

AN ANNUAL GATHERING OF INDUSTRY PROFESSIONALS, ACADEMICS  
AND STUDENTS TO DISCUSS THE FUTURE OF JOURNALISM AND MEDIA

# CAIRO MEDIA CONFERENCE 4

**COMMUNICATING CLIMATE CHANGE:  
IS THE CLIMATE CRISIS ALSO A COMMUNICATION CRISIS?**

**23 – 24 OCTOBER 2022**

AUC TAHRIR CULTURAL CENTER  
**EWART MEMORIAL HALL**



The American  
University in Cairo

School of Global Affairs  
and Public Policy

Department of Journalism and  
Mass Communication

**OSLOMET**

**#CairoMediaConference4**  
#مؤتمرقاهرةللإعلام

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# The Challenge

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## **Communicating Climate Change: Is the Climate Crisis also a Communication Crisis?**

In November of 2022, Egypt will be hosting the world's marquee climate conference: The United Nations Climate Change Conference (COP27). Global leaders, civil society organizations, environmentalists and business people will be meeting to negotiate and produce the kind of game-changing measures that the climate needs.

The gathering is extremely important not just on a global scale but also for Egypt and the MENA region as this part of the world is extremely vulnerable to the climate crisis.

Now is the chance to bring together Egyptian journalists, media professionals, professors and students of journalism and media schools to prepare, discuss and share experiences to harness the COP27 moment to offer genuine news pieces and communicate awareness campaigns to good effect.

This year, the two-day **Cairo Media Conference 4**, planned for October 23 - 24, will attempt to find the right words and visuals to talk about the global climate crisis and foster sustainability.

Journalists and media professionals can expect inputs on framing and communication, interactive practical workshops, inspiring storytelling and narratives, climate research presentations, information on the interaction of journalism and social media when it comes to communicating climate change, climate protection awareness and strategies to kindle climate action.

**Day 1** will focus on COP coverage, highlighting good practices and loopholes and how to use this opportunity to better understand the climate crisis in general and its consequences for Egypt and neighbouring countries.

**Day 2** will focus on climate journalism that takes the perspective of youth – the generation which will inherit the planet. Equally as important is hearing women's voices in the media coverage of climate change since, according to research, they carry much of the burdens of climate change.

The topic is a diversion from previous editions of the conference but a theme that will need continued attention into the future as we face the reality of one of the greatest global crises in human history.

Climate change is a term that is unfamiliar amongst the vast population, as it has not been explained nor emphasized on whether from environmental experts or media people. Most of the discussion has been done internally amid the group of people who are interested in such a topic.

Nowadays climate change has rapidly become a critical issue that affects each and every human being living on this planet, and of course Egypt and the Egyptian habitants. However, the coverage and discussion of this situation is still scarce, slow and somehow coy.

**The core of this conference is to:**

- Connect between the climate change/environment experts and the journalists/media people, which will result in expanding the knowledge of those professionals who will be responsible in conveying the messages to the mass audience/readers and public.
- Creating awareness, exposure, and giving insights to the journalists/media people on how to turn a dull topic that includes a lot of difficult technical terms and explanations used among scientific experts into much simpler and easier ways to describe the problems our blue planet is facing, in order to reach and enlighten the normal common people who most probably are not interested or have no knowledge on such critical issues.
- Learning about other experiences of foreign media, which have been tackling the climate change issue for years and managed to create a buzz amongst their viewers, readers in their countries.

The main goal of this conference is to plant a seed of knowledge amongst media people; professionals, faculty and students; on the importance of giving more media coverage and understanding to such a vital issue in order to reach out to the mass population.

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***The theme of the conference, its topics and sessions are designed to help media professionals address the crucial questions of concern in the field. Once again, we convene and continue to be innovators, bringing diversity and richness to all. The conference is organized in partnership with Oslo Metropolitan University.***

***This year, we are at Ewart Memorial Hall, AUC Tahrir Cultural Center, on Sunday and Monday, October 23 and 24, 2022.***

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# Day 1

Sunday, October 23, 2022

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9:00am -10:00am **Registration**

10:00am - 10:30am **Welcome Note**

**Noha El-Mikawy**

Dean, School of Global Affairs and Public Policy, The American University in Cairo, Egypt

**Firas Al-Atraqchi**

Chair, Journalism and Mass Communication Department, The American University in Cairo, Egypt

10:30am - 11:15am **Keynote Speech 1**

**Arne Jensen**

Senior Advisor to the Association of Norwegian Editors (Norsk Redaktørforening, NR)

11:30am - 1:00pm

**Panel 1**

**A Forced Opportunity: Climate Change & Journalism**

Climate change is a global issue that will intersect with every topic tackled by newsrooms across all platforms – from science and business to sports and entertainment and even social inequalities and migration. But not every organization nor every journalist or media professional is ready with an understanding of the salient issues or how to deliver compelling content and actionable ideas. The time has come to learn your role and responsibilities.

