

#Media4EU

InterActiv Europe 2014-19

Thursday, 29th January 2015, from 17:00 to 19:00
European Parliament, Brussels
Paul Henri-Spaak building / Room P7C 050

16:30 – 17:30 Welcome (registration)

17:30 – 19:00 Presentations & Debate

Welcome by **Rick Zednik**, CEO, EurActiv.com & **Brando Benifei**, MEP (S&D)

Opening statement by **Martin Schulz**, President of European Parliament

- I. **EU Community project with DG Connect: EURACTORY beta launch** (with **David Mekkaoui**, Director Fondation EurActiv)
- II. **6 RECOMMENDATIONS FOR SUSTAINABLE MEDIA & INTERACTIV EUROPE**
#Media4EU yellow overview by Fondation EurActiv, presented by **Julian Oliver**, Secretary General
- III. **DISCUSSION ABOUT ROLE OF MEDIA TO ACCOMPANY POLICY-MAKING**
Moderation, questions to panel & conclusions by **Christophe Leclercq**, Founder, EurActiv

Introductory Speakers:

- **Siim Kallas**, Former EU Commissioner: *"Transparency: now in practice!"*
- **Connie Hedegaard**, Chair of the Danish Public Service Committee (Broadcasting) and Former EU Commissioner: *"Efficiency: speeding-up processes?"*

Reactions & discussion with the panel:

MEPs & EU Institutions	Associations & Think tanks	Industry	Media
1. Siegfried Mureşan , MEP (EPP)	1) Karel Lannoo , CEPS	1) Karl Cox , AmCham EU and Oracle	1) Tom Weingärtner , API
2. Isabelle Durant , former MEP	2) Bernd Hüttemann , EMI	2) Chris Sherwood , Allegro Group	2) Max von Abendroth , EMMA
3. Frank Schwalba-Hoth , former MEP	3) Alexandra Bennett , WWF	3) Christina von Westernhagen , Dow	3) Ides Debruyne , Journalismfund.eu
4. Adam Mouchtar , EU40	4) Jim Murray , Formerly BEUC	4) Bert D'Hooghe , ERT	4) Lieven Taillie , AEJ-Belgium
5. David Ringrose , DG CONNECT	5) Paul Smits , AEGEE-Europe	5) Anton Mifsud-Bonnici , TAP	5) Wilfried Rütten , EJC
6. Ralph Dum , DG CONNECT		6) Anda Ghiran , Johnson Controls	6) Daniela Vincenti , EurActiv.com, Brussels
7. John Magan , DG CONNECT			7) Aline Robert , EurActiv fr, Paris
			8) Daniel Tost , EurActiv.de, Berlin
			9) Frédéric Simon , EurActiv

From 19:00: All participants are invited to a reception on the premises of the European Parliament.