



Startup Media
Tel Aviv

Startup Media Tel Aviv

NEW GENERATION MEDIA BRIDGES ONLINE

Shaping Future Discourse about
Racism, Antisemitism and Hate Speech

08-10 September 2020



Tuesday, 08-09-2020

„Media, holocaust and generation Z: Time for new approaches“

*all times are CET, Israeli time is +1h



17:30 - 18:00
CET

Greeting & Opening Remarks

- » Susanne Glass
- » Jenny Havemann
- » JPC: Dan Meridor
- » Susanne Wasum-Rainer
- » Hannah Liko
- » Jean-Daniel Ruch
- » Ron Huldai
- » Ulrich Wilhelm
- » Charlotte Knobloch

18:00 - 18:15
CET

Keynote Speech

- » Reuven Rivlin *requested

18:15 - 18:30
CET

Presenting “Eva’s Stories Project”

- » Mati Kochavi



18:30 - 19:15
CET

Talk: 3 Generations 3 Perspectives

- » Holocaust survivor: Naftali Fürst
- » 2nd generation: Michael Shubitz
- » 3rd generation: Keren Knoll
- » Elishav Rabinovith
- » Barbara Glück

- » Moderator: Eliyah Havemann

19:15 - 20:15
CET

“Alliances Against Antisemitism & Hate Speech”, Discussion

- » Sawsan Chebli
- » Roger Schawinski
- » Ksenia Svetlova
- » Nikodemus C. Schnabel
- » Rabbi Dov Lipman
- » Alana Baranov

- » Moderator: Markus Spillmann



Speakers



Susanne Glass

Dr. Susanne Glass is a political scientist and one of the founders of the Startup Media Summit. Dr. Glass is the bureau chief and TV-chief correspondent for ARD,

Germany's biggest public broadcasting company, and responsible for the news coverage of the Middle East. Before moving to Israel, she was already the bureau chief and chief correspondent of ARD's studio in Vienna, Austria, covering South-East Europe and Austria.



Jenny Havemann

Jenny Havemann is an entrepreneur and the founder & CEO of GIIN (German-Israeli Innovation Network) as well as the Co-Founder of Startup Media Tel Aviv.

As a political analyst and social media expert, she frequently gives lectures about Israel related topics and advises politicians and organisations on Israeli politics and German-Israeli relations.



Hannah Liko

Hannah Liko is the Austrian Ambassador to Israel since 2019. From 2013-2017, she worked at the Office of the Secretary General for Foreign Affairs, MFA. She

was appointed Head of the Office of the Secretary General, MFA and in 2018, worked as Interim Director of the Department for Security Affairs, MFA.



Jean Daniel Ruch

Jean-Daniel Ruch is the Swiss Ambassador in Israel since 2016. He joined the Swiss Foreign Service in 1992 after having worked three years in the Ministry of Defense.

In 2008, he was appointed by the Ambassador and Special Representative for the Middle East, focusing on the conflicts in the region.



Dan Meridor

Dan Meridor, an Israeli politician, is the Advisory Board Chairman of the Jerusalem Press Club, and has served as a minister in multiple positions. Meridor

is a long-time member of the Likud party, in the late 1990s he became one of the founders of the Centre Party. Meridor has been a Knesset observer to the Council of Europe and has published articles in academic journals.



Susanne Wasum-Rainer

Susanne Wasum-Rainer is a German diplomat who has been serving as Germany's Ambassador to Israel since 2018. Before, Wasum-Rainer served as German

Ambassador to France; she was the first female person to hold the post and succeeded Reinhard Schäfers. Besides her mother-tongue German, she speaks English, Italian, and Hebrew.



Ron Huldai

Ron Huldai is the current Mayor of Tel Aviv-Yafo, in office since 1998. Huldai has slowly but steadily brought his vision of a forward-thinking, technologically

advanced Tel Aviv to life. Before he entered his role as Mayor of Tel Aviv-Yafo, Huldai served as a fighter pilot and a commander in the Israeli Air Force.



