

Young Leaders Visitors Program.

Young Leaders Network Seminar

The Viral Effect - Reworking the World

Program

14.30–14.50 Welcome by Kurt Bratteby, Director Department of intercultural relations, SI

Keynote speech by Kristine Lowe. (Eastern Wing)


14.50–15.00 Introduction to presentations by Lena Frisk. (Eastern Wing)

15.00–16.00 Presentations: *Social media solutions for opinion building*
Presentations by participants of the Young Leaders Visitors Program (Eastern Wing). Six groups will make a 10-minute presentation each on a topic relating to viral networking and global impact, such as freedom of expression and human rights in the digital age.

16.00–16.15 Coffee break

16.15–17.00 Speed networking

Speed networking with participants and other invited guests (Western Wing). Moving into the theater space at Södra Teatern, across the foyer, participants will be split into smaller groups to meet all invited guests and get some feedback about their presentation. We ask invited guests to relate their own personal experience from social media, and how this can tie in with each group's presentation. Invited guests will be given a summary of each presentation beforehand. Participants will have three-minute meetings with



invited guests, and will move around the room gathering information for 45 minutes.

17.10–17.30 Break for invited guests

YLVP participants to reconvene in their groups and discuss their findings from the speed networking part of the day.

17.30–18.00 Conclusion

Participants meet with a jury on stage for conclusion (Western Wing).

Back in the theater space, each group will send one representative to the stage to meet with a jury. The representatives from each group will conclude their findings and the jury will ask questions.

18.00–20.00 Dinner and closing ceremony (Eastern Wing)

Javeria Rizvi Kabani, Program Manager YLVP, SI

Hans Lepp, Cultural Counselor, SI

20.00–20.30 Performance

Movits! (Western Wing)

20.30– DJ



Keynote speaker:

Kristine Lowe is an Oslo-based journalist, blogger and media columnist. She writes for a range of Norwegian, British and American news sites and magazines and specializes in covering what's happening in the intersection between technology, finance, politics and mainstream and social media. She is also the president and co-founder of The Norwegian Online News Association (NONA), and has been published in a number of books on journalism, the changing media landscape and communication ethics – the latest being *Playing Foolsie with the FTSE? The Great Crash of 2008 and the crisis in journalism* (Abramis, 2009).



Moderator:

Lena Frisk has been working as a comedian since 1996, performing on stages around the country and across Swedish television. She has recently appeared on “Succéduon med Anders o Måns,” “Babben o Co” and “Stockholm Live” on SVT, along with “Comedy Fight Club on TV3.” Based in Malmö, Lena tours around the country for a majority of the year, and organizes comedy seminars and stand-up clubs.

The jury



Jonas Lidman is a process manager and creator within the creative sector in KaosPiloterna, Stockholm. He studied process and project management at the KaosPiloterna.



Mikael Ahlström is running a group of companies within the digital media industry called Sprout Park. He has experience from working with internet development projects and focusing on business developing issues and the entrepreneurial possibilities in the industry.



Anna Nilsdotter works at Enact Sustainable Strategies as a consultant in sustainable business, focusing on areas such as human rights, communication, stakeholder relations and leadership training. Since 2007, Anna is serving as Chair of the Board of Advisors of the Swedish Section of Amnesty

International. She is a very experienced lecturer, facilitator and trainer in areas such as leadership, conflict management, communication skills and human rights. In 2009 and 2010 she was nominated as one of the most prominent young female leaders in Sweden by the Swedish Organization for Managers (Ledarna) and the career network Shortcut.




Kristine Lowe (see her biography above).

The band



Movits! is an up-and-coming Swedish band based in Luleå that plays an intriguing combination of both swing and hip hop. Their album *Äppelknyckarjazz* was released in 2008. In the past two years, Movits! has played across Europe and the United States, with appearances at the SXSW festival in 2010 and The Colbert Report in 2009. Read more about them at www.firstwetakemanhattan.se.



Group projects

Group 1: *Control BEE*

Chahrazad Abdelkrim

Hana Al-Khamri

Saleh Dawabsheh

Tarek Mostafa

Assaad Thebian

The concept is UNI(s) Talk.net, a platform that provides young Arab students with guidance about major selection and facilitates future exchange programs among universities. A network of guidance, communication and exchange is what they provide.

The aim is to guide high school students to the major most suitable for him/her and to promote importance of student exchange programs, lobby for better programs, facilitations and infrastructure that allow student exchange programs to take place.

Group 2: *SOCKER*

Abdelkrim Merabet

Ines Ayari


Rebecca Saab Saade

Mohammad Said

Johanna Wallin

The concept is to provide immigrant communities in Sweden with different social media platforms to talk about their issues and express themselves.

The idea is to use social media tools to address immigrants' issues. Tools like Wikipedia to scan pages around the subject, YouTube to let the immigrants



upload their true stories, and Twitter to create a network where they can report their concerns and interests.

Group 3: *ArtName*

Suad Abdo

Selma Benjelloun

Kacem Jlidi

Hala Muhanna

Andreas Hasslert

The concept is to create a platform to aggregate the creative work of NAME (North Africa and Middle East) artists . The platform will be in English, Arabic and French. The idea is to create a YallArt online digital gallery for artists from the NAME region to show their work, network with art professionals and collaborate with other artists to create new form of art works.

Group 4: *Social Media Academy*

Shefaa Abu Jabal

Dina Elbasnaly

Ali Fakhry

Mais Masadeh

Lilia Weslaty

Marina Ferhatovic

The concept about the Activists Academy consists of three sections. The first section is the Social Media Online Training Center where they will be training the social media activist from all around the Middle East and North Africa and help them build networks and providing them with materials and techniques. The other section is the Social Media Activists Syndicate where

they will be gathering all social media activists in a unified platform. The third section is the Anti Censorship Blog where they will provide the activists with proxies, links and programs to break the wall of censorship.

Group 5: ArabAct

Ibthihal Al Aloul

Zeinab Bitar

Mohamed El Dahshan

Ayoub Lahlou

Ibrahim Mothana

Gabrielle Jönsson

ArabAct is a platform for Arab campaigners, and it assists them from the creation of the campaign to its dissemination, by offering easily accessible tools and tutorials that range from how to transform an idea into a campaign to how to use social media to advertise the campaign. The platform also offers campaigners the chance to make their campaign public and easily accessible by given each campaign their own page to advertise, upload photos and news related to their campaign. It also allows for campaigners to network among themselves and offers a clear and searchable database of campaigns in the Middle East and North Africa region.

