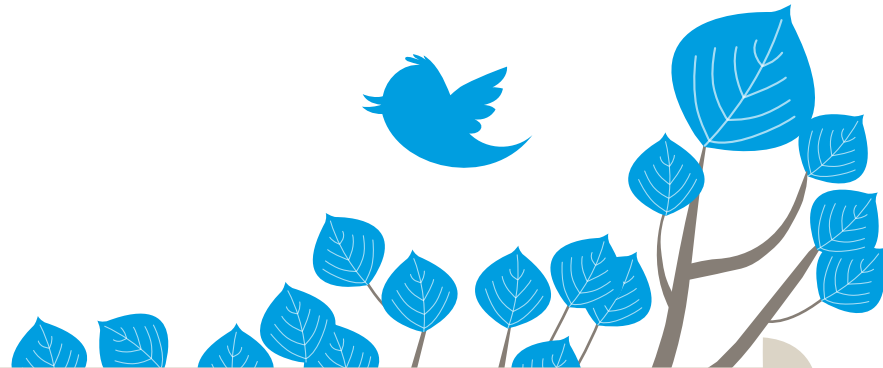


Michael Mirny
Director
Media Programs in Russia – IREX
France

Moderation



Marina Litvinovich
Chief Editor
Aggregator of Blog Posts – BestToday.ru
Author of the research paper
“Public campaigns on the Internet:
The experience of Russian regions”
Russia



gathara @gathara 1 July

Digital media not just a channel but an influencer. Not everyone in the village needs to be online for it to have an impact. [#dw_gmf](#) [#ws13](#)

Landeszentrale NRW @LZpBNRW 30 June

[#Russischen](#) Bloggern fehlt es oft an journalistischen Basics. <http://Irex.org> hilft mit Schulungen. [#ws13](#) [#dw_gmf](#)





Keynote speech
Dr. Gerd Müller

Keynote speech

Dr. Gerd Müller

Federal Minister for Economic Cooperation and Development,
Germany



Ladies and Gentlemen, Distinguished Guests,
This is a great opportunity to be able to greet you all on behalf of the German government at this historical site in Bonn. Nearly 25 years ago, Chancellor Helmut Kohl announced the 10-point plan

for German unification here. To be precise, it was a few steps from here, at the Waterworks offices next door, and today I welcome you to this highly interesting and thought-provoking conference.

Ladies and gentlemen, we've known for several centuries that the world is spinning on its axis. What's new is its apparent acceleration with a global population that is growing more dynamically than we've ever seen before. A hundred and fifty years ago, in Goethe's time, the world's population was one billion. Now there are 7.5 billion people in the world, and every day, the population grows by 250,000.

We are growing more quickly, which impacts the volume of traffic, the number of travelers and the exchange of information. The world has become smaller as we grow ever close together, and at the same time, global challenges influence our lives more and more. We're all in the same boat. Coexistence in the world, a responsibility not just for each other, but also for future generations – the question of what comes next – we have a responsibility for the future, for tomorrow.

We face great challenges: poverty and hunger, which are an absolute disgrace for humanity in my opinion because we can solve this problem, and we have a vision – a world without hunger by 2030.

War, ladies and gentlemen, the global refugee problem, 50 million refugees in the world, with 11 million added last year alone. Loo-

king to Syria, to the Middle East, but also to many African countries – what does that have to do with the conference's theme? We are confronted with these situations and that's a good thing. With the new communications possibilities available through the media, we are also directly affected. The problems of environmental destruction and climate change don't stop at our borders.

And if you followed the FIFA World Cup and watched the football match in Manaus, then we – you and I – are reminded of the tropical rain forest and the problems of deforestation in developing countries and the dramatic impact on the environment and climate. These are questions of humankind's survival today.

But I'll now turn to digitization, a new challenge that brings with it both chances and risks. Today the global digital network can be a powerful tool for creating more opportunities, more education, more health, more tolerance, more equality, more justice, more prosperity and more freedom. And those are precisely the goals for which we in the German government want to responsibly attain with values-based development policy. We want to solve global problems together through knowledge, through innovation and collaboration, and through partnership.

Recently I was at a rural development project in Mali, where I met a Japanese scientist. We go online to tap into the knowledge of global research. Fifty years ago, even 30 years ago, that was unthinkable. Today the exchange of knowledge and research results

is available to everyone anywhere in the world within seconds. In the best-case scenario, this technical progress can help to leapfrog stages of development. Just think about the many people in developing countries who now no longer need landline telephones and communicate directly via mobile phones and smartphones. They don't need to follow a process that we here in Europe went through. For many people, the Internet is a gateway to the world. Often it's their only source of information about politics, culture and economics. Conversely, insufficient connectedness impairs their development.

In Africa for example, only one in five people has access to the Internet and it raises the question of whether the idea of using drones to provide everyone in Africa with Internet access within the next ten years can in fact be made a reality. But plans like that won't happen tomorrow, and they don't occur by accident, because it is clear that there are also political and corporate interests behind such plans.

A few big Internet corporations now hold more power than we'd like, I would even say more power than many governments and political leaders. This power over the Internet and information needs global rules. Google-manipulated individuals cannot be the goal we envision achieving. We can't allow everyone to be targeted through filters – being fed the same piece of information, the same advertising message – through the influence of big business. In the end we'll all end up drinking, eating and consuming the same

things, whether we live in a tent in a South American rainforest or under the sun in Africa. That is a troubling vision, and these are the risks, the challenges of this global development. Nonetheless, it's clear that the digital revolution is transforming the economy, trade, education, health, administration, public opinion-making and governance, here and in your home countries.

Nowadays you can use a cell phone to conduct money transactions. In Africa there are already 600 million mobile phone connections. Farmers can check the market prices in their neighboring village or on the Chicago stock exchange. Looking for instance at the many small-scale farmers in India, this opens up entirely new possibilities for them to emancipate themselves from their current situation. The Internet provides access to any kind of information at any time, for every man and every woman anywhere in the world. It's all-encompassing and it revolutionizes how we interact, even on a personal level. Today, one click can replace entire libraries.

The Internet is very much a hands-on joint effort. To no small extent, new media, blogs, forums and YouTube videos left their special stamp on the Arab uprisings, sparking revolutions, and we are by no means at the end of such developments. And that's why dictators around the world are very afraid and have great reservations about the ongoing digital revolution.

But along with opportunities, the Internet also poses risks. Think of the NSA. It is also a space to monitor any type of personal activity.

Is this what George Orwell foresaw when he wrote his novel, 1984? And where do we stand now in 2014? None of us older readers used to take George Orwell seriously. Yet, we're well beyond that now in terms of surveillance – even of personal space – and that's a great challenge for every one of us individually, but of course also for us active in politics. How can we set legal parameters for such a global medium of information and the flow of communication?

Ladies and gentlemen, concerning the risks, I'd like to clearly add that cyberwar is a reality, and it's a reality we live with every day. There are thousands of attacks here in Germany alone – on German government offices and on German businesses – and it's happening all over the world, both in the private sector and between nations. Those are genuine risks. But, whereas we in Germany are primarily concerned with protecting our data, people in other societies find themselves in mortal danger. In some countries you can be hanged for a post on Facebook, and so we must draw attention to human rights violations and denounce injustices. To do that, the Internet is, of course, also a powerful and important tool. Human rights form the foundation of every community – of peace and justice – and it is with this conviction that my Ministry links its support for partner countries to certain conditions. Wherever we work with a partner, this serves to strengthen human rights, to preserve the dignity of each individual. I recall a discussion with Nigerian President Goodluck Jonathan 14 days ago, when I made an urgent appeal for gender equality, calling for improved conditions for women in society.



No longer can governments be immune to such demands. We are committed to preserving the dignity of every individual and we stand for democracy and the rule of law. But we need a world order that is more just, more humane, and conserves natural resources. We seek sustainable management on the basis of minimum social

and environmental standards. In line with this year's Global Media Forum theme, we are not merely interested in information, but also need participation, and so I would greatly appreciate it if you – our internationally knowledgeable and interested guests – would go to our website zukunftscharta.de and give us your feedback. What do you expect from Germany in this process? Write to us and spur us on with your ideas. Let us defeat global injustice together. For 50 years, development policy has been based on the fact that we help each other, live united, and practice partnership and friendship. For me those are the very same forces on which the global digital network should be established. What you are about to see and hear will make that clear. The theme is not predominantly about more technology, but rather participation, increased democracy and the fulfillment of human rights.

It's a pleasure to be here and I would like to thank Deutsche Welle and in particular all those correspondents, editors and journalists doing excellent work in many countries around the world. Professional journalism is more important than ever before, even in this day and age. Many thanks to all journalists. Now, I will clear the stage for the most current, most informative and most innovative projects concerning freedom of expression on the Internet and outstanding online human rights campaigns. Thank you all for your contributions to helping make a better world.





The Bobs Awards

The Bobs Awards ceremony –

Deutsche Welle Honors International Online Activists

Every year, Deutsche Welle holds an international competition for outstanding online activism in several categories and languages. The competition was brought to life in 2004 with the goal of advancing and enriching an open discourse on free speech through digital media. In The Bobs' 10th edition in 2014, more than 3,000 websites and online projects in 14 different languages were submitted from around the world. The nominees reflected the diverse possibilities within the blogosphere and to stand up for freedom of speech.

The 15-member international jury narrowed the field to 154 in advance. Jury members included Oksana Romaniuk of Ukraine and Arash Abadpour, whose website is one of the most-read blogs in Persian. Over the years, The Bobs Awards have become a significant, sought-after honor among the online community. This year's **"Best Blog Award"** went to Photo blogger Mosa'ab Elshamy (23), from Egypt.

He uses Facebook [↗ facebook.com/mosaabelshamy](https://www.facebook.com/mosaabelshamy) and other online services to analyze current events in Egypt in an impressive manner. His photos and photo essays, which cover the Egyptian revo-

lution and the 2012 war in Gaza as well as cultural events in his home country, have earned him international recognition.

"Mosa'ab Elshamy illustrates in a very impressive way the rifts that exist in Egyptian society," the jury said of his work. "Although we do not all speak Arabic, we can all understand the power of his images."

The Bobs other winners

The jury's choice for **Best Social Activism** went to **Visualizing Palestine**. Run by a team in Ramallah and Beirut, the site's operators have been creating infographics since 2011. The team's work is often used in mainstream media and can be privately shared using a Creative Commons license. The themes of the infographics include controversial topics such as Israel's settlement policy as well as the environment, health care and education issues.

"The website breaks down the complex and emotional conflict into understandable pieces and presents visualizations of them," the jury said. Deutsche Welle honors projects in the Best Social Activism category that contribute to strengthening democracy and the promotion of human rights.

In the **Best Innovation** category, the jury awarded its honors to the **BanglaBraille.com** project from Bangladesh, where more than a million people are blind. There are no suitable textbooks for more than 50,000 children in the country. The creators of BanglaBraille established a platform that provides access to digital and



audio books. They also set up a network of engaged volunteers to digitize the books and collect funding for the project. “The project has fundamentally improved the lives of many students in Bangladesh and is fighting against a problem that authorities in the country have criminally neglected,” the jury said.

A language artist won in the **Most Creative and Original** category. Word games have a long tradition in the Chinese language that is continued by the person behind **weicomb**, who refers to himself – translated into English – as **King@LeftMiddleRight**. Posts to the weibo.com account are sometimes made up of a single Chinese character. Often slightly altered, the one-character posts present readers with a daily riddle of inferring the point he is looking to get across. The Bobs jury said it represents “a very creative and clever way to get around censorship in China.”

The **Global Media Forum Award** went to India’s **Khabar Lahariya**, a weekly, rural newspaper printed in six dialects. Written, printed

and delivered by women, the paper focuses on the people and events in northern and northeastern India that otherwise get little attention in the mainstream media. A key source of information for many people, the paper has been running for 12 years and is also available online [↗ khabarlahariya.org](https://khabarlahariya.org). “The newspaper is an excellent example of a project that provides access to information in a disadvantaged region,” the jury said.

The **Reporters Without Borders Award** went to the Ukrainian project **YanukovychLeaks** [↗ yanukovychleaks.org](https://yanukovychleaks.org). Run by a group of journalists, the site publishes documents found in the estate of former Ukrainian President Viktor Yanukovych after he fled the country to Russia following the Maidan revolution. The people behind the project aim to catalog and report on the massive number of files they were able to save. “It is especially important during times of crisis to support independent journalists and to encourage them to keep up their work despite the dangers they face,” said Christian Mihr, head of Reporters Without Borders branch in Germany. The organization partners with Deutsche Welle for this category.

The best blogs in 14 languages

In addition to the Jury Awards, Internet users from around the world cast more than 70,000 ballots in an online vote. In addition to the six multilingual categories, users also voted on the best blogs in each of The Bobs’ 14 languages. All the People’s Choice Award winners are listed at [↗ thebobs.com](https://thebobs.com).





Reception
Deutsche Welle



Tuesday, 1 July





Plenary session I

Plenary session I

Hosted by Deutsche Welle

Global and participatory: Political opinion-making in the digital age

Description

News and information are more immediate and omnipresent than ever before. How does that affect policy-makers' actions and individuals' personal roles in political communications?

Multimedia diversity and digital connectivity have opened up new forms of political participation, such as e-government and e-diplomacy. While these can serve to lessen a growing alienation between citizens and politicians, they also raise serious questions: How can we ensure privacy protection, for example for informants? What role do whistleblowers play and what are the limits of freedom of the press and expression? And lastly, is there any conceivable means of ever reining in digital networking?

Summary

"We need a media that covers power, not covers for power; we need a media that is the fourth estate, not for the state; and we need a media that covers the movements that create static and make history all over the world." A summing up of this workshop by Amy Goodman of Democracy Now!, a news program pioneering the largest public media collaboration in the U.S. Suggesting

that U.S. media tend to "beat the drum for war", Goodman said: "The media can be the greatest force for peace on earth; instead it is all too often wielded as a weapon of war."

The U.S. media had essentially buried its head in the sand about issues like the ISIS terrorism in Iraq and Syria, said Matthew Armstrong, a member of the Broadcasting Board of Governors, a U.S. agency tasked to inform, engage, and connect people around the world in support of freedom and democracy. People have to be helped to understand their reality and be given means to band together with the help of the Internet, he said.

Noting that 37 million AVAAZ members engage worldwide in a broad variety of Internet-driven political activism, Emma Ruby-Sachs, observed: "The right of people to speak freely and to deliver information freely is fundamental. The governments that are not on board with that are actively trying to suppress speech and many of them pursuing their own people violently."

