

European conference | 29.10.2009

Poverty between reality and perceptions: the communication challenge

Brussels, room De Gasperi | Charlemagne building

- 9:00-10:00** Registration
- 10:00-10:20** **Opening speech**
Vice-president WALLSTRÖM, European Commission (to be confirmed)
- 10:20-11:40** **1st panel: How Europeans perceive poverty and exclusion in the context of the crisis**
Chair: Robert VERRUE, European Commission, Director General for Employment, Social Affairs and Equal Opportunities
- 10:20-10:50** Presentation of two new Eurobarometer surveys
TNS and Gallup
- 10:50-11:10** How diverse are perceptions in the EU and how have they changed?
A sociologist
- 11:10-11:40** Questions and comments
- 11:40-13:00** **2nd panel: Public communication, a tool for social inclusion policies**
Chair: Marie DONNELLY, European Commission, DG EMPL, Director for Communication
- 11:40-12:30** Round table
A communication agency, a governmental body, European Anti-Poverty Network, Social Protection Committee chairman
- 12:30-13:00** Questions and comments
- 13:00-14:30** **Buffet lunch**
Inauguration of an exhibition of posters from social NGOs
- 14:00-14:30** Press conference by Commissioner ŠPIDLA
- 14:30-16:30** **3rd panel: How European media treat poverty and exclusion issues**
Chair: Claus SØRENSEN, European Commission, Director General for Communication
- 14:30-15:00** "People experiencing poverty and journalists: how we succeeded to work together"
Two volunteers from ATD Fourth World
- 15:00-15:45** Round table
Joseph Rowntree Foundation, Journalism school, Arte
- 15:45-16:30** Questions and comments
- 16:30-17:00** **Closing speech**
Commissioner ŠPIDLA