



# CONFERENCE REPORT GERMAN-FRENCH YOUNG LEADERS #COMMON DIGITAL FUTURE

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PARIS, 12-15 MAY 2016



# UNITED FOR THE FUTURE

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Opening of the GFYL Conference at the French Ministry for the Economy and Finance and a workshop session in the premises of the incubator NUMA

## DEAR FRIENDS,

What a great and inspiring event — the first German-French Young Leaders Conference that took place in Paris 2016! We sincerely thank all participants for their energetic involvement, for sharing expertise and ideas and for creating such a *magnifique* spirit.

We most cordially thank our patrons Sigmar Gabriel and Emmanuel Macron, our co-organisier, the Franco-German Youth Office, as well as our cooperating partners and supporters who made this conference possible: Friedrich-Ebert-Stiftung, Qwant, Conceil National du Numérique and NUMA. Last but not least, we would like to thank Nicola Forster for his wonderful moderation and all the speakers who gave us unique insights into their work and thoughts.

### SOME FIGURES

IN PARIS WE HAD

- 76 PARTICIPANTS
- 9 WORKSHOPS
- 9 GUEST SPEAKERS
- 11 TED-LIKE TALKS

The main idea of this year's conference "#Common Digital Future" was to discuss the different aspects of digitalisation, to 'think out of the box', to learn from each other and to connect ideas. Inspiring talks led us

to very different disciplines: from art, diplomacy and journalism to health, brain science, technology. Education, privacy and democracy were joined by management and the banking sector and complemented by thoughts on the future of work, philosophy and politics. It was very much an Alex von Humboldtian approach — to explore different aspects of digitilisation in order to better understand its whole nature.

Like any revolutionary innovation, digitalisation should serve human progress and humanity. Therefore, we wanted to bring the bright brain power from both countries together in order to discuss the issue of how to shape this "human" digital future and to have a discussion about how, from our European point of view, the digital future should look like.

As Daniel Domscheit-Berg put it in his speech, digitalisation is the fastest technological revolution in human history and the society is only at the beginning of its transformation. The aim of the conference was therefore to better understand these changes and to discuss possible answers to them.



*Public discussion with the German Ambassador Dr. Nikolaus Meyer-Landrut and private discussions among the participants*

We welcomed representatives of big companies such as Microsoft and L'Oréal, as well as of startups like Qwant. Moreover, our guest list included state officials like the German Ambassador to France, Dr. Meyer-Landrut, who debated with influencers from the digital world, such as Amal Taleb from CNN, startup investors, namely Gunnar Graef from Deutsche Ventures, as well as consultancy representatives helping companies to adapt to digitalisation, like BCG. Additionally, musicians provided us with impulses and breaks for thoughts while also reminding us that creativity and technology support human progress — not the other way round.

The discussions and debates of the conference were rounded off with a visit to the “musée des impressionnistes” in Giverny — the mecca of impressionism, the very disruptive art style that revolutionised the painting world. The exhibition Gustave Caillebotte (1848-1894) demonstrated impressively how new photography technology influenced the painter.

On the following pages of this Conference Report you will find a presentation of the German-French Young Leaders (GFYL) Programme, the agenda of the 2016 Conference in Paris, selected summaries of impressive speeches, workshops and Ted-like talks as well as the list of the conference participants. Furthermore, you will also find a short manifesto of our GFYL Programme representing our core values. In the light of current developments and debates it appears important to us to write them down, even if they might appear evident.

We are very much looking forward to more mutual inspiration during the next German-French Young Leaders Conference 2017 — in Berlin! Its focus will lie on concrete solutions of digital progress for Europe, Society and Development. Let's unite for our #Common Future!

