



Deutsche
Welle

Made for minds.



global
media
forum

Identity and Diversity

June 19 - 21, 2017 | Bonn, Germany

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10th edition

#youforG20

Your project for an interconnected world

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#youforG20 – **deutschland.de** is looking for the best project for an interconnected world

On the occasion of the **G20** Summit, **deutschland.de** is organising a world-wide competition called **#youforG20** – your project for an interconnected world.

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youforg20.deutschland.de/en

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Dear Guests of the Global Media Forum,

It is my great pleasure to welcome you all to Bonn for the 10th edition of the Deutsche Welle Global Media Forum. I am particularly grateful that for many of you, this is not the first time you are taking part in our annual conference. It is the very unique mix of the insight of our veteran participants and fresh opinions from first-timers which makes the Global Media Forum a special event. I want to thank you for all your contributions, which are important to advancing the worldwide discussion about the challenges of our times, and solutions we want to develop and further together.

To mark our anniversary, we have planned a number of exciting discussions and workshops with our partners. I would also like to take advantage of this unique opportunity of having so many highly regarded speakers and participants in one place. So I am looking forward to meeting many of you to hear your take on the topics that are relevant in your home countries.

The conference agenda underlines the necessity of bringing constructive aspects into the public debate. The media are under attack in many regions around the world, but nevertheless, journalists are holding those in power accountable, sometimes even at very real risks to their own safety. Let us work together in finding ways of protecting each and every identity and of using the strength of our diversity.

A handwritten signature in blue ink, consisting of a stylized 'P.' followed by a cursive name.

Peter Limbourg
Director General of Deutsche Welle

Many thanks to

Co-hosted by



Foundation for International Dialogue
of the Savings Bank in Bonn

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JOIE.
BONN.**

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Federal Government Commissioner
for Culture and the Media

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European Economic and Social Committee

www.eesc.europa.eu



The European Economic and Social Committee (EESC) is a unique forum for consultation, dialogue and consensus between representatives of „organised civil society“. Based in Brussels, the EESC is made up of 350 members from 28 EU Member States representing employers, trade unions and various interests. The EESC's aim is to help ensure that EU policy-making and legislation are more democratic, more effective and genuinely reflect the needs of EU citizens by fulfilling its three key tasks:

- to advise — the European Parliament, the Council and the European Commission;
- to ensure the views of civil society organisations are heard in Brussels
- to support and strengthen organised civil society both inside and outside the EU.

To learn more about the EESC, visit our website: www.eesc.europa.eu



Global Media Forum 2017:

**Welcome to Germany's UN City and
Powerhouse of Global Sustainability!**

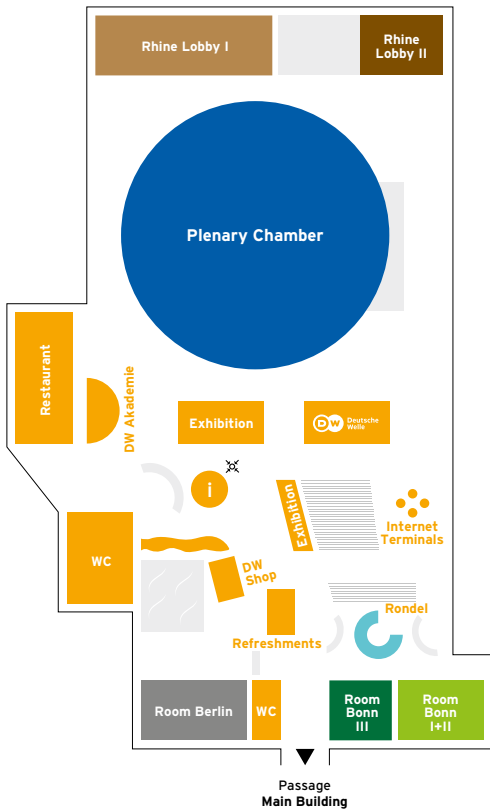
For more than two decades, the UN is shaping a sustainable future in Bonn – surrounded and supported by key players in government, academia, media, business and civil society. Bonn is a perfect place to discuss the role of the media with respect to freedom and to immaterial values, as laid down in the Sustainable Development Goals. This is where best practice, dialogue and inspiration meet!

