

# Digital Transformation and The Future of Democracy

## How Can Artificial Intelligence Drive Democratic Governance?

ORGANIZED BY



KNOWLEDGE PARTNER

Under the Patronage of Ms Mariya Gabriel,  
Member of the European Commission



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# Digital Transformation and the Future of Democracy

Madrid, 21-22 October



# Welcome Letter



**Vaira Vīķe-Freiberga**  
President of World Leadership Alliance-  
Club de Madrid and President of Latvia  
(1999-2007)

## Dear Participant,

It is with great pleasure that I welcome you to our 2019 World Leadership Alliance-Club de Madrid (WLA-CdM) Policy Dialogue, held in our host city Madrid, Spain, in partnership with the IE School of Global and Public Affairs.

The Policy Dialogue will occur almost exactly thirty years after the fall of the Berlin Wall. Since then, democracy has flourished in places where it was previously unthinkable – from behind the old Iron Curtain to the far corners of the world map – while others are still fighting for democracy and against deterioration of democratic progress.

The world is without a doubt freer, safer, and more integrated than it has ever been before. The various success stories, including in my own country of Latvia, show that liberal democracy can and does work in multiple diverse regions of the world. However, one of the great lessons we are now learning is that democracy cannot be taken for granted; that democracy is fragile if it is merely inherited. The new generations are confronted with challenges that were unimaginable just thirty, ten or even five years ago. The annual WLA-CdM Policy Dialogue represents a unique opportunity to discuss the risks facing current democratic leaders and opportunities to foster more and better democracy.

This year's Policy Dialogue offers a platform for dialogue on one of the most important issues facing leadership today: Digital Transformation and the Future of Democracy. In the past twenty years, artificial intelligence and internet technologies have irrevocably changed the fabric of society and government at large. Recently, there has been much focus on the negative effects of AI and internet technologies on the social structure, such as fake news, made with algorithms to target the most suitable and insidious data



collection, used to influence voting patterns. Indeed, the use of AI may pose a challenge to democracy, but, if handled correctly, it can also bring more and better democracy. As we near the third decade of this millennia and technologies continue to develop at such a rapid rate, democracies cannot afford to fall behind. The digital is now political and therefore requires a political response. In this dialogue, we will ask: How can we anticipate the fast-changing world of AI and reap the benefits while countering the risks it poses to democracies?

In order to answer this important question, three topics will be discussed and presented by leading experts in the global field of AI:

- Fundamental Rights in the Digital Age
- Data Economies and the Future of Social Contract
- Trust and Public Debate in the Disinformation Age

Multi-sectorial working groups have then been established for each of these themes with the objective of formulating policy recommendations that will be brought together as a Call for Action to be taken forward by WLA-CdM and its partners.

With more than 150 participants from across the globe - policy makers, academics, representatives of international organizations, ministers, and AI scientists - and the leadership of over 30 WLA-CdM Members, we will develop concrete Action Points that will serve as launching pads for future research, projects and initiatives regarding digital technologies and global democracy.

This will be my last Policy Dialogue as President of WLA-CdM. It has been an honor and a pleasure to serve in this capacity for the last six years. I will continue to be fully committed as a Member to strengthen a democracy that delivers, which it is more necessary today than ever.

On behalf of my WLA-CdM colleagues, I wish to thank our partners, especially Telefonica as the main donor of our Policy Dialogue, the city of Madrid for hosting us in the City Hall, and all of you for joining us. We truly hope that you

will find this Policy Dialogue of interest and meaningful in addressing such a major challenge.

A handwritten signature in blue ink, reading "Laura Lopez-Fernandez".

# Programme

## Digital Transformation and The Future of Democracy

**World Leadership Alliance-Club de Madrid (WLA-CdM)** is organising its **2019 Annual Policy Dialogue** in partnership with the **IE School of Global and Public Affairs**, bringing key stakeholders to Madrid for a timely discussion on the implications of digital transformation and Artificial Intelligence (AI) for democracy. The event aims to take stock of the current debate and propose key policy recommendations to ensure that digital technologies and, more specifically, AI systems, are designed, developed and deployed to benefit individuals and societies while upholding democratic values and institutions. The Dialogue will offer a unique platform for multi-stakeholder conversations, gathering approximately 150 participants including representatives from governments, academic institutions and think tanks, tech companies, and civil society, as well as 30+ democratic former Heads of State and Government who are Members of WLA-CdM.

### Sunday, 20 October

**17:00-19:00**      **Registration at Villa Real Hotel**

### Monday, 21 October

Madrid City Council (CentroCentro, Palacio de Cibeles).

**08:00-10:00**      **Registration at Palacio Cibeles**  
Palacio de Cibeles: Hall of Auditorium "Caja de Música".

**09:00-09:30**      **Welcome words**  
Palacio de Cibeles: Auditorium "Caja de Música".  
Master of Ceremonies: **Ruben Campos**, Programs Coordinator, WLA-CdM.

- **Begoña Villacís**, Vice Mayor, Madrid City Council.
- **Diego del Alcázar Benjumea**, Executive Vice-President, IE University.
- **Vaira Vīķe-Freiberga**, President of Latvia (1999-2007) and President of the WLA-CdM.
- **Nadia Calviño Santamaría**, Minister of Economy and Business, Government of Spain.

09:30-11:00

## INAUGURAL PLENARY - WHY IS THE DIGITAL POLITICAL?

Palacio de Cibeles: Auditorium "Caja de Música".

Keynote and panel setting the scene and highlighting the state-of-the-art in AI and other digital technologies and potential implications for democracy: What is AI? What are the key developments in AI? Why is the digital political? What are the implications of AI for democracy? Does technology threaten democracy? What role must democratic governments play in the AI Age?

### Keynote Speaker:

• **Jamie Susskind**, Author, Barrister and past Fellow of Harvard University' Berkman Klein Center for Internet and Society.

### Facilitator:

**Manuel Muñiz**, Dean, IE School of Global and Public Affairs and Rafael del Pino Professor of Practice of Global Transformation.

### Panelists:

- **José María Álvarez-Pallete**, Chairman & CEO, Telefónica S.A.
- **Mariya Gabriel**, Commissioner for Digital Economy and Society, European Commission.
- **Alex 'Sandy' Pentland**, Director, MIT Connection Science and Human Dynamics labs.
- **Ricardo Lagos**, President of Chile (2000-2006) and WLA-CdM Member.

11:00-11:30

### Coffee Break

Palacio de Cibeles: Hall of Auditorium "Caja de Música".

11:30-13:00

## PLENARY 2 - NARROWING THE SCOPE - THREE CHALLENGES TO ADDRESS

Palacio de Cibeles: Auditorium "Caja de Música".

The opening plenary is followed by three presentations, which will inspire the three parallel action labs in the afternoon. These presentations will offer insights into current challenges in the correlation between AI and democracy. This will be followed by a panel discussion focused on policy making based on the reflections and ideas brought forward in the "Live Talks".

### Live Talks

- **Live Talk 1:** "Calibrating what fundamental rights mean in the digital era": **Nanjira Sambuli**, Senior Policy Manager, World Wide Web Foundation.
- **Live Talk 2:** "When algorithms know us better than ourselves": **María Isabel Mejía**, Senior Executive, Digital Government and State Digital Innovation, CAF – Latin-American Development Bank.
- **Live Talk 3:** "To regulate online content or not – Is that really the question?": **Mathias Vermeulen**, Strategic Advisor, Mozilla Foundation.

### Panel Discussion

**Facilitator:** **Jerry Jones**, Executive Vice-President, Ethics and Legal Officer, Live Ramp and Advisor, WLA-CdM.

**Panelists:**

- **Nikolai Astrup**, Minister of Digitalisation, Government of Norway.
- **Nuria Oliver**, IEEE Fellow, ACM Fellow and member of the High Level Expert Group on B2G data sharing at the European Commission.
- **Ulrik Vestergaard Knudsen**, Deputy Secretary-General, OECD.
- **Helen Clark**, Prime Minister of New Zealand (1999-2008) and WLA-CdM Member.
- **José Luis Rodríguez Zapatero**, President of the Government of Spain (2004-2011) and WLA-CdM Member.

**13:00-14:30**

**Lunch**

Palacio de Cibeles: 6th Floor.

**14:30-16:00**

**ACTION LABS – BREAKOUT SESSIONS A (focus: diagnosis and analysis)**

3 parallel sessions.

During the months leading up to the Policy Dialogue, three working groups brought together key stakeholders and diverse perspectives. The working group leaders and members have analyzed the challenges and put forward preliminary policy recommendations to be discussed further during the Dialogue. Through three parallel Action Labs, working group leaders will engage participants in interactive conversations aimed at validating and complementing their preliminary findings. This will inform the development of a Call to Action that will serve to leverage political commitment.

**ACTION LAB 1 – BREAKOUT SESSION A: FUNDAMENTAL RIGHTS IN THE DIGITAL ERA**

Palacio de Cibeles: Room “Jorge García Berlanga”.

**Facilitator:** **Nicolas Mialhe**, Co-founder and President, The Future Society and AI Initiative.

**Experts:**

- **Moussa Kondo**, Mali chapter of the Accountability Lab, Founder and Now Generation Forum Member.
- **Helen Darbishire**, Executive Director, Access Info Europe.
- **Antonio Vargas** Public Policy Manager, Google.

**Discussants:**

- **Iveta Radičová**, Prime Minister of Slovakia (2010-2012) and WLA-CdM Member.
- **Alfred Gusenbauer**, Chancellor of Austria (2007-2008) and WLA-CdM Member.

**ACTION LAB 2 – BREAKOUT SESSION A: DATA ECONOMIES AND THE FUTURE OF THE SOCIAL CONTRACT**

Palacio de Cibeles: Auditorium “Caja de Música”.

**Facilitator:** **Maciej Kuziemski**, Future World Fellow at the Center for the Governance of Change, School of Global and Public Affairs, IE.

**Experts:**

- **Otto Granados**, President, Advisory Board, Organization of Iberoamerican States (OEI).
- **Amel Karboul**, CEO, Education Outcomes Fund and Global Tech Panel Member.
- **Gianluca Misuraca**, Senior Scientist, Digital Government Transformation, European Commission.

- **Chioma Agwuegbo**, TechHer, Founder and Now Generation Forum Member.

**Discussants:**

- **Petre Roman**, Prime Minister of Romania (1989-1991) and WLA-CdM Member.
- **Jigme Yoser Thinley**, Prime Minister of Bhutan (2008-2013) and WLA-CdM Member.

**ACTION LAB 3 – BREAKOUT SESSION A: TRUST AND PUBLIC DEBATE IN THE DISINFORMATION AGE**

Palacio de Cibeles: Room “Sigfrido Martín Begué”.

**Facilitator:** **George Tilesch**, Chief Strategy and Innovation Officer, Ipsos Global Affairs.

**Experts:**

- **Omar Hatamleh**, Former Executive Director of the Space Studies Program, International Space University.
- **Clara Hanot**, Advocacy Officer, EU DisinfoLab.

**Discussants:**

- **Aleksander Kwaśniewski**, President of Poland (1995-2005) and WLA-CdM Member.
- **Laura Chinchilla**, President of Costa Rica (2010-2014) and WLA-CdM Vice-President.

**16:00-16:15**      **Coffee Break**

Palacio de Cibeles, Hall of Auditorium “Caja de Música”.

**16:15-17:30**      **SPECIAL SESSION: BEYOND FAKE NEWS: THE FIGHT FOR INFORMATION INTEGRITY**

Palacio de Cibeles: Auditorium “Caja de Música”.

The First Breakout Session of the Action Labs is followed by a Special Session under the theme “Beyond Fake News: The Fight for Information Integrity”. The session is intended as a conversation on the disinformation crisis, an analysis of the roles of key actors in the problem and the potential solutions.

**Facilitator:** **Maya Mirchandani**, Senior Fellow, Observer Research Foundation.

**Speakers:**

- **Jamie Angus**, Director, BBC World Service.
- **John Frank**, Vice President of European Union Government Affairs, Microsoft.
- **Jan Peter Balkenende**, Prime Minister of The Netherlands (2002-2010) and WLA-CdM Member.

**19:30-22:00**      **Conference Dinner Honoring President Vaira Vīķe Freiberga, offered by Boston Global Forum**

Villa Real Hotel: Villa Room

Video message from Governor Michael S. Dukakis, Chairman, Boston Global Forum and Michael Dukakis Institute for Leadership and Innovation; Nguyen Tuan, CEO, Boston Global Forum; Alex “Sandy” Pentland, Director, MIT Connection Science and Human Dynamics labs; and Vaira Vīķe-Freiberga, President of Latvia (1999-2007) and WLA-CdM President.



## Tuesday 22 October

Madrid City Council (CentroCentro, Palacio de Cibeles).

### 08:30-09:00 Registration at Palacio de Cibeles

Palacio de Cibeles: Hall of Auditorium “Caja de Música”.

### 9:00-10:30 ACTION LABS – BREAKOUT SESSIONS B (focus: policy responses)

#### ACTION LAB 1 – BREAKOUT SESSION B: FUNDAMENTAL RIGHTS IN THE DIGITAL ERA

Palacio de Cibeles: Room “Jorge García Berlanga”.

**Facilitator:** Nicolas Mialhe, Co-founder and President, The Future Society and AI Initiative.

**Experts:**

- **Ralph Müller-Eiselt**, Director, Program Megatrends: Ethics of Algorithms, Bertelsmann Stiftung.
- **Luz Amparo Medina**, Director General of Culture, Organization of Ibero-American States (OEI).
- **Cedric Wachholz**, Chief, ICT in Education, Culture and Science, UNESCO.

**Discussants:**

- **Olusegun Obasanjo**, President of Nigeria (1976-1979; 1999-2007) and WLA-CdM Member.
- **Hanna Suchocka**, Prime Minister of Poland (1992-1993) and WLA-CdM Member.

#### ACTION LAB 2 – BREAKOUT SESSION B: DATA ECONOMIES AND THE FUTURE OF THE SOCIAL CONTRACT

Palacio de Cibeles: Auditorium “Caja de Música”.

**Facilitator:** Manuel Muñiz, Dean, IE School of Global and Public Affairs and Rafael del Pino Professor of Practice of Global Transformation.

**Experts:**

- **Edward Corcoran**, Digital Regulation, BBVA.
- **María Isabel Mejía**, Senior Executive, Digital Government and State Digital Innovation, CAF – Latin-American Development Bank.
- **Gonzalez López Barajas**, Head of Public Policy, Telefónica S.A.
- **Zlatko Lagumdžija**, Prime Minister of Bosnia & Herzegovina (2001-2002) and WLA-CdM Member.
- **Mehdi Jomaa**, Prime Minister of Tunisia (2014-2015) and WLA-CdM Member.

#### ACTION LAB 3 – BREAKOUT SESSION B: TRUST AND PUBLIC DEBATE IN THE DISINFORMATION AGE

Palacio de Cibeles: Room “Sigfrido Martín Begué”.

**Facilitator:** Gero Tiesch, Chief Strategy and Innovation Officer, Ipsos Global Affairs.

**Experts:**

- **Raja Chatila**, Professor of Robotics and Ethics at Pierre and Marie Curie University, IEEE Fellow and Member of the EU High Level Expert Group on Artificial Intelligence.
- **Susan Ness**, Distinguished Fellow, Annenberg Public Policy Center; Member, Transatlantic Working Group.

**Discussants:**

- **Elbegdorj Tsakhia**, President of Mongolia (2009-2017) and WLA-CdM Member.
- **Yves Leterme**, Prime Minister of Belgium (2009-2011) and WLA-CdM Member.

**10:30 – 11:00**

**Coffee break**

Palacio de Cibeles: Hall of Auditorium “Caja de Música”.

**11:00-12:30**

**PLENARY 3: AI AND DEMOCRATIC GOVERNANCE: SHOWCASING GOOD PRACTICES**

Palacio de Cibeles: Hall of Auditorium “Caja de Música”.

The Action Labs are followed by the third Plenary in which Good practices will be presented regarding the use of AI in the public and private sector. This session is intended as show-casing exercise to analyze the challenges encountered in the design and deployment of the programs and inspire future similar initiatives for public good.

**Facilitator:** **Sean Cleary**, Strategic Concepts LTD, Chairman, and Advisor, WLA-CdM.

**Introduction by:** **Fabrizio Hochschild**, Assistant Secretary-General for Strategic Coordination in the Executive. Office of the Secretary-General, United Nations.

**Speakers:**

- **Ignacio Corlazzoli**, Representative of Inter-American Development Bank for Europe and Israel.
- **Teemu Roos**, Associate Professor, Finnish Center for AI, University of Helsinki.
- **José Manuel González-Páramo**, Executive Board Director, BBVA.

**Panelists:**

- **Danilo Turk**, President of Slovenia (2007-2012) and WLA-CdM Member.
- **Vaira Vīke-Freiberga**, President of Latvia (1999-2007) and WLA-CdM President.

**12:30-13:00**

**PLENARY 4: CALL FOR ACTION ON AI DEMOCRACY**

Palacio de Cibeles: Auditorium “Caja de Música”

The third Plenary is followed by the final Plenary in which the three Working Groups and Action Labs Leaders will give the conclusions from their respective sessions and share their final thoughts on AI and Democracy for a Call for Action.

**Facilitator:** **Kim Campbell**, Prime Minister of Canada (1993) and WLA-CdM Member.

**Action Labs Leaders:**

- **Nicolas Mialhe**, Co-Founder and President, The Future Society and AI Initiative.
- **Manuel Muñiz**, Dean, IE School of Global and Public Affairs and Rafael del Pino Professor of Practice of Global Transformation.
- **George Tillesch**, Chief Strategy and Innovation Officer, Ipsos Global Affairs.

