VUB VRIJE UNIVERSITEIT BRUSSEL

EUROPE'S MEDIA LAB
Fondation EURACTIV

WAN IFRA World Association of News Publishers

FEP EFJ European Federation of Journalists

European Commission

Media4Europe Summit

Programme

9:30-11:30 Stars4Media session (online)

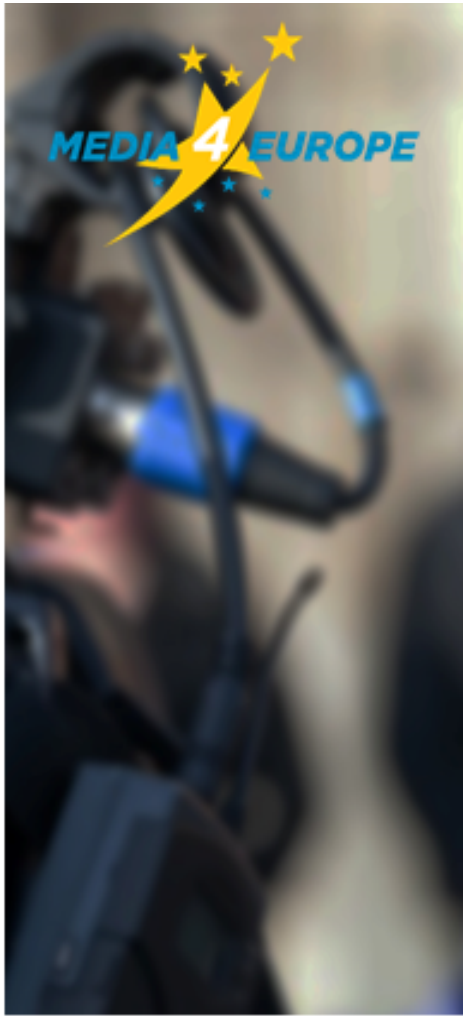
9:30 Short presentation of the Stars4Media Second Edition and of the Media4Europe event and testimonials of award-winning initiatives

9:45 Panel 1: **How startups and incubators can be involved in Stars4Media?: Lina Timm** (Media Lab Bayern, Germany); **Trees De Bruyne** (Startup Coordinator, VRT). Moderated by Stephen Fozard of WAN-IFRA.

10:10 Panel 2: **Tech and product development for trust: Denis Teyssou** (MediaLab Agence France Presse, WeVerify / InVid); **Sebastiaan Van Der Lans** (WordProof and Trusted Web initiative); **Agnes Stenbom** (Responsible Data and AI Specialist, Schibsted); **Andreas Marckmann Andreassen,** Digital Editor and Head of News at the Danish magazine+news site Journalisten. Moderated by Stephen Fozard of WAN-IFRA.

11:00 Announcement of application process & deadlines, and tips & tricks on cross-border cooperation

11:15 Q&A
11:30 Coffee break



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Media4Europe Summit

Programme

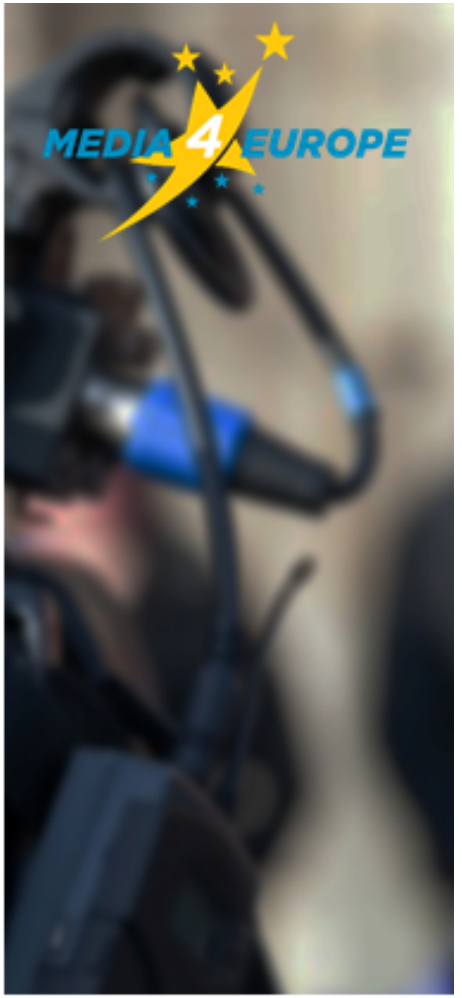
12:00 – 13:30 Policy debate: "Towards a healthy European News Media sector?" (online)

