

# INTERNET & SOCIETIES

## NEW INNOVATION PATHS

2<sup>ND</sup> EDITION OF THE  
PARADISO INTERNATIONAL CONFERENCE1<sup>ST</sup> DIALOGUE ON "PLATFORMS FOR  
COLLECTIVE AWARENESS AND ACTION"[www.paradiso-fp7.eu](http://www.paradiso-fp7.eu)

## EVENT REPORT

September 15, 2011

Prepared by the PARADISO2 FP7 project

To access the proceedings of the event please visit [www.paradiso-fp7.eu](http://www.paradiso-fp7.eu)

### EVENT OVERVIEW

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In a world of accelerating changes, and at a time when economic, social, and environmental risks of breakdowns are in sight, it is of paramount importance to better apprehend how the Internet can impact and transform societies in the next decades but also how it can be even better adapted to tomorrow's societies, particularly if societal paradigm shifts are envisioned and if a true sustainable future is targeted.

This conference, organized by the PARADISO2 FP7 project at the European Commission (Charlemagne building) in Brussels from September 7 to 9, 2011, invited all organizations interested in the interactions between the Internet and societies to listen to the visions presented by leading experts from Europe and the rest of the world on challenges and opportunities ahead, and to make their voices heard, thus contributing to the definition of the future priorities of EU-funded research.

The event started on September 7 with a Welcome session featuring keynote speeches and an award ceremony to honour the winners of the PARADISO global children's drawing contest on the theme 'The future Internet seen by today's children'.

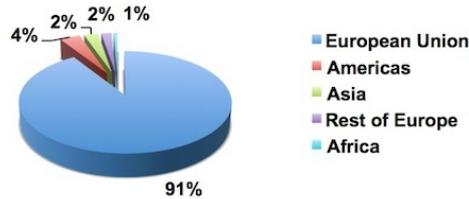
On September 8, the 2<sup>nd</sup> edition of the PARADISO international conference took place and keynote speakers from Europe and the rest of the world shared their visions of the future of our societies and of the Internet. The last session was the occasion, for the PARADISO high-level expert panel, to introduce in detail its set of recommendations regarding research topics to be addressed in future EU-funded programmes.

On September 9, the event was devoted to the 1<sup>st</sup> dialogue on "Platforms for collective awareness and action", a focus in line with PARADISO recommendations that had been recently highlighted by the European Commission (see [http://ec.europa.eu/information\\_society/activities/collectiveawareness](http://ec.europa.eu/information_society/activities/collectiveawareness)). This one-day workshop aimed at contributing to identify related multidisciplinary research priorities for the last Call of FP7 and for FP8 (now called "Horizon 2020").

## EVENT ATTENDEES

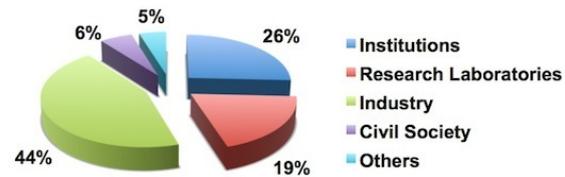
"Internet and Societies: new innovation paths" Conference  
European Commission - Brussels - Sept. 7-9, 2011

**Repartition of attendees per region of origin**  
(a total of 450 attendees)  
PARADISO2 FP7 project - Sept. 2011



"Internet and Societies: new innovation paths" Conference  
European Commission - Brussels - Sept. 7-9, 2011

**Repartition of attendees per organization type**  
(a total of 450 attendees)  
PARADISO2 FP7 project - Sept. 2011



Around 450 delegates from 40 countries have participated in the event, coming from European Member States countries (91%) and the rest of the world. While a majority of them (44%) represented the industry, other types of organizations (research laboratories and institutions but also the civil society) were quite satisfactorily represented as well.

## SEPTEMBER 7, 2011: WELCOME SESSION

The session started with short welcome addresses from:

- **Roger Torrenti**, CEO Sigma Orionis, PARADISO project coordinator,
- **Roberto Peccei**, President of the Italian chapter of the Club of Rome, PARADISO project partner,
- **Fabrizio Sestini**, PARADISO Scientific Officer, FIRE UNIT, European Commission's DG Info.

