

ASEF Journalists' Workshop

Asia-Europe Media Connectivity: Collaborating on Digital Journalism

4-7 October 2016 Madrid, Spain

CONCEPT

Background

Journalists from Asia and Europe attended two intensive **ASEF Journalists' Workshops**, in Brussels, Belgium, January 2016 and in Guangzhou, China, May 2016. These workshops focused on the themes of **media connectivity and collaboration** between Asia and Europe, specifically relating to the practice and role of digital journalism.

The workshops were organised in the lead up to the **8th Editors' Roundtable (ERT8)** held in conjunction with the **11th Asia-Europe Meeting (ASEM11)** in July 2016 in Ulaanbaatar, Mongolia. In addition, an online survey was produced by ASEF to capture perceptions and activities relating to digital connectivity of journalists throughout Asia and Europe. Outcomes and recommendations from the two workshops and the survey offered input into ERT8.

This workshop looks at the Roundtable conclusions and action points, and will recommend a roadmap for collaboration among journalists from Asia and Europe with a special focus on digital tools and platforms.

Introduction

At the **10th ASEM Summit (ASEM10)** in 2014 in Milan, Italy, the Leaders "underscored the significance of connectivity between the two regions to economic prosperity and sustainable development and to promoting free and seamless movement of people, trade, investment, energy, information, knowledge and ideas, and greater institutional linkages."

ASEF has been exploring the specific dimensions of news media connectivity as a follow-on initiative. The focus is especially on digital platforms, and the role and responsibility of media in connecting communities and sharing information.

ERT8 Conclusions

Editors attending ERT8 emphasized the importance of quality journalism that serves extremely diverse audiences and connects people across Asia and Europe to enhance mutual understanding.

Asia-Europe Media Connectivity: Collaborating on Digital Journalism

4-7 October 2016
Madrid, Spain

Editors acknowledged the importance of collaboration among journalists and media organisations from the two regions and proposed that the Governments of the Asia-Europe Meeting (ASEM) member countries facilitate collaborative journalism between Asia and Europe by:

1. Acknowledging the importance of media collaboration in enriching the lives of Asian and European people through enhanced mutual knowledge and understanding of the issues, events, aspirations and activities of people living in the diverse Asian and European communities.
2. Offer incentives for high quality collaborative journalism, such as through an Asian-European Collaborative Journalism award sponsored by ASEM members.
3. Enhance the ease with which media organisations from Asia and Europe collaborate with each other including the exchange of content and personnel.
4. To support the establishment of an Asia-Europe Journalists' Collaboration Network, focussed on high quality, credible content, run independently by member media organisations.

Editors at the ERT8 have proposed to undertake the following actions:

1. Create an Asia-Europe Journalists' Network
2. Develop simple guidelines among members outlining principles and obligations.
3. Develop a Communication and Content Exchange Online Platform.

Discussion Points

The discussion points for the two preceding journalist workshops and the Editors Roundtable include:

- Asia Europe digital connectivity
- Asia Europe mainstream media connectivity
- Linking people and institutions across the regions
- Business activity across the regions through connected people
- Connecting communities, sharing ideas
- Knowledge sharing for a sustainable future
- Cyber security
- Impact of news on the different regions
- Digital Media and its interaction with audience / communities
- Audiences' new habits of sharing information
- Barriers to connectivity – language, platforms, devices, digital literacy

ASEF Editors' Roundtable

The ASEF Editors' Roundtable is held in conjunction with the ASEM Summit. It creates exchange and networking opportunities for up to 20 editors-in-chief and senior journalists representing leading media agencies in Asia and Europe. Under the overarching theme of digital connectivity, the event will cover current issues on Asia-Europe relations, which will be addressed at the Summit.

Asia-Europe Media Connectivity: Collaborating on Digital Journalism

4-7 October 2016
Madrid, Spain

Journalists' Workshop

The Journalists' Workshops offer an opportunity for 10 journalists to come together to share their professional media experiences and perspectives from national and regional levels, in a direct exchange with their regional counterparts.

Online Survey

By responding to a standard survey, other journalists will be able to contribute to the final conclusions of the project by sharing their own experiences and national or regional perspectives.

Participants

- 15 journalists and media practitioners
- 4 speakers from research institutes and think tanks
- 1 moderator

Programme

The programme for this two-day event will include a welcome and briefing session about ASEM and key issues included in the Summit's agenda by official ASEM delegates. There will be four discussion sessions, each focused on a specific point of the general theme, introduced by two different experts/researchers (one each from Asia and from Europe). With the support of the host country, the participants may have the opportunity to attend the official Gala Dinner and press conference, as a way to interact with the ASEM delegations and witness the process.

Goals

1. Provide journalists the opportunity to create an informal network and explore ways to collaborate on reporting
2. Promote the exchange of knowledge, experience and best practices among media practitioners from Asia and Europe
3. Enhance international reporting on Asia and Europe

Output

The creation of a Madrid Agreement that sets the bases and guidelines for implementing the Asia-Europe Journalists Network.

Publication

Report on the summary of discussions which will be published on ASEF website and disseminated widely to ASEM Governments, Professional Media Networks, IOs, NGOs, ASEF partners and other interested parties.

Partners

The Asia-Europe Foundation is open to economic, intellectual or in-kind collaboration and/or support from Governments, organisations and institutions from ASEM country members.

Asia-Europe Media Connectivity: Collaborating on Digital Journalism

4-7 October 2016
Madrid, Spain

ABOUT THE ORGANISERS



The **Asia-Europe Foundation (ASEF)** (www.asef.org) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development. ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM) (www.aseminfoboard.org).



The **Ministry of Foreign Affairs and Cooperation of Spain** (www.exteriores.gob.es) plans, directs, implements and assesses Spain's foreign policy and development cooperation policy, following the Government's guidelines and applying the principle of unity of external action.



Casa Asia (www.casaasia.es) was created with the will to strengthen the knowledge and dialogue about Asia in Spain, with the analysis and discussion of civic, political, social, cultural, economic and environmental issues, supporting activities and projects that contribute to a better knowledge between Asian and Spanish societies, and to promote the development of relations among them.
