

## ***Global Forum 2014 Report***

Global Forum 2014 was held on 17<sup>th</sup> and 18<sup>th</sup> November 2014 in the City of Geneva, Switzerland. This year, Global Forum 2014, organized by Items International in the CICG – International Conference Center of Geneva, gathered more than 270 participants: policy-makers, ICT experts, CEOs, Academia representatives. Creating a *Connected age*, with lots of discussions on opportunities and disruptions in a time of transformation made this annual event the state-of-the-art for experts' brainstorming of creating the digital society. Impression is that strategic consulting in the digital world is necessary; in this way many stakeholders are engaged in the process of decision making



Geneva, cosmopolitan city of peace: host of Global Forum 2014

Creating a connected age by use of ICT is the priority of Digital Agenda for Europe and one of the main targets of Europe 2020 strategy. For more detailed information you can visit official website of Global Forum 2014: <http://globalforum.items-int.com/>



Global Forum, shaping the future 2014: a connected age, opportunities & disruptions in a time of transformation



Mr Sebastien Levy (left on the photo) and Ms Sylviane Toporkoff were the hosts of Global Forum 2014

Welcome event of Global Forum 2014 was held in Chateau de Penthes, magnificent castle on the outskirts of Geneva. Enjoying at the Museum of the Swiss abroad and the exposition of Peter Knapp, participants had important the opportunity for networking and social event brainstorming of different ICT projects.



Chateau de Penthes: cosy ambience to set off fruitful discussions

Unique environment of the Chateau de Penthes, with plenty of portraits of important historical persons in nicely decorated rooms with painted vases and decorated furniture, created cosy atmosphere for participants to start discussions and chit-chat on various European projects and important innovations in the field of ICT. In combination with modern, contemporary art, this was great choice for start of this high-level conference. The welcome event was very promising beginning of the discussions to be set off during Global Forum 2014. For more information on Chateau de Penthes you can visit <http://www.penthes.ch/>.



CICG – International Conference Center of Geneva

Global Forum 2014 started on 17<sup>th</sup> November morning with warm welcome of Mr Sebastien Levy, Vice-President of Global Forum & Partner Items International and Ms Sylviane Toporkoff, President of Global Forum & Professor at the Institute of European studies, University of Paris, France. First keynote speech was video message of Mr Hamadoun I. Toure, Secretary-General of ITU- International Telecommunications Unit. Mr Hamadoun highlighted that the future is digital. ITU is committed to broadband to enable digital connection. Digital world is on strong foundations.

Ms. Anja Wyden Guelpa, State Chancellor of Geneva, Switzerland had second keynote speech. Ms. Wyden Guelpa said that technology is not the end, it's the beginning. Technology is not enough for change. Two-way discussion with citizens is necessary as shown in developing e.g. the voting system in the Canton.



Global Forum 2014: Catalysts for Innovation session; Bror Salmelin, Advisor for innovation systems, DG CONNECT, EC chairing.

Opening session, a connected age, brought visions from Europe, America, Asia, BRICS and Africa. Roberto Viola, Deputy Director-General, DG CONNECT, European Commission, said that from 1<sup>st</sup> November New Commission took over the mandate. The key task is to complete the Digital Single Market in Europe with 500 million people. It is important to find a balance: should Government be active to foster or to wait a bit? Market failure intervention seems to be the best approach. Gary Shapiro, President & CEO, CEA - Consumer Electronics

Association, USA, said that growth comes from innovation. The Uber company is good example; one has to take risk. The more you risk, you get rewarded. It is part of the equation.

Jorgen Abild Anderson, Chairman of OECD's Committee for Digital Economy Policy, said that all elements are very important of digital world. Data-driven innovation and work on big data are important. Not long-term Government plans are needed, but short and flexible ones. Ching-Long Lu, Ambassador Taipei Representative Office in France, Taiwan, presented Taiwan national dolls, talking about importance of education; Taiwan invests more than 18% of GDP in education.



A connected age session: Mr Roberto Viola, Deputy Director-General, DG CONNECT, EC and Mr Ching-Long Lu, Taiwan representative



Citizen-centric smart cities session: Julia Glidden, 21c Consultancy moderating

Julia Glidden, President and Founder, 21c Consultancy, UK, moderated citizen-centric smart cities panel. This interesting panel highlighted the Government capacity to innovate. Collaboration and creation between Government and citizens is needed. Intelligent connectivity is at the core of smart cities. New business models for smart cities and quality of service are necessary. The benefits of the Citadel on the Move project were presented. It is European Commission funded project which aims to make it easier for citizens and application developers from across Europe to use *Open Data* to create the type of innovative

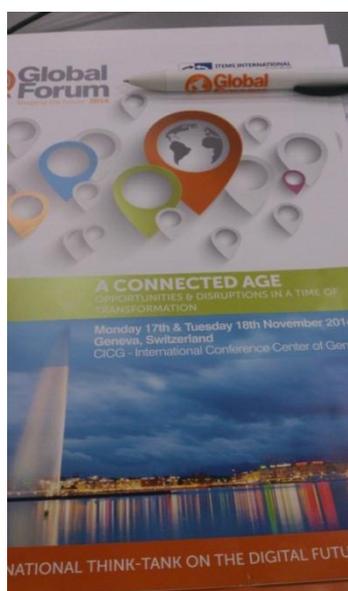
mobile applications they want and need. For more information you can visit following link: <http://www.citadelonthemove.eu/> Gerald Santucci, Head of Unit Knowledge Sharing, DG CONNECT, European Commission, reminded about the Living Labs concept, helping cities to become ‘smart cities’. For more information on Living Labs you can see the following link: <http://www.openlivinglabs.eu/> . Bror Salmelin, Advisor for Innovation Systems, DG CONNECT, European Commission, gave conclusions that citizens are active agents of change. Citizens should be fully engaged and involved in decision-making process of smart cities. ‘Innovation cannot be controlled; it needs to be orchestrated’.



#### Advanced cybersecurity & privacy, Build confidence & future session

Sebastien Heon, Director of Consulting & Political Affairs, Airbus Defence & Space Cybersecurity, France moderated the session on challenging security issues. 81% of large companies had a security breach. The number of security breaches do not seem to increase, but the financial damage is. Trust is the key. There is also the tendency to be discussed: data nationalism. Creation of common culture at security matters is needed.

With lots of positive impressions, messages and strategies towards a connected age, from Global Forum 2014 in Geneva, we should keep innovate and shape our future. For more information you can follow us on social media: <http://ec.europa.eu/digital-agenda/en/open-innovation-strategy-and-policy-group> Twitter: @OISPG.



See you next year at Global Forum 2015 to face new digital challenges!

Yours in innovation,

Visnja Istrat, OISPG Rapporteur  
Twitter: @visnjaOISPG

Email: [visnja.istrat@gmail.com](mailto:visnja.istrat@gmail.com)