



**CONFERENCE PROGRAMME
COMMUNICATING WORLDS
SUNDAY, 3 APRIL 2016**

TIME	THEME/ SESSION	SPEAKERS
09:00-09:30	CHECK-IN	
09:30-10:00	OPENING & WELCOME (ENGLISH) The chairperson of the Timbuktu Foundation, Thomas Ravn-Pedersen, will share the Foundation's history and explain the background for this conference. Steen Nørskov will moderate the conference, partly in collaboration with Thomas Ravn-Pedersen.	Thomas Ravn-Pedersen, Chairperson of the Timbuktu Foundation. Steen Nørskov, Journalist Steen works as a journalist for Danish Broadcasting (DR) where he hosts the radio programme 'Arabic Voices' (Arabiske Stemmer). He has previously been working as a correspondent with DR in the Middle East (2007-2011).
10:00-10:20	KEY NOTE A MESSAGE FROM THE MINISTRY OF FOREIGN AFFAIRS (ENGLISH)	Ulla Næsby Tawiah, Deputy head at Department for Humanitarian aid, Civil Society and Advisors, Danish Ministry of Foreign Affairs.
10:20-11:15	KEY NOTE: WHAT DO WE LOOK LIKE FROM THE OUTSIDE? (ENGLISH) How do we maintain good global relationships? Why is it important? What does it bring forward? What effort does it take? The Zimbabwean lawyer and writer, Petina Gappah, frequently moves between different parts of the world, and as a storyteller she makes observations, as well as imagining the world seen from other people's viewpoints. We are curious to know what we may look like from the outside. Therefore, we have invited Petina Gappah to share with us her observations. Presentation, then Q&A with audience.	Petina Gappah, Lawyer and Writer (Zimbabwe). Petina currently works as Counsel at the Advisory Centre on WTO Law (ACWL) in Geneva, which provides legal advice on WTO law to developing countries. Her first book, <i>An Elegy for Easterly</i> , was awarded the Guardian First Book Award in 2009 and shortlisted for the Orwell Prize, an award that rewards writing that, to use the words of George Orwell, makes political writing into an art. Her second book, <i>The Book of Memory</i> , a novel set in Zimbabwe's Chikurubi Maximum Security Prison, was published in 2015. Her third book, <i>Rotten Row</i> , a collection of stories about crime and the criminal justice system in Zimbabwe, will be published in November 2016. The main focus of Petina's legal work as well as her writing is procedural and social justice. Web: www.theworldaccordingtogappah.com
11:15-11:45	COFFEE BREAK	
11:45-13:00	HOW TO CREATE POLITICAL CAPITAL AS SUPPORT FOR GLOBAL ENGAGEMENT? (DANISH) Is it true that the NGOs and civil society have failed to engage the Danish population in development support and the Global South? What role does communication and engaging the Danes play in this regard? Have the Danish NGOs acted too slow against the government's cuts. Have NGOs lost connection with their popular support? What can be done? And who should do it? Short presentations from panel members, debate and Q&A with audience.	Mette Gjerskov, Member of Parliament for the Social Democratic Party, and the party's spokesperson on development cooperation as well as chair of the Foreign Policy Committee. Web: http://www.gjerskov.dk/ Ulla Næsby Tawiah, Deputy head at Department for Humanitarian aid, Civil Society and Advisors, Danish Ministry of Foreign Affairs. Web: www.um.dk

