THE MEDIA AND CIVIL SOCIETY
A JOINT UNDERTAKING?

200 online media representatives from 38 countries brought together in Paris

20•21 April 2016 - Maison des métallos

#4MPARIS
4M PARIS 2016 MEETINGS
THE MEDIA AND CIVIL SOCIETY: A JOINT UNDERTAKING?

All around the world, online media and social networks promote solidarity and citizenship by encouraging civil society to express its views and take an active role in the public debate.

From Burkina Faso to Cambodia, via Tunisia, Syria, Armenia and Kenya, online media and civil society organisations are a crucial force for change in the areas of democracy and good governance.

Bringing together 200 influential media and civil society representatives from around 40 countries, the 2016 4M Paris Meetings are a unique forum for discussing the issue of civic engagement via digital media.

THE MEETINGS WILL REVOLVE AROUND TWO MAJOR THEMES

- **Sharing new editorial practices**
  Journalists no longer have a monopoly over the public space. However, civil society does not necessarily work to the same professional standards in collecting and disseminating information. In view of this situation, what is the future of the relationships between digital media, online communities and civil society?

- **Structuring online media**
  What are the most important aspects of a structured development for an online media outlet? What are the proven successful formulas, the pitfalls to avoid and the most promising solutions? What kind of innovative or alternative financing can be used to develop high-quality online information without resorting to international backers?
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 - 09:30</td>
<td><strong>Welcome for the Participants</strong></td>
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<tr>
<td>09:30 - 10:00</td>
<td><strong>Welcoming Address &amp; Presentation of the Programme</strong></td>
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<tr>
<td></td>
<td>&gt; Etienne Fiatte, Managing Director, CFI</td>
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<td></td>
<td>&gt; Julien Le Bot, Journalist, Premières lignes/ARTE</td>
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<td></td>
<td>&gt; Cédric Motte, Freelance journalist and trainer</td>
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<tr>
<td>10:00 - 11:30</td>
<td><strong>Discussion 1</strong></td>
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<td><strong>The Media for Civil Society Organisations Today</strong></td>
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<td>Journalists no longer have a monopoly over the public space. Since</td>
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<td>the advent of the digital age, civil society has on occasion led</td>
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<td>campaigns on political deadlock, social issues and unequal access to</td>
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<td>public services.</td>
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<td>However, civil society does not necessarily work to the same</td>
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<td>professional standards in collecting and disseminating information.</td>
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<td>In view of this situation, what is the future of the relationships</td>
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<td>between digital media, online communities and civil society?</td>
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<td>Whether in the Middle East, the Maghreb, Sub-Saharan Africa, Asia</td>
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<td>or Europe, this discussion will focus on a number of local initiatives</td>
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<td>in an attempt to find a common response.</td>
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<td><strong>Moderator:</strong> Cheikh Fall, Blogger &amp; web project lead, Africtivistes</td>
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<td>Senegal</td>
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<td><strong>Speakers:</strong></td>
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<td>&gt; Arfi Bambani Amri, Secretary General, Alliance of Independent</td>
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<td>Journalists (AJI), Indonesia</td>
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<td></td>
<td>&gt; Lina Attalah, Co-founder and Editor-in-Chief, Mada Masr, Egypt</td>
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<td>&gt; Smockey, Spokesperson, Le Balai Citoyen, Burkina Faso</td>
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<td>&gt; Samuel Laurent, Head of @decodeurs - verifications, context, data,</td>
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<td>LeMonde.fr, France</td>
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<td>11:30 - 12:00</td>
<td><strong>Coffee Break</strong></td>
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<td>12:00 - 13:00</td>
<td><strong>#4M Camp</strong></td>
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<td><strong>Topic: “Engaging and Managing Communities”</strong></td>
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<td></td>
<td><strong>Phase 1 - Introduction &amp; Guidelines</strong></td>
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<td>Everyone in attendance has experience to pass on, stories to tell</td>
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<td>or simply questions to ask. This afternoon takes the form of</td>
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<td>interactive workshops whose content has been developed collaboratively</td>
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<td>with the participants ahead of the event.</td>
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<td>&gt; Introductions: First name, Last name, Country, Media organisation,</td>
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<td>3 keywords.</td>
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<td>&gt; Co-development of the programme</td>
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<td><strong>Coordinators:</strong> Julien Le Bot &amp; Cédric Motte</td>
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<td>Time</td>
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<td>13:00 - 14:00</td>
<td>LUNCH</td>
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<td>14:00 - 15:00</td>
<td>PHASE 2 – BAR CAMP-STYLE WORKSHOPS</td>
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<td>15:00 - 15:30</td>
<td>PHASE 3 - GROUP FEEDBACK</td>
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<td>15:30 - 16:00</td>
<td>COFFEE BREAK</td>
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| 16:00 - 17:30| OPEN WORKSHOP – WEBTICAR                   | Workshop on a platform designed to support journalists: how can big data and semantic analysis change an organisation’s editorial stance on a subject, trend or theme? Demonstration and use scenario for the platform developed by Jazem Halioui and his team, consisting of an online journalism research, data visualisation, fact checking and social media monitoring toolkit available in the Maghreb region (Tunisia, Algeria, Morocco, Libya and Egypt). Speakers:  
> Jazem Halioui, Founder, Webradar - Innova Tunisia, Tunisia  
> Marouen Ben Rejeb, Project Manager, Webradar - Innova Tunisia, Tunisia |
| 16:00 - 17:30| FOCUS SESSION 1                            | LONG FORMAT GUIDELINES WITH INQUIRER.NET & MASHALLAH NEWS  
Investing in long, interactive formats is necessary for building your audience, but it can sometimes be difficult to carry out. This workshop deals with production methods for these formats. Demonstration and feedback given by the Mashallah News and Inquirer.net teams. Speakers:  
> John Nery, Editor-in-Chief, Inquirer.net, Philippines  
> Micheline Tobia, Co-founder & Editor-in-Chief, Mashallah News, Lebanon |
WEDNESDAY 20 APRIL 2016