**13:00 – 13:30**

## **CLOSING**

Palacio de Cibeles: Auditorium “Caja de Música”.

Master of Ceremonies: **Ruben Campos**, Programs Coordinator, WLA-CdM.

- **Vaira Vīķe-Freiberga**, President of Latvia (1999-2007) and President of WLA-CdM.
- **Isabel Díaz Ayuso**, President, Madrid Region.

# Plenary Speakers' Biographies



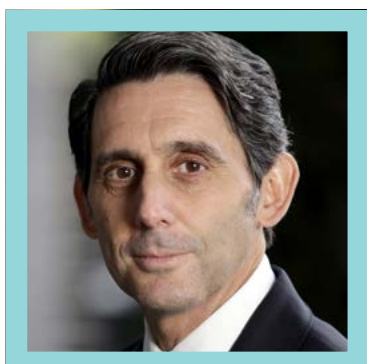
Diego del Alcázar Benjumea

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**Position:** Executive Vice-President, IE University

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Diego del Alcázar Benjumea is Executive Vice President of IE University and sits on its Board of Directors. Diego plays a key role in the strategic vision and the general management of the institution, focused on promoting the innovation strategy and its execution. He is the driver of IE's digital transformation, leading IE's technological immersion. In 2014, Diego joined the board of Headspring, a joint venture created by IE Business School and the Financial Times to design and implement customised education for companies. He is Co-Chair of the IE Center for the Governance of Change, an applied-research institution that seeks to understand, anticipate and manage innovation and the impact of technological disruption in our society. Diego is co-founder and member of the board of The South Summit, one of Europe's leading startup and innovation conferences. He was consultant at Bain & Company and he co-founded Step Up Capital, a vehicle to identify, invest, and manage business opportunities. He was awarded with the David Rockefeller Fellowship (2017) granting his participation in the Trilateral Commission meetings for a term of three years.



José María Álvarez-Pallete

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**Position:** Chariman and CEO, Telefónica S.A.

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José María Álvarez-Pallete joined the Telefónica Group in 1999 as a General Manager of Finance for Telefónica Internacional, and became Chief Financial Officer of Telefónica. He was appointed Chairman and CEO of Telefónica Internacional (2002), Managing Director of Telefónica Latin America (2006-2011), Chairman and CEO of Telefónica Europe (2011), and Chief Operating Officer of Telefónica (2012). He is Chairman & CEO of Telefónica since April 2016 and joined the board of directors in July 2006. He began his professional career with Auditors Arthur Young in 1987, before joining Benito & Monjardín / Kidder, Peabody & Co. (1988). He joined Cemex in 1995 and then was promoted to General Manager for

Administration and Finance responsible for the Cemex Group's interests in Indonesia (1998). He has a degree in Economics from the Complutense University of Madrid. He also studied Economics at the Free University of Brussels, in Belgium, and holds an International Management Programme from IPADE. He was named Spain's 'Best CEO' by Forbes magazine (2016) and received the Asociación Española de Directivos' 'Manager of the Year' award in the Large Corporations category (2019).



## Jamie Angus

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**Position:** Director, BBC World Service

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As Director of BBC World Service, Jamie Angus leads BBC's global news services, which includes BBC World Service, BBC World News, BBC.com, BBC Media Action and BBC Monitoring. He has worked with BBC since 1999 and has served in numerous capacities, including Editor of the Today programme and The World at One as well as Deputy Director of the World Service Group.



## Nikolai Astrup

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**Position:** Minister of Digitalisation, Government of Norway

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As Minister of Digitalisation in the Government of Norway, Nikolai Astrup is responsible for ICT policy in the Ministry of Local Government and Modernisation. The Minister is also responsible for the work on electronic communications, including responsibility for the Norwegian Communications Authority. In addition, the Minister is responsible for the Altinn portal, business-oriented ICT, the Digital21 strategy for digitalisation of businesses in Norway, and resources for ICT research.



## Isabel Díaz Ayuso

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**Position:** President of Madrid Region

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Degree in journalism and certificate in advanced studies by the Complutense University of Madrid. Also, she obtained a Master's Degree in Political Communication and Protocol. She worked in the communication department in various companies and foundations, as well as radio

stations and digital press located in Spain and other countries. She was selected as a deputy in Madrid Assembly in 2011, and she renewed her mandate in 2015 and 2019, being in 2015 deputy spokeswoman in the Popular parliamentary group in the Assembly. As part of the regional government, she was vice councilor of Presidency and Justice.



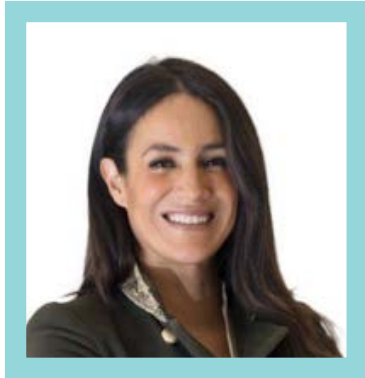
## Jan Peter Balkenende

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**Position:** Prime Minister of the Netherlands (2002-2010) & WLA-CdM Member

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Prime Minister Balkenende studied economic and social history (MA) as well as Dutch law (LLM) at VU University Amsterdam. He obtained a Ph.D. in law. He subsequently worked at the Netherlands' Universities Council, the Research Institute of the political party CDA and as professor at VU University. He was a member of the Amstelveen municipal council (1982-1998) and of the Lower House of the Dutch Parliament (1998-2002). Balkenende was Prime Minister of the Netherlands (2002-2010) and in that capacity, he was also Chair of the European Council (2004). Balkenende has been Professor of Governance, Institutions and Internationalisation at Erasmus University Rotterdam since 2010. He was a Partner at EY (2011-2016), focusing on corporate responsibility and international affairs and since 2016 External Senior Advisor to EY. He chairs the Dutch Sustainable Growth Coalition, the Major Alliance and the Noaber Foundation. Since 2017, he is a member of the Supervisory Board of ING. He received ten Grand Crosses and five honorary doctorates from universities in Hungary, Japan, South Korea and the United States.



## Begoña Villacís

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**Position:** Vice Mayor of Madrid, and nationwide Delegate for Municipal Policy of Ciudadanos

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Begoña Villacís graduated in Law from San Pablo–CEU University in 2002. Later she completed a Master in Tax Consultancy from Comillas Pontifical University, as well as an Advanced Mediation University Course. Recently, she graduated from the Public Leadership Program in Entrepreneurship and Innovation at Deusto Business School – Deusto University. Her professional career began at The Bank of Tokyo-Mitsubishi in the Human Resources Department before joining J.A. Sánchez Martín Law Firm as a labor lawyer. From 2003 to 2015, she worked for Legalitas Law Firm as Manager for Tax, Labor and Corporate Law. In 2015 and 2019 local elections, she was Ciudadanos candidate for Mayor of Madrid. From 2015 to 2019 she was Ciudadanos’ spokesperson in Madrid City Council. In June 2019 she became Vice Mayor of Madrid.



## Nadia Calviño Santamaría

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**Position:** Minister, Ministry of Economy and Business, Government of Spain

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Nadia Calviño is the Spanish Minister for Economy and Business. She holds a degree in Economics (1991) from the Universidad Complutense de Madrid and a degree in Law (2001) from the Universidad Nacional de Educación a Distancia (UNED). She joined the Spanish public administration (1994) as member of the corps of State Economist and Trade Experts. In 2014, Minister Calviño was the Director General of the Budget within the EU Commission. Previously, she held other senior management positions in the European Commission: Deputy Director General with a special responsibility for Financial Services and Deputy Director General in the Directorate General for Competition with special responsibility for Mergers and Antitrust. Before joining the European Commission in September 2006, she was a civil servant in Spain where she worked in the Ministry for Economy. Senior roles include Deputy Director General for Legal Affairs, Deputy Director General for Mergers and Director General for Competition. She also published a large number of articles on matters within her purview and awarded the Women's Leadership Awards by the Aliter Business School (2012) and the Public Sector Lawyer of the Year by the Iberian Lawyer magazine (2007).



## Kim Campbell

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**Position:** Prime Minister of Canada (1993) and WLA-CdM Member

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Kim Campbell was the nineteenth and first female Prime Minister of Canada (1993). She held the following cabinet portfolios: Min. of State for Indian Affairs, Min. of Justice and Attorney General, and Min. of National Defence and Veterans' Affairs. She served as Canadian Consul General in LA, taught at the Harvard Kennedy School, and Chaired the Council of Women World Leaders. Ms. Campbell also served as International Women's Forum President, and was a founding member and later Secretary General of the Club of Madrid. As Founding Principal, designed



and launched a groundbreaking leadership program at the University of Alberta, the Peter Lougheed Leadership College. She speaks on a wide variety of topics through her agencies the American Program Bureau and the Global Speakers Agency. She is trustee of the International Ctr for the Study of Radicalisation at King's College London, as well as a member of the Board of Directors of Athenex Inc., and is on several boards and advisory committees such as Equal Voice, Informed Opinions, and Apathy is Boring. In 2016, she was appointed Chairperson for the Independent Advisory Board for Supreme Court of Canada Judicial Appointments.



## Helen Clark

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**Position:** Prime Minister of New Zealand (1999-2008) and WLA-CdM Member

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Clark was the first female elected Prime Minister of New Zealand, serving three terms (1999–2008). Throughout her tenure as Prime Minister and as a Member of Parliament for over 27 years, Clark engaged in policy development and advocacy across international affairs, economic, social, environmental, and cultural spheres. In April 2009, Clark became the first female Administrator of the United Nations Development Programme. She led UNDP to be ranked the most transparent global development organization, while simultaneously serving as Chair of the United Nations Development Group. Prior to her political career, Clark taught in the Political Studies Department at her alma mater the University of Auckland. She continues to be a leading voice on sustainable development, climate action, gender equality, peace and justice, and action on non-communicable diseases and HIV. She also serves on a number of advisory boards and commissions, including as Chair of the Advisory Board of the Global Education Monitoring Report, Chair of the Board of the Extractive Industries Transparency Initiative, and Chair of the Board of the Partnership for Maternal, Newborn, and Child Health.



## Sean Cleary

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**Position:** Strategic Concepts LTD, Chairman and WLA-CdM Advisor

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Sean Cleary is Chairman of Strategic Concepts (Pty) Ltd, Executive Vice-Chair of the FutureWorld Foundation, Managing Director of the Centre for Advanced Governance and WLA-CdM Advisor. He is a Strategic Advisor to the WEF, is on the Faculty of the Parmenides Foundation, chairs the Advisory Board of the Global Economic Symposium, is a Board Member of the Salzburg Global Seminar, and chairs its Programme Committee. He served on the staff of the Commander Maritime Defence, before diplomatic service in Iran, the USA and Namibia, where he initiated negotiations between all political parties, the release of political prisoners and the adoption of a Bill of Rights before independence. He served on the Facilitating and Preparatory Committees of the South African Peace Accord, chairing the Working Group on the Code of Conduct for Political Parties; on the Executive of the NEPAD Business Steering Group; and as Senior Adviser to the Arab Business Council. He served on the Boards of LEAD International, the International Foundation for Electoral Systems, Carbon War Room, Rocky Mountain Institute and Operation Hope.



## Ignacio Corlazzoli

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**Position:** Representative, Inter-American Development Bank for Europe and Israel

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Ignacio Corlazzoli, an Italian and Uruguayan citizen, was appointed Representative for Europe and Israel in May 2016. In 2012 he moved to Madrid to open the new IDB Office in Europe serving as Chief of Operations. The Office in Europe focuses on strengthening strategic alliances between the IDB and all 16 European member countries and Israel. Mr. Corlazzoli's previous responsibilities at the IDB include working as Advisor to the President of the IDB, working on issues related to Haiti and institutional capacity strengthening, as well as working at the Board of Executive Directors representing Uruguay, Paraguay and Bolivia. Mr. Corlazzoli holds a degree in Law from the Catholic University of Leuven and a Master Degree in Political Science from the London School of Economics



## John Frank

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**Position:** Vice President of European Union Government Affairs, Microsoft

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John Frank is Vice President for EU Government Affairs at Microsoft. He was previously Vice President, Deputy General Counsel and Chief of Staff at Microsoft Corporation in Redmond Washington. From 1996 to 2002, John Frank led Microsoft's legal and corporate affairs group for Europe, Middle East and Africa, focusing on issues such as privacy, security and consumer protection. Prior to joining Microsoft, John Frank was an attorney at Skadden, Arps, Slate, Meagher & Flom LLP in San Francisco.



## Mariya Gabriel

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**Position:** Commissioner for Digital Economy and Society, European Commission

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Bulgarian-born Mariya Gabriel is the current European Commissioner for Digital Economy and Society. Nominated to be European Commissioner for Innovation and Youth as per 1 November 2019. She was the Vice-President of the EPP Group in the European Parliament (2014-2017). Mariya Gabriel was a Member of the European Parliament, EPP/GERB (Citizens for European Development of Bulgaria) from 2009-2017. Since 2012, Mariya Gabriel has served as Vice-President of EPP Women. Prior to this she was Parliamentary Secretary to MEPs from the GERB political party within the EPP Group (2008-2009). She is part of project teams, such as Digital Single Market, Energy Union, Better Regulation and Interinstitutional Affairs, Budget and Human Resources, and Jobs, Growth, Investment and Competitiveness. As a member of the project teams, her responsibilities include launching ambitious proposals for the completion of a connected Digital Single Market, supporting the development of creative industries and of a successful European media and content industry, as well as other activities turning digital research into innovation success stories.



## José Manuel González-Páramo

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**Position:** Executive Board Director, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

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José Manuel González-Páramo is Ph.D., M.Phil. and M.A. in Economics from Columbia University and Ph.D. from Universidad Complutense. He was appointed Professor of Economics at UCM (1988) and since 2012 he is Professor at IESE Business School. From 1985 to 1994 he was an economic adviser to various public and private institutions including the Banco de España (1989-1994), the European Commission, the IMF and the World Bank Group. He served as a member of the Executive Board of the European Central Bank (2004-2012). He was a member of the Governing Council of Bank of Spain (1994-2004) and of its Executive Committee (1998-2004). In 2013 he was appointed Executive Board member of BBVA. Among other responsibilities in the group, he is the Chief Officer, Global Economics & Public Affairs, and the Chairman of its International Advisory Board. He is the Europe chair of the TransAtlantic Business Council (TABC), chairs the Spain-Peru Council Foundation and is Vice Chairman of the Spain - USA Council Foundation. A Fulbright scholar, he is a member of the European Academy of Arts and Sciences and Full Member of the Royal Academy of Moral and Political Sciences.



## Fabrizio Hochschild

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**Position:** Assistant Secretary-General for Strategic Coordination in the Executive Office of the Secretary-General; and Special Adviser on the Preparations for the Commemoration of the United Nations' 75th Anniversary, United Nations Secretariat, New York.

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Mr. Hochschild, who has served as Assistant Secretary-General for Strategic Coordination in the Executive Office of the United Nations Secretary-General since 2017, will support the Secretary-General in coordinating the preparation for the commemoration of the 75th anniversary of the UN in 2020 and related celebrations. He served as Deputy Special Representative for the UN Multidimensional Integrated Stabilization Mission in the Central African Republic (MINUSCA) (2016), UN Resident Coordinator, Humanitarian Coordinator and Resident Representative of the UN Development Programme (UNDP) in Colombia (2013-2016), Director of the Field Personnel Division in the UN Department of Field Support, New York (2010-2012); and as Chief of Field Operations and Technical

Cooperation in the Office of the High Commissioner for Human Rights (OHCHR), Geneva (2005-2009). He began his UN career with the Office of the UN High Commissioner for Refugees (UNHCR) in Sudan (1988) and served in subsequent postings with UNHCR, the UN Relief and Works Agency for Palestinian Refugees (UNRWA), the Office for the Coordination of Humanitarian Affairs (OCHA) and in peacekeeping. A graduate of the University of Oxford, he has published studies and articles on leadership, on the protection of civilians, on transitional justice and reconciliation.



## Jerry Jones

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**Position:** Executive Vice-President, Ethics and Legal Officer, Live Ramp and WLA-CdM Advisor

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As Chief Legal and Ethics Officer, Executive Vice President for LiveRamp (formerly Acxiom Corporation), Jerry Jones leads the Legal and Privacy teams in addition to being responsible for the strategy and execution of mergers, alliances and other strategic initiatives company-wide. During his 20-year tenure, Jones has spearheaded several high-profile projects such as Acxiom's expansion in international markets including Australia, Japan, China, Europe, Brazil, Kingdom of Saudi Arabia and United Arab Emirates. He has also played a significant role in moving the company into digital and interactive marketing services as well as leading Acxiom/LiveRamp through the successful acquisition of two public companies, in the US and in France. Jones is a member of the board of directors of Agilysys, Inc., Heifer International, the Board of Visitors of UALR, Arkansas Research Alliance, and ForwARd Arkansas. He also was the chairman of FASTERArkansas, connecting students to a 21st century education in trying to bring high-speed internet to every public school in Arkansas. His passion for community-related challenges has been the driving force for the creation of several programs, including Harnessing 21st Century Solutions: A Focus on Women.