Enjoy a state-of-the-art conference environment, excellent networking opportunities, a huge choice of recreational and cultural offers and the scenic landscape of the Rhine Valley!
Enjoy Bonn!

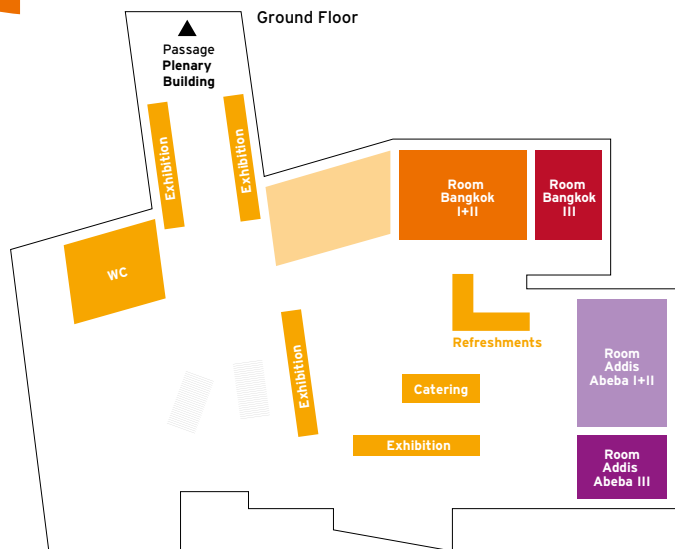
Site Plan | Plenary Building



Ground Floor



Site Plan | Main Building



Conference Session Categories

Global Issues ... provides insights into topics of exceptional interest globally, whether hot in public or political discourse, and considers the positions shared by world leaders and the globe's brightest brains.

Debate ... addresses particularly controversial topics through a lively debate of differing opinions.

There might be dragons ... in the unknown lands that provide inspiration, pose challenges and potentially present danger.

FortyTwo ... is the answer to the ultimate question of life, the universe and everything, according to Douglas Adams (Author of "The Hitchhiker's Guide to the Galaxy").

NextGen ... shows near-term and long-term future developments and makes them accessible in an intellectual or practical way.

MindsTalk ... a showcase for speakers presenting great, well-formed ideas.

Showtime ... provides DW TV formats live at the Global Media Forum.

Talk to the makers ... presents innovative TV and online audiovisual formats and offers the chance to speak with their makers.

Share my project ... a chance to discuss with others the brilliant idea you're currently working on.

Program Overview | Monday, June 19

8:30 a.m.		Registration
9:45 a.m.		Musical Welcome: <i>Beethovenfest Bonn, Germany</i>
10:00 a.m.	01	Opening: Peter Limbourg , <i>Director General, Deutsche Welle, Germany</i> Welcome Address: Ashok Sridharan , <i>Lord Mayor, City of Bonn, Germany</i> Opening Speech: Brigitte Zypries , <i>Federal Minister for Economic Affairs and Energy, Germany</i>
10:50 a.m.		Musical Interlude: Identity and Diversity , <i>Beethovenfest Bonn, Germany</i>
11:00 a.m.	02	Keynotes: Frank La Rue , <i>Assistant Director-General, UNESCO, France</i> Yusuf Omar , <i>Senior Social Producer, CNN Digital Worldwide, United Kingdom</i>
11:50 a.m.		Getting away with humor under Mugabe <i>Zambezi News, Zimbabwe</i>
12:00 p.m.	03	The proliferation of lies: Media in the post-truth political era <i>Global Issues</i>
13:00 p.m.		Lunch Break
2:30 p.m.		Sessions 04 – 13 <i>see page 16 – 17</i>
3:45 p.m.		Coffee Break