Charlotte Knobloch

Born in Munich in 1932, Charlotte Knobloch survived the Holocaust in hiding on a farm in northern Bavaria. After the war, she returned to Munich where she has

served as head of the Jewish Community of Munich and Upper Bavaria since 1985. In this capacity, she oversaw the opening of the new main synagogue and community center in 2006/07.



Speakers



Ulrich Wilhelm

Ulrich Wilhelm is a German lawyer and journalist. Since February 1, 2011, Wilhelm is director of the Bayerischer Rundfunk (BR).



Michael Shubitz

Michael Shubitz works as a camera operator for ARD, Germany's biggest public broadcasting company, in Tel Aviv. He is of Lithuanian origin and the second generation of Holocaust survivors, discussing his experience at our panel „3 Generations - 3 perspectives“.



Barbara Glück

Dr Barbara Glück, Director of the Mauthausen Memorial, is an Austrian historian and political scientist. She has headed the Mauthausen Memorial for 14 years and established it as a separate Federal Agency.



Eliyah Havemann

Eliyah Havemann is Cyber Security expert, German author („Wie werde ich Jude?“), and blogger. Born and raised in Germany, he converted to Judaism and moved to Israel with his wife Jenny about ten years ago. He is the son of the famous German songwriter Wolf Biermann.



Keren Knoll

Keren Knoll is the granddaughter of Mireille Knoll, Holocaust survivor murdered in Paris, and a mother of two. She was born in Paris, and lives in Israel for 23 years. Here, she served as a military captain officer at the IDF.



Elishav Rabinovich

Elishav Rabinovich lives in Tel Aviv with his wife and his 5 daughters. He is the Community Manager of the Zikaron BaSalon project. He has a MA in Talmud Studies from the Bar Ilan University and is an alumni of the Hesder Yeshiva in Tkoa.



Sawsan Chebli

Sawsan Chebli has been the State of Berlin Delegate to the Federation and Permanent Secretary for Active Citizenship and International Relations since 2016. She is a strong advocate of interreligious dialogue, especially between Muslims and Jews, and campaigns against antisemitism as well as against Islamophobia.



Roger Schawinski

Roger Schawinski is a Swiss journalist and entrepreneur as well as the creator of Swiss consumer watchdog program Kassensturz. In 2003, he gained international status when he joined the German Television network „Sat. 1“ and became the managing director for three consecutive years.



Speakers



Ksenia Svetlova

Ksenia Svetlova, born in Moscow, is an Israeli journalist, researcher, writer and politician. She has served as MK with the Zionist Union 2015-2019. Currently,

Svetlova is a senior research fellow at the Institute for Policy and Strategy at IDC Herzliya and Mitvim institute.



Nikodemus C. Schnabel

Pater Dr. Nikodemus C. Schnabel, O.S.B., is a Benedictine Monk of the Dormition Abbey in Jerusalem. He is the Director of The Jerusalem Institute

of the Görres-Gesellschaft (JIGG). In 2010, Pater Nikodemus published his first book "For Zion's sake" in which he explores the life of the Dormitio monks.



Markus Spillman

Markus Spillmann is a Swiss journalist, Entrepreneur, media adviser. He is the owner of SPILLMANN Publizistik Strategie Management GmbH. Former

Head of Journalism at NZZ AG and former Editor-in-Chief of the Neue Zürcher Zeitung.



Mati Kochavi

Mati Kochavi is a leading entrepreneur and investor in media and technology. Mati has invested and developed numerous technology projects in a myriad of

fields encompassing media, entertainment, culture and sports. He is the founder of AGT Group which develops advanced technologies in various fields and holds operations in Germany, Israel and other countries. In May 2019, Mati and his daughter, Maya Kochavi, launched Eva Stories, a groundbreaking Instagram film bringing to life the diary of Eva Heyman, a thirteen-year-old Jewish girl during the Holocaust. The project received approximately 1 billion exposures worldwide and won the 2020 Webby Award.



