MIRRORS OR MOVERS XIV

30th September 2026

Address: *Pearson, 80 Strand, London, WC2R 0RL*
Theme: *Accountable Innovation: Aligning AI, Sustainability and Public Trust*

The information landscape is undergoing a fundamental transition. Artificial Intelligence (AI) is transforming how people find, access, and process information. This shift has wide ranging impacts on daily life – from which laptop is the best buy for your individual needs, to which party you should vote for in the next election. AI is also increasingly adopted by media companies. It is used to generate written, audio and visual content; to provide subtitles and translations to video content; and for operational processes such as tagging content against themes, including sustainability. This raises important considerations for the sector. What does the AI transformation mean for media? How is it impacting public trust in media? What are the social and environmental sustainability implications for the sector?

Lunch will be served for everyone joining in person, and there will be drinks at the end of the day to which everyone is welcome. The event will be hybrid, and we encourage all our online audience members to participate throughout the day with the webinar chat function.

12.00 – 1.00pm *[1 hr]*	External in-person attendees arrive ***Lunch***
1.00 – 1.30pm *[30 mins]*	**Media in the Era of AI** • Nic Newman, Senior Research Associate, Reuters Institute for the Study of Journalism
1.30 – 2.00pm *[30 mins]*	**Trust in Media in the Face of AI** • Ben Page, former Global CEO of Ipsos and Visiting Professor at King's College London
2.00 – 2.45pm *[45 mins]*	**What Children's Rights Mean in an AI World** • Sonia Livingstone OBE, Professor of Social Psychology, London School of Economics • Marsha Jackson, Project Director, Conscious Advertising Network • Greg Childs OBE, Director, Children's Media Foundation • Amelia Knott, TV Industry Human Rights Forum (chair)
2.45 – 3.15pm *[30 mins]*	*Tea/Coffee Break*
3.15 – 4.00pm *[45 mins]*	**AI in Content: How to Innovate Without Losing Trust?** • Marc Cieslak, AI Correspondent, BBC News • Márcia Balisciano MBE, Chief Sustainability Officer, RELX • Ludwig Siegele, Senior Editor, AI Initiatives, The Economist • Mara Chomsky Kivitt, VP of Content Excellence, Pearson • Daniel Witte (chair)
4.00 – 4.45pm *[45 mins]*	**Quantifying the Environmental Impact of AI** • Emily Jackson, Senior Vice-President for Sustainability, The Economist • Alex d'Albertanson, Media Sustainability Project Director, Ad Net Zero • Andri Johnston, Digital Sustainability Lead, Cambridge University Press • Will Pickett, DIMPACT (chair)
4.45 – 4.50pm *[5 mins]*	**Closing Remarks** • Daniel Witte, Chair of the RMF
4.50pm onwards	*Drinks*