

# 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



**Jamila Mohamed**  
Managing Editor - Citizen T

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 Jamila Mohamed.
10.00-10.20	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 Jamila.
10.20-10.50	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.
10.50-11.00	COMMENTS & CONVERSATION
11.00-11.10	COFFEE & NETWORKING
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
11.50-12.30	LUNCH

# WHAT ARE THE SOLUTIONS?

MODERATED BY



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

12.30-13.20

**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 (🇰🇪); Joe Ageyo Editor in Chief – Nation Media Group (🇰🇪); Michael Bjerre - Foreign editor at Jyllands-Posten (🇩🇰) ; Sammy Awami Consultant Media Trainer & Freelance journalist (🇰🇪); Lena Winther - Foreign Editor, Dagbladet Information (🇩🇰).

13.20-14.30

COMMENTS & CONVERSATION

14.30- 15.10

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

15.10 – 15.20

COFFEE & NETWORKING

# NOW WHAT?

15.20 – 16.10

**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.

16.10 – 16.20

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

16.20 -16.30

**STORYTELLING FOR TOMORROW:** Where do we go from here? Led by by Ulrik Haagerup and Jamila Mohamed

# WORKSHOPS

15.10 – 16.10

You can select your preferred workshop from the four options below.

## 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.

This workshop is designed to help you approach that responsibility with intention and insight. Based on *How to Write About an African Election: A Guide* by Africa No Filter, it offers practical tips for covering African elections more accurately and meaningfully. You'll see real examples of what to do and what to avoid, and learn how to tell fuller, more representative stories before, during, and after the vote.

#### MODERATED BY



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

## WORKSHOP 2

### POP CULTURE: A STORYTELLING SUPERPOWER

The workshop "Pop Culture as a Storytelling Superpower" explores how popular culture can be used as a powerful tool to challenge harmful stereotypes and create new, inclusive narratives. Hosted by the Museum for the UN – UN Live and PlanBørnefonden, the session dives into how young people can tell their own stories through music, social media, and events. Combining ethical storytelling principles with creativity and real-world examples, the workshop shows how youth-created content can open up conversations about gender equality, climate change, and social justice. Through co-creation and cross-cultural partnerships, we demonstrate that pop culture can move from entertainment to empowerment.

#### MODERATED BY



**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.

This workshop explores how to co-create journalism with young voices from the Global South through videos tailored for TikTok. Here, sources are not just interviewed—they take center stage and speak directly to the audience. Using Reelly’s portrait-based approach, stories are produced remotely from Denmark, yet shaped closely with local voices to ensure they are told with, not just about, those on the ground.

#### MODERATED BY



**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.

#### MODERATED BY