These addresses were followed by keynote speeches from:

- **Luc Jacquet**, film Director, winner of the Best documentary feature Academy Award (Oscar) in 2005 for his movie "March of the Penguins", who introduced the objectives of the Wild-Touch Foundation he has recently created ([www.wild-touch.org](http://www.wild-touch.org)),
- **Toby Ng**, Graphic designer and photographer, who presented his series of posters "The world of 100".

Then, representants of organizations having developing links with the PARADISO Foundation (<http://the-paradiso-foundation.org/>) shared with the audience some opening remarks:

- **Alice Valvodova**, Executive Director, Global e-Sustainability Initiative (GeSI), Deutsche Telekom,
- **Adriano Gasperi**, Secretary General of the Scientific Committee, Expo Milan 2015,
- **Elmar Husmann**, Deputy Secretary General, European Learning Industry Group (ELIG).

The last part of the session (before a friendly networking cocktail) was devoted to the Award ceremony of the drawing contest organized by PARADISO. The ceremony was held in the presence of children having participated in the contest (and of their parents and teachers) and was chaired by **Jacques Babot**, Scientific Officer at DG Information Society. Classes from 16 countries from all around the world had sent a total of 79 drawings. It was announced that all entries would be awarded and that all participating classes would receive a printed catalogue of all submitted drawings as a modest expression of the most sincere gratitude of the organizers.



To conclude the ceremony, Jacques Babot gave the floor to children having participated in the contest to tell the audience what they expected from the Internet in their future. A young girl, after some seconds of reflexion, genuinely but clearly answered: "I would like the Internet to do my homework". A big applause followed...

The *OPENING SESSION* (Master of Ceremony: Per Blixt, Head of the FIRE Unit, European Commission's DG Infs) allowed to set up the political and policy contexts of the conference, with speeches from:

- **Neelie Kroes**, VP of the European Commission and European Digital Agenda Commissioner, who underlined that we had to prepare for the future, that the “digital transition” should preserve the core of European values, and that research should be multidisciplinary if we want to achieve environmental and social sustainability,
- **Elinor Ostrom**, Nobel Prize in Economic Sciences, who, in a video message, said that the Internet can be considered as a commons (which does not mean there is only one Internet) and that nothing was all good or all bad, and questioned the mean to sort out virtual from real in networks,
- **Maria Da Graça Carvalho**, Member of the European Parliament, insisted on the necessity to increase the budget of EU research in the next framework programme (“Horizon 2020”) even if the present crisis might not allow to double this budget when compared to FP7 (50 000 M€ for the period 2007-2013),
- **Catherine Trautmann**, Member of the European Parliament and Governor of the European Internet Foundation, assessed that the Internet is more and more recognized as a grand challenge by itself (the Internet is a phenomenon, not only an instrument), that we needed a multidisciplinary approach, that innovation had a social dimension and that the Internet chain should be made fairer,
- **Anna-Maria Darmanin**, Vice-President of the European Economic and Social Committee, declared that in a context of economic, financial, political and social crisis, we need to be ambitious, to build a digital space offering equal business and social opportunities for everyone, that the concept of the Internet as a universal service obligation should be considered, and that the requirements were access / skills / privacy - security - free expression.



The following session, entitled “*LOOKING AT THE FUTURE OF OUR SOCIETIES*”, was chaired by **Ziga Turk**, former Minister for growth, Slovenia and co-Chair of the PARADISO expert panel, who, in his introduction, addressed what can/should/can't/shouldn't change, underlined the increasing global consciousness in our societies, and assessed that the future has always been better than the past and that this shouldn't change.