Guy Berger explained how UNESCO is trying to get "crowd-sourced wisdom" on independent information mechanisms and transparency, and called for input.

Julius Van de Laar recalled how the campaign to elect President Barack Obama was the most exciting he'd worked on and how it had boosted online opinion-making. He was challenged from the floor by an American who argued that the campaign had tricked the public and that Obama was a huge disappointment.

Panel



Matthew Armstrong
Member of the Broadcasting
Board of Governors
United States



Amy Goodman
Journalist and Co-Founder
Democracy Now!
United States



Jana Pareigis
Journalist and Presenter
Deutsche Welle
Germany



Prof. Guy Berger
Director
Freedom of Expression
and Media Development
UNESCO
France



Emma Ruby-Sachs
Campaign Director
Avaaz.org
United States



Julius van de Laar
Independent Campaign and
Strategy Consultant
Germany

Moderation



carien du plessis @carienduplessis 1 July
Goodman: we need a media that covers power, not covers for power; that is the fourth estate, and not for the state [#dw_gmf](#) [#WS16](#)

ronald meinardus @meinardus 1 July
Privacy debate not a left-right divide but a people- corporate divide, says Emma Ruby-Sachs [#ws16](#) [#dw_gmf](#)





Keynote speech
Dr. Frank-Walter Steinmeier

Keynote speech

Dr. Frank-Walter Steinmeier

Federal Minister for Foreign Affairs, Germany



Ladies and gentlemen,
honored guests from around the world,
it's great to be back in the former capital. I haven't been here for a long time, not even in this wonderful building that housed the old German Bundestag.

The last time I was here in this chamber was with Bill Clinton for a conference on disaster management ... but I hope that won't be a bad omen for this time ... I would have liked to share some breaking news here with you at this media conference, in a room full of journalists, preferably something that provided grounds for optimism. But I'm afraid I cannot.

Yesterday, we spent the whole day and evening negotiating with Ukraine, Russia and France in the hope of reaching an agreement that would allow steps to be taken towards de-escalating the situation in eastern Ukraine. At around 10 o'clock last night we were really close to reaching a joint agreement, but it didn't stick.

The agreement would not of course have provided a lasting political settlement to the Ukraine crisis, but it would have given us something more than just a short breathing space. I am disappointed that it didn't work out. As a result, President Poroshenko has now abandoned the unilateral ceasefire. What can you do in such a situation? You can be annoyed, but you must not be discouraged!

The agreement we didn't reach yesterday has not become superfluous. It still needs to be reached soon, in the next few days. It is only through these political negotiations that a solution will ultimately be found. Only so can we put an end to the bloodshed in Ukraine. And that is why, as soon as I leave this event, we will go back to the forge for the next few days, to hammer something out of the cast that wouldn't quite fit last night.

It would be good if we could take the limited contact between Ukraine and Russia that has now emerged and further intensify it – and if this were to lead to joint border controls to stop more fighters and weapons from infiltrating eastern Ukraine. But that will certainly require a lot more work – we’re not there yet.

I would like to express my heartfelt thanks to Deutsche Welle, which has again invited media professionals from around the world to Germany to consider, from their various perspectives, the major trends that plague you in the media just as they do us politicians.

Digitization is, of course, one of these trends, and it is at the heart of this year’s Global Media Forum. When I got your invitation and thought about what I, as a foreign policy person, could say to media people about the Internet and the changes it has brought, I thought to myself: if you want to seem up-to-date, then your speech has got to be called something like “15 Facts About Foreign Policy That Will Blow Your Mind.” And it should be followed by a really eye-catching photo gallery ...

But don’t worry, I haven’t got to the stage where I talk BuzzFeed style ... But I do wish to make a serious point here. Politics and the media are both equally under pressure from click statistics. And to score highly in terms of clicks, what you really need is lots of new, flashy pictures! And I fear this is going to put foreign policy at a disadvantage. What do I mean by that?

The crises around the globe supply an endless torrent of images. It only takes a moment for a photo to be taken on a mobile phone, uploaded onto the social networks, and viewed in living rooms around the world.

Do you recall the pictures from South Sudan, for example? And the images from the terrible civil war in Syria, which have followed us for over three years? Most recently the world has been forced to watch the brutal advance of ISIS in Iraq. Such pictures not only open our eyes to what is going on – they also have an impact themselves. Regardless of whether they were genuine or not, we know that the brutality of these images was one factor that spread fear of ISIS and caused many members of the Iraqi army to lay down their arms.

Another effect of these images bothers me as a foreign politician. They raise people’s expectations that the cause of the atrocities documented by these images, which rightly shock and outrage them, can be eliminated somehow, anyhow, as long as it is done as quickly as possible.

In contrast to the flood of images from the world’s trouble spots, the methods of foreign policy seem remarkably slow. And indeed they are slow! Foreign policy possesses no means of coercion, and no right of command. Its core business involves diplomatic negotiations, drawn out discussions in Swiss hotels, and – like last night – scrambling to reach compromises. And none of that makes for exciting photos!

There's another gulf that is also opening up. On the one hand the world is growing more complex. I don't want to give a whole lecture on that – but let me say that 1990 was a turning point. We Germans were fortunate enough to be reunited, but an old order disappeared, and has not yet been replaced by a new one.

New players in Latin America and Asia have emerged onto the world stage. They are economically strong and want to have their say in international politics. In this multipolar world, it has become much, much harder to reach diplomatic agreements.

The nature of conflicts is also changing. Wars used to be fought between states, but now we have entered an era of asymmetrical conflicts, where non-state groups fight state authority – for religious, ethnic or other reasons.

To sum up, none of the old templates fits in any of the trouble spots – not in Iraq or Syria, Ukraine or Mali.

On the other hand, the trend in the online media is to abbreviate and polarize – as it were in reaction to a growing need to categorize everything in the more complex world of today as black or white, good or bad. But it simply doesn't work!

This is brought home to me every day, under the spotlight of the Ukraine crisis. I am regularly on the receiving end of what we Germans have come to refer to as a double “shitstorm” in the



comments on my Facebook page. On the one side are those for whom the sabre rattling can never be loud enough, on the other those who accuse us of warmongering. On the one side those who accuse me of being a Russian apologist, and on the other those who say I'm a Kyiv fascist sympathizer. And the one time I lose my cool in the face of such accusations – that becomes the one real YouTube hit of my long political career. That has to say something...

But don't get me wrong. I'm not bemoaning the new trends. On the contrary. The Web has created great new opportunities, and not just as a one-way street – it's not just the megaphone of today



– but as a two-way street, as a forum for exchange between politicians and private citizens. I enjoy making good and frequent use of these new opportunities. Members of my staff have already complained that I spend more time reading the comments on my Facebook page than on the editorials in the daily newspapers.

But I do want to make one point. We – meaning politicians like myself and media professionals like you – have a responsibility to address the complexities of this world. We mustn't give in to the temptation to paint things black and white when they are predominantly grey, or when rival narratives can be drawn from the same facts.

The Internet is not only changing how we communicate foreign policy. It is changing foreign policy itself. As its name suggests, the Internet is international, it crosses borders. The Internet is a global asset. And if it is to remain so, foreign policy too must play its role. Today the Internet has around 2.5 billion users worldwide. In only five years' time, it will be double that number. Such a rapidly growing network needs regulations and standards – a highway code, as it were, and it needs institutions that can agree on and implement accepted rules. That is why the idea of a free, open and secure Internet – for the billions of people, too, who are yet to access it – is one of the central tasks for global governance in the 21st century.

The situation today reminds me a little of the time of the first climate conference in Rio over twenty years ago. Back then we could hardly believe that we would be able to lay down common rules in our increasingly complex world.

In my opinion, we're at a similar stage now, at the start of the digital age. Now, too, international rules seem a distant prospect, but the process has to start today!

In a first step towards this goal, Germany and Brazil have tabled a resolution on the protection of privacy in the UN General Assembly. For it wouldn't be right if, on the one hand, the Internet were to be regarded as a global space and, on the other, online privacy were not considered a global right, a right which everyone has, regardless of their country of origin.



The vision of a free, open and secure Internet is by no means shared by everyone in the world. Authoritarian governments see a free and open Internet as a threat to their power. But we see a free and open Internet as bringing new opportunities! Opportunities for participation, knowledge, progress and democracy. I am convinced that this view is also shared by the United States of America, and that's why I believe that – whatever differences of opinion we may have – there is more that unites us than divides us.

Late last week, I launched the Transatlantic Cyber Dialogue at the Federal Foreign Office together with John Podesta, whom President Obama has tasked with working on the issue of big data. The aim of this dialogue is not, as some commentators have said, to distract from Edward Snowden's revelations, but to engage in a constructive debate on what, in my opinion, is at the root of all the outrage about the NSA's activities – namely the difficult question of finding the right balance between freedom, privacy and security in the digital age.

Let's get one thing clear. We will not agree with the Americans on everything. Our backgrounds and outlooks are too different. And Americans are greatly influenced by the terrible events of 9/11, the like of which we in Germany have fortunately never experienced.

But still it's worth entering into this debate with the Americans – for three reasons: First, because our two countries, the U.S. and Germany, are the most interconnected countries in the world.

Second, because the U.S. and Europe can together bring the necessary weight to bear in international fora.

And third, because our two countries – America, too, even if we in Germany seldom realize it – are in the middle of intensive public debates on what form a free and open Internet should take in the 21st century.



At any rate, I firmly feel that this key goal of the 21st century – a free, open and secure Internet – is better served if we can establish some kind of transatlantic link between our public debates, and keep them open and honest, and if we agree on common rules wherever we can.

We have to realize that we are at the beginning of something new, not at the end. And so outrage about abuse of these new technologies isn't just understandable, it's necessary. But outrage

isn't the right political stance if we are to lay down rules for the future, and if we are to win allies for that endeavor. Will we manage to create a rule-based order in the digital age which safeguards unrestricted freedom of information and at the same time protects the right to privacy?

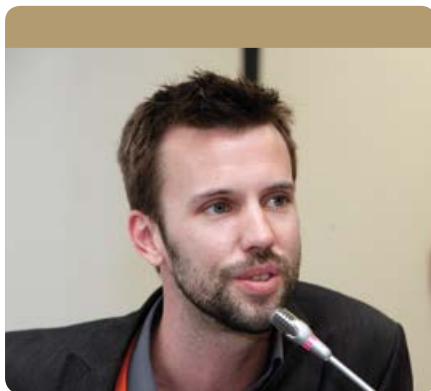
Will we manage to develop international law so as to achieve the right balance between freedom and security – notwithstanding the temptations that access to huge amounts of data may bring?

This will depend in part on our willingness to look beyond the headlines, to look beyond the potential scandals of the day and to consider the long-term underlying factors. This requires of politics not just a firm stance, but also the willingness to engage in a debate about the objectives and boundaries of governments' thirst for information. And it requires of the media attention to the profound social changes we are experiencing, and to the fact that it is now private companies rather than the state which control the bulk of the data.

These changes affect traditional ideas about the relationship between government and society. The constitutional and cultural dimension of big data will exercise us for much longer, and far more intensively, than any scandal today. Of that I am sure. I'm looking forward to engaging in this debate with you.

Thank you.





Hosted by ONE

How digital activism can help achieve real change

Description

The bashing about “clicktivism” is old hat – and yet in vogue as ever. Similarly old is the postulation that online and offline activism must mesh effectively to achieve concrete political results. Despite this discussion and the distinction between both spheres being rather 1.0, it is very persistent. Firstly, because it is true that effective campaigns must mobilize both online and offline and secondly, because connecting both is easier said than done.

Collecting many signatures for an online petition, that’s feasible. Moving so-called “slacktivists” up the famous “ladder of engagement” can be very wearisome – and often unsuccessful. Cultural pessimists and campaigners alike are therefore frustrated with digital activism.

On the other hand, low-bar digital means of participation allow people with little time or without a previous activism biography to support a political cause. In other words, online elements of participation can make a campaign more inclusive and impactful – especially when combined with compelling campaign actions that go beyond simply clicking a link.

Summary

The panel agreed that nowadays successful campaigns need to include both online and offline elements to reach their full potential. Making a difference between “online” and “offline” is a misconception, as panelist and change.org Germany Director Paula Hannemann decidedly pointed out, as “we live in one world.” Ify Eleuze outlined that the beauty of online activism is that everybody has equal opportunities to start their own petition, thereby empowering people to use and aggregate their voices.

Half of the session was dedicated to a lively Q&A session. Stirred by questions that came via Twitter and from the audience, the panel also discussed the benefits of online tools, allowing people to campaign on issues remotely, as the case of Ify Eleuze shows, who lives in Germany but started a petition as a part of the global, but Nigeria-focused #BringBackOurGirls campaign. This factor is also important to the international NGO ONE, represented by Europe Director Adrian Lovett. The organization campaigns on the issue of extreme poverty by involving its members locally and globally using both online tools and offline campaign activities.

Panel



Alicia Blázquez Fernández
Senior Campaigns Manager
ONE
Germany



Paula Hannemann
Director
Change.org
Germany



Julius van de Laar
Independent Campaign and
Strategy Consultant
Germany



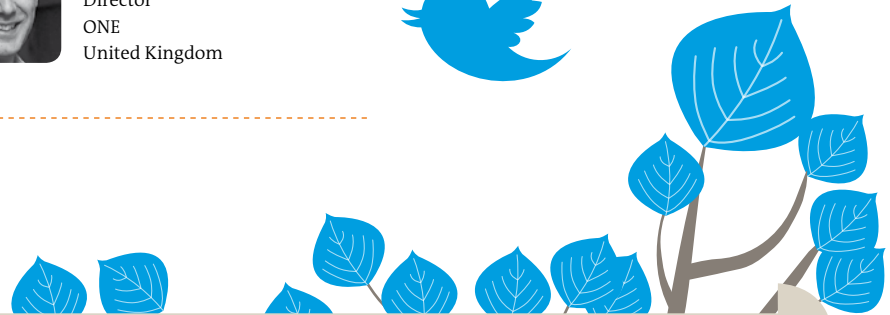
David Cole
International Digital
Director
ONE
United Kingdom



Adrian Lovett
Director
ONE
United Kingdom



Ifeyinwa Elueze
Initiator of Online Petition for
#BringBackOurGirls Campaign
Germany



Marian Araga @Marian_Araga 3 July
RT @ONECampaign: Follow the live debate on digital activism from #dw_gmf - ONE's @adrianlovett #ws18 & more info: <http://flip.it/QoNZv>

ONE Campaign UK @ONEcampaignUK 1 July
Thanks to everyone who joined us at #ws18 - great questions and discussion! #dw_gmf

*Hosted by Engagement Global –
Service for Development Initiatives*

Promoter or preventer? The role of journalists in e-participation

Description

“Power to the people” is an all-important principle to democracy since individuals have a strong desire to have a say in matters that concern them. Citizens want to be part of the decision-making processes in their communities, and e-participation is one possible means of doing so. But how, for example, can citizens be expected to understand the complex mechanisms behind municipal budgets? What opportunities do participatory tools – such as open participatory budgeting – offer to foster interaction between citizens and policy-makers? And what are their challenges and risks?