Following a keynote speech given by **Věra Jourová, the European Commission Vice President for Values and Transparency**, the panellists of the policy debate will address two main issues:

Media sector's needs
Introduction & moderation: Christophe Leclercq, EURACTIV Media Network & Europe's MediaLab
Fernando de Yarza López-Madrazo, President of WAN-IFRA
Mogens Bjerregård, President of the European Federation of Journalists
José Manuel Sanz Mingote, Director, EFE news agency

Helping the media sector's health: private & public support
Miguel Castro, Global Media Partnerships, Gates Foundation
Helga Trüpel, former MEP (Greens)
MEP Margarida Marques (S&D, MFF Rapporteur)
Lucia Recalde Langarica, Head of Unit Audiovisual Industry and Media Support Programmes, DG CONNECT, European Commission

Q&A



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Stars4Media Second Edition: Goal and Objectives

Goal

Strengthening the quality, competitiveness and resilience of the European media sector.

Innovation through cross-border collaborations.

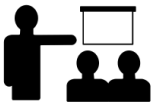
Objectives

Promotion of media innovation, along three axes: editorial, technological and marketing innovation;	**Build new media partnerships** and support mobility and virtual cooperation across Europe;
Foster an environment conducive to **quality journalism and media pluralism;**	Boosting careers of future "stars", notably via a lasting **community of media innovators.**

Stars4Media Second Edition: Main targets

Support the cooperation of **185 media professionals working in the EU,** through innovative initiatives;

Implementation of circa **30 cross-border, innovative Initiatives, around 3 thematic areas;**



Ad-hoc evaluation and continuous coaching of each of the 30 initiatives;

A **comprehensive evaluation** of the Stars4Media First and Second Editions;

Recommendations and lessons learned towards a specific EU programme.

STARS4MEDIA SECOND EDITION CALL FOR INITIATIVES

Apply by May 1st, 2021

As a media organisation or tech company you will:

- Test new editorial and technological products and new business models across borders
- Grow your network with innovative media and tech companies in Europe
- Develop and motivate your staff and future management
- Receive a grant: up to 16 200€ per media organisation (in the ideal case of 3 individuals per organisation)
- Exchange best practices with innovative media organisations

STARS4MEDIA SECOND EDITION CALL FOR INITIATIVES

STARS4MEDIA

Apply by May 1st, 2021

As a media professional you will:

- **Cooperate with another European media organisation for 4 months**
- **Benefit from the coaching of international media experts to test an innovative idea**
- **Gain practical skills in areas such as quality reporting, data journalism, AI and translation technologies, marketing, business development, and social media**
- **Join a community of media innovators from all over the European Union**
- **Receive a grant of 5 400€ per participant**

Stars4Media Second Edition: Thematic Waves

3 THEMATIC WAVES: KEY THEMES TO ACCELERATE MEDIA INNOVATION

WAVE 1 "Journalism, Trust and Participation"

- Constructive/Solution journalism
- Fact-checking and fighting disinformation
- Diversity and social impact

