CAUX FORUM

Developing Human Potential
for Global Change

Ethical Leadership

in Business

Rethinking trust
in the digital age
27 June – 30 June 2019

DAILY

PROGRAMME

Caux Palace Conference and Seminar Centre

Initiatives of Change
Switzerland

Welcome!

Why do we need to rethink trust in the digital age?

In our private and professional lives, trust reduces uncertainties and enables 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.

In business, trust is a critical ingredient for innovation and investment, to foster consumer loyalty and nurture employee motivation. Nowhere is this more apparent than in the digital economy where public trust in the benefits of the digital transformation has been the basis for economic growth and societal progress.

Businesses who establish clear values and ethics to inform compliance, governance and decision-making will ensure their brand's reputation. Given that it is individuals rather than organizations who make the decisions, businesses need to strengthen ethical leadership at all levels to avoid trust breaches. Companies that go beyond the legal requirements and ask themselves, 'what is the "right" thing to do?', will gain an important economic advantage over those who do not.

What are the objectives of the Ethical Leadership in Business 2019

- clear understanding of specific trust challenges in the digital age
- an awareness of various forms of trust building in the digital age
- business best-practices tools and actions to strengthen stakeholder trust
- the results of an in-depth personal investigation of your own degree of trust in the digital transformation
- energy from having disconnected from your busy life and met a diversity of people
- an enlarged network, built over three full days of activities

Conference result: building a 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)

Tech & Trust stickers

We invite you to make use of the Tech&Trust stickers, aiming to facilitate connections and networking during the conference-retreat. Some are printed with an icon and a question mark, meaning that one is curious to learn more about that topic, while an exclamation mark indicates that you are a topic-expert for that subject. Happy connections and talks!

![CAUX FORUM – Developing Human Potential for Global Change]

Daily Programme 27 – 30 June 2019

Thursday, 27 June

15:45 - 16:15	**Arrival, tea** **Terrace**
16:30 - 18:00	**- Keynote** Trust challenges and opportunities in the digital age **- A digital Adventure** **Main Hall**
18:30 - 19:30	**Dinner** **Dining Hall**
20:15 - 20:45	**Welcome to Caux** **Theatre** **Evening Drinks**

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Friday, 28 June

07:15 - 07:45	**Time for reflection** Bay Window
07:45 - 08:45	**Breakfast** Dining Hall
09:15 - 09:30	**The human factor** Main Hall
09:30 - 11:00	**Morning Plenary:** Will technology improve digital trust? Main Hall
11:00 - 11:15	**Break**
11:15 - 12:00	**Tech & Trust Interactive** What do you value about in the digital transformation? Main Hall
12:30 - 13:30	**Lunch** Dining Hall
13:15 - 14:45	**Optional: Free time or guided nature walk**
15:45 - 16:15	**Community Group** tbc
15:45 - 16:15	**Tea & Questions** Terrace
16:30 - 18:00	**- Tech & Trust Talks** What can we learn from national digital trust building cultures? **- Trust Incubator**
18:30 - 19:30	**Dinner** Dining Hall
20:15 - 21:15	**Human Library** The naked truth about modern slavery The story behind LIFI - a wireless connection that uses **LED** lights to transmit data Belle Époque

Saturday, 29 June

07:15 - 07:45	**Time for reflection** **Bay Window**	
07:45 - 08:45	**Breakfast** **Dining Hall**	
09:15 - 09:30	**The human factor** **Main Hall**	
09:30 - 11:00	**Morning Plenary:** Will the digital transformation humanize work? **Main Hall**	
11:00 - 11:15	**Break**	
11:15 - 12:00	**Tech & Trust Interactive:** What do you care about in the digital transformation? **Main Hall**	
12:30 - 13:30	**Lunch** **Dining Hall**	
13:45 - 14:45	**Optional: Free time or guided nature walk**	
14:45 – 15:45	**Community Group** **tbc**	
15:45 - 16:15	**Tea & Questions** **Terrace**	
16:30 - 18:00	- **Tech & Trust Talks:** Digital economy: new professions bring new opportunities and responsibilities! - **Trust Incubator**	
18:30 - 19:30	**Dinner** **Dining Hall**	
20:15 - 22:00	**Party** **Belle Époque**	