#### **Your GFYL Team**

Ilja Skrylnikow | Jullien Sylvestre |  
James Kröger | Astrid Schwaner | Vera  
Hark | Fanziska Bormann



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**“In this great chain of causes and effects no single fact can be considered in isolation.”**

Alexander von Humboldt

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*Daniel Domscheit-Berg about the dramatic changes due to the digital revolution; Gunnar Graef discussing with the participants*

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# MESSAGE FROM SECRETARY-GENERALS OF OFAJ | DFJW

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Cette conférence des German-French Young Leaders (GFYL) résulte d'une initiative lancée en 2015 par l'Office franco-allemand pour la Jeunesse (OFAJ) afin de soutenir les relations entre des jeunes ayant des responsabilités de décideurs ou de cadres dirigeants en France et en Allemagne mais qui ont été jusqu'ici peu exposés à l'autre pays ou à la coopération franco-allemande. Ils sont issus de tous horizons, public et privé, économique, scientifique, administratif, politique, universitaire, culturel ou des médias.

Nous sommes particulièrement heureux que vous ayez accepté notre invitation à discuter de sujets liés à la numérisation de nos modes de vie, notamment dans le monde du travail. Vous serez en effet, de par vos fonctions, amenés à jouer un rôle important dans l'ère du numérique. Cette conférence vous permettra ainsi de tisser des liens afin de développer des stratégies numériques franco-allemandes de long terme et de trouver des solutions européennes aux défis à venir. Elle vous donnera un aperçu des sensibilités interculturelles à prendre en compte pour réussir et travailler, échanger avec plaisir et efficacité.

Die diesjährige Veranstaltung der German-French Young Leaders (GFYL) ist die Weiterführung einer Initiative des Deutsch-Französischen Jugendwerks (DFJW) aus dem Jahr 2015. Unser Anliegen war und ist es, junge Führungskräfte und zukünftige Entscheidungsträger, die bisher kaum Kontakt und Austausch mit dem jeweiligen Partnerland hatten, zu einem intensiven deutsch-französischen Dialog zusammenzubringen. Sie kommen aus unterschiedlichen Bereichen der öffentlichen und privaten Wirtschaft, der Wissenschaft, Verwaltung, Politik, Bildung, Kultur und Medien.

Wir freuen uns, dass Sie unser Angebot angenommen haben, gemeinsam über die sich zunehmend digitalisierende Arbeitswelt zu diskutieren. Sie werden in Zukunft eine wichtige Rolle bei der Gestaltung des digitalen Zeitalters spielen. Diese Veranstaltung ermöglicht es Ihnen Verbindungen aufzubauen, um langfristig deutsch-französische Strategien zu entwickeln und nach europäischen Lösungen für zukünftige Herausforderungen zu suchen. Sie bietet Ihnen Einblicke in die interkulturellen Feinheiten, die es zu berücksichtigen gilt, wenn Sie erfolgreich zusammenarbeiten und sich gewinnbringend austauschen wollen.

**BÉATRICE ANGRAND | MARKUS INGENLATH**  
SECRETARY GENERALS OF THE FRANCO-GERMAN  
YOUTH OFFICE (DFJW | OFAJ)

# MESSAGES FROM PATRONS OF THE GFYL CONFERENCE

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**SIGMAR GABRIEL**  
GERMAN MINISTER FOR ECONOMIC  
AFFAIRS AND ENERGY

I am delighted that this conference hosted by the German-French Young Leaders Programme centres on our «Common Digital Future», something that will play a very strong role in our development in the years to come.

France and Germany have more in common than just our shared history. It is our aim to shape a joint future for our peoples – a future that will be much defined by the digital transformation.

These are questions that concern us all and are therefore simply too important to be left to technology experts alone.



**EMMANUEL MACRON**  
FORMER FRENCH MINISTER OF THE ECONOMY,  
INDUSTRY AND THE DIGITAL SECTOR

First of all, this revolution concerns both of our countries and Europe as a whole. Furthermore, it creates great and very promising opportunities for the future. There is one single condition for grasping them: mobilising our youth.

This first edition is dedicated to the digital transformation of our societies. A topic which was not chosen by coincidence!

Your responsibility is to go on working together and innovating!



