



**Tuesday, 20 December 2011**  
**On-line Conference from 10:00 to 13:00**

## **Getting Rid Of The Crisis!**

**Coherence amongst economic crisis, European policies, and development models:  
best practices and effective ways to spread them out**

*An International Webinar*

*promoted by*

*Fair and MAIS within the European Consortium Creating Coherence on Trade and Development and with  
the Center for Media and Communication Studies "Massimo Baldini" of the LUISS University,  
and the magazine "Volontari per lo Sviluppo"*

### **Abstract**

In the last few years the EU has put forward new policies on development and foreign trade which substantially revise the traditional European approach and relations with the developing countries. The current debate focuses on whether these actions are successful in their effort to encourage a more sustainable development model, eager to diminish poverty in the South, but also in the Northern suburbs of the world. The European Consortium Creating Coherence on Trade and Development has supported such debate, joining together various NGOs and fair trade organizations throughout Europe.

The European Union is playing a key role to address the crisis at two major institutional levels: the United Nations Conference for Climate Change (UNFCCC), to be held in Durban (November 28<sup>th</sup> through December 9<sup>th</sup>, 2011), and the World Trade Organization Ministerial Conference, to be held in Geneva (December 15-17, 2011). In view of these important events, it is now absolutely mandatory to enhance and expand the flow of information targeting the public at large, focusing on the best practices available, and on the new alternative cooperation models, currently being applied to the production, consumption and distribution chain: each of them, proving far more efficient in terms of poverty reduction, economic, social and environmental sustainable development.

During the last year, two specialized seminars have been held at national level in Italy (Rome) and in Bulgaria (Sofia): scholars, journalists and various institutions have investigated over the most suitable options currently available to best represent these new policies and actions at stake, discussing on how to use them as a driver for change both in the public opinion, and within the policy makers environment, at local, national and European levels.

By joining together representatives from various institutions, European networks, and communication experts, the international webinar is expected to host an enriching debate on the role of the media in spreading out new practices and alternative policies in view of fighting the crisis in Europe.



## Format

The webinar will consist of a morning debate involving a panel of experts from different fields, with key note speakers providing dedicated contributions, and with the presentation of a handbook discussing good & bad communication practices connected to the crisis themes: a handbook worked out at the Rome meeting and now implemented on the web.

The webinar will be held on-line thanks to the technical support provided by the magazine “Volontari per lo Sviluppo”, in view of allowing a wide participation of European media and speakers.

In order to attend the conference, just send an email to the project coordinator MAIS, at [comunicazione@mais.to.it](mailto:comunicazione@mais.to.it) with your name, institution and position, and you will receive back the participation access link, together with the final webinar programme.

## Speakers

**Gianfranco Astori**, *Director Press Agency Asca\**

**Massimo Ghirelli**, *Director of the Cooperation Web Portal (Italian Ministry for Foreign Affairs, General Directorate for Development Cooperation)*

**Maurizio Gubbiotti**, *National Coordinator, Legambiente*

**Matteo Maggiore**, *Controller International Policy, BBC*

**Eugenio Occorsio**, *Senior Editor Affari&Finanza, la Repubblica\**

**Arturo Parolini**, *President of Ricerca e Cooperazione NGO, Campaign Sblocchiamoli!\**

**Silvia Pochettino**, *Editor in chief of Volontari per lo Sviluppo*

**Patrizia Sentinelli**, *former Deputy Minister of Foreign Affairs*

**Michele Sorice**, *Director of the Centre for Media and Communication Studies “Massimo Baldini”, and Professor at the School of Political Sciences of the LUISS “Guido Carli” University*

**Leopoldo Tartaglia**, *International Department, CGIL Italian Labour Trade Union*

**Alberto Zoratti**, *President of FairWatch*

Moderator: **Monica Di Sisto**, *Journalist and Deputy President of Fair*

*\*to be confirmed*



## Wiki Handbook

a web-based handbook featuring good & bad communication practices related to economic & cooperation topics

The handbook has been worked out thanks to the contribution of:

Mr Michele Sorice, School of Political Sciences of the LUISS “Guido Carli” University, director of the Centre for Media and Communication Studies “Massimo Baldini”; Mr Leonardo Becchetti, School of Economics, University Rome 2 “Tor Vergata”; Mr Gianfranco Astori, director of ASCA; Mr Carlo Ciavoni, Mondo Solidale/repubblica.it; Mr Carlo Di Cicco, deputy director of Osservatore Romano; Ms Paola Amicucci, AGIMondo; Ms Patrizia Caiffa, SIR; Ms Marta Bonafoni, Radio Popolare; Mr Santo della Volpe, Rai; Ms Simonetta Cossu, Liberazione; Mr Umberto De Giovannangeli, L’Unità); Mr Maurizio Di Schino, Sat2000; Ms Elisa Marincola, Rai news 24; Ms Federica Margaritora, Radio Inblu; Mr Roberto Romagnoli, Il Messaggero; Ms Sabina Zaccaro, Ips.

- **Who:** a group of highly professional journalists and experts, in different career positions and from different media, have analysed, read and reported the adventure of globalization, its impact on local and national communities, the policies implemented in Italy, in Europe and worldwide, together with proposals, challenges and answers, worked out at the level of the civil society by the movements, and by the world of labour.
- **How:** a journalist and an activist have facilitated the discussion, reporting live and on-line, the contributions provided by the participants willing to share their views.
- **What:** as a result, a handbook has been assembled, with the aim to explain, through concrete examples and best practices, the communication options available to describe the social and economic crisis.
- **Summary**
  1. The economy has changed politics
  2. The crisis has changed the economy
  3. The media that have reported the crisis
  4. The civil society that changes the face of the crisis
  5. Let me tell you a story
  6. Tell me a story