Rabbi Dov Lipman

Dov Lipman is an Israeli politician. He served as a member of the Knesset for Yesh Atid between 2013 and 2015. Born and raised in the United States, Lipman and

his wife immigrated to Bet Shemesh, Israel in 2004, where Lipman taught in post-high school yeshivot and seminaries.



Alana Barov

Alana Baranov is a Steering Committee member of the WJC Jewish Diplomatic Corps, the flagship program of the World Jewish Congress, under the vision

and leadership of WJC President Ronald S. Lauder. Originally from Zimbabwe, Alana is a freelance writer, researcher and social justice activist based in Durban, South Africa. Formerly the first Diplomatic Liaison for the South African Jewish Board of Deputies (SAJBD) national office and the Vice President of the Council of KwaZulu-Natal Jewry, Alana currently runs the Adult Education and Social Justice portfolio at the Durban Holocaust Centre.



Wednesday, 09-09-2020

“When the discourse gets nasty: Antisemitism, Hate-Speech, Fake-News“

*all times are CET, Israeli time is +1h



16:15 - 16:30
CET

Keynote Speech

» Dr. Maram Stern

16:30 - 17:15
CET

Trends in Holocaust Awareness: How We Need to Engage the Public via Digital Media“

» Eyal Kaminka
» Dana Porath
» Samuel Kassow

» Moderator: Iris Rosenberg

17:15 - 17:45
CET

Keynote Speech

» Heiko Maas
» Gabi Ashkenazi
» Alexander Schallenberg

17:45 - 18:30
CET

Survey Presentation: „Europe and Israel – Insights into the Mutual Perception“

» Joachim Rother
» Dina Porat

» Moderator: Mike Lingenfelser



18:30 - 19:15
CET

Discussing the Official Definition of Antisemitism: Agreeing to Disagree?

» Anetta Kahane
» Christina Hainzl
» Lukas Mandl
» Omri Attar
» Ben-Dror Yemini

» Moderator: Ellie Hochenberg

19:15 - 19:45
CET

Talk with Wolf Biermann “Extremism & populism. How to deal with it?“

» Wolf Biermann
» Moderator: Susanne Glass

19:45 - 20:30
CET

Panel: The Role of the Media in Shaping the Attitude Towards the Holocaust

» Othmar Karas
» Iris Rosenberg
» Lital Henig
» Dr. Laurence Weinbaum
» Oren Nahari

» Moderator: Alexandra Förderl-Schmid



Speakers



Maram Stern

Maram Stern has been the Executive Vice President of the World Jewish Congress since October 2019, having served for three months prior as the interim CEO of the organization. Mr. Stern has extensive knowledge of and experience in Asia, Central & Eastern Europe, North America & South Africa. For over 15 years, he has nurtured relations with the government of the People's Republic of China, and with other governments in South East Asia.



Eyal Kaminka

Eyal Kaminka is the International Director of Holocaust Studies in Yad Vashem. He holds the Lily Safra Chair of Holocaust Education, works as an author, and as a lecturer in educational roles. He has extensive, multi-disciplinary experience in management, education, and organizational consulting. He received his Ph.D. in Education Management from Bar-Ilan University, Israel.



Iris Rosenberg

Iris Rosenberg has been working in the field of media relations for more than 26 years, 24 of them at Yad Vashem. As Director of the Communications Division, she is responsible for all aspects of Yad Vashem's public relations, both in Israel and abroad, including its marketing, online communications, and social media activities.



Heiko Maas

Heiko Maas is a German politician who serves as the Minister of Foreign Affairs in the fourth cabinet of Angela Merkel since 14 March 2018. He served as the Federal Minister of Justice and Consumer Protection from 17 December 2013 to 14 March 2018. He is a member of the Social Democratic Party.



Dana Porath

Dana Porath is the Director of the Digital Department in Yad Vashem's Communication Division. Dana has been the Director of the department since its inception in 1999. Under her leadership, Yad Vashem has expanded its online activities to include comprehensive websites in eight languages and a very active presence in Social Media including: Facebook, Twitter in five languages, Pinterest, Instagram and Youtube channels.



