

The Gesellschaft der Europahäuser und Europäischen Akademien e.V. (GEEA) is a recognised body of the Federal Agency of Civic Education. The sub-body Europäische Akademie Berlin e.V. is a member of GEFA.

Programme Draft

Version: 08/4/2025

Newsroom Europe 2025

Kick-Off Seminar in Berlin

Sunday, 13 – Friday, 18 April 2025

With kind support of CERV and the Federal Agency for Civic Education

In cooperation with



INSTITUTE OF
PUBLIC AFFAIRS



Day 1 | Sunday, 13 April 2025 | ARRIVAL

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| During the day | Individual arrival at the European Academy Berlin <i>Address: Bismarckallee 46/48, 14193 Berlin</i> |
| 17:00 – 17:30h | Welcome Coffee: Opening round of introductions and presentation of the Newsroom Europe project MANUEL KNAPP Director of Studies, European Academy Berlin |
| 17:30 – 19:00h | Check-In & Team Building: Setting the Stage for the Week MANUEL KNAPP Director of Studies, European Academy Berlin |
| 19:00h | Dinner at EAB |

Day 2 | Monday, 14 April 2025 | GETTING TO KNOW EACH OTHER & SIMULATION GAME

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| 07:00 – 09:00h | Breakfast at EAB |
| 09:00 – 09:30h | Official welcome and introducing our partner MAŁGORZATA KOPKA-PIĄTEK Director of the European and Migration Programme / Senior Analyst, Institute of Public Affairs <i>Address: Bismarckallee 46/48, 14193 Berlin</i> |
| 09:30 – 10:00h | The workings of an EU Council Presidency The Presidencies of Poland and Denmark: Expectations, opportunities and challenges MANUEL KNAPP Director of Studies, European Academy Berlin |
| 10:00 – 10:15h | Coffee break |
| 10:15 – 12:30 Uhr | Simulation game “Digital Services Act - Dealing with fake news and Disinformation” I ZARAH BAUR, Trainer, planpolitik |
| 12:30 – 13:30h | Lunch at EAB |
| 13:30 – 15:00h | Simulation game “Digital Services Act - Dealing with fake news and Disinformation” II ZARAH BAUR, Trainer, planpolitik |

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| 15:00 – 15:30h | Coffee break |
| 15:30 – 16:30h | Simulation game “Digital Services Act - Dealing with fake news and Disinformation” III ZARAH BAUR, Trainer, planpolitik |
| 16:30 – 17:30h | Reflection and conclusion of the day MANUEL KNAPP Director of Studies, European Academy Berlin |
| 18:00 – 19:00h | Dinner at EAB |

Day 3 | Tuesday, 15 April 2025 | EU JOURNALISM & EUROPEAN PUBLIC SPACE

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| 07:00 – 09:00h | Breakfast at EAB |
| 09:00 – 09:15h | Welcome and outlook MANUEL KNAPP Director of Studies, European Academy Berlin <u>Address: Bismarckallee 46/48, 14193 Berlin</u> |
| 09:15 – 10:45h | Media training – Part 1 From the idea to the article: Finding a topic and initial research of information MAGDALENA KENSY Member of the editorial team, Treffpunkt Europa |
| 10:45 – 11:15h | Coffee break |
| 11:15 – 12:30h | Media training – Part 2 Brainstorming and mind mapping in editorial teams MAGDALENA KENSY Member of the editorial team, Treffpunkt Europa |
| 12:30 – 13:30h | Lunch at EAB |
| 13:30 – 14:30h | Newsroom Europe Guided work in editorial teams MANUEL KNAPP Director of Studies, European Academy Berlin MAGDALENA KENSY Member of the editorial team, Treffpunkt Europa |

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| 14:30– 15:30h | Transfer |
| 15:30 – 17:00h | <p>“Meet the expert” Input, discussion and guided tour of the editorial office: Media and Politics - How German Media Report on Poland</p> <p>PHILIPP FRITZ Correspondent, WELT / WELT AM SONNTAG</p> <p><i>Address: Axel-Springer-Straße 65, 10888 Berlin</i></p> |
| 17:00 – 17:30h | <p>Reflection and wrap-up of the day</p> <p>MANUEL KNAPP, Director of Studies, European Academy Berlin</p> |
| 18:00h | <p>Dinner in the city centre</p> <p><i>Address: NOUMI Mitte, Jägerstraße 35, 10117 Berlin</i></p> |

