SYNCING SOCIETIES

EXPLORING THE INTERSECTIONS OF TECH AND POLICY

29 - 31 MARCH 2019
MADRID, SPAIN

11th Annual
European Public
Policy Conference

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Is the rise of tech changing the state as we know it?

Policy & Government

Who has a right to the city?

Smart Cities v. Gentrification

Tech: Disrupting or Reinforcing Inequalities?

Structural Inequalities

SYNCING SOCIETIES: EXPLORING THE INTERSECTIONS OF TECH & POLICY.

The rise of technology is transforming cities, governments and society as we know it, creating new challenges for Europe and beyond. As economic relations, access to information, and modes of communication are fundamentally altered, the syncing of societies is generating incredible innovation but also raising serious concerns.

The European Public Policy Conference (EPPC) 2019 focuses on the crucial intersection of technology, society and the policy process in order to offer solutions for creating inclusive and equitable societies in the digital age.

In order to ensure future governance and collaboration among private and public actors, Europe must consider different stakeholders' perspectives in their approach towards digital transformation, to create comprehensive recommendations for future policy-making. For this, we have brought in experts from the tech, policy and business sectors, to inform the conversation from these crucial perspectives. Amongst our conference participants are CEOs, professors, human rights defenders, city councils, and graduate students.

The conference will be broken down into the three conceptual areas you can see to the left. By focusing on these three areas, the EPPC hopes to spark a discussion on the the double edged sword that is technology, making the event an excellent opportunity for tech and policy enthusiasts alike.

We look forward to you joining us and we actively encourage you to bring your own innovative ideas to the table, to help us discover the opportunities that lie at the intersection of tech and policy.

Our conference partners this year are:

Hertie School of Governance

IPLI FOUNDATION

ie SCHOOL OF GLOBAL & PUBLIC AFFAIRS

FRI

4:30PM	REGISTRATION & OPENING
6:00PM	GENTRIFICATION V SMART CITIES
6:30PM	FLIM SCREENING& DISCUSSION

FRIDAY
29 MARCH 2019

Aula Magna,
Calle de María de Molina 11
28006 Madrid, Spain

REGISTRATION &OPENING REMARKS

4:30 PM

Registration will start at 4:30 pm at our event venue. Please make sure to go through registration before our opening remarks at 5:30 pm. These will be given by Alexandra Starry and Willy Winkler, our two EPPC 2019 Co-Chairs, and Ambassador António Martins da Cruz from IPLI.

GENTRIFICATION V SMART CITIES

6:00 PM

Our first presentation of the conference will be given by Ayona Datta. Under the title "Where is the smart citizen? Curating gendered digital lives".

FILM SCREENING AND DISCUSSION

6:30 PM

"Smart City. In search of the Smart Citizen", a production by researcher Dorien Zandbergen and filmmaker Sara Blom, discusses the ambition to turn Amsterdam into a Smart City: a city in which smart technologies foster sustainability, safety and comfort and grant citizens more control over their surroundings. By zooming in on the contrasts and the shared experiences between different stakeholders, the film calls for a broad discussion regarding power and displacement in our digital society. There will be a post-screening discussion with Ayona Datta and Nadine Kuhla von Bergmann.

ANTÓNIO MARTINS DA CRUZ
IPLI
Ambassador da Cruz has held a long and distinguished career in both diplomatic service and as a policy maker in Portugal. His extensive experience includes service as foreign affairs advisor to the Prime Minister of Portugal and head of the Diplomatic department of the Prime Minister's office.

AYONA DATTA
Kings College London
Ayona is a reader in Urban Futures at Kings College London. Her current research seeks to advance theoretical and empirical work on postcolonial urbanism through the examination of smart cities as experiments in urban innovation and digital citizenships.

NADINE KUHLA VON BERGMANN
Creative Climate Cities
Nadine is the founder and managing director of “Creative Climate Cities” and appointed as visiting professor for “Smart Urbanism and Digital Strategies” at the University of Applied Science Stuttgart (HfT).

SAT

10:00AM	OPENING REMARKS & KEYNOTE
11:00AM	PANEL TECH & STATE
12:00PM	COFFEE BREAK
12:30PM	PANEL SMART CITY
2:00PM	LUNCH
3:00PM	MOONSHOTS FOR EUROPE
4:00PM	WORKSHOP | TALKS | GRADUATE STUDENT PRESENTATIONS
9:30PM	SOCIAL EVENT

SATURDAY 30 MARCH 2019

Aula Magna,
Calle de María de Molina 11
28006 Madrid, Spain

KEYNOTE ADDRESS

10:00 AM

Our second conference day will be kicked off by Georgios Gridoriadis' keynote address: "Cutting-through the AI zeitgeist with sequenced policy-making."