4:15 p.m.	Sessions 14 – 23	see page 18 – 19
6:30 p.m.	<p>Speech: Monika Grütters, <i>Federal Government Commissioner for Culture and the Media, Germany</i></p> <p>Laudatio: 24 Gregor Mayntz, <i>President Federal Press Conference, Germany</i></p> <p>Freedom of Speech Award: Jeff Mason, <i>President White House Correspondents Association, USA</i></p> <p>Music by: Joy Denalane and Maikhoi Donguyen</p>	
8:00 p.m.	Reception at Deutsche Welle's Broadcasting Center <i>Hosted by City of Bonn and Deutsche Welle</i>	

Plenary Chamber	
Room Bangkok I+II	Room Bangkok III
Room Addis Abeba I+II	Room Addis Abeba III
Room Bonn I + II	Room Bonn III
Room Berlin	Rondel

2:30 p.m. - 3:00 p.m.

- 04 Mikhail Khodorkovsky: Media and civil society in Russia
Global Media Forum
MindsTalk
-
- 05 Press Start: Crowdfunding Journalism does work
Translation
Share my project

2:30 p.m. - 3:45 p.m.

- 06 Identity and diversity in the age of populism and religious extremism
Montreal Institute for Genocide and Human Rights Studies (MIGS)
There might be dragons
-
- 07 Identity and diversity – The future of Europe
European Network of Political Foundations (ENoP)
There might be dragons
-
- 08 Empowering innovation with storytelling tools
Google News Lab
FortyTwo
-
- 09 Breaking up filter bubbles. How to regain diversity?
Stiftung Entwicklung und Frieden (sef:)
FortyTwo
-
- 10 Money talks and media development should listen
DW Akademie
There might be dragons

- 11 | Film: Ai Weiwei-Drifting
Einstein Foundation and Deutsche Welle
Talk to the makers

3:00 p.m. - 3:45 p.m.

- 12 | Michal Kosinski: The end of privacy
Global Media Forum
MindsTalk

- 13 | Showcase DW Research and Cooperation Projects
Deutsche Welle
Share my project

Plenary Chamber

Room Bangkok I+II

Room Addis Abeba I+II

Room Bonn I + II

Room Berlin

Room Bangkok III

Room Addis Abeba III

Room Bonn III

Rondel

4:15 p.m. - 5:15 p.m.

- | | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 14 | Satire as a weapon
<i>Global Media Forum</i>
<i>Debate</i> |
| 15 | New ways forward! How media innovators foster social cohesion and international understanding
<i>Robert Bosch Stiftung</i>
<i>FortyTwo</i> |
| 16 | Managing diversity in a time of turmoil
<i>Global Diplomacy Lab</i>
<i>FortyTwo</i> |
| 17 | The Virtual Reporter: 360° Storytelling
<i>Grimme Institut</i>
<i>NextGen</i> |
| 18 | Diversity is part of our culture: Encouraging and fostering diversity in cultural work
<i>Goethe-Institut</i>
<i>Debate</i> |
| 19 | Unconventional tools for supporting democracy
The edge of online creativity
<i>European Endowment for Democracy</i>
<i>FortyTwo</i> |
| 20 | Film: Afro.Deutschland
<i>Deutsche Welle</i>
<i>Talk to the makers</i> |
| 21 | Local journalists: What future in international news?
<i>Rory Peck Trust</i>
<i>Share my project</i> |

5:15 p.m. - 6:15 p.m.