Sunday, 29 June

07:15 - 07:45	**Time for reflection** Bay Window
07:45 - 08:45	**Breakfast** Dining Hall
09:15 - 09:30	**The human factor** Main Hall
09:30 - 11:15	**Morning Plenary:** From rethinking trust to building a trusted future: Welcome to the trust incubator! Main Hall
11:15 - 12:00	**Community group** tbc
12:30 - 13:30	**Lunch** Dining Hall

Topics and Speakers

Thursday 27 June 2019

Keynote: Trust challenges and opportunities in the digital age

Trust in technologies – also called Digital Trust – is constantly challenged by an increasing number of security and privacy breaches, either by hackers or user data collection without clear user consent.
Keynote: The role of digital cooperation to build a trusted digital future
Cathy Mulligan, Ph.D. CTO (GovTech Labs / DataNet) and Member of the UN High-Level Panel on Digital Cooperation. She has also done some research on the impact on privacy of 5G. Cathy Mulligan will share a global vision on trust in the digital age and engage in a discussion on how new technologies are supporting and threatening trustbuilding. (Speaker biography on the website)

Cathy Mulligan, Ph.D. CTO (GovTech Labs / DataNet), Member of the UN High-Level Panel on Digital Cooperation, Blockchain, ML, Telecommunications, Digital Transformation and Strategy, NED,

A Digital Adventure

We are increasing reliant on smartphones, smart watches and other smart devices which are influencing nearly every aspect of our life. At the example of a fictive person named "Fabrice" we will discuss how new technologies are impacting ourselves and the world we are living in and which steps one can do to reduce the negative effects to fully benefit from the positive ones. Fr. Eric Salobir o.p. Founder and President, OPTIC Network. (Speaker biography on the website)

How the Caux Forum works

A short introduction to fully benefit from your stay in Caux

Fr. Eric Salobir o.p. Founder and President, OPTIC Network

Community Group

In this safe-space, participants can talk openly about trust building in the digital age and what it means to them on a personal and professional level.

Initiatives of Change
Switzerland

Friday 28 June

Panel discussion: Will technology improve digital trust?

Today, every aspect of our personal and work lives involves a digital or online interaction, leaving behind a wealth of data about ourselves. Trust in cyber security, data privacy, business transparency and accountability regarding digital services and products – also called digital trust – is widely challenged by user profiling by business, identity thefts, black mailing, hackers, government censorship, etc. Growing distrust goes hand in hand with lack of acceptance of new technologies, as reflected by the "#DeleteFacebook movement", attacks on self-driving cars or on delivery robots. Which technology solutions can be developed to rebuild and sustain digital trust? What role do values and ethics play in strengthening trust in the digital economy? Or, do we need to redefine the concept of trust in the digital age all together? (Speaker biography on the website)

Will technology improve digital trust?

Panel conversation Friday 28 June 2019

Anne-Catherine Melnotte	Sébastien Fabre	Jowan Österlund	Susanne Emonet
PMO and change management Director, Firmenich	Vice President, Airline and Airport Solutions, SITA	CEO at Biohax International	VP Strategy IoT Security at Kudelski Group
SWITZERLAND	SWITZERLAND	SWEDEN	SWITZERLAND

Tech & Trust Interactive: What do you value in the digital transformation?

In this interactive session participants are invited to exchange on why they care about specific technologies, their impact and about the actions they could take as individuals.
Facilitation : Bogomil Kohlbrenner, Collaborateur scientifique et Conseiller aux études chez Global Studies Institute (GSI) – Université de Genève et du Réseau OPTIC

After lunch leisure time

Take your time or join a group walk in nature or a guided tour of the historical Caux Palace

Community Groups In this safe-space, participants can talk openly about trust building in the digital age and what it means to them on a personal and professional level.