# ABOUT THE GFYL PROGRAMME

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## OLD FRIENDS, NEW LEADERS

The German-French Young Leaders (GFYL) Programme is an interdisciplinary platform for the new dynamic German and French leaders of tomorrow. Founded in 2015, the GFYL Programme targets young professionals with outstanding profiles in fields spanning business, politics, science, media, culture and administration who have been little or not at all affected by German-French relations. By doing so, the GFYL Programme integrates those high potential profiles into the French-German discourse. Our participants are exceptional personalities: individuals full of energy willing to take responsibility and to start new projects, who motivate others and who are thus able to reflect and multiply their positive attitude in society. Participants of the GFYL Conference are acting as multipliers who carry forward the friendship with their European neighbour by creating a dense, young and dynamic German-French network through personal and business ties.

## ESTABLISH A DEEP AND SUSTAINABLE DIALOGUE AMONG THE NEW GENERATION

The GFYL Programme operates in the particular context of growing indifference with regard to the European idea and the German-French friendship, ironically linked to the many years of political stability between former enemies become allies. This opens up a gap in which prejudices and alienation can develop. The GFYL Programme is promoting intercultural exchange and cooperation to establish a deep and sustainable dialogue among the new generation of highly motivated and skilled influencers from both countries – and in order to secure friendship between our countries for future generations.

## ANNUAL INTERACTIVE CONFERENCES ALTERNATIVELY IN GERMANY AND IN FRANCE

In cooperation with the Franco-German Youth Office (FGYO), the GFYL Programme unites its efforts in annual German-French Young Leaders Conferences held alternately in France and Germany and exploring topics relevant for the common future of our two countries. The interactive conference with unusual and new formats brings together up to 80 young professionals aged 25 to 35 from the private and public sector who until now have had hardly any contact with their neighbours across the Rhine.



*Nicola Forster moderating one of the workshops*



*German-French networking in the best mood*

### **DIGITALISATION IN THE SPOTLIGHT OF THE CONFERENCES**

The GFYL Conferences focus on a theme that is of particular relevance in today's societies: Digitalisation. This topic is covered through a particular forward-looking angle: How does digitalisation change our societies and work already today? What potential does it hold for the future? How can we link our forces and ideas in order to leave an impact on the future?

### **CONFERENCES MADE BY PARTICIPANTS FOR PARTICIPANTS**

Speakers include inspiring personalities from France and Germany as well as prominent figures from the spheres of politics, culture and civil society. The "grassroots"-character of the conference is very important to us: Participants present their expertise and ideas in ted-like talks and organise workshops in new formats, such as Open Situation Room or Open Space. A number of inspirational activities and events complement the intensive rounds of discussion leaving time to improve or develop a mutual understanding of each other. The organising team itself is composed of volunteers representing young leaders from different sectors who have already lived the German-French experience and who are vivid supporters of the respective neighboring country.

## **OUR COMMITMENTS**

- We take Responsibility for our common future.
- We promote the idea of European unity.
- We oppose any form of nationalism.
- We are committed to secure the Friendship between France and Germany as a driving force for European Unification for future generations.
- We want to use the spirit of entrepreneurship and creativity for Common Progress.
- We want to assure that digital progress serves the ideal of Humanity.
- We seek to create mutual Inspiration through exchange of inspiring ideas.

# GFYL: WHY, WHAT, HOW?

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**"Nothing lasts unless it is incessantly renewed"**

Charles de Gaulle

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## **WHY DID YOU LAUNCH THE GFYL PROGRAMME?**

French-German relations nowadays are marked by misperceptions and knowledge gaps. Let us give you a simple example: In Berlin it is often ignored that the greatest incubators worldwide are about to be opened in Paris while in Paris Berlin is not perceived as the start-up capital. Additionally, there are more and more young professionals with no direct contact to the neighbouring country. The GFYL programme seeks to close this gap by bringing together young professionals from both countries.

## **WHAT IS THE IDEA BEHIND GFYL?**

The GFYL programme is an innovative platform that creates room for new concepts and inspiring ideas. We want to attract creative and dynamic personalities, we want them to network and to socialise and to win them over for the German-French friendship. We want people to engage, to challenge, to be inspired and to — hopefully — start new joint projects. We do not only want to talk about German-French relations, we want to live them.

## **HOW DO PARTICIPANTS INTERACT?**

The participants themselves are at the heart of the conference: they present their ideas and share their expertise. Among other things, participants are encouraged to give short Ted-like talks, to lead workshops and to bring in their own ideas. In this way, they create the dynamics themselves needed to ask new questions, to engage actively in discussions, to learn from each other, to inspire and to get inspired.