## Ricardo Lagos

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**Position:** President of Chile (2000-2006) and WLA-CdM Member

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Ricardo Lagos served as President of Chile from 2000 to 2006. He earned his Bachelor's degree in Law at the University of Chile (1960) and his PhD at Duke University (1966). He then worked as a Professor of Economy in the School of Law at the University of Chile until 1972. First associated with the Partido Radical (PR), Lagos later became a member of Salvador Allende's Partido Socialista de Chile (PSCh). Following General Augusto Pinochet's coup d'état in 1973, he was forced to leave Chile. When he returned in 1984 co-founded the Partido por la Democracia (PPD). Following the victory of the "no" campaign for the restructuring of Pinochet's presidency in 1988, Lagos became Minister of Education (1992-1993) and Minister of Public Works (1994-1998). In March of 2000, he was elected President of Chile. Since leaving office, Ricardo Lagos served as President of WLA-CdM (2006-2008) and was appointed Special Envoy for Climate Change by Ban Ki-moon (2007). Currently, he is Vice-Chair of the Inter-American Dialogue; President of the Fundación Democracia y Desarrollo; and teaches at the Watson Institute for International Studies at Brown University.



## María Isabel Mejía

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**Position:** Senior Executive, Digital Government and State Digital Innovation, CAF – Latin-American Development Bank

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María Isabel Mejía has held a variety of positions in both the public and private sphere. She was the coordinator of the Colombian Y2K Project, executive director of Computadores para Educar, director of the Online Government Strategy, and the Deputy Minister of Information Technologies at the Ministry of ICT in Colombia. She was also a founding partner of Info Projects, CityScan, and PROA IA. She currently serves as a Senior Specialist in Digital Government and Public Innovation with the Digital Innovation in Government Department at CAF, Development Bank of Latin America.



Nicolas Mialhe

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**Position:** Co-founder and President, The Future Society and AI Initiative

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Nicolas Mialhe is the Co-founder & current President of The Future Society and of its AI Initiative. He has over 15 years of professional experience in the technology sector across the world. Nicolas is a member of the OECD High Level Expert Group on AI, the Co-Convener of the Global Governance of AI Forum at the World Government Summit, and an expert with the World Bank's Digital Development Global Practice. He also sits on three Committees of the IEEE Global Initiative for Ethical Considerations of Autonomous & Intelligence Systems.



Maya Mirchandani

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**Position:** Senior Fellow, Observer Research Foundation

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Maya Mirchandani is a broadcast journalist with vast reporting experience on Indian Foreign Policy, with a focus on South Asia and identity conflicts. She now teaches Media Studies at Ashoka University and is a Senior Fellow at the Observer Research Foundation, where she researches the intersections between hate speech, populist politics and violent extremism.



Manuel Muñiz

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**Position:** Dean, IE School of Global and Public Affairs and Rafael del Pino Professor of Practice of Global Transformation

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Manuel Muñiz is the Dean of the School of International Relations at IE University and Rafael del Pino Professor of Practice of Global Leadership. He is also the Founding Director of IE's Center for the Governance of Change, an institution dedicated to studying the challenges posed by accelerated societal and technological change to the public and private sectors as well as to proposing solutions and frameworks to manage these challenges. Dr. Muñiz was the Director of the Program on Transatlantic Relations at Harvard University's Weatherhead Center for International Affairs (2015-2017) and since 2017 he has been a Senior



Associate at Harvard's Belfer Center for Science and International Affairs, as well as one of the promoters of its Transatlantic Relations Initiative. He is also an elected member of the Alumni Board of Directors of the Kennedy School of Government. Dr. Muniz holds a JD (Law) from the Complutense University in Madrid, an MSc in Finance from the IEB, a Master in Public Administration from the Kennedy School of Government, and a DPhil (PhD) in International Relations from the University of Oxford.



## Nuria Oliver

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**Position:** IEEE Fellow, ACM Fellow and Member of the High Level Expert Group on B2G data sharing at the European Commission

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Nuria Oliver current serves as the Chief Scientific Advisor at the Vodafone Institute, the Chief Data Scientist at DataPop Alliance, is an IEEE as well as an ACM Fellow, and is elected permanent member of the Royal Academy of Engineering of Spain. She has previously been a researcher at Microsoft Research, scientific director at Telefónica, and Director of Data Science Research at Vodafone. She is one of the most preeminent computer scientists in world, with more than 17,000 citations from over 180 publications. She is named inventor of 40 patent applications. She was recently named Data Scientist of the Year by the European Big Value Data Association.



## Alex "Sandy" Pentland

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**Position:** Director, MIT Connection Science and Human Dynamics labs

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Professor Alex 'Sandy' Pentland directs MIT Connection Science, an MIT-wide AI and Data for Good initiative, and previously helped create and direct the MIT Media Lab and the Media Lab Asia in India. He is on the Board of the UN Foundations' Global Partnership for Sustainable Development Data, co-led the World Economic Forum discussion in Davos that led to the EU privacy regulation GDPR, and was central in forging the transparency and accountability mechanisms in the UN's Sustainable Development Goals. He has received numerous awards and prizes such as the McKinsey Award from Harvard Business Review, the 40th Anniversary of the Internet from DARPA, and the Brandeis Award for work in privacy.





## José Luis Rodríguez Zapatero

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**Position:** President of the Government of Spain (2004-2011) and WLA-CdM Member

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Rodríguez Zapatero has a degree in Law from the University of Leon (Spain) where he then was a professor of Constitutional Law before becoming a Member of Parliament for Leon in 1986. He became PSOE Secretary General in 2000 and won his first general elections in 2004. As President of the Spanish Government, he worked on the creation and extension of civic and social rights for all in Spain, dedicating his second term to working to reduce the effects of the financial and economic crisis in Spain. He also achieved that the terrorist group ETA declare a cease of violent activity in October 2011. Internationally he worked for peace and reducing poverty, with the creation of the UN Alliance of Civilizations, a Water Fund in Latin America and the Debt for Education debt swaps. After leaving the government, President Zapatero published “El Dilema. 600 días de vértigo” (2013). Currently Zapatero is President of the Foro de la Contratación Socialmente Responsable and patron of Fundación CERMI Mujeres, a Member of the World Sustainable Development Forum and the International Commission against the Death Penalty. He has received Doctorates Honoris Causa from several Universities.



## Teemu Roos

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**Position:** Associate Professor, Finnish Center for AI, University of Helsinki.

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Professor Teemu Roos is an expert and educator in AI, machine learning, and data science. His free Elements of AI online course, which aims to inform ordinary citizens about the impact of artificial intelligence on our society, has more than 200.000 participants worldwide. Roos has been a visiting fellow at the University of Cambridge, visiting researcher at MIT and UC Berkeley. He serves on program committees of major international machine learning conferences and is actively involved in the Finnish Center for Artificial Intelligence, a national flagship center implementing the Finnish AI Strategy, where he also leads the AI Education programme.



## Nanjira Sambuli

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**Position:** Senior Policy Manager, World Wide Web Foundation

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Nanjira Sambuli is a researcher, policy analyst and advocacy strategist interested in and working on understanding the unfolding impacts of ICT adoption and how those impact governance, media, innovation, entrepreneurship and societal culture, with a keen focus on gender implications. She currently leads policy advocacy to promote digital equality in access to and use of the web at the World Wide Web Foundation, with a particular focus on the Foundation's Women's Rights Online work. She previously worked at the iHub in Nairobi, where she provided strategic guidance for growth of technology innovation research in the East Africa region. Nanjira is a member of the DFID's Digital Advisory Panel, board member at The New Humanitarian (formerly IRIN), has served as a panel member on the United Nations Secretary General's High-Level Panel on Digital Cooperation (2018-19), as a trustee at UK Citizens Online Democracy (mySociety) (2016-2019), and as a deputy on the United Nations Secretary General's High-Level Panel for Women's Economic Empowerment (2016-17). Nanjira was named one of 2016's New African Magazine's 100 Most Influential Africans.



## Jamie Susskind

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**Position:** Author, Barrister and past Fellow of Harvard University  
Berkman Klein Center for Internet and Society

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Jamie Susskind is the author of the award-winning bestseller *Future Politics: Living Together in a World Transformed by Tech* (Oxford University Press, 2018), an Evening Standard Book of the Year, a Prospect Book of the Year, and a Guardian Book of the Day. *Future Politics* was awarded the 2019 Estoril Global Issues Distinguished Book Prize. Jamie is an author, speaker, and practising barrister. A past Fellow of Harvard University's Berkman Klein Center for Internet and Society, he writes and speaks about technology - from AI to Blockchain, Robotics, and Virtual Reality - and politics.



## George Tilesch

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**Position:** Chief Strategy and Innovation Officer, Ipsos Global Affairs

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George Tilesch work focuses on Global Innovation Strategy, Digital Impact & Governance, Social Innovation and the societal impact of AI in the transatlantic/global space. With more than twenty years of extensive international cross-sector experience, Dr. Tilesch worked as a senior executive, consultant and advisor for multiple Fortune 50 technology companies, governmental agencies and social sector organizations.



## Danilo Türk

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**Position:** President of Slovenia (2007-2012) and WLA-CdM Member

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Danilo Türk has had a long and distinguished career focused on minority and human rights. In the mid-1980s, he collaborated with Amnesty International to report on human rights issues in Yugoslavia. Between 1986 and 1992, he served as the UN Special Rapporteur on the Realization of Economic, Social and Cultural Rights. In 1990, he returned to Slovenia as member of the Constitutional Commission of the Slovenian National Assembly. From 1992 to 2000, he was first the Slovenian Permanent Representative to the United Nations. In 2007 he became the third president of Slovenia (2007-2012). In 2016 he was one of the candidates for the post of the Secretary-General of the UN and he chaired the Global High Level Panel on Water and Peace (2015-2017) which published its report "A Matter of Survival" (2017)



## Ulrik Vestergaard Knudsen

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**Position:** Deputy Secretary-General, OECD

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Ulrik Vestergaard Knudsen took up his duties as Deputy Secretary-General of the OECD in January 2019. His portfolio includes the strategic direction of OECD policy on Science, Technology and Innovation, Trade and Agriculture, Centre for Entrepreneurship, SMEs', Regions & Cities. Until 2018, Mr. Knudsen was Permanent Secretary of State at the Ministry of Foreign Affairs in Denmark. He has served numerous Danish Ministers

for Foreign Affairs, Development Cooperation, Trade and European Affairs since 2013. Prior to this, he served as Sherpa and Chief Diplomatic Advisor to two Danish Prime Ministers on Security Policy, EU and Foreign Affairs. Mr. Knudsen was appointed Ambassador in 2006. He served as Ambassador to the OECD and UNESCO in Paris (2008-2009). Prior to this, he was Press Officer and Principal Private Secretary to a number of Danish Ministers for Foreign Affairs. He has served as a diplomat in London (2003-2004), Washington (1998-2000) and Moscow (1997) as well as Group Director for International Policy in Vodafone, London (2013). He holds a Master's degree in Economics from the University of Copenhagen (1994), and he has published various papers and publications on Asia, WTO, trade policy and globalization.



## Mathias Vermeulen

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**Position:** Strategic advisor, Mozilla Foundation

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Mathias Vermeulen is a strategic advisor for the Mozilla Foundation, the non-profit entity that is the owner of Mozilla. Before joining Mozilla Dr. Vermeulen worked for 4 years as a policy advisor for Marietje Schaake, a Dutch Member of the European Parliament since March 2015. In the Parliament he worked on a wide range of digital policy files, including artificial intelligence, GDPR, cybersecurity, e-commerce, digital trade, disinformation, election integrity and digital rights. Dr. Vermeulen has a PhD in European privacy law and worked earlier as a consultant for a wide variety of United Nations bodies, governments, parliaments, think tanks and civil society organisations on the intersection of tech policy, human rights and new technologies. Between 2008 and 2011 Dr. Vermeulen was the assistant of the United Nations Special Rapporteur on the protection of human rights while countering terrorism



## Vaira Vīķe-Freiberga

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**Position:** President of Latvia (1999-2007) & President of WLA-CdM

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President Vike-Freiberga played a significant role in achieving membership in the EU and NATO for her country and was Special Envoy on UN reform. She was Vice-chair of the Reflection group on the long-term future of Europe, chair of the High-level group on freedom and pluralism of media

in the EU (2011-2012), Member of two High-level groups on European security and defense (2015) and of the High-level Team of Advisors to the UN ECOSOC on UN development (2016). She is a member, board member or patron of 30 international organizations and five Academies; Honorary Fellow at Wolfson College, Oxford University. Born in Riga, she started her schooling in refugee camps in Germany, then lived in Morocco and Canada, obtaining a Ph.D. at McGill University (1965). After a career as Professor of psychology and international scholar at the University of Montreal, she returned to her native country in 1998 to head the Latvian Institute and then was elected President by the Latvian Parliament and re-elected in 2003.

# List of Participants

## WLA - Club de Madrid Members



**Jan Peter Balkenende**  
Prime Minister of the Netherlands  
(2002-2010)



**Valdis Birkavs**  
Prime Minister of Latvia (1993-1994)



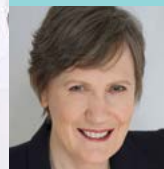
**Kjell Magne Bondevik**  
Prime Minister of Norway (1997-2000; 2001-2005)



**Kim Campbell**  
Prime Minister of Canada (1993)



**Laura Chinchilla**  
President of Costa Rica (2010-2014)  
& Vice-President of WLA-CdM



**Helen Clark**  
Prime Minister of New Zealand  
(1999-2008)



**Philip Dimitrov**  
Prime Minister of Bulgaria (1991-1992)



**Alfred Gusenbauer**  
Chancellor of Austria (2007-2008)



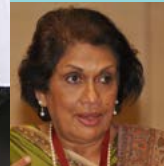
**Diego Hidalgo**  
Founder and Honorary President,  
FRIDE & Representative of the Con-  
stituent Foundations of WLA-CdM



**Enrique Iglesias**  
Secretary General of the Ibero-Co-  
operation Secretariat (2005-2013)



**Mehdi Jomaa**  
Prime Minister of Tunisia (2014-2015)



**Chandrika Kumaratunga**  
President of Sri Lanka (1994-2005)



**Aleksander Kwaśniewski**  
President of Poland (1995-2005)



**Ricardo Lagos**  
President of Chile (2000-2006)



**Zlatko Lagumdžija**  
Prime Minister of Bosnia &  
Herzegovina (2001-2002)



**Yves Leterme**  
Prime Minister of Belgium (2009-2011)

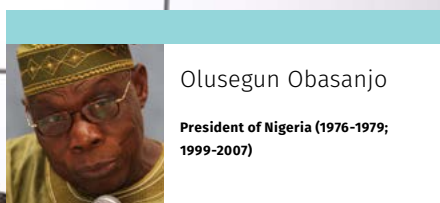


**Rexhep Meidani**  
President of Albania (1997-2002)



**Benjamin Mkapa**  
President of Tanzania (1995-2005)





**Olusegun Obasanjo**

**President of Nigeria (1976-1979;  
1999-2007)**



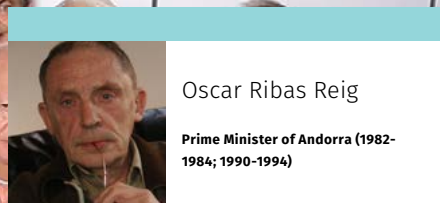
**Iveta Radičová**

**Prime Minister of Slovakia (2010-  
2012)**



**José Ramos-Horta**

**President of Timor-Leste (2007-  
2012)**



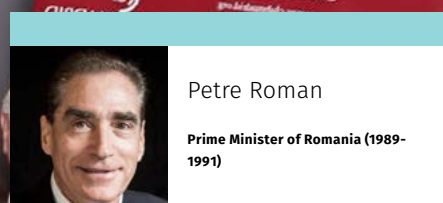
**Oscar Ribas Reig**

**Prime Minister of Andorra (1982-  
1984; 1990-1994)**



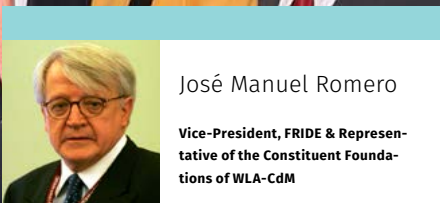
**José L. Rodríguez  
Zapatero**

**President of Spain's Government  
(2004-2011)**



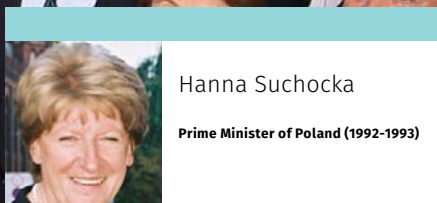
**Petre Roman**

**Prime Minister of Romania (1989-  
1991)**



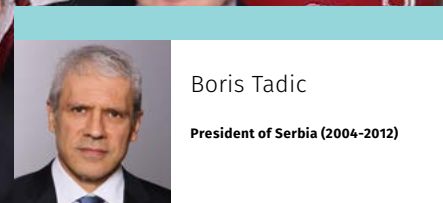
**José Manuel Romero**

**Vice-President, FRIDE & Represent-  
ative of the Constituent Founda-  
tions of WLA-CdM**



**Hanna Suchocka**

**Prime Minister of Poland (1992-1993)**



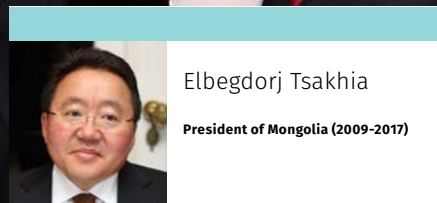
**Boris Tadic**

**President of Serbia (2004-2012)**



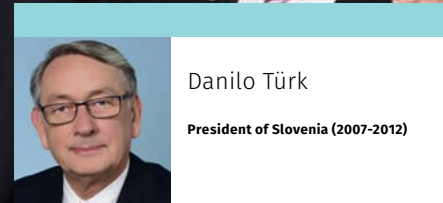
**Jigme Thinley**

**Prime Minister of Bhutan (2008-  
2013)**



**Elbegdorj Tsakhia**

**President of Mongolia (2009-2017)**



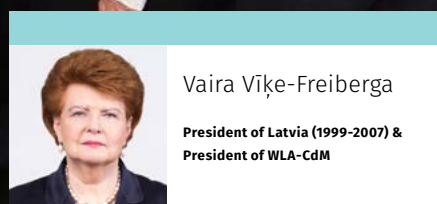
**Danilo Türk**

**President of Slovenia (2007-2012)**



**Cassam Uteem**

**President of Mauritius (1992-2002) &  
Vice President of WLA-CdM**



**Vaira Vīķe-Freiberga**

**President of Latvia (1999-2007) &  
President of WLA-CdM**



## Participants

### Spanish Authorities

**Isabel Díaz Ayuso**, President, Autonomous Community of Madrid

**Nadia Calviño Santamaría** - Minister, Ministry of Economy and Business, Government of Spain

**Begoña Villacís** - Vice Mayor, Madrid City Council

### Partners and Supporters

**José María Álvarez-Pallete** - Chairman & CEO, Telefónica S.A.

**Luz Amapro Medina** - Director General of Culture, Organization of Ibero-American States (OEI)

**Sara Aranda** - Managing Director, Madrid City Council

**Ignacio Corlazzoli** - Representative, Inter-American Development Bank for Europe and Israel

**Diego del Alcázar B.** - Executive Vice-President, IE University

**Andrés Delich** - Deputy Secretary General, Organization of Ibero-American States (OEI)

**Michael Dukakis** - Chairman, Boston Global Forum and Michael Dukakis Institute for Leadership and Innovation

**John Frank** - Vice President of European Union Government Affairs, Microsoft

**Mariya Gabriel** - Commissioner for Digital Economy and Society, European Commission

**José M. González-Páramo** - Executive Board Director, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

**Maciej Kuziemski** - Future World Fellow at the Center for the Governance of Change, IE School of Global and Public Affairs

