

## **Preliminary programme Rethinking trust in the digital age**

### **Thursday 27 June, afternoon**

#### **Introduction: In tech we trust – for now!**

In both our private and professional lives, trust reduces uncertainties whilst at the same time enabling reliance on others. In the digital age, as the general public is becoming increasingly aware that the convenience and possibilities afforded by emerging technologies also bear wide-ranging risks for business and society, trust has become as important as the digital services and products themselves. During the first session of the conference we will outline the key digital trust challenges and why the private sector is well positioned to take the lead in building trust in the digital age.

#### **Trust-Incubator**

The Ethical Leadership in Business Conference-Retreat facilitates the co-creation of a “Trust-Incubator”, which will enable businesses to share best-practices, personal experiences and tools to enhance corporate trust culture on an ongoing basis. It will be launched at the opening of ELB, while actionable recommendations will be communicated on the final day.

Tom Marshall, Innovation Community Ambassador, Deloitte (Netherlands)

#### **Keynote: The role of digital cooperation to build a trusted digital future**

Trust in a safe and inclusive digital future cannot be built in isolation. Instead, there needs to be enhanced cooperation in the digital space between governments, the private sector, civil society, international organizations, academia, the technical community and other relevant stakeholders. Cathy Mulligan (United Kingdom), Visiting Research Fellow Imperial College Centre for Cryptocurrency and member of the UN High-level Panel on Digital Cooperation – established in 2018 by the Secretary-General António Guterres – will share first results of this cooperation process and its implications for business.

#### **Community Group**

In this safe-space, leaders can talk openly about the effect of trust trends on their businesses and leadership style.

#### **Evening drinks.**

### **Friday 28 June**

#### **Panel discussion: It's better technology that will improve digital trust! Or not?**

Leaving a trail of personal data as we go about our personal and work lives is now unavoidable since even the simplest of daily tasks often involves a digital or online interaction. Trust in cyber security, data privacy, business transparency and accountability in the context of digital services and products – also called digital trust – is widely challenged by data hacks, identity thefts, black mailing, user profiling by business, government censorship, etc. Growing distrust goes hand in hand with a lack of acceptance of new technologies, as reflected by the ‘#DeleteFacebook movement’ and attacks on self-driving cars or delivery robots.<sup>1</sup> Which technology solutions can be developed to rebuild and sustain digital trust? What

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<sup>1</sup> <https://www.theguardian.com/technology/2018/mar/06/california-self-driving-cars-attacked>

role do values and ethics play in strengthening trust in the digital economy? Or, is it time to redefine the concept of trust in the digital age?

International panelists will exchange diverse views on the opportunities and limits of technology and ethics in fostering digital trust.

### **Community Groups**

In this safe-space, leaders can explore their personal limits and opportunities to leading the digital journey.

**After lunch:** take your time or join a group walk in nature or a guided tour of the historical Caux Palace

### **Practical sessions: How can we improve digital trust?**

In workshops, storytelling rounds and best-practice cafés, leaders and experts will exchange in small groups their experience and tools regarding 'best-and-worse practices' of trust building in the digital age. We will look at various examples of trust building through technology for example blockchain and how to integrate ethics and values into the innovation process and life-cycle of new technologies. There will also be the opportunity to experience an lofC Leadership session.

**Trust-Incubator:** Daily summary session

**Evening programme to be confirmed**

## **Saturday 29 June**

### **Panel discussion: Will the digital transformation humanize work?**

Will innovation in areas such as AI, automation, blockchain, the internet of things (IoT) and augmented reality reduce tedious tasks for humans, create more physical safety at work and empower humans to be more creative, spontaneous, and personal? In short, will technology humanize work? Or will the digital transformation lead to increased employee surveillance, job displacement, income insecurity and the robotization of humans? International panelists will share differing views on how business can empower employees, customers and society at large to strengthen trust in the changing world of work.

*Bram Jonker, Innovation & Technology Lead, Deloitte (Netherlands)*

### **Community Group**

In this safe-space, we will look at what sort of leadership behaviors support human opportunities in the digital age. Leaders are invited to explore the impact of self-reflection, empathy, compassion and creativity on their daily work life.

**After lunch:** take your time or join a group walk in nature or a guided tour of the historical Caux Palace

### **Practical sessions: How can we build trust in a human digital future?**

In this practical session, leaders will work together in various workshops, storytelling rounds and best-practice cafés to explore how businesses can empower employees, customers and society at large to strengthen trust in the growing digitalization. There will also be the opportunity to experience an lofC Leadership session

**Trust Incubator:** Daily summary session

## **Sunday 30 June, morning**

### **Panel discussion: From rethinking trust to building trusted partnerships: Welcome to the Trust Incubator!**

In an interconnected, globalized and interdependent world, trust in the digital transformation cannot be fostered in isolation. It is crucial to co-create with stakeholders a shared vision of a trusted future. The Caux Forum Ethical Leadership in Business International panelists will share different cross-sector initiatives related to the digital economy and exchange views with participants on how the initiative of building a “Trust Incubator” will complement the existing landscape of partnerships.

### **Community Group**

In a more intimate and private group session, leaders will exchange their impressions and take-aways of the conference-retreat.

### **Trust-Incubator closing session**

Actionable recommendations on how to build a “Trust Incubator” will be shared with the audience and on social media.

## **More information**

### **Target audience of this conference**

Representatives from all business sectors, max. 80 participants

### **Contact**

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### **Dates and venue**

Ethical Leadership in Business

Caux Forum, Ethical Leadership in Business 27 – 30 June 2019

Caux Palace – Conference and Seminar Centre  
Rue du Panorama 2, 1824 Caux, Switzerland

### **Short film on Caux Forum Ethical Leadership in Business**

2018 <https://www.caux.ch/ethical-leadership-business>