

# New Narratives of Africa



A conversation between Nordic and African news media, storytellers and the international development communications sector.



11th of June, 2025

Pressen, Politikens Hus, Copenhagen

## WHAT IS THE PROBLEM?

### MODERATED BY



**Ulrik Haagerup**  
CEO of Constructive Institute



**Laila Aden Hjortshøj**  
Radio Host, Spice on DR P3

9.00	ARRIVAL & COFFEE
9.30-9.40	WELCOME SONG: Constructive Institute staff (and you!)
9.40-10.00	WHY WE ARE HERE: Why better and more nuanced narratives of Africa will be a win-win for us all. Introduction by Ulrik Haagerup and Laila Aden Hjortshøj.
10.00-10.30	SETTING THE SCENE: The untold story of Africa, the continent of the future. How Africa may be losing up to \$4.2 billion primarily due to stereotypical narratives from global media coverage. Moky Makura, Executive Director, Africa No Filter.
10.30-10.40	COMMENTS & CONVERSATION
10.40-10.50	COFFEE & NETWORKING
10.50-11.10	DENMARK’S AFRICA STRATEGY: Why is Denmark strengthening engagement with African countries? How can building equal partnerships lead to mutual benefits, and what is the role of the media? Ole Thonke, Undersecretary for Development Policy, MFA Denmark in discussion with Ulrik and Laila.
11.10-11.50	WE NEED FACTFULNESS: How to fight global misconceptions and promote a fact-based worldview. Ola Rosling, CEO and Founder of Gap Minder Foundation
12.00-12.30	LUNCH

# WHAT ARE THE SOLUTIONS?

MODERATED BY



**Cynara Vetch**  
Project Lead International Projects & Partnerships, Constructive Institute.

12.30 -13.15

**AFRICA AND THE NEWS MEDIA:** Insights and experiences from news reporting on the African continent, both from a Nordic and African perspective.

**Speakers:** Anso Thom, Deputy News Editor, Daily Maverick (🇿🇦); Asha Mwilu, Founder of Debunk Media (🇰🇪); Hinda Abdi Mohamoud, News Editor, Bilan Media (🇧🇩); Michael Bjerre, Foreign editor at Jyllands-Posten (🇩🇰) ; Lena Winther, Foreign Editor, Dagbladet Information (🇩🇰).

13.15-14.00

COMMENTS & CONVERSATION

14.00- 14.30

**A REBRAND FOR AFRICA:** What do new and better stories of Africa look like? Moses Mutabaraka, founder of This African Perspective (TAP) magazine and producer of The Voices of Today TV documentary series.

14.30 – 14.45

COFFEE & NETWORKING

# NOW WHAT?

14.45 – 15.45

**WORKSHOPS:** What new approaches can you take in your storytelling about Africa? Choose from 4 workshops in order to amplify and nuance your approaches to covering the African continent.

15.45 – 16.15

**REPORTING BACK.** Thoughts and findings from the discussions. Charting the way forward.

16.15 -16.30

**STORYTELLING FOR TOMORROW:** Where do we go from here? Led by by Ulrik Haagerup and Laila Aden Hjortshøj

14.45 – 15.45

You will be able to select your preferred workshop from four options. After registering for the event, you can indicate your choice up to one week before the conference.

WORKSHOP 1

HOW TO WRITE ABOUT AN AFRICAN ELECTION: A PRACTICAL WORKSHOP FOR JOURNALISTS

As a journalist, you understand the power of storytelling. You know the weight of words, the challenge of capturing nuance, and the responsibility of shaping narratives that inform and inspire. Reporting on African elections brings all of these into sharp focus.



**Abimbola Ogundairo,**  
Advocacy and Campaigns  
Lead, Africa No Filter

MODERATED BY

WORKSHOP 2

POP CULTURE: A STORYTELLING SUPERPOWER:

A New editorial direction for Africa focused stories led by UN Live. A collaborative effort to find a wider lens for stories about Africa's peoples and places. Many organizations have ethical storytelling guidelines, yet harmful stereotypes still dominate public narratives.



**Anna Ebbensen,**  
Co-Programme Lead,  
Museum For The United  
Nations (UN Live)



WORKSHOP 3

YOUTH-POWERED JOURNALISM - CO-CREATING STORIES FOR TIKTOK:

Reelly is an independent media outlet working producing, authentic, visual, and youth-driven stories from countries in Africa, Southeast Asia and Central and South America.



**Mathilde Utzon,**  
Editor in Chief, Reelly

WORKSHOP 4

AFRO-NORDIC COLLABORATION WITH A CONSTRUCTIVE LENS:

Join the Constructive Institute and our guests, 10 of Africa’s most influential news leaders and innovators. We will unpack plans for a Nairobi hub to support storytellers across the continent. How can we best foster collaboration and constructive storytelling between Nordic and African journalists? If you have ideas or could be potential partners we will be open to hearing from you.



Constructive Institute