In cases like these, journalists and the media play a special role. To what extent do they influence the acceptance, progress, success or failure of participatory processes? What is the relationship between conventional media – newspapers, radio and television – and digital and social media in this context? Are there differences from country to country? And how do they deal with nations’ differing levels of technological advancement?

An international panel discussed these and related questions by examining practical examples from a variety of countries.

Summary

Tchadjei Ouro-Longa described how female citizens of Sokodé in Togo become involved in city projects via radio – and in the future via SMS. He said that not many people in the country have Internet access, whereas mobile phones are quite common.

Liat Schlesinger recounted her experiences in Mexico, where, for instance, a radio telenovela cooperated with different communities to incorporate environmental topics into the program. In this way, neglected issues and people’s concerns that would otherwise not be taken into account found their way into popular media.

Michelle Ruesch also underscored the importance of women journalists and media, citing Bonn as an example of one of the first cities in Germany to introduce a process for participatory budget planning. Dr. Mayte Peters described the platform Publixphere as an example for getting young people interested and involved in political issues in Europe.

The panel also discussed topics such as migration and whether privately owned media and organizations gain added value by engaging with municipal administrations in encouraging public participation. The session also addressed the opportunities such methods offer to deal with conflict and corruption.

Panel



Tchadjei Ouro-Longa
Head of Communication
and Development
Municipality of Sokodé
Togo



Michelle Ruesch
Project Manager
Zebralog GmbH & Co. KG
Germany



Ute Lange
Head of Corporate Communications
Engagement Global –
Service for Development Initiatives
Germany



Dr. Mayte Peters
Initiator and Chair
Publixphere e.V.
Germany



Liat Schlesinger
Independent Journalist and
Communication for Development
Specialist
Israel

Moderation



Michelle Ruesch @MichelleRuesch 1 July
Had an amazing discussion on different perspectives
on [#participation](#) and the media at [#dw_gmf #ws19](#).
[@zebralog](#)

Engagement Global @EngGlobal 1 July
[@Schlesi](#) to [@MichelleRuesch](#) about [@zebralog](#) “your
project sounds amazing!” [#dw_gmf #ws19](#)



Hosted by Reporters without Borders

Strengthening freedom of information and source protection worldwide

Description

Digital technologies have enabled journalists around the world to deliver the news more directly and have established new ways to investigate stories. They are, however, also used to spy on supposedly private communications and suppress journalists, activists and bloggers. Many Western companies are complicit in human rights abuses by “Enemies of the Internet” such as Bahrain, Ethiopia and Syria, as they supply the tools necessary to implement intrusive spying. To date, Western governments have largely failed to restrict this cynical market.

This panel discussed different vectors to strengthen human rights, such as freedom of information and freedom of expression, in the light of international law and the most recent decisions made by members of the Wassenaar Arrangement.

Summary

How can citizens win back sovereignty over their privacy and combat surveillance on the Internet? This was the guiding question for the discussion.

Kenneth Page, Policy Officer at Privacy International (PI), emphasized how important it is to forge alliances among civil society. He shared his experience that when PI gathered a number of British and international civil liberty groups and “spoke with one voice,” British MPs started listening.

Lorena Jaume-Palasi, a political scientist, stressed the need for international treaties and agreements. Without these, states will not be willing to compromise on surveillance policies because it is not question of data protection but a national security issue.

Anja Kovacs, director of the Internet Democracy Project in Delhi, aims to reframe the discourse on cyber security. It needs to be, she says, defined as allowing people to use the Internet free from fear of cyber crime and surveillance.

Hauke Gierow, who heads the Internet Freedom Desk at Reporters without Borders Germany, pointed to the success the organization had in getting surveillance technology, manufactured by German and other Western companies, on the list of the so-called Wassenaar agreement. As soon as this is implemented into the laws of the signatory states, the export of these technologies needs to be authorized by governments.

Panel



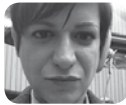
Hauke Gierow
Head of the Internet Freedom Desk
Reporters without Borders
Germany



Anja Kovacs
Internet Democracy Project
India



Matthias Spielkamp
Founding Partner
iRights.Lab Think Tank
Germany



Lorena Jaume-Palasi
Lecturer
Department for Political Philosophy
Ludwig Maximilians University
Germany



Kenneth Page
Research Officer
Privacy International
United Kingdom



Ken Page @K_dPage 1 July

Learned + shared a lot today at [#dw_gmf](#) panel w [@anjakovacs](#), [@spielkamp](#), [@lopalasi](#), [@h4uk3](#) on strengthening freedom of info. Thanks! [#ws20](#)

Global Media Forum @DW_GMF 1 July

Hauke Gierow would expect from a journalist of today that he uses encryption tools [#WS20](#) [#dw_gmf](#)

Hosted by Deutsche Welle

The Changing face of African Media – The opportunities of public participation

Description

Traditional media in Africa are no longer the only source of information across the continent. Members of the public have increasingly been encouraged to submit their own content as mobile reporters or bloggers. To what extent does this shift towards public participation signify a democratization of conventional media? Should this change be seen as a threat to credible and authentic journalism or as an opportunity to promote transparency among the media establishment?

Summary

This workshop on social media in Africa opened with a brief presentation of research results from a large market research study carried out in Sub-Saharan Africa by Balancing Act. This seems to show that there is an increasing number of Africans using social media (especially Facebook) and that they are a primary source of information for many people.

The discussion covered a wide range of topics including: the behavior of African social media contributors; the 'haves' and 'have nots' in terms of who contributes to social media; a range of examples as to how social media are changing how people report and how citizens contribute; the ways in which mobile and social media can contribute to citizen reporting; and the role and responsibilities of journalists and media owners in terms of verifying information from social media.

There were concerns that: social media could fan religious and ethnic differences; not everyone had access to the social media conversation; and that information was not always verified before it was used by journalists. However, it was seen as a positive force that allowed a much wider range of people to have their say than for example, letters in newspapers used to.

Panel



Séverin Tchounkeu
CEO
Groupe Equinox
Cameroon



Pim de Wit
Founder and Director
Voices of Africa Media Foundation
The Netherlands



Russell Southwood
CEO
Balancing Act
United Kingdom



Jesse Oguntimehin
Head Customer Service
Spinlet
Nigeria



Wangeci Murage
Head of Business Development
Zuku TV/Wananchi Group
Kenya

Moderation



carien du plessis@carienduplessis 1 July
Woman from Zim makes the point I wanted to make:
connectivity and computers only available in urban
areas. Deepening divide? [#WS21](#) [#dw_gmf](#)

gathara@gathara 1 July
Are gender/income inequalities replicated online? Does
social media reflect, exacerbate or ameliorate ills of the
real world? [#ws21](#) [#dw_gmf](#)

Hosted by Friedrich Naumann Foundation for Freedom

The role of (social) media in promoting and sustaining democratic governance

Description

This year the Friedrich Naumann Foundation for Freedom presented a panel of experts from Ukraine, Lebanon, Egypt, India and Myanmar who discussed the role of (social) media in promoting and sustaining democratic governance. On the one hand they looked at new social media's part in initiating processes of political change (e.g. Facebook revolution). Another aspect – one that has been largely overlooked in media policy debates to date – is the media's role in stabilizing processes of political reform and supporting democracy. Right now this debate bears special significance in transition countries in Asia, the Arab region and Eastern Europe

Summary

The Friedrich Naumann Foundation for Freedom (FNF) presented expert evaluations and opinions on the role of media, especially social media, in promoting and sustaining democratic governance.

Egyptian Internet activist Esraa Abdel-Fattah, who became known as Facebook Girl for her role in initiating the first protests

against the regime of Hosni Mubarak, described how the popular social network became a tool to mobilize and organize masses of people. Today her 400,000 followers on Twitter are testimony to her ongoing and powerful influence.

Workshop moderator Ronald Meinardus then steered the debate towards the media's role in stabilizing processes of political reform and supporting democracy.

Nittin Pai, who heads an adult-learning institute for political education in India, said that social media campaigns had played a decisive role in overcoming citizens' disinterest in politics in the world's largest democracy.

In Ukraine, reported Sergii Leshchenko, social media have for a long time played the role of watchdog, scrutinizing politicians with eagle eyes and denouncing wrongdoing. Ayman Mhanana, direktor of the Samir Kassir Foundation in Beirut and Khin Maung Win reported similar experiences with the media in Lebanon and Myanmar. For a long while, Khin Maung Win was in charge of a short-wave broadcaster, which the Burmese opposition operated in Norway. Both panelists said that accountability is key. "In the transition countries, social media play a crucial role as a counterweight to the abuse of power," concluded Meinardus.

Panel



Esraa Abdel-Fattah
Blogger and Activist
Egypt



Ayman Mhanna
Director Samir Kassir
Foundation
Lebanon



Sergii Leshchenko
Deputy Editor-in-Chief
“Ukrainska Pravda”
Online
Ukraine



Nitin Pai
Head of the Takshashila
Institute
India



Khin Maung Win
Deputy Executive Director
Democratic Voice of Burma
Burma/Myanmar

Moderation



Dr. Ronald Meinardus
Regional Director MENA
Friedrich Naumann Foundation
for Freedom
Egypt



MiCT@mict_intl 1 July

Nitin Pai from India: The danger of social media is that “wrong demands” might be trending. For instance [#HangTheRapist](#) [#dw_gmf](#) [#WS22](#)

Birgit Lamm@BirgitLamm 1 July

In Egypt repression of free expression is stronger, but with the social media free expression has increased. [#ws22](#)

Hosted by DW Akademie

Whistleblowers, activists, journalists: Is advocacy journalism the journalism of the digital age?

Description

Journalists shouldn't identify themselves with a specific cause. However, journalists like Glenn Greenwald, who published the documents provided by NSA whistleblower Edward Snowden, disagree. He believes that journalists can also be activists. With a new project financed by eBay founder Pierre Omidyar called The Intercept, Greenwald is carrying out a journalistic mission. "Our longer-term mission is to provide aggressive and independent adversarial journalism," he says. In the age of WikiLeaks and social media, important questions arise: To what extent should journalists be allowed to express an opinion and take a stance in their reporting, and which platforms will serve to inform us in the future?

Summary

Where do we draw the line between advocacy and quality journalism? Or do we need to? Setting the tone for the debate, U.S. media expert Dan Gillmor didn't see a need to divide the two. "Journalists have always been activists in the sense that they advocate a free press and freedom of expression," he said. Why draw a line between public campaigns by non-government organizations and journalism, he asks. "Activists focus on topics and research them intensively – often much more so than the press can." Gillmor added: "Journalists have always had a degree of subjectivity that's been shaped by their political beliefs or cultural background. So objectivity is really a myth." Panelists agreed with Steffen Leidel that it is necessary to define journalism as broadly as possible to include NGOs, citizen journalists and bloggers. However, Patrick Beuth sees the need to distinguish between journalism and activism. "If I'm going to take part in protests or campaigns, I really can't write about them. I'd lose my credibility because readers wouldn't think I was writing objectively."

Panel



Patrick Beuth
Editor
ZEIT ONLINE
Germany



Steffen Leidel
Editor and Trainer
DW Akademie Digital
Germany



Holger Hank
Head DW Akademie Digital
Germany



Dan Gillmor
Professor of Digital Entrepreneurship
and Media Literacy
ASU Walter Cronkite School of
Journalism and Mass Communication

Author and Columnist
The Guardian
United States



Martín Rodríguez Pellecer
Founder and Editor-in-Chief
Nomada.gt
Guatemala

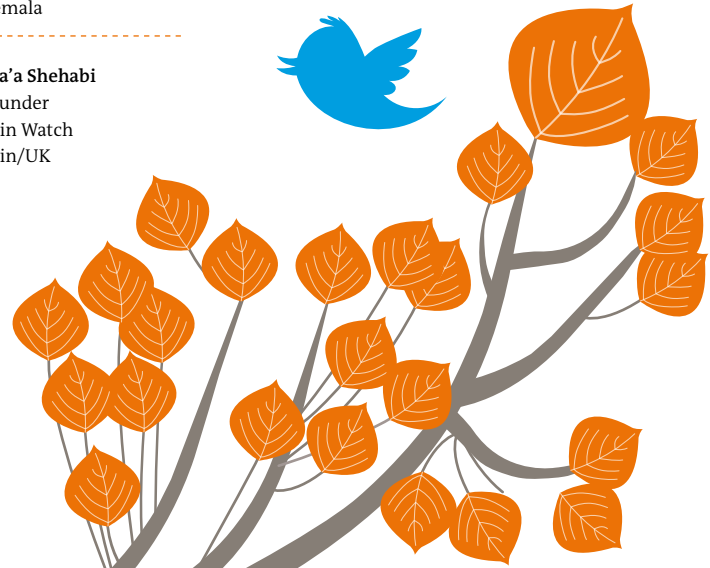
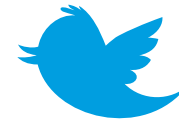


Dr. Ala'a Shehabi
Co-Founder
Bahrain Watch
Bahrain/UK

Moderation



Chuck Peters@cpetersia 1 July
Focus on knowledge creation, not journalism vs activism – Dr. Ala'a Shehabi #ws23 #dw_gmf pic.twitter.com/CnljuiMzrf



Hosted by Bonn International Center for Conversion (BICC)

Western surveillance technologies and “ungoverned spaces” – Challenges to protect (media) freedom

Description

Shortly after the political upheavals in Arab countries, a debate began about the delivery of Western surveillance technologies to the affected region. For years, European and North American companies have supplied states such as Tunisia, Egypt, Libya, Bahrain and Syria with the technological infrastructure needed to filter the Internet, block websites, monitor e-mail traffic or tap and locate mobile phones. Among the suppliers are large telecommunications groups, such as Nokia, Siemens and Ericsson, as well as a good number of medium-sized companies that have specialized in programming spyware. Some of these smaller companies have in the meantime been bought by the defense industry. Indeed, the delivery of such technologies to repressive and authoritarian regimes is potentially no less problematic than the export of assault rifles or battle tanks. Surveillance technologies play a decisive role when it comes to locating, arresting, torturing and even murdering alleged dissidents.

