
Ethical Leadership in Business

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



DAILY PROGRAMME

❖ Caux Palace Conference and Seminar Centre

Ethical Leadership in Business 27-30 June 2019 Programme: Rethinking trust in the digital age!			
	THURSDAY 27 JUNE	FRIDAY 28 JUNE	SATURDAY 29 JUNE
Time/Date			
07:15 – 07:45		Time for reflection Bay Window	Time for reflection Bay Window
07:45 – 08:45		Breakfast Dining Hall	Breakfast Dining Hall
09:15 – 09:30		The human factor & Technology Main Hall	The human factor & Technology Main Hall
09:30 – 11:00		Morning Plenary Will technology improve digital trust? Main Hall	Morning Plenary Will the digital transformation humanize work? Main Hall
11:00 – 11:15		Break	Break
11:15 – 12:00		Tech & Trust Interactive What do you value in the digital transformation? Main Hall	Tech & Trust Interactive What do you value in the digital transformation? Main Hall
12:30 – 13:30		Lunch Dining Hall	Lunch Dining Hall
13:45 – 14:45		Optional: Free time or guided nature walk	Optional: Free time or guided tour of the house
14:45 – 15:45		Community groups tbc	Community groups tbc
15:45 – 16:15	Arrival – Tea Terrace	Tea Terrace	Tea Terrace
16:15 – 18:00	Keynote Trust challenges and opportunities in the digital age Belle Époque	Tech & Trust Talks What can we learn from national digital trust building cultures? Belle Époque	Tech & Trust Talks Digital economy: new professions bring new opportunities and responsibilities! Belle Époque
	A Digital Adventure Belle Époque	Trust Incubator Belle Époque	Trust Incubator Belle Époque
18:30 – 19:30	Dinner Dining Hall	Dinner Dining Hall	Dinner Dining Hall
19:45 – 21:00	Welcome to Caux Main Hall	Human Library Overcoming modern slavery LIFI revolutionary technology	Fare Initiatives and Party
	Community Groups Main Hall		
21:00 – 21:30			
			Morning Plenary From rethinking trust to building a trusted future: Welcome to the Trust Incubator! Belle Époque
			Break
			Community groups
			Lunch Dining Hall

For programme changes, please consult each day the screens opposite of the welcome desk.

Welcome!

Rethinking and building trust in the digital age

We invite you to join us on a three-day journey of discovery, exploring the core role of ethical leadership in building and maintaining trust in our world of constant change.

Building a Trust Incubator for the digital age

There are various ways of building trust. We want to learn from each other about how to build trust on the organizational, leadership and individual level. All ideas, insights and tools will be gathered in the **Trust Incubator**:

- sector-specific trust opportunities and challenges in the digital age
- best-practice tools and actions to strengthen stakeholder trust
- in-depth personal investigation of one's own trustbuilding efforts



At the end of our journey, recommendations for action will be defined, so that the **Trust Incubator** can continue to grow.

Tech & Trust stickers

We invite you to make use of the Tech & Trust stickers, to facilitate connections and networking during the conference-retreat. A question mark indicates that you want to learn more about that topic, while an exclamation mark indicates that you are an expert on it. Happy connections and talks! At the end of our three days journey, actionable recommendations will be communicated and defined how the **Trust Incubator** will continue to grow.



Tech & Trust cards

We believe that the first step to building trust in a digital future starts with understanding. What are the latest technologies and how are they transforming our lives? What are the best ways to build public trust in new technologies? In our Tech & Trust Interactive sessions we will discover the role, opportunities and risks of various technologies and explore what we can do in our private and professional lives to build a digital future based on trust. We will also work on such notions as digital wellness and privacy.



Trusted conversations in Community Groups

Trust starts with oneself! In the safe space of the Caux Forum Community Groups we will have the opportunity to exchange on what trust means for us personally. How do we lead in an environment driven by constant technological change? How can we foster our own trustworthiness in private and professional life, so that the digital transformation serves business and society alike?



Thursday 27 June 2019

16:15 – 18:00 Belle Époque

❖ **Keynote: Trust challenges and opportunities in the digital age**



Amandeep Gill, Executive Director
Secretariat of the High-Level Panel on Digital Cooperation

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.

