

## Monday December 2

Working languages: Polish and English. Bring ID for headphones.

### 9h00: Coffee and conversation

9h45: Welcome by Dr. Aralynn McMane (WAN-IFRA) and Grzegorz Piechota (*Gazeta Wyborcza*)

### CELEBRATING FREEDOM

10h00: **Opening Remarks:** Adam Michnik, political activist and founder of *Gazeta Wyborcza*, "**Freedom Then, Freedom Now**"

### CELEBRATING READING

SESSION LEADER: Aleksandra Pezda, journalist and education specialist, *Gazeta Wyborcza*"

10h10: "**What do children read, and how? An analysis of the situation in Poland and Europe**" Grzegorz Piechota, *Gazeta Wyborcza*

10h30: "**Children in Europe love reading?**" - Jan Truszczyński, Director-General, European Commission Directorate-General for Education and Culture.

10h45: "**National Reading Programme in Poland: how to captivate pupils?**" - joint presentation by Polish Ministry of Culture and Polish Book Institute.

### 11h00: Polish Ministers Debate:

Krystyna Szumilas, former Minister for Education, Poland  
Bogdan Zdrojewski, Minister for Culture, Poland

### 11h45: Press editors panel: "National reading programmes: some good examples"

Jeanne-Emmanuelle Hutin, *Ouest France*, who served as vice chair of the "Pole Jeunesse" recommendation group of the French government's "Etats Generaux de la Presse" Jonna Tolonen. Finnish Newspapers Association, on Finland's "Do you read" campaign, Dr. Aralynn McMane, WAN-IFRA, on initiatives from around the world.

### 12h30: LUNCH



### CELEBRATING EXCELLENCE

13h30 **World Young Reader Prize - Awards Presentation.** Winners of the 2013 World Young Reader Prizes receive their awards.

### 15h00 Winners tell what you need to know

• A panel interview on what you can learn from India's achievements.

### 15h30 Break

16h00 • **The Laureate Pitch** (Part 1) Category winners will share some of the key points of their success that can be of use to you for trying something similar.

17h30 Transport to official hotels



18h30 Transport from official hotels to **Presidential Palace** for inauguration of "20 Years of Freedom" inauguration exhibit and light dinner. Bring an ID.

## Tuesday December 3

Working language: English

### 8h30 Coffee and conversation

9h00 **Introduction to the day** – Grzegorz and Aralynn

9h10 **The Laureate Pitch** (Part 2) – Category winners will share some of the key points of their success that can be of use to you for trying something similar.

### 11h00 Break (15 min)

11h15 **Special focus: The new print for kids.** Why are special editions for children sprouting up all over the globe all of a sudden? Interviews with Kartrin Hörnlein, Zeit Leo and Gui Leyell Skedsmo, Aftenposten Junior by Wolfgang Grandjean.

11h45 **Special focus: Paying for it – some of the new opportunities.** "Why we give" Harry Bustaman, manager of corporate responsibility, Chevron Indonesia, which supports the Jakarta Post Foundation news in English education programme, and "Why they give," Magdalena Chudzikiewicz, marketing director, Polskapresse, on Orange Foundation support of "Junior Media" and Wioletta Wilinska of Kurier Poranny on support for a regional newspaper project. Moderated by Dr. Aralynn McMane.

### 12h15 Special Focus: Digital-first engagement.

Why and how we must pay attention to the newest elements of "news literacy," especially on the platform of choice of a mobile generation. Interviews by Alexandra Waldhorn with the MijnZ team and other specialists.

13h05 Introduction to the Ideathon – Christopher K. Sopher, Knight Foundation

### 13h15- Lunch

### WORKING ON WHAT'S NEXT – The Ideathon

SESSION LEADERS: Christopher Sopher, journalism program manager, Knight Foundation (USA), Aslak Gottlieb (Denmark), Ali Waldhorn (France), Markus Pettersson (Sweden), Cristiane Parente (Portugal and Brazil), Piotr Slugocki, Emilia Kolodziej and Monika Konopnicka (Poland), Marloes Hulstijn and Matthijs Le Loux (The Netherlands), and more...

14:15 What exactly are we doing this afternoon?

