

# #Media4EU

## InterActiv Europe 2014-19

Thursday, 29<sup>th</sup> January 2015, from 17:00 to 19:00  
European Parliament, Brussels  
Paul Henri-Spaak building / Room P7C 050

16:30 – 17:30 Welcome (registration)

17:30 – 19:00 Presentations & Debate

Welcome & EurActiv strategy by **Rick Zednik**, CEO, EurActiv.com & welcome by **Brando Benifei**, MEP (S&D)

Opening statement by **Martin Schulz**, President of European Parliament

I. **EU COMMUNITY PROJECT WITH DG CONNECT: VISUALIZING POLICY PROCESSES - EURACTORY BETA LAUNCH** (with **David Mekkaoui**, Director Fondation EurActiv)

II. **SUSTAINABLE MEDIA & INTERACTIV EUROPE**

II.A) **#Media4EU yellow overview by Fondation EurActiv**, 6 recommendations presented by **Julian Oliver**, Secretary General

II.B) **Discussion about role of media to accompany policy-making**

Moderation, questions to panel & conclusions by **Christophe Leclercq**, Founder, EurActiv

Introductory Speakers:

- **Siim Kallas**, Former EU Commissioner: *"Transparency: now in practice!"*
- **Connie Hedegaard**, Chair of the Danish Public Service Committee (Broadcasting) and Former EU Commissioner: *"Efficiency: speeding-up processes?"*

Reactions & discussion with the panel:

MEPs & EU Institutions	Associations & Think tanks	Industry	Media
1. <b>Siegfried Mureşan</b> , MEP (EPP)	1) <b>Karel Lannoo</b> , CEPS	1) <b>Karl Cox</b> , AmCham EU and Oracle	1) <b>Tom Weingärtner</b> , API
2. <b>Isabelle Durant</b> , former MEP	2) <b>Bernd Hüttemann</b> , EMI	2) <b>Chris Sherwood</b> , Allegro Group	2) <b>Max von Abendroth</b> , EMMA
3. <b>Frank Schwalba-Hoth</b> , former MEP	3) <b>Alexandra Bennett</b> , WWF	3) <b>Anda Ghiran</b> , Johnson Controls	3) <b>Ides Debruyne</b> , Journalismfund.eu
4. <b>Adam Mouchtar</b> , EU40	4) <b>Jim Murray</b> , Formerly BEUC		4) <b>Lieven Taillie</b> , AEJ-Belgium
5. <b>David Ringrose</b> , DG CONNECT	5) <b>Paul Smits</b> , AEGEE-Europe		5) <b>Wilfried Rütten</b> , EJC
6. <b>Ralph Dum</b> , DG CONNECT	6) <b>Isabella Lenarduzzi</b> , JUMP		6) <b>Daniela Vincenti</b> , EurActiv.com, Brussels
7. <b>John Magan</b> , DG CONNECT	7) <b>Philippe Van Parijs</b> , UCLouvain		7) <b>Aline Robert</b> , EurActiv.fr, Paris
8. <b>Karel Bartak</b> , DG EAC			8) <b>Daniel Tost</b> , EurActiv.de, Berlin
			9) <b>Giampiero Gramalia</b> , EurActiv.it, Rome
			10) <b>Frédéric Simon</b> , EurActiv

From 19:00: All participants are invited to a reception right outside the conference room.