TECHNOLOGY AND THE STATE: "INNOVATING" THE PUBLIC SECTOR

11:15 AM

This panel will cover both the benefits and challenges new technologies bring to the European Union (EU) and EU Member States. This discussion will unpack how technology giants such as Amazon and Facebook have been (and should be) regulated, how artificial intelligence is being used in governmental bodies and delve deeper behind the buzzword of "digitalization."

Panelists: Pierre Hanania, Tim Schneider, Idoia Ortiz de Artiñano Goñi
Moderator: Salvador Parrado

WHO HAS A RIGHT TO THE (SMART) CITY?

12:45 PM

This panel will explore how the rise of technology is transforming cities and what it means to be a citizen in the digital age. With technology's ever growing reach into areas such as design, safety, health, and sustainability, new challenges arise on how to implement so called smart cities. The practicality of smart city design, issues related to the urban commons and citizens' inclusion/exclusion and participation, the impact on community fabric, what the cities of tomorrow should look like, as well as other critical challenges that might be posed to smart cities will be discussed by our experts.

Pannelists: Cristina Mateo, Paolo Cardullo, Yaşar Adanalı
Moderator: Nadine Kuhla von Bergmann

After this panel, we will be moving to our second location for lunch and the rest of the afternoon:
Calle de Velázquez 130
28006 Madrid, Spain.

SATURDAY MORNING: SPEAKERS

GEORGIOS GRIGORIADIS
Barsequare
Georgios is the Founder and CEO of Barsequare, a data software company based in London and Thessaloniki. He has a passion for automation and developing an interface between humans and AI.

IDOIA ORTIZ DE ARTIÑANO GOÑI
PUBLICTECH LAB, IE University
Idoia is the Managing Director of the PublicTech Lab at IE University and has more than 12 years of professional experience, working on government affairs, international development and public innovation.

PIERRE HANANIA
Capgemini
Pierre considers himself as being a European Berliner with French roots. At Capgemini, Pierre works as an expert for the digitalization of public services with a focus on AI and Europeanization.

TIM SCHNEIDER
DSLV
Tim is the Head of Digitalisation, Federal Association of Freight Forwarding and Logistics (DSLV) in Germany.

SALVADOR PARRADO
Spanish Distance Learning University
Salvador Parrado works in the political science department at the Spanish Distance Learning University (UNED) in Madrid and is faculty associate at the Hertie School of Governance.

PAOLO CARDULLO
Programmable City Project
Paolo is currently working as postdoctoral researcher at the Technology Adoption Group at Maynooth University School of Business.

YAŞAR ADANALI
Center for Spatial Justice
Yaşar Adnan Adanalı is an Istanbul based urbanist, researcher and lecturer. He is the co-founder and director of Center for Spatial Justice.

CRISTINA MATEO
IE School of Architecture
Cristina Mateo is Executive Director at IE School of Architecture and Design. She is a specialist in urban ethnography, branding, communication, and E-Transformation & New Business Models.

SATURDAY AFTERNOON

Calle de Velázquez 130
28006 Madrid, Spain.

MOONSHOTS FOR EUROPE

3:00 PM

Harald Neidhardt will explore the disruptive change of exponential technologies and the opportunities of Europe's position amidst the superpowers of the USA and China.

PRACTITIONERS & FUTURE POLICYMAKERS

4:00 PM

After a short introduction by Alexandra Starry, attendees will have the opportunity to follow talks by Javier Cortés Fernández and Ashleigh Ainsley, participate in our interactive workshop with Frank Suurenbroek, or attend short presentations by our graduate student participants.

Ashleigh Ainsley: Colorintech: Altering the Face of Europe's Tech Force

Tech is challenging age-old structures and creating new opportunities, but still suffers from unequal access for certain groups in society. Founded in 2016, Colorintech is a nonprofit that helps connect underrepresented groups to opportunities in the European tech industry. Co-founder Ashleigh Ainsley will be giving a talk on the story of Colorintech – presenting the organization's data and progress to date – keeping with the underlying belief that more inclusion is better for products, innovation, company culture and a more equitable society.

