Summer School for Journalists and Media Practitioners

The Future of the Information Sphere and Journalism

23 - 27 June 2025

Theatre (Badia Fiesolana) and Europa (Villa Schifanoia)

Centre for Media Pluralism and Media Freedom

Scientific organisers

Elda Brogi | European University Institute (EUI)

Danielle Borges | European University Institute (EUI)

Iva Nenadić | European University Institute (EUI)

Pier Luigi Parcu | European University Institute (EUI)

Introduction

Over the past decades, big technology companies have positioned themselves at the center of our information systems, while challenging the very existence of traditional media and journalism and also increasingly aligning with political power. While these threats have also sparked creative resistance, and some of the most remarkable journalism in recent years, the profession has simultaneously experienced a rapid decline—both in terms of a sustainable business model and its reach, particularly among young audiences who primarily access news through online platforms.

Big tech companies have expanded their reach and diversified their offerings, including generative and general AI applications. This has enabled an entirely new ecosystem of communicators and opinion-influencers who are not journalists in the traditional sense but may play a similar or more persuasive role. In some cases, these voices disrupt the information sphere rather than enriching it.

The 13th edition of the CMPF Summer School for Journalists and Media Practitioners will explore what these changes, along with the fact that private corporations with very limited liability control the infrastructure of the contemporary information sphere, mean for the future of journalism and a democratic information landscape.

With renowned scholars and experts, we will examine opportunities for innovation and strategies to level the playing field between technology companies and journalism, ensuring the economic sustainability of the profession, particularly for investigative journalism. We will also discuss major regulatory interventions (at the EU and global levels) aimed at protecting and strengthening the integrity of the information space, enhancing the accountability and transparency of major online platforms, and safeguarding media freedom, with due consideration to geopolitical developments.

A unique aspect of this year's summer school will be a Practice Day, featuring a creative expression lab where journalists and artists can collaborate to imagine new, technology-assisted formats that may help revive the connection between journalism and its audience.

Venues:
23 – 26 June: Badia Fiesolana – [Via dei Roccettini 9, 50014 San Domenico di Fiesole (FI)](#)
27 June: Villa Schifanoia – [Via Giovanni Boccaccio, 121 50133 Firenze](#)

Programme

23 June

The practice of journalism is evolving making it challenging to define a journalist and the media for policy purposes

Chair: **Iva Nenadić** | EUI

09:30 - 10:00	Opening by **Elda Brogi**	EUI and Tour de Table
10:00 - 10:30	Should we trust the mainstream media? **Damian Tambini**	London School of Economics
10:30 - 11:00	Q&A
11:00 - 11:30	Coffee break
11:30 - 12:00	Journalists, influencers, and content creators: Tensions and opportunities for journalism **Camille Petit**	European Federation of Journalists
12:00 - 12:30	Q&A
12:30 - 14:00	Lunch

Moderator: **Konrad Bleyer-Simon** | EUI

14:00 - 14:30	Breaking the Big Tech Dependencies: Can public service media provide alternative digital news infrastructure? **Corey Chao**	Managing Director of the Public Spaces Incubator, New_ Public (online)
14:30 - 15:00	**Slawek Blich**| Director of Display Europe
15:00 - 15:30	Presentation of the Study on European added value and governance for a European News Streaming Platform **Jan Kermer**	EUI
15:30 - 16:00	Q&A
16:15 - 17:15	Guided tour of the [Badia Fiesolana](#)
17:30 - 18:30	Welcome cocktail

24 June

09:30 - 15:00	**Big Tech, AI, and journalism: practices within and beyond journalism**

Fair remuneration of journalistic content: copyright and content monetisation

Chair: **Roberta Carlini** | EUI

9:30 - 10:00	The value of media and journalism in the AI era **Pier Luigi Parcu** | EUI
10:00 - 10:30	Negotiating with Big Tech: the AFP experience **Fabrice Fries** | Agence France Presse
10:30 - 11:00	Q&A
11:00 - 11:30	Coffee break
11:30 - 12:00	Collective negotiations: Journalism vs. Big Tech **Karen Rønde** | Danish Press Publications' CMO
12:00 - 12:30	Q&A
12:30 - 14:00	Lunch
14:00 - 14:30	Entrepreneurial journalism **Pierluigi Bizzini |** FADA Collective
14:30 - 15:00	Q&A
15:00-15:30	Overview on EU Funding for Journalists and News Media Outlets **Elisabetta Airaghi** | EUI
15:30-16:00	Q&A

25 June

10:00 - 16:00	**Global internet, global governance, reporting complex events** Chair: **Danielle Borges** | EUI
10:00 - 10:30	**Rolf Nijmeijer** | EUI
10:30 - 10:45	Q&A
10:45 - 11:15	Coffee break
11:15 - 11:45	Shaping global digital governance: The EU International Digital Strategy **David Ringrose** | European Commission (online)
11:45 - 12:15	Q&A
12:15 - 13:00	Survey with participants on the interplay between journalism and platform orientation **Katja Schupp** | Universität Mainz
13:00 - 14:00	Lunch Chair: **Sofia Verza** | EUI
14:00 - 16:00	Roundtable on Framing Israel and Palestine: Media narratives between histories, memories and legacies

Giuliana Tiripelli | De Montfort University
Arturo Marzano | University of Pisa
Marcella Simoni | Università Ca' Foscari, Venice

26 June

09:30 - 15:00   **Evolving regulatory framework for the integrity of information sphere: EMFA, DSA, AI Act**

                      Internet governance and the future of journalism and the media sector

                      Mental well-being and safety of journalists

                      Chair: **Deirdre Curtin** | EUI

09:30 - 09:50   The EU law on the protection of journalists against spyware
                      Luigi Malferrari | Legal Service of the European Commission

09:50 - 10:10   Conversation with journalist **Annalisa Girardi** | Fanpage

10:10 - 10:30   Q&A

10:30 - 11:00   Coffee break

11:00 - 11:30   Does requiring independence in EU law lead to more independence of media governance?
                      Kristina Irion | University of Amsterdam

11:30 - 12:00   Q&A

12:00 - 13:30   Lunch

13:30 - 15:00   Workshop on Emotional resilience in journalism
                      Maja Simunjak | Middlesex University

19:00 - 21:00   Dinner at the European University Institute ([Badia Fiesolana](#))

27 June   **Media Pluralism Monitor Final Conference - Media pluralism under pressure: the promise of EMFA**

09:30 - 13:00   During the conference the 2025 Media Pluralism Monitor findings will be presented and discussed by the CMPF research team and the representatives from the country teams who work on the MPM. The researchers will present the project's findings in four key areas: fundamental protection; market plurality; political independence and social inclusiveness. The research includes the EU27, plus Albania, Bosnia, Montenegro, the Republic of North Macedonia, Serbia and Turkey. Invited academics and policymakers will also contribute to the discussion.