

5 December 2017 / Budapest, Hungary

# HUMAN RIGHTS COMMUNICATION

**2.0** a capacity building event for human rights defenders in the OSCE region

# AGENDA

9:00

9:00 – 9:40

Registration/  
Networking

9:40 – 10:00

Welcome/  
Opening remarks

10:00

## Block 1

### COMMUNICATION IN THE 21<sup>ST</sup> 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

12:00

## 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.*

15:00

## 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 – Communications  
Strategist

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.*

17:00

## Block 4

### SENSITIVITY AND ETHICS OF HUMAN RIGHTS COMMU- NICATIONS / 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.*



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