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		Erik Vithner, Head of Civil Society in Development (CISU) Web: www.cisu.dk
13:00-14:00	LUNCH	
14:00-14:45	<p>WHAT HAPPENS WHEN MEDIA TRY SOMETHING NEW? Media has significant influence on how we perceive and relate with the Global South and i.e. marginalized groups. Mainstream media typically presents a narrative based on stereotypes with less space to unfold complex matters. However, on October 9 2015 'Information' let 12 refugees, some newly arrived, all professional journalists, take over the entire 48 pages of the newspaper. The editor and two of the journalists, who took part, share the experience: What happens when the perspective is shifted; In what ways does it change the communication and the reception of the message?</p> <p>Presentations, then Q&A with audience.</p>	<p>Lotte Folke Kaarsholm, Editor at Information Web: http://www.information.dk/lotte-folke-kaarsholm</p> <p>Mustafa Ismail, writer, lawyer and human rights activist (Syria) Web: www.information.dk/548188</p> <p>Zacharias Khadudu, Journalist (Kenya) Web: www.information.dk/548039</p>
14:45-15:15	COFFEE BREAK	
15:15-16:30	<p>FOUR ENLIGHTNING EXPERIENCES (ENGLISH) For this session we have invited four international speakers representing exciting ideas and different experiences with communication:</p> <p>In 2012 'Africa for Norway' encouraged us to donate our stereotypes with Radi-Aid, and later with Let's Save Africa: Gone Wrong. Norwegian Students' & Academics' International Assistance Fund (SAIH) are behind, and keep insisting on challenging development communication.</p> <p>Global Voices (GV) works to find the most compelling and important stories coming from marginalized and misrepresented communities. GV speaks out against online censorship and support new ways for people to gain access to the Internet.</p> <p>In 2007, the members of the Irish Association of Non-Governmental Development Organisations (Dóchas) adopted a Code of Conduct on Images and Messages with the purpose to provide a framework which organisations can refer to when designing and implementing their public communication strategy.</p> <p>The Dutch communication agency BrandOutLoud works with, amongst others, branding of local non-profit organisations in order to attract different donors and to create more diversified funding.</p> <p>Each panel member will make a brief presentation based on experience and the debate will centre on these questions: <i>How to raise attention to a problem and engage people to take action?</i> <i>How to communicate this with dignity and respect?</i> <i>How were stereotypes versus complexity dealt with?</i> <i>What impact was achieved, what was learnt, what seemed impossible, what can be used forward?</i></p>	<p>Nicklas Poulsen, Africa for Norway, SAIH (Norway) President of SAIH, Master degree in Community Psychology. Interested in how language constructs realities across cultures. Can we <i>choose</i> and establish a new discourse around aid-communication? Twitter: @NicklasViki Web: www.saih.no and www.rustyradiator.com</p> <p>Ivan Sigal, Global Voices (USA) Ivan Sigal is the Executive Director of Global Voices, an online citizen media network that amplifies unheard stories and perspectives, originally founded at the Berkman Center. He designs and creates media projects around the world with a focus on networked communities, conflict, development, and humanitarian disasters. He was a Senior Fellow at the U.S. Institute of Peace, writing about digital media technologies and their effect on conflict. He also held many positions over a 10-year period at Internews, working on dozens of media projects across the former Soviet Union and Asia, on topics such as conflict, transitional societies, humanitarian information, broadcast and Internet media infrastructure, and freedom of expression. Web: www.globalvoices.org</p> <p>Naomi Linehan, Dochas (Ireland) Media Officer for European Year for Development Web: www.dochas.ie/images-and-messages</p> <p>Judith Madigan, BrandOutLoud (The Netherlands) Founder and director of BrandOutLoud, branding and communication manager. Driven to help others take the next step, she founded BrandOutLoud in 2007, a creative agency with a big heart for social causes. Providing tailor-made branding and communication to local and international organisations worldwide through the power of storytelling. Twitter: @brandoutloud @judithmadigan Web: www.brandoutloud.org</p>

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	The presentations will be followed by debate and questions with the audience.	
16:30-17:30	NETWORKING: Snacks & drinks	

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CONFERENCE PROGRAMME
COMMUNICATING WORLDS
MONDAY, 4 APRIL 2016

TIME	THEME/ SESSION	SPEAKERS
08:30-09:00		CHECK-IN
09:00-09:30	WELCOME TO DAY 2	The Timbuktu Fund
09:30-10:30	<p>THE LINKS BETWEEN COMMUNICATION, KNOWLEDGE AND SUPPORT (ENGLISH) The Danish Foreign Ministry has tracked the Danes' attitude and support to development - it tells us that the percentage of supportive Danes has dropped from 76 pct. in 2010 to 61 pct. in 2014. Most importantly, 73 pct. of the Danes think they know too little of development support and conditions in the Global South (2014).</p> <p>Hence, we are confused: If a substantial amount of Danes argue they know too little - how does this inform their opinions on development support? And why is there a lack of knowledge of how development support works, and of the context to which it relates in the Global South? We have asked two researchers, who have specialized in the field of communication and development, for their take on the situation.</p> <p>The presentations will be followed by questions from the audience.</p>	<p>Louise Mubanda Rasmussen has a Ph. D. in African Studies and works as Assistant Professor in International Development Studies at Roskilde University. She has researched local development practices in Uganda and Malawi, and celebrities as development actors. She is particularly interested in how the Danish communication on development links with local practice. Member of the Research Network on Celebrity and North-South Relations Web: www.celebnorthsouth.wordpress.com Facebook: www.facebook.com/celebnorthsouth</p> <p>Tobias Denskus is Senior Lecturer at Communication for Development (ComDev) at Malmö University. Tobias is particularly interested in how digital media contribute to better development communication, and during this session, he will present humanitarian communication dilemmas in a mediatised world - from compassion fatigue to virtual reality. Twitter: @aidnography Web: www.aidnography.de</p>
10:30-11:00		COFFEE
11:00-11:45	<p>WHAT CAN WE LEARN FROM BUSINESSES? (DANISH) We have invited Brian Sundstrup from COOP, who has experience with promoting development through trade with Africa, and in making Danes buy African products. Some of the experiences made within the Savannah Project may be useful in this context. Therefore, we have asked Brian to share his experience with how to reach the ordinary Dane and its consciousness. How to move Africa off the exotic shelf and into mainstream? What can we learn from COOP's experience with branding and selling African products to the Danes? The presentations will be followed by questions from the audience.</p>	<p>Brian Sundstrup, Senior Advisor CSR, COOP Denmark. Brian has 13 years of CSR experience with retail, consume relations, corporate responsibility, and strategic partnerships. He is specialized in multistakeholder cooperation and business development, which aims to create a positive social, economic, and environmental impact. He is interested in business development and trade in developing countries, sustainable food production and newbiz, today and in the future. Web: www.handelmedafrika.dk Twitter: @briansundstrup</p>
11:45- 12:20	SUPPORT? – CAPACITY, NETWORK AND FINANCE (DANISH)	Lotte Dahlman, Oplysningsudvalget

