

## AGENDA

### 9:30 – START OF CREATIVE FORUM

Welcome messages from Panagiotis Trakaliaridis (EBU Formats Core Group Chair, ZDF), Evelyn Sequeira (EBU) and Jean Philip de Tender (EBU Deputy Director General and Media Director)

Hosts: Jenny Peeters (NPO) and Jan Egil Ådland (NRK)

### 9.45– 10.50 SESSION 1 – EDUTAINMENT FOR YOUNG AUDIENCES

#### **The Football Haters (DR – Denmark)**

*Kitt Herner Hofbæk, Marketing Manager, DR*  
*Melissa Ellen Margaret Vardy, SoMe Manager, DR*

#### **Homo Universalis Ketnet (VRT - Belgium)**

*Anne Dreesen, Supply Manager, VRT Ketnet*  
*Julie Dewit, Producer, VRT Ketnet*

#### **Fight for the Futureking Throne (NHK – Japan)**

*Mayuko Hori, Senior Producer, NHK*

#### **Are you Sure? (SVT – Sweden)**

*Mia Alvernik, Format Developer/Producer, SVT*

### 10.50 – 11.15 COFFEE BREAK LÉMAN FOYER

### 11.15 – 12.20 SESSION 2 – SOCIAL ISSUES FOR YOUTH

#### **The Cycle Club (VPRO – Netherlands)**

*Annelies Termeer, Creative Director VPRO Medialab, VPRO*

#### **Andaz (WDR – Germany)**

*Sabah Wahbe, Head of Development, WDR*

#### **The Naked Truth about Sex (VPRO – Netherlands)**

*Ruby Deelen, Commissioning Editor, VPRO*

#### **Call Riyad (VRT – Belgium)**

*Martine Mertens, Journalist, VRT*  
*Lara Richir, Editor, VRT*

**12.20 – 12.40 SPECIAL SESSION WITH UA:PBC (UKRAINE)****The Tereshchenko's Legacy****Collapse. How Ukrainians destroyed the Evil Empire****Bucha 22****Shchedryk VS the Russian world****Forward to the Past: How the Russian Propaganda Works***Lukian Halkin, Executive Producer Channel Culture, UA:PBC***12.45 – 14.00 LUNCH BREAK EBU CAFETERIA****14.00 – 15.20 SESSION 3 – SOCIETY ISSUES****Don't do this to the Climate (NRK – Norway)***Ole Petter Klepp, Project Manager, NRK**Jon Arne Hoff Johansen, Director, TV Producer, NRK***Buris – Cage (LTV – Latvia)***Karlis Miksons. Social media editor-in-chief, LTV News.**Evalds Dukuls, Journalist and author of idea, LTV***The Filter Bubble (SVT – Sweden)***Jorun Collin, Executive Producer, SVT**Linn Svalö, Editor/Producer, SVT***The Inheritance (NRK Norway)***Ingrid Skaare, Director, NRK**Kjell Erik Moen, Producer, NRK***Art on the Brain (ABC – Australia)***André Renaud, Senior Vice President Global Formats, BBC Studios***15.20– 15.50 COFFEE BREAK LÉMAN FOYER**

**15.50– 17.25 SESSION 4 – GAMES, CHALLENGES AND ENTERTAINMENT****The Connection (BNNVARA – Netherlands)**

*Tanja van der Goes, International Format Sales & Acquisition, All Right Media  
Hans Bouwens, Head of TV Programme Development, MediaLane*

**The Ultimate Christmas Star (NRK Norway)**

*Mirja Minjares, Commissioning Editor, NRK  
Marcus Sand Hukkelaas, Showrunner, Magga & Anders*

**Freeze the Fear (BBC – UK)**

*André Renaud, Senior Vice President Global Formats, BBC Studios*

**Marika Carlsson is a Curious Deaf & Sexy Hands (SVT – Sweden)**

*Elisabeth Ulfsparre, Project Manager, SVT*

**17.10 VOTING OPEN  
CLOSING REMARKS****17.25 END OF CREATIVE FORUM 2022****17.45 – 20.30 NETWORKING EVENT IN THE EBU PARK**