**Speakers:**

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**Tarjei Leer-Salvesen**

Norwegian investigative journalist specialist in access to information with regards Climate Change

**Akram El-Kassas**

Editor in chief, Al-Youm Al-Sabea newspaper

**Aliaa Hamed**

Editor in chief, Nature Magazine; ditor - Arabic Edition

**Emad Eddin Hussein**

Editor in chief, Al-Shorouk newspaper

**Moderator:**

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**Ehab El-Zelaky**

Executive Editor in Chief at Al-Masry Al-Youm

1:00pm - 1:15pm

**Coffee Break**

1:15pm - 2:45pm

**Panel 2**

**Good news: the media can get the facts right about climate change. Getting traditional and digital media to work together.**

It may be kind of a chicken-and-egg situation- the media reflect their audience and help shape its views but as Egypt gets ready to host the COP27 and with the UAE hosting the following annual meeting coverage of climate change issues has increased. Together we will explore exemplary instances of what has become a top priority to journalists, social media influencers, online news portals, broadcasters, podcasters and others.

**Speakers:**

**Hildegunn Soldal**

Head of Digital, NRK - Norwegian Broadcasting Corporation

**Hanene Zbiss**

Tunisian investigative journalist, trainer, and journalism instructor at IPSI (Press Institute and Information Sciences)

**Bissan Tay**

Seasoned Lebanese journalist & documentary filmmaker and founder of website "Awan"

**Marina Milad**

Digital journalist, Masrawy.com

**Risto Kunelius**

Professor, Tampere University, Tampere, Finland, and Co-Chair of the MediaClimate Network

**Moderator:**

**Ahmed Montasser**

Media product development manager

2:45pm - 3:00pm

**Closing Speech**

3:00pm - 4:00pm

**Lunch**

# Day 2

Monday, October 24, 2022

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9:00am – 10:00am **Registration**

10:00am – 10:45am **Keynote Speech 2**

## Elisabeth Eide

Professor Emerita, OsloMet University, Norway. Co-director of the MediaClimate Network

10:45am – 12:15pm **Panel 3**

## How can emerging journalists and media professionals tell a better climate change story?

This story needs to be told in words, facts, figures, pictures, graphics, sound and videos. The skills need to be sharpened but the background science needs to be understood, if you are to present information not just in a captivating style but also in a convincing way. You need to command respect and trustworthiness.

### Speakers:

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#### Mofizur Rhaman

Professor, University of Dhaka, Bangladesh, and member of the Media Climate Network

#### Eman Mounir

Award winning Independent Investigative Journalist, specialised in Science Journalism

#### Ashraf Amin

Head of the Science & Health Desk, Al-Ahram Newspaper

#### Awaz Saleem Abdalla

Iraqi Broadcaster and presenter at Radio Nawa, Sulaymaniyah

#### Rahma Diah & Hadeer El-Hadary

Journalists and Initiators of Sahafet El-Manakh (Climate change journalists' group)

### Moderator:

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#### Fatemah Farag

Founder and Director of Welad ElBalad Media Services; board member, World Editors Forum (WEF)

12:15pm – 12:30pm **Coffee Break**

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12:30pm – 2:00pm

**Panel 4**

**The Hope factor: Negotiating the outcome**

The severe threats posed by climate change that gives us hope and makes climate change communication effective. Individuals in our societies can be hopeful-or in contrast, doubtful- this is how humanity can reduce a problem or how hope can be transformed to activism and policy support. For climate change communicators focusing on constructive hope (e.g., human progress, the rise of clean energy, visions of sustainable futures and accelerated transformations) with elements of constructive doubt (e.g., the reality of the crisis, the need for more action) to rally more solid action on climate change.

**Speakers:**

**Sherif Goubran**

Assistant Professor of Sustainable Design, Department of Architecture, The American University in Cairo, Egypt.