## **WHAT IS YOUR ADDED VALUE TO EXISTING GERMAN-FRENCH PROGRAMMES?**

We are not in competition to any other existing formats; on the contrary, we are creating something new: we have introduced English as the working language to our interdisciplinary platform. Many inspiring multipliers and dynamic young professionals from both countries do not speak German or French fluently. Interaction during an English-speaking conference at the heart of Europe gives them the chance to exchange on a deeper level and to create a long-lasting relationship.



*Workshop on educational policies in Europe*

## **WHAT PLANS DO YOU HAVE FOR THE FUTURE?**

Our aim is to enlarge the conference to up to 150 participants. It shall serve as a platform for the first encounter and meeting, for the first "match", the first eureka-moment of participants. Also, it shall help to identify talents eager to discuss. One idea is to bring them together in "ThinkGroups" where they can brainstorm about specific questions several times per year. Ideally, this will happen with corporate partners and foundations as coaches and sponsors.

# STRUCTURE OF THE GERMAN-FRENCH YOUNG LEADERS ASSOCIATION

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**ILJA SKRYLNIKOW**

CO-FOUNDER AND PRESIDENT  
OF THE ASSOCIATION AND OF  
THE PROGRAMME



**JULIEN SYLVESTRE**

MEMBER OF THE BOARD,  
RESPONSIBLE FOR PROJECTS IN  
FRANCE



**DR. JAMES KRÖGER**

MEMBER OF THE BOARD,  
TREASURER



**ASTRID SCHWANER**

CHIEF PROJECT MANAGER AND  
COMMUNICATION



**DR. ALEXANDER PYKA**

STRATEGIC ADVISOR TO THE  
BOARD



**VERA HARK**

PROJECT MANAGEMENT AND  
COORDINATION



**FRANZISKA BORMANN**

DIGITAL CONTENT AND SOCIAL  
MEDIA



**ANTOINE STARCKY**

ADVISOR TO THE BOARD

## SUPPORTING TEAM



**YANN  
BRIAND**



**JOSÉPHINE  
PASCO**



**ANTOINE  
LEROY**



**PRUNE  
BOKOBZA**



**PIERRE  
DE FÉLIGONDE**

## OTHER FOUNDING MEMBERS OF THE GFYL ASSOCIATION

**OLIVER BRÄUNER | GILLES DUTHIL | ANDREAS HOHLT | NADEZHDA KREYA | SARAH LAMPE**

# MEMBERS OF THE ADVISORY BOARD OF THE ASSOCIATION GFYL E.V.

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**MICHAEL ROTH** Minister of State for Europe at the German Federal Foreign Office;  
Commissioner of the German Government for Franco-German Cooperation

**MARKUS INGENLATH** AND **BÉATRICE ANGRAND** Secretary Generals of OFAJ/DFJW

**PIERRE-YVES LE BORGNE** Member of the French Parliament; President of the Groupe  
d'amitié France-Allemagne

**PHILIPPE GUSTIN** Former Prefect and Ambassador

**SEBASTIAN HASS** Head of Public Affairs Germany at Bombardier Transportation

**JEAN-FRANÇOIS HÉBERT** Director of the Château de Fontainebleau

## WE WOULD LIKE TO EXPRESS PARTICULAR GRATITUDE TO OUR SUPPORTING PARTNERS

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**THE YOUNG INITIATIVE ON FOREIGN AFFAIRS AND INTERNATIONAL RELATIONS  
(IFAIR) E.V.** and its Co-Founder **DR. ALEXANDER PYKA**