At the same time, the U.S. administration has been pursuing the concept of “ungoverned spaces” since the 9/11 terrorist attacks.

To construct ungoverned spaces, sharply delineated borders are established, the transgression of which can invisibly turn a person into a suspect and potential actor of violence. Such people are subject to state involvement that can range from increased monitoring to the use of violence. Political spaces of the state of emergency are identified, categorized and defined, which legitimate actions considered to be a challenge to valid regulations. This, for instance, applies to cyberspace as much as it does to remote areas in Somalia or Afghanistan.

Summary

The Internet was described as an “ungoverned space” for political liberalization during the Arab Spring in 2011. Based on trade in surveillance technologies, it seems that the Internet played a significant role when it came to locating and arresting journalists in Egypt and Syria. The export of Western surveillance technologies to autocratic regimes must be restricted in order to support democratic change in the MENA region. The question is how the export of surveillance technologies can be restricted, when at the same time, the U.S. Administration has been pursuing the concept of ungoverned spaces since the 9/11 terrorist attacks. To construct ungoverned spaces such as cyberspace, regimes have the right to establish borders, the transgression of which will turn a person invisibly into a suspect and a potential actor of violence who is thus subject to state involvement that can reach from increased monitoring to even the application of violence.

Panel



Menso Heus
Coordinator Internet
Protection Lab
The Netherlands



Marc von Boemcken
Researcher at the Bonn
International Center for
Conversion (BICC) and
Co-Editor of the German
Peace Report
Germany



Ahmed Khalifa
Researcher at the Bonn
International Center for
Conversion (BICC) and
Photojournalist
Egypt/Germany



Conrad Schetter
Research Director
Bonn International Center for Conversion (BICC)
Germany

Moderation



Erkan Saka@sakaerka 1 July
[#WS24](#) at [#dw_gmf](#) Rise of ungoverned places in the world... where state of exception occurs...

Global Media Forum@DW_GMF 1 July
[@DW_GMF](#): [#WS24](#) Prof Conrad Schetter: problems of ungoverned space: It is sadly not about changing the region but controlling the region.





Hosted by Deutsche Welle

Transatlantic talk

Description

Disclosure of the United States NSA's secret surveillance activities has deeply shaken transatlantic relations. At the same time, allegations of industrial espionage weigh heavily on negotiations for a proposed transatlantic trade and investment partnership. How grave is the crisis in transatlantic relations? What is the proper balance between the civil right to privacy versus limitations for the sake of security? In light of the resulting loss of trust, how can the transatlantic partners deal with international challenges – such as the civil war in Syria, withdrawal from Afghanistan and Iran's nuclear ambitions – with a shared sense of responsibility?

Summary

Continued dialogue and both bilateral and multilateral treaties are urgently necessary to secure privacy freedom on both sides of the Atlantic in light of the NSA scandal, agreed the panelists in the Transatlantic talk.

While the long-standing and deeply rooted friendship between Germany and the United States is present in the minds of average citizens, as Peter Kloeppe pointed out, the NSA scandal has undeniably led to a breach of trust. Melinda Crane noted that the

transatlantic relationship is – largely due to economic factors – more important to Germans than to Americans, and for many Germans, the NSA scandal represents a deep disappointment of their hopes for a new Obama era.

According to Hubert Wetzel, the sheer scope of the surveillance conducted by the NSA has led Germans to criticize the U.S. more loudly than their own government – despite its own cooperation with the NSA. For Rüdiger Lentz, the transatlantic trade agreement current on the table (T-TIP) is such a crucial step that negotiations cannot afford to be impacted by the violation of trust that has been caused by the NSA revelations.

As brought to light during the question-and-answer session, the need for greater Internet governance certainly does not stop with Europe and the U.S., but must be worked out on a global scale.

Panel



Melinda Crane
Chief Political Correspondent
Deutsche Welle
Germany



Rüdiger Lentz
Executive Director
Aspen Institute
Germany



Kate Müser
Editor/Moderator
Deutsche Welle
Germany



Peter Kloeppe
Editor-in-Chief
RTL Television
Germany



Hubert Wetzel
Editor for Foreign Policy
Süddeutsche Zeitung
Germany

Moderation



Matteo Arisci @MatteoArisci 1 July
[#Dw_gmf](#) [#ws25](#) a very interesting transatlantic talk in
Bonn

Aine @Ruthaine 1 July
[@xtopher89](#): Important point: some Europeans tend to
underestimate just how big a blow 9/11 was to Ameri-
cans [#dw_gmf](#) [#ws25](#)

Hosted by the Grimme-Institut

Participatory story – Be a part of it

Description

In the course of only one-and-a-half hours this workshop will let you experience how a digital story is created from scratch. We will start out with just the idea, work on the storyline, include all the material, and at the end of the workshop a digital story will be completed and screened.

You will see how audio is recorded, pictures are taken and videos are made, material is edited and the story is finalized. We will demonstrate the use of the necessary hardware and software in a production environment that allows you to follow every step of the process.

The participatory story is a special form of digital storytelling that can be used – for example – for preparing cultural, historical or societal topics for presentation by groups such as school classes, seminars or conferences. It encourages the creation of a digital story with more than one storyteller or narrator, without ever neglecting the principles of a classic digital story.

And what's best is that YOU participate live in the process and are a part of the final story.

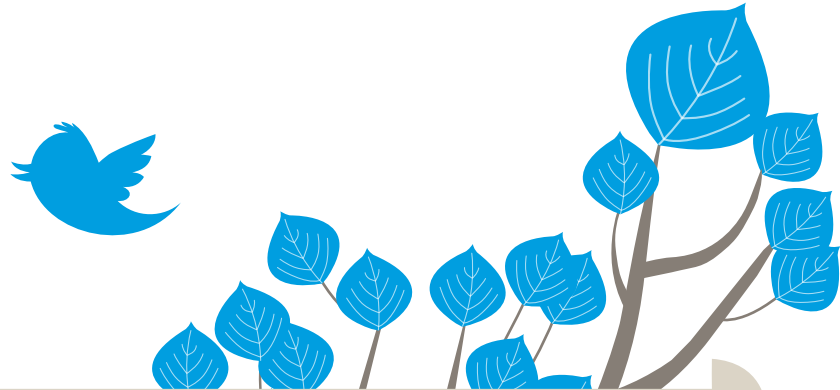
Summary

The session was an abbreviated version of a typical digital storytelling workshop. After a brief introduction outlining the history of the format, Guido Kowalski demonstrated how digital stories take shape, from the warm-up phase – in which the participants get to know each other – through to the process of brainstorming, writing, storyboard development, audio recording and editing with dedicated software. Workshop participants took part in several exercises, such as editing personal stories down to fit on a postcard. Using prepared texts, audio recordings, images and other elements, they experienced step-by-step how the various elements come together to form a complete film, gaining practical insight into the steps and workflows involved.

Presenter



Guido Kowalski
Head of Webmastering
and Project Head
Grimme-Institut
Germany



Eva-Katharina Lang @EvaKatharinaL 1 July
Eating popcorn and watching our just produced
[#dw_gmf](#) [#video](#) Thanks to [#GrimmeInstitut](#) for the
great workshop! [#ws26](#) [pic.twitter.com/SpOGXN8xpt](#)

BBC Media Action @bbcmediaaction 1 July
For professional audio results, record yourself with
a blanket over your head – tried and tested tip from
Grimme Institute! [#dw_gmf](#) [#ws26](#)

Judith Orland @charitychick 1 July
Very entertaining digital storytelling workshop with
lots of practical advice! [#dw_gmf](#) [#ws26](#)

Hosted by United Nations University for Environment and Human Security / Flowminder.org

Big data, big insights: Mapping climate-induced displacement with mobile data

Description

In November 2013, Typhoon Haiyan displaced an estimated four million people in the Philippines. Only a month earlier, cyclonic storm Phailin forced the government to evacuate nearly nine million people in Eastern India. As extreme weather events increase in frequency and severity, more and more people will be forced to leave their homes. Where do these displaced populations go? Is aid infrastructure in place when they arrive? Do they return home after the disaster has passed?

Mobile Data, Environmental Extremes and Population (MDEEP) is a cutting-edge project at the junction of big data, climate change, and human welfare. It is the first time mobile call data records have been used to assess climate impacts.

As more people are affected by extreme weather, the media play a crucial role in shaping the wider dialogue on environmental migration. This workshop explored how the media can use the maps and

analyses generated by novel and big datasets to verify information following a disaster and how they can more accurately report on the struggles and challenges of environmental migrants.

Summary

2013 saw a series of powerful cyclones that affected broad regions and scores of people. Weather extremes can drive entire countries to their knees, but how do journalists cover them? How can they verify the statistics they get from governments and aid organizations? The panelists discussed the challenges of disaster reporting and introduced a new methodology that uses anonymized mobile network data to map where people are displaced to after a disaster. It has important implications for disaster preparedness and response, while also potentially providing journalists with reliable and accurate data and analyses after a disaster about specific people and places affected. The methodology was developed after the Haiti earthquake and is now being applied to assess impacts after Cyclone Mahasen in Bangladesh. Results from this project will be presented at an event of the GSMA, a mobile industry group, in August 2014.

Panel



Rina Tsubaki
Project Manager/
Lead for Emergency Journalism
and Verification Handbook
European Journalism Centre
The Netherlands



Dr. David J. Wrathall
Senior Researcher
United Nations University –
Institute for Environment and
Human Security (UNU-EHS)
Germany

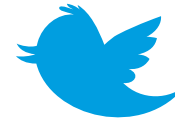


Janine Kandel
Head of Communications
United Nations University Vice
Rectorate in Europe (UNU-ViE)
Germany



Dr. Erik Wetter
Co-Founder
Flowminder.org
Sweden

Moderation



Jesse Cruz @wOrld_cit1zen 1 July

This 'big data tool' will definitely come in handy for my story-collecting trip to the Amazon this year. #WS27 <http://bit.ly/1mEEQpp>

Global Media Forum @DW_GMF 1 July

The next trend in big data is Twitter says Dr Wetter #WS27 #dw_gmf

Jesse Cruz @wOrld_cit1zen 1 July

The bottom line: Climate change will result in human migration. <http://bit.ly/1quimsO> #WS27 #dw_gmf
Where are they going?

Chahira Nouira @CosmoCat 1 July

@UNUEHS @wOrld_cit1zen @rtbasnyat @DW_GMF @andreslie Great topic and speakers! #dw_gmf #WS27

Hosted by Amnesty International and the German Institute for Human Rights

An ice age for privacy? The rights to free speech, information and privacy versus mass surveillance

Description

In June 2013, whistleblower Edward Snowden decided that the public should know about the activities being carried out by the United States' National Security Agency. He revealed the excessive surveillance of millions of Internet and mobile phone users worldwide – a major threat to people's right to privacy. The right to privacy is often understood as an essential requirement for the realization of the right to freedom of expression. Over the last several years, many countries have implemented access to information laws. However, more and more information of public interest is being withheld in the name of national security. At the same time, many states make use of mass surveillance and disregard the right to privacy of millions of people – again in the name of national security.

Who guarantees the availability of information when it is unduly withheld? Whistleblowers and the media alike have a very important role, bearing a special responsibility towards the public. How can they be protected? How can the right to privacy be better pro-

tected, even in the context of extraterritorial surveillance? Where is the line between security interests and the individual's right to privacy?

Summary

The panel discussion took a close look into the impact of mass surveillance on the right to privacy and the consequences for further human rights. Sebastian Schweda, who moderated the event, pointed to an alarming new perception that had resulted from the Snowden revelations: "The game is not states spying on states anymore – it's governments spying on citizens." Prof. Beate Rudolf, emphasized that, according to international human rights standards, any surveillance in the name of national security required proportionality, transparency and accountability. She also reminded governments that they had a duty to protect human rights not only within their own borders, but also extraterritorially in areas where they exercised effective power. Garrett Graff, argued for a clear distinction between the bulk collection of data by Western intelligence services and targeted surveillance. While the exposure by Snowden of the former had been a service to the public, the latter had earned him the accusation of being a traitor in the eyes of many Americans. "If Snowden had kept his revelations on the mass surveillance side, he would have had more success for change in legislation."

Panel



Prof. Beate Rudolf
Director
German Institute for Human Rights
Germany

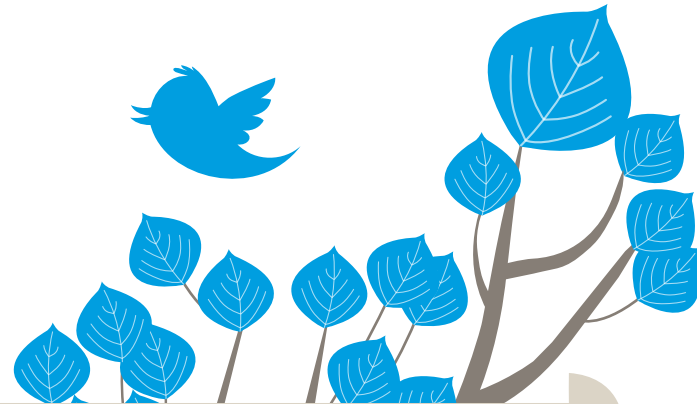


Garrett M. Graff
Editor
The Washingtonian Magazine
Author of the Book
“The Threat Matrix: The FBI at War in the Age of Global Terror”
United States

Moderation



Sebastian Schweda
Lawyer and Spokesperson of
the Amnesty International
Working Group on
Human Rights & Technology
Germany



Global Media Forum@DW_GMF 1 July
The work of the advocacy community will affect corporations' decisions and in turn this will affect surveillance policy [#WS28](#) [#dw_gmf](#)

Global Media Forum@DW_GMF 1 July
If Snowden had children and family, he probably wouldn't have come forward the way he did. It is all very discouraging. [#WS28](#) [#dw_gmf](#)

Hosted by Deutsche Welle

Revolution postponed. The Arab Spring and Africa

Description

Whether protesting against higher fuel prices or against authoritarian regimes, Africans in nations ranging from Angola to Ethiopia have taken to the streets in the face of political adversity to air their discontent. Organizing via social networks, blogs or spokespersons living in exile abroad, the protestors have met repressive responses from their governments. Has the revolution in Africa failed, or has it merely been postponed? Social media and human rights activists will be discussing these and related questions.