**Tarek Saed**

Journalist, & Former coordinator, Egyptian Editors Forum (EEF)

**Syed M. Saqib**

Assistant Professor, Forman Christian College (a chartered University), Lahore, Pakistan, member of the Media Climate Network

**Ahmed Fathy**

Founder of the Cairo-based Youth Love Egypt Foundation (YLE)

**Moderator:**

**Adel EL-Mahrouky**

Middle East Correspondent for CGTN

2:00pm – 2:30pm

**Case Study: Women and Climate change**

According to the UN, women’s vulnerability to climate change is caused by various variables – social, economic and cultural. More than seventy percent of the 1.3 billion people living in conditions of poverty in the world are women. The case study will look closely at the issues that predominate women’s predicament and how to highlight media on their dire conditions and raise awareness amongst the public.

**Abeer Saady**

Media development expert, specialist in conflict zones and gender inequality

**Moderator:**

**Naila Hamdy**

Associate Dean for Graduate Studies and Research, School of Global Affairs and Public Policy, The American University in Cairo, Egypt

2:30pm – 3:00pm

**Closing Speech**

3:00pm – 4:00pm

**Lunch**

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# Speakers & Moderators

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# Panel 1

## Speakers

### Tarjei Leer-Salvesen

Norwegian investigative journalist specialist in access to information while regarding to Climate Change

Tarjei Leer-Salvesen is a freelance journalist based in Kristiansand, Norway. He has experience in investigative journalism for both documentary films and print publications such as Klassekampen, Dagbladet, as well as the regional newspaper Fædrelandsvennen. Tarjei teaches journalism at Lillehammer University College and NLA University College.

Leer-Salvesen's most recent projects have included stories covering arms trade, medical experiments, and environmental issues. In all of these areas, investigative reporters depend on whistleblowers and leaks to expose hidden truths that need to be reported.



### Akram El-Kassas

Editor in chief, Al-Yom Al-Sabea

A writer, political and social analyst, his satirical writings are distinguished by their irony, drawing their influence from different schools of satire. El-Kassas has a production of stories and literary works, as well as several published books that combine satire and social commentary. He has been writing and editing for ten years at the Egyptian newspaper, Al-Araby.

Al-Kassas has written for Egyptian newspapers such as Al-Shaab, Al-Ahali, Al-Dustour Nahdet Misr and Al-Youm Al-Sabea. He also wrote for Al-Ittihad and Al-Khaleej. He has published four books on politics and social issues with the Zayed Center for Studies in the Emirates.

He recently published a book of satire, "Alam Khana", which was distributed by Hawadet Publishing House.



## Aliaa Hamed

Editor in chief, Nature Magazine Editor - Arabic Edition

Aliaa Hamed, Editor-in-Chief of Nature magazine, Arabic Edition, by which it manages and chooses various selections from the international version that are being translated into Arabic, in addition to producing a podcast and a weekly newsletter that includes the most prominent scientific news published in various publications. Aliaa started working in the journalistic field in 2005 by joining the “Middle East News Agency”, where She started as a translator in the economic bulletin department, then moved to the diplomatic coverage department. In 2009, she began working for Al-Shorouk newspaper, where she covered several files, including the environmental, economic, and legal file, in addition to her work as a diplomatic editor. She joined Nature Research in June 2016 as Head of Translation, and in May 2018 became Editor-in-Chief of Nature Arabic Edition.



## Emad Eddin Hussein

Editor in chief, Al-Shorouk

Emad El-Din Hussein is a journalist, and editor-in-chief of the Egyptian newspaper, Al-Shorouk. He writes a daily column, “Exclamation Mark,” which is published on the second page of Al-Shorouk, as well as on the Al-Shorouk gate. Emad El-Din Hussein also has a weekly opinion column published weekly by Deutsche Welle media company, a German publication. He also has broadcasting experience as a TV commentator on Egyptian, Arab and international satellite channels. Prior to becoming Editor at Al Shorouk, El-Din Hussein worked as a correspondent for ten years in Dubai at the Emirati newspaper, Al Bayan, while also contributing to numerous publications in the Arab world.



