



**“Human Rights Communication 2.0”
Akvarium Klub, Budapest, Hungary
5 December 2017**

AGENDA

9:00 - 9:40 Registration/Networking
9:40 - 10:00 Welcome/Opening remarks

Block 1: Communication in the 21st century

10:00 - 10:20 **Telling untold stories with a mobile phone**
Sumaiya Omar – Hashtag Our Stories

10:20 - 10:40 **Virtual reality for human rights storytelling**
Milena Milicevic – ARVRTech

10:40 - 11:00 **Multimedia stories**
Jakub Gornicki – Outriders

11:00 - 11:30 **Panel: Future Lab**
This panel focuses on emerging (digital) challenges and developments, such as behavioural change technologies, artificial intelligence and discrimination built in algorithms, and their relations to human rights and human rights defenders.

11:30 - 12:00 **Coffee Break**

Block 2: Data-driven approaches

12:00 - 12:20 **Open source investigations and big data**
Keith Hiatt – Benetech

12:20 - 12:40 **Data advocacy / data visualization**
Jason Addie – ForSet

12:40 - 13:00 **Citizen-generated data and monitoring**
Hannah Wheatley – CIVICUS

13:00 - 14:30 **Lunch**

14:30 - 15:00 **Panel: From data to communication**
This panel focuses on emerging (digital) opportunities for data gathering and data-driven communications and explores how human rights defenders can use these techniques to communicate more effectively about their work.

Block 3: Effective communications

15:00 - 15:20 **Communication: the brain-perspective**
Kate Evans – Mindbridge

15:20 - 15:40 **Creating viral campaigns**
Christian Brienen – Glasnost

15:40 - 16:00 **Effective gender-sensitive messaging**
Tomislav Korman

16:00 - 16:30 **Coffee Break**

16:30 - 17:00 **Panel: Brain Power**
Panel focusing on the behavioural psychology and (neuro-)science behind communication and messaging and the added value for human rights defenders.

Block 4: Sensitivity and ethics of human rights communications / case studies

17:00 - 17:20 **“Race for freedom”**
Aris Kardasilaris – A 21

17:20 - 17:40 **“Arranged!” - Board game about arranged marriages**
Nashra Balagamwala – Experiential designer

17:40 - 18:00 **Ethical dilemmas in communicating sensitive issues**
Cameran Ashraf – CEU

18:00 - 18:10 **Wrap-up**

18:30 - 19:15 **Film screening “The Wall” – a short movie on human rights defenders, followed by Q&A with the director and executive producer.**