16:00 - 17:30
ROOM 2

FOCUS SESSION 2
DIGITAL PROMOTES OPEN GOVERNANCE WITH H2O & BUHARIMETER

Institutions are now required to be able to cope with digital, which allows the media and NGOs to monitor, support or participate in action taken on the ground.

Feedback on an open governance project and an election promise monitoring tool.

Speakers:
> Mohamed Hamuda, Managing Director, H2O, Libya
> Shamsudeen Yusuf, Project Manager - Programme Director, BuhariMeter
  The Centre for Democracy and Development (CDD), Nigeria

16:00 - 17:30
ROOM 4

FOCUS SESSION 3
CENSORSHIP & COMPUTER SECURITY WITH IHUB & ALTERNATIVE

Investir sur les formats longs et interactifs est nécessaire pour développer son audience, Confronté aux pressions des autorités et/ou à la censure, physique ou informatique, il devient urgent de savoir protéger ses sources, ses documents, ses communications.

Retour d’expérience et recommandations par deux experts en sécurité informatique.

Speakers:
> Martin Obuya, Ambassador – government affairs, iHub, Kenya
> Aymen Jerbi, Digital security consultant, Alternatives/DSS216, Tunisia

17:30
FREE EVENING
WELCOME FOR THE PARTICIPANTS

09:30 - 11:00
THEATRE

DISCUSSION 2
ECONOMIC MODELS FOR ONLINE MEDIA: WHAT WORKS AND WHAT DOESN’T

Everyone agrees that the future lies in innovating, transforming and reinventing the media. But for years, preferred approaches have fluctuated between so-called sustainable models, interactive solutions and tried-and-tested advertising formulas.

What are the most important aspects of a structured development for an online media outlet? What are the proven successful formulas, the pitfalls to avoid and the most promising solutions?

In addition, what kind of innovative and/or alternative financing can be used to develop high-quality online information without resorting to international backers?

Moderator: Malek Khadhraoui, Publishing Director / President, Inkyfada/Al Khatt, Tunisia

Speakers:

- K A Jahabar Sadiq K A Abdul Kader, Director and Editor in Chief, The Malaysian Insider, Malaysia
- Karim Sy, Founder & figurehead, Jokkolabs, Senegal
- Fatima Zahra Lqadiri, Co-founder and Managing Director, Le Desk - Pulse Media, Morocco
- Salem Massalha, Co-founder, Bassita, Egypt
- Patrice Schneider, Strategic Director, Media Development Investment Fund, Switzerland

11:00 - 11:30
ATRIUM

COFFEE BREAK

11:30 - 13:00
THEATRE

FOCUS SESSION 4
VISUAL JOURNALISM WITH VISUALIZING IMPACT & DataN

Journalism is becoming increasingly image-oriented. The internet and social media have enhanced the role of images in the information ecosystem.

Data visualisations, infographics, GIFs and other innovative formats can sometimes be used to increase the impact of surveys, articles and information disseminated by media outlets and/or NGOs.

Examples of good practice.

Speakers:

- Tamara Ben-Halim, Communications & visualisation, Visualizing Impact/Makan, Lebanon/UK
- Kuek Ser Kuang Keng, Founder, DataN, Malaysia
FOCUS SESSION 5
NETWORK RESEARCH WITH HETQ.AM & ARIJ

Research takes place in a globalised setting: information providers have to be able to cope with issues (and make investigations) that cross borders.

There are a number of consortiums, funds and initiatives in place to support, assist and even initiate investigation projects.