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## Moderator

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### **Ehab El-Zalaky**

Executive Editor in chief, Al-Masry Al-Youm

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Ehab El-Zalaky an prominent and accomplished journalist has over twenty years of experience at several Egyptian media institutions, including Al-Araby, Al-Dustour, Rose Al-Youssef, and Al-Masry Al-Youm Gate news portal, and has many contributions to the development of several traditional and online news outlets and media platforms including, newspapers, magazines, news portals, and mobile news services. He has a special interest in emerging technologies and their effect on business models related to media.



## Panel 2

### Speakers

#### Hildegunn Soldal

Head of Digital at NRK - Norwegian Broadcasting

As head of digital at NRK, Hildegunn is responsible for NRK.no and social media - both on a strategic and operational level. As part of her team she has the NRK.no frontpage publishing team + the social media team running the main NRK accounts on social media. Prior to NRK, she was the digital editor of Norwegian news- paper, Dagbladet, as well as Digital director and Strategic partnerships director at Aller Media (the media group Dag- bladet is part of). In addition to that, Hildegunn spent nearly nine years at the Guardian newspaper in the UK, having various roles on the digital side.



#### Hanene Zbiss

Tunisian investigative journalist, trainer, and journalism instructor at IPSI (Press Institute and Information Sciences)

Hanene Zbiss won several Arab and international awards such as the Samir Kassir Award for Freedom of Press in 2014 and the Raef Badawi Award for Courageous Journalists in 2019. She is active in managing and coordinating training programs for Tunisian and Arab journalists in Investigative Journalism, Science Journalism and Environmental Journalism.

Zbiss is also the President of the Francophone Press Union's Tunisian Section, and she teaches investigative journalism at the Press Institute for Information Sciences (IPSI). She holds a master's in Media Science and Technologies from the Mediterranean School for Advanced Studies, University of Pavia (Italy) and the University of Tunis.



## Speakers

### Bissan Tay

Seasoned Lebanese journalist & documentary filmmaker and founder of website "Awan"

Bissan Tay is a journalist and filmmaker. She is one of the co-founders of "Awan" website. She has worked and written for publications in Lebanon and across the Arab world such as: "An-Nahar", "As-Safir", "Al-Hayat" and "Al-Akhbar".

Tay has produced documentaries which were broadcast on the international channels "CNN", "Arte" and "Al Jazeera Documentary". Bissane holds a BA in Media from the Lebanese University, and a doctorate from "Paris 8 University" in Theater Studies.



### Marina Milad

Digital journalist, Masrawy.com

Marina Milad started her career as a reporter with Rose Al-Youssef and El-Masry-Al Youm and later moved to the website "Masrawy" where she is a multimedia investigative journalist. Milad specializes in digital storytelling and is recognized for her ability to capitalize on the power of technology. She also contributes to Deutsche Welle TV as a "one-man-crew".

Milad received the Heikal award for Arabic journalism and was nominated to the final list of Arab Journalism Awards in 2021.



### Risto Kunelius

Professor, Tampere University, Tampere, Finland, and Co-Chair of the MediaClimate Network

Risto Kunelius's work has focused on journalism and political power, professionalism and the public sphere, as well as on coverage of global issues (climate change, surveillance, free speech). Kunelius's recent books include (Media and Global Climate Knowledge: Journalism and the IPCC, 2017, Palgrave), and one analyzing surveillance and journalism (Journalism and the NSA Revelations: Privacy, Security, and the Press, Reuters Institute/I.B.Tauris, 2017).



## Moderator

### Ahmed Montasser

Media product development manager

Montasser is a project manager for media conferences and events. He has 15+ years in the media field. He started as a media monitoring assistant on a large-scale media development project during his time at the American University in Cairo. After graduating, he continued working on the project as a professional photographer & videographer and trainer of media professionals.

He later joined a specialized media company where his responsibilities expanded to include managing media product developments from concept to reality and give trainings with international projects such as Facebook Journalism Project.

Aside from that, Montasser is also a talented musician who performed in major international music and theater festivals.



## Panel 3

### Speakers

#### Mofizur Rhaman

Professor, University of Dhaka, Bangladesh, and member of the Media Climate Network

Md. Mofizur Rhaman is a Professor and former Chair of the Department of Mass Communication and Journalism at the University of Dhaka, Bangladesh. He is also a founding member of global MediaClimate Network. He has worked with Professor Elisabeth Eide and Risto Kunelius and cooperated with network members for three international anthologies in the field of media journalism and climate change.