Day 4 | Wednesday, 16 April 2025 | EU ACTORS AND THEIR PERSPECTIVE

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| 07:00 – 08:30h | Breakfast at EAB |
| 08:30 – 09:15h | Transfer |
| 09:15 – 11:00h | <p>Visit to the European House Berlin Input and discussion: How to communicate Europe in Germany?</p> <p>THILO KUNZEMANN Press officer, Liaison office of the European Parliament in Germany</p> <p><i>Address: Unter den Linden 78, 10117 Berlin</i></p> |
| 11:00 – 11:15h | Break |
| 11:15 – 12:30h | <p>“Meet the expert” Input and discussion: Denmark's approach to cultural and public diplomacy</p> <p>SOFIE LAURIDSEN Project Manager for Cultural and Communication Activities, Royal Danish Embassy</p> <p><i>Address: Unter den Linden 78, 10117 Berlin</i></p> |
| 12:30 – 13:45h | <p>Lunch</p> <p><i>Address: Restaurant „Ursprung“, Friedrichstraße 90, 10117 Berlin</i></p> |
| 13:45 – 14:00h | Transfer |
| 14:00 – 16:00h | Visit to the Federal Press Office |

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| | <p>Input, discussion & tour: What role does the federal government play in establishing the image of Europe in Germany?</p> <p>Dr. STEPHAN DEHN Officer, Press and Information Office of the Federal Government</p> <p><u>Address: Dorotheenstr. 84, 10117 Berlin</u></p> |
| 16:00 – 16:30h | Transfer |
| 16:30 – 17:30h | <p>Visit to the Embassy of the Republic of Poland</p> <p>Input and discussion: What are the priorities of the Polish EU Council Presidency?</p> <p>MAGDALENA SZUBER-ZASACKA Press spokeswoman, Embassy of the Republic of Poland in Berlin</p> <p><u>Address: Unter den Linden 70-72</u></p> |
| 17:30 – 17:45h | <p>Reflection and wrap-up of the day</p> <p>MANUEL KNAPP Director of Studies, European Academy Berlin</p> |
| 18:00h | <p>Dinner in the city centre</p> <p><u>Address: Salamat, Gartenstraße 1, 10115 Berlin</u></p> |

Day 5 | Thursday, 17 April 2025 | DISINFORMATION & CULTURAL ACTIVITIES

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| 07:00 – 09:00h | Breakfast at EAB |
| 09:00 – 09:15h | <p>Welcome and outlook</p> <p>MANUEL KNAPP Director of Studies, European Academy Berlin</p> <p><u>Address: Bismarckallee 46/48, 14193 Berlin</u></p> |
| 09:15 – 10:45h | <p>Newsroom Europe</p> <p>Guided work in editorial teams</p> |
| 10:45 – 11:00h | Coffee break |
| 11:00 – 12:30h | <p>“Meet the expert”</p> <p>Impulse and discussion: Disinformation by state and non-state actors</p> <p>KAROLIN SCHWARZ Author and expert on disinformation</p> |
| 12:30 – 13:30h | Lunch at EAB |

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| 13:30 – 14:30h | Transfer |
| 14:30 – 17:30h | Berlin in Europe – Europe in Berlin Political-historical city walk DOROTHEA ANDREWS Qualified city guide, M.A. History and Theatre Studies <i>Meeting point: S Hackescher Markt, 10178 Berlin</i> |
| 17:30 – 17:45h | Reflection and wrap-up of the day MANUEL KNAPP Director of Studies, European Academy Berlin |
| 18:00h | Dinner in the city centre <i>Address: Hopfingerbräu, Ebertstraße 24, 10117 Berlin</i> |

Day 6 | Friday, 18 April 2025 | FEEDBACK & OUTLOOK

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| 07:00 – 08:30h | Breakfast at EAB |
| 08:30 – 09:30h | Check-out |
| 09:30 – 11:30h | Feedback Round: Reflection and Perspectives MANUEL KNAPP Director of Studies, European Academy Berlin <i>Address: Bismarckallee 46/48, 14193 Berlin</i> |
| 11:30 – 12:30 | Lunch at EAB |
| Afterwards | Individual departure |

The event is made possible by project funding from the Federal Foreign Office and co-financing from the European Union.

For our EU funding, we would be grateful if you could take the time to give us some feedback by scanning this QR code and completing the survey.



PROGRAMME CONCEPTION

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Understanding Europe. Shaping Europe. This maxim encapsulates the aim of the European Academy Berlin (EAB). Since 1963, the Academy as non-profit and non-party institution has been organizing seminars and conferences on European topics, bringing together visitors from Germany and abroad. The Academy is an acknowledged player in European civic education, a competent service provider as well as partner in the fields of international education, seminar and project management, and is a venue for learning, encounter and meeting with its own individual atmosphere.

DIRECTIONS**Bus M19** Station Taubertstraße**Bus 186** Station Hagenplatz**S-Bahn Line 7** Station Grunewald

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Europäische Akademie Berlin

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