Tech & Trust Talks: What can we learn from national digital trust building cultures?

It is known that building trust calls for different approaches across different cultures. What about building trust via new technologies, are there equally different approaches? This Tech & Trust Talks unites very different perspectives regarding trustbuilding in Estonia and in China.
(Speaker biography on the website)

Kaspar Kork, Deputy Director of Global Business Development Estonian Investment Agency will present how Estonia has succeeded to build strong trust in e-governance.

Marylaure Bloch, OPTIC Foundation, PhD Candidate University of Geneva, focuses her researches on the Chinese Social Credit System which rates all Chinese citizens' behavior.

Tech & Trust conversations, Friday 28 June 2019

Kaspar Kork
Director of Global Business Development
Estonian Investment Agency
ESTIONIA

Marylaure Bloch
OPTIC Foundation
PhD Candidate
University of Geneva
SWITZERLAND

Trust-Incubator: a new upload!

Human Library

The naked truth about modern slavery
Brian Iselin: Slavefreetrade.org offers blockchain based solutions for building trust in the supply chain Brian Iselin, a former soldier and Federal Agent who founded the non-governmental organisation salvefreetrade.org to revolutionize the way businesses, consumers, workers and governments work together to ensure slavery cannot exist in workplaces. (Speaker biography on the website)

Do you want to know the naked truth of modern slavery?

Listen to the story of Brian Iselin, Founder of slavefreetrade.org

The story behind LIFI - a wireless connection that uses LED lights to transmit data
Suat Topsu will share his story how he co-invented the revolutionary LIFI technology that enables a fast and secure wireless connection that uses LED light sources instead of microwaves to transmit data. Learn more about its positive societal, human and economic impact from Suat Topsu.
(Speaker biography on the website)

Meet Suat Topsu, President SATT IDF Innov,

Saturday 29 June

Faith in the promise that new technology leads to progress and a better human future is beginning to dwindle as digitization is significantly transforming the world of work with uncertain outcomes. Companies that engage in building trust and strengthening faith in a humane future will have a crucial competitive advantage over those who don't.

Panel discussion: Will the digital transformation humanize work?

Will AI, automation, blockchain, the internet of things (IoT), augmented reality, etc. reduce tedious tasks for humans, create more physical safety at work and empower humans to be more creative, spontaneous, flexible, experimental, relational? In short, will technology humanize work? Or will the digital transformation lead to increased employee surveillance, job displacement, income insecurity and the robotisation of humans? (Speaker biography on the website)

Panel conversation Saturday 29 June 2019

Peace Kuteesa	Bram Jonker	Laura Venchiarutti Tocmacov	Ivan Schouker
Computer Engineer and Founder of Zimba Women	Innovation & Technology Lead, Deloitte	ImpactIA Foundation CEO	FinArchitects, Managing Partner
UGANDA	NETHERLANDS	SWITZERLAND	FRANCE

Tech & Trust Interactive: What do you value in the digital transformation?

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After lunch leisure time

Take your time or join a group walk in nature or a guided tour of the historical Caux Palace

Tech & Trust Talks: Digital economy – new professions bring new opportunities and responsibilities!

The world of work is changing faster than ever, technologies like AI and robots make work more safe, efficient and productive. However, new powerful technology opportunities also bring new responsibilities. How to balance business interests and ethical dimensions? How to become aware of new ethical dilemmas and how to react in the best ways?

Morgan Gray, Global Digital Listening & Insights, Corteva (former Dupont)

Maria C. Ocampo Mercado, Talent Architect Expert, McKinsey

(Speaker biography on the website)

Tech & Trust conversations, Saturday 29 June 2019

Morgan Gray
Global Digital Listening & Insights
Corteva

SWITZERLAND

Maria C. Ocampo Mercado
Talent Architect Expert
McKinsey

GERMANY

Trust Incubator: new upload!

Party in the Belle Epoque!

Sunday 30 June, morning

Panel discussion: From rethinking trust to building a trusted future - 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-ways 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.