

Editorial Intelligence and partners present

# The Human and The Machine

A One-Day Symposium in Berlin, 5th September 2017. Save the date

Supported by



**Vodafone Institute  
for Society  
and Communications**



Editorial Intelligence's 'Networking Nations' and partners Vodafone Institute for Society and Communications and Ipsos invite you to a one-day symposium in Berlin on **5th September 2017**.

This is the first in a series of Europe-wide gatherings looking at the implications of the huge tectonic shifts taking place for humans facing the second machine age.

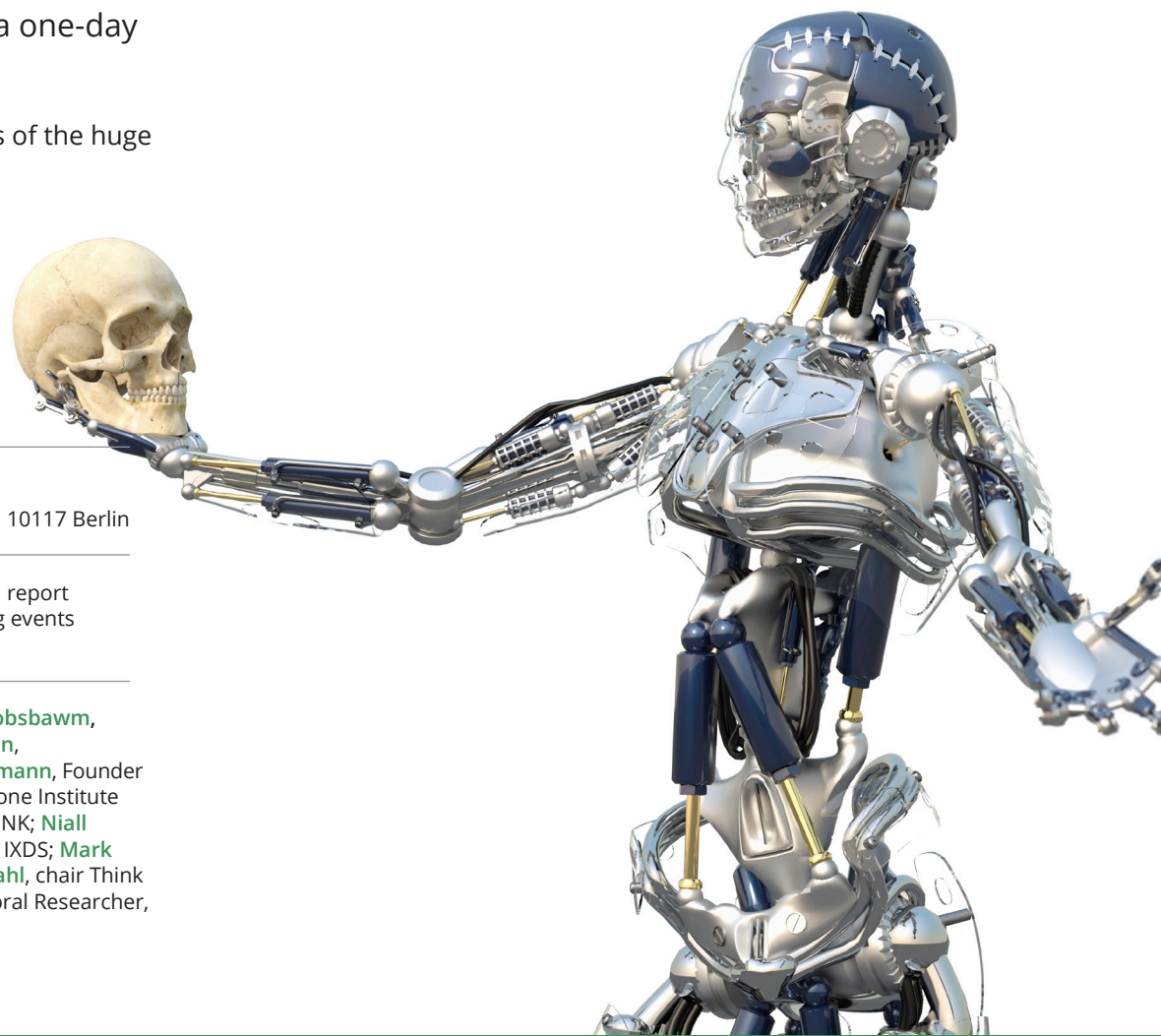
The speakers and audience will comprise key invited individuals from across the fields of business, media, culture, policy, academia and digital worlds curated by the global knowledge networking firm Editorial Intelligence to build new networks and new knowledge.

