



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

DAY 1 – TUESDAY 28 MAY 2013

13:00 – 14:30	<i>Opening Lunch</i>			
	OPENING and Announcement of the elections by Walter Sucher, Head of Science & Education Department, ARD/SWR and Chair of the S&E Experts' group.			
14:30 – 15:00	Introduction of Valerie Geller an international broadcast consultant and trainer working in 34 countries with more than 500 radio and TV stations. She is the author of four books, including the latest: " <i>Beyond Powerful Radio - A Communicator's Guide to the Internet Age</i> " from Focal Press 2011 which is currently being translated into French. More info www.gellermedia.com / www.beyondpowerfulradio.com TWITTER www.twitter.com/vgeller			
PLENARY	The Powerful Communicator Principles are: Tell the truth, Make it Matter and NEVER BE BORING! There are NO boring stories, only BORING STORYTELLERS! In this session you will learn proven secrets and methods used by Powerful Communicators throughout the world to Get, Keep and Grow Audiences across ALL platforms!			
	Producer: Asta Dalman, International Coordinator, UR			
	Room: SALON ELISABETH	Room	Room	Room
15:00 – 16:00	WORKSHOP 1: Europe commemorates World War One: How can we optimize synergies and create an international cooperation network?	WORKSHOP 2: Aging / Death	WORKSHOP 3: Losers: How can we be relevant for a young audience?	WORKSHOP 4: European Science Research
PARALLEL	In 2014 and the years ahead, many public broadcasters in Europe and abroad will dedicate a significant number of programming slots to the "Great War" anniversary. A great number of projects, more or less advanced in production, are on the way in many countries. This workshop will provide a platform and discussion space to connect to each other. The workshop will open by introducing Eurovision initiatives dedicated to the subject, and in particular, the EBU's recently launched World War One Broadcasting Archive initiative (For more information: http://www3.ebu.ch/cms/en/sites/ebu/contents/programming/)	Europe's population is aging and dying. This affects Europe both financially and socially (and spiritually?). The aging population of Europe is relevant to all EBU countries and hence the topic could be interesting for a collection series. It could also be interesting with one or several co-productions shading light upon the subject in a European perspective.	Public service broadcasters are struggling with reaching the young within the age group 15-25 year-olds. More importantly, we have lost one of our most relevant audiences within this group; those who feel let down by society. Those with little or no formal education, those with very bad prospects of ever finding a job, those who do not care about being part of society, those without a voice. How can we reach them? How do we give them a voice and give them back their self-esteem? We need to restore their belief in the future.	



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

	<p>tv/tv-exchanges/world-war-one-broadcast-archives.html).</p> <p>In the second part of the workshop, participants will have a chance to present their own projects. The workshop will thus provide a broad overview on ongoing WWI productions, with the aim to create a great deal of synergies and guarantee a maximum of “Eurovision” to the programmes produced. In order to keep it flexible, the workshop is open to very different kinds of cooperation ideas, wishes and needs, from co-financing to coordinated collections and Programme Exchange.</p> <p>A dedicated virtual space on the EBU’s collaborative platform will help to stay connected even after the workshop and help the various national editorial teams to get more easily and spontaneously in contact with each other, whenever needed.</p> <p>Participants to this workshop wanting to present their own projects are kindly asked to send Markus a short and informal synopsis as soon as possible.</p> <p>Producers: Markus Nikel, Consultant International Cooperation & Coproductions, RAI Educational Matthew Trustram, Project Manager, Eurovision Media Department – TV Services</p>	<p>In this workshop we will organize an idea-workshop for possible co productions on the topic.</p> <p>Producer: Else Bro Thuestad, Commissioning Editor, DR</p>	<p>Surveys show that European young people are pessimistic about the future and are losing faith in the democratic institution itself.</p> <p>This workshop is about exploring the specific challenges linked to reaching a group that is very hard to reach. We want to see good and bad examples of what has been done, as well as pin-pointing the areas where we could work together.</p> <p>The aim is to leave the workshop with at least two concrete co-production projects that will turn the spiral for this group and include it in our democratic societies.</p> <p>We want to reach this group and give them confidence that their voice is important and that they can have an impact on their own future.</p> <p>Participants to this workshop are kindly asked to send Ulrika and Lisa contributions of good or bad examples of TV-programmes in advance (to be used as basis for discussions).</p> <p>Producers: Ulrika Arlert, Managing Director Youth and Language, UR</p>	<p>Producer: TBA</p>
<p>15:00 – 16:00</p> <p>PARALLEL</p>	<p>LANGUAGE SESSION: PITCHING</p> <ul style="list-style-type: none"> • “The Bankrobbery”, Fundament Film / UR (Sweden) 10 episodes drama series to learn German, French or Spanish with a gun to your head! • “Peliculas Perdidas”, Footstep Productions Ltd. (United Kingdom) A 12 x 10’ drama (with documentary inserts) to engage the 14 – 16 year olds with Spanish. • “Magic Mandarin”, Footstep Productions Ltd. (United Kingdom) 			