**GUNNAR GRAEF** CEO and Founder of Deutsche Ventures

**NICOLA FORSTER** President of foraus

**MANOUCHEHR SHAMSRIZI** CEO and Co-founder of RetroBrain R&D

**WOLFGANG GRÜNDINGER** BVDW, Digital Transformation and Internet of Things

**MUSÉE DES IMPRESSIONNISMES** in Giverny



# AGENDA OF THE CONFERENCE “COMMON DIGITAL FUTURE”

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12-15 MAY 2016, PARIS

#12  
MAY

## OFFICIAL OPENING CEREMONY

At the French Ministry for Economy and Finance

### SPEAKERS

**Ilja Skrylnikow,**

Chairman of German-French Young  
Leaders Programme

**Dr. Markus Ingenlath,**

Secretary General of the  
Franco-German Youth Office

**Stefan Dehnert,**

Representative in France of the  
Friedrich-Ebert-Foundation

### GUEST SPEAKERS

**Mounir Mahjoubi,**

President of French Digital Council

**Jean-Manuel Rozan,**

President of Qwant

#13  
MAY

## WORKSHOPS / DISCUSSIONS / IDEA SHARING INSPIRATIONS

In the premises of the incubator NUMA

### OPENING SPEECH

by the Ambassador of the Federal Republic of Germany

**Dr. Nikolaus Meyer-Landrut**

### SHORT TALKS

**Amal Taleb** (Vice-President of the CNNum)

**Gunnar Graef** (CEO of Deutsche Ventures)

### DISCUSSION PANEL

with Dr. Nikolaus Meyer-Landrut, Amal Taleb and Gunnar Graef  
moderated by **Nicola Forster** (President of foraus)

### “OUT OF THE BOX” WORKSHOP

by **Daniel Domscheit-Berg** (former speaker of WikiLeaks)

### 3 Parallel Workshop Sessions

**Manouchehr Shamsrizi**

*Refugee, Inequality, Climate, Ageing - can we solve the challenges of our generation  
by combining the powers of entrepreneurship, technology  
and science? (And what policies would enable us to do so?)*

**Wolfgang Gründinger, Rahaf Harfoush, Julia Manske**

*Data Politics: The Beauty and the Beast*

**Daniel Domscheit-Berg, Nicola Forster, Antoine Borde**

*Of a coming revolution – How digitalisation will change everything and why we need  
to start talking about it*

### Speeches and Discussion Panel

**Nicolas Gaume** (DX Director at Microsoft France)

**Antoine Borde** (Global eCommerce Acceleration Director at L'Oréal)

**Nicolas de Bellefonds** (Partner and Managing Director at BCG)

#14  
MAY

## TED-LIKE TALKS AND OPEN WORKSHOPS CULTURAL PROGRAMME

In the premises of the incubator NUMA | Giverny

### TED-LIKE TALKS FOLLOWED BY OPEN WORKSHOPS

**Bernhard Clemm von Hohenberg** *How Can Media Outlets Build Strong Community Relationships in the Digital Age?*

**Noémie Delesse** *Websites Analysis, Search Engines Optimisation, Community Management*

**Eva Majewski** *Educational Policies: How Can Europe Bridge the Gap?*

**Sebastian Herberger** *Human Brains in the Digital Age /or/ the Impossibility of Doing Nothing*

### TED-LIKE TALKS

**Anja Türkan** *Digital Diplomacy*

**Leah Stuhltrager** *Digital Evolution in the Art*

**Sébastien Le Roux** *Technology for Democracy*

**Dr. Max Neufeind** *Rethinking Work in the Digital Age*

**Thomas Roca** *Big Data Helping to Measure Development Progress and Sustainable Development Goals*

**Rodolphe-Emmanuel Hospice** *uTELLme: a Platform for Collaborative Education*

**Jeffrey Katz** *Privacy and Security in the Internet of Things*

**Philipp Skribanowitz** *Health in a Life Style Coat – A Digital Approach to Treat and Prevent Hearing Loss*

**Agnieszka Maria Walorska** *Digital Transformation. It's not About Technology*

**Chloé Saby** *French-German Communication/Management Style*

**Hannes Klöpper** *Forget E-Learning – Reinventing Education for the Digital Age*

### GUIDED VISIT OF THE “MUSÉE DES IMPRESSIONNISMES GIVERNY” AND FORMAL DINNER

Exhibition “Gustave Caillebotte” (1848-1894)

#15  
MAY

## FEEDBACK AND NETWORKING BRUNCH

### OPTIONAL CULTURAL PROGRAMME

# SUMