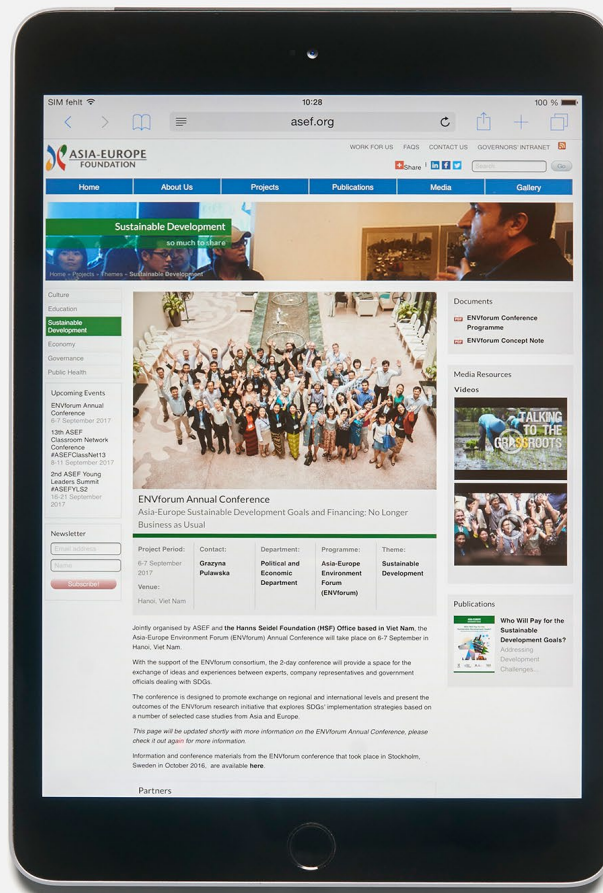


# 11th ASEF Journalists' Seminar

In conjunction with the 13th ASEM Foreign Ministers' Meeting (ASEM FMM13)  
Naypyidaw, Myanmar, 17-22 November, 2017

Shaping Perceptions and Minds towards Achieving the SDGs



## Programme

Organised by

In Partnership with



**FRIDAY, 17 NOVEMBER 2017**  
(Venue: Tungapuri Hotel)

Morning and afternoon	<b>Arrival to Naypyidaw &amp; Registration of Participants</b>	
19:00 – 21:00	<b>Welcome Dinner &amp; Introductory Briefing by the Organisers</b>	

**SATURDAY, 18 NOVEMBER 2017**  
(Venue: Tungapuri Hotel)

9:00 – 9:30	<b>Opening Ceremony</b>	<p>Keynote Speech <b>HE Dr Pe MYINT</b> Union Minister of Information of Myanmar</p> <p>Opening Remarks <b>Ambassador Karsten WARNECKE</b> Executive Director Asia-Europe Foundation (ASEF)</p>
9:30 – 10:30	<b>Panel &amp; Discussion:</b> Can constructive journalism reinforce the SDG agenda?	<p>Panellists:</p> <p><b>Ms Samreen Khan GHOURI</b> (Pakistan) Freelance Multimedia Journalist Pakistan Broadcasting Corporation - Radio</p> <p><b>Mr Yermi BRENNER</b> (Germany) Independent Journalist</p> <p><b>Mr Thiha SAW</b> (Myanmar) Executive Director, Myanmar Journalism Institute Secretary, Myanmar Press Council</p> <p>Moderator: <b>Ms Natalia ILIEVA</b> Head of Secretary-General's Office Asia-Pacific Broadcasting Union</p>
10:30 – 11:00	<b>Coffee and tea break</b>	

**SATURDAY, 18 NOVEMBER 2017**

11:00 – 12:30	<b>Training &amp; Workshop:</b> <b>Constructive Journalism and SDGs</b>	Facilitator: <b>Ms Sophie RYTTER</b> Managing Editor and Head of Media World's Best News
12:30 – 14:00	<b>Lunch</b>	
14:00 – 15:00	<b>Panel &amp; Discussion:</b> Moving from reactive to proactive reporting on climate change	Panellists: <b>Ms Sharada BALASUBRAMANIAN</b> (India) Independent Journalist  <b>Mr Mate HALMOS</b> (Hungary) Independent Journalist  <b>Dr Thida TIN</b> Deputy Director General, Information and Public Relations Department Ministry of Information of Myanmar  Moderator: <b>Ms Grazyna PULAWSKA</b> Project Manager, Sustainable Development & Public Health Department Asia-Europe Foundation (ASEF)
15:00 – 15:30	<b>Coffee and tea break</b>	
15:30 – 17:00	<b>Workshop:</b> Strategies for pitching environmental stories	Facilitator: <b>Mr Tim HILL</b> Research Director Eco-Business Research
19:00 – 21:00	<b>Dinner &amp; Briefing by Organisers (part 2)</b>	