Amandeep Singh Gill, Executive Director, Secretariat of the High-Level Panel on Digital Cooperation, 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)

❖ **A digital adventure**

We are increasingly reliant on smartphones, smart watches and other smart devices which influence nearly every aspect of our life. Through the example of a fictional person named ‘Fabrice’ we will discuss how new technologies are impacting us and our world and explore what we can do to reduce the negative effects and fully benefit from the positive ones. Fr Eric Salobir OP, Founder and President, OPTIC Network. (Speaker biography on the website)



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

❖ **ELB Trust Incubator**

Tom Marshall, Deloitte, will facilitate a daily ELB Trust Incubator session to find out:

- Which values should underpin the digital revolution?
- Which trustbuilding tools have been developed by business and organizations?
- Which form of leadership reinforces the trustworthiness of businesses?

Do you want to build a Trust Incubator?



Tom Marshall, Innovation Community Ambassador, Deloitte

❖ **Dinner**

18:30 – 19:30 *Dinning Hall*

❖ **Welcome to Caux!**

19:45 – 21:00 *Main Hall*

A short introduction to how you can fully benefit from your stay in Caux and an opportunity to network with the parallel Caux Dialogue on Land and Security (CDLS).

❖ **Community Groups**

21:00 – 21:30 *tbc*

Meet your Community Group members and facilitator for a first discussion.

Friday 28 June

❖ The Human Factor & technology

09:15-09:30 Main Hall

Bram Jonker (Deloitte) will share a personal story on life with an automated personal assistant

❖ Morning Plenary: Will technology improve digital trust?

09:15 – 11:00 Main Hall

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 of digital services and products – also called digital trust – is challenged by user profiling by business, identity theft, blackmailing, hackers and government censorship. Growing distrust goes hand in hand with lack of acceptance of new technologies, as reflected by the “#DeleteFacebook movement”, physical attacks on self-driving cars or on delivery robots. What technological solutions can be developed to rebuild and sustain digital trust? What role do values and ethics play in strengthening trust in the digital economy? Do we need to redefine the concept of trust in the digital age? (Speaker biographies on the website)



Anne-Catherine
Melnotte

PMO and change
management
Director, Firmenich



Sébastien
Fabre

Vice President,
Airline and Airport
Solutions, SITA



Jowan
Österlund

CEO at Biohax
International



Susanne Emonet

VP Strategy IoT Security
at Kudelski Group



Suat Topsu

President SATT IDF
Innov

❖ Break

11:00 – 11:15

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

11:15 – 12:00 Main Hall



In this interactive session participants will be invited to exchange on why they care about specific technologies and their impact, and about the actions they can take as individuals. ELB Team and Bogomil Kohlbrenner (Speaker biography on the website)



Bogomil Kohlbrenner
Coordinator and head of the
Optic Technology Geneva office

❖ **Lunch**

12:30 – 13:30 *Dinning Hall*

❖ **After lunch leisure time**

13:45 – 14:45 *Caux Palace*

Enjoy some free time or join a group on tour of the historic Caux Palace with Andrew Stallybrass

❖ **Community Groups**

14:45 – 15:45 *tbc*

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.

❖ **Tea**

15:45 – 16:15 *Terrace*

❖ **Tech & Trust Talk: What can we learn from national digital trustbuilding cultures?**

16:15 – 17:30 *Belle Époque*

Building trust calls for different approaches across different cultures: is this also true when it comes to new technologies? This Tech & Trust Talk offers perspectives from Estonia and in China.

(Speaker biography on the website)

Kaspar Kork will present how Estonia has built strong trust in e-governance. Marylaure Bloch will present her PhD research into the Chinese Social Credit System which rates Chinese citizens' behaviour.

 <p>Kaspar Kork Director of Global Business Development Estonian Investment Agency</p> <p>ESTONIA</p>	 <p>Marylaure Bloch OPTIC Foundation PhD Candidate University of Geneva</p> <p>SWITZERLAND</p>
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❖ **Trust Incubator: a new upload facilitated by Tom Marshall**

17:30 – 18:00 *Belle Époque*

Let's feed the Trust Incubator with values to underpin the technological revolution and with the best trustbuilding practices which have been identified during the conference.