**Maria Lahore** - Principal Executive, CAF - Development Bank of Latin America

**Nicolas Mialhe** - Co-founder and President, The Future Society and AI Initiative

**Manuel Muñoz** - Dean, IE School of Global and Public Affairs and Rafael del Pino Professor of Practice of Global Transformation

**George Tílesch** - Chief Strategy and Innovation Officer, IPSOS Global Affairs

**Nguyen Tuan** - CEO, Boston Global Forum

**Jacobo Zelada** - Partner, Appletree Communications



## Working Group Members

**Chioma Agwuegbo** - TechHer, Founder and Now Generation Forum, Member

**Raja Chatila** - Professor of Robotics and Ethics at Pierre and Marie Curie University, IEEE Fellow and Member of the EU High Level Expert Group on Artificial Intelligence

**Edward Corcoran** - Senior Manager, Digital Regulation, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

**Helen Darbishire** - Executive Director, Access Info Europe

**Otto Granados** - President, Advisory Board, Organization of Ibero-American States (OEI)

**Clara Hanot** - Advocacy Officer, EU DisinfoLab

**Omar Hatamleh** - Former Executive Director of the Space Studies Program, International Space University

**Moussa Kondo** - Mali chapter of the Accountability Lab, Founder and Now Generation Forum, Member

**Hans Kundnani** - Senior Research Fellow, Chatham House

**Gonzalo Lopez-Barajas** - Head of Public Policy, Telefónica S.A.

**Luz Amparo Medina** - Director General of Culture, Organization of Ibero-American States (OEI)

**María Isabel Mejía** - Senior Executive, Digital Government and State Digital Innovation, CAF – Latin-American Development Bank

**Maya Mirchandani** - Senior Fellow, Observer Research Foundation

**Gianluca Misuraca** - Senior Scientist, Digital Government Transformation, European Commission

**Ralph Müller-Eiselt** - Director, Program Megatrends: Ethics of Algorithms, Bertelsmann Stiftung

**Susan Ness** - Distinguished Fellow, Annenberg Public Policy Center; Member, Transatlantic Working Group

**Antonio Vargas** - Public Policy Manager, Google

## Other participants

**María Adiego** - Programme Assistant, Organization of Iberoamerican States (OEI)

**Jorge Aguilera** - Minsait, Director

**Niclas Ahlström** - Founder, Made by Choice

**Alisher Akkazenov** - Senior expert, The International Secretariat of G-Global

**Ibrahim Al-Marashi** - Professor, IE University

**Angel Alonso Arroba** - Head of Management and Communications, OECD

**Rosa Aranda** - Associate Director, IE University

**Miguel Arroyos Charlez** - Public Affairs, BBVA

**Jamie Angus** - Director, BBC World Service

**Nikolai Astrup** - Minister of Digitalisation, Government of Norway

**Javier Ayuso** - Errokeria SL, Director

**José Santiago Azpúrua** - CEO, Emporium Analytics

**Ángel Badillo** - Senior Research Fellow, Real Instituto Elcano

**Paloma Baena Olabe** - Professor, IE University

**Jorge Barrero** - Executive Director, Cotec Foundation

**Jean Bilala** - Executive Director, Ithuba Investment Bank

**Laura Blanco** - Board Member, tQuity

**Szilvia Bognár** - Minister of Trade and Economic Affairs, Hungarian Embassy

**Irene Braan** - Executive Director, Bertelsmann Foundation

**Gregorio Bustos** - CEO, Gregorio Bustos

**Alicia Cáceres López** - Counselor, Madrid City Council

**Paula Carracedo Rivas** - Consultant, Political Intelligence

**Vanesa Casadas Puertas** - Public Affairs Manager, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

**Chau Chak Wing** - Chairman, Kingold Group

**Antonio Címorra** - Director of Information Technologies and Digit Agenda

**Sean Cleary** - Strategic Concepts LTD, Chairman, and Advisor, WLA-CdM

**Pilar Conesa** - CEO and Founder, Anteverti Consulting

**Laura Corvo** - Deputy Director, Madrid Office, Appleetree Communications

**Michael Crickmore** - UK Head of Business Design, FoundersLane

**Peter Davis** - Founder, The Helen Clark Foundation

**Jaime De Aguinaga** - Vice Dean for Management & Development, IE University

**Maria De R. De La Serna** - Advisor, Secretariat for Digital Advancement, Ministry of Economy and Business

**David Díaz-Jogeix** - Senior Director of Programmes, Article19

**Borislava Djoneva** - Adjunct Professor, Instituto de Empresa

**Alejandro Domínguez** - Director, Business Development, Appletree Communications

**Renata Dutra** - Institutional Relations Manager, Telefónica S.A.

**Antonio Fernández** - Partner, Deloitte Consulting SLU

**Carla Fernández-Durán** - Senior Operations, Inter-American Development Bank

**Francisco Fonseca** - Head of Representation in Spain, European Commission

**Carlos Jimenez Rengifo** - Desk Officer for Spain and Andorra, United Nations

**Martin Jochen Friedek** - Project Coordinator, Konrad Adenauer Stiftung

**Emilio García** - Advisor, Ministry of Economy and Business

**María García-Legaz** - Chief of Chairman Office, Telefónica

**Javier García Toñi** - Deputy Director at the Secretariat for Programs, Ciudadanos

**Marie Gedeon** - Executive Director of Masters Programs, IE School of Global and Public Affairs

**Dhruv Ghulati** - Founder, Factmata

**Miguel Gimenez de Castro** - Head of Communications, Jannarely

**Ken Godfrey** - Executive Director, European Partnership for Democracy

**Lindsay Gorman** - Fellow for Emerging Technology, Alliance for Securing Democracy

**Íñigo Guevara Mendoza** - Director, INDRA

**Beatriz Gutiérrez** - Director, Telefónica

**David Henneberger** - Country Director for Spain, Italy and Portugal, Friedrich Naumann Foundation

**África Hernández** - Analyst, CAF – Latin-American Development Bank

**Fabrizio Hochschild** - Assistant Secretary-General for Strategic Coordination in the Executive Office of the Secretary-General, and Special Adviser on the Preparations for the Commemoration of the United Nations' 75th Anniversary, United Nations Secretariat, New York

**Francisco Hortigüela Martos** - General Director, AMETIC

**Itonde A. Kakoma** - Programme Director, The Crisis Management Initiative (CMI)

**Jussi Kanner** - Dialogue Adviser, Demo Finland

**Amel Karboul** - CEO, Education Outcomes Fund and Global Tech Panel, Member

**Murat Karimsakov** - Executive Director, International Secretariat of G-Global

**Hanna Klinge** - Partnership Manager, Crisis Management Initiative (CMI)

**Álvaro Imbernon** - Advisor, Government of Spain

**Asset Issekeshiev** - Executive Director, Foundation of the First President of the Republic of Kazakhstan

**Trinidad Jiménez** - Public Affairs Global Strategy Director, Telefónica S.A

**Jerry Jones** - Executive Vice-President, Ethics and Legal Officer, Live Ramp and Advisor, WLA-CdM

**Heidi Kvalvåg** - Deputy Director General, Norwegian Ministry of Local Government and Modernisation

**Marta Lamas** - CEO, HeraPartners

**Tiina Jortikka Laitinen** - Ambassador, Embassy of Finland in Madrid

**María José Lanuza** - Manager Institutional Affairs, Telefónica S.A.

**Yasmina Laraudogoitia** - Government Affairs Coordinator, Microsoft

**Carlos Xabel Lastra Anadon** - Assistant Professor, IE University

**Peter Loewen** - Professor, University of Toronto

**Gabriel López Serrano** - Corporate Affairs Director, Microsoft

**Martín Lorenzo** - Cabinet Director, Organization of Ibero-American States (OEI)

**Jesús Lozano Belio** - Manager, BBVA

**Carlos Luca de Tena** - Head of Operations, IE University

**Miguel Luengo-Oroz** - Chief Data Scientist, United Nations

**Gero Maass** - Director, Madrid Office, Friedrich Ebert Stiftung

**Claudia Maffetone** - Track II Mediation Program Manager, Search for Common Ground

**Nuno Magalhaes** - Adjunct Professor, IE University

**Fiona Maharg** - Director of International Media Relations, Telefónica S.A.

**Susana Malcorra** - Former Foreign Minister, Government of Argentina

**Jamie Malet** - Chairman, Amcham Spain

**Cristina Manzano** - Director, Esglobal

**Susana Mañueco** - Manager of Social Innovation, Cotec Foundation

**Ratnik Mariin** - Ambassador, Estonian Embassy

**Manuel Mateo Goyet** - Member of the Cabinet, European Commission

**Gilbert Mateu** - Director, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

**Kyle Matthews** - Executive Director, Montreal Institute for Genocide and Human Rights Studies, Concordia University

**Margarita Mejia** - Designer, Freelance Designer

**Mariana Migliari** - Project Coordinator, Organization of Ibero-American States (OEI)

**Adam Mitchell-Heggs** - Venture Developer, FoundersLane

**Alana Mocerí** - Adjunct Professor, IE School of Global and Public Affairs

**Natalia Moreno Rigollot** - Director of Global Institutional Relations, Telefónica S.A.

**Pol Morillas** - Director, Barcelona Centre for International Affairs (CIDOB)

**Stefanie Muller** - Correspondent, Wirtschaftswoche

**Juan Murillo Arias** - Data Strategy Manager, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

**Pia Norris** - Chair, AVF

**David Nussbaum** - Chief Executive, The Elders

**Ofelia Elicia Oliva López** - Presidenta, Speaker on Feminism and Cultural Manager

**Nuria Oliver** - IEEE Fellow, ACM Fellow, member of the High Level Expert Group on B2G data sharing at the European Commission

**Luis Orlandi** - International Affairs, Consultant

**Maria S. Ortiz** - Director External Relations, Iberoamerican General Secretariat (SEGIB)

**Lua Otero** - Communications Intern, IE University

**Monsterrat Pardo Bayona** - Director, Microsoft España

**Alex “Sandy” Pentland** - Director, MIT Connection Science and Human Dynamics labs

**Alejandro Pérez Benn** - Program Coordinator, School of Global and Public Affairs, IE University

**Agustina Piedrabuena** - Advisor, Ministry of Economy and Business

**Luis Pizarro** - Cabinet Member, Iberoamerican General Secretariat (SEGIB)

**Aleix Pons** - Director of Economy and Finance, COTEC

**Ursúa Prieto** - Head of Service, Madrid City Council

**Yolanda Regodon** - Deputy Director of Communications, IE University

**Alejandro Sabarich** - Analyst, CAF – Latin-American Development Bank

**José Sagues** - Deputy Director of Communications , IKARUS MANAGEMENT

**Juncal Sánchez** - Director of Communications, IE University

**Borja Santos** - Executive Director, IE University

**Lucia Taboada** - Associate Director, School of Global and Public Affairs, IE University

**Mariin Ratnik** - Ambassador, Embassy of Estonia

**Simona Rentea** - Associate Professor, IE University

**Alicia Richart** - General Manager, DIGITALES

**Germán Ríos Méndez** - Adjunct Professor, IE University

**Lucila Rodríguez Alarcón** - Director, Fundación Por Causa

**Sergio Rodríguez P.** - Consultant, European Partnership for Democracy

**Teemu Roos** - Associate Professor, Finnish Center for AI, University of Helsinki

**Eugen Rosca** - Minister Counsellor, Embassy of Romania to Spain

**Paul Roveda** - Advisor to the CEO, Concordia

**Hanan Salam** - Head of Education and Research, Women in AI

**Jesús Salgado** - CEO, Querytek Technologies, S.L.

**Nanjira Sambuli** - Senior Policy Manager, World Wide Web Foundation and Member of the UN Secretary General's High Level Panel on Digital Cooperation

**Roberto Sánchez Sánchez** - Director General, Telecommunications, Ministry of Economy and Business

**Janis Sarts** - Director, NATO Strategic Communications Centre of Excellence

**Rolando Seijas** - Ph.D. Candidate, Cambridge University

**Carlos Sentis** - CEO, WIA

**Helge Skaara** - Ambassador, Royal Norwegian Embassy in Madrid

**Jamie Susskind** - Author, Barrister and past Fellow of Harvard University's Berkman Klein Center for Internet and Society

**Matthew Swift** - Co-Founder, Chairman, & CEO, Concordia

**Michele Testoni** - Professor, IE University

**Veronica Urbiola** - Associate Director, IE University

**Pablo Urbiola Ortún** - Head of Digital Regulation and Trends, Banco Bilbao Vizcaya Argentaria S.A. (BBVA)

**Alan Vlades** - Private investor and financial reporter

**Nguyen Van Tuong** - Chairman & CEO, Tram Huong Kham Hoa

**Lucia Velasco** - Adviser, Cabinet of the President, Government of Spain

**Mathias Vermeulen** - Strategic Adviser, Mozilla Foundation

**Ulrik Vestergaard K.** - Deputy Secretary-General, OECD

**Torunn Viste** - Counsellor, Royal Norwegian Embassy in Madrid

**Cedric Wachholz** - Chief, ICT in Education, Culture and Science, UNESCO

**Pablo Zavala** - Director, Fundación Transición Española

## **WLA-CdM staff**

**Maria Elena Agüero** - Secretary General

**Agustina Briano** - Outreach and Development Coordinator

**Ruben Campos** - Programs Coordinator

**Albert Guasch** - Communications Assistant

**Celia Hernández** - Events Assistant

**Ricardo Hidalgo** - Chief Financial Officer

**Alejandro Hita** - Communications Manager

**Ida Krogh Mikkelsen** - Program Officer

**Henry Mut-Tracy** - Internal Governance and Institutional Relations Associate

**María Romero** - Events Manager

**Montserrat Sanchez** - Administration and Institutional Relations Officer

**Emma Villasmil** - Program Assistant



# Briefing note

## Digital Transformation and the Future of Democracy

Fundamental Rights  
in the Digital Era

Data Economies and  
the Future of the  
Social Contract

Trust and Public  
Debate in the  
Disinformation Age

### » Background

The World Leadership Alliance-Club de Madrid (WLA-CdM) is organising its 2019 Annual Policy Dialogue in partnership with the IE School of Global and Public Affairs, bringing key stakeholders to Madrid for a timely discussion on the implications of digital transformation and Artificial Intelligence (AI) for democracy. The event aims to take stock of the current debate and propose key policy recommendations to ensure that digital technologies and, more specifically, AI systems, are designed, developed and deployed to benefit individuals and societies while upholding democratic values and institutions. The dialogue will offer a unique platform for multi-stakeholder conversations involving representatives of governments, academic institutions and think tanks, tech companies, and civil society, as well as 30+ democratic former Heads of State and Government who are Members of WLA-CdM

## » Background

Digital transformation brings along great opportunities for democracy but also enormous governance challenges. Almost no element of our social fabric is spared from the impact of these disruptive technologies, which are rapidly reshaping the way citizens work, live and communicate.

The extent to which governments and corporations succeed in amassing and using relevant data – the means of production of AI – is set to alter the global economy and the balance of power between states, markets and civil society. The rise of AI is reshaping the geopolitical and societal orders in ways researchers are only beginning to examine.

The use of AI may pose a challenge to democracy, but, if handled correctly, it can also bring more and better democracy. Democratic governments simply cannot afford to lag behind; they must govern the digital game before it governs us all. The digital is political and therefore requires a political response: How can we anticipate the fast-changing world of AI and reap the benefits while countering the risks it poses to democracies?

Not only are digital technologies reshaping global politics, but they are affecting the very core of domestic governance too. The use of social media, bots and automated systems

to interfere in electoral processes is but an example of this. The combination of the digitalization of public debate together with highly sophisticated means of election hacking can unsettle the legitimacy of democratic institutions and with it the very foundations of the liberal order.