Then, the floor was given to invited speakers:

- **Marc Luycs Ghisi**, former member of the "Foresight Studies Unit" of European Commission's President, who recommended to look at the currents not at the waves (major currents are changing), assessed a risk of collective suicide, considered that societies seemed having however chosen life and that millions of people are moving in silence (every person needs to be responsible actor in the change process not delegating it to leaders), and listed 7 characteristics of the new world,
- **Carlo Sessa**, President of ISIS, Italy, coordinator of the PASHMINA project and member of the Global Europe 2030-2050 expert group, addressed the lessons learnt in the ongoing PASHMINA project, questioned the dominance of the economic growth objective (feasible? desirable?), proposed a 4-parameter scenario (slow/fast – alone/together) and considered the futures of Internet in the 4 directions (slow / together being the new welfare scenario), and illustrated the early involvement of citizens in EU research / S&T policy,
- **Cheryl Hicks**, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production, Project Director, SPREAD Sustainable Lifestyles 2050 project, who invited to “let thousand people learn, think and apply knowledge in their local context”, and proposed a list of trends, including collaborative consumption,
- **Dirk Johann**, Researcher, Austrian Institute of Technology, who presented the objectives and present outputs of the “European Foresight Platform”, and of EFFLA (European Forum of Forward Looking Activities), underlined the released foresight briefs and the "mapping of foresight" meta studies available at [ftp://ftp.cordis.europa.eu/pub/fp7/ssh/docs/efmn-mapping-foresight.pdf](http://ftp.cordis.europa.eu/pub/fp7/ssh/docs/efmn-mapping-foresight.pdf)
- **Philippe Quéau**, Representative of UNESCO to the Maghreb, who challenged many questions related to paradigms and the Internet, reminded in particular that networks, like railways, condition socio-economic landscapes, and concluded that if we do not shape the technologies to our own ends, they will quietly

structure the whole society according to their own, abstract, and possibly teratogenic logic (need to explicit the implicit assumptions, need for systemic thinking, worldwide),

- **Stephan Lechner**, Director of the Institute for the Protection and Security of the Citizen, JRC Ispra, focused his presentation on ICT against resource misuse and assessed that action was necessary,
- **Franco Accordino**, Team leader "Digital Futures" Project, European Commission's DG Info, introduced the objectives of his recently created team, "Digital Futures is a participative visioning exercise aiming to devise beyond-2030 scenarios and policy options underpinned by the long term advances of ICT",
- **Guo Liang**, Deputy Director, Center for Social Development, Chinese Academy of Social Sciences, addressed the Metcalf's law (the value or power of a network increases in proportion to the square of the number of nodes on the network) and underlined the role of social networks (micro-blogs) as a mean of expression in China (example of high-speed train accident).



The following session focused on "*LOOKING AT THE FUTURE OF THE INTERNET*", was chaired by **Mario Campolargo**, Director Emerging Technologies and Infrastructures, European Commission's DG Info, and included presentations from:

- **Willem Jonker**, CEO of the EIT ICT Lab, who introduced the vision and activities of his constituency, one of the first three Knowledge and Innovation Communities (KICs) selected by the European Institute of Innovation & Technology (EIT) to accelerate innovation in Europe,
- **Luis Rodriguez-Rosello**, Head of the Future Networks Unit, European Commission's DG Info, who addressed the question "which network(s) for our future?" (a stairway to heaven or a highway to hell? ;-), proposed an interesting parallel lists of societal and technology / research drivers, and encouraged to make more efforts for networks to go green (GeSI estimates a consumption of 21,4 TWh/yr in 2010 for EU telcos)
- **Petra Turkama**, Director CKIR, Aalto University, provided a detailed overview of the Flppp Concord project she is coordinating and assessed the importance of relating technological developments to social/societal issues,
- **Jonathan Cave**, Senior Research Fellow, RAND Europe and Senior Tutor in Economics, University of Warwick, introduced two projects he is involved in: the FI3P study (focusing of Flppp) and the to-be-launched EINS NoE (focusing on "Internet Science"),
- **Lynn St Amour**, President & CEO of The Internet Society, underlined in particular that the ISOC vision was indeed "Internet for everyone", that the only true Internet is both open and global, and that IPv6 should be deployed.
- **Ashok Jhunjhunwala**, Professor, Head of department, Indian Institute of Technology, Madras (India), concluded with a lively presentation giving the viewpoint of the Future Internet from an Indian expert, raising some key questions, such as "Internet is power but when will we connect everyone?" (only 100M out of 1,2B in India)", and suggested that decentralization is a key aspect of Internet (power to go for efficient decentralized production for instance) while the industrial revolution had promoted centralization, mass production.