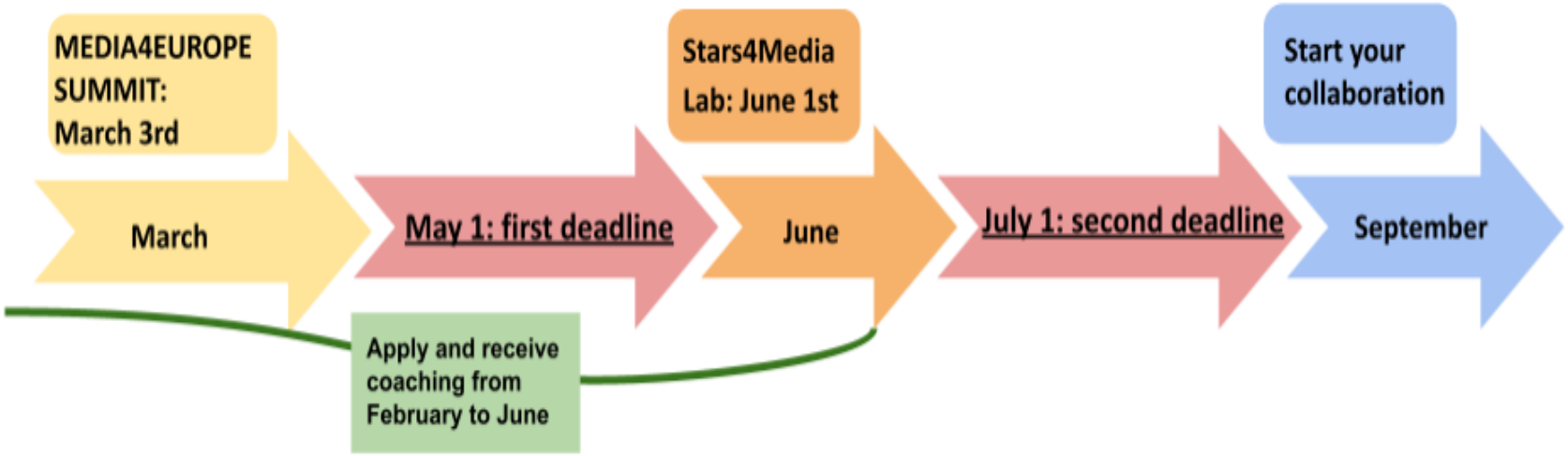
WAVE 2 "Media Technology and Marketing"

- Data-journalism
- Artificial Intelligence
- Language Technology
- Immersive technologies (AR, VR, 360° etc.)
- Any other technology-driven topic

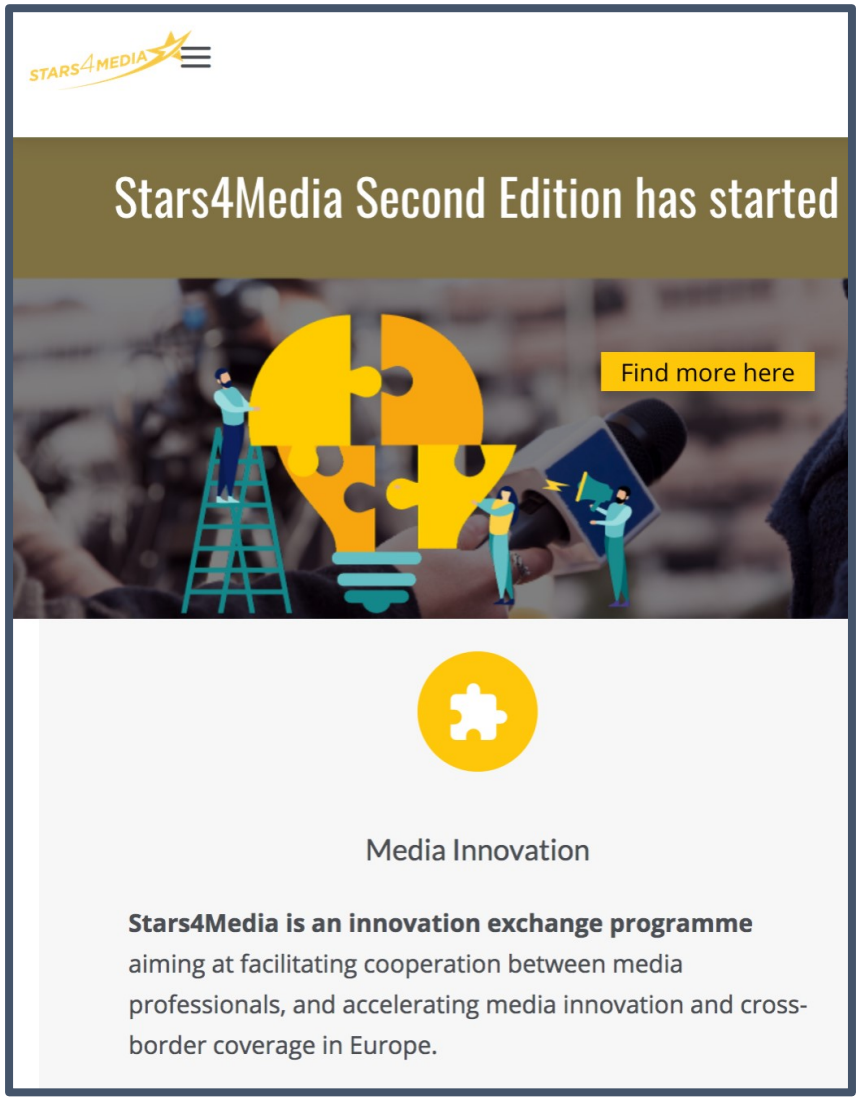
WAVE 3 "Other innovations"