Inspired by the Arab Spring, a youth movement formed in Angola in 2011 to protest against President José Eduardo dos Santos. The demonstrations were typically met with fierce government resistance and crushed before they could gain a foothold. Three activists were killed.

In power in Chad since 1990, President Idriss Déby Itno's regime has ruled under the guise of a democracy (holding elections with a multi-party system), but one based on the tactics of massive repression (including grave human rights violations). Journalistic criticism has been harshly suppressed.

In spring 2011, the slogan in Ethiopia was “Beka”, Amharic for “enough”. A widespread campaign, driven mainly by the diaspora and social media, protested against the government of the late Prime Minister, Meles Zenawi. “We are not worried that there will be a north Africa-type revolution in Ethiopia. It’s simply not possible” was his laconic response. And in fact, the uprising died out virtually overnight after a much-anticipated “Day of Rage” on May 28. The country has been left with a regime that bullies the opposition and civil society with draconian laws and an omnipresent security apparatus.

In Zimbabwe in February 2011, President Robert Mugabe ordered the arrest of 46 civil rights activists and trade unionists, charging them with high treason. The group’s crime had been to gather to watch a film about the revolutions in Egypt and Tunisia. Jenni Williams, of the women’s rights group WOZA, says it was a familiar scene in a country ruled by an authoritarian government. An eloquent and outspoken activist, she has been arrested no fewer than 43 times by Mugabe’s security forces.

Panel



Rafael Marques de Morais
Civil Rights Activist
Journalist and Coordinator of
the Website Maka Angola
Angola



Eric Topona
Journalist and former
Correspondent in N'Djamena
Chad
Deutsche Welle
Germany



Usman Shehu
Editor
Africa Desk
Deutsche Welle
Germany



Eshete Bekele Tekle
Journalist and Blogger
Ethiopia



Jenni Williams
Human Rights Defender
Co-Founder of Women of
Zimbabwe Arise (WOZA)
Zimbabwe

Moderation



European Youth Press @youthpress 1 July
[@DW_GMF](#) [@WOZA](#)Jenni indeed! <http://change.org>
is a living proof #dw_gmf #ws29

D Fairy GodSister @ChiomaChuka 1 July
“The problem with civil society today is they morph
into opposition parties. There should be a clear
separation.” #DW_GMF #WS29

*Hosted by the Centre for ICT4D at Royal Holloway,
University of London*

And the ICT4kids Oscar goes to ...: Good practice in engaging children and youth in development

Description

Information and Communication Technologies for Development, also known as ICT4D, is an exciting, young interdisciplinary field of practice and study. Some argue that it could revolutionize how international development initiatives are run, offering tools such as SMS and social media to create direct engagement with project participants, beneficiaries and communities. In a recent report produced by the University of London's ICT4D Centre at Royal Holloway for UNICEF, 35 experts in the area of child-related ICT4D were asked to discuss what worked and what didn't. The interviews showed a strong consensus that participatory approaches increased the chances of project success. They also revealed a rising trend in involving young people in particular in more participatory forms, expert interviewees nominated notably inspiring projects involving children and youths. The workshop included innovative individuals from those nominee projects who have stood out for using the potential of ICT for participation in development processes.

Summary

The session brought some of the lessons learned in the field of ICT4D to the DW Global Media Forum, especially in regard to working for and with children and youths. Key messages from the panel included: 1) In a new report on ICT4D with and for children and youths, experts agreed that the focus should be on the issues first. Choosing the appropriate technology is the second step. 2) Core challenges, such as lack of electricity and unreliable bandwidth, might be overcome with new rugged technology such as the BRCK, a backup device designed to support access to the Internet on a variety of devices. 3) The key to the classroom of the future would still be the teacher, supported by, rather than replaced by technology. 4) Emancipatory pedagogical aims need to be expressed through the curriculum, otherwise teaching technology can become rote learning. 5) Audience members stressed the key role governments play in guaranteeing children's rights, including to quality education and participating in political decisions about the future.

Panel



Davinder Kumar
Head of Communications –
West and Central Africa
Plan International
United Kingdom



Sammia Christina Poveda
PhD Researcher
ICT4D Centre and UNESCO Chair
in ICT4D Royal Holloway
University of London
United Kingdom



Dorothea Kleine
Director
ICT4D Centre
Royal Holloway
University of London
United Kingdom



James Lawrie
Senior Education Adviser
Save the Children
United Kingdom

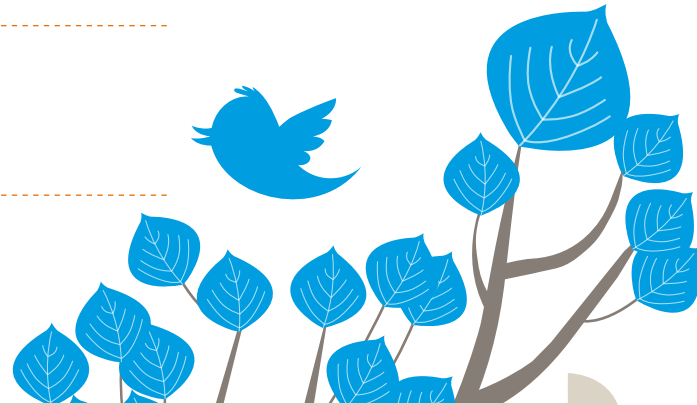


Philip Walton
COO
BRCK
Kenya



Martine Koopman
IICD
The Netherlands

Moderation



Sammia Poveda @SammiaP 1 July
Q&A challenges with local government school curricu-
lums #ws30 #dw_gmf

Alicia Mitchell @alicia_ecm 1 July
A reminder of all the things that e-learning can be
from James Lawrie, Save the Children #ict4d #ICT4E
#dw_gmf #ws30





Hosted by the Vodafone Institute for Society and Communications

M-powering society: How mobile technology is changing society

Description

This workshop focused on the society-changing potential of mobile technologies and in particular on specific mobile applications in developing countries that have demonstrated a proven impact on social development. Representatives of projects centered on mobile health, mobile education and mobile government provide insights into what makes their mobile solutions successful and why they lend themselves to mobile applications. The panelists discussed the opportunities and challenges inherent in mobile technologies, especially in developing nations. The workshop also addressed the question of what lessons the Western world can learn from the projects presented.

Summary

The ensuing discussion once again illustrated that mobile technologies can empower people to influence society. Moderated by the VFI Managing Director Dr. Mark Speich, the debate pointed out the message: we should make use of the enormous potential of mobile technology especially in the field

of development. But there are still a lot of open questions. For example social-business projects need sustainable business concepts, or as Ken Banks said “we need to build sustainable businesses around good ideas.” As he further pointed out, to maximize its potential, the mobile industry requires more financial support and investments.

Though governmental support is crucial, the added value of collaboration between governments and social businesses is discussable as regulations can limit the space for innovation. This can be seen in the regulated Western world. In contrast, some African countries have not enforced or introduced such regulations yet, which might be beneficial for innovations. While the Internet has democratized innovation and potentially will continue to do so, its progressing global community should start learning from each other. Clearly, Europe can learn a lot from the way mobile technology is applied in African countries. Julia Manske said that, “we should start considering if there are solutions that we can transfer from one region to another.”

Panel



Ken Banks
Founder of kiwanja.net and
FrontlineSMS
United Kingdom



Artas Bartas
Founder
Bribespot
Germany



Julia Manske
Researcher
stiftung neue verantwortung
Germany



Bas Hoefman
Social Entrepreneur and
Founding Director of the Social
Enterprise: Text to Change (TTC)
The Netherlands

Moderation



Dr. Mark Speich
Executive Director
Vodafone Institute for Society
and Communications
Germany



Curry Stone Prize @currystoneprize 17 July
“We need to build sustainable businesses around good ideas” – @kiwanja tells the crowd at #WS31 at #DW_GMF now online <http://bit.ly/1w34flq>

Global Media Forum @DW_GMF 1 July
With mobile technology everybody is involved in finding solutions for problems, says Ken Banks (@kiwanja) #ws31 #dw_gmf

Global Media Forum @DW_GMF 1 July
“The lack of things has driven the change in Africa: we don’t have solar panels on mobiles because we have sockets” @kiwanja #ws31 #dw_gmf

Hosted by Deutsche Welle

Digital activism and social change: Views from the winners of the Bobs Awards

Description

The Internet has provided valuable tools for social and political change throughout the world. People join campaigns, exchange information and work together for common causes. Strengthening participation and interaction are key to any project that aims to mobilize citizens online. How do successful ones achieve that? Which are best practices? Each of the winners of Deutsche Welle's international online activism award, The Bobs, has come to the Global Media forum with a story to tell focusing on their individual experiences. Some of them have to endure censorship and repression at home. This session aimed to amplify the voices of activists who successfully strengthen freedom of speech throughout the Internet.

With the emphasis on participation and interaction, the workshop took place as a kind of "open living room," with the moderator only minimally guiding the conversation. Questions from the audience were integrated from the beginning after a brief introduction of the panelists.

Summary

Whether we give disenfranchised rural woman in India a voice to report about issues that impact on them, focus a camera lens on the face of day-to-day life in a tumultuous Egypt or reveal the secrets a corrupt government in Ukraine sought to sequester forever – the narrative is the same: telling the untold story. The three winners from DW's 2014 Bobs Awards for Best of Online Activism prove that the marginalized and the voiceless will not be silent forever, nor can governments hide injustices and avoid exposure. Journalists, engaged volunteers and civic activists are standing up and telling their stories and those of their fellow people. They are shining a light on circumstances they are no longer willing to take for granted. And they are adopting modern technology to spread their stories, using social media platforms to reach new audiences and relying on innovative methods such as crowdsourcing to raise funds and get volunteers to participate. The winners of the Bobs are digital pioneers who take a stance, and in doing so improve conditions locally, regionally and nationally – online and offline.

Panel



Mosa'ab Elshamy
Winner of the 2014 Best Blog Award
Egypt



Dmytro Gnap
Winner of the 2014 Reporters
Without Borders Award
Ukraine

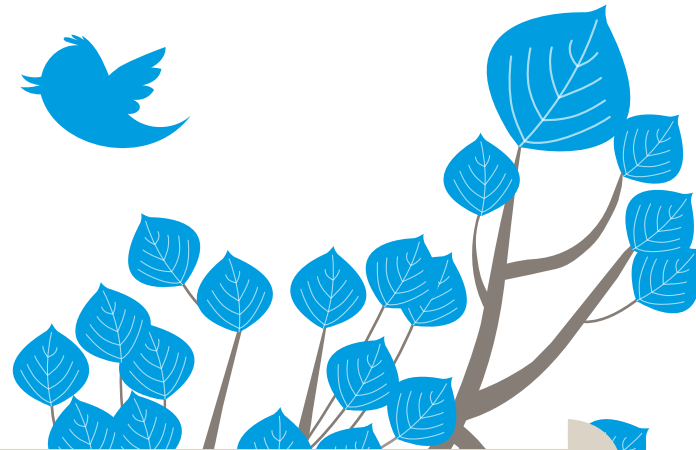


Poovri Bhargava
Winner of the 2014 Global Media Forum Award
India

Moderation



Kristin Zeier
Managing Editor for Social Media
Deutsche Welle
Germany



Global Media Forum @DW_GMF 1 July
[@KrisZeier](#): "Today's session was about giving the voiceless a voice." #ws32 #dw_gmf

Global Media Forum @DW_GMF 1 July
[@GnapUa](#): "We have many letters from people that want to become whistleblowers." #ws32 #dw_gmf

Hosted by Voices of Africa Media Foundation

A case study in enabling residents from informal settlements to participate in decision-making

Description

Many capitals of developing countries have slums with millions of residents. Who hears their voices? How can they possibly participate in the decision-making processes about issues that matter to them? In 2010, the Voices of Africa Media Foundation launched an innovative media initiative that directly involves slum residents in Nairobi, Kenya. Known as the Nairobi Community Media House (NCMH), this successful initiative trains talented young people (20-25 years old) from the city's many slums to become professional media filmmakers. One of their programs is the African Slum Journal [↗ africanslumjournal.com](http://africanslumjournal.com)

Every month, the NCMH organizes an event in a different slum in Nairobi about a specific topic that matters to that particular settlement. The NCMH produces a documentary about the topic and plays it during the event. The residents discuss the video with the help of a moderator. The residents' opinions are filmed, posted on the Internet and covered by a local radio and TV station. This concept enables the residents to raise their voices and participate in issues relevant to their lives.

Summary

In the introduction speakers explained why informal settlements are often overlooked. Traditional media are not interested in the 'minor' community issues, and outside, reporters are often not aware of the local situation. Residents themselves have difficulties to express their views because of the low level of education and the difficulty they have to understand the world around them. As a result, many issues that are relevant to the communities are overlooked by the authorities, the mainstream media and NGOs. A potential solution could be to organize professional communication from within the community itself. This could be achieved by selecting talented youngsters from the community who fully understand the issues and are trusted by the residents. These selected reporters can be trained in video producing and reporting skills and trained in how to make the residents to participate in bringing their issues to the outside world. This is the concept of the community media house. The workshop reported on the outcome of a pilot project that was started in Nairobi in 2011 to examine whether this media house concept could work. During the workshop a video was played that shows the concept and the results achieved so far.

After two years of expected losses, the media house achieved a small profit in 2013. If it achieves the budgeted higher profit for the year 2014, this media house concept will be close to realizing its goal: to enable resident participation, facilitated by a community media house that fully understands the community issues and that is profitable and therefore sustainable and independent.

Panel



Kennedy Onyango Odhiambo
Nairobi Community Media House
Kenya

Moderation



Pim de Wit
Managing Director
Voices of Africa Media Foundation
The Netherlands



Global Media Forum@DW_GMF 1 July
Another project presented: Bunge Mtaani, “the parliament of the Streets” gives slum dwellers a voice
<http://bit.ly/1mJIKLM> #ws33

Global Media Forum@DW_GMF 1 July
What #citizenjournalism really is about:
[@AfriSlumJournal](#) #ws33 #dw_gmf

Hosted by German Development Institute/Deutsches Institut für Entwicklungspolitik (DIE)

Transcultural understandings of legitimacy: A pre-condition for global governance?

