

European seminar for journalists | 28.10.2009

Poverty and media

Hotel Holiday Inn City Centre | chaussée de Charleroi 38 | 1060 Brussels

12:00-14:00 Registration and buffet

14:00-14:15 Welcome by Anne DEGRAND-GUILLAUD, European Commission, Head of the Task Force "European Year 2010"

14:15-16:30 How to report on poverty

(two parallel workshops for journalists, in English and French)

Workshop 1 facilitated by the Joseph ROWNTREE Foundation:

"Reporting poverty: a practical guide for journalists"

- David SEYMOUR – Author of the guide, independent journalist and former political editor of the Mirror (United Kingdom)
- Teresa HANLEY – Joseph ROWNTREE Foundation, Manager of the Public Interest in Poverty Issues Programme (United Kingdom)
- William CRAWLEY – BBC Northern Ireland, journalist and broadcaster
- Peter KELLY – Director, The Poverty Alliance (Scotland)

Workshop 2 facilitated by ATD Fourth World:

"Cross-disciplinary knowledge and practices: how journalists and people experiencing poverty can learn from each other"

- Régis VERLEY, Association of European Journalists
- Monique COUILLARD-DE SMEDT – ATD Fourth World Wallonie-Bruxelles (Belgium)
- Cécile REINHARDT (France), Claudine DELNAISSE, Carine VANDEN ELSHOUT and Vincent GODEFROID (Belgium), activists at ATD Fourth World

17:00-19:00 Site visits

- "Jamais Sans Toit" (<http://jst.magazine.net>) (Never homeless) – centre with day art activities for homeless people
- "Théâtre des Tanneurs" (<http://www.lestanneurs.be>) (Tanners theatre) – Theatre involving people from a poor neighbourhood in their activities
- "Article 27 asbl" (<http://www.article27.be>) (NGO Article 27) – NGO facilitating access to culture to disadvantaged people
- Maison des savoirs d'ATD Quart Monde (<http://www.atd-quartmonde.be/-Maison-des-Savoirs,39-.html>) (ATD Fourth World Knowledge House) – Artistic activities for people experiencing poverty

20:00-22:00 Working dinner

"The European Commission's strategy and tools to communicate social Europe and the European Year 2010 for combating poverty and social exclusion"

- Katharina von SCHNURBEIN, European Commission, Spokesperson for Employment, Social Affairs and Equal Opportunities
- Jimmy JAMAR, European Commission, Head of the Communication unit at Directorate General for Employment, Social Affairs and Equal Opportunities
- Reimund SIMON, Manager of the project "European Year 2010", Mostra communication agency



European conference | 29.10.2009

Poverty between reality and perceptions: the communication challenge

European Commission, Brussels, room De Gasperi | Charlemagne building

- 9:00-10:00 registration**
- 10:00-10:10 opening speech (via video)**
President BARROSO, European Commission
- 10:15-11:40 1st panel: how Europeans perceive poverty and exclusion in the context of the crisis**
Chair: Marie DONNELLY, European Commission, DG EMPL, Director for Resources and Communication
- 10:15-10:45 Presentation of two new Eurobarometer surveys
Daphne AHRENDT, TNS and Robert MANCHIN, Gallup
- 10:45-10:55 How diverse perceptions are in the EU and how have they changed?
Antonis PAPACOSTAS, European Commission, DG COMM, Head of the unit Research and political analysis
- 10:55-11:15 Questions and comments
- 11:15-11:40 Coffee break**
- 11:40-13:00 2nd panel: public communication, a tool for social inclusion policies**
Chair: Claus SØRENSEN, European Commission, Director General for communication
- 11:45-12:30 Round table
Anne JOUBERT, Head of the Unit "integration and access to rights policy", Ministry of Labour, Social Relations, Family, Solidarity and Urban Issues (France)
Fintan FARRELL, Director of EAPN – European Anti-Poverty Network
Elise WILLAME, Former chairman of the Social Protection Committee of the European Union
- 12:30-13:00 Questions and comments
- 13:00-13:15 Speech**
Vladimir ŠPIDLA, European Commissioner for Employment, Social Affairs and Equal Opportunities
- 13:15-14:45 buffet lunch**
- 13:30-14:00 press conference by Commissioner ŠPIDLA (attendance reserved to journalists)**
- 14:45-16:45 3rd panel: how European media treat poverty and exclusion issues**
Chair: Robert VERRUE, European Commission, Director General for Employment, Social Affairs and Equal Opportunities
- 14:50-16:00 Round table
William CRAWLEY, BBC Northern Ireland, journalist and broadcaster
Teresa HANLEY, Joseph Rowntree Foundation (United Kingdom)
Monique COUILLARD-DE SMEDT and Carine VANDEN ELSHOUT, activist at ATD Fourth World (Belgium)
- 16:00-16:45 Questions and comments
- 16:45-17:00 Concluding remarks**
Robert VERRUE, European Commission, Director General for Employment, Social Affairs and Equal Opportunities