14:30 Arch typing and demographical mapping

15:00 Concept pitching

### 15:45 Break (30 min)

16:15 Idea development and presentation

17:00 Presentations of ideas

17:30 Outro by Chris Sopher



18:00 **About tonight and tomorrow - Organizing the your evening of discovery and your Wednesday morning options.**

## Wednesday December 4

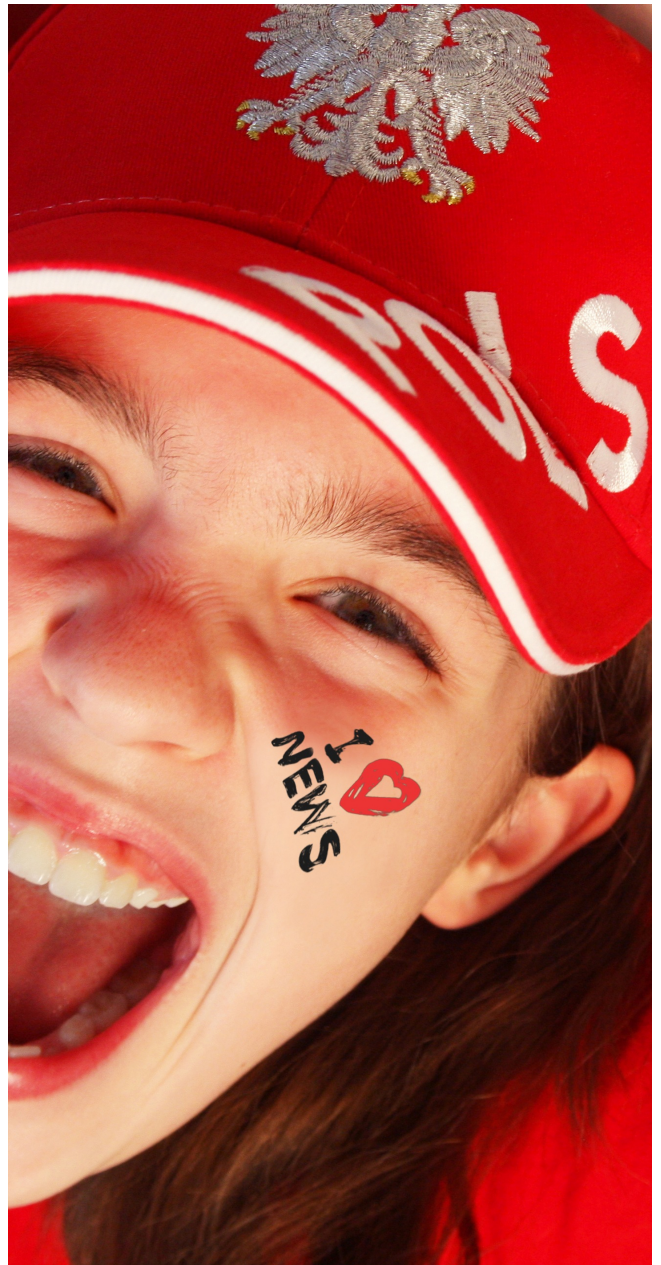
Working language: English

- STUDY VISIT - Content-rich session with two winners of the World Young Reader Prize -- *Gazeta Wyborcza* and *Metro* -- and exclusive insights into their success. Free. At *Gazeta Wyborcza*.
- 9h30 to 12h - WORKSHOP - Shaping the media literacy movement – Association personnel especially invited - Based on the case of National Newspapers of Ireland and others, we will explore how newspaper companies can work together to assure that media literacy programmes include, emphasize and support the most crucial “news literacy” elements. Hosted by IWP, the Polish national association of publishers, which is gathering ideas for its own potential actions, and Polskapresse, 41 Domaniewska St, SATURN Building, 02-672 Warsaw, where the session will take place. Free. (Transport provided from Hyatt Hotel)
- ONE-ON-ONE - WAN-IFRA advisor Gerard van der Weijden will study your newspaper then sit with you for half an hour to talk what you can do with it -- as it is right now – to make it better appeal to young readers (Consultations also available Monday and Tuesday) - 200 Euros. Limit 10 people. Throughout the conference. Contact [aralynn.mcmmane@wan-ifra.org](mailto:aralynn.mcmmane@wan-ifra.org)

### OUR HOSTS



### OUR ADDITIONAL PARTNERS



# THE YOUTH ENGAGEMENT SUMMIT 2013

2 to 4 December  
Warsaw, Poland