22

The significance of identity and diversity in a globalized world

Global Media Forum

Global Issues

23

Freedom of the press in Turkey: A slippery slope;

Interview Özgür Mumcu

Right Livelihood College

MindsTalk

Plenary Chamber

Room Bangkok I+II

Room Addis Abeba I+II

Room Bonn I + II

Room Berlin

Room Bangkok III

Room Addis Abeba III

Room Bonn III

Rondel

Program Overview | Tuesday, June 20

8:30 a.m.		Registration
9:30 a.m.		Sessions 25 – 32 <i>see page 21 – 22</i>
10:45 a.m.		Coffee Break
11:15 a.m.		The Daily Wrap up by Zambezi News <i>Zambezi News, Zimbabwe</i>
11:30 a.m.	33	Keynote: Andreas Görgen , <i>Director General for Culture and Communication, Federal Foreign Office, Germany</i>
12:00 p.m.	34	How powerful are the powerful – the limits of international cooperation in a polarized world <i>Global Media Forum Global Issues</i>
1:00 p.m.		Lunch Break
2:30 p.m.		Sessions 35 – 46 <i>see page 22 – 24</i>
4:15 p.m.		Sessions 47 – 54 <i>see page 24 – 25</i>
5:45 p.m.	55	The growth of populism: How to tackle the twist to simple solutions for complex problems in politics? <i>Bonner Akademie für Forschung und Lehre Praktischer Politik in cooperation with Global Media Forum Global Issues</i>
7:00 p.m.		Dinner Cruise along the Rhine River Valley <i>Boarding: 7:00 p.m. Departure: 7:45 p.m. The boat will return at 10:15 p.m. End: Midnight.</i>

9:30 a.m. - 10:15 a.m.

25

Fighting hate, connecting talents – The ADAMI Media Prize for cultural diversity in Eastern Europe

ADAMI Media Prize

Share my project

9:30 a.m. - 10:45 a.m.

26

Can the media uphold gender equality and diversity in an age of great uncertainty?

Gender@International Bonn

Debate

27

The G-20 before the Hamburg Summit – problem-solver, overrated or part of the problem?

Deutsches Institut für Entwicklungspolitik (DIE) and Sustainable Development Solutions Network (SDSN)

Debate

28

From Lucy to you: Reclaiming African history

Gerda Henkel Stiftung and Deutsche Welle

FortyTwo

29

On the frontline – Citizen journalism in Syria

Konrad-Adenauer-Stiftung

Debate

30

How to humanize the dehumanized: journalism for peace and nonviolence

Pressenza

Debate

31

Shifting the spotlight: Mobilizing those left behind

UN Sustainable Development Campaign

FortyTwo

10:15 a.m. - 10:45 a.m.

32

Media, education and democracy: How to distinguish high-quality journalism from “fake news”?
Association to support self-determined media management
Share my project

2:00 p.m. - 3:30 p.m.

35

Film: Beyond Revenge
Pressenza
Talk to the makers

2:30 p.m. - 3:30 p.m.

36

Empowering women in emerging economies
TUI Group
FortyTwo

37

Eastern identities and Russia's expanding influence on its neighbors
Global Media Forum
Debate

38

Media tools on how to strengthen journalism and public trust from a fundamental rights angle
European Union Agency for Fundamental Rights (FRA)
Share my project

2:30 p.m. - 4:00 p.m.

- 39 Culture. Identity. Diversity.
Global Media Forum
Global Issues
-
- 40 Jaafar Abdul Karim: Shababtalk
Deutsche Welle
Showtime
-
- 41 Transmedia: The way forward?
Deutsche Welle
Business Media Talk
-
- 42 If search for identity is the question – Is radicalization
the answer?
International Institute for Religious freedom (IRRF) and
Center for International Security and Governance (CISG)
MindsTalk

Plenary Chamber

Room Bangkok I+II

Room Addis Abeba I+II

Room Bonn I + II

Room Berlin

Room Bangkok III

Room Addis Abeba III

Room Bonn III

Rondel

3:30 p.m. - 4:00 p.m.

