



**Eurovision  
Science & Education Experts incl.  
Language Producers**



**Day 1: 19 April 2010**

09:30 – 10:00 **SHOWREEL: THE BEST OF 2009/2010 IN SCIENCE, EDUCATION & LANGUAGE**

**Producer:**

Eiliv Flakne, Editorial Manager, Projects and New Formats, NRK

10:00 – 11:00 **KEYNOTE SPEECH:  
THE WEB IS CHANGING THE WORLD OF EDUCATION. HOW ABOUT YOU?**

**Speaker:** June Cohen, Executive Producer, TED Media ([www.ted.com](http://www.ted.com))

Gather the world's leading thinkers and doers, offer them four days of rapid-fire stimulation, and the result? Unexpected **connections**. Extraordinary **insights**. Powerful **inspiration**. This philosophy has made the TED conferences and Ted.com a worldwide success. What can we learn from it?

**Producer:**

Ninnie Küller, Head of Programme Acquisitions / International Relations, UR

11:00 – 11:15 *Coffee Break*

11:15 – 12:45 **PARALLEL SESSIONS:**

**BEST OF... SCREENINGS**

- > **Japan Prize 2009** / [www.japanprize.jp/en/index.html](http://www.japanprize.jp/en/index.html)
  - “**Sharkworld**”, Ranj Serious Games (The Netherlands)  
A project Management Game
  - “**What's your news**”, TT Animation Ltd. (U.K.)  
A pre-school children's program

**Speaker:**

Marcus Vlaar, Creative Director, Ranj Serious Games

**Producer:**

Walter Sucher, Head of Science and Education, ARD/SWR

**Q & A WITH THE KEYNOTE SPEAKER**

June Cohen, productrice exécutive, TED Media ([www.ted.com](http://www.ted.com))

**LANGUAGE:**

**IMPACT OF SOCIAL MEDIA AND NEW TECHNOLOGIES ON THE DEVELOPMENT OF NEW CONCEPTS FOR LANGUAGE LEARNING**

**Speakers:**

Lidwien van Dixhoorn, French Language Department, RFI  
Peter Schjerven, Presenter, NRK (TBC)

**Producer:**

Barbara Hansen-Cechova, Responsible for Language Education, CT

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12:45 – 14:00 *Networking Lunch*

14:00 – 17:00 **PARALLEL SESSIONS:**

**BEST OF... SCREENINGS** (Continuation...)

> **BaKaForum 2010** / [www.bakaforum.net](http://www.bakaforum.net)

- **“Troubled Minds”**, Mosaic Films, Teacher’s TV (U.K.)  
Winner of the BakaFORUM 2010 City of Basel Prize for the best educational, societal or science television programme for schools and/or for young people.  
Troubled Minds contains four short animated films narrated by young people who have themselves suffered or are suffering from a range of psychological illnesses and syndromes: eating disorders, Asperger’s syndrome and self-harm.
- **“The Challenges of Our Time”**, DR (Denmark)  
Winner of the BakaFORUM 2010 Youth Jury Prize for the most convincing school or youth television programme / multimedia product. Look at the lives of women today: What is woman’s role in society today, before and in the future? The topic of the programme is outlined in the beginning with statements by women at all levels in society.

**Speakers:**

John Richmond, International Development Executive, Teachers TV  
Claus Dahl, Project Leader, DR (TBC)

**Producer:**

Markus Nikel, Consultant International Cooperation, RAI Educational

> **EBU 2009/10** / [www.ebu.ch/en/eurovisiontv/](http://www.ebu.ch/en/eurovisiontv/)

- **“Chernobyl, a Natural History”**, Camera Lucida, Arte France, CNRS (France)  
Has nature really adapted to the radioactive environment in Chernobyl more than 20 years after the accident? Or is this contaminated area creating genetic “monsters”?
- **“Collective Minds”**, A&O Büro, ZDF/Arte (Germany)  
How can a single unintelligent part become an intelligent whole?
- **“Welcome to Nanoworld”**, La Compagnie des Taxi-Brousse, France 5 (France)  
A popular-science documentary series that takes the viewer on a fascinating journey into the – sometimes scary – unknown world of Nanotechnologies.
- **“Risky Regions”**, TeleacNot/School TV (The Netherlands)  
Why do people stay in these difficult regions? How have they adapted to their environments and how can they survive? Are they aware of the dangers, and how do they deal with them?

**Speakers:**

Antoine Bamas, Producer, Camera Lucida  
Christine Reisen, Commissioning Editor, ARTE France  
Tristan Chytroschek, Producer, A&O Büro  
Jakob Kneser, Film Director, A&O Büro  
Linde Dehner, Commissioning Editor, ZDF  
Hervé Guérin, Commissioning Editor, France Télévisions  
Lynne Polak, Project manager Documentaries, Eurovision TV – Collections Unit  
Bert Groenewoud, Manager Youth Programs, Teleac

**Producers:**

Laura Longobardi, Project manager Documentaries, Eurovision TV - Coproduction Unit  
Anna Vasova, Head of Collections, Eurovision TV - Coproduction Unit

> **“Hopenhagen”** / [www.hopenhagen.org](http://www.hopenhagen.org)

- **“The Age of Stupid”**, Spanner Films, Passion Pictures (U.K.) / Via Skype

**Speakers:**

Franny Armstrong, Réalisatrice de Films Documentaires, Spanner Films / Via Skype

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**Producer:**  
Daniele Jörg, Commissioning Editor Science, ARD/WDR