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

	<p>A 6 x 10' mixed genre programme to provide an introduction to Mandarin through a fun and creative approach.</p> <p>Speakers: Gabriella Thinsz, Project Manager – Language Department, UR Colette Thomson, Managing Director, Footstep Productions Ltd.</p> <p>Producer: Charlotte Sifvert, Project Manager, UR</p>			
16:00 – 16:30	<i>Coffee Break</i>			
16:30 – 18:00	WORKSHOP 1: World War I (Continued...)	WORKSHOP 2: Aging / Death (Continued...)	WORKSHOP 3: Losers: How can we be relevant for a young audience? (Continued...)	WORKSHOP 4: European Science Research (Continued...)
16:30 – 18:00	<p>PARALLEL</p> <p>LANGUAGE SESSION: PROUD TO PRESENT</p> <ul style="list-style-type: none"> • “Swedish At All Costs” (Svenska till varje pris), UR (Sweden) A language course disguised as a reality format. By following the series, and using the web application, you can take on level in Swedish. • “Pregunta Ya”, UR (Sweden) • “Mein Berlin”, UR (Sweden) My Sardinia, My Paris, My Madrid... A series of short programmes following young people in their everyday lives while they evolve in their mother tongue. • “Ticket To Berlin”, ARD/DW (Germany) The very first adventure game show for German learners • “Discovering Turkey” (Lähdin Turkkiin), YLE (Finland) <p>Speakers: Charlotte Sifvert, Project Manager, UR Gabriella Thinsz, Project Manager – Language Department, UR Kristina Diewald, Project Manager, ARD/DW André Moeller, Head of Deutsche Welle’s Language Courses Department, ARD/DW Jaana Sormunen, Producer, YLE</p> <p>Producer: Charlotte Sifvert, Project Manager, UR</p>			



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

18:00	END OF DAY 1
20:00	S&E Dinner – Restaurant Le Scheltema

DAY 2 – WEDNESDAY 29 MAY 2013

9:00 – 10:00 PLENARY	<p>KEYNOTE SPEECH – Speech and “Witness of the Day”</p> <p>Logan Smalley, Director of TED-Ed (USA), will give an update on the newest initiative from TED Conference's; TED-Ed. TED-Ed is a free platform that pairs teachers with professional animators to create video based Lessons. At the one year mark, Lessons from 100 educators have been viewed over twenty million times.</p> <p>http://www.dariusgoeswest.org/blog/crew-profile-logan-smalley/</p> <p>Producer: Laura Longobardi, Project Manager, Eurovision Media Department – TV Services</p>
10:00 – 11:00 PLENARY	<p>NEW WAYS OF TELLING / COMMUNICATING EDUCATION AND SCIENCE</p> <ul style="list-style-type: none"> • “Stargazing”, BBC (United Kingdom) A multi-faceted learning journey on astronomy covering both Science and Education. A new way of telling and experiencing content. • “Swedish At All Costs” (Svenska till varje pris), UR (Sweden) A language course disguised as a reality format. How 8 immigrants try to learn Swedish in 8 weeks, locked away “in the woods” far from ordinary teaching. • “The Alzheimer Experience”, Submarine, The Netherlands – TBC A web experience that immerses viewers in the devastating inner world of the degenerative condition Alzheimer's. An intuitive, character-led interactive navigation guides viewers through the confusion and shame of this ubiquitous disease as experienced from multiple perspectives – one sufferer, and the people closest to her. Impeccable acting and dramatic direction guide the story, while professional expertise can be accessed at any time during the experience, without interrupting the narrative flow. • “Exploring the Boundaries of Knowledge”, ZDF (Germany) This presents the idea of “cluster scheduling” as a means to strengthen programme audiences. The idea is that a “cluster” of thematically-linked programmes are scheduled within a 3-day window - filling both prime-time and late night slots - so that audiences for all elements are strengthened. Online marketing tools can be used to further consolidate the cross-promotion. <p>Speakers: Lisa Percy, Executive Producer, BBC Learning Charlotte Sifvert, Project Manager, UR Bruno Felix, Co-founder and CEO, Submarine</p>