Speakers:
- Lianna Sayadyan, Deputy Editor-in-Chief - Vice President, Hetq.am Investigative Journalists NGO, Armenia
- Rana Sabbagh, Managing Director, Arab Reporters for Investigative Journalism (ARIJ), Jordan

FOCUS SESSION 6
ENGAGER SA COMMUNAUTÉ AVEC RAPPLER & NEWS MADA

It is important to stop thinking in general terms; a number of websites and/or blogs have emerged through the mobilisation of specific communities.

In that regard, it is important to think about development with communities and to bring them to life by leading discussions.

Good practice and feedback.

Speakers:
- Maria Ressa, Director & Editor-in-Chief, Rappler, Philippines
- Hery Zo Rakotondramanana, Community manager, NewsMada, Madagascar

FOCUS SESSION 7
PUBLIC DATA & ACCOUNTABILITY WITH OPEN DEVELOPMENT INITIATIVE & OPEN KNOWLEDGE SENEGAL

The public can and must have access to public data to enable it to follow, understand and even reuse information.

A tool for transparency and a lever for developing new services, public data must be used as the basis for rethinking public action and interaction with society.

Feedback.

Speakers:
- Penheak Chan, Regional network and partnerships manager, Open Development Initiative, Cambodia
- Mamadou Diagne, Ambassador, Open Knowledge Senegal, Senegal

LUNCH

13:00 - 14:00
ATRIUM
### WORKSHOP 1  
**DATA JOURNALISM, FOCUSING ON PRACTICE**

While all organisations have a vague idea of what a project combining an editorial and data consists of, this session is aimed at comparing experiences by deconstructing/recreating two investigations.

What are the relevant tools? Why is it worth continuing to invest in this area of journalism? What examples of successful (achievable) projects exist for inspiration?

The two speakers will use the session to give precise instructions on how to conduct one of their investigations.

**Speakers:**

- **Ani Hovhannisyan**, Investigative journalist, Hetq.am - Investigative Journalists NGO, Armenia
- **Nicolas Kayser-Bril**, Managing Director, Journalism++, Germany

### WORKSHOP 2  
**FROM BACKERS TO INVESTORS**

Whether acting on behalf of institutions or privately, investors need a clear vision of the short-, medium- and long-term development of the organisations asking for backing to help meet their financing needs.

In this workshop, the two speakers will use the session to explain the delicate transition from funding obtained from institutional bodies to that provided by private investors.

**Speakers:**

- **Clare Cook**, Senior lecturer & researcher, Media Innovation Studio, UK
- **Omar Cissé**, Co-founder, Teranga Capital, Senegal

### WORKSHOP 3  
**VIDEO & MOBILE**

Mobile phones are a key device for your audience. People use them to keep informed and share, and live according to the rhythm they provide.

Mobile phones are also a new tool for media outlets. But in order to be able to shoot/edit with a mobile phone, you first need new shooting, editing and broadcasting skills.

The two speakers will offer guidance, lists of tools and examples enabling the participants to better understand how to invest in video made on and for iPhone or Android mobile phones.

**Speakers:**

- **Philippe Couve**, Managing Director, Samsa.fr, France
- **Abanoub Emad**, Multimedia department director, Al-Masry Al-Youm, Egypt
### GUEST 1 - VOXE.ORG

Voxe is a comparison platform enabling users to put political programmes in context. The idea is simple: improving people’s understanding of politics in order to better share the political process (primarily online using open data).

Speaker: **Charlotte Richard**, Co-founder, Voxe.org, France

### GUEST 2 - WEDODATA

Data is a new subject to be defined that you need to be able to talk about. The WeDoData team was a pioneer of data representation in support of online editorial projects (news apps, data visualisations, etc.).

Speaker: **Karen Bastien**, Co-founder & datajournalist, WeDoData, France

### GUEST 3 - LE QUATRE HEURES.COM

Launching a long-format online media outlet that publishes one subject per week was a good bet. Set up in 2014, this small organisation is continuing to grow in the French media landscape through its subscription model, its reader engagement and its various developments.

Speaker: **Charles-Henry Groult**, Co-founder & coordinator, Le Quatre Heures.com, France

### GUEST 4 - OUEST MEDIALAB

Through the creation of a local media innovation ecosystem, it should be possible to foster dialogue between complementary professional sectors, including the media, universities, specialist schools, local agencies and independent designers. The initiative is based on the shared vision of creating the conditions for change.

Speaker: **Julien Kostrèche**, Co-director, Ouest Médialab, France

### COFFEE BREAK

16:00 - 16:30

**ATRIUM**

### WORKSHOP 4 - DECRYPTING AUDIENCE STATISTICS

How can you get an overview of your website’s performance? How can you use analytical data on users, user engagement and advertising campaign performance?

The two speakers will use the session to speak about best practice in the field.

Speakers:

- **Deena Samir**, Digital marketing manager, Al-Masry Al-Youm, Egypt
- **Cyrille Frank**, Managing Director, Mediaculture, France

### PRE-DINNER COCKTAIL RECEPTION

17:30 - 19:00

**ATRIUM**