- Services indirectly helping media activities' cost efficiency
- Services helping media sales
- Events leveraging media brands and skills
- Web services leveraging media standards
- Media response to current global crisis (Covid-19, Climate change, others)

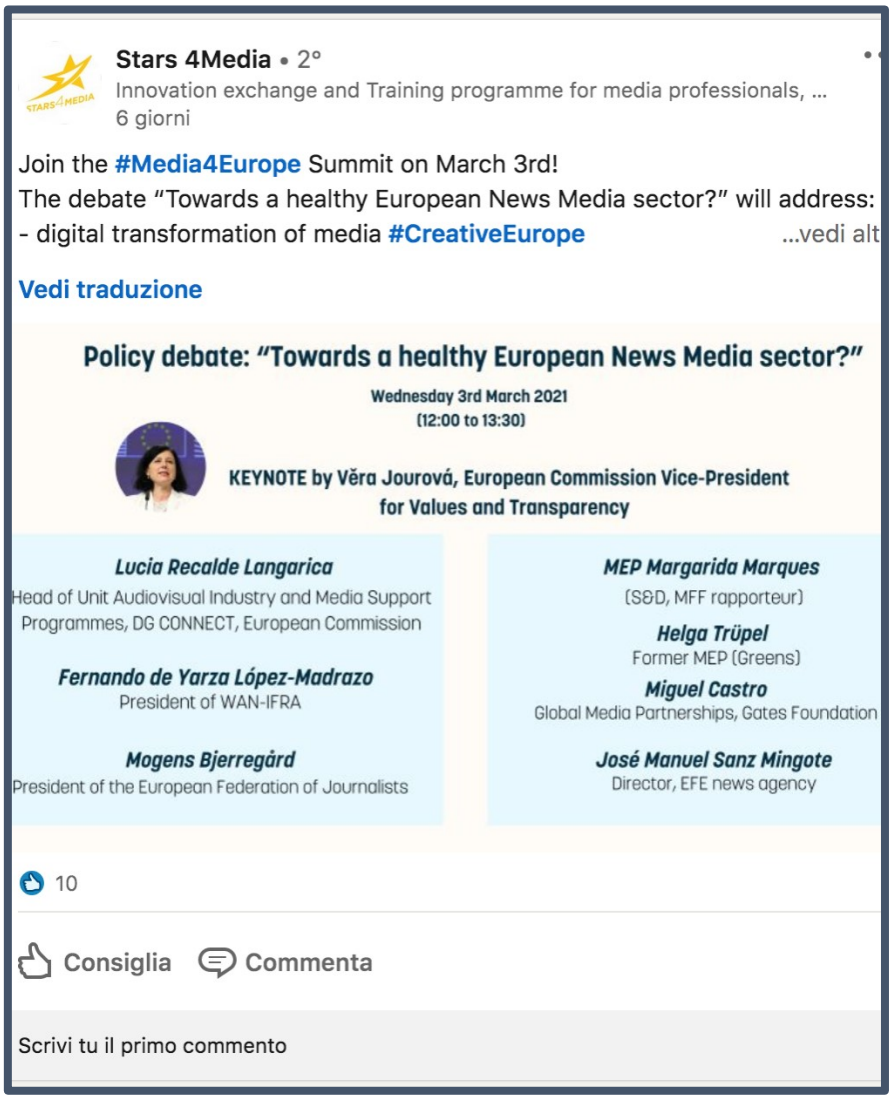
Stars4Media Second Edition: Timeline



Stars4Media Second Edition: website and community



https://stars4media.eu/



https://www.linkedin.com/groups/13801060/

Initiatives Evaluation Criteria

Needs	Approach
Benefits	Cooperation
Innovation	**Sustainability**
Media partnership	