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

	<p>Christiane Götz-Sobel, Head of Science & Technology Department, ZDF</p> <p>Moderator / Producer: Walter Sucher, Head of Science & Education Department, ARD/SWR</p>
11:00 – 11:30	<i>Coffee Break</i>
11:30 – 12:00 PLENARY	<p>JAPAN PRIZE</p> <p>The Japan Prize is awarded to people from all parts of the world whose "original and outstanding achievements in science and technology are recognized as having advanced the frontiers of knowledge and served the cause of peace and prosperity for mankind". This institution will celebrate its 40th Anniversary in 2014.</p> <ul style="list-style-type: none"> • Presentation by its Secretary General, Yuichi Itamiya (Japan Prize / NHK)
12:00 – 13:30	<i>Networking Lunch and presentation of the candidates for the elections</i>
13:30 – 14:00 PLENARY	<p>ELECTIONS</p> <p>Elections of a new chairman and three vice chairs</p>
14:00 – 15:00 PLENARY	<p>“MOOCs - Massive Open Online Courses”</p> <p>The former televised or YouTube-ised university lecture has evolved into an exploding number of "massive open online courses". Lean production and distribution, computer-based feedback and exams plus the interaction with peer learners on the Web have changed the face of video-based instruction. The large-scale involvement of universities and specialized companies may lead to a transition in higher education. Many questions concerning financing, accreditation and efficacy still have to be answered, however.</p> <p>Speaker: Jörn Loviscach, Professor of technical mathematics and computer engineering at Bielefeld University of Applied Sciences (Germany); Instructor at Udacity; formerly, Deputy Editor-In-Chief at c't computer magazine (Germany)</p> <p>Producers: Walter Sucher, head of science and Education, ARD/SWR Kirsten Praller, Producer, ARD/SWR</p>
14:00 – 15:00 PARALLEL	<p>LANGUAGE SESSION: New languages like Chinese and Arabic and possible collaborations</p> <ul style="list-style-type: none"> • “Real Arabic”, UR (Sweden)



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

	<p>A road movie through Europe to see if you can really manage in Arabic</p> <ul style="list-style-type: none"> • “China on China”, UR (Sweden) A documentary series about China in Chinese • “The Short Film Club”, UR (Sweden) A successful way of broadcasting short films (max 15’) and proposing them as supports for learning foreign languages. • Chinese and Arabic, YLE (Finland) <p>Speakers: Charlotte Sifvert, Project Manager, UR Gabriella Thinsz, Project Manager – Language Department, UR Jaana Sormunen, Producer, YLE</p> <p>Producer: Charlotte Sifvert, Project Manager, UR</p>
<p>15:00 – 15:45</p> <p>PLENARY</p>	<p>SCIENTIFIC MAGAZINES - PLATFORMS AND REDUCED BUDGETS</p> <p>Science magazines cover news coming from relevant fields of research and report on important developments which might be trend-setting for our future. But, science magazines are not a priority in most of the TV channels in Europe. We are facing a challenge more and more difficult each year: produce exciting and interesting programs, with a lot of added value, reaching a large audience, but with shrinking budgets. We need to find ways to stay competitive and attractive despite this stressing context. How could we work together, cooperate, share, exchange ideas, video material, abstract and/or complete films, on a platform at a European level, in order to freely enrich our programs? Discussions with colleagues from other countries will teach us what could be the most useful and easy-to-build method(s) to help each other? What are the concrete obstacles (and the potential solutions?) in the way of a real European network of science magazines? What are the other “tricks” you know in order to cut the budgets without reducing the quality of your programs?</p> <ul style="list-style-type: none"> • Patrice Goldberg, Head of Science, RTBF will talk about his experience in terms of free exchanges between various magazines in Europe and beyond and show examples of finished cooperation. • Johannes Steinbronn, Editor, ZDF/3sat will tell us about his experience in producing a daily science magazine as a cooperation of several TV stations 3sat being a consortium between ZDF, ORF, SRG and ARD. <p>Moderator: Christiane Götz-Sobel, Head of Science & Technology Department, ZDF</p> <p>Speakers: Patrice Goldberg, Head of Science, RTBF</p>