- 43 Journalistic bots as virtual reporters – How Artificial Intelligence is changing the future of journalism
Global Media Forum
MindsTalk
-
- 44 Smart Car
BMW Group
MindsTalk
-
- 45 African Roots
Gerda Henkel Stiftung and Deutsche Welle
Talk to the makers
-
- 46 AlHudood
European Endowment for Democracy
Share my project

4:15 p.m. - 5:30 p.m.

- 47 Media under fire – Consequences of Trump's dealing with the media
Global Media Forum
Global Issues
-
- 48 Yoani Sanchez: The voice of your rights
Deutsche Welle
Showtime

- 49 The role of (social) media in highly polarized societies
Friedrich-Naumann-Stiftung für die Freiheit
Global Issues
-
- 50 Integration and Diversity
European Economic and Social Committee
Global Issues
-
- 51 Conflict: A panel discussion with some of the world's best young conflict photographers
Deutsche Welle
FortyTwo
-
- 52 euro|topics speed dating with Europe's media landscapes
Bundeszentrale für politische Bildung and euro|topics
FortyTwo
-
- 53 Meet the Eco Ambassadors of Kenya
Deutsche Welle
Talk to the makers
-
- 54 Sharing expertise in a post-truth news world
The Conversation
Share my project

Plenary Chamber	
Room Bangkok I+II	Room Bangkok III
Room Addis Abeba I+II	Room Addis Abeba III
Room Bonn I + II	Room Bonn III
Room Berlin	Rondel

Program Overview | Wednesday, June 21

8:30 a.m.		Registration
9:30 a.m.		The daily Wrap up by Zambezi News <i>Zambezi News, Zimbabwe</i>
9:40 a.m.	56	Keynotes: How technology is transforming human identity <i>Hannes Sjoblad, Business Advisor, Sweden</i> Virtual embodiment und robotic re-embodiment: The transparent Avatar in your brain, <i>Thomas Metzinger, Professor, Johannes Gutenberg University of Mainz, Germany</i>
10:30 a.m.		Sessions 57 – 62 <i>see page 28</i>
10:30 a.m.	63	Innovate or disappear: How the world's leading media companies ensure staying relevant <i>Pete Koomen, Co-Founder and President, Optimizely, USA</i> <i>Global Media Forum</i> <i>MindsTalk</i>
11:00 a.m.	64	The collective journey: A dynamic new storytelling model <i>Jeff Gomez, Transmedia Producer, Starlight Runner Entertainment, USA</i> <i>Deutsche Welle</i> <i>NextGen</i>
11:30 a.m.	65	How did news lose its impact and how to rethink it <i>Hossein Derakhshan, Author and Blogger, Iran</i> <i>Deutsche Welle</i> <i>There might be dragons</i>

12:15 p.m.	66	Presentation BMW-Ideathon <i>BMW Group</i> <i>NextGen</i>
12:15 p.m.		Sessions 67 – 71 <i>see page 28</i>
1:30 p.m.	72	The power of face-to-face conferences in a digital age <i>Global Media Forum</i> <i>NextGen</i>
2:30 p.m.	73	Closing

Plenary Chamber	
Room Bangkok I+II	Room Bangkok III
Room Addis Abeba I+II	Room Addis Abeba III
Room Bonn I + II	Room Bonn III
Room Berlin	Rondel

10:30 a.m. - 11:30 a.m.

- 57 Do eSports need the media – or do the media need eSports?
European Broadcasting Union
NextGen

10:30 a.m. - 12:00 p.m.

- 58 Yusuf Omar and Sumaiya Seedat: How to break the internet with videos by mobiles and for mobile devices
Global Media Forum
MindsTalk

- 59 Cybersecurity and Human Rights: How can we protect the internet?
Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ)
NextGen

- 60 Overcoming the dark sides of online comments
Friedrich-Ebert-Stiftung (FES)
There might be dragons

- 61 Progress on the assembly line: How DW promotes digital innovations
Deutsche Welle
NextGen

11:30 a.m. - 12:00 p.m.