**DATE:** Tuesday 5 September 2017

**VENUES:** Morning: Kunztschule, Schützenstraße 6, 10117 Berlin  
Afternoon: Vodafone Institute For Society And Communication, Behrenstraße 18, 10117 Berlin

**FORMAT:** Keynotes, Breakouts, Plenary Discussions. The Berlin symposium will feature in a report published early 2018 and available to all participants and their networks covering events during 2017 in London and Amsterdam.

**CONFIRMED SPEAKERS INCLUDE:** **Tom Adeyoola**, Founder, Metail; **Pippa Bailey**, Head of Innovation, Ipsos; **Julia Hobsbawm**, Author, Fully Connected: Surviving & Thriving in an Age of Overload; **Andrew Keen**, Entrepreneur and Author; **Ije Nwokorie**, Global CEO, Wolff Olins; **Madeleine Hofmann**, Founder Generation Y; **Roly Keating**, CEO, British Library; **Matthew Kirk**, Chairman, Vodafone Institute for Society & Communications; **Dr Hector Martinez**, Chief Scientific Officer, CELLINK; **Niall Murphy**, Co-Founder and CEO, Everything; **Nancy Birkhoelzer**, Managing Partner IXDS; **Mark Taub**, Senior Director, R&D, Abbott Laboratories 'Free Libre'; **Sabine Beppler-Spahl**, chair Think Tank Freiblickinstitut; **Heiko Fischer**, Resourceful Human; **Theresa Zueger**, Doctoral Researcher, Humboldt Institute for Internet and Society.



To reserve your place please email [rsvp@networkingnations.eu](mailto:rsvp@networkingnations.eu)

# Programme

Further speaker updates will follow.  
Programme draft as of 14 July 2017.

**8.45 - 9.15** Registration/coffee. Venue: Kunztschule.

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## MORNING: FUTURESOCK

**9.15 - 9.25** **Professor Julia Hobsbawm OBE**, Founder, Networking Nations.  
Welcome: **Matthew Kirk**, Chairman, Advisory Board, Vodafone Institute

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## SESSION ONE: PLENARY

We are in the middle of the 'triple revolution' (Rainie & Wellman) of internet, social and mobile.

This change has happened in a single generation. What does this acceleration, this racing towards the future, mean for society? This opening session looks backwards, forwards, and locates us firmly in the present, setting us up for the day's discussions.

MC: TBC

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**9.25 - 9.35** **Pippa Bailey** of Ipsos Connect  
Presentation: In a highly digitised and fragmented world, some findings and data from one of the world's leading polling and analysis businesses. How does the public view connectedness? What do they see as the biggest threats and opportunities? **Pippa Bailey**, Head of Innovation at the global market and opinion research business, presents some exclusive findings.

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**9.35 - 9.55** **Andrew Keen**  
Keynote 1: **How to Fix the Future**  
**Andrew Keen**, who will fly over from the US exclusively for Networking Nations, is one of the key voices in helping us understand what we have got ourselves into. The author most recently of 'The Internet is not the Answer', he will lay out his vision for what needs to happen next. He is the perfect person to open The Human and the Machine.