WORKSHOP: Democratizing the Urban Space by Frank Surrenbrock

This workshop will detail the current major challenges behind creating innovative urban environments in the 21st century. This also includes an overview of how modern and/or future technological tools enable or hinder that work and an examination of the common issues that European cities struggle with in the field of citizen participation in spatial design. Finally, there will be an introduction of the presenter's current project in Amsterdam to provide a contextual, real-world setting.
** if you are interested in participating in this workshop please sign up at registration on Friday.

GRADUATE STUDENT PARTICIPANTS

4:00 PM

In addition to the talks and the interactive workshop, on Saturday afternoon our three graduate student participants will be giving short talks introducing their own projects.

Mahima Verma:

"The Technology of Education Uprooted" is a project about the intersections between tech and policy in the creation and implementation of inclusive educational programmes for displaced children in Europe. It is about the core of technological development and policymaking empowering platforms of long-term, global youth wellbeing and education through humanitarian and civil protection responses for over 1 million people seeking refuge and asylum in Europe from global mass conflict and violence since 2015. My poster presents a comparative case study of the emergent role of technology in the design, implementation, and evaluation of educational programmes for refugee children in Germany and Greece since 2015.

Jean de Dieu Cirhigiri:

Vijana mobile app: connecting the farmers and households of Bukavu city

The new trends of rural areas in East Congo,DR regaining the agricultural production involvement the past four years has shown considerable outputs without the subsequent market mechanism. Vijana mobile app is an alternative brought by Youth Forward Congo (YFC) Organization to link for the market between the farmers production in the village and the households fresh and affordable commodities need in Bukavu City. The app will use the mobile banking as the Congolese banking economy still not inclusive and will be under the regulatory rules prone by the National regulatory Ministry. To make the program sustainable, YFC is working since 2017 to promote entrepreneurship by younger generation and is putting in place a mentorship program where the skilled and expertized entrepreneurs can mentor those with ideas or willingness. The full implementation program will also include strong market awareness and product marketing and will senzitise the culture of agripreneurship within the unlikely less employed youth of Congo, DR. Let us make it!

Michelle Deutsch:

Urban Challenges and the Gig Economy: How Germany Cities Cope with the Rise of Airbnb:

Airbnb, the short-term rental (STR) company that operates in 65,000 cities and 191 countries is the most disruptive and transformative force in urban housing and planning in recent memory. Airbnb is a major player in German cities. On any given day, in Germany, the company lists approximately 100,000 accommodations primarily in the larger cities. Drawing on the experiences of Germany's ten largest cities: How do German cities understand the public problem posed by STRs? What are the economic, political, and administrative challenges to regulating STRs? How are Germany cities regulating STRs?

SATURDAY AFTERNOON: SPEAKERS

HARALD NEIDHARDT
Futur/io Institute
Harald is CEO and Curator of the Futur/io Institute. He is passionate about meaning in technology, the future of exponential technologies and its opportunities for society, brands and entrepreneurs – especially in Europe.

JAVIER CORTÉS FERNÁNDEZ
UN Global Compact
Javier is Regional Manager of UN Global Compact for Local Networks in Latin America, the Caribbean and North America. His professional profile brings together extensive public and private experience in areas related to the role of the private sector and sustainability.

ASHLEIGH AINSLEY
COLORINTECH
Ashleigh is co-founder of Colorintech a non profit aiming to improve access, awareness and opportunities for ethnic minorities to enter the tech industry. He also consults for the Founders Forum group (Founders Intelligence) on a range of innovation strategy projects.

DR. FRANK SUURENBROEK
Amsterdam University of Applied Sciences
Frank is professor of Spatial Urban Transformation at the faculty of Engineering at the Amsterdam University of Applied Sciences. His action research focusses on urban design and inclusive area development (governance).

MAHIMA VERMA
Graduate Student Participant
As a Masters of International Affairs Student at the Hertie School of Governance, her ongoing research are in child rights, international and humanitarian law, and education and technology policy.

JEAN DE DIEU CIRHIGIRI
Graduate Student Participant
Public Policy at the Willy Brandt School under the Open Society Foundation and DAAD Scholarship. He is also the Co-Founder of Youth Forward Congo, an Organization in Congo, DR., which promotes entrepreneurship of young graduates and out-of-the-box young citizens.

MICHELLE DEUTSCH
Graduate Student Participant
Michelle is an MPP student at the Hertie School of Governance with a focus on policy analysis. She studied Public Governance at the University of Münster, the University of Twente in the Netherlands and Political Science at the Hanyang University in South Korea. Michelle is interested in the effects of the sharing and platform economy and its regulation.