Samuel Kassow

Samuel Kassow, Professor of History at Trinity College, is the author of many studies on Russian and Jewish history including *Who will write our history: rediscovering a hidden archive from the Warsaw Ghetto*. He was part of the scholarly team that planned the POLIN Museum of the History of Polish Jews in Warsaw and is currently engaged in a project organized by Yad Vashem to write a history of the Holocaust in Poland. He has been a visiting professor at several universities including Harvard, Toronto and Dartmouth.



Gabi Ashkenazi

Gabriel „Gabi“ Ashkenazi is an Israeli politician and former military leader. He currently serves as the Minister of Foreign Affairs. He was the Chief of General Staff of the Israel Defense Forces from 2007 to 2011. He was the fourth Mizrahi Jew to become Chief of Staff of the IDF.



Alexander Schallenberg

Alexander Schallenberg was appointed Minister of European and International Affairs of the Republic of Austria in 2019. After joining the diplomatic service in 1997, Alexander Schallenberg served i.a. as legal advisor to the Permanent Representation of Austria to the EU in Brussels and as spokesperson to Austrian Foreign Ministers. Before his appointment as Foreign Minister, he served as head of the EU Coordination Section at the Federal Chancellery of Austria



Speakers



Joachim Rother

Dr. Joachim Rother is the project manager at Bertelsmann Stiftung and manages their Israel Portfolio. A key pillar of his project is the German Israeli

Young Leaders Exchange. Previously, he worked as the Personal Advisor to the Head of the Chamber (Chambers of Commerce and Industry).



Dina Porat

Dina Porat is the chief historian at Yad Vashem in Jerusalem. She is the professor emeritus of modern Jewish history at the Department of Jewish

History and also the head of the Kantor Center for the Study of Contemporary European Jewry at Tel Aviv University.



Anetta Kahane

Anetta Kahane is a German left-wing journalist, author, and activist. In 1998, she founded the Amadeu Antonio Foundation which tries to combat xenophobia,

antisemitism, and right-wing extremism. In 2012 she was awarded the Moses Mendelssohn prize for her work, donated by the Senate of Berlin.



Christina Hainzl

Dr. Christina Hainzl is a scientific researcher and the head of the Research Lab Democracy and Society in Transition at the Danube University in Krems, Austria.

Her work focuses on antisemitism, political education as well as health and social policy.



Alexandra Förderl-Schmid

Alexandra Förderl-Schmid is an Austrian journalist and the Deputy Editor-in-Chief of Süddeutsche Zeitung (GER). She is a Board Member at

Reuters Institute in Oxford. Previously, she was a correspondent for the Süddeutsche Zeitung in Israel. She was the first female Editor-in-Chief and Co-Editor of Der Standard.



Mike Lingenfesler

Mike Lingenfesler is a foreign Correspondent at ARD German Television, Middle East Bureau Tel Aviv since 2017. Prior to that, he was working as the managing

editor and author at the investigative ARD political magazine "Report München" (Das Erste). He was awarded the Bavarian TV award in 2011.



Lukas Mandl

Lukas Mandl is an Austrian politician of the Austrian People's Party (ÖVP) who has been a Member of the European Parliament since November 2017 and was re-

elected in 2019. After graduating from the University of Vienna with a degree in communication, he worked as a lecturer, writer and speaker.



Ellie Hochenberg

Ellie Hochenberg is a Diplomatic correspondent for i24 NEWS based in Israel. She holds a MA degree in Counter Terrorism and Homeland Security from IDC.



Speakers



Ben-Dror Yemini

Ben-Dror Yemini is an Israeli journalist. After a short term in the public service, as the advisor of the Minister of Immigration and the spokesman of the Ministry,

Yemini began his career as a journalist. He has worked for the daily newspaper Maariv, and in Spring 2014 began writing for the daily Yedioth Ahronoth. His articles concerning the Israeli-Arab conflict and his comparative studies led him to become the most translated Israeli journalist and a widely invited speaker about the "Industry of Lies" against Israel.



