



**ERSTE**  
Stiftung



## INVITATION

Discussion on 13 November 2023, 17 h

Presseclub Concordia, Bankgasse 8, 1010 Vienna

### PLŪRĀLIS

#### **A new way to secure media pluralism and editorial independence**

A democratic society listens to the voices of minorities and marginalised groups – it hears their concerns and respects their human rights. Democracies are by nature a product of social and political diversity. A free marketplace of ideas ensures competition between these media content suppliers and is essential to ensure a **choice of media content** and the availability of a wide **variety of opinions and ideas**.

For private independent media companies, a **diversity of financing options** is also critical. In some European countries, independent media companies seeking financing have no alternative but to accept capital from non-media businesses with commercial interests in unrelated sectors. To flourish and carry out their social role, these companies need mission-aligned capital that respects their editorial independence and is backed up by state-of-the-art media expertise to support economic growth. Information on PLŪRĀLIS: [pluralis.media](https://pluralis.media)

Welcome

**Daniela Kraus**, Managing Director Presseclub Concordia

Panel

**Patrice Schneider**, Chief Strategy Officer Media Investment Development Fund and General Secretary PLŪRĀLIS

**Boris Marte**, Chief Executive Officer ERSTE Foundation

**Beata Balogová**, Editor-in-chief of the Slovak daily SME

**Oscar Bronner**, Founder and former publisher of the Austrian magazines “Trend”, “Profil” and “Der Standard”

**Clemens Pig**, Managing Director Austrian Press Agency, Author of the book “Democracy Dies in Darkness”

Moderation

**Tessa Szyszkwitz**, Journalist and Chair of the Committee for Editorial Independence of Economia Media House

The debate will be followed by a reception.

Due to international participation, the event will be held in English.

We look forward to this important discussion and hope you will be able to join us.

Please register your participation with this [online registration form](#).

#### **ERSTE Foundation**

ERSTE Foundation creates social, economic and cultural infrastructure and innovation for a changing Europe. We empower initiatives for change, contributing to civil society development and regional progression. As the core shareholder of Erste Group, ERSTE Foundation secures the independent future of one of the largest financial services providers in Central, Eastern and South Eastern Europe. As a private Austrian savings bank's foundation, the foundation is committed to serve the common good. [www.erstestiftung.org](https://www.erstestiftung.org)