

Mirrors or Movers IV

June 7 2016, Hosted by Guardian News & Media

Summary Report

15 speakers presented on the day and took part in the discussion around the content responsibilities of media companies. They were...

Morning session (members only) Content stories from Forum members

Siena Parker
Penguin Random House
Kim Koppenol
RTL Nederland
Sarah Radford
Pearson

Mari Vonen & Ann Axelsson
Schibsted
Aaron Matthews
BAFTA
Marcia Balisciano
RELX

Session 1 The internet we want

Becky Gardiner
Lecturer & Editor
Goldsmiths, Guardian News &
Media

Arno Ahoeniemi
Editor-in-Chief
Kaupalehti

Alex Krasodonski-Jones
Researcher
Demos

Session 2 Digging with Greenpeace

Jim Footner
Investigations Director
Greenpeace

Session 3 Channel 4 & Paralympics

Lara Akeju
Project Lead, Paralympics
Channel 4

Session 4 Future of advertising

James Schad
Innovation Director
Vizeum

David Hall
Executive Director
Behaviour Change

Pete Markey
Brand Communications & Marketing
Director
Aviva

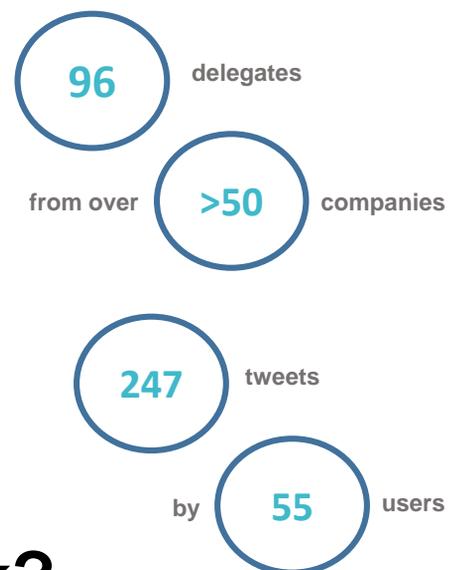
Kath Abrahams
Fundraising & Engagement Director
Diabetes UK

Who did we reach?

The conference was free to attend and open to the public. We capped the number of sign-ups at 120, but could easily have reached 200. A total of 96 people turned up on the day, representing 52 different organisations from eight different countries. Non-members participating included Facebook, Thomson Reuters and Global Radio.

Outputs from the event include:

- Significant activity on Twitter.
- Mallen Baker published the following [vlog](#) and has also covered the event in his [Respectful Business Podcast](#).
- Still to come: our own video of the event and recorded interviews with some of the speakers.



What did attendees think?

As always, we asked participants to provide feedback on the event through a survey. The feedback (n=23) has been overwhelmingly positive:

- Overall, the conference was well-received, the majority of delegates gave it top marks ('very good'). On a scale from 1-5, it was ranked 4.5;
- Forum members particularly enjoyed hearing from each other in the morning and rated the chairing and audience engagement highly (4.6).
- The lowest rated session was 'the future of advertising', but the vast majority still found it to be 'good' or 'very good'.

What could be improved:

- Exceptionally constructive feedback received back, but no general patterns: More time for discussion and for questions, more diverse perspectives and ensuring there are ways of continuing the discussion pre- and post-event.

The conversations at Mirrors or Movers IV

Stories about content

Sometimes the media moves society in a very deliberate way. From addressing controversial cultural topics head on to fostering the progression of academic approaches to sustainability; we heard from Forum members that are ambitiously taking on sustainability issues or measuring their content impacts in innovative ways.

“When we portray a sustainability conscious character, are they accessible? What do they look like?” - Aaron Matthews, BAFTA

“We're not just mirrors of society, we're shaping it whether we're conscious of it or not... The majority isn't always right” - Kim Koppel, RTL Nederland



How do we get the internet we want?

The rise of web and mobile platforms has enabled unprecedented access to information, seamless communication and richer conversations. On the flipside, it comes with a culture of online abuse, misogyny and stalking. What can we do to make the digital world a better place to be?



“We have the right to be offensive online, but not abusive” - Alex Krasodonski-Jones, Demos

“Our traditional methods of combating climate denial were outdated” - Jim Footner, Greenpeace

Digging with Greenpeace

How does Greenpeace stay relevant and continue ‘giving a voice to this fragile earth’? Greenpeace’s Investigative fills a void left by the crisis in traditional journalism. The Unit has published around 30 investigative stories in national and international media and aims to become a global environmental news platform.



Challenging disability, inspiring the public

You say, “setting the agenda for disability in the UK”; we say, “Channel 4”. Their coverage in 2012 brought us ‘Superhumans’, a raft of new talent and programmes. As they approach Rio 2016, how to push the agenda and change minds even further?

“We’re trying to normalise disabled people being part of our society; on and off screen” - Lara Akeju, Channel 4

“Advertisers need to understand that consumers don’t respond to information alone. They need practical ways of responding to social and individual challenges” – David Hall, Behaviour Change

Does advertising have a future?

The world is rapidly changing and the advertising industry doesn’t seem to notice. Consumers are increasingly able to simply avoid advertising. Brands want new and better ways to communicate their purpose, values and sustainability credentials to consumers. But ad agencies are struggling to deliver, leading us to ask: does advertising have a future?



The Media CSR Forum

The Media CSR Forum is a partnership between 25 leading media companies, spanning the full range of the media spectrum, from scientific publishers to advertisers.

Established in 2001, the Forum provides a platform for participants to develop, share and promote ideas around social and environmental performance, through meeting with stakeholders, joint research and other sector initiatives. A sister forum exists in France (Media RSE Forum).

www.mediacsforum.org