



*Draft Outline (as of 23 February 2012)*

## **Rio+20 Arts and Media Partnership Workshop**

Date:

23<sup>rd</sup> of March 2012  
9.30-12.30

Venue:

UN Church Center, 777 UN Plaza, 2<sup>nd</sup> floor

Organizers:

- International Association for the Advancement of Innovative Approaches to Global Challenges, IAAI
- NGO Committee on Spirituality, Values and Global Concerns
- Spiritual United Nations

under the patronage of:

- Permanent Mission of the Republic of Kazakhstan to the United Nations

Aim:

Raise Public Awareness on Rio+20 and political support for Rio+20 through innovative partnerships with media and creative industries/arts globally.

Link the global media partnerships network of Rio+20 Global Youth Music Contest with Rio+20 preparatory and follow-up processes.

Strands:

- Media (including radio and TV)
- Celebrities/entertainment industries
- Social media ((youth driven) social networks, social media campaigns, serious games, .. )

## Draft Agenda:

9.30 - 10.00 AM **Welcome and Introduction to the Topic**  
(chair: Miroslav Polzer, IAAI)

- Mr. Maher Nasser, director, UN DPI Outreach division
- N.N., UNESCO, *(to be confirmed)*
- Permanent Mission of Kazakhstan to the UN
- Sharon Hamilton Getz, SUN & CSVCG

N.N., UN CSD/Rio+20 Executive Bureau or Rio+20 secretariat

9.30 – 9.45 **Tour de Table**

9.45 – 10.45 Understanding the Present and Developing new **Conceptual Frameworks**: “Rio+20 Conference: A Great Opportunity for **Innovative Partnerships of UN System with Media and Arts**”

- UN media expert – What has changed since Rio 1992?
- Tami Kesselman, UN Wired – Social Media, Youth and the UN *(to be confirmed)*
- Jerome C. Glenn, Millennium Project – Future of Arts & Serious games
- Mr. Shomik Chaudhuri, Parikh Worldwide Media

10.45 – 11.00 **Coffee break**

11.00 – 12.00 People Power energizing the UN I: **The power of youth**  
Chair: Jean Paul Brice Affana

**Workshop participants** (e.g. Rio+20 Global Youth Music Contest Coordinators and their media partners) present – briefly! - their initiatives (plus handouts)

- UN DPI
- UN Youth program
- Fátima Vieira, University of Porto/Portugal
- Sandra Antonovic, Nektarina, Zagreb/Croatia
- Jesse Windels, UN CSD Education Caucus
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12.00 – 12.30 People Power energizing the UN II: **The power of celebrities**

One or two musicians/celebrities

Aleksandar Simić, (young) UN Goodwill Ambassador for UN Alliance of Civilizations

Some general **introductory remarks** and **Video messages of celebrities** supporting Rio+20 and Rio+20 GYMC

## Event contact:

### **Miroslav Polzer**

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