

# MIRRORS OR MOVERS

MEDIA V. SOCIETY?

18<sup>th</sup> September 2019 | Dentsu Aegis Network | 20 Triton St, London NW1 3BF  
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<b>9.00 – 9.30</b>	<b>Registration &amp; Breakfast</b>
<b>9.30 – 9.40</b>	<b>Welcome and Mirrors or Movers: what's changed since 2013</b> Christian Toennesen, Chair, RMF
<b>9:40 – 11.10</b>	<b>Forum stories</b> <ul style="list-style-type: none"><li>• Dentsu Aegis Network: Common Ground and Malaria No More <i>Anna Easton, Global Head of Social Impact</i></li><li>• Sky: Ocean Rescue <i>Fiona Ball, Group Head of Inspirational Business</i></li><li>• RELX: catalysing action on the SDGs <i>Dr Márcia Balisciano, Corporate Responsibility Director</i></li><li>• BBC: climate change editorial training for News Division <i>Jeremy Mathieu, Sustainability Advisor</i></li></ul>
<b>11.10 – 11.35</b>	<b>Coffee break</b>
<b>11.35 – 12.15</b>	<b>Our Planet &amp; other wildlife films: from observation to change-driving</b> Jonnie Hughes, Supervising Producer, Silverback Films
<b>12.15 – 13.00</b>	<b>Lunch</b>
<b>13.00 – 14.00</b>	<b>Panel: behaviour change</b> <ul style="list-style-type: none"><li>• Biz Ghormley, Director of Communication &amp; Engagement, EAT Forum</li><li>• Dr Jamie Hartmann-Boyce, Senior Researcher, University of Oxford</li><li>• Sanjay Nazerali, Global Chief Strategy &amp; Development Officer, Dentsu X</li><li>• Susie Braun, Head of Strategy, Social Purpose, ITV</li></ul> <i>Facilitated by Rosie Towe, RMF</i>
<b>14.00 – 15.00</b>	<b>Break-out sessions</b> <ol style="list-style-type: none"><li>1) Diving into Mirrors or Movers: Answering the big questions <i>Christian Toennesen, RMF</i></li><li>2) Young minds: Engaging responsibly with audiences (and changers) of tomorrow <i>Alison Stewart, Children's Media Producer, Writer and Consultant, Hope Works</i> <i>Lena De Geer, Head of Corporate Responsibility, Nordic Entertainment Group</i> <i>Louisa Burden-Garabedian, Creative Responsibility Executive, Penguin Random House</i></li><li>3) A new version of the good life: Making sustainable lifestyles aspirational <i>Anna Easton, Global Head of Social Impact, Dentsu Aegis Network</i> <i>Harriet Kingaby, Co-Chair, Conscious Advertising Network</i> <i>Trish Halpin, Editor-in-Chief, Marie-Claire UK</i></li></ol>
<b>15.00 – 15.30</b>	<b>Coffee break</b>

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**15.30 – 16.30 Panel: Trust, tech and media**

- Karin Petterson, Director of Public Policy, Schibsted
- Laura Ellis, Head of Technology Forecasting, BBC
- Dr Nikos Sotirakopoulos, Lecturer, York St. John University

*Facilitated by Christian Toennesen, RMF*

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**16.30 – 17.15 Climate change and the media: where did it go wrong?**

Alan Rusbridger, former Editor-in-Chief, the Guardian

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**17.15 – 17.30 Close**

Christian Toennesen, Chair, RMF

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**17.30 onwards Drinks at the Union Bar**

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