Upcoming fireside chats

10 February 2021 at 15:00 CET

Edward Jones-Imhotep on **How to think about technology**

Associate Professor and Director, Institute for the History and Philosophy of Science and Technology, University of Toronto

Edward Jones-Imhotep is an award-winning historian of science and technology. He received his PhD in History of Science from Harvard University and is Director of the University of Toronto's Institute for the History and Philosophy of Science and Technology (IHPST).

He is a co-founder of Toronto's TechnoScience Salon, a public forum for humanities-based discussions about science and technology. He has held visiting positions at the École des Hautes Études en Sciences Sociales (Paris) and currently holds an ongoing visiting professorship at the University of Paris (Panthéon-Assas). He is also a member of the Executive Council of the Society for the History of Technology and a contributing editor for *Technology's Stories.*

His research has been supported by grants from the Social Sciences and Humanities Research Council of Canada, the National Science Foundation, the European Science Foundation, the Mellon Foundation, and the Deutscher Akademischer Austausch Dienst (DAAD). His research focuses on social and cultural lives of machines, with a particular focus on their place in the culture, politics, and economics of modern societies.

18 February 2021 – 16:00 CET

Dr Michal Boni on **The data control issue – in the light of the data governance proposal**

Former Member of European Parliament, former Minister Poland

Minister of Labour and Social Policy in 1991 and a deputy to the Polish Sejm from 1991 to 1993. He was a member of the Cabinet of Poland from 2009 and was Minister of Administration and Digitization from November 2011 to November 2013. He was elected in 2014 and served as a MEP from the Warsaw region until 2019. From 2019 - SWPS University, Warsaw, University for Social Sciences and Humanities, Senior Researcher Associate-Martens Centre, Senator SMEEurope, Advisory Board - Blockchain for Europe

THE DATA CONTROL ISSUE -   IN THE LIGHT OF THE DATA GOVERNANCE PROPOSAL

In the current debates on the data there are some crucial dimensions raised very strongly.

Firstly - the possible shift from the concept of data ownership (discussed many years) into the **data control** challenge, with openness for users and their activity focused on managing their own data. It is the problem of deeper understanding of the **consent** decisions and legal framework for using the tool of "consent", which is described in the GDPR.

Secondly - it is the very important context of this shift: the opportunity for data development for many purposes, especially for public purposes. It requires on the one side - using the consent (be aware and informed about all effects) by subjects, but on the other - establishing the schemes, the transparent procedures for the **data sharing**. It is significant for European works on Data Spaces in many areas (there are of course various kinds of data, personal data are the minor among them). But for instance, the goal: to build the European Health Data Space is in the different framework and mode. Similarly, the data used and sent during all processes ensuring the autonomous car safe driving.

Thirdly - what kind of **conditions** are needed for the data control and data sharing models development: related to the regulatory framework and the trust building. How to join the perspective of the strong data protection objective with the needs to create the **data as** a **common good**, used for public purposes. How to protect data, and how make them useful...

These questions and problems could be the initial points for our Fireside Chat discussion.

Patrice Chazerand on **"AI, a bridge too far? In which Pascal makes up for 'Descartes' Error'"**

Director, Global Digital Foundation

Prior to joining DIGITALEUROPE, Patrice Chazerand was the Secretary-General of the Interactive Software Federation of Europe (ISFE), the trade body of PC and videogames publishers operating in Europe between 2002 and 2009. In this capacity he has established PEGI, the only pan-European system of harmonised rating of digital content dealing with various topics such as internet content, protection of minors, privacy, freedom of expression and intellectual property; competition law as applied to interactive and user-generated content; Net neutrality, etc.

In 1999, Patrice Chazerand set up the Brussels office of Viacom which he ran as Vice President, European Affairs until 2002. During this tenure with Viacom he dealt with audiovisual content creation and distribution on all platforms, anti-piracy, EU audiovisual issues.

From 1989 to 1995, Patrice Chazerand was Director, Public Affairs, at AT&T France, and subsequently Managing Director from 1995 to 1999. He has extensive knowledge of telecom services and networks: regulation, interconnection, universal service, broadband deployment, next gen networks, etc.

Patrice Chazerand spent the first fifteen years of his career with the French Ministry of Foreign and European Affairs, seven of which were at the Embassy of France in Washington.