Engaging with actors across the globe, including the tech industry, will be of the essence to garner consensus around a new world order shaped by exponential digital transformation, but liberal democracies must first protect themselves by facing up to the challenge of redefining an increasingly contested system of democratic governance in the age of AI.

The Policy Dialogue on AI and democracy seeks to move the conversation on AI beyond tech and into the democratic governance arena. The assumption is that the digital is political as coined by Jamie Susskind in his book “Future Politics – Living Together in a World Transformed by Tech” (2018). By bringing together experienced politicians, tech companies, academic researchers, and civil society representatives, the organizers are aiming to promote ‘multi-stakeholderism’ in the articulation of informed policy proposals and solutions that can effectively turn the design, development and deployment of AI into a driver for democratic innovation

and renewal at a time when widespread dissatisfaction with the present system and uncertainty about the future are seriously affecting public trust.

## » Objective

**The Policy Dialogue is organised with a twofold objective. Firstly, to offer a multi-stakeholder platform that can stimulate new thinking in response to arising opportunities and challenges of AI and other digital technologies that are relevant for the future of democracy. Secondly, to enable the identification of the most effective policy response, including the establishment of oversight structures, to support AI as a driver for stronger democracies while countering its potential risks.**



## » Expected Outputs

- **Multi-stakeholder engagement:** A common understanding on the potential risks and benefits of AI is reached.
- **Call for action:** Common positions and key policy recommendations on digital technology/AI and democracy are identified in view of raising awareness and informing the actions of multiple stakeholders on the matter.
- **Action points:** Two-three initiatives for concrete action are taken forward as projects by WLA-CdM and partners.



## » Rationale

The overarching questions guiding the policy dialogue are:

- To what extent do digital technology and AI strengthen or threaten democracy?
- What kinds of policy responses are required to address the increased use of AI and its multifaceted implications for democracy?
- How can political leaders advance such multi-dimensional policy responses?

The following sub-themes will guide the three action labs in which concrete policy recommendations will be discussed and agreed upon:

## A. Fundamental Rights in the Digital Era

AI can be used to strengthen democratic governance and institutions as long as the design, development and deployment of intelligent systems is done in a manner that upholds fundamental rights and core democratic values. Additionally, it can empower societies by enabling the creation of programmes that bring progress to humanity. However, the exponential autonomous collection, processing, management and distribution of data –the means of production of AI– may be significantly invasive and pose a major challenge to traditional definitions of privacy, further deriving in an infringement of the fundamental rights of freedom and equality.

Massive data collection has increased the possibility of repressive surveillance on an unprecedented scale. Pervasive tracking can give platforms important information on user behaviour, which can end up determining the interest they pay on a loan



or their access to a job listing. Data brokers can place individuals in high-risk classifications based on their search history, further enabling discrimination. AI systems are also overhauling key sectors such as the insurance industry, which can lead to personalized pricing based on indicators that are little but proxies for factors that would otherwise be illegal to consider, such as race, sex, poverty or genetics. Furthermore, decisions that have traditionally been made by governments because of their nature and impact on human lives, currently belong with tech elites that do not play under the same rules. This unprecedented concentration of power in corporate hands raises urgent questions pertaining to the legality and legitimacy of their actions. The privacy challenges that arise from the Big Data society require a deep debate over the ownership and treatment of information. Special attention must be given to the issue of transparency and accountability surrounding the collection and use of data by private actors.

Increasingly too, decision-makers are turning to AI to render governance more effective and efficient and improve their public policy responses. Good practices surrounding AI-powered public service delivery abound. However, the adoption of automated decision-making systems by governments raises important challenges related to transparency, reliability and accountability. The rise of black box algorithms can perpetuate bias while hindering political responsibility.

*Should individuals exert more or total ownership of their own data, or can a balance be struck with corporations and governments that would allow for the collection and use of data for targeted service delivery while protecting the fundamental rights of the individual? How can governments ensure that online service providers refrain from using or manipulating data for their benefit or that of third parties? Whose responsibility is it to guarantee that digital technologies are not discriminatory? What regulatory measures should governments adopt to ensure citizens' fundamental rights are guaranteed? How can automated decision-making be regulated to guarantee accountability?*

## B. Data Economies and the Future of the Social Contract

Promises linked to the development of the data economies are only matched by the already existing risks: rising inequalities; power concentration; and undermining of the democratic systems. Current asymmetries of power between the few tech corporations and democratically-legitimized national governments pose a significant challenge to our political system, at times rendering existing governance structures

and institutions ineffective or obsolete. Ever-increasing data flows fuel economic growth, yet the distribution of its benefits poses significant questions. Wide adoption of AI across public and private sector allows for efficiency gains, at the same time exacerbating current lines of socioeconomic and political divides, shaking the fundamentals of the post-WW2 liberal social contract. A new level playing field is needed to secure inclusive, beneficial and democratic growth. The purpose of this group is to reflect on the policy responses that can facilitate new institutional arrangements on the national level.





*What government levers can be used to secure just distribution of the benefits of the digital economy? What long term educational strategies can nation states adopt to prepare its population for what the future labour market holds? How to democratically debate and decide about emerging technologies under filter bubbles, hiper polarisation, and populism?*

## C. Trust and Public Debate in the Disinformation Age

Digital technologies have opened new channels of communication and coalition building that allow for direct interaction between political leaders and citizens. They have also created a space for the expression of political ideas that might otherwise not find their way to the political debate. Digitalization has lowered the barriers for citizens to engage in nation-wide political conversations. In countries where traditional

media cannot veer free from government restraint, the use of internet and social media provide an alternative outlet free speech.

However, digital technologies also bring about new information challenges such as the extensive use of persuasion architecture. Online anonymousness, zero-cost publishing and content retransmission are favouring the propagation of political messages, hate speech, extremist and polarizing ideas that would meet more hurdles and receive less attention in the non-digital world. Algorithms, whereby search engines and newsfeeds prioritize content based on each user's profile, have created echo chambers that push online citizens away from multi-faceted analysis into ideological one-sidedness, blocking the construction of public debate. AI-driven technologies take advantage of our identities using algorithms to create specific targeted content to perpetuate existing bias; this is further reinforced when such content is embedded in deep fake materials or fake news. Controversies surrounding the alleged malevolent viral circulation of fake news during the 2016 presidential election in the US and the 2016 Brexit referendum are just two recent examples of how democratic systems can be affected by attacks on information integrity in the digital environment.

*How can democratic governments use AI to combat fake news in order to support information integrity? How can AI be used to identify and stop deep-fake videos before they spread and what role should governments and digital information companies play in this regard? How can AI be used to create a transparent, reliable and productive interface between the government and its citizens? Should governments regulate the internet in order to promote information integrity or does regulation inevitably lead to censorship and a decline in speech and press freedoms? How can a safe and resilient public debate be structured in the digital era?*



# Working Group Documents



# Working Group A

## Fundamental Rights In the Digital Era

### Introduction

**This Background Paper was prepared collectively by members of the Working Group on “Fundamental Rights in the Digital Era” guided by Nicolas Mialhe (The Future Society) ahead of the Policy Dialogue. It is intended as a starting point for the Action Lab discussions that will take place during the Dialogue and as a basis for the final “Call to Action”.**

**Working Group Members were Helen Darbshire (Access Info Europe), Marc-Antoine Dilhac (Univeristy of Montreal), Shawнна Hoffman (IBM), Moussa Kondo (Now Generation Forum), Hans Kundnani (Chatham House), Luz Amparo Medina (OEI), Ralph Müller-Eiselt (Bertelsmann Stiftung) Prime Minister Iveta Radičová (WLA-CdM), Prime Minister Hanna Suchocka (WLA-CdM) and Cedric Wachholz (UNESCO). The ideas expressed in this Background Paper do not necessarily represent the views of individual Working Group members.**

## » Introduction

From accelerated innovation and sharing of ideas to improved products and services across industries, the Digital Era has created clear benefits. However, it also brings a unique set of risks that policymakers worldwide must urgently understand.

A powerful dialogue around the economic and socio-ethical implications of the Digital Era has already begun to spring up throughout the world. However, now more than ever, it is time to expand this ongoing dialogue and approach it through the perspective of fundamental rights. There are many multi-faceted questions that policymakers worldwide must now confront, including:

- What do fundamental rights in today's digital era look like and are they under threat?
- What should they look like?
- Are they still the indispensable foundation and guard rail as such, or do they need to be augmented?
- Do the values and notions embedded within them fit for the transformations unfolding?

This background paper was developed by the 'Fundamental Rights in the Digital Era' working group at the World Leadership Alliance - Club de Madrid 2019 Policy Dialogue. It aims to explore the complicated questions above by

triggering a much needed and time-sensitive global multi-stakeholder dialogue that will create a path forward to place fundamental rights at the heart of today's most pressing challenge: to reap the opportunities of the Digital Era while also mitigating its risks.

Firstly, the paper frames the conversation by setting the parameters - defining what exactly is meant when we say 'Digital Era' and which fundamental rights will be covered in this scope. Secondly, the opportunities will be unpacked - exploring how the Digital Era could positively impact fundamental rights, helping protect and enforce them across societies worldwide. Thirdly, the risks will also be enumerated - looking at how the Digital Era could violate fundamental rights and the risks ahead. Finally, the background paper will provide some practical recommendations for the way forward, highlighting the need for a global and inclusive dialogue to create an updated set of fundamental rights - a set of rights fit for the Digital Era.

## » Context

### What is the 'Digital Era'?

The Digital Era is characterized by significant advances in new technologies (i.e. Nanotechnology, Biotechnology, Information and Communication Technologies, AI,

Blockchain, and more) as well as social and economic transformations worldwide. It has three key dynamics:

1. the growing importance of data in shaping products, services, and business models;
2. greater returns to scale; and
3. network effects that give rise to the platform economy.

These three dynamics converge within multi-sided business models that have become prevalent with the rise of the digital economy. Pervasive connectivity, open innovation, automation and data-driven decision making are just some of the common trends.

In reality, nearly every aspect of our everyday lives has been affected or transformed by the Digital Era to some extent. Work, education, family, health, shopping, leisure, and communications are just a part of the many aspects that have been revolutionized in the past few decades. Moving forward, the revolution will truly touch all dimensions.

This paper sheds particular attention on the impact of the increasing progress and deployment of automated decision making (ADM) systems and AI technologies<sup>1</sup>, as these specific developments have become some of the most powerful narratives of our period. These technologies have their own set of opportunities



and risks. For instance, the use of ADM systems and/or AI technologies has the capacity to unlock enormous potential in societal, political, economic and cultural processes - including better personalization of products and services, easier access to public goods, fairness at scale, individual empowerment, and rapid progress towards the United Nations Sustainable Development Goals. They also could raise new risks like increasing inequalities, technological

unemployment, algorithmic bias, manipulation, loss of agency, threats to privacy and security, and many more. Furthermore, as the world economy transforms, lagging behind in adopting AI and emerging technologies can mean a widening economic and human development gap between countries, people, and companies.

## Which Fundamental Rights?

In light of the socio-economic changes and technological breakthroughs of the Digital Era, it is essential to place fundamental rights at the center stage.

While there are many different conceptions of fundamental rights, this background paper builds from two key sources: the Universal Declaration of Human Rights (UDHR) and various publications around new technology ethics principles.



The UDHR declaration is underpinned by four key universal values: human dignity, freedom, equality and solidarity. Most of the publications on technology ethics also take into account these same universal values in the context of a world in which AI adoption is exponentially growing.

The Berkman Klein Center for Internet and Society at Harvard's visual mapping of ethical and rights-based approaches to principled AI pinpoints eight shared themes across key publications: accountability, fairness and non-discrimination, human control of technology, privacy, professional responsibility, promotion of human values, safety and security, and transparency and explainability<sup>2</sup>.

These principles can be identified in key initiatives on ADM systems and AI guidelines and principles. For example, the OECD AI Principles, developed by a group of multi-stakeholder experts (including The Future Society), include values-based principles which serve as recommendations for the "responsible stewardship of trustworthy AI." The G20 has drawn on the OECD's principles to include provisions for "Human-Centered Artificial Intelligence" in its June 2019 G20 Ministerial Statement on Trade and Digital Economy. The European Union's High-Level Expert Group on AI has put forward recommendations for safe and ethical AI development in

Europe. The Montreal Declaration for a Responsible Development of Artificial Intelligence has offered a rights-based approach to ethical guidelines for the development of AI<sup>3</sup>. Other civil society initiatives such as Bertelsmann Stiftung's Algo.Rules provide the basis for ethical considerations as well as the implementation and enforcement of legal frameworks<sup>4</sup>.

Initiatives such as the above are vital to gathering a better understanding of best practice around the governance in the Digital Era, but do not always articulate fundamental rights explicitly as their core.

While the Digital Era will ultimately impact all fundamental rights, this background paper focuses on the ones that have already shown significant implications. For opportunities, human life, dignity and education are highlighted as positive cases in which the Digital Era can further protect and reinforce critical fundamental rights. Other opportunities include improved connectivity, higher access to public services and products, and sustainability.

For risks, threats to privacy, freedom and equality / non-discrimination are the three used to demonstrate the challenges of the Digital Era. It is important to note that all three risks identified have both positive and negative consequences embedded

within and, hence, policymakers must be careful to bring forward the former while weakening the latter.

## » Opportunities

### Human Life and Dignity

A principal fundamental right is that which protects a human being's right to life, securing a human's dignity and respect for his or her physical and mental integrity. The Digital Era ushers new opportunities to close gaps in life quality.

Technological breakthroughs in the Digital Era have the power to save human life; in healthcare, for example, new technologies like AI can increase access to quality healthcare by improving the productivity of doctors, accuracy of diagnostics, and efficiency in services. Furthermore, AI and big data analytics enable predictive capabilities and resource efficiency to expand access and inclusion of clinician services into remote areas at a lower cost. Personalized and precision medicine, more accurate and faster diagnostics, and accessible health apps increase access to quality medical care for millions. Chatbots offer 24/7 free therapy, accessories monitor biometric data in real time, and robotic devices improve surgical outcomes.

The socio-technological trends of the Digital Era also have the potential

to dramatically improve the quality of human lives worldwide. Digital technologies enable increases in innovation through greater market competition, lowering barriers to market entry for smaller actors, and increasing consumer welfare through innovative products and services<sup>5</sup>. This can empower more small businesses, connect people, and help support fulfilling work and sustainable living.

### **Education**

Education is a second fundamental right and includes access to vocational training and lifelong learning.

The Digital Era brings new opportunities to expand access to high quality education including to underserved populations across the world. There is a major role for AI systems specifically to promote personalized learning methods and curriculums, which create content based on students' preferences and performance, along with digital learning applications and tools to make teachers' work more efficient. For example, at the 2019 Global Governance of AI Roundtable (GGAR), multi-stakeholder AI experts discussed how to apply AI to solve gaps in education worldwide.

This approach can revolutionize our current 'one-size-fits-all' education systems and help ensure individuals

across the world have access to high quality education, fit for their own unique personalities<sup>6</sup>.

## **» Risks**

### **Privacy**

Although the opportunities are huge, the Digital Era can also clash with fundamental rights. One of the rights most negatively affected by the Digital Era is that linked to notions of privacy. AI applications, for example, can be used to track individuals across devices. Although the consequences of such tracking can result in improved products and services for consumers, it can also impact people's privacy, especially when an individual's data is collected or processed without their consent or awareness.

In a commercial setting, this may create a strong information asymmetry that results in skewed control dynamics between data collectors and individuals providing their data. In a public sector setting, this can bring rise to ethical questions related to surveillance capitalism.

Policymakers, in today's Digital Era, must take these socio-technological transformations in mind and build (or rebuild) data rights which protect peoples' privacy.

### **Freedom**

With the introduction of the Internet, the right to freedom (i.e. freedom of thought, conscience and religion; freedom of expression and information; freedom of assembly and of association; freedom of the arts and sciences) is living a never seen expansion. In many ways, the Internet and other technologies have democratized it, breaking economic, geographical and age barriers. The Arab spring was just an example.

On the other hand, however, the Digital Era severely challenges the right to freedom. Information manipulation, micro-targeting, risk profiling, and so called "aid to decision" tools require skills and understanding by the public to serve as conduit to emancipation and trust, as opposed to alienation and diffidence. Appropriate governance frameworks and protocols must be designed and implemented to empower individuals and communities freely make decisions and participate as citizens. Achieving that goal is rendered more difficult by the cultural and political divergences between regional and national value systems in addressing tensions between free speech, respect for others, and individual rights. A global consensus is emerging around the fact that automated decision-making processes affecting a person's life, quality of life, or reputation must be

transparent, fair, accountable, and accessible to individuals.

More than just addressing privacy concerns, policymakers must provide a secure space for individual freedom and agency while participating (living, working, and learning) in the Digital Era.

### **Equality and Non-Discrimination**

Lastly, the Digital Era threatens to contribute to widening income inequality, both within and between countries. Historically, the introduction of new technologies - fire, wheels, pulleys, the printing press, running water, the steam engine, electricity, the telegraph, phones, and computers - have separated those populations with access to those without it. This time is no different.

Studying deeply the case of AI, the presence of algorithmic bias in AI applications may reproduce and further aggravate social marginalization for underrepresented groups. As AI applications scale across key sectors, the impact of discrimination has the potential to grow. Further, the concentration of wealth distribution within AI industrial value chains combined with the accelerating pace of job automation may dislocate middle classes, generating systemic instability. Meanwhile, lack of explainability and basic transparency can make it

difficult to achieve the needed social trust in order to take advantage of its benefits. Countries face the pressing challenge of addressing the risk of AI systems creating and reinforcing exclusion and, or discrimination based on social, sexual, ethnic, cultural, religious, and tomorrow genetic or cognitive differences.

Recognizing the threat to equality and harmony, policymakers must work towards institutionalizing the need for diversity and inclusion in all stages of technology development - from the production to the implementation - in hopes that the benefits are evenly distributed across peoples.

### **» The Road Forward**

The road forward means taking into account the opportunities and risks of the Digital Era through the lens of fundamental rights. While we do not necessarily need new digital rights, we should be prepared to revisit and revise the existing fundamental rights catalogue, which was defined prior to the Digital Age. We must first ensure fundamental rights are safeguarded in light of the socio-technological transformations unfolding and, second, adapt them only if need be.

Key in this is realizing that the impact is not distributed equally and the perspectives around how the opportunities and risks should be addressed vary. Some individuals and

groups are affected more strongly than others, both negatively and positively. And, at times, certain elements can positively impact the enjoyment of a fundamental right by some while adversely impacting it for others.

Consequently, governance should focus on societal impact, starting from the situation of the most vulnerable, as a basis to then build the right balance between misuse and “missed” use of digital systems. The scope of governance should be on the white box vs. black box spectrum (technology-aware), depending on an AI or other ADM system’s potential socio-technical risk and, especially, the extent to which it can lead to discrimination against individuals or groups of individuals. Systems should be assessed in terms of their social impact based on criteria such as:

- a. the number of people affected by the decision-making process and their ability to obtain redress realistically;
- b. the degree to which people could be disadvantaged by the decision-making process; or
- c. the political and economic power of the system operators. For example, ADM systems used in automated production lanes or similar environments might not require the same scrutiny as ADMs used in the public sector or by credit inquiry agencies<sup>7</sup>.

First of all, we need to enforce and strengthen the existing legal framework: AI and ADM does per se not require the establishment new fundamental rights. Instead, procedures for enforcing existing individual and collective freedoms and rights must be strengthened in response to the new risks of the digital era.

Steps are already being taken by policymakers on a national and cross-national level to protect fundamental rights in the digital era. For example, the EU Parliament has adapted the EU Charter for Fundamental Rights by adding 'protecting personal data' as a fundamental right, stating clearly that citizens should be able to decide freely how to use their own personal data to avoid abuse. On the other hand, many developing countries perceive the innumerable benefits that technology provides to assure access to other rights - such as water, food, or security - more urgent.

Heads of governments around the world are recognizing the need to work towards a common set of global principles to shape the norms and standards that will guide the development of emerging technologies. In a recent speech to the United Nations, UK Prime Minister Boris Johnson highlighted the need to embed rights of freedom, openness, and pluralism in the design of new

technologies from the outset in order to safeguard peoples' rights<sup>8</sup>.

International organizations (e.g. UN, ITU, OECD, GPAI) and supranational government bodies (e.g. EU, African Union, Nordic-Baltic Region, G20, G7) are coordinating policies and pooling resources across countries to devise and implement digital strategies. These provide platforms for coordinating actors to achieve shared objectives and manage global challenges. Policies at international levels can also help to raise or avoid a 'race to the bottom' in market incentives, regulation, practices, standards globally.

More needs to be done however to reach a global "regime complex" to align the rise of emerging technologies with fundamental rights. Together, we need to work towards a shared and inclusive vision of fundamental rights in the digital era. Given the diversity of cultures and perspectives of peoples around the world, this is not an easy task. A global civic forum on AI ethics - bringing together citizens, experts, public officials, industry stakeholders, civil organizations and professional associations - could be a way forward.

For example, a joint initiative by UNESCO, The Future Society, the University of Montreal, the Observatory for the Societal Impact of AI, and MILA will host an open global

forum for this timely discussion to take place over time - in hopes to collectively achieve an equitable, inclusive, and ecologically sustainable digital world.

Inclusion of all cultures will be critical to mitigate harms and ensure the Digital Era benefits society broadly. With this goal in mind, principles will be interpreted in a coherent manner, while taking into account the specific social, cultural, political and legal contexts of their application.

Approaching the transformations of the Digital Era through the perspective of fundamental rights can serve us all, including political representatives, whether elected or named, whose citizens expect them to take stock of developing social changes, quickly establish a framework allowing a digital transition that serves the greater good, and anticipate the serious risks presented by the Digital Era.

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1. Understood in the frame of this paper as the following “big data driven, machine learning centric complex socio-technical algorithmic systems powered by scalable high performance computers on the cloud” (The Future Society, Governing the rise of AI: a global civic debate, September 2018, p. 6). See: [http://thefuturesociety.org/wp-content/uploads/2019/07/TFS\\_GCD\\_Report.pdf](http://thefuturesociety.org/wp-content/uploads/2019/07/TFS_GCD_Report.pdf)
2. For a mapping of ‘Principled Artificial Intelligence, see: Berkman Klein: <https://ai-hr.cyber.harvard.edu/images/primp-viz.pdf>
3. For more, see: University of Montreal, <https://nouvelles.umontreal.ca/en/article/2017/11/03/montreal-declaration-for-a-responsible-development-of-artificial-intelligence/>
4. Rules, an initiative by TheBertelsmann Stiftung, is a catalogue of 9 formal criteria developed by experts for enabling the socially beneficial design and oversight of algorithmic systems. For more, see: <https://algorules.org/en/home>
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# Working Group B

## Data Economies and the Future of the Social Contract

### Background Paper

**This Background Paper was prepared collectively by members of the Working Group on “Data Economies and the Future of the Social Contract” guided by Maciej Kuziemski (IE Center for the Governance of Change) ahead of the Policy Dialogue. It is intended as a starting point for the Action Lab discussions that will take place during the Dialogue and as a basis for the final “Call to Action”.**

**Working Group Members were Chioma Agwuegbo (Now Generation Forum), Edward Corcoran (BBVA), Otto Granados (OEI), Prime Minister Zlatko Lagumdzija (WLA-CdM), María Isabel Mejía (CAF), Gianluca Misuraca (European Commission), Teemu Roos (University of Helsinki), Christoph Steck (Telefónica) and Prime Minister Jigme Thinley (WLA-CdM). The ideas expressed in this Background Paper do not necessarily represent the views of individual Working Group members.**



## » Introduction

The promise of new digital technologies to improve lives is compelling. However, decision makers in government, business and society as a whole need to tackle the risks that this epochal change of digitalization will inevitably bring. We face the important task of seizing new opportunities that technologies present for societies and economies, while mitigating the risks. Filter bubbles, hyperpolarization are linked to populism and rapid changes in the social ordering that disrupt democratic process and contribute to fragmentation of modern society. The cornerstone of these processes are data and algorithms. The key question is how to govern these new technologies to act toward a human future while still respecting and protecting the values of liberal democracies as we know today.

While oldest questions on the foundation of democratic societies based on the idea of human dignity are still the baseline for revisiting those social agencies born in an analogic era, many existing rules, frameworks and processes no longer fit to resolve these challenges. We have to build a new architecture and develop new ideas on what we have already achieved. We cannot start from a blank sheet.

The Working Group has reflected in particular on the following questions:

What government levers and public policies can be used to secure just

distribution of the benefits of the digital economy?

What long term educational strategies can nation states adopt to prepare its population for what the future labor market holds?

How to democratically debate and decide about emerging technologies under filter bubbles, hyperpolarization, and populism?

### **Equality and Non-Discrimination**

The group has identified three broad areas that require utmost attention: rethinking the models of growth; securing the competencies of the future in education and employment; and upholding democratic institutions.

#### **A) Models of Growth**

Even as global labor productivity grew by 74% between 1973 and 2013, worker compensation grew by only 12.5% over the same period, according to the Economic Policy Institute<sup>1</sup>. While a relatively recent slowdown in global productivity has contributed to the reduction of the real value of salaries, other forces are also at work: rapid technological change, evolving market structures, and globalization, all of which began impacting distribution patterns even before the productivity slowdown. As a result, levels of social inclusion have either deteriorated or remained unchanged in 20 of 29 advanced economies around the world over the past five years, according to

the World Economic Forum's Inclusive Development Index 2018.

During this period, digital business models have flourished, as evidenced by the large number of technology firms, such as Apple, Facebook and Microsoft, who today top the list of most valuable publicly listed entities. For these firms, key features of digital markets such as network effects, economies of scale, and the collection and use of data, have been integral to their growth. However, the concentration that has emerged across many markets – whether in search, mobile operating systems, social networks, or e-commerce – raises questions as to whether competition remains fair and markets are still open to innovation from new players. Furthermore, there are increasing worries as to whether some digital markets, with their dependence on data, are leading to the exploitation of users' privacy.

At the same time, profit diversion to low-tax jurisdictions provides an advantage for global service providers over local rivals. Tax arbitrage allows global firms to offer their services at lower rates, making the playing field uneven and making it even more difficult for smaller and local companies to compete. Furthermore, this competitive disadvantage of local companies negatively impacts their profitability and thus diminishes their tax contribution to public



finances even further. In the long run, greater profit diversion strips local governments from investment and employment opportunities.

This double tax effect results in an unfair redistribution of taxes in favor of digital producer countries, those where digital leaders are settled, namely US and China to some extent, and to the detriment of digital user countries, such as Europe, Latin America, Africa and the rest of Asia.

The unfair geographical distribution of taxes adds more pressure on national budgets at the same time as digitalization demands governments to support the digital transformation of public services. Tax sustainability and social welfare financing are thus becoming an ever increasingly interlinked matter in the wake of digital economy.

### **B) Future of education and employment**

Education is no longer something that you do at a specific institution for a specific period of time to obtain a certification. It is becoming a lifelong learning journey, where practical skills, and the ability to adapt quickly can be more relevant than traditional qualifications. Growing accessibility, affordability and portability of knowledge - including online certification and open access movement - introduces competing means of qualification, especially

in rapidly progressing fields such as software development. At the same time, those most affected by the digital transformation (lower skilled workers) tend not to receive online education nor have many training opportunities at the workplace.

How to seize the opportunities and counterbalance the risks brought about by such process and the relationship between different governance stakeholders is a crucial problem to address, and requires a paradigm shift in how the public, private and third sector traditionally operate by unleashing social innovation and new forms of policy making based on collaborative governance mechanisms.

The digital economy is significantly reshaping labor markets, leading to the emergence of new forms of inequality, lower job satisfaction, and lasting unemployment. It is equally a priority to prevent technological change from being accompanied by such phenomena; thus, it is important to rethink what is the substance of meaningful employment in the twenty-first century. Governments, companies, and educational institutions must be able to anticipate future labor market needs, and prepare their constituencies accordingly.

This increasing mismatch between the labor market demand and existing educational offer needs to be addressed through the creation of

new curricula and on-the-job training programs. At the same time, workers whose professions are being phased out due to the changing nature of the economy, need to be offered an opportunity to reskill in order to find meaningful employment. Despite the overwhelming agreement and political support for such rhetoric, it is now key to move to concrete actions of retraining, mindful of existing best practices, as well as increased limitations of the state budget in many developing countries.

### **C) Upholding democratic institutions**

The prosperity of liberal democracies is contingent on the ability to align the technical, economic, and political factors that are hollowing out and dismantling existing institutions and procedures. What is at stake are free and fair elections; the active participation of the people, as citizens, in politics and civic life, and the protection of basic human rights of all.

One of the most important frontiers is the urgency to challenge the powerful global monopolies that threaten competition and innovation while also becoming curators and moderators of public and private spaces without democratic accountability. Regardless of a dominant narrative of exceptionalism of big tech companies, governments still possess powerful tools to set the limits of what is and is not desirable, either in the form

of regulation on the national level, or through steering R&D resources towards public benefit technologies via higher education, and funding innovation as well as regional development.

Heightened sophistication of digital technologies, such as microtargeting or machine vision, creates the temptation for governments to anticipate the needs, monitor behaviors and manipulate its citizens. Such situation requires new levels of transparency to hold governments accountable. Yet, a new consensus is emerging that transparency alone is insufficient and without careful contextual considerations, can lead to unanticipated outcomes. In order for transparency initiatives to contribute to greater accountability, information describing how government commissions and uses emerging technologies (i.e. automated decision systems or facial recognition software) needs to be accessible, and a clear auditing and harm remedy scheme need to be put in place. Policy initiatives such as the EU's High Level Expert Group on AI are a prime example of considering both sides of the equation - the governance of technologies, and the governance with technologies.

## »Policy Recommendations

The urgency of the identified challenges requires immediate and

coordinated policy action from all relevant stakeholders - including public and private sector, civil society and academia.

### **Inclusive growth**

**Taxation.** It is necessary to speed up OECD's efforts on the inclusive global solution to taxation in the digital economy, while at the same time empowering national governments that are considering adopting own frameworks. These efforts will be meaningless without more responsible tax behavior by digital service providers, who need to pledge their commitment to the fair local taxation, linked to the service provision in the given territory.

**Competition and consumer protection.** To create the right environment for innovation and trust in the digital economy, both competition and consumer protection policies need to be modified for the digital age. Antitrust authorities need to be more proactive in digital markets and ensure their toolkit is up to date. Regulation can also play a role by returning control to users: there is a need for robust privacy frameworks, as well as regulation to unlock data monopolies. Users should be able to share in real-time their data held in one firm with another. This would put users back in the driving seat while fostering new data-driven innovation. European Union's General Data Protection Regulation (GDPR)

has already become a strong point of reference for policymakers worldwide.

**Social impact bonds.** One powerful tool to mobilize private capital for public good are social impact bonds - a financing tool where creditors fund improved social outcomes for underserved communities - which in turn can result in public sector savings. These bonds are contracts signed by local governments, banks, and foundations that serve a variety of functions, such as helping the homeless find shelters or rehabilitating young criminal offenders. The repayment of related financing depends on how successful a program has been in achieving defined targets, and backers often recycle that repayment back into other projects. Invented fewer than 10 years ago, social impact bonds are used by a wide variety of stakeholders, including the International Red Cross.

**B-corps.** Perverse focus on returns and growth, a systematic problem in the twenty-first century, can be mitigated by incentivizing companies to declare themselves Benefit Corporations (B Corps), for-profit entities that align their corporate interests with those of the environment and the society. Companies operating under these statuses must report to shareholders on how they are balancing conflicting interests and must carefully measure societal impacts of their activities. Benefit corporation legislation has been passed in more than 30

jurisdictions in the US, while Italy has also adopted related provisions; Patagonia and Kickstarter are examples of the thousands of registered benefit corporations.

### **Skills of the future**

**Empowering neurodiversity.** While the exact nature of how the labor markets will develop is unknown, the workplace of the future will make sure that each person can play to their strengths. Autistic employees may need specific equipment, such as headphones to reduce auditory overstimulation. ADHD people may also require minor adjustments to their work environment in terms of having quiet places to work and flexibility in their work schedules.

**Reskilling.** To cater to the increasing demand for technical expertise, it is necessary to implement wide transition plans that will allow workers whose professions are being phased out to find meaningful employment. Inclusivity and diversity need to be strongly promoted in order to make sure that the developers of new technologies are able to identify the needs of underrepresented and vulnerable populations.

**Digital literacy.** General education on all levels needs to raise awareness of the opportunities and hazards related to the use of emerging technologies. This should include media literacy - to be able to assess the trustworthiness of the sources; cybersecurity - to

establish privacy enhancing routines; and ethics - to foster healthy conversations.

### **Democratic procedure**

#### **Digital political ads transparency.**

Granular, data-driven insights about voters have become a standard in political campaigning, disrupting the public fora with micro-targeted messaging and misinformation able to sway the election results. To prevent further interference in the electoral processes, it is key to convince major advertising platforms such as Google or Facebook to adopt binding global standards banning microtargeting and dark posts in political campaigning.

#### **Algorithmic impact assessments<sup>2</sup>.**

In the wake of an ever increasing adoption of automated decision systems by public agencies, it is crucial to develop global best practices that will adopt a multidisciplinary approach grounded in empirical data to help assess the way these systems are commissioned, built, deployed, as well as their societal impacts, including wider socio-technical context and potential unintended consequences.

**Public consultation standards.** Rapid socio-economic shifts pose the risk of leaving the most vulnerable communities behind. At the same time, aggressive adoption and diffusion of tools is already causing “techlash,” a growing hostility towards the Silicon Valley model of innovation that

epitomizes what Shoshana Zuboff<sup>3</sup> calls “surveillance capitalism.” In the era of the crisis of trust in the public sector, governments that want to reconnect with their constituencies must adopt public consultation standards that collectively reflect about the directions of sociotechnical development and the red lines that should not be crossed.

### **Practical Examples**

**Government-led upskilling.** A public-private partnership between the University of Helsinki and a Finnish IT company Reaktor has resulted in a development of an online course that provided an entry level training on Artificial Intelligence, with an ambitious aim of drawing in as much as 1% of the entire Finnish population<sup>4</sup>. This goal has now been reached, and the course is being rolled out in Sweden, Germany and Estonia, serving as a testament to the government’s ability to achieve transformative effects through education.

**Human rights first AI Strategies.** In 2018, the member countries of Digital 9 (D9) developed and agreed on a series of general objectives on the application and use of AI by national governments. In turn, as of 2019, this group of countries formed a working group to share and generate knowledge on the subject, such as frameworks for responsible use, impact analysis on the development of

algorithms and models, followed up by wide public consultations.

**Trust by design.** Brazilian government has established Transparency Portals,

which empower citizens to find data about the public sector's salaries and spending. Seoul's OPEN system has facilitated citizen complaints about fees being charged illegally

by government officials. Armed with information, citizens can monitor gaps in the delivery of goods and services that may indicate corruption<sup>5</sup>.

