



European Economic and Social Committee

PROGRAMME
Civil Society Media Seminar 2015
Communicating European Development Policy

The European Economic and Social Committee's Communications Department, with the support of the European Commission (DG DEVCO), the Luxembourg EU presidency and the Luxembourg Economic and Social Council, is organising its 9th annual Civil Society Media Seminar, which will be held on 26 and 27 November at the European Investment Bank (EIB) in Luxembourg and will focus on the 2015 European Year for Development.

The 2015 seminar will not only look at how the EU communicates on development issues, but will also shine the spotlight on people in partner organisations working on development and how they use communication to achieve their goals.

We will look at DG DEVCO's storytelling communication campaign and at the work of civil society, journalists and other actors in communicating on development issues as well as the communication campaign for the new Sustainable Development Goals (SDGs).

Moderator: Conny Czymoch, independent international journalist and moderator

Thursday, 26 November 2015	
13:00 -13:30	Registration
13:30 - 14:00	Opening session <ul style="list-style-type: none">• Introductory speech by George DASSIS, EESC President<ul style="list-style-type: none">➔ Klaus RUDISCHHAUSER, European Commission, Deputy Director General, DG Europeaid
14:00 - 15:30	Panel I: The EYD2015 campaign: raising awareness, increasing engagement <u>Setting the scene:</u> Irini Ivoni PARI, EESC Member, Group I <ul style="list-style-type: none">• Presentation of EYD campaign – Storytelling - Highlights of the Year<ul style="list-style-type: none">➢ Stina SOEWARTA, Head of unit, EC➢ Marius WANDERS, World Vision• The importance of promoting development issues on the

	<p>European agenda</p> <ul style="list-style-type: none"> ➤ Andris GOBIŅŠ, EESC expert • EIB activities in relation to development and the SDGs <ul style="list-style-type: none"> ➤ Heike RÜTTGERS, Head of Division, Mandate Management, EIB
15:30 – 15:45	Coffee break
15:45–17:15	<p>Panel II: Communicating development: the role of civil society organisations and media</p> <p><u>Setting the scene:</u> Luca JAHIER, President of Group III</p> <ul style="list-style-type: none"> • How NGOs actively communicate development through their activities and networks <ul style="list-style-type: none"> ➤ Simone POTT, Spokesperson of Welthungerhilfe, Germany • The power of pictures (and messages) <ul style="list-style-type: none"> ➤ Jakob DALL, Photojournalist, Denmark • Journalists' perspective: reporting effectively on development issues – what works? <ul style="list-style-type: none"> ➤ Eliza ANYANGWE, The Guardian
19:30	Networking dinner accompanied by the Janos Nadasi Trio–Doubletree by Hilton – 12 rue Jean Engling – 1466 Luxembourg
Friday, 27 November 2015	
08:30-09:15	<p>Opening session</p> <ul style="list-style-type: none"> • Introductory speech by Luis PLANAS, EESC Secretary General <ul style="list-style-type: none"> ➔ Romain SCHNEIDER, Luxembourg Minister of Cooperation and Humanitarian Action
09:15 –11:00	Panel III: How to communicate Sustainable Development Goals effectively

	<p><u>Setting the scene: Gabriele BISCHOFF, President of Group II</u></p> <ul style="list-style-type: none"> • Communication Campaign for the new SDGs <ul style="list-style-type: none"> ➤ Caroline PETIT, Deputy Director, United Nations Regional Information Centre • Communicating Sustainability – How can NGOs contribute to communicating the SDGs? <ul style="list-style-type: none"> ➤ Stefania CAMPOGIANNI, Senior Communications Officer, WWF-European Policy Office • How to improve labour conditions in developing countries? <ul style="list-style-type: none"> ➤ Marcia POOLE, Director Department of Communication, ILO • How do States communicate their development policy? <ul style="list-style-type: none"> ➤ Joachim BEIJMO, Director Department of Communication, SIDA ➤ Charles GOERENS, MEP
11:00–11:15	Coffee break
11:15–12:00	<p>Closing session</p> <ul style="list-style-type: none"> • Concluding remarks by Goncalo Lobo Xavier, EESC Vice-President <ul style="list-style-type: none"> ➔ Marco WAGENER, Vice-President of the Luxembourg ESC
12:00–13:00	Buffet lunch
13:00	End of the event