Othmar Karas

Othmar Karas is one of the Vice-Presidents of the European Parliament. He is an Austrian politician who has been serving as a Member of the European Parliament

since 1999. He is a member of the Austrian People's Party, which in turn affiliates with the European People's Party.



Lital Henig

Lital Henig is a Ph.D. candidate at the Department of Communication, the Hebrew University of Jerusalem. She holds an MA in Communication

and Journalism and a BA in Art History and Communication and Journalism, both from the Hebrew University. In her Ph.D. thesis, she explores the act of Holocaust witnessing in digital media ecologies.



Laurence Weinbaum

Dr. Laurence Weinbaum is the Director General of World Jewish Congress-Israel and of the Israel Council on Foreign Relations which operates under its auspices.

He is also the founding chief editor of its thrice-annual publication, The Israel Journal of Foreign Affairs. Together with Prof. Dariusz Libionka, Dr. Weinbaum is the co-author of a book on Warsaw Ghetto Uprising as well as several other works on the Holocaust.



Wolf Biermann

Wolf Bierman is a German singer-songwriter, poet, author, and former East German dissident. He is perhaps best known for the 1968 song „Ermutigung“ and

his expatriation from East Germany in 1976 as he was the figurehead of the political opposition at that time.



Omri Attar

Omri Attar is the Acting Executive Director of the Israeli operations of ELNET. He acted as Chief Operations Officer at ELNET in 2016-19 and Chief of International

Staff in 2015-16. He is the founder of the Europe Forum, a leading thinking group of organizations based in Europe and Israel, and former Chief Spokesperson of the IDC Herzliya Student Union. He holds an MA in Knowledge-based Policy, Educational, Social and Public Leadership, a BA in Government, Diplomacy and Strategy, and a Certificate of Third-Sector Management studies, as well as additional certification of Negotiation studies from Harvard Law School.



Oren Nahari

Oren Nahari is the Foreign News Editor & Chief International Commentator of Walla News. He has been working as a Journalist, Commentator on

International Affairs, Editor and Anchorman of TV and Radio Broadcasts, Writer, and Lecturer for over 35 years now. Nahari used to lead the Foreign News Desk of Israel's Broadcasting Authority (IBA). Also, he is one of the founders, producers and editors of innovative foreign news programs that are considered the most profound and appreciated in Israel: „Seeing the World“, „Globus“, „Global Coverage“ and „The International Hour“. He interviewed the likes of U.S. President George W. Bush, the Dalai Lama, British Prime Minister Tony Blair, S.A. President Nelson Mandela and writers such as Paulo Coelho and Malcolm Gladwell.



Thursday, 10-09-2020

„Media and Innovation“

*all times are CET, Israeli time is +1h



17:15 - 17:30
CET

Bavaria and Israel - Partners in Innovation

» Florian Herrmann

17:30 - 17:45
CET

Why is Tel Aviv special for Startups?

» Eytan Schwartz

17:45 - 18:15
CET

Media Start Up - Pitches

- » Cyabra: protects large brands from disinformation and deepfakes
- » TetaVi: is developing a method and system to generate high-quality free-viewpoint video content for sports, broadcast, and virtual-reality applications
- » D-ID: offers a system designed to protect images from unauthorized automated facial recognition
- » TwoHeads helps companies use videos to triple their SQLs, rank on the first page of Google, and 10x their engagement on LinkedIn.

18:15 - 18:30
CET

„Power of Social Media“

» Kai Diekmann
» Storymachine



18:30 - 18:45
CET

„Dealing with hate-speech online“

» Carole Nuriel

18:45 - 19:00
CET

New Media Technology (Ringier)

» Christian Dorer

19:00 - 19:20
CET

Key Note: „Change and Challenges in communication – insights and outlook by the spokesperson of the German government“

» Ulrike Demmer

19:20 - 20:10
CET

Discussion “Social Media as the Fifth Power?”

