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**To the 6th World Summit On Media for Children and Youth  
feasibility study organisation**

Attention: Mr Pär Lundgren, Karlstad Sweden

**Letter of interest of Ms. Margot Wallström, Vice President,  
Commissioner for Institutional Relations and Communication Strategy**

Dear friends of our common future,

The importance of achieving a better understanding of global developments in children's media and of raising the status of children's programming is today recognised by almost everybody concerned.

I have, therefore, noted with great interest the objectives of the World Summit Foundation and the on-going study related to eventually organising a World Summit on Media for Children in Karlstad (Sweden), in 2010, planned as a joint Nordic event.

The results of the World Summits that have been held every three years, are encouraging. Key players in broadcasting have become more attentive to the importance of issues relating to children, third world countries have been given new opportunities for quality children's programming.

I understand that the main themes and concepts may concern issues such as globalisation of children's media, children's access in the information society, children's media rights, investing in children's media, comparative regulatory approaches, the role of content providers, and south-south partnerships. By the same token children and young people are invited to participate meaningfully in the planning process and undertake their own media, research and comparative studies.

Having regard to the European Convention on Human Rights and the EC Directive on Television without Frontiers I support, in particular, the intention of bringing the UN Convention on the Rights of the Child to the fore. This Convention unequivocally establishes the right of all children to access information and material from a diversity of national and international sources, especially those aimed at the promotion of their social, spiritual and moral well-being and physical and mental health.

Whilst young people are active participants in their own development, the media must create opportunities for them to define their development in a holistic way. Hopefully, the Summit will bring together those – children and adults – who are using media to promote literacy, gender equity, independent thought, environmental responsibility and global health.

Wishing you all success in your important endeavours, I am

Yours sincerely,

  
Margot Wallström