What is new in Stars4Media Second Edition:

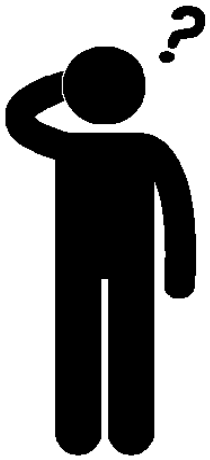
- New role for **coaches/jury members:** active before and after the evaluation process
- **Continuous guidance** throughout application and implementation phase to allow initiative leaders overcome challenges and stick to the initial plan while ensuring initiative's results are met.

Stars4Media Second Edition: Tips & Tricks

The development of a service, a content, an editorial format, a product, an internal work-process that creates a new revenue line or strengthens an existing one.

A journalistic reportage/product that does not involve any element of change with the usual methods already applied to carry on key operations in the companies involved

The cooperation of 2 or 3 media organisations for the realization of a service that responds to a need of the media sector that is still unanswered



A new story. The innovative element should not lie exclusively in the content. The innovative aspect can be at the editorial level, but it has to address how stories are presented (format) or how a certain topic is narrated (angle and tone)

The creation of a key product/service for your company with the involvement of one or more professionals whose skills were not usually considered for that product/service

A product/service/technology that transforms practices but does not ensure financial sustainability

Stars4Media Second Edition: Save the dates

Q&A Webinars:

Thursday, 18 March 2021

Thursday, 25 March 2021 (tbc)

Questions?