Dr. Rhaman was also involved with media and climate projects at Oslo Metropolitan University and the University of Bergen, Norway. He takes special interest in journalistic norms and values, and in particular their application to climate change and environmental journalism. He now offers a Master's Course on Environment and Climate Change Journalism at his institution, and works with departments of other Bangladeshi universities to develop their coursework.



#### Eman Mounir

Award winning Independent Investigative Journalist, specialised in Science Journalism

Mounir is an investigative and data journalist based in Egypt. She focuses on climate and environmental issues. Her work has won and been nominated for international awards, including the True Story award, the Covering Climate Now awards, the New Media Prize in the United Kingdom, and the Young Journalist Award from the London-based Thomson Foundation.

Mounir's works have been published in several international publications, including The Economist, Christian Science Monitor, Euronews Green, and Open Democracy. She is a former fellow for the One World Media Foundation in London, and the ARIJ foundation in Jordan.



### Ashraf Amin

Head of the Science & Health Desk, Al-Ahram Newspaper

Amin is a Senior Editor and Head of the Science & Technology Department at Al-Ahram Newspaper. He is project manager of the Science Journalism Forum 2022, as well as a media trainer and science journalist with 20 years experience. Amin holds an M.Sc. degree in Science Policies for Sustainability from Sussex University. His experience is in creating, assessing and producing scientific media content (specifically regarding public health, technology, and environmental issues) for news outlets in print, online and in television.



### Awaz Saleem Abdalla

Iraqi Broadcaster & Presenter at Radio Nawa, Sulaymaniyah

Awaz Abdalla is an Iraqi/Kurdish journalist who has covered an array of in-depth stories and topics. She has been working as a radio presenter at Nawa, one of the most prominent radio stations in Iraq. Abdalla is also a member of the International Federation of Radio and Television Women Journalists, and helped found the organization's Iraq-Kurdistan branch in 2017.



### Hadeer El-Hadary & Rahma Daa

Journalists and Initiators of Sahafet El-Manakh (Climate change journalists' group)

Hadeer Al-Hadary is a journalist and trainer specializing in environment and climate journalism, the winner of five journalistic awards, and a partner in the Climate School initiative.

Rahma Daa is an Egyptian journalist, trainer and founder of "Al-Manakh School". She is the winner of eight local and international awards, most notably the Heikal Prize for Arab Journalism in 2019 and the International Promising Journalist Award in 2021.



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## Moderator

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### Fatemah Farag

Founder and Director of Welad ElBalad Media Services; board member, World Editors Forum (WEF)

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Farag is a veteran journalist, media innovator, and senior executive, as well as the Founder and Director of Welad Elbalad Media Services LTD, a company dedicated to media development in Egypt.

She is the first Egyptian/Arab woman to have been voted to the Executive Committee and Board of WAN IFRA and is the former Arab Region Director for WAN IFRA's Women in News Program (WIN).

Farag is currently WINs Senior Consultant for Strategic Partnerships. She is also a World Editors Forum (WEF) board member, and holds the position of Associate Director for Gender Coordination at the American University in Cairo (AUC). In addition, she was a Harvard Neiman Visiting Fellow in 2016.

Farag was also the founding chief editor of the English Edition of Al Masry Al Youm.



## Panel 4

### Speakers

#### **Sherif Goubran**

Assistant Professor of Sustainable Design, Department of Architecture, The American University in Cairo, Egypt.

Sherif Goubran holds a Ph.D. from the Individualized Program (INDI) at Concordia University. Before that, Sherif completed a MASc in Building Engineering in 2016, and a BSc in Architecture from the American University in Cairo.

Sherif's work investigates the theory and practice of sustainability in the built environment, combines qualitative and quantitative methodologies, and explores the shift from incremental to transformational design. He conducts interdisciplinary research in design, architecture, building engineering, and real-estate finance. Goubran is also involved in sustainability committees and projects on the student and administrative levels, and in the broader community.



#### **Tarek Saed**

Journalist, editor & former coordinator of the Egyptian Editors Forum EEF

Tarek Saed is a prominent journalist and editor who was the coordinator of the Egyptian Editors Forum (EEF). For years Tarek Saed was the desk editor in several newspapers, among which are Al-Shorouk, Al-Yom Al-Sabea, Al-Karama. His passion for journalism has never stopped glowing.

In addition to that, Tarek Saed has given a lot of training in journalism with international projects such as Facebook Journalism Project.