## Further Reading

A guide to using artificial intelligence in the public sector

<https://www.gov.uk/government/collections/a-guide-to-using-artificial-intelligence-in-the-public-sector>

Artificial Intelligence and Human Rights

<https://ai-hr.cyber.harvard.edu/>

Automation Readiness Index – The Economist – Intelligence Unit

<https://www.automationreadiness.eiu.com/>

Call for Comments: Artificial Intelligence (AI) Primer

<https://oecd-opsi.org/ai-consultation/>

Democracy in a Digital Society

<http://reimagine-europa.eu/democracy-in-a-digital-society-conference-report-is-available-now>

Government Artificial Intelligence Readiness Index 2019

<https://www.oxfordinsights.com/ai-readiness2019>

Industry 4.0 Opportunities Behind The Challenge Background Paper

[https://www.unido.org/sites/default/files/files/2017-11/UNIDO%20Background%20Paper%20on%20Industry%204.0\\_27112017.pdf](https://www.unido.org/sites/default/files/files/2017-11/UNIDO%20Background%20Paper%20on%20Industry%204.0_27112017.pdf)

OECD Principles on AI

<http://www.oecd.org/going-digital/ai/principles/>

Responsible use of artificial intelligence (AI) in Canada

<https://www.canada.ca/en/government/system/digital-government/modern-emerging-technologies/responsible-use-ai.html>

World Economic Forum Inaugurates Global Councils to Restore Trust in Technology

<https://www.weforum.org/press/2019/05/world-economic-forum-inaugurates-global-councils-to-restore-trust-in-technology/>

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# Working Group C

## Trust and Public Debate in the Disinformation Age

### Background Paper

**This Background Paper was prepared collectively by members of the Working Group on “Trust and Public Debate in the Disinformation Age” guided by George Tilesch (Ipsos Global Affairs) ahead of the Policy Dialogue. It is intended as a starting point for the Action Lab discussions that will take place during the Dialogue and as a basis for the final “Call to Action”.**

**Working Group Members were Prof. Raja Chatila (EU High Level Expert Group on AI), President Laura Chinchilla (WLA-CdM), Nicholas Davis (WEF), Andres Delich (OEI), Clara Hanot (EU DisinfoLab), Omar Hatamleh (International Space University), Prime Minister Yves Leterme (WLA-CdM), Maya Mirchandani (Observer Research Foundation), Susan Ness (Transatlantic Working Group) and Mark Surman and Sarah Watson (Mozilla Foundation). The ideas expressed in this Background Paper do not necessarily represent the views of individual Working Group members.**

## » Introduction

Digital technologies have opened new channels of communication and coalition-building that allow for direct interaction between political leaders and citizens. They have also created a space for the expression of political ideas that might otherwise not find their way to the political debate. Digitalization has lowered the barriers for citizens to engage in nation-wide and global political conversations and amplified them. It is also one of the factors that has facilitated access to the political market for new actors, sometimes with a strong and often unscrupulous communications and digital strategy.

While serving as an alternative outlet for free speech in countries where this right is not a given, digital technologies also bring about new information challenges such as the extensive use of a persuasion/manipulation architecture that are derived from the current engagement model of social media that fuel the Attention Economy. Unwanted side effects of online anonymity, zero-cost publishing and content retransmission favor the propagation of political messages, hate speech, extremist and polarizing ideas. AI Algorithmic content curation, whereby AI recommendation engines, search engines and newsfeeds prioritize content based on each user's profile, have created echo chambers

that push online citizens further into ideological bubbles and away from multi-faceted analysis and block the construction of public debate. AI-driven technologies are designed to catch and capture our attention to maximize the time spend and attention to sell ads.

AI is no longer science fiction: it is now. While narrow in its focus at this point, it is already omnipresent, especially when it comes to rewiring our minds and the remnants of our Digital Commons. Powering all major digital social platforms that we are using, AI is now heavily influencing our information, conversations, choices as citizens and consumers, our relationships – our very lives. Therefore, we need to understand and analyze how AI technologies are being designed to exploit our human vulnerabilities as individuals and societies for economic and political gain – or pure disruption. The damage and transformation that has already been done with AI putting manipulation on steroids has fundamentally shaken the public dialogue and democratic prerequisites: the time to act is now.

AI is a double-edged sword, with both threats and boons to democracies worldwide. How can democratic societies harness this technological force of unprecedented power for good and use it to the public advantage? The imperative is not just

fast adaptation of agile policymaking but also setting a shared vision of clear choices of what kind of AI is important to fuel the public dialogue and support democratic institutions. Policy and citizens should work to fulfill “Good AI’s” promise for inclusive societies and democratic guardians: an unforeseen level of potential public engagement. Good AI is designed and implemented based on the public's values, as articulated through a deliberative and inclusive dialogue between experts and citizens – and powering such dialogue at the same time. This is what should drive policy's and society's expectations of new AI Tech towards AI Constructors. Chosen AI Solutions should be less “Artificial”, but bring “Augmented Intelligence”: a sustainable, humanistic vision that empowers both digital citizenship as well as radical speed and efficiency boosts for democratic governments to craft connected policy.

## » Trust Dismantled

Trust has been eroding globally for some time but the decline has accelerated and been further disrupted by digital waves of increasing intensity. We are at a precarious point in history when our fundamental institutions – government, public services, the media, corporations – are not seen as trustworthy by a majority around the world overall<sup>1</sup>. The public perceives the most important drivers of trustworthiness to be reliability,

transparency and responsible behavior: there is clearly a gap as of now.

Digital communications and social media behavioral phenomena have aggravated the “perils of perception”: perceptions on trust are often out of line with reality. For example, research worldwide on attitudes towards refugees shows that people tend to rely on personal experience to build their own “reality”, and dismiss vertical information coming from governments, media, and intellectuals. With Millennials slowly taking charge, societal trust is significantly lower than with preceding generations<sup>2</sup>: low trust environments are fertile ground for disinformation as the public loses confidence in impartial arbiters of a common set of truths. This spirals further into understanding voters of populists who are primarily characterized by a very low level of trust in other people - populism is the political manifestation of the fear of having one’s place in society threatened and of having lost control over one’s life.

Journalists are now one of the Top 3 least trusted professions<sup>3</sup>. The media made several mistakes fighting its economic decline and the decimation of the journalist workforce: including the pressure of optimizing content for social media, failing ad-based business models, 24-hours “Breaking

News” attention desperation, ethical decline and unbound partisanship. One-third of the public trusts media less than they did 5 years ago; more than 6 in 10 think that online news sources contain a ‘great deal’ or ‘fair amount’ of disinformation<sup>4</sup>.

Digitalization has led to the disappearance of online public dialogue and to the revelation that ‘connectedness disconnects.’ In the social media world, a concentrated, loud minority opinion of a few percent can create the illusion of being the aggressive majority, especially if that opinion is magnified by fake agents, both humans and bots. Both the disappearing middle and waning empathy are detrimental to democracy: we are being pushed into corners/camps due to a combination of exploitative tech (e.g. subpar AI Labeling of our views, recommendation engines keeping us in our echo chambers) and psychological weaknesses such as vilification of dissent or groupthink. Understanding and engaging the silent, confused, fearful “bystander” majority who accidentally handed the town square to extremists is key.

## » AI-driven disinformation

The last few years have brought the overuse of the term “fake news” - until it is devoid of any meaning, so we will use disinformation/misinformation consistently. The

public’s awareness and frustration with online manipulation is clearly demonstrable. Four in five global citizens admit to having been exposed to misinformation, and four in ten (44%) admit to being duped by it. However, few can agree who should police the digital commons and determine what is fake<sup>5</sup>. The extreme challenge here is that disinformation often involves legal but manipulated content. Unlike terrorism, violent extremism, or child pornography -- universally considered unprotected speech -- platform action on disinformation is not as clear cut: understanding the distinction between legal and illegal speech is important.

Strong majorities support all forms of actions to resist online disinformation, save for extreme government censorship. 75% say that social media has too much power and platforms are responsible for distrust. Public opinion is inconsistent on how to deal with this matter: six in ten global citizens say that it is acceptable to temporarily cut off access to social media platforms during times of crisis to prevent the spread of misinformation. Equally, six out of ten also agree that temporarily cutting off social media platforms at times of crisis is unacceptable because social media is the primary source of news and information for many people<sup>6</sup>.



Propaganda and mass manipulation are far from new, but boosted with AI, they can be even more detrimental, to where they can threaten democratic collapse. In the context of democratic threats, AI algorithms provide unparalleled capabilities in mass social media data sourcing/scraping, processing and analyzing. AI's ability to hyper-target misinformation on individuals and groups based on data we share unknowingly is already being exploited extensively. AI tech is used to impersonate real people with the ability to create mass fake profiles, show fake power and influence and sway public opinion. The impact is widespread and access is low-barrier: an officially retired powerful fake commenter AI engine that can imitate the style of any person reappeared in the public domain with an investment of a mere \$5000.

The disinformation arsenal is increasing to higher levels of sophistication every day. With AI becoming core to digital manipulation, one emblematic weapon of disinformation is deepfake technology. Deepfakes are AI-manipulated videos created to look legitimate and can be AI-produced in myriad different versions, hyper-targeted at the individual: even current AI technology makes deepfake creation barriers very low. Fighting them will be a very resource-intensive race. Catching a deepfake only allows the AI network to produce a new one

with better quality in a matter of seconds. The prevalence of deepfakes also enables the "liar's dividend," where a politician can claim that a damaging real video is a "deepfake," further obliterating the meaning of evidence and factuality.

### » AI: Algorithms for the Public Interest?

There is a growing consensus regarding the identification of a wide variety of challenges and threats on the public dialogue and social cohesion by AI-powered technologies. AI-based hate speech detection on social media is reported to be racially biased<sup>7</sup>. Recommendation engines and videos on autoplay are claimed to take citizens down a rabbit hole of radicalization<sup>8</sup>. Data ignorance increases people's vulnerability to AI-powered exploitation and mass manipulation and adds to their sense of powerlessness. Armies of underpaid human moderators are contracted to label data and help bridge the gap with AI's weaknesses in detecting disinformation and hate speech: but will they override a machine's decision? Basic legal frameworks are lacking when it comes to establishing distributed legal responsibility with disinformation campaigns; there are many actors in the digital information world, including tech providers, advertisers, the platform, the medium, moderators, and the user, and it is unclear who are liable.

Citizens worldwide react to these perceived threats with a mixture of confusion and concern: 40% globally are worried about AI use, with the concerned taking the lead: 1 in 5 even wants to ban AI outright. More respondents agree than disagree that governments' and companies' use of AI should be more strictly controlled<sup>9</sup>. AI Algorithms we use every day are perceived to be biased by majority populations globally, especially in the developed world. Due to a lack of transparency, a perception that they are exploitative by design and the absence of a human element from decision-making are cited by naysayers<sup>10</sup>.

While they are fulfilling a semblance of a "global public town square" function, many feel that AI-powered social media algorithms currently are not in line with the public interest. Policy's struggles with understanding and regulating social media are far from being resolved (see Facebook US Senate and EU Parliament hearings). With legislature in limbo, AI pack leader companies stick to their own Terms of Use, lacking adequate regulatory frameworks: some of them say they self-regulate, some call for being regulated. Current challenges range through policing hate speech (e.g. Facebook's alleged role in Myanmar genocide)<sup>11</sup>; data abuse combined with hyper-targeted (political) advertising (e.g. Cambridge Analytica case and

many more); the threat of surveillance capitalism and obscure data monetization; universality of values vs. different cultural norms; establishing accountability in misinformation campaigns; and general transparency and explicability of algorithmic decisions.

The test of our time, largely driven by the Algorithmic Economy, is how to increase both AI understanding, connectedness and consent of policymakers, experts, business and general public in concert? As a first step, the last few years were marked by simultaneous efforts to create consensual AI Ethics frameworks, from both top-down and bottom-up. Currently, there are 285 AI Ethics Code proclamations co-existing or competing. How can we integrate, simplify and make them policy-ready, especially the ones that affect public dialogue, which are most tangible for the general public?

Ethical guidelines play an important role in increasing the understanding of policymakers and citizens alike regarding AI's unique characteristics: both its opportunities and threats. However, it seems like Policy 1.0 is in endless catchup mode with Tech 5.0 and the agile and fluid policymaking the latter demands. AI requires new kinds of regulatory fast tracks and fast improvement cycles adopted from the Tech world – all that while continuously

ensuring citizen alignment.

### » New frontiers: Upgrading democracy for the AI Age

The dawn of the AI Age should be a stepping stone to deep reflection for policymakers on political philosophy and on remaking democracy. Anti-establishment sentiment and anti-political class exhaustion vs. perceived AI efficiency reached such levels that an EU study found that on average, 33% of European citizens would allow AI to make important decisions about running their country<sup>12</sup>. The public may be ill-informed about AI but their concerns need to be addressed properly.

The very essence of democracy is in turmoil: falling trust, growing empathy gap, tribalization, purposelessness, diluted responsibility, emotional reactions to complexity and abundant cognitive biases are all significant dangers. If adaptation is unguided and unmediated, chances are that our future democracies, while becoming more and more “direct”, will very much resemble the increasingly disturbing face of social media. For responsible citizens and policy actors worldwide, conscious or laissez-faire disruption can only be countered with deep understanding, modernized deliberation, connected policy and concerted action to rebuild the global town square for the 21st Century.

### » Forging the path ahead: Policy Recommendations

While the work seems enormous and sometimes isolated, there are many efforts underway – government initiatives, bills proposed, and multi-stakeholder or corporate initiatives to address artificial intelligence in the context of disinformation. A few examples:

- In the recent Christchurch Call during UNGA, platforms agreed to reorganize GIFCT, to better coordinate with governments on identifying, tagging, cataloguing and removing violent extremist and terrorist content.
- In 2018, the European Commission persuaded four online platforms and a few advertising industry trade associations to agree on a self-regulatory Code of Practice to address online disinformation. From the companies' June 2019 reports, the EC found that progress was made on transparency of political advertising, “that actions taken against abusive use of bots and fake accounts have helped to detect, debunk and close down manipulation activities targeting the elections Google, Facebook and Twitter improved the scrutiny of ad placements to limit malicious click-baiting practices and reduce advertising revenues for purveyors of disinformation,

for instance by taking down ads and closing ad accounts due to deceptive or inauthentic behavior.”<sup>13</sup>

- There is ongoing discussion among platforms and civil society about creating a searchable database of disinformation and hacked content, in addition to sharing the technology for smaller platforms to be able to better detect disinformation and this dialogue needs to be encouraged.

### **1) Empowering Digital Citizens**

Existing research on cognitive biases - especially tech-induced ones - should be guiding the hands of policymakers. While policy can set the rules, the final frontier is the human mind, so double resilience should be built up that pays equal attention to providing protection from digital manipulation and to building self-awareness to counter cognitive threats. To ensure a free, publicly vocal and informed citizenry, this should take shape as a “Live Digital Citizen Curriculum” with topics including Empathy, Critical Thinking, Media Literacy, Data Literacy, AI Literacy, and Security Literacy. This should be built into public education systems as well as pushed into adult education and mass education/communication programs.

### **2) Rewiring Media**

To earn back trust, both traditional and social media needs to be in line

with the public’s expectations for trustworthiness: new exemplary online behaviors should originate from unbiased individual experts/organizations that hold majority society’s trust and set new norms of responsible behavior in the global digital town square. Combined efforts are needed for government regulation and global ethics consensus, and for a fundamental rethinking of the technological and economic incentives that lead some media outlets to break ethics rules.

Factchecking Boost: Live, AI-powered factchecking should be a global multi-stakeholder effort with robust public investment and with the aim of integrating and elevating a multitude of isolated factchecking efforts worldwide. Despite public investment, direct government control should be minimized. Public interest AI development should prioritize finding a way to fact-check fast-breaking stories where rumors are rampant and substantiation thin, as this is essential in crisis situations. The signatories to the recent UNGA Christchurch Call have made the latter a priority, and there is also some movement in the EU regarding a sustainable European factchecking network.

### **3) Rebuilding the Core**

While a lot of research has been going into dissecting populism and extremism lately, the focal point should be redirected at understanding

the disillusioned majority and actively rebuilding the democratic core. For AI to serve the public dialogue we have to rethink rules (and regulatory requirements) to algorithmically reward trust, constructiveness and emphasize the spectrum of opinions instead of corners. With the speed of changes in public opinion, this can only be done efficiently with AI-powered citizen intelligence: real-time, multi-data source, public-facing citizen intelligence platforms that analyze and track the whole spectrum of public dialogue, with the aim of finding common denominators for policy formulation. AI can also be used to bridge to bridge quantitative reach and qualitative depth for mass citizen digital feedback and conversations. Boosting nascent, currently underfunded civic tech efforts to fostering public deliberation online via institutionalized processes is therefore key. These should be paired with a public interest fact base: shared, accessible, independently and reframed as a public service. Some core elements of how Wikipedia has been built and some of its functions may be considered as building blocks for the solution, but in a more dynamic/agile manner.

### **4) Public Interest Technology Stack**

Rethink the digital town square: Multi-stakeholder efforts should establish Public Interest Tech Labs that produce public dialogue-enhancing solutions

(platforms, app, plugins etc.) with the speed of startups, have access to funding and create interoperable tech. Experiment with new “Public Interest Tech” category at that the international level that could be e.g.:

- Publicly funded, publicly accountable, nonprofit public dialogue platforms (e.g. similar to Signal - funded by a nonprofit foundation - vs. Facebook Messenger/WhatsApp in the messaging world)
- Joint venture between responsible Tech Platforms and governments to co-create a new breed of public benefit fora that is not ad-based with vetted information, citizens owning their data and algorithms being wired to fostering consensus, civility and harmony. It is possible under the umbrella of the UN or another international organization: it should have public-private funding but be shielded from direct government influence (forbearers include the BBC, C-SPAN [entirely funded by the cable TV industry as a public service], or PBS).
- A regulatory requirement for Tech platforms to create “public benefit sandboxes” as part of their platforms for open public dialogue tech experimentation.

