<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>08.30 - 09.30</td>
<td>Registration</td>
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<tr>
<td>09.30 - 10.45</td>
<td>Plenary session</td>
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| 09.30 - 10.00 | YOU(th) can make a difference in the digital society  
Keynote from the European Commission  
Roberto Viola, Deputy Director-General, DG CONNECT |
| 10.00 - 10.45 | "Generation M" (mobile): what does it mean growing-up digitally?  
What are the new ideas put forward by the youth manifesto? Panel discussion with:  
1. Youth ambassadors from the youth manifesto initiative  
2. Representative from industry: Jacqueline Beauchere, Microsoft  
3. Representative from academia: Lelia Green, Edith Cowan University, (Australia)  
Chair: Patricia Manson, Head of Unit, DG CONNECT |
| 10.45 - 11.15 | Coffee break                                |
| 11.15 - 12.00 | iRights – a broad based coalition            |
| 12.00 - 13.00 | Advertising – what’s too much?              |
|               | Panel discussion on online advertising targeting (directly/indirectly) kids.  
1. Ben Williams, Eyeo / Adblock Plus, (Germany)  
2. Jiami Xili Jongejan, Life Splash, (Netherlands)  
3. Rocco Renaldi, EU-Pledge Initiative, (Belgium)  
4. Martin Schmalzried, COPACE, (Europe)  
5. Guy Parker, Advertising Standards Authority, (UK) and European Advertising Standards Alliance, (Europe)  
Chair: Prof. Sonia Livingstone, OBE, London School of Economics, (UK) |
13.00 – 14.30 Lunch break

14.30 – 18.00 Parallel workshops – one led by youth, one led by industry

In parallel poster sessions will run in the Langevin room

**Strand A: Self-expression**

*Youth panel driven* "Is that really me?" (14.30–16.00)

Panel session led by young people to provide insight on self-expression online.

**Strand B: Suitable content and behaviour**

*Industry-driven panel* (14.30–15.15)

Industry Best Practice: Positive Tools & Initiatives for an Empowered Generation.

1. Maria Jose Cantarino, Telefonica
2. Paul Cording, Vodafone
3. Melina Violari, Facebook
4. Julian Coles, BBC

**Chair:** Dave Miles, FOSI

*Industry-driven panel* (15.15–16.00)

Using technology to resolve conflict on and off line.

1. Eleanor Cooper, Diana Award, (UK)
2. Lewis Hickmott, Anti-bullying Youth Ambassador, (UK)
3. Alla Kulikova, e-Enfance, (France)
4. John Buckley, Spunout.ie, (IE)
5. Rosa Birch, Facebook

**Chair:** Giovanna Mascheroni, Net Children Go Mobile, (Italy)

16.00 – 16.30 Coffee break

Parallel workshops continued – one led by youth, one led by industry

**Strand A: Self-expression**

*Youth panel driven* (16.30–18.00)

"You only have one online life!"

World café session led by young people on self-expression and online reputation.

**Strand B: Suitable content - apps**

*Industry-driven panel* (16.30–18.00)

How to find the right apps for your kids: labelling and trusted review.

1. Sabine Frank, Google
2. Bruno Jakic, Ai Applied, (Netherlands)
3. Simon Little, PEGI, (Europe)
4. Sonja Emmert, iPhoneKinderApps, (Germany)

**Chair:** Agnes Uhereczky, COFACE, (Europe)

18.15 Cocktail reception
**Friday 7th November 2014**

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<tr>
<th>Time</th>
<th>Session A</th>
<th>Session B</th>
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<tr>
<td>09.00 – 10.30</td>
<td>Parallel workshops with participatory leadership methodology</td>
<td>You Decide: Apps, Advertising and Positive Content</td>
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<td>Attendees to decide on the day which of the identical sessions they wish to attend.</td>
<td>In parallel poster sessions will run in the Langevin room</td>
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<td>10.30 – 11.00</td>
<td>Coffee break</td>
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<td>11.00 – 13.00</td>
<td>Round table plenary session</td>
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**Session A**

Chair: Eric Krier, National Youth Service/Bee Secure, (Luxembourg)

Speaker: Dieter Carstensen, LEGO, (Denmark)

**Session B**

Chair: Marjolijn Durinck, Safer Internet Centre, (Netherlands)

Speaker: Elyna Nevski, Tallin University, (Estonia)

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**11.00 – 13.00 Round table plenary session**

**11.00 – 12.30**

**Young Creators – Good practices across Europe**

Panel discussion on creativity, coding and positive experiences for and by youth.

1. Jonas Carlsson, TOCA BOCA, (Sweden)
2. Namik Delilovic, Catrobat, (Austria)
3. Koen Pellegrims, CoderDojo, (Belgium)
4. Doug Belshaw, Mozilla Foundation, (UK)
5. Nina Devani, Young Entrepreneur, (UK)

Chair: Grace Kelly, Youth Ambassador, (Ireland)

**12.30 – 13.00**

Closing remarks - what youth, parents and policy makers will take from the SIF

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**13:00 Close of Safer Internet Forum 2014**