Description

The legitimacy of global governance is challenged: African countries question the International Criminal Court and accuse it of pursuing only African cases and ignoring crimes in other parts of the world. The decision-making structures of the UN Security Council and of other International Organizations such as the IMF are criticized for not reflecting current configurations of power. And mass protests during meetings of the WTO and G8 shed light on the opposition of vocal sections of the public against global governance institutions.

Shortfalls in legitimacy are a vital problem for the functioning of global governance. The more illegitimate actors perceive global governance, the less likely they will collaborate and the lower the degree of compliance. Achieving global legitimacy is thus of key importance in times of pressing global challenges. One key challenge to constructing legitimacy is the cultural diversity of an international order that has fundamentally changed with the emergence of new global powers. Two programs in Germany have

taken up these challenges by working closely with participants from these emerging powers: The Managing Global Governance Programme by GIZ and the German Development Institute/Deutsches Institut für Entwicklungspolitik (DIE) and CrossCulture Internships by the Institut für Auslandsbeziehungen (ifa).

Summary

The panelists agreed that global governance is falling short of legitimacy and highlighted a number of reasons for that. Because of a lack of knowledge, many people do not even know who and what is governing their lives. A deficit in inclusiveness and transparency leads to questions such as who sets the agenda, who decides, who benefits from the rule of the game? Do outcomes reflect certain understandings of global justice?

The discussion furthermore suggested that designing global governance from the state perspective is no more appropriate. Thinking beyond the state in cultural categories (e.g. spaces of knowledge or identities) can open up new dimensions of cooperation. Culture can be an asset and enable engagement across diversities. However, achieving a transcultural dialogue that contributes to the legitimacy of global governance is a challenging task. It requires abandoning civilizing missions, acknowledging power relations (and unlearning them), active listening and the openness for reciprocal learning. Putting this into practice might even seem utopian: why should governments and multinational corporations engage in transcultural dialogue?

Panel



Juliana Figale
German Federal Foreign Office
Training for International
Diplomats and MGG Alumni
Germany



Ronald Grätz
General Secretary
Institut für Auslandsbeziehungen (ifa)
Germany



Dr. Tatjana Reiber
Senior Researcher
German Development
Institute/Deutsches Institut
für Entwicklungspolitik (DIE)
Germany

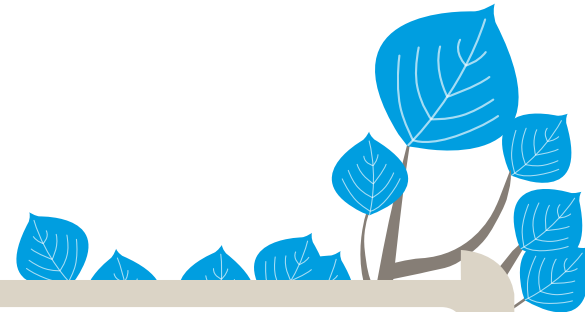


Prof. Jan Aart Scholte
Faculty Chair of Peace and
Development in the School of
Global Studies at the University
of Gothenburg
Sweden



Dr. Siddharth Mallavarapu
Associate Professor and Chairperson
Department of International Relations
South Asian University
India

Professor of Politics and
International Studies at the
University of Warwick
United Kingdom



Anja Kovacs@anjakovacs 1 July
[#WS34](#): proposal from audience for 'omnilateralism',
governance involving all parties. Good alternative term
for multistakeholderism? [#dw_gmf](#)

Anja Kovacs@anjakovacs 1 July
[#WS34](#) Gratz: global gov is not a dialogue betw cultures,
but betw states. How then to ensure culture is respected
in these debates? [#dw_gmf](#)

Hosted by Konrad-Adenauer-Stiftung

Does Africa's online revolution present an opportunity for democratization?

Description

Anyone who has recently travelled through Africa will have noticed a widespread digital revolution. This is particularly true for the communications sector. The continent is now home to more than 700 million mobile phone owners. Second only to Asia, it is the largest market for mobile telephony and has the highest growth rates internationally. The number of Internet users is also set to rise sharply. While 167 million Africans are online today, the figure is projected to climb to an estimated 600 million by 2025.

The digital revolution affects not only people's personal living environments; its economic significance should not be underestimated. Forecasts indicate that online services could account for 10% of Africa's gross domestic product by 2025. That's \$300 billion compared to \$18 billion in 2013.

The growth of digital media is also taking stronger influence on politics and the development of democracy in African countries. Electronic media open up new possibilities for political competition, giving parties that previously had no chance of success the opportunity to include their messages in the opinion-making process and contributing to plurality and diversity.

Summary

Does Africa's online revolution present an opportunity for democratization? And how can the opportunities presented by digitization be used by political parties to improve communications with their electorates? These questions were addressed by four African communication experts during the panel.

Key messages of the workshop are: The Internet and social media permit societies to overcome the limits of press freedom. In countries where the media is state-owned, opposition parties often don't have access. Digitization enables them to circumvent state-controlled media and to include their messages in the opinion-making process, contributing to pluralism and diversity of opinion. Digital tools contribute to a stronger relation between parties and voters and can lead to more participation. Many young voters feel disconnected from the political process. To counteract this trend and to give voters a more positive experience, political parties use social media in order to encourage people to connect with the party and to participate in political processes.

The Internet and social media allow better control of political leaders and greater political pressure. In some African countries, digital tools are the only possibility of holding leaders accountable for their actions. The Internet and social media can be used for leaking information and for raising political pressure, for example by posting calls for aid or boycotts.

Panel



Dave Duarte Partner
Treeshake
South Africa



Heather Thuynsma
Adjunct Professor
University of Pretoria
South Africa



Anne Allmeling
Freelance Journalist
Germany



John Mrema
Director for Parliamentary and
Council Affairs CHADEMA /
Chairperson of Chadema Web TV
Dar es Salaam
Tanzania



Nathalie Yamb
Executive Advisor to the President
of LIDER – Liberté et Démocratie
pour la République
Ivorian Opposition Political Part
Ivory Coast

Moderation



carien du plessis @carienduplessis 1 July
Duarte: many people think social media is just a rich
phenomenon rather than behavioral phenomenon
[#dw_gmf](#) [#WS35](#)

gathara @gathara 1 July
In Senegal, vote results relayed directly via Twitter
which limited scope for cheating. Also, no frozen
screens ala [@IEBCpage](#) [#dw_gmf](#) [#ws35](#)

Hosted by The Global Experience e.V.

Participation through self-education: A fishbowl session on how digital literacy enables young people to become change-makers

Description

For the first time in human history, tools are available that enable basically everyone to play an active role in society and make his or her own voice heard. The key to this is digital literacy and a generation of digital natives that have grown up with a whole new set of tools and the option of educating themselves. This session examines the role of young people in creating new ways of digital participation and showcases exemplary practices of digital projects for social good.

What makes young people become digital activists? And why would some of them dedicate all of their time to campaigning for issues such as human rights, transparency or gender equality?

The fishbowl session engaged experts to discuss the settings that spark creativity and make young people participate actively in society. It took a critical look at what young people demand from their educational institutions and political leaders to create a more active society.

Summary

This session examined the role of young people in creating new ways of digital participation and showcased exemplary practices of digital projects for social good.

The workshop was opened by Momal Mushtaq, Jason Muloongo and Abbas Adel, three young, successful digital entrepreneurs from Pakistan, South Africa and Egypt who happened to create a real impact in society by using digital media for social good. While all three told very different stories of how they used digital media to tackle challenges such as gender equality, equal access to education and political transparency, the question of digital literacy ran like a common thread throughout the session and aimed at elaborating the educational framework needed to enable young people to become digital change-makers.

While the three shared their stories of how to successfully teach oneself the necessary skills for digital participation in society, Adam Montandon and James Norwood – both associate professors for digital entrepreneurship – added a professional educators perspective on the discussion of digital literacy.

The audience raised more than 30 questions and comments that directly impacted the discussion over the course of the 90-minute session. More than half of the speakers contributing to the discussion came from the audience.

Panel



Abbas Adel
Founder
morisimeter.com
Egypt



Jason Muloongo
Co-Founder and COO
funda
South Africa



Adam Montandon
Associate Professor of Innovation-
Lillebaelt Academy of Professional
Higher Education
Denmark



Momal Mushtaq
Founder
The Freedom Traveller
Pakistan



James Norwood
Associate Professor
Lillebaelt Academy of
Professional Higher Education
Denmark

Moderation



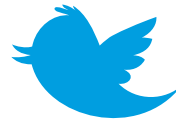
Mathias Haas
CEO
SuperSocial
Austria



Dominik Schmengler
CEO
department of
tomorrow
Germany



Carina Schmid
Manager
The Global Experience
Germany



Global Media Forum @DW_GMF 1 July
“One thing that changed my life is self-education”, says
Momal who taught herself how to code & use digital
tools. [#ws36](#) [#dw_gmf](#) [@tfreedomt](#)

Global Media Forum @DW_GMF 1 July
Jason Muloongo: “I found out that the best education
that I can get is by sharing my education with others”
[#ws36](#) [#dw_gmf](#)







Boat Trip Party



Wednesday, 2 July





Keynote speech
Sarah Harrison

Keynote speech

Sarah Harrison

WikiLeaks journalist, United Kingdom/Germany

The battle against unaccountable power



“I’m just going to tell you a bit about the experience that I’ve had and a strong lesson that I’ve learned from dealing with unaccountable power,” said the independent journalist who has supported both Julian Assange and Edward Snowden in their efforts to release

documentation of illicit surveillance by the United States’ and other Western governments.

She began by explaining her definition of “unaccountable power”, pointing out that the concept is usually applied to countries ruled by – what many in the West refer to as – undemocratic regimes such as Russia or China. But, she asks, is that really true?

“If you have a [cell] phone ... you’re all being tracked,” she told her audience. “Spied upon, your microphone can be turned on, they can listen to your conversations. How many of you voted for that to happen? Not one.”

Harrison said that when she started WikiLeaks with Julian Assange, he thought that most secret submissions would come from Russia or China. “But these were not our largest leaks. The largest came from ... the United States.”

Addressing the revelations by Edward Snowden concerning the vast extent of NSA surveillance, she commented, “Of course [people say], ‘Well, every government spies. That’s the nature of an intelligence agency.’ But the extreme level to which the United States is doing it ... surrounds the entire globe.”

And even more important for Harrison is the fact that no one in the U.S. government has been held responsible for breaching international law. In particular, she noted that WikiLeaks documents



showed that thousands of civilian deaths and hundreds of cases of torture had occurred in Iraq, yet former NSA Director Keith Alexander has not faced prosecution in any court.

Harrison then played a recording of secret U.S. military video of air attack on what had been identified as an Iraqi military target. The video and audio content make clear, however, that at least two of the ‘enemy combatants’ killed were from a Reuters camera crew. “After an investigation, the U.S. government ruled that everything had been handled under the valid rules of engagement,” she said. “No one was held to account.”

“This is the greatest unaccountable power of today; the United States and our own Western democracies,” asserted Harrison.

When WikiLeaks exposed secret deals with Denmark and Turkey to assure that a former Danish Prime Minister would become head of NATO, the U.S. pressured its allies to prevent her from crossing borders, block financial transactions and initiate harassing court cases, she claimed. “WikiLeaks journalists have been labeled ‘cyber-terrorists’ for publishing the truth about the U.S.’ illegal acts,” said Harrison. “The definition of terrorism is ‘violent acts of warfare to harm people’. I do not think that giving the public access to information and their history count as acts of terrorism.”

In closing, she insisted that information released by WikiLeaks and Edward Snowden actually helps stop wars. “If the United States considers this a battle, it shows the true face of [its interpretation of] national security. We cannot allow this unaccountable power to go unchecked,” she concluded.

In the following brief question-and-answer session, Harrison was asked about revelations that the NSA and Germany’s foreign intelligence agency BND are still working hand-in-hand.

“Our strategy of publishing the NSA documentation has been to make as big an impact all over the world as we can and in Germany we have probably had the most support from both individuals and the press,” she answered. “That has not been the case in many other countries. But, in the meantime, people are no longer shocked at the collusion between governments. It’s become a sadly accepted fact that, of course, we’re being spied on.”





Plenary session II

Plenary session II

Hosted by Deutsche Welle

Participation and cyber security – friends or foes?

Description

Disclosure of the NSA's global surveillance activities dealt a severe blow to people's trust in digital society. Although improving civic engagement, transparency and democratic participation are hardly conceivable without modern information and communication technologies, this one high-profile example clearly shows the high price to be paid. Are such serious disadvantages and potential threats simply to be accepted as par for the course? What can be done to counteract widespread loss of personal privacy? And what serious challenges lurk ahead for people, businesses, media and society at large in the shape of cyber crime, cyber terrorism, cyber espionage and cyber diplomacy?

Summary

Opening the session, Brent Goff asked the audience if anyone had a Facebook profile. Surprisingly about as many reported 'no' as 'yes'. Turning to his guests, he began the panel discussion by asking: who is our friend in cyberspace?

Sarah Harrison, British journalist and confidant of both Wikileaks' Julian Assange and NSA whistleblower Edward Snowden, answered, "I cannot think of one." She added, "Governments should be protecting our privacy instead of invading it by surveillance."

When asked if he believes the German government was able to protect its citizens online Sandro Gaycken – a government advisor on cyber security issues – was blunt. "The existing struc-



tures are unprofessional and underfunded,” he said. “The consumer market demands fast, cheap multifunctional devices and that is exactly counter to data protection needs.”

In a prerecorded video interview, IT guru Steve Wozniak, the co-founder of Apple made no attempt to hide his fears. “The individual consumer needs protection,” he insisted. With remarkable candor, he went on, “I can’t even say for sure that you should trust Apple.”

NATO’s cyber security expert Jamie Shea noted there has been practically no public outcry about invasion of privacy. “One of the problems we have is that people are uninformed,” he said. “With the Internet, even CEOs have told me they’ve increased their spending on cyber security five-fold, but don’t know what they’re getting for their money.”



Speaking in more concrete terms, Ahmad Abbas detailed the situation facing Internet users in Egypt, where the government is cracking down on online dissent. “In Egypt, we are far from dealing with questions of online safety and freedom of expression,” he said. “What is far more important is the actual physical safety of people who express opinions the government does not like. They have to fear for their lives.”

