



Knowledge Federation Workshop Barcelona 2011

Santa Mónica Arts Center, Barcelona, November 13-16, 2011

CO-CREATING AN INNOVATION ECOSYSTEM FOR GOOD JOURNALISM

Chair: Paddy Coulter (Director, Oxford Global Media; Fellow, Oxford University)

PROGRAM

The Web has enabled us to use the growing variety of media technologies as Lego blocs, and create daringly new systemic solutions for knowledge work. Journalism takes priority. Following the basic pattern of Knowledge Federation, this event will bring together 20 - 30 journalism creatives and knowledge media researchers, along with other experts and stakeholders as needed. Our goal will be to co-create an innovation ecosystem for good journalism. Our final destination is a functioning media channel of a completely new kind.

SUNDAY, November 13th *Social Dynamics Day*

As in chemistry, some human processes occur under pressure, while others don't. This first day of the workshop is reserved for getting to know each other through spontaneous conversations, catalyzed by Barcelona's gorgeous sites.

MONDAY, November 14th *Good Journalism Day*

9:00 - 9:45 Registration and Coffee

9:45 - 10:00 Ramon Sangüesa (Knowledge Federation / Technical University of Catalonia): Opening and Welcome

10:00 - 10:45 Paddy Coulter (Oxford Global Media / Oxford University): Keynote 1

The first keynote will be about challenges. Good journalism is essential for democracy; and yet good journalism is in peril.

10:45 - 11:30 Dino Karabeg (Knowledge Federation / University of Oslo): Keynote 2

The second keynote will be about opportunities. Systemic innovation offers a creative front – and possibility for breakthrough – in any domain where information and knowledge have a role.

11:30 - 12:00 Coffee

12:00 - 13:30 All participants: Dialog 1

Already in this first interchange we may be transformed from observers into 'brothers in arms' on a disruptive mission.

13:30 - 16:00 Lunch and Walk

It is a tradition in Knowledge Federation to catalyze the creative process with good food and ambience.

16:00 - 17:30 Kucha Talks 1

We reduce the Pecha Kucha presentation format even further – to 10 serene slides, with 20 seconds for each – and invite the contributors to “Good Journalism Track” to only highlight the main points from the contributed article, where the following three questions have been answered: (1) Difference - How should journalism be different? (2) Accountability - How can we secure that journalism will answer to its key social role? (3) Sustainability – How will good journalism make revenue? A brief discussion will follow each talk.

17:30 - 18:00 Coffee

18:00 - 20:00 World Café 1

*We use the World Cafe technique (conversation in smaller groups, shifting subjects and tables) to co-create answers to the above three questions, and thereby a **vision**.*

20:30 - 22:00 Workshop Dinner

Local specialties and wine.

22:00 - 22:15 Paddy Coulter: After Dinner Speech

Crisp and witty, an after dinner speech wakes everyone up and ignites a conversation.

22:15 - 23:30 Members of BCN Journalist Guild & Participants: After Dinner Dialog

As Newton and his apple might suggest, sometimes our best ideas come when we relax after focusing on a problem.

Tuesday, November 15th **Innovation Ecosystem Day**

In Knowledge Federation we use the word 'transdiscipline' to point at a challenge that is just as delicate and timely as re-creation of journalism – How to enable a team of knowledge workers from a suitable mix of backgrounds to collaborate with other stakeholders and give rise to a new body of knowledge? And co-create a systemic solution to an issue of contemporary interest? The situation at hand offers an ideal sandbox for developing a prototype answer.

9:00 - 9:45 David Price (Debategraph / Global Sensemaking): Keynote 3

"To change the world, you need to look at it in a different way": In Debategraph, good journalism is supported by collective sensemaking. Collaborators include CNN, the White House, the Prime Minister's Office, The Independent and the UK Foreign Office.

9:45 - 10:30 Ramon Sangüesa et al: In Barcelona the Change is Well on the Way

We will not be building from scratch. In Barcelona several organizations and initiatives are already in place to support the changes we are about to implement together.

10:30 - 11:00 Coffee

11:00 - 12:30 Kucha Talks 2

The participants who have submitted articles in the 'Transdiscipline Track' highlight key ideas and summarize answers to corresponding three questions: (1) Difference – What are the key characteristics of an 'innovation ecosystem' or a 'transdiscipline'? (2) Transdiscipline dynamics – How, and with what technologies as 'Lego blocs' should the 'innovation ecosystem for good journalism' function? (3) New journalism dynamics – How, and with what technological building blocs, should the new media channel function?

12:30 - 16:00 Lunch and Walk

A Walking tour of Barcelona Old Town.

16:00 - 18:00 World Café 2

*We use the World Cafe technique (conversations in small groups, shifting subjects and tables) to co-create answers to the above three questions, and thereby a **design specification**.*

18:00 - 18:30 Coffee

18:30 - 19:30 Dialog 2

We are now concluding this way of working. The next day the dynamics will change completely. Are there still questions that remain to be addressed? Lose threads to be tied?

Wednesday, November 16th **Implementation Day**

This last day of the workshop will be hands-on. We will make sure to truly begin construction, and to take it to the point of no return.

9:00 - 9:45 Coffee

9:45 - 10:00 Organizers: Review of Design Specification

A concise summary of the results of the past two days will set the stage for the work that will follow.

10:00 - 11:30 World Café 3

*We use the World Cafe technique to co-create a **system specification**.*

11:30 - 12:00 Coffee

12:00 - BCN2011 Hackathon

We are deliberately misusing this term from the hacker folklore to suggest an atmosphere of intense activity, fragrance of coffee, awareness of time fading into oblivion...

For additional information and updates visit

<http://KnowledgeFederation.org>