

# The Human and The Machine

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

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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.

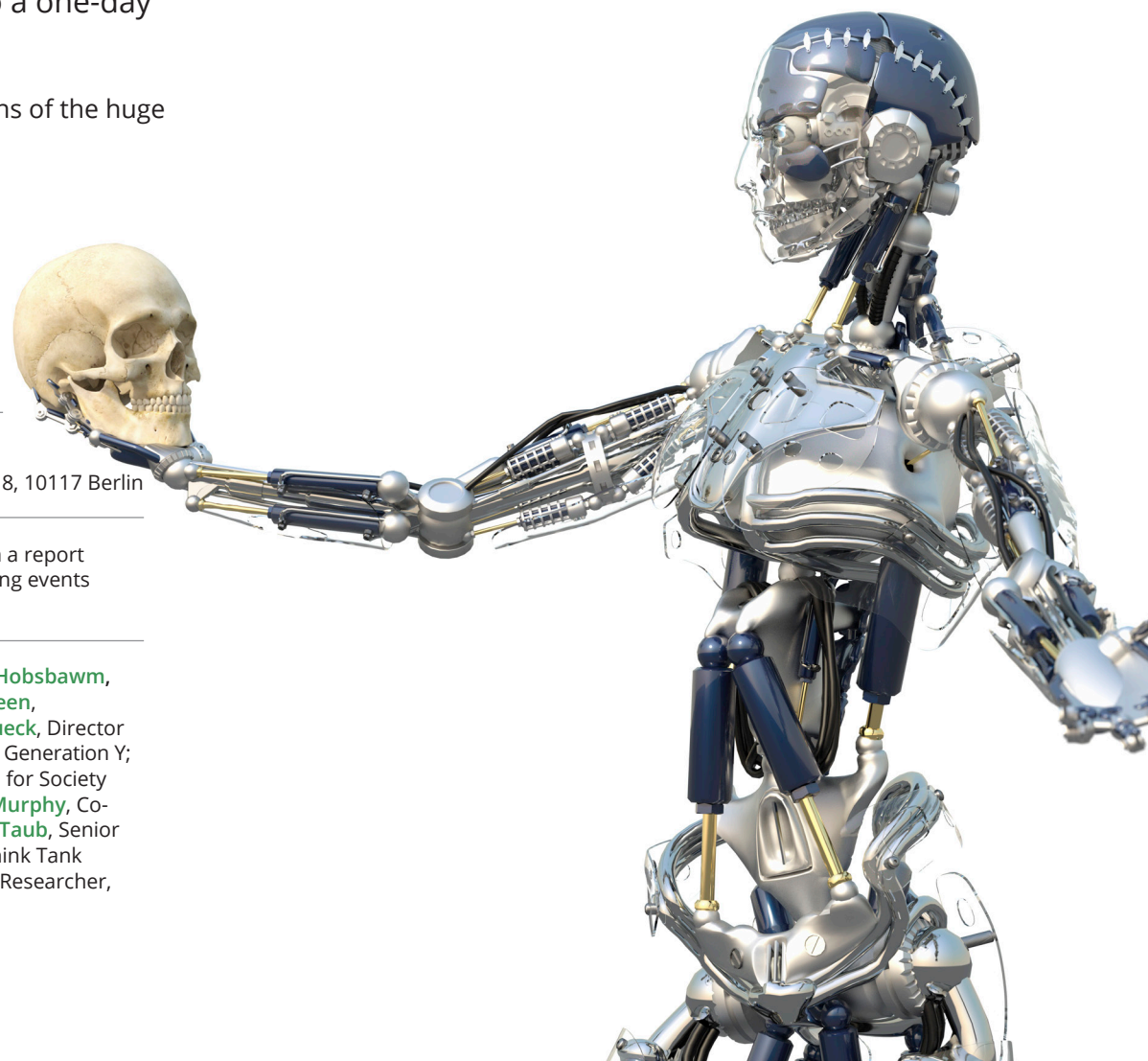
The speakers and audience will comprise key invited individuals from across the fields of business, media, culture, policy, academia and digital worlds curated by the global knowledge networking firm Editorial Intelligence to build new networks and new knowledge.

**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; **Alice Steinbrueck**, Director Strategies and Programmes, Vodafone Institute; **Madeleine Hofmann**, Founder Generation Y; **Roly Keating**, CEO, British Library; **Matthew Kirk**, Chairman, Vodafone Institute for Society & Communications; **Dr Hector Martinez**, Chief Science Officer, CELLINK; **Niall Murphy**, Co-Founder and CEO, Everything; **Nancy Birkhölzer**, Managing Partner IXDS; **Marc 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.





## MORNING: FUTURESOCK

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

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

## 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.

**9.25 - 9.35** **Pippa Bailey of Ipsos Connect**  
Presentation: Q&A with: **Alice Steinbrueck**, Director Strategies and Programmes, Vodafone Institute  
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.

**9.35 - 9.55** **How to Fix the Future**  
Keynote 1: **Andrew Keen**, who is joining us in Berlin 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.

**9.55 - 10.50** **Can the Future be fixed?**  
Discussion: *Panel:* **Nancy Birkhölzer**, CEO, IXDS; **Heiko Fischer**, Resourceful Humans; **Andrew Keen**; **Niall Murphy**, Co-Founder and CEO, EVRYTHNG  
*Chair:* **Professor Julia Hobsbawm OBE**, Founder, Networking Nations

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

(i): **The Bodily Future:**  
**Dr Hector Martinez**, Co-Founder of CELLINK and Chief Science Officer; **Marc Taub**, Senior Director, R&D, Abbott Laboratories  
*Chair:* **Matt Morgan**, Head of Policy Communications, Vodafone Group  
Perhaps the biggest single change 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  
*Chair:* **Alice Thwaite**, Founder and Editor, The Echo Chamber Club  
**Madeleine Hofmann**, founder of Generation Y, the digital generations voice explores in this technology free session how the young shape a world not entirely of their own making.

**12.10** Move back to PLENARY

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

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

## AFTERNOON: PAST AND PRESENT

**15.00** **Alice Steinbrueck**, Director Strategies and Welcome Programmes, Vodafone Institute  
Back:

## SESSION TWO: 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 Hyraloop 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 asses what has to happen to marry up past and present in a better system.

**15.10 - 15.30** **The Mechanical Curator - The British Library**  
Keynote 2: **Roly Keating**, CEO, British Library  
Hear from **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.

**15.30 - 16.15** **Nano Focus**  
Breakout sessions:  
In the concurrent Nano Focus sessions, 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: Fashion and Retail in today's era**  
**Tom Adeyoola** of metail.com and how it is transforming body identity online.

(ii): **Has the Policymaker got to be a Policeman?**  
**Greg McMullen**, Chief Policy Officer Berlin-based @ BigchainDB and co-founder & Executive Director IPDB

**16.15 - 16.40** Coffee and Connections

## 16.40 - 17.15 CLOSING PLENARY

Discussion: **The Ugly Present: On Trolls, Privacy and Social Bullying**  
*Panel:* **Andrew Keen**; and **Sabine Beppler-Spahl**, Chair, Think Tank Freiblickinstitut  
*Chair:* **Alice Thwaite**, The Echo Chamber Club

**17:15** DRINKS AND CLOSE