

CHALLENGES IN YOUNG PEOPLE'S WORLD OF COMMUNICATION

So tell me Per, what's going on within the WS2010?

– Well, at this moment the project management group is preparing for a large number of activities in preparation for the summit, for example we are engaged in involving youth from all over the world to prepare what is to be a youth declaration during the summit. At this moment, upgrading the program draft with the key note speakers and really attractive top names, international top names, for the congress.

What Per, would you feel to be the most important work package at this moment?

– We hope to expand the budget to be able to finance a number of interesting activities. To have interpretation in Spanish, of course English, and possible other language as well, because we hope this to be a truly international event. So we are preparing for sponsor contracts, contacting major sponsors and working with applications to local, regional and national and international authorities to support and fund the congress.

When will we be able to see the program content?

– The congress program will go public early September this year, in 2009. We are fully aware that the program will be upgraded as we move along, because that it will be changes and of course, we will have positive response from key names that we really, really want to bring to Karlstad. But the major program will be published through a newsletter and our website in September 2009.

If I want to participate or be part of the congress in any way, what is your advice to me, what should I do?

– If you want to be part, participating in the activities within the program, the best thing you can do is go to wskarlstad2010.se and look at the presentation of the strands of the congress and see whether you feel that this is relevant for you and that you can contribute, and if you do, which we really hope you do, we encourage you to sent an email to info@wskarlstad2010.se and tell us you want to do, and we will be delighted to receive your e-mail and we will communicate with you, based on your e-mail.

Why do you think that I should attend WS2010?

– I believe the major reason for you to come is that you feel that the congress will be relevant for your work perspectives and that it will be an interesting event to participating in and that you are engaged into children and youth and media related issues and children's well being.

When can I register for the WS2010?

– You can register for the congress starting from December 1, this year, from our website.

How many delegates are you expecting from the different continents?

– Well, we hope, and we believe that representation will come; participants and delegates will come from all five continents. Priorities will be put in relation to international conferences to this one, to the World Summit. Because it is every three years and it is a unique opportunity for everyone to participate. We definitely hope that Latin Americans, the Latin America region, Caribbean region, all African regions, all of the Asian regions will know of this congress so that they can evaluate whether they can come, and we want to make sure that they have all relevant information ahead of their decisions.

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How will children and youth be participating in the World Summit 2010?

– The 2010 summit will be, is working hard to involve children and youth, and that is why we already, in December 2008, opened a project call Global Youth Council. This Global Youth Council will involve a number of international youth groups, coordinated by Karlstad Youth Council; a group of six young students who are interested in United Nation's child convention, article 17 about mass media, and how to bring forward perspectives and interest from children and youth. So they will prepare for the summit through a web page at the wskarlstad2010.se website and also through a chat forum where they will discuss a number of issues related to the summit in order to prepare for the youth declaration.

What Per, are your hopes and visions for the World Summit 2010?

– I believe that bringing together media professionals, policymakers, researchers, educators, media educators and people working with children and youth and their well being, will offer ample opportunities to discuss quality in media, ethics, digital content creation, a communication for social change and children's development and children's education. And over language borders and cultural borders for a better cultural understanding and better quality through new global vision, for new business opportunities, for new research areas and for new educational approaches.

So the concrete outcome from the World Summit 2010 would be?

– There will be a New global vision involving children and youth perspectives.

Do you wish to say anything to our readers?

– Yes, that you are most welcome to ask and propose any issues and have a dialogue with us as we move on. Its really important that what you think and what you want the summit to be, that you tell us. Because we want this to be a truly international summit and we need your opinion and we want your voice to be heard. And we promise you, we make this promise-if you do this, we will take it into the program preparations and do everything to strengthen the perspectives that are not western oriented, that are not northern Europe oriented, that are not oriented only to certain cultures and languages.

Finally Per, I have heard some rumours about the Council of Europe being part of the World Summit 2010?

– Yes, the Council of Europe has taken an initiative to bring together Unesco Global Education and World Summit to define the role of media education and international policies in media within the summit. This is a really interesting initiative and I am positive that the involvement of Council of Europe and Unesco Global Education will strengthen media education and policies in the summit.

So we can expect some great names from these two organisations in World Summit 2010?

– Yes!