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**WORKSHOP:**  
**CROSS PLATFORM STRATEGIES TO OVERCOME MARGINALIZATION**

Primetime programming vs niche channels vs specialized websites.  
The conference comes together to brainstorm new ideas for the future

**Moderator:**  
Frank Boyd, Creative Director of Crossover, Unexpected Media (TBC)

**Producer:**  
Catherine McCarthy, BBC Commissioning Executive, The Open University

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**LANGUAGE: SCREENINGS**

- **“Mumbro & Zinell: Learning German as a Foreign Language”** ARD/SWR/WDR, SF (Germany, Switzerland)  
Learn German as a foreign language with Mumbro and Zinell.
- **“David and Red in England”**, ARD/WDR (Germany)  
David and the puppet “Red” discover Great Britain through the children who live there.
- **“Berlin’s Series”**, BBC (U.K.)  
Start learning German with German Steps, a lively, online course.
- **“Teens in Cornwall”**, ARD/WDR (Germany)  
Short portraits of teenagers in an English speaking country.
- **“Family Foster”**, UR (Sweden)  
In a humorous way the Foster family trace the English language across the globe and through time.
- **“Anaconda”**, UR (Sweden)  
Language magazines based on youth culture phenomena.

**LANGUAGE: PITCHING**

- **“Teens in USA”** ARD/WDR (Germany)  
A series of documentaries about teenagers in Anglophone countries.

**Speakers:**

Daniela Hindemith, Producer, ARD/SWR  
Stefanie Fischer, Commissioning Editor Educational Department, ARD/WDR  
Emma De’Ath, BBC Multiplatform Commissioning Executive, Open University  
Anne Stevens, Broadcast Learning Executive, Open University  
Charlotte Sifvert, Project manager / Producer, UR

**Producer:**  
Barbara Hansen-Cechova, Responsible for Language Education, CT

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17:00 **END OF DAY 1**

20:00 *Gala Dinner – Grand Hotel National (Lake Side)*

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**Day 2: 20 April 2010**

09:30 – 11:00 **PARALLEL SESSIONS:**

**THE FUTURE OF LEARNING**

Learning has changed from a single phase in our life to something we do our entire lives. This places great demands on our educational system. Matthijs Leendertse will sketch out the future of ICT-enabled learning in

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Europe, Ritta Vanska will share her experiences on a project for mobile learning for maths in formal education and Dan Gluckman from the BBC will demonstrate how the British public is participating in groundbreaking scientific experiments online through LabUK.

**Speakers:**

Matthijs Leendertse, TNO Information and Communication Technology  
Riitta Vänskä, Manager E-Learning, Nokia Corp.  
Dan Gluckman, Multiplatform producer, BBC

**Moderator:**

Bert Groenewoud, Manager Youth Programs, Teleac

**Producers:**

Bert Groenewoud, Manager Youth Programs, Teleac  
Tapio Kujala, Head of Learning and Science Department, YLE  
Emma De'Ath, BBC Multiplatform Commissioning Executive, Open University

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**SCIENCE MAGAZINES**

- **“DNA – Discovery, Nature and Adventure”**, Gédeon Programmes, France 2 (France)  
A one-hour weekly show on science and knowledge aimed at the whole family.
- **“A Warmer World”**, NRK (Norway).  
Schrödingers katt presents the large Norwegian CO2-contributors - an untraditional series of short reports on the web that made it to the front page of www.nrk.no.
- **“Bang Goes the Theory”**, BBC, Open University (U.K.)  
Roll up the sleeves and put science to the test! That’s the ambitious goal that the BBC set for *Bang goes the theory* – the TV show that took over from Tomorrows World. The idea was to mix roadshows, hands-on events and Q&A with scientists on the way. But did they succeed? Did the audience show up and welcome this new concept? And is this something that also smaller broadcasters can do?

**Speakers:**

Robert Salvestrin, Responsible for European Affairs, Gédeon Programmes  
Chris Veløy, Reporter, NRK  
Njord Røy, Project Manager Science, NRK  
Catherine McCarthy, BBC Commissioning Executive, The Open University

**Producer:**

Eiliv Flakne, Editorial Manager, Projects and New Formats, NRK

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**LANGUAGE**

Preparation for the  
“Pitch a Format” session

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11:15 – 11:30 *Coffee Break*

11:30 – 13:00 **PLENARY**

**PITCH A FORMAT: HOW TO ENGAGE THE DISENGAGED?**

Engaging large audiences in meaningful and relevant content is one of the greatest challenges that Public Service Broadcasters face.

**This pitching session looks for winners and formats that meet this challenge...**

- Panel with commissioning editors
- Prizes to be awarded to the Best Formats

**Moderator:**

Ann Julienne, Head of international development, France Télévisions

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**Producer:**

Ninnie Küller, Head of Programme Acquisitions / International Relations, UR

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13:00 – 13:50 *Networking Lunch*

13:50 – 14:00 **BOARDING**

14:00 – 17:00 **BOAT TRIP**

Meet the speakers and your colleagues – cruise and talk

Riitta Vänskä, Manager E-Learning, Nokia Corp.

Dan Gluckman, Multiplatform producer, BBC

Robert Salvestrin, Responsible for European Affairs, Gédeon Programmes

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17:00 **END OF THE MEETING**

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