

**Monday, March 13th**

09.00 - 09:30	<p>Platform Opens and Participants arrive in the Event Room</p> <p><b>Welcome to #ABURAI DAYS2023 Opening Remarks</b></p> <p>Rai President, Marinella Soldi  ABU Secretary General, Javad Mottaghi  President of the Tuscany Region, Eugenio Giani  Mayor of the City of Florence, Dario Nardella</p>
09:30 – 10:30	<p><b>Super Panel Dialogue</b></p> <p><b>A sustainable next generation media ecosystem</b></p> <p><i>Industry leaders examine Sustainability for Public Service Media: what they think is working, what is not, what can be done better and what challenges are hiding over the horizon.</i></p> <p><b>Moderator</b> RAI President, Marinella Soldi</p> <p><b>Speakers</b></p> <p>ABU Secretary General, Javad Mottaghi  EBU Director General, Noel Curran (remote)  AUB Chief Executive Officer, Gregoire Ndjaka  RRI Indonesia, President Director I. Hendrasmo  TRT Deputy Director General, Ömer Faruk Tanriverdi</p>
10:30 – 11:00	<b>Morning tea or coffee</b>
11:00 – 12:00	<p><b>Showcasing a sustainable media industry</b></p> <p><i>How some major public broadcasters in Europe and the Asia-Pacific have taken up the challenges of making their organisations and activities more sustainable.</i></p> <p><b>Moderator</b> RAI, International Relations and European Affairs, Director, Simona Martorelli</p> <p><b>Speakers</b></p> <p>Mediacorp Singapore, SVP Production Services, Head of Sustainability, James Hollis  Rai Sustainability ESG Director Roberto Natale, and Deputy Director, Micol Rigo  ABC Radio Sydney, Australia, Manager, Steve Ahern  EBU Sustainability for PSM, Sustainability Lead, Hemini Mehta (remote)</p>
12:00 – 12:40	<p><b>Sustainability and news: Reporting that is timely, trusted, and viable.</b></p> <p><i>News and current affairs leaders discuss how sustainability – from the business end to content – can be accurately presented in the age of mistrust in news.</i></p> <p><b>Moderator</b> RAI, International Cooperation coordinator, Giuseppe Solinas</p> <p><b>Speakers</b></p> <p>EBU Deputy Media Director and Head of News, Liz Corbin  FBC Fiji, Manager News &amp; Sport, Indra Singh (remote)  Rai News Offer Coordination, Deputy Director, Francesco Giorgino  ABS-CBN Philippines, ex News and Current Affairs head, Ging Reyes</p>
12:40 – 13.45	Lunch

13.45– 14:30	<p><b>From Script to Screen: fostering an inclusive information society with user-friendly content.</b> <i>Watch and hear real world examples of producing great content that has achieved results in terms of sustainability and inclusion.</i></p> <p><b>Moderator</b> ABU Head of Radio, Olya Booyar</p> <p><b>Speakers</b>            EBU Deputy Director General, Jean Philip De Tender            SBS Australia Head of Language Content, Davide Schiappapietra            Rai Accessibility Services, Maria Chiara Andriello</p>
14:30 – 15:15	<p><b>Special Presentation – Europe</b>  <i>The best shows with the smallest footprint: innovation in programming and heritage preservation</i></p> <p><b>Moderator:</b> Rai, TgR, Regional News, Editor in chief, Florence, Cristina Di Domenico</p> <p><b>The Albert Initiative</b> Carys Taylor, Albert Sustainable Production Initiative Director            ITV Phil Holdgate, Head of production Sustainability (remote)</p> <p><b>Gallerie Degli Uffizi</b>, Director, Eike Schmidt  <b>University of Florence</b> President, Alessandra Petrucci</p>
15:15 – 15:30	Short afternoon tea/coffee break
15:30 – 16:15	<p><b>Special Presentation – ABU Members</b>  <i>Innovations in TV programmes and Documentary production</i></p> <p><b>Moderator:</b> ABU Programming Director Mr Yasu Nagahata</p> <p><b>Greening the Asian Documentary ecosystem</b>            Happy Campers Productions, Malaysia, Managing Director Ms. Nurashikin Zaharrudin (remote)</p> <p><b>8K production for tv programmes and education</b>            NHK Chief of Content Programming &amp; Distribution Center Mr. Takeshi Shibasaki</p>
16:15 – 17:00	<p><b>Sustainable technology that bridges the digital divide</b>  <i>How Public Service Media can bridge digital and technology gaps: between where they are and where they want to be, between themselves and their audiences and between media organisations who are differently resourced.</i></p> <p><b>Moderator</b> EBU Policy Advisor, Policy &amp; Legal, Isabelle Dochy</p> <p><b>Speakers</b>            EBU Director of Technology &amp; Innovation, Antonio Arcidiacono            ABU Director of ABU Technology, Ahmed Nadeem            Rai, Rai Play coordination and planning, Giacomo Marchettini            ASBU Media Regulations Expert, Dr Riyadh Najm</p>
17:00	<b>#ABURIDAYS2023 Day one Closing Remarks</b>
19:00 – 22:00	<b>Gala Dinner, Officina profumo-farmaceutica di Santa Maria Novella, Via della Scala 16, Florence</b>