SUN

10:00AM	OPENING & BRUNCH
11:00AM	PANEL: DISRUPTIVE TECH
12:00PM	PRESENATION INEQUALITY IN TECH
1:30PM	CLOSING

SUNDAY
31 MARCH 2019

Calle de Velázquez 130
28006 Madrid, Spain.

BRUNCH

10:00 AM

Please join us Sunday morning for some brunch after the opening remarks for our final conference day.

PANEL: DISRUPTIVE TECH

11:00 AM

There is no doubt that tech is a force to be reckoned with. From Uber to Airbnb, online banking and social mobilizations, tech is challenging traditional structures and offering previously unthinkable opportunities for social transformation. Yet, what are we as citizens giving up for the double-edged sword of technology? This panel explores how society has been confronting the unforeseen effects of tech under the full title:
"Disruptive Tech: The Impact of the Rise of Technology on Individual Rights."

Panelists: José Manuel Calvo del Olmo, Cameran Ashraf, Pablo Soto Bravo

INEQUALITY IN TECH

12:30 PM

After concluding the Panel, Pablo Soto Bravo will go on to further discuss the inequalities in tech from his perspective as Madrid city council and introduce us to his newly launched platform Decide Madrid.

CLOSING

1:30 PM

Our third and final day of the 2019 European Public Policy Conference will come to a close around 14:30 after some final remarks by our Co-Chairs Alexandra Starry and Willy Winkler.

RAQUEL DEL RÍO MACHÍN

Madrid City Council

Raquel is an active member of the think tank Critical Observatory for Energy, specializing in sustainability and energy efficiency, and promoting analysis and criticism of the economical-productive model, from a rigorous scientific perspective.

CAMERAN ASHRAF

AccessNow

Cameran Ashraf is assistant professor of new media and global communications and co-founder of AccessNow, an international human rights organization dedicated to defending human rights in the digital age.

PABLO SOTO BRAVO

Madrid City Council

Pablo Soto Bravo is a Spanish software developer and council for the municipality of Madrid for the Now Madrid party, and as of January 2019 is head of open government for the city. He launched Decide Madrid, an online platform whereby citizens can propose policy for the city.

ADDITIONAL EVENT INFORMATION

VENUES: CONFERENCE

IE School of Global and Public Affairs

Location 1:
Aula Magna,
Calle de María de Molina 13
28006 Madrid, Spain

Location 2:
Calle de Velázquez 130
28006 Madrid, Spain

SOCIAL EVENT

We would like to invite you all to join us for some drink Saturday evening, starting at 9:30 PM.

The Hat
Calle Imperial, 9
28012 Madrid, Spain

PHOTOGRAPHY

EPPC, IPLI, IE & The Hertie School of Governance reserve the right to publish photographic, audio and film documentation of this event in print, online, and audiovisual formats. By registering for the event you consent to appear in the documentation. Should you wish to withdraw your consent please inform us of this at registration on Friday, 29 March 2019.

DRESS-CODE

There is no strict dress code, but business casual is recommended.

SOCIALS

Sharing content, thoughts, pictures or anything else from the event on social media?
Please tag us @eppconference @eppc2019
and use our hashags #eppconference #eppc2019

DAYSLIGHT SAVING

Just a heads up from the organisers: make sure you don't get mixed up in the daylight saving time switch Sunday morning at 02:00 AM.

QUESTIONS?

If you have any questions, reach out via social media or send them to:
communications@eppc.hertie-school.org

THE 2019 EPPC TEAM

EXECS

CO-CHAIRS	Alexandra Starry	
	Willy Winkler	
TREASURER	Pieter Kolstee	
SECRETARY	Madeleine Prior	
TEAM CHAIRS	Alexandra Steinkraus	- Logistics
	Antonia Neidhardt	- Communications
	Esther Cisneros	- Academics

LOGISTICS

Alexandra Steinkraus
Allison Koh
Yuan Ting Lee
Kethleen Passos Araújo
Marvin Krause
Rachana Kanakagiri
Madeleine Prior
Madeline Brady
Laurah Hester
Alexandra Starry

COMMUNICATIONS

Antonia Neidhardt
Isabel Kivlighan
Pieter Kolstee
Syed Tanveer Ahmed
Liam Li
Willy Winkler

ACADEMICS

Esther Cisneros
James Gahee
Nadia Pérez
Laura Perilla
Alice Mueller
Giovanna Quatrini
Alexandra Magaard
Elisabeth Schrade
Cecilia Trasi
Amran Abo Houf
Daniela Pantiño Piñeros
Juan Gonzalo Uribe Piedrahita
Nathan Shuftan