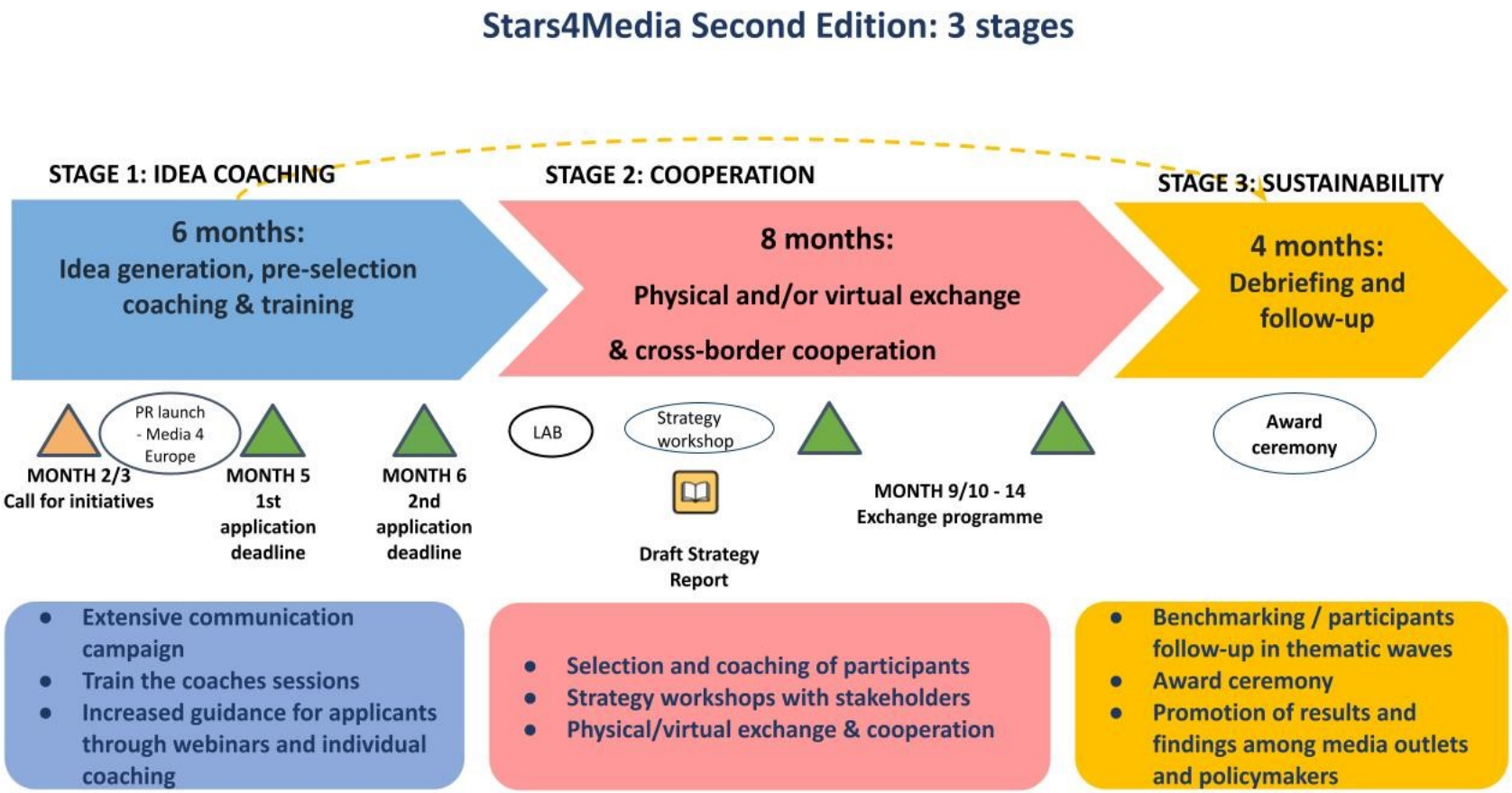
Contact us at info@stars4media.eu

Join our LinkedIn Community to find partners, exchange on ideas for Stars4Media initiatives, and network with media innovators!

https://www.linkedin.com/groups/13801060/

Additional information

Stars4Media Secondnd Edition: Detailed Timeline



Stars4Media Experts

Journalism, trust, participation	Media technology	Other media innovations
Renate Schroeder - Director, EFJ (Jury Chair)	Stephen Fozard - Project Director, Global Alliance for Media Innovation (GAMI) - WAN-IFRA (Jury Chair)	Luciano Morganti - Professor, VUB (Jury Chair)
Alexandra Borchardt (Journalism Professor, Senior Research Associate at RISJ)	Mar Cabra - Investigative journalist. ex ICIJ (Jury Vice Chair)	Cherilyn Ireton - Executive Director, WAN-IFRA (Jury Vice Chair)
Karen Donders - VRT, former professor VUB	Noora Alanne - Growth Director of the Finnish Media Federation	José Manuel Sanz Mingote - EFE Press Agency, Director of information
Christophe Leclercq - Chairman, Europe's MediaLab Fondation EURACTIV	Bart Becks - Executive Chairman, EURACTIV	Dan Luca - VP Innovation at EURACTIV, Founder EURACTIV.ro
Manuela Preoteasa - Asociatia Digital Bridge Romania	Olivier Braet - Senior researcher, VUB	Marc Sundermann - recently Bertelsmann Representative, now Director at Europe's MediaLab Fondation EURACTIV
Slobodan Sibinčič - Secretary General, European Business Press	Giorgio Comai - Researcher and data analyst, OBC Transeuropa	Aidan White - Founder, Ethical Journalism Foundation
Gilles Vanderpooten - Founder, Reporters d'espoirs	Chiara Sighele - Founder European Data Journalism Network, Director OBC Transeuropa	
	Lina Timm - Founder and Programme Manager of Media lab Bayern	

Financial and Administrative aspects

- **Support for 185 participants:** €1,110,000
- **Amount per individual:** €6 000 (€5 400 EU & €600 own)
- To be allocated individually as a **lump-sum Award** (“fixed allocation), in **two installments**
- The lump-sum Award will cover the following **types of costs**:

- all kinds of remote work related to the implementation of the Initiatives;
- costs including, but not limited to, software, licenses, equipment, and digital tools;
- costs of training (remote and non) necessary for the good implementation of the Initiative (e.g. language skills; marketing; user experience design, etc);
- international travel, accommodation and subsistence costs (when possible).