Closing the hour-long discussion, an audience member asked Sarah Harrison why she lives in Berlin instead of Britain. “I cannot travel to the U.K. or the U.S. without fear of being arrested,” she said, adding that she feels safe in Germany. “Due to its history, I think Germans have a better understanding of the concept of privacy and the dangers of surveillance, which makes it a unique environment.”



Panel



Ahmed Abbas
COO Qsoft
Managing Director of Bassem
Youssef's Show 'Albernameg'
Egypt



Dr. Sandro Gaycken
Senior Researcher
Freie Universität Berlin
Germany



Brent Goff
News Anchor and Host
Deutsche Welle
Germany



Sarah Harrison
Journalist
WikiLeaks
United Kingdom



Jamie Shea
Deputy Assistant Secretary General
for Emerging Security Challenges
NATO
Belgium

Moderation



NATO SPS Programme @NATO_SPS 14 July

If you haven't done so yet, take a look at our story about emerging security threats at [#DW_GMF](#) [#ws38](#) [#ws39](#) <http://buff.ly/1qzmkMJ> [#NATO](#)

Aine @Ruthaine 2 July

Who is or friend on Cyber space? Brent asks S.Harrison. She says not people but tools that U&I could use. [#dw_gmf](#)

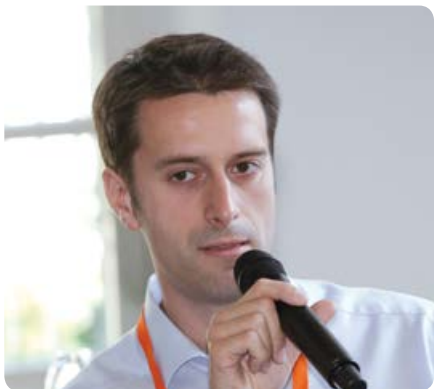
Global Media Forum @DW_GMF 2 July

Who is your biggest foe online? And who would you say is biggest friend? Use [#WS38](#) [#dw_gmf](#) to tell us

William Bird @Billbobbird 2 July

"If you are really speaking truth to power it will bite back." Sarah Harrison [#dw_gmf](#) [#WikiLeaks](#)





Hosted by the North Atlantic Treaty Organization (NATO)

Cyber attacks, energy security and terrorism – A NATO perspective on emerging security challenges in the 21st century

Description

International terrorism, cyber attacks and energy security – today, these and other emerging challenges pose a considerable threat to international security, critical infrastructures and society at large. Given the close linkages between these growing threats, the cyber attacks and terrorist strikes that have been witnessed in recent years are likely to be just the tip of the iceberg; political observers and security experts agree that, if orchestrated by political adversaries, these new instruments of disruption can have a substantial impact on open societies.

But these threats cannot be tackled with traditional military means alone. In the globalized security environment of the 21st century, the alliance therefore needs to be prepared for ever more complex and far-reaching security threats, demanding robust capabilities in many new areas. This is why NATO has set up a new division dedicated to Emerging Security Challenges that ad-

resses the main risks of tomorrow to security in the light of cooperative security.

But what exactly do these new threats mean to NATO member states? What are their main security implications? What are the best ways to deal with these challenges? And what role can the international community and NATO in particular play in this context?

Summary

In this workshop, NATO representatives provided an insider perspective on new security threats such as cyber attacks, energy security and terrorism, and how they are dealt with in the alliance. The panelists outlined the role of NATO's Emerging Security Challenges Division that was created in 2010 to specifically deal with these non-traditional threats, and spoke in detail about NATO's activities regarding energy security and cyber defense.

The discussion with the workshop participants focused in particular on NATO activities and challenges for the alliance in the field of cyber defense, such as the applicability of Article 5 in case of a cyber attack. Other topics that were debated with the audience included the potential for political and scientific cooperation in the field of energy security and the impact of public perception on the work of NATO.

Panel



Randi Gebert
MSc International and
European Politics and former
Carlo-Schmid Fellow
Belgium



Christian Lifländer
Policy Officer
Cyber Defence Section
NATO Headquarters
Belgium



Dr. Jamie Shea
NATO Deputy Assistant Secretary
General for Emerging Security
Challenges
Belgium

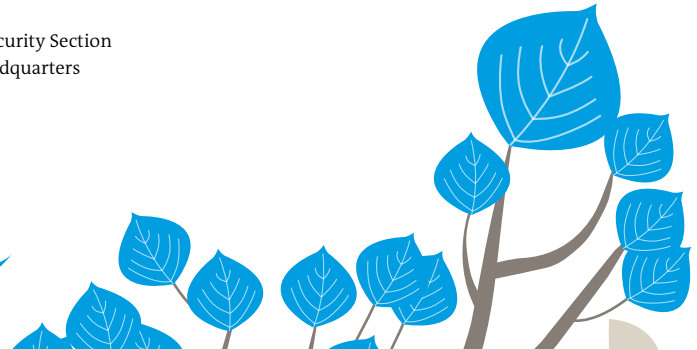
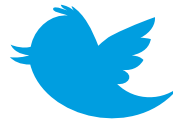
Moderation



Detlef Puhl
Senior Advisor Communication
NATO Headquarters
Belgium



Michael Rühle
Head
Energy Security Section
NATO Headquarters
Belgium



Global Media Forum @DW_GMF 2 July
[@DW_GMF](#): "In most cases nations just show force, they do not use it." M. Ruehle [#ws39](#) [#dw_gmf](#)

Global Media Forum @DW_GMF 2 July
The NSA revelations have not been discussed [@NATO](#) says C. Liflander [#ws39](#) [#dw_gmf](#)

Hosted by Deutsche Welle

Digital media caught between revolution and information war – The case of Ukraine

Description

Ousted Ukrainian president Viktor Yanukovich's decision to suspend preparations for signing an association agreement with the EU in Vilnius sparked a wave of antigovernment protests in Ukraine at the end of November 2013. Using social media for self-organization, Ukrainians started gathering on the central square of Kyiv – the Maidan. The demonstrations, which quickly became known as Euromaidan, became an arduous political conflict between the protestors and the Ukrainian government, resulting not only in a political revolution, but also leading to international crisis when Russia seized control of the Crimean peninsula. Since its beginning, the Ukrainian crisis was accompanied by a storm of mutual information attacks among conflicting parties. National and international media were caught up in an information war trying to get a grip on what was happening. Digital media had a crucial impact on the sequence of events. Social media, such as Facebook and Twitter, connected thousands of people who took to the streets and served as a coordination platform for all kinds of activities on the Maidan. Social networks made it possible to dis-

seminate urgent information, collect financial support and seek medical aid. Journalists used digital media to cover events and take advantage of new opportunities. Professional journalists and citizen journalists alike launched several online video streams to broadcast the events in central Kyiv and other hotspots in Ukraine. On the other side of the coin, the pressure on independent media outlets in Russia increased and the state-controlled media in Russia portrayed events from a biased viewpoint. Media reporting in the United States, Europe, Ukraine and Russia portrayed different, sometimes mutually exclusive pictures of the political situation.

Summary

In 2013/2014, Ukraine became the epicenter for a national crisis and an international conflict that took a violent turn. The workshop discussed the role of digital media because all sides attempt to control and to frame the media coverage of the conflict, resulting in a “battle of narratives” with a lot of misinformation and propaganda. The panelists pointed out that social media play an increasingly important role in the reporting of events in Ukraine. But they also warned that there are dangers lurking behind this growing influence. One advantage of social media is that they give Internet users access to a variety of sources, enabling them to choose the information they need. On the other hand, the panelists discussed the new opportunities for disinformation through social media sites, especially from and in Russia, where authorities try to control the flow of information not only in the traditional media but also on social media platforms.

Panel



Roman Goncharenko
Editor
Department for Europe and Russia
Deutsche Welle
Germany



Oksana Romaniuk
Reporters without Borders
Ukraine



Ingo Mannteufel
Head of the Department
for Europe and Russia
Deutsche Welle
Germany



Sergii Leshchenko
Deputy Editor-in-Chief
"Ukrainska Pravda" online
Ukraine



Ivan Yakovina
Journalist
Ukraine

Moderation



Global Media Forum @DW_GMF 2 July
participant: propaganda is led by different parties, not only one [#ws40](#) [#dw_gmf](#)

Global Media Forum @DW_GMF 2 July
Final question: Who wins the information war?
Answers: Putin, truth, not clear [#ws40](#) [#dw_gmf](#)

Hosted by Radio Netherlands Worldwide (RNW)

Co-creating a new multimedia format with audiences – Case study of El Toque by Radio Netherlands Worldwide

Description

How do you create a participative, multimedia format in cooperation with audiences and partners? What is involved in the editorial process? What are the costs and benefits?

Last year, the Spanish editorial team of Radio Netherlands Worldwide (RNW) created a new multimedia format, El Toque. The aim was to address the needs and wishes of young audiences in an interactive and participative way. Social media are at the heart of the format and audiences contribute as co-creators of content.

RNW editors Pablo Gamez and Pablo Eppelin shared their insights into what this means for editorial processes and described the lessons learned.

Summary

RNW recognized that more traditional news reporting was no longer what a new generation of Internet-savvy young people in Latin America wanted or needed. El Toque is a platform born out of this recognition, representing a shift towards a more participative and multimedia approach.

With social media and debate at its heart, El Toque now concentrates on creating space for free expression and exchange within Mexico, Venezuela and Cuba, nurturing the blogosphere within these politically polarized countries.

El Toque is trying to disrupt the classically “vertical” approach to journalism, editor Pablo Gomez explained. Panelist and blogger Harold Cardenas meanwhile argued that such online discussion can make a real difference in his country: “virtual life is changing real life in Cuba,” he said.

Questions posed to the panel included: “How does El Toque measure the impact it has?”, “How do you insure you are not just reaching those who are already engaged in these types of discussions?” and “How do you stay neutral when moderating this type of exchange?”.

Panel



Harold Cárdenas Lema
Professor
University of Matanzas
Cuba

Blogger and Writer
El Toque
RNW
The Netherlands



Eduardo Salazar de Peñaranda
Venezuelan Journalist and Writer
Blogger and VJ for El Toque
RNW
The Netherlands

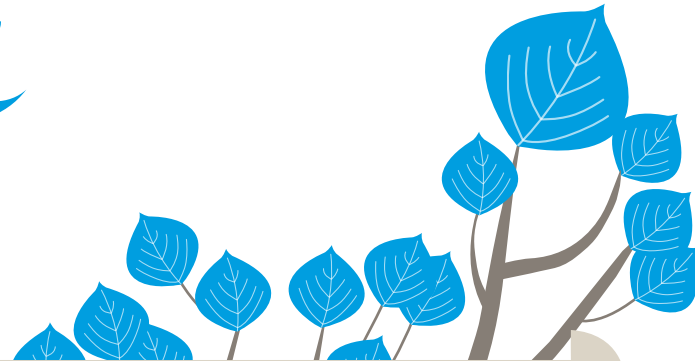
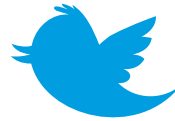


Pablo Eppelin
Head of the Latin American
and African Department
RNW
The Netherlands

Moderation



Pablo Gámez-Cersosimo
Team Editor for the Latin
American Department
RNW
The Netherlands



Global Media Forum @DW_GMF 2 July
Every blogger is activist even when talking about the weather (and the consequences of tourism) says Cárdenas Lema #WS41 #dw_gmf

Global Media Forum @DW_GMF 2 July
“Co-creating a new multimedia format with audiences – Case study of El Toque” workshop <http://bit.ly/1lRX0lr> about to begin #WS41 #dw_gmf

Hosted by Germany's Federal Ministry for Economic Cooperation and Development

From access to action: Understanding the link between information and participation

Description

Hearing a surprising fact may trigger someone to speak out, and partaking in public discussions often leads to new questions. Information and participation are two sides of one coin. They mutually reinforce each other, and sometimes they each even form the basis for the other to exist. But how exactly does access to information and its quality influence and encourage participation?

Participation and access to information are human rights. They carry with them legal obligations that bind governments, and even define the central objectives of legitimate governance: securing free, active and meaningful participation of citizens in decision-making that affects their lives. Freedom of information is protected by law in nearly one hundred countries. However, furnishing citizens with information and creating effective participation is an ongoing challenge in many places. Access to facts and figures alone does not mean they are understood. And articulation in itself does not constitute a critical debate.

Understanding the dynamics between citizens' needs for information and participation is an important challenge that concerns human rights, good governance and the media. What kind of information is useful and understandable to citizens? What is the relevance of laws on freedom of information? What roles do state actors, civil society and media play in empowering the people? And in which conditions does a passive media consumer become an active participant in public dialogue? These are some of the central questions assessed in this workshop.

Summary

Active participation is nothing without enabling environments for freedom of expression and the empowerment of individuals to understand information and raise their voices. This was the essence of the workshop that brought together experts from Bangladesh, Serbia and Guatemala, where GIZ and DW Akademie run projects at the intersection of human rights, good governance and the media funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

Ona Flores provided thoughts on the preconditions of freedom of information. Julio Foppa shared his experiences with opening cases on the crimes during civil war in Guatemala. Rozina Islam talked about reporting on corruption in Bangladesh and Vukosa-va Crnjanski Sabovic shared how her organization put thousands of parliamentary speeches online.

Panel



Ona Flores
Senior Attorney
Special Rapporteur for Freedom of
Expression of the Inter-American
Commission of Human Rights
Organization of American States
United States



Rozina Islam
Senior Reporter
The Daily Prothom Alo
Bangladesh



Mathis Winkler
Head of Eurasia Division
DW Akademie
Germany

Moderation



Julio Solórzano Foppa
Memorial de la Concordia
Guatemala



Vukosava Crnjanski Sabovic
Director
Center for Research Transparency
and Accountability – CRTA
Serbia



Global Media Forum@DW_GMF 2 July
[#WS42](#) [#Sabovic](#): We have soft-censorship in Serbia
right now, but we have also self-censorship amongst the
media! That's a problem!

Global Media Forum@DW_GMF 2 July
[#WS42](#) [#Flores](#): We don't want only heroes. To me it is
extremely important to include everyone and to enable
them to take part.

Hosted by the Electronic Frontier Foundation

Citizen privacy and data protection: Digital security training for social media activists and dissidents

Description

After the Snowden NSA revelations, and tales of malware sent to reporters from China and Vietnam, journalists are right to ask themselves two questions: How can they protect their own privacy from online attackers? And how can they reassure their sources that they still have the power to keep information confidential and identities safe?

