European conference:
Self-regulation and Regulation in the Media Sector
Final agenda

*Recent EU legislation on media freedom but also illegal content online, transparent advertisement in the media and disinformation gives regulatory bodies increasingly more responsibilities. But what are the demarcations between regulation and self-regulation, a long-standing tradition in Europe's press sector? What will be the new roles of regulators under the European Media Freedom Act (EMFA) and Digital Services Act (DSA)? And finally what does it mean for citizens? More accountable and trust in the media? We explore this, and more, in the one-day **European Conference of Self-Regulation and Regulation***

Date: 14 October 2024
Venue: ULB Solbosch – Building A + U, Av. Adolphe Buyl 87, 1050 Ixelles, Brussels, Belgium

Time	MAIN SESSION *AY2.112*	SIDE SESSION *UB4.228*
	Description	**Description**
08:30 - 09:00	Welcome and registration	
09:00 - 09:30	Opening remarks **Maja Sever,** EFJ President **Daphne Koene,** Coordination Committee member of AIPCE	
09:30 - 10:00	**Keynote: Self-regulation and regulation** *Report findings from the CDJ report "How to articulate journalistic self-regulation and media regulation" launched*	

	in 2022 under the [Media Councils in the Digital Age](#) project. **Muriel Hanot**, General Secretary of CDJ and **Alejandra Michel**, Head of media law unit at UNamur	
10:00 - 11:00	**Panel 1: AI and trust in journalism** *Over the past two years, media and press councils, civil society, international organisations and media outlets have crafted policies and guidelines on how Artificial Intelligence tools should be used in newsrooms. This panel is to gain insight on the usefulness (or not) of AI guidelines for trust in journalism.* **Lexie Kirkconnell-Kawana,** Chief Executive of Impress UK **Laurence Dierickx,** Researcher and professor in digital & data journalism at ULB **Kim Gaudaire**, student of Master in Journalism at ULB **Moderator: Ute Korinth**, Board member of the German Federation of Journalists (DJV)	
11:00 - 11:30	Coffee break	
11:30 - 12:30	**Panel 2: Media literacy, self-regulation and citizens** *What do citizens think about disinformation in the media? What solutions exist? This panel will try to bridge the gap between industry and people.* **Adeline Hulin**, Chief of Unit for Media and Information	**11:15 - 13:00** *Policy in practice:* **DSA and EMFA – media and platforms** *The focus of this is on the relationship between the media and platforms and the interplay of the DSA and EMFA on*

	Literacy and Digital Competencies at UNESCO **Biljana Georgievska,** Executive Director of the Council of Media Ethics of Macedonia **Florence Gourmand,** student and former intern at CDJ **Moderator: Ricardo Gutierrez,** General Secretary of EFJ	*this matter, looking into the implementation of EMFA, especially the EMFA Board, and in general for safeguarding media freedom with the EU laws.* **Lead: Iva Nenadic**, Research Fellow at the Centre for Media Pluralism and Media Freedom
12:30 - 13:00	**Fishbowl discussion** *Interactive session and discussion on the previous two sessions to engage young people in the live and online audience.* **Lead: Yuk Lan**, Head of Projects at EFJ	
13:00 - 14:00	Lunch	
14:00 - 15:15	**Panel 3: EMFA Board and the next steps** *What will the new independent **European Board for Media Services** look like? What will be its structure, powers and resources?* Opening remarks: **MEP Sabine Verheyen**, First Vice-President of the European Parliament **Frederic Bokobza,** Chair of EMFA sub-group and Deputy Director General of Arcom **Anna Herold,** Head of the Audiovisual & Media Services Policy unit at the EU Commission DG CONNECT **Maria Donde,** Director of International Relations at the Irish Regulatory body (Coimisiún na Meán)	**14:00 - 15:15** <u>Policy in practice:</u> **SLAPPs as media capture: Devising a new role for European self-regulatory bodies** *Drawing on the latest research on the evolving role of European self-regulatory bodies, the workshop will present Strategic Lawsuits Against Public Participation (SLAPPs) as a form of media capture, and engage attendees in debating the new role of these actors in instances of media capture.* **Lead: Simone Benazzo**, Researcher in journalism and media at Université libre de Bruxelles

	Moderator: Renate Schroeder, Director of EFJ
15:15 - 15:45	Coffee break
15:45 - 16:45	**Panel 4: Regulation and self-regulation within the new regulatory frameworks** *New EU legislation, such as EMFA and DSA, give increased roles to regulation. How are self-regulators and regulators working in this new EU legislative landscape? How can citizens take advantage of this change?* **Carlos Aguilar Paredes,** Vice-Chair of ERGA and Member of the Board of the Spanish regulator CNMC **Muriel Hanot**, General Secretary of CDJ **Raymond Harder,** Lecturer in journalism studies at VU University Amsterdam **Moderator: Charlotte Michils**, General Secretary at Vlaamse Vereniging van Journalisten (VVJ)
16:45 - 17:00	Closing remarks, **Adrien Collin,** EFJ coordinator for Media Councils in the Digital Age (MCDA) project