- 62 Instagram: Best practices for media organizations
Instagram
NextGen

12:15 p.m. - 1:15 p.m.

67

Guy Degen: Think differently. Explore innovation and media through play

Global Media Forum

MindsTalk

68

5 Steps to become a despot. Spoiler Alert: You'll need more than algorithms to control your people

AlgorithmWatch

There might be dragons

69

VR in public broadcasting: VIRTUAL OR REALITY?

European Broadcasting Union and Deutsche Welle

Debate

70

Africa's changing media landscape

Global Media Forum

NextGen

71

Digital security and threat analysis for journalists

Vadym Hudyma, Ukraine

NextGen

Plenary Chamber

Room Bonn I + II

Rhine Lobby I

Room Berlin

Room Bonn III

Rhine Lobby II

Rondel

The Robert Bosch Stiftung

The Robert Bosch Stiftung is one of Europe's largest foundations associated with a private company. In its charitable work, it addresses social issues at an early stage and develops exemplary solutions. To this purpose, it develops and implements its own projects. Additionally, it supports third-party initiatives that have similar goals.

The Robert Bosch Stiftung is active in the areas of health, science, society, education, and international relations. Moreover, in the coming years, the Foundation will increasingly direct its activities on three focus areas: Migration, Integration, and Inclusion; Social Cohesion in Germany and Europe; Sustainable Living Spaces.

Since it was established in 1964, the Robert Bosch Stiftung has invested more than 1.4 billion euros in charitable work.

www.bosch-stiftung.ngo



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UN Sustainable Development Goals Action Campaign

United Nations Virtual Reality (UNVR), a project of the UN SDG Action Campaign, uses the power of immersive storytelling to inspire viewers towards increased empathy, action and positive social change. The series provides a deeper understanding for those living through the most complex development challenges, catalyzing urgency for those most in danger of being left behind if the Sustainable Development Goals are not met. The United Nations Virtual Reality (UNVR) team has curated a diverse range of 360° virtual reality content being produced across the UN system to showcase in the Virtual Reality Zone, located near the Rondel.

MultiDrone

This EU-funded research project focuses on drone autonomy, drone safety as well as on new cinematographic techniques that use multiple drones. At the Global Media Forum, DW's team for research and cooperation will explain the visual possibilities, share the vision of the MultiDrone project and give a live drone demo.

Grimme Institut

Participants are invited to work on their own 360° productions. They can book VR cameras for a limited time, edit their videos under the guidance of the Grimme team and clarify open questions.

Startup Alley

A gathering of Startups from the field of media and digital innovations to showcase and evaluate new project initiatives.

Robert Bosch Stiftung – Consultation Workshop

“In the service of society – new trends and new actors in journalism”
This workshop will take a closer look at how civil society can act as a driving force for change in the media world. Current challenges, opportunities and needs will be assessed. The event is jointly organized by Robert Bosch Stiftung and DW Akademie.

AIB The Association for International Broadcasting – Founding of a members working group “Audience Research”

The new working group will provide a forum for AIB members to discuss the issues of audience research and give members advice about audience measurement, particularly for channels and stations broadcasting internationally.

InfoMigrants – Steering Committee Meeting

EU-funded news website for migrants. Implemented by Italian, French and German media partners, including Deutsche Welle.

EBU eSports – Roundtable Meeting 2017

eSports meet the media: The EBU and its member organizations will welcome several big players in the world of eSports. The meeting of media representatives and stakeholders from the

eSports industry will consider what the two sides can learn from each other to improve mutual understanding and explore potential common projects.

FoME, Forum Media and Development – *Coordination Group Meeting*

FoME will plan the International Symposium “Power Shifts: Media Freedom and the Internet” to take place in Berlin, November 16 – 17, 2017; this meeting will discuss further steps to institutionalize the FoME network.