» Laura Goudkamp
» Joelle Weil
» Ruben Gerczikow
» Katharina Ciobotaru
» Pola Nathusius
» Sivan Felder

» Moderator: Jenny Havemann

20:10 - 20:20
CET

Conclusion, Farewell



Speakers



Florian Herrmann

Dr. Florian Herrmann is the Head of the Bavarian State Chancellery and Bavaria's Minister of State for Federal and European Affairs and Media. In this capacity,

he represents, among other things, the Bavarian government in the Bundesrat (Federal Council) and in Brussels. Since 2008, Minister Herrmann has been a member of the Bavarian Landtag (State Parliament) for the district of Freising.



Eytan Schwartz

Eytan Schwartz is the Head of Media and Communications at Tel Aviv-Yafo Municipality. He is the former CEO of Tel Aviv Global – an initiative aimed at promoting Tel

Aviv as an international center of innovation by leveraging its status as the city with the highest density of startups in the world, and as a leading urban destination for visitors, and conferences.



Christian Dorer

Christian Dorer is a Swiss journalist and the editor in chief of Blick-Group, and also the president of the conference of editors in chief. He is also a co-leader

of SwissMediaForum.



Ulrike Demmer

Ulrike Demmer is Deputy Government Spokesperson and Deputy Head of the Press and Information Office of the Federal Government. It is her job to inform the public

about the work of the German government.



Kai Diekmann

Kai Diekmann is a German journalist and the founder of the Social Media Company Storymachine. Until 2017 he was publishing director of BILD. For 15 years prior to

this, he was editor-in-chief of BILD. Since November 2017, he is also Chairman of the Freundeskreis Yad Vashem in Germany e.V.



Carole Nuriel

Carole Nuriel is the Director of ADL (Anti-Defamation League) Israel for over 18 years. She engages in the struggle against antisemitism and delegitimization of Israel,

promoting social cohesion in Israel. She began her career as a Senior Middle East Researcher and has 25 years of experience in research and activities related to the Middle East.



Laura Goudkamp

Laura Goudkamp works as a journalist and author in Munich. Since August 2018, Goudkamp develops new storytelling formats for the ARD international

correspondents in her function as a team lead of "Weltspiegel Digital".



Joëlle Weil

Joëlle Weil is a Swiss freelance journalist, columnist and writer. She has been working for Switzerland's biggest Media companies. Since 2010 she's been writing several

columns, such as «Generation Clash» for Ringier AG from 2010 - 2018. Since 2018, she is part of the columnist team of «Luzerner Zeitung». She covers life and politics from Israel for her Swiss audience.



Speakers



Ruben Gerczikow

Ruben Gerczikow from Frankfurt, Germany, is the Vice-President of the European Union of Jewish Students (EUJS), the umbrella organization representing

more than 160.000 young Jews between 18 and 35 in 36 countries. Furthermore, he is the Vice-President of the German Union of Jewish Students (JSUD).



Katharina Höftmann Ciobotaru

Katharina Höftmann Ciobotaru is a German writer and journalist, working as a freelance journalist for WELT, Jüdische Allgemeine, and Edition F. She is the editor of

the magazine Israel Zwischenzeilen. She published eight fiction and non-fiction books with renowned publishers.



Pola Nathusius

Pola Nathusius has been working as a journalist for 12 years, mostly in the fields of radio & podcast, TV, social media and also online. She works for ARD, i24NEWS,

Vice and has lived in Israel several times, including with The Ernst Cramer & Teddy Kollek Fellowship. She is interested in covering topics such as social media & hate-speech, antisemitism & Jewish life, and feminism in her work. Currently, she works as an innovation manager, social media strategist and format developer at ida (an innovation & digital startup from ZDF digital and mdr).



Sivan Felder

Sivan Felder eats, sleeps and breathes video. Born a consummate storyteller, Sivan has spent her career working in the video industry, and now serves as the co-founder

and CMO of TwoHeads, a video marketing firm. She's guided video strategies and campaigns for companies such as Cynet, Ourcrowd, Mixtiles, and Google Cloud. Her videos have won awards, raised thousands of dollars, and been viewed by hundreds of thousands of people all over the globe world. Her dream is to help the „startup nation“ become the ‚scale up nation‘ by teaching Israeli companies and startups how to harness the power of video to dominate their market.