The last session, entitled "*INTERNET AND SOCIETIES: CALL FOR ACTION*" and chaired by **Roberto Saracco**, Director, Telecom Italia Future Centre and co-Chair of the PARADISO expert panel, was devoted to the presentation of the PARADISO draft final recommendations regarding research topics to be addressed in future EU-funded programmes (detailed in the PARADISO "Reference document") that can be summarized as follows:

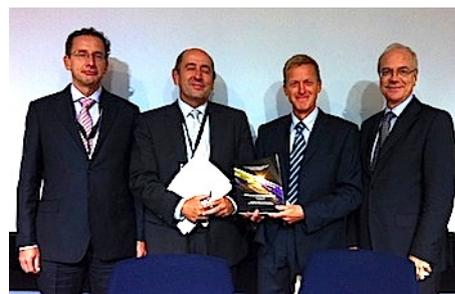
- ✓ Holistic and multi-disciplinary approaches of Internet research should be encouraged,
- ✓ Forward-looking approaches and foresight exercises should be supported in this domain,
- ✓ The involvement of users, communities, NGOs and other representatives of the civil society should be increased,

- ✓ International cooperation in Internet research should be strengthened,
- ✓ Values-driven programmes and projects should be promoted, which includes the concepts of socially and societally conscious approaches, of responsible innovation, and of improved ethical review mechanisms,
- ✓ Last, but not least, the panel recommends exploring the limits of the Internet to identify possible discontinuities and eventually enter highly innovative research.

The session included the following panellists, all members of the PARADISO expert panel, each panellist being in charge of presenting in detail one of these recommendations

- **Ruben Nelson**, Executive Director, Foresight Canada,
- **Juan Carlos de Martin**, Professor, Politecnico di Torino, Director of the NEXA Center for Internet and Society,
- **Margot Dor**, Head of strategic projects, ETSI,
- **Ward Hanson**, Policy Forum Director and Fellow, Stanford Institute for Policy Research Center,
- **Jim Williams**, Director, International Networking, Indiana University, co-chair, GENI Operations,
- **Roger Torrenti**, CEO Sigma Orionis, PARADISO project coordinator.

At the end of the session, Roberto Saracco and Ziga Turk, co-Chairs of this panel, together with Roger Torrenti, PARADISO project coordinator, officially communicated these recommendations to **Zoran Stancic**, Deputy Director General of European Commission's DG Information Society and Media. During his wrap-up, Zoran Stancic congratulated the panel and all PARADISO stakeholders for the quality of their work and stated that these recommendations will be duly taken into account by the European Commission and that several of them indeed reinforced recent directions chosen for EU-funded programmes and projects.




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## SEPTEMBER 9, 2011: 1<sup>ST</sup> DIALOGUE ON PLATFORMS FOR COLLECTIVE AWARENESS AND ACTION

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*For a detailed report on this workshop, please visit the European Commission's portal devoted to Platforms for collective awareness and action at:*

[http://ec.europa.eu/information\\_society/activities/collectiveawareness/index\\_en.htm](http://ec.europa.eu/information_society/activities/collectiveawareness/index_en.htm)



This one-day workshop, chaired by Robert Madelin, Director General of European Commission's DG Information Society and Media, focused on platforms likely to support environmentally aware, grassroots processes and practices to share knowledge, to achieve changes in lifestyle, production and consumption patterns, and to set up more participatory democratic processes.

The overall aim was to contribute identifying related multidisciplinary research priorities for the last Call of FP7 and for FP8.

After a great number of contributions and lively interaction with the audience, Robert Madelin concluded that the size and complexity of the challenges should not be an excuse for inaction, his last tweet being "great people+2 days of wall-to-wall european/world excellence-#reasonsto believe".