Do you want to build a Trust Incubator?



Tom Marshall, Innovation Community Ambassador, Deloitte

❖ **Dinner**

18:30 – 19:30 *Dinning Hall*

❖ Human Library

19:45 – 21:15 Main Hall

The naked truth about modern slavery

Brian Iselin: Slavefreetrade.org offers blockchain-based solutions for building trust in the supply chain. Former soldier and Federal Agent Brian Iselin founded the NGO slavefreetrade.org to revolutionize the way businesses, consumers, workers and governments work together to ensure slavery cannot exist in workplaces. (Speaker biography on the website)



Brian Iselin
Founder of slavefreetrade.org

The story behind LIFI - a wireless connection that uses LED lights to transmit data

Suat Topsu will share the story of 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. (Speaker biography on the website)

Four other “human books” invited by the Caux Dialogue on Land and Security conference can be listen too during the Human Library. Please refer to the website.



Suat Topsu, President SATT IDF Innov,

Saturday 29 June

❖ The Human Factor & technology

09:15-09:30 Main Hall

Carolyn Moncel (GCSP) will share a personal story on the power of technology and soups

❖ Morning Plenary: Will the digital transformation humanize work?

09:30 – 11:00 Main Hall

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



Peace Kuteesa

Computer Engineer
and Founder of
Zimba Women

UGANDA



Bram Jonker

Innovation &
Technology Lead,
Deloitte

NETHERLANDS



Laura Venchiarutti
Tocmacov

ImpactIA Foundation
CEO

SWITZERLAND



Ivan Schouker

FinArchitects, Managing
Partner

FRANCE

❖ **Break**

11:00 – 11:15

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

11:15 – 12:00 Main Hall

In this interactive session participants will be invited to exchange on why they care about specific technologies and their impact, and about the actions they can take as individuals. ELB Team and Bogomil Kohlbrenner (Speaker biography on the website)



❖ **Lunch**

12:30 – 13:30 Dinning Hall

❖ **After lunch leisure time**

13:45 – 14:45 Caux Palace

Enjoy some free time or join a group nature walk, meeting point tbc.

❖ **Community Groups**

14:45 – 15:45 tbc

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.

❖ **Tea**

15:45 – 16:15 Terrace

❖ **Tech & Trust Talks: The digital economy – new professions bring new opportunities and responsibilities**

16:15 – 17:30 Belle Époque

The world of work is changing faster than ever, technologies like AI and robots make work safer, more efficient and productive. However, powerful new opportunities also bring new responsibilities. How to balance business interests and ethical dimensions? How to become aware of new ethical dilemmas and to react in the best way? (Speaker biographies on the website)



Morgan Gray
Global Digital Listening
& Insights
Corteva

USA



Carolyn Moncel
Senior
Communications Manager
Deputy Head of Marketing
GCSP

USA

❖ **Trust-Incubator: a new upload**

17:30 – 18:00 Belle Époque

Let's feed the Trust Incubator with values to underpin the current technological revolution and with the best trustbuilding practices which have been identified during the conference.

❖ **Dinner**

18:30 – 19:30 Dining Hall

❖ **Initiatives Fair and Party!**

19:45 – 21:30 Main Hall

Do you want to build a Trust Incubator?



Tom Marshall, Innovation Community Ambassador, Deloitte

Sunday 30 June, morning

❖ **The Human Factor in technology**

09:15-09:30 Belle Époque tbc.

❖ **Morning plenary: Open panel discussion**

09:30 – 11:00 Main Hall

We will create the panel from the questions raised and solutions collected in the Trust Incubator. After a panel conversation, participants will work on the trustbuilding topics they care most about and which they want to address in their personal and professional lives.

The ELB Trust Incubator: bringing it all together!



Whom did you
meet?

Tech & Trust Stickers



Who or what
inspired you?

Panels & Keynotes



What did you
learn?

Tech & Trust Cards



What are your
next steps?

Community Groups

❖ **Community Groups**

11:00 – 11h45 Belle Époque

❖ **Closing and lunch**

12:00 – 12h15 Main Hall