**Tuesday, March 14<sup>th</sup>**

09:00 – 09:05	Platform Opens and Participants arrive in the Conference Room <b>Welcome back to #ABURAI DAYS2023</b>
09:05 – 10:00	<b>Superpanel Dialogue</b> <b>What else must change?</b> <i>Industry leaders will explore what changes are necessary to build and secure the future of sustainable media. We will examine key issues such as due diligence, changes in governance, operational risks, cultural alignment, as well as global and local competition.</i> <b>Moderator</b> RAI, International Relations and European Affairs, Director, Simona Martorelli <b>Speakers</b> ABU IP and Legal Committee Chair, Suranga Jayalath (remote) EBU Director of Legal and Policy/General Counsel, Richard Burnley Università Svizzera Italiana (USI), Professor Matthew Hibberd Rai Sustainability ESG Deputy Director, Micol Rigo European Alliance of News Agencies, Secretary General, Alexandru Giboi
10:00 – 10:40	<b>Masterclass</b> <b>Content Transformation in Action – Prix Italia Special Prize IFAD -COPEAM</b> <i>Sarayaku (France Télévisions, winner of Prix Italia 2023, IFAD-COPEAM Special Prize): a film on Sarayaku communities in Ecuadorian Amazonia, their struggle to defend the “living forest” from oil companies and the treasure of their ancestral culture.</i> <b>Introduction</b> Rai Prix Italia, Secretary General, Chiara Longo Bifano COPEAM Secretary General, Claudio Cappon International Fund for Agricultural Development (UN), Producer, Francesco Manetti <b>Moderator</b> RAI, International Advisor, Markus Nikel <b>Speakers</b> Director, Henri Poulain, Producer Hervé Jacquet, (all remote)
10:40 – 11:00	<b>Morning tea or coffee</b>
11:00 – 11:45	<b>Showcase – Six-minute Solutions</b> <i>People-centred Content Innovation: a key to sustainable development</i> <b>Moderator</b> RAI, International Cooperation coordinator, Giuseppe Solinas <b>Speakers</b> ABU, New Media Networks – Akim Mogaji Rai Documentaries, Director, Fabrizio Zappi “Fabiola Gianotti, the origins of our future” ABU, Diversity and Inclusion Task Group, Chair, Chrissie Tucker (remote) EBU Head of Diversity, Equity and Inclusion, Francesca Scott (remote) RTBF Women in STEM, Coproduction Coordinator, Alexandre Pletser RAI Digital Inclusion, Lucia Sirocchi
11:45 – 12:30	<b>High end technologies showcase</b> <b>NHK Presents: New Technologies in Drama Production,</b> Mr Takegoro Nishimura TV Drama Program Director/Producer, Drama Programs Division <b>Rai presents:</b> The future of media production: AI, 3D Computer Graphics and virtual characters. Director of Research and Innovation, <i>Gino Alberico</i>



12:30	#ABURIDAYS2023 Closing Remarks
12:45 – 14:00	Networking Lunch
15:30 – 17:00	Visit of Palazzo Vecchio, Florence City Hall, Piazza della Signoria, Florence