**SUNDAY, 19 NOVEMBER 2017**  
(Venue: Tungapuri Hotel)

9:00 – 10:00	<p><b>Panel &amp; Discussion:</b> The media's role as an educator on sustainability</p>	<p>Panellists:</p> <p><b>Ms Bolor ZAANKHUU</b> (Mongolia) Editor in Chief Woovoo Digital Magazine</p> <p><b>Mr Pawel SKAWINSKI</b> (Poland) Foreign Correspondent in South Asia Polish Press Agency</p> <p><b>Mr Myint KYAW</b> Executive Committee Member, Myanmar Journalist Network Member, Myanmar Press Council</p> <p>Moderator:</p> <p><b>Ms Nathalie SAJDA</b> Project Manager, Education Department Asia-Europe Foundation (ASEF)</p>
10:00 – 10:30	<p><b>Coffee and tea break</b></p>	
10:30 – 12:00	<p><b>Workshop:</b> How can media and education cooperate on SDG awareness?</p>	<p>Facilitator:</p> <p><b>Dr Alex WAKE</b> Senior Lecturer Royal Melbourne Institute of Technology (RMIT University)</p>
12:00 – 13:30	<p><b>Lunch</b></p>	
13:30 – 15:00	<p><b>Panel &amp; Discussion:</b> How can the media support a deeper understanding of the role of culture in sustainable development?</p>	<p>Panellists:</p> <p><b>Ms Sharmilla GANESAN</b> (Malaysia) Freelance culture writer</p> <p><b>Ms Claire WILSON</b> (Australia) Freelance culture writer</p> <p><b>Mr Nikolay KORZHOV</b> (Russian Federation) Independent Journalist</p> <p><b>Mr Zayar Hlaing</b> General Secretary, Myanmar Journalist Network Member, Myanmar Press Council</p> <p>Moderator:</p> <p><b>Ms Valentina RICCARDI</b> Project Manager, Culture Department Asia-Europe Foundation (ASEF)</p>

**SUNDAY, 19 NOVEMBER 2017**

15:00 – 15:30	<b>Reflection Session &amp; Seminar Evaluation</b>	Facilitators: <b>Ms Nathalie SAJDA</b> Project Manager, Education Department Asia-Europe Foundation (ASEF)  <b>Mr Vasil STEFANOV</b> Communications Executive, Education Department Asia-Europe Foundation (ASEF)
15:30 – 16:00	<b>Closing Remarks</b>	Closing remarks  <b>Mr Myo Myint MAUNG</b> Permanent Secretary Ministry of Information of Myanmar  <b>Ambassador Karsten WARNECKE</b> Executive Director Asia-Europe Foundation (ASEF)
16:00 – 18:00	<b>Cultural Tour</b>	Visit to the National Museum in Naypyidaw
19:00 – 21:00	<b>Dinner</b>	

**MONDAY, 20 NOVEMBER 2017**

7:30 - 8:00	<b>Departure from Tungapuri Hotel to ASEM FMM13 Venue (MICC1)</b>
8:00 - 12:00	<b>Coverage of the Opening of ASEM FMM13</b>
12:00 - 12:30	<b>Return to Tongapuri Hotel</b>
12:30 - 14:00	<b>Lunch</b>
19:00 - 21:00	<b>Dinner</b>

**TUESDAY, 21 NOVEMBER 2017**

8:00 - 8:30	<b>Departure from Tungapuri Hotel to ASEM FMM13 Venue (MICC1)</b>
8:30 - 13:00	<b>Press Conference of the ASEM FMM13 Potential interviews with ASEM FMM13 Delegations</b>
13:00 - 13:30	<b>Return to Tongapuri Hotel</b>
13:00 - 13:30	<b>Lunch</b>
19:00 - 21:00	<b>Dinner</b>

**WEDNESDAY, 22 NOVEMBER 2017**

	<b>Departure</b>
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