## Speakers

### Syed M. Saqib

Assistant Professor, Forman Christian College (a chartered University), Lahore, Pakistan, and member of the Media Climate Network

Syed Muhammad Saqib Saleem has been in the academics from the past 10 years. He is a PhD Scholar with research interest in Climate Journalism and Climate Change Communication. Saleem is also lent a helping hand in designing and initiating a series of workshops on Climate Journalism Education in Pakistan with the collaboration of MediaClimate Network in Norway. Saleem is ventured as far as to designing a specialized course on Climate Journalism in order to promote climate literacy among students who want to strive for a career in this field in Pakistan after his representation for Pakistan at the Global MediaClimate Network; Oslo, Norway, and his contribution to a collaborative research project with it on 'Mapping Youth Climate Activists and their Media Experiences' which was also presented at the IPCC pavilion in COP26 Summit, Glasgow.



### Ahmed Fathy

Climate activist and founder of the Cairo-based Youth Love Egypt Foundation (YLE)

Ahmed Fathy is the Founder and CEO of the Cairo-based Youth Love Egypt Foundation (YLE). He has over 10 years of experience in working on climate and sustainable development issues. His experience is beyond theoretical aspect of environmental issues thanks to his field activities both locally and internationally. Being swept up with a genuine passion for environmental issues, Fathy began to establish his youth entity focusing on environmental awareness and advocacy after his graduation from the Faculty of Commerce, Cairo University.



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## Moderator

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### **Adel EL-Mahrouky**

Middle East Correspondent for CGTN

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Adel EL-Mahrouky has 17 years of experience in producing and presenting TV content. He Presented live talk shows and news at Dream TV, Rotana Masriya, ERTU Channel 2, Al Rai and Nile TV.

He is Currently a freelance television journalist, working mainly as the Middle East Correspondent for CGTN.

EL-Mahrouky joined AUC's Kamal Adham Center for Television Journalism as an Adjunct Faculty in Fall 2021, by Fall 2022 he started teaching at the Journalism and Mass Communication Department.



## Welcome Note

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### **Noha El-Mikawy**

Dean, School of Global Affairs and Public Policy,  
The American University in Cairo, Egypt

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Noha El-Mikawy has returned to AUC following a 30-year professional career combining academic service, publication, policy advising, and knowledge production, as well as strategic and management experience in a leading U.S. funding agency. El-Mikawy was the regional director of the Ford Foundation for the Middle East and North Africa. Her tenure helped create university partnerships between the region and North and Central America, the UK, India, and South Africa, as well as helped provide institutional support to various universities and think tanks in the Arab region, including AUB, AUC, Cairo University and the Arab Council for Social Sciences. She holds a PhD in Comparative Politics from the University of California, Los Angeles (UCLA).

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### **Firas Al-Atraqchi**

Chair, Journalism and Mass Communication Department,  
The American University in Cairo, Egypt

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Al-Atraqchi is a Canadian journalist and editor who has covered the Middle East and North America since 1992. He has been the faculty advisor of AUC's student newspaper The Caravan since 2010, and became co-founding editor of The Brics Post in 2012. He is also the co-managing editor of The Cairo Review of Global Affairs, the quarterly journal of the School of Global Affairs and Public Policy (GAPP) at The American University in Cairo.



## Keynote Speeches

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### Arne Jensen

Senior Advisor to the Association of Norwegian Editors (Norsk Redaktørforening, NR)

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Arne Jensen is a senior advisor at the Association of Norwegian Editors. He was until recently for many years secretary general in the same organization. Jensen has a background as a journalist and editor in several newspapers and has also worked as advisor in the Norwegian Press Association, primarily with issues related to transparency and access to information. He has written and edited several subject books, and is a widely used speaker and lecturer. For several years he chaired the Press Openness Council and for the last years he has chaired the advisory board of the Foundation for a critical and investigative press. He was a member of the state-appointed committee which four years ago put forward proposals for new regulations for the protection of whistleblowers.