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

	<p>Johannes Steinbronn, Editor, ZDF/3sat</p> <p>Producers: Christiane Götz-Sobel, Head of Science & Technology Department, ZDF Patrice Goldberg, Head of Science, RTBF</p>
<p>15:00 – 16:00</p> <p>PARALLEL</p>	<p>LANGUAGE SESSION: New tools like app, webb, i-pad, digital whiteboard</p> <ul style="list-style-type: none"> • A new web application for learning Swedish connected to Swedish at all costs • “Flirt English II Website • Yle.fi/oppiminen – The new YLE web portal <p>Speakers: Charlotte Sifvert, Project Manager, UR Stefanie Fischer, Commissioning Editor, ARD/WDR Jaana Sormunen, Producer, YLE</p> <p>Producer: Charlotte Sifvert, Project Manager, UR</p>
<p>15:45 – 16:15</p> <p>PLENARY</p>	<p>SCIENCE & EDUCATION: INTERVIEWING EUROPEAN COMMISSION</p> <p>How does the European Commission see the Public service broadcasters? As potential partners to build strategies together? As mere loudspeakers of its own positions or can it bear their criticism? Is collaboration between the two possible without threatening that editorial independence which is at the core of the Public Service Values? And what about the other way around? How do the broadcasters look at European Institutions? Boring must-do part of their job or precious sources of information and resources that could help them adding value to their content with a final advance for audience, the European citizens?</p> <p>In a moment in which Public Service broadcasting is under threat almost everywhere in Europe, we have invited representatives of the European Commission in the fields of science and education and want to have an open discussion about challenges and opportunities of getting closer and finding new ways of collaborating on common issues.</p> <p>Could it be a happy marriage?</p> <p>Speakers: Salvador Ruiz Carrillo De Albornoz, Communication Officer, European Commission DG Research & Innovation Begoña Arano, External and Internal Communication Head of Unit, European Commission DG Research & Innovation</p>



Sharing, networking, debating and screening state-of-the-art programmes remain the aim and function of the annual Eurovision Science & Education Experts Group meeting. Parallel working sessions devoted to Science, Education, Knowledge and Languages will provide plenty of opportunities to compare approaches and tackle different topics.

	<p>Producers: Patrice Goldberg, Head of Science, RTBF Laura Longobardi, Project Manager, Eurovision Media Department – TV Services</p>
16:15 – 16:45	<i>Coffee Break – Announcement of the results of the elections</i>
16:45 – 17:30 PLENARY	<p>P2P SESSION</p> <ul style="list-style-type: none"> • “Terra X – Invisible Universe”, ZDF Enterprises, ZDFneo, ORF (Germany, Austria) A cinematic expedition into the incredible world of invisible movement. Seeing the world in super-slowmotion allows us to explain mysteries of science and explore super-fast phenomena. • “Anything Goes!”, NTR (The Netherlands) People with a mental disability try to make their biggest wishes come true. Anything goes and everything is possible ... you just need to dare it! • “Plastic – The Real Sea Monster”, ZDF (Germany) A review of the scientific results plastic holds for our oceans and follows the excursion of an environmental expert to the plastic contaminated beaches of the south Pacific. • “Geographers’ Will”, UR (Sweden) A unique blend of educational TV and adventurous drama production. This “infodrama” gives the viewers a relationship to the geography in the countries the programme covers by telling a fascinating, break-neck adventure story. <p>Speakers: Sonja Trimbuch , Producer, ZDF (Germany) Luise Wagner, Director, Doc Station GmbH (Germany) Johan Overdevest, Presenter, NTR (The Netherlands) Gregor Streiber, Producer, Werwiewas Medienproduktion (Germany) TBA</p> <p>Producers: Laura Longobardi, Project Manager, Eurovision Media Department – TV Services</p>
17:30 – 17:45 PLENARY	<p>REPORT BY LOGAN SMALLEY “WITNESS OF THE DAY”</p> <p>Closing of meeting by the new elected chairs of the group including Logan Smalley’s report as witness of the day.</p>
17:45	END OF MEETING