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**9.55 - 10.50** **Can the Future be fixed?**  
Discussion: **Chair: Professor Julia Hobsbawm**  
**Andrew Keen** + **Nancy Birkhoelzer**, Managing Partner IXDS; + **Niall Murphy**, Co-Founder and CEO of EVERYTHING; + **Heiko Fischer**, *Resourceful Humans*;



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**10.50 - 12.10** **Nano Focus**, Coffee and concurrent breakout sessions: In which we look in-depth, guided by an expert, at particular aspects of the digital world. Ask questions, bring your own expertise #nanofocus17  
Breakouts:

- (i): **The Bodily Future:**  
*Chair: TBC* Perhaps the biggest single changes in technology Perhaps the biggest single changes in technology which are universally welcomed are those surrounding human health. We invite two of the leading innovators to explain what is coming next for the human body, assisted by the machine...3D Printing of Body Parts Chief Technology Officer of Swedish firm **CELLINK**, **Dr. Hector Martinez** on bioprinting followed by **Marc Taub**, Senior Director, R&D, from Abbott Laboratories who have invented a ground-breaking sensor for Type 1 Diabetics which combines big data gathering with profound positive patient/ user experience impact: The FreeStyle Libre System.
- (ii): **The Young Human in the Old World Machine**  
**Madeleine Hofmann**, Founder Generation Y, the digital generations voice explores in this technology free session how the young shape a world not entirely of their own making.
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**12.10** Move back to PLENARY

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**12.15 - 13.00** **Human creativity and empathy in a second machine age**  
*Chair: TBC* Panel: **Ije Nwokorie**, Global CEO, Wolff Olins; + **Alice Thwaite**, The Echo Chamber Club; + **Theresa Zueger**, Doctoral Researcher, Humboldt Institute for Internet and Society.

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**1300 - 15.00** Moving to the Vodafone Institute for lunch and Lunch  
afternoon.

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**15.00 - 16.15** PART TWO: PAST AND PRESENT

## PLENARY

We live with so much fresh information, data and new information that we are at risk of forgetting the past, and helping it to inform our present. Take Elon Musk's Hydraloop for instance: It uses the same kind of battery magnets used by Thomas Alva Edison in the 1850s, but who other than a handful knows how early connected

technology connects today? This afternoon aims to bridge this gap in memory and to assess what has to happen to marry up past and present in a better system.

Keynote 2: **Roly Keating**  
**The Mechanical Curator - The British Library**  
Hear from British Library CEO **Roly Keating** about the extraordinary 'undirected' experiment to bring centuries of fallow and undetected literature and archive material to the attention of readers and consumers using bots, tumblr and flickr. A very modern bringing of past to the present.

Breakouts: **Nano Focus**, Coffee and concurrent breakout sessions: In which we look in-depth, guided by an expert, at particular aspects of the digital world. Ask questions, bring your own expertise #nanofocus17

(i): **Technology and Services**  
*Chair: TBC* **Fashion and Retail** in today's era: **Tom Adeyoola** of metail.com and how it is transforming body identity online and IOT **Niall Murphy** of EVERYTHING on how connected objects transform the world.

(ii): **Clever Connections**  
Meet some of your fellow participants from the day and exchange informal discussion about what you have heard and learned.

In Conversation: **Has the Policymaker got to be a Policeman?**  
**Gregoire Verdeaux**, Vodafone's Group International Head of Policy, in conversation with **Greg McMullen**, Chief Policy Officer Berlin-based @BigchainDB and co-founder & Executive Director IPDB; + TBC

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**16.40 - 17.15** CLOSING PLENARY

Discussion: **The Ugly Present: On Trolls, Privacy and Social Bullying**  
*Chair: Alice Thwaite*, The Echo Chamber Club  
Panel: **Andrew Keen**, **Matt Peacock** of Vodafone + **Sabine Beppler-Spahl**, chair Think Tank Freiblickinstitut + TBC

Final presentation/speech

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**17:15** DRINKS AND CLOSE