This workshop focused on the threats to journalists from high-tech attackers, including rogue governments, law enforcement and criminal organizations. The session presented examples, discussed how to model and measure the risks journalists might face and reviewed the tools and simple procedures reporters can implement to protect themselves.

Summary

For this session discussing the challenges of improving digital security for journalists, activists and dissidents, the panel broke from the traditional format to have a roundtable discussion. Invited technologists from the Chaos Computer Club and digital security experts Samir Nassar and Danny O'Brien spoke of the real risks that vulnerable groups take if they ignore the trackable nature of mobile phones and the vast hoard of confidential information stored in the cloud and on unencrypted local devices. The audience responded, speaking of the frustrations and weakness of current technology to protect them, and of the challenges of practicing self-defense when institutions don't give them the back-up and training they need. More positively, the "techies" spoke of better tools and training techniques that are being developed, and the journalists and activists spoke of heightened awareness and some new tricks to save their data and protect their colleagues' safety.

Panel



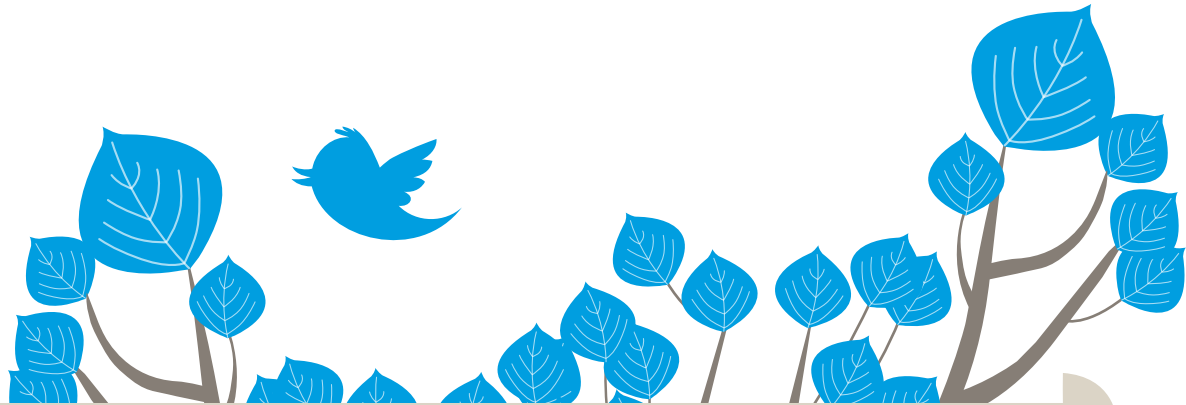
Samir Nassar
Independent Information
Security Trainer
Germany

Several technologists from the
Chaos Computer Club

Moderation



Danny O'Brien
International Director
Electronic Frontier Foundation
United States



Global Media Forum @DW_GMF 2 July
.@samirnassar: #Snowden revealed that CISCO switches went through NSA headquarter, they are tapping hardware. #ws43 #dw_gmf

Anja Kovacs @anjakovacs 2 July
#WS43 finished, learned a lot. Now off to the closing session, and that's it from me for #dw_gmf

Hosted by United Nations Organizations in Bonn

Participation and the global development agenda

Description

United Nations (UN) organizations in Bonn hosted this session on civil society participation and ways in which people from all over the world can engage with the UN, and with each other, to shape the global development agenda. In line with the overall conference theme “From Information to Participation – Challenges for the Media,” the discussion engaged the audience and gave concrete examples of what the UN is doing to boost the opportunities for individuals and media to have a say in global debates including through new forms of participation such as online campaigns, apps and social media tools – one example being the issue of what should come after the Millennium Development Goals in 2015. The panel consisted of a mix of staff members representing the UN across all levels.

Summary

The thrust of the workshop was maximizing public participation in the United Nations through media and citizen engagement.

Nick Nuttall, of the UN Framework Convention on Climate Change (UNFCCC) said: “We know today that it is not just governments, but also companies, finance houses, celebrities, the media, cities and citizens that are among the forces shaping our world – we need everyone on board for a safer, healthier and just world.”

Staff from UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training, the Convention on Migratory Species, the Convention to Combat Desertification, UN Volunteers, UNFCCC and the UN Regional Information Centre, outlined how social media and mainstream media, online surveys and other pathways are bringing the UN’s work to a far wider audience.

Sometimes the best way to catalyze engage is volunteerism – a human face to the UN on the ground in often difficult circumstances.

Panel



Dr. Bradnee Chambers
Executive Secretary
UNEP/CMS Convention for the
Conservation of Migratory Species
of Wild Animals
Germany



Emily Davila
Land for Life Award Coordinator
United Nations Convention to
Combat Desertification
Germany



Rosemary Kalapurakal
Deputy Executive Coordinator
United Nations Volunteers
Programme
Germany



Shyamal Majumdar
Head
UNESCO-UNEVOC International
Centre for Technical and Vocational
Education and Training
Germany



Sarah Marchildon
Associate Programme Officer
United Nations Climate Change
Secretariat's Momentum for
Change Initiative
Germany



Arne Molfenter
Desk Officer
United Nations Regional
Information Centre for Western Europe
Germany

Moderation



Nick Nuttall
Coordinator
Communications and
Outreach Secretariat of the
United Nations Framework
Convention on Climate Change
Germany



Dorothea Kleine @dorotheakleine 2 July
Emily Davila presents UN work battling #desertification
@UNCCD important topic worth checking out:
<http://unccd.int> #ws44 #dw_gmf

Cristina Birsan @cristina_birsan 2 July
Let's get social and combat desertification with Emily
Davila, UN Convention to Combat Desertification
[#dw_gmf #ws44 pic.twitter.com/P2x72Z2VY8](http://pic.twitter.com/P2x72Z2VY8)





Keynote speech
Auma Obama

Keynote speech

Auma Obama

Chair of the Sauti Kuu Foundation, Kenya/Germany

Education as a human right in the digital world



Born in Kenya and educated in Germany, Dr. Auma Obama established the humanitarian aid foundation “Sauti Kuu – powerful voices for a powerful youth” in 2011. Based on the principle of offering “help for self-help” it provides support and motivation for

people all over the world, encouraging them to take their fates into their own hands. On the topic “Education as a human right in the digital world” she presented the closing address at the 2014 Global Media Forum.

“The idea of education as a human right should instead be understood as an ‘opportunity’ when referring to the digital world,” she asserted. “It as an ‘opportunity’ because of its potential due to the immediacy with which the new media – tweeting, blogging, etc. can be accessed. It has literally changed our world.” One result according to Obama is that the concepts of information and education have become inseparable. “For me, education is not only about formal education,” she said. “It’s also about the receipt of information via mobile phones and computers, smartphones, laptops and iPads, too.”

Referring to the situation in her native country, Obama credited mobile communication technology with helping to foster the growth of small businesses in Kenya. “A lot of entrepreneurs have been able to keep their businesses going because they have a mobile phone,” she pointed out. “In the medical field and in agriculture, for example, information is now being passed directly to farmers and directly to medical clinics and dispensaries that are in very remote rural regions. Now, they can receive information and get their work done without having to have some complex, very expensive system in place. Fast and direct, they have access to the world.”

However, she conceded, such accessibility can easily lead to information overload without some form of filtering. To channel the flow of information, Obama called on members of the international media to help audiences determine the quality and applicability of the information they are receiving. “Are we truly informing people? Are we teaching people? Or, are we just putting a lot of information out there for people to deal with on their own?” she asked. “Being aware also means comprehending.”

The foundation “Sauti Kuu” challenges young people especially to first comprehend and then to take action, said Obama. “We insist that the children and young people learn to do things for yourself. We tell them that poverty is no excuse. Ignorance is no excuse.” For the humanitarian leader, actively participating in change is of paramount importance. This she encourages at every level of the socio-economic development of our communities. “Take part in critical debate. You can then participate in a way that you can challenge situations,” she said. “We challenge the term ‘poor’ and work toward redefining how those we work with view themselves in this regard. This in order to combat the ‘victim mentality’ and the sense of being powerless that results in passiveness and dependency.”

She added that redefining the term ‘development aid’ is equally important. “What are we developing to or from?” she asked the audience. “If you want to talk about development, talk about economic development, social development, socio-economic deve-



lopment, ecological development – you have to develop toward something. It has to be an active state embedded in a specifically defined activity.”

Dr. Obama quoted her 93-year-old grandmother to underscore her point. “People have forgotten how to feed themselves,” she recalled being told and placed the blame on misguided philanthropy in the past. “The idea was ‘We must give them fish. Which then became, we need to teach them how to fish.’ And with this the so called needy seemed to forget how to look after themselves and



to depend on external assistance for their survival. They have to relearn that ... to fight against the victim mentality," she said.

She recalled several occasions when she was instructing people living in rural poverty how to better their lives and was confronted with the question, "What are you going to give me?" Obama remembered being appalled to learn that a so-called 'sitting allowance' had become common. "You give a course about how people can improve their lives," she said, "and they refuse to participate unless they are paid. My answer was always, 'No, we don't do that.'"

She attributes this concept of paying for participation to attend by mainly western aid agencies to be overly politically correct in their understanding of compensation for the participants time.

"I am not afraid to point out to all those we work with that we do not give handouts, especially not for work done to benefit them. Foreigners often are uncomfortable with being so direct and so avoid saying no." Many development projects have a fixed and limited agenda and are tied into pre-determined budgets and timeframes. "But this approach does not help the beneficiaries at all!" she insisted. "This agenda has nothing to do with really helping these people take responsibility for their lives. In such a case both parties are just fooling each other."

One detrimental result she has found is a growing sense of 'development' fatigue. Obama believes that donors in the West are frustrated, "We keep giving and giving year after year, but these people continue to be poor. They still can't manage. They still are struggling and I still feel guilty."

A more effective solution to the 'development' question, would be, so Obama, to move away from thinking of developmental aid only in terms of philanthropy or charity. Instead, she asserted that economic sustainability must be the goal. "Otherwise, it becomes simply a matter of someone donating money for emotional reasons, without really questioning whether or not it helps," she commented. "When they don't feel like donating any more, then what?"



“Development in Africa cannot just be centered around philanthropy. It should be correctly be discussed in the context of economic cooperations and trade, where it rightly belongs,” said Obama. “At the end of the day if I want to join the job market, it’s about employing me, making me part of what helps my economy grow. I have something you want. Let’s talk about how much it’s going to cost you and how much it’s going to cost me and how much it is going to be worth both our whiles.”

“Our young people want their contributions to be valued placed with a just monetary compensation, ‘Just pay me for what I do. You don’t have to build a school for me. A school is fine and good, but actually if you pay me enough money, I can build it for myself,’” Obama continued. “The relationship has to be in a space that allows for honest negotiation and possible partnership. We have to be allow the so called developing world to compete at the same level.” Ultimately, the real question is how to achieve a situation that allows for us to communicate as equals, she concluded. “Don’t give us fish. Don’t teach us how to fish. Ask us if we eat fish!”

In closing the Kenyan academic appealed to the members of the media in the audience. “Let us deal with the bad things and the good things,” she implored reporters, “But please tell the truth. Don’t stigmatize us. Don’t make us look as though we are limping when actually Africa is the world’s largest emerging economy.”

“Through the work of all the bloggers, we are experiencing that the conversation with the media is changing,” said Obama. There are “conversations about who is permitted to say what and who is qualified to say something. And we find that we are all qualified. That’s happened through the digital world and that’s what’s happening in our education system. With our work at Sauti Kuu we are trying to give young people that access and opportunity – to use their voices to say something.”

Closing ceremony

Peter Limbourg

Director General of Deutsche Welle, Germany



Deutsche Welle's Director General, Peter Limbourg, began by summarizing the event. "In general, I have to say that we have just had a very good conference and I'm very proud that we could all share this here together. I'd also like to thank the organizational team, which did a great job."

He thanked Auma Obama for her speech, saying that, "The approach you proposed, namely to respectfully ask our viewers and online users around the world what they really want, is something I think that we at Deutsche Welle have made our mission. The Internet will aid in the future expansion and adjustments in our programming, too. But of course it's also our intention to grow our mobile distribution, particularly in Africa. We will do everything we can to that end and encourage our partners to support it."

This year's Global Media Forum dealt with many issues, Limbourg continued, and ultimately "it is a matter of striking a balance between freedom of information, privacy and data security," he said, "and determining the boundaries for governmental curiosity." For two and a half days "we have discussed the opportunities and risks posed by the Internet," he said, "a topic we will continue to follow in the future. I'm still convinced that the opportunities are much greater than the risks and that we are only at the beginning. And that – with the aid of the media – we'll jointly try to continue to shape the digital world in such a way that it provides information – and ultimately prosperity – to many people." Once again addressing Auma Obama, Limbourg said, "I believe it's worthwhile to think about the economics of all we do. Considering the question of how we can help the world from an economic perspective is usually not a completely wrong approach."

Following tradition, Limbourg went on to announce the date and theme of the next conference. "The next Global Media Forum will



take place from June 22 – 24, 2015, and will deal with the topic of media and foreign policy in the digital age.” Commenting on the theme’s interesting dynamics, Limbourg said that it will be stimulating to discuss how the digital world impacts foreign policy and the media’s role in shaping it. “It’s not exclusively a media issue,” he said, “but also a political one.”

The Director General concluded by thanking the Global Media Forum’s partner associations. “Many institutions have contributed,



and I would like to name in particular Germany’s Federal Foreign Office, the Federal Ministry for Economic Cooperation and Development, the Foundation for International Dialogue of the Sparkasse Savings Bank in Bonn and the City of Bonn.”





Reception





Organization

DW-Media Services GmbH
Kurt-Schumacher-Str. 3
53113 Bonn/Germany

P +49.228.429-2142
F +49.228.429-2140
gmf@dw.de

Publisher

DW-Media Services GmbH
53110 Bonn/Germany

Responsible

Annelie Gröniger
Ralf Nolting
CEOs, DW-Media Services GmbH

Editor Sarah Klein
Sepideh Parsa
Dr. Hendrik Schott

Design Nilab Amir
Photos © DW/K. Danetzki
© DW/M. Müller

Print Deutsche Welle

Copyright ©2015 Deutsche Welle

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system, without prior written permission from the publisher

Co-hosted by



Foundation for International Dialogue
of the Savings Bank in Bonn

Supported by



Federal Foreign Office

NACHHALTIGKEIT.
SUSTAINABILITY.
DURABILITÉ.
BONN.

BMZ



Federal Ministry
for Economic Cooperation
and Development

In co-operation with



Campus Bonn