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### Elisabeth Eide

Professor Emerita, OsloMet University, Norway, Co-chair of the Media Climate Network

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Elisabeth Eide is Professor Emerita at OsloMet – Oslo Metropolitan University, Norway, as well as a journalist and author. She has published/co-published, edited/co-edited appr. 30 books, among them novels, work on media and post-colonial studies, media and marginalization as well as media, war and conflict. Regarding the climate crisis, she has co-edited four volumes, three of them in English language; and a number of articles. She is co-chair of the research network MediaClimate, founded in 2008 (<https://mediacclimate.net>) with members in 30 countries. Furthermore, as a journalist, she has covered several climate summits, the last one in Glasgow 2021. Her academic work is listed on this site: Elisabeth Eide – OsloMet



## Case Study

### Abeer Saady

Media development expert, specialist in conflict zones and gender inequality

Saady is a Media Development consultant, trainer, researcher, who worked in conflict and crisis zones for 29 years in The Middle East, South East Asia, and Africa. She is an advisor to the Ethical Journalism Network, former Vice President of the International Association of Women in Radio and Television (IAWRT), and a member of the Journalism and Media International Center (JMIC) team at Oslo Metropolitan University. She trained hundreds of local journalists in 60 countries. Currently, she is finalizing her Ph.D. at Dortmund University in Germany on Safety and Ethics in ISIS areas in The Middle East.



### Moderator

### Naila Hamdy

Associate Dean for Graduate Studies and Research, School of Global Affairs and Public Policy, The American University in Cairo, Egypt

Naila Hamdy is an academic and scholar who has previously worked in the field of journalism. She is the associate dean for graduate studies and research of the School of Global Affairs and Public Policy and a tenured associate professor of journalism at the American University in Cairo, Egypt.

A media commentator, a public speaker and guest lecturer, she has also been frequently invited to lecture at numerous universities worldwide including: the Arhus School of Journalism in Denmark, the University of Louisiana at Lafayette, Thomas Moore University, Belgium, The Free University of Berlin, The University of Qatar, The University of Salzburg and the American University of the Emirates amongst others.

She is an active board member on several academic and professional boards and has been involved in projects for international organizations and associations.





# Our Team

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## **Naila Hamdy**

Chair of Organizing Committee

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Naila Hamdy is an academic and scholar who has previously worked in the field of journalism. She is the associate dean for graduate studies and research of the School of Global Affairs and Public Policy and a tenured associate professor of journalism at the American University in Cairo, Egypt.

A media commentator, a public speaker and guest lecturer, she has also been frequently invited to lecture at numerous universities worldwide including: the Arhus School of Journalism in Denmark, the University of Louisiana at Lafayette, Thomas Moore University, Belgium, The Free University of Berlin, The University of Qatar, The University of Salzburg and the American University of the Emirates amongst others.

She is an active board member on several academic and professional boards and has been involved in projects for international organizations and associations.

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## **Ahmed Montasser**

Project Manager

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Montasser is a project manager for media conferences and events. He has 15+ years in the media field. He started as a media monitoring assistant on a large-scale media development project during his time at the American University in Cairo. After graduating, he continued working on the project as a professional photographer & videographer and trainer of media professionals.

He later joined a specialized media company where his responsibilities expanded to include managing media product developments from concept to reality and give trainings with international projects such as Facebook Journalism Project.

Aside from that, Montasser is also a talented musician who performed in major international music and theater festivals.

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### **Yasmeen El-Ghazaly**

Project Administrative Organizer

El-Ghazaly is the Assistant Director at the Prince Al-waleed Center for American Studies and Research at AUC since 2012. She has also earned her MA from the Cynthia Nelson Institute for Women & Gender Studies at the AUC in 2018. Yasmeen has several publications in the field of gender studies.



### **Hanan Youssef**

Project Coordinator

An Egyptian independent documentary film producer/director and Assistant lecturer at the faculty of Communication and Mass Media at the British University in Egypt. Chevening Alumna, who holds an MA in Media Production: TV documentary production from the University of Salford, UK. Winner of BBC's best short documentary film award at BBC Arabic Festival (2018) & Winner of the 'Excellence Award' (2022) at WRPN.tv



### **Mena Fayek**

Social Media Specialist

Mena specializes in managing social media platforms for some of the most important and largest TV channels, newspapers and websites. He is an expert in social media affairs and a freelance writer at the same time. In addition to that, he is also a media coordinator for a number of events in the field of media and sustainable development.



### **Salma Abdel Wahab**

Project Assistant

Abdel Wahab is a Senior Administrative Assistant at the Associate Dean for Graduate Studies and Research Office at the School of Global Affairs and Public Policy at AUC. She is an MBA Holder, with a Bachelor's degree in Mass Communication, and five years of experience as an Administrative Assistant with a demonstrated history of working in the Education Management industry.



# Special Thanks

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## Elisabeth Eide

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