"AI, a bridge too far? In which Pascal makes up for 'Descartes' Error'"

In a nutshell, I plan to build upon the challenge of keeping online gaming out of the scope of the AVMS Directive - drawing from personal experience, in keeping with the rules of the 'Fireside Chat' game – with a view to argue that this type of advocacy and subtle interaction with policy makers is too challenging to ever be within AI reach. Come February, I hope that I will be on top of the fine line Pascal intended to draw between 'esprit de géométrie' (accessible to bots) and 'esprit de finesse' (forever off-limits).

17 March 2021, 15:00 CET

Prof. Dr. Ernst Hafen on **Genome meets iPhone – Opportunities and challenges of citizen-controlled personal data cooperatives**

Professor of Systems Genetics, Institute of Molecular Systems Biology, ETH Zürich, Zürich, Switzerland

Ernst Hafen, PhD, is a full professor at the Department of Biology of ETH Zürich. As a biologist he is interested in how the genetic instructions in the genome of an organism specify the basis of its form and function. During 30 years of academic research he studied this question in the fruit fly Drosophila, a genetic model organism. With the decreasing costs of genome sequencing and the offering of direct to consumer genetic analysis by companies (e.g. 23andme) he realized that people could directly contribute to answering to this basic biological question. Moreover, with their genome and other health data they could contribute as citizen scientists to a better understanding of personalized health and medicine. After all, humans, in contrast to flies, can talk to their doctor about their symptoms and collect health relevant data with their smartphones. The main problem, however, is that people give their data away for free and have no control over the use of their personal data.

Genome meets iPhone – Opportunities and challenges of citizen-controlled personal data cooperatives

In this talk we will discuss the ethical, economic and health opportunities and challenges of the current health data ecosystems and how citizens in Europe could counteract the current US model of surveillance capitalism or the Chinese model of state surveillance with a system in which citizens are in control of their personal data in the same way they are in control of their personal finances.

30 March 2021, 15:00 CET

Prof Dr Jo Pierson on **Artificial Intelligence**

Professor in the Department of Media and Communication Studies at the Vrije Universiteit Brussel

Jo Pierson, Ph.D., is Full Professor in the Department of Media and Communication Studies at the Vrije Universiteit Brussel (VUB) in Belgium (Faculty of Social Sciences & Solvay Business School) and Principal Investigator at the research centre SMIT (Studies on Media, Innovation and Technology). In this position, he is in charge of the research unit 'Data, Privacy & Empowerment', in close cooperation with imec. He holds the VUB Chair in 'Data Protection on the Ground'. His main research expertise is in online platforms, algorithms, data privacy and user innovation. Since 2016 he is elected member of the International Council and member of the Scholarly Review Committee of the International Association for Media and Communication Research (IAMCR).

Artificial Intelligence

As AI systems increasingly pervade modern society and lead to manifold and diverse consequences, the development of internationally recognized and industry-specific frameworks focusing on legal and ethical principles is crucial. My talk is aimed at (a) understanding how the 7 Key Requirements for Trustworthy AI impact the Media and Technology sector (MTS) and at (b) putting forward guidelines to ensure compliance with the 7 Key Requirements. The talk identifies four application areas of AI MTS, i.e. automating data capture and processing, automating content generation, automating content mediation and automating communication. Subsequently, the 7 Key Requirements are discussed within each of the four identified themes. Ultimately, recommendations are made to ensure that AI development and adoption in Media and Technology sector is compliant with the 7 Key Requirements. Three clusters of recommendations are proposed: (1) addressing data power and positive obligations, (2) empowerment by design and risk assessments and (3) cooperative responsibility and stakeholder engagements. This fits in the broader debate on how to safeguard and promote European public values in technological systems that - due to digital transformation - have become the basis for key sectors in society.

Date tbc, Prof. Dr. Ulrike Felt on **Trust, Solidarity and Ownership: Why cocreation matters in building successful health data platform**

Head of the Department of Science and Technology Studies, Head of the Research Platform Responsible Research and Innovation in Academic Practice, University of Vienna

Date tbc, Frits Bussemaker on **Business Community Builder & D1G1T4L C0NN3CT0R**