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	<p>What are the opportunities for support – future prospects, ideas, experience and good advice?</p> <p>Each panel member gives an input with focus on options of support offered as well as demands, wishes etc.</p>	<p>Web: www.um.dk/da/danida/det-goer-vi/u-landsoplys/oplysningsbevilling Kim Jensen, Civil Society in development (CISU) Web: www.cisu.dk Berit Asmussen, Globalt Fokus Web: www.globaltfokus.dk</p>				
12:20-12:30	<p>PICK A SESSION (DANISH/ENGLISH) During this session we aim for exchange of ideas and network by focusing on practitioners sharing concrete experience with communication of different issues regarding development and the Global South. How does the good idea appear? What works? What doesn't? How to make the link between idea to the target group to impact? What makes good energy and what drives people?</p> <p>People presenting are free to choose form – it could be by showing a short film clip or slides, or rather engage in conversation. We appreciate short presentations in order for people to ask the questions which are not usually asked among a larger audience. Participants pick sessions according to interest. Each session is offered twice – before and after lunch. (Sessions may be subject to change).</p>					
12:30-13:00	<p>The Correspondents Janne Andersen shares experience with the Danish crowdsourcing initiative gathering foreign correspondents. Focus is here on new ideas for collaboration between journalists and development NGOs. www.facebook.com/ko_rrespondenterne.dk</p>	<p>'Hello Syria - Calls from the Escape Route' Natasha Al-Hariri and Mai Rasmussen share experience from making the documentary 'Hello Syria - Calls from the Escape Route', which uses a makeshift phone booth to shift focus on the global refugee situation: From politics and border control to showing the very refugees' perspective on the situation. www.dr.dk/tv/se/frit-kald-syrien/frit-kald-syrien</p>	<p>Copenhagen Central Library Niels Offenbergs focuses on how to provide space for debates on the Global South in the public institution (library), and how art and literature can be included in this context in order for it to play a significant part in our understanding of the Global South www.facebook.com/kbh_hb</p>	<p>HELP! – theatre play on South Sudan Thomas Corneliussen played the main character Casper on the theatre stage at Republique in 2015; Casper has to travel to South Sudan to find his sister who has disappeared. The team behind the play had researched on aid and South Sudan to be able to transfer tough and dry facts into an educational and entertaining theatre play. Thomas shares how and why. http://republique.dk/dk/wp-content/uploads/sites/3/2015/02/PM_HJ%C3%86LP.pdf</p>	<p>Journalistbureauet TANK Sven Johannesen and Sune Gudmundsson from the Danish cooperative Journalistbureauet TANK share their experiences in making the web documentary "Drowning Megacities" published in e.g. Al Jazeera and Politiken. The multimedia story shows how slum dwellers as well as the elite are struggling to adapt to climate change in the fast growing cities of Lagos, Nigeria, and Dar es Salaam, Tanzania. http://bureautank.dk/en/</p>	<p>The World's Best News Maria Grabowski-Kjær will talk about The World's Best News, a journalistic awareness campaign and media that publishes news about progress in the developing countries. WBN is a collaboration between the UN, DANIDA, more than 100 Danish NGOs and 100 private sector companies. In 2015 WBN partnered with Project Everyone, Action/2015 and European Year for Development. www.verdensbedstenyheder.dk</p>
13:00-14:00	LUNCH					
14:00-14:30	Similar set-up as before lunch					
14:30-15:15	<p>Here at the final stage, we hope the conference has made you meet at least one other person whom you found inspiring; and gave you at least one new idea you may consider testing when you go back to your daily work. If you are really keen to take a step further, The Timbuktu Foundation here proposes plans for further network and idea development...</p> <p>End of conference.</p>					

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