## 5) Good AI Policy for Public Dialogue

Aggregate AI Ethics Codes Using both AI and human curation methods,

the next step should be to build an overarching global framework of actionable, policy-ready AI Ethics Codes that set a clear and actionable vision that can be adopted by global institutions.

Prioritize AI Dev Directions: Policy actors should feel emboldened to pick, steer and mandate certain beneficial AI development directions as well as to monitor and scrutinize high-risk ones. There are nascent technologies (e.g. Contextual AI) that prioritize symbiotic machine-human coexistence and collaboration: policy needs to pick those to reduce the AI Black Box<sup>14</sup> effect in new AI regulations. Principled public investment into these technologies should start at the basic research level funding proactively, instead of being in constant follower mode due to diverging interests regarding AI usage priorities from business, intelligence services or the military.

“Open Sourcing” AI Policy frameworks. For lots of states, especially in the developing world, robust AI Policy knowledge is not accessible locally. Dedicated public interest AI Policy Centers should be set up regionally that have the combination of cutting-edge expertise and local familiarity to serve a multitude of countries. These centers could produce up-to-date AI Policy blueprints that can be localized with less effort, enabling the AI Ethics to AI Policy fast track as well as global harmonization.

## 6) Protecting Elections

“Election War Rooms” We need new structures that bring tech giants and governments together to protect elections from interference. US has started to adopt this thinking slowly. The concept of a “war room,” where tech companies, election authorities, cyber-security and intelligence agencies share information in order to disrupt domestic or foreign interference with elections should be made mandatory with some form of real-time access for the public and researchers, without benefitting bad actors.

## 7) Regulating Social Media

Current platforms oftentimes equate regulation with punitive action and this needs to change. Because of the heavy resource and skill needs of AI Technology, a new consensus should be reached and buy-in from AI platforms ensured. AI regulation should be pre-emptive rather than reactive through continuous connectedness to both the speed of AI technological evolution and shifting public opinion. Multi-stakeholder structures should be set up for to align interests and motivations for Public Interest AI development in a joint framework.

Mandatory transparency: Increase regulatory accountability of existing platforms towards citizens to serve. Social media platforms should be made transparent and mark/disclose

all amplified/automated content (e.g. bot activity, ads) in a way that is easy to interpret for the user. Explore the concept of a dedicated digital public dialogue regulatory agency that monitors in real time whether social media platforms are clear in their moderation standards (terms of use), fair in their conduct (opportunity for redress), and transparent. For example, a recent French government proposal (May 2019) would establish a regulatory regime based on transparency and accountability.

New Civil(ity) Code: Civil society, communities and companies should insist on greater civility on platforms - an area that should be emphasized and expanded. Current efforts are focused on AI monitoring and deleting of hate speech, but that is just the tip of the iceberg. To go beyond, we may consider to algorithmically encourage civility/constructiveness while staying very conscious at protecting free speech at the same time. A good instrument could be AI (Natural Language Processing) tone monitoring on social media and automatic up/downranking posts/comments accordingly: again, this will pose challenges vis-à-vis free speech, but if successfully mitigated, could set new online behavioral standards. Governments should support the creation of such a public benefit technology in an open source manner that even smaller platforms could

build in. In concordance, platforms should be further encouraged to prohibit harassment in their terms of service/community standards, and to orchestrate greater cross-platform cooperation to track harassing behavior.

Trusted accounts: With platforms both new and old, algorithmically reward gaining trust from across the opinion/ideological spectrum. Trust needs to be earned by enduringly nonpartisan users in a long time, showcased with mandatory "trust score badges" on social media profiles. Additional trust-building features may be considered on social media, such as mandatory ID Verification when political activity exceeds a predetermined level (Airbnb) or expertise badges (LinkedIn).

### **8) Regulating Adversarial digital campaigns**

Foreign interference with elections merits a different set of responses, especially if using information operations. Governments should increase their vigilance, heavily regulate and limit state-backed mass manipulation campaigns: diplomacy, sanctions, blocking and retaliation are among the tools they can use. Some platforms are working to identify and block state-backed mass manipulation campaigns (e.g. Twitter re: Hong Kong) working on banning political hypertargeting use - this needs to be encouraged, monitored and incentivized. Legislation to

prohibit advertising by state-backed entities should be considered, but complications come when distinguishing between organizations like PBS, which is partially funded by a government agency and the likes of Russia Today, which is entirely dependent on Russian government support. Related legislation has stalled, at least partially because some political parties have an interest to uphold the chaotic status quo. (The Honest Ads Act which requires identification of sponsors of political ads is blocked in US Senate, but some platforms have voluntarily pledged to following its requirements.)

Constant real-time monitoring and evaluation of new digital impersonation tech should be mandatory and clear limits should be set with the potential regulatory hard ban on harmful AI technologies and their producers. (Open AI's self-ban example is a good one on AI fake commenting tech.) Some platforms have publicly earmarked funding for improving artificial intelligence to detect deepfakes and Facebook has recently launched a community challenge for improving deepfake detection.

As per above, there are early attempts to legislate (e.g. California mandates to disclose the use of bots; Senator Feinstein has introduced a federal law that bans the use of bots in political campaigns, but chances are very low

that it will pass under the current administration.) The risks of mitigating manipulative content is moving from major platforms onto smaller ones if the latter do not have the capacity to monitor.

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# Partners

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## IE School of Global and Public Affairs

The IE School of Global and Public Affairs aims to build talent and knowledge in complex, interdependent and fast-

changing environments in which challenges and opportunities can only be addressed through a practical understanding of social, political, technological and economic interconnections. With over 1,000 students, the School combines a multidisciplinary approach to professional education guided by problem-solving driven pedagogy, forward-looking teaching and fostering adaptability. Being a full member of the Association of Professional Schools of International Affairs (APSIA), which constitutes the most prestigious platform in this field, the School has positioned itself as the most innovative academic institution in global affairs. Beyond teaching, the School holds a wide portfolio in applied-research and outreach. It supports two observatories on European and Latin American politics and economy: the Transatlantic Initiative with Harvard's Kennedy School, which opens a new framework of dialogue between public and private leaders in the Atlantic space; the PublicTech Lab to facilitate the entrance of social innovators in the public sector; and the Center for the Governance of Change, a ground-breaking research institution that seeks to enhance our ability to manage innovation and navigate exponential change in a variety of domains –political, economic and societal.

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## Telefónica

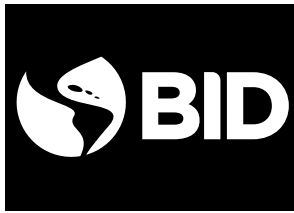
Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity

that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 14 countries and over 346 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company and its shares are traded on the Spanish Stock Market and on those in New York and Lima.

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## Interamerican Development Bank

The Interamerican Development Bank's mission is to improve lives. Founded in 1959, the BID is one of the leading sources of long-term financing for economic, social and institutional development in Latin America and the Caribbean. The BID also carries out investigation projects and offers research into politics, technical assistance and services to public and private clients in the region.

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## CAF - The Development Bank of Latin America

CAF – The Development Bank of Latin America promotes a sustainable development model through credit operations, non-reimbursable resources, and support in the technical and financial structuring of projects in the public and private sectors of Latin America. The bank was created in 1970 and is owned by 19 countries - 17 in Latin America and the Caribbean, Spain and Portugal- as well as 13 private banks in the Andean region, it is one of the main multilateral finance sources and an important generator of knowledge in the region.

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## BBVA



BBVA is a customer-centric global financial services group founded in 1857. The Group has a strong leadership position in the Spanish market, is the largest financial institution in Mexico, it has leading franchises in South America and the Sunbelt Region of the United States. It is also the leading shareholder in Turkey's BBVA Garanti. Its purpose is to bring the age of opportunities to everyone, based on our customers' real needs: provide the best solutions, helping them make the best financial decisions, through an easy and convenient experience. The institution rests in solid values: Customer comes first, we think big and we are one team. Its responsible banking model aspires to achieve a more inclusive and sustainable society.

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apple tree communications

## Apple Tree Communications

Apple Tree Communications is a creative communication agency focused on creating stories, influencing conversations, building societies, changing attitudes and inspiring actions so that businesses and institutions can be more relevant to the public. From their offices



in Barcelona, Bogota, London and Madrid, Apple Tree Communications works for world leading brands such as Mahou, McDonald's, Nike, Visa, Lego, DKV and Radisson Hotel Group.

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## Microsoft

Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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## Boston Global Forum

The Boston Global Forum (BGF) is founded by Governor Michael Dukakis and Harvard thought leaders Nguyen Anh Tuan, Thomas Patterson, and John Quelch as a globally recognized think tank, noted for developing peaceful solutions to some of the world's most contentious issues. Governor Dukakis co-created the "World Leader in Peace and Cybersecurity" Award; "World Leader in AI World Society" Award, and the AI World Society Initiative. Together with Nguyen Anh Tuan, and other Harvard and MIT thought leaders, he also established December 12th as the annual Global Cybersecurity Day and coauthored "The Concepts of AI-Government," "Ethics Code of Conduct for Cyber Peace and Security (ECCC)," "AI World Society-G7 Summit Initiative Report", and "The Social Contract 2020".

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## Organization of Ibero-American States

The Organization of Ibero-American States for education, science and culture (OEI) is an intergovernmental organization flag bearer for education, science and culture in the Ibero - American region. It has tirelessly promoted cooperation since it was founded seventy years ago. Today, the OEI has 23 member states and seven non-member observer states creating the largest Ibero-American network for generating and sharing knowledge, projects and programs in the fields of education, science and culture. The OEI has 18 national branches, and a general secretariat based in Madrid.

Since 1949, OEI has worked hand-in-hand with ministries of education, science and culture across Ibero-America through national, regional and sub-regional programs and projects. OEI also partner with other international organizations foundations, NGOs, universities and public and private entities. Since the First Ibero-American Conference of Heads of State and Governments held in Guadalajara (Mexico) in 1991, the OEI has arranged and hosted the Conference of Ministers of Education and of Culture in partnership with the Ibero-American General

Secretariat (SEGIB). It has also taken led on executing the educational, scientific and cultural programs approved at the Ibero-American Conferences.

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## Mo Ibrahim Foundation

The Mo Ibrahim Foundation (MIF) is an African foundation, established in 2006 with one focus: the critical importance of governance and leadership in Africa. It is our belief that governance and leadership lie at the heart of all tangible, shared and sustainable improvement in the quality of life of African citizens.

Leadership and governance in Africa

Leadership: is about assessing risks, defining priorities and making choices.

Governance: is about effectively implementing and properly documenting these choices.

Africa has made considerable progress over the last decade. However, the continent still faces serious and complex developmental challenges. How to translate its wealth of resources into improved quality of life for its citizens, in an equitable and sustainable way? What should governments do to ensure GDP growth is shared, sustainable and matched by employment gains? Why are political participation, rule of law, accountability and human rights still lagging, or even regressing, in some areas, despite significant economic progress?

These challenges pose a threat to Africa's success and potential for long-term transformation. Sound leadership and effective governance on the continent offer the clearest roadmap to rising to these challenges and realising the continent's potential.

African countries need to define a strategy – a “business plan” – built on an inclusive and a growth-oriented vision which assesses and prioritises challenges, makes the best use of human, natural and financial resources and ensures efficient and tangible implementation through close and precise monitoring of results.

The Foundation contributes to this roadmap for sound African governance and leadership through four main initiatives: Ibrahim Index of African Governance, Ibrahim Prize for Achievement in African Leadership, Ibrahim Governance Weekend and Forums, Ibrahim Fellowships and Scholarships. The Foundation is a non-fundraising and non-grant making organisation.

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## AMETIC

AMETIC, the Association of Electronics, Information and Communications Technologies, Telecommunications and Digital Content Companies, champions the interests of Spanish businesses in a hyper-sector that is

varied, dynamic and, with 30% of private R&D investment, the Spanish economy's most innovative sector with the highest growth capacity. Our constantly-evolving member companies are the key driving force for convergence towards the Digital Economy. AMETIC represents a key sector for employment and competitiveness,

with a major impact on Spain's GDP and excellent outsourcing possibilities for other production sectors. Its cross-cutting approach enables digitisation of business processes for both product generation and offer of services. We represent a group of companies that leverage sustainable economic development, improve the competitiveness of other sectors, generate quality employment, raise Spain's export ratio and enhance the value of our country and its industry.

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## IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people. Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques. "Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world. Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999.

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## IE Center for the Governance of Change

The IE Center for the Governance of Change (CGC) is an applied-research, educational institution at IE University that studies the political, economic, and societal implications of the current technological revolution. The Center's impact-oriented research cuts across disciplines to unveil the complexity of emerging technologies including Artificial Intelligence, Big Data, Blockchain, and Robotics, and explore its potential threats and contributions to society. The CGC also runs a number of executive programs on emerging tech for public institutions and companies interested in expanding their understanding of disruptive trends, and activities aimed at improving the public's awareness of and agency over the coming changes. All this for one purpose: to help build a prosperous and sustainable society for all.

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The logo for The Future Society is a yellow square with the text "THE FUTURE SOCIETY" in black uppercase letters.

## THE FUTURE SOCIETY

## The Future Society

The Future Society is an impartial, independent, nonprofit helping society govern AI: seizing the opportunities it presents while mitigating its risks through ethics principles and governance. We are funded by our work in Policy Research & Advisory Services, Seminars & Summits, and Educational & Leadership Development Programs, and via grants and charitable gifts. We organise our work through 3 initiatives: The AI Initiative, looking at the global aspects of AI; The Law & Society Initiative, looking at AI's impact on legal systems; and CitX, looking at AI for urban environments.

# Logistic information

## Venue

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The Policy Dialogue will take place at the **Palacio de Cibeles**.



*Designed by Antonio Palacios and Joaquin Otamendi as the headquarters of the Spanish Post Office in 1909. Since 2007, this magnificent and amazing building is the City Hall of Madrid.*

**Address:** Plaza de Cibeles, s/n, 28014, Madrid, Spain.

## TRANSPORTATION FROM/TO HOTEL VILLA REAL – VENUE PALACIO DE CIBELES

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Transportation will be provided from the **Villa Real Hotel** to the different venue/Restaurant.

Times may change, but please have them here below as an orientation.

Please confirm if you will need transfer from **Villa Real to the Venue** (& return).

21/10 – To go to Policy Dialogue (please note that there will be a family picture at 8:50)

**8:30 Transfer from Hotel Villa Real to Villa Real**

21/10 – Return from the Policy Dialogue

**17:30 Transfer from Palacio de Cibeles to Villa Real**

22/10 - To go to the Policy Dialogue

**8:45 Transfer from Hotel Villa Real to Villa Real**

22/10 – Return from the Policy Dialogue

**13:30 Transfer from Palacio de Cibeles to Villa Real**

## ACCESS

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All participants must be registered to the event via internet.

Registration will take place at:

20/10 **Hotel Villa real:** next to reception desk

- From 17:00 – 19:00

21/10 **Palacio de Cibeles Hall Auditorio Caja de la Música**

- From 8:00-10:00

22/10 **Palacio de Cibeles Hall Auditorio Caja de la Música**

- From 8:30 – 10:00

Please note that you are required wearing your accreditations to access the venue. Should you lose your badge, please let the staff know immediately.

If you have not previously registered, please send an email to [msanchez@clubmadrid.org](mailto:msanchez@clubmadrid.org)

## LUNCH AND DINNER

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Club de Madrid will cover all the meals during your stay in Madrid (from 20th to 22nd).

If you have any food restriction and have not informed us yet, please kindly inform us at [events1@clubmadrid.org](mailto:events1@clubmadrid.org).

Monday 21 of October:

- 13:00 – 14:30 Lunch at **Palacio de Cibeles**, 6th floor
- 20:00- 21:30 Dinner offered by the **Boston Global Forum** at Villa Real hotel

Please confirm your attendance to [events1@clubmadrid.org](mailto:events1@clubmadrid.org)

## INTERNET & TWITTER

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There will be Wi-Fi available during the event.

**Name:** Club de Madrid

**Password:** aimadrid

Follow our **Policy Dialogue 2019** on Twitter at [#aimadrid](https://twitter.com/aimadrid) and our official profile [@CLUBdeMADRID](https://twitter.com/CLUBdeMADRID).

## WEATHER

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October is a mild month in Madrid and visitors can expect daytime temperature highs of around **20°C (68°F)**. As for evening temperatures, visitors can expect cool temperatures around **10°C (50°F)**.

## OTHER TRANSPORTATION

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**Taxi:** If you need to take a taxi, please find the contact number: +34914473232

## TOURIST INFORMATION

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For tourist activities, you can contact the **Tourist Information Centre:**

Colón Tourist Information

P: +34 914544410/ F: +34 915310074

A: Plaza Colón (Paseo de la Castellana's Subway, access from Génova Street or Goya Street)

E: turismo@esmadrid.com

## WLA-CLUB DE MADRID CONTACT NUMBER

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<b>María Romero</b> Events Officer	<b>Celia Hernández</b> Events Assistant	<b>Agustina Briano</b> Outreach Coordinator
+ 34 607 694 366	+34 608 80 05 02	+34 679 44 56 65

# Empty Sheets for Notes



















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# Addendum

Please, note that Minister Josep Borrell is listed in the Plenary's Speakers Bios section, but will not be able to attend the Policy Dialogue.

See the bios of last minute confirmations on the next page.