DW Akademie – *Expert Workshop*

Digital Participation: What does it mean and why does it matter?

European Broadcasting Union (EBU) – *Task Force Meeting*

Colleagues from various EBU members will share results from digital innovation projects including successes, failures, lessons learned and perceived next steps in their digital transformation. Collaborative discussions and presentations of EBU’s Showcase platform & IOI (Implementing Open Innovation) program round off the meeting.

10 Years – Global Media Forum

Looking back on the last 10 years with over 20,000 participants, we want to celebrate and share the inspiring moments we had with you. You will find the exhibition in the passage.

The Mirror Project

In December 2016, Kevin McElvaney went to Iraq and Kurdistan to record people in a special interview-situation: alone in a room, in front of a two-way mirror hiding the camera, the interviewees read and answered a range of biographical questions about their past and present. His 12-minute episodes of ‘The Mirror Project’ ended up in a social-experiment that tries to fundamentally change the way we see the interviewees.

This concept will be rearranged as live-experiment under the questions of ‘Identity and Diversity’ with our visitors.

Maia Urstad | Babel Underground – concert installation for a tunnel and multiple languages

Visitors from 63 countries – imagine this multitude of languages spoken simultaneously, surrounded by a soundscape of slow atmospheric soundwaves, mixed with unintended radiophonic sounds. This is what the 2017 Bonn city sound artist, Maia Urstad, will present us with during her two-day installation in the tun-

nel connecting the WCCB and the former Parliament (Bundestag) building at the Global Media Forum 2017.

A project by bonn hoeren of the Beethoven Foundation for Art and Culture of the Federal City of Bonn.

Best years of my life | Bangladeshi migrant labor in Malaysia – Photographs and Words by Shahidul Alam

An exhibition dedication to the Bangladeshi women and men who have gone to work overseas, taking great risks and enduring hardships to create a better life for others.

In Cooperation with Neue Galerie Berlin and SECTOR Concepts.de.
Located on the entrance level.

Side Events *(by invitation only)*

BMW Group Ideathon

New forms of communication and digital interaction in the automotive industry

BMW Group

Open Situation Room

Media and Diversity: How can we make media more pluralistic?

Stiftung Mercator

Workshop

The Virtual Reporter: 360° Storytelling

Grimme Insitut

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The conference hashtag is [#dw_gmf](#)

You can follow all the DW Global Media Forum Twitter debates and discussions at the conference website, [dw.com/gmf](#) or on [twitter.com/dw_gmf](#). Feel free to join in the conversation.



Join us on Facebook: [facebook.com/dw.gmf](#)



Watch the latest videos from the conference: [youtube.com/GMFconference](#)



Listen to audio recordings from all the panel discussions and workshops: [soundcloud.com/dwgmf](#)



Photographs are provided as downloads from the Internet. A photo gallery is available at: [flickr.com/deutschewelle/collections](#)



The Global Media Forum Conference App

Organize the sessions you'd like to attend. Get all the information, all sessions, all speakers, all partners and sponsors. Download the conference app and make the Global Media Forum a unique experience! Download via App Store or Google play: [DW Event](#)



Live-Stream of selected sessions during the entire conference. Please find the sessions being live-streamed on: [dw.com/gmf](#)

“

My work doesn't focus on headlines, I want to find out what's below the surface.

PIA CASTRO | ¡Aquí estoy! on DW (Español)

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By participating you accept that speeches, panel discussions and workshops will be recorded, photographed and filmed for journalistic and documentary purposes.

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100 YEARS 



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Good for international understanding.
Good for the Federal and UN city of Bonn.



The “Foundation for International Dialogue of the Sparkasse in Bonn” was launched in 2005 in order to promote international discussion and foster cooperation in the Federal and UN city of Bonn. Bonn is an international and cosmopolitan city and thus has a unique position amongst other German cities. The city and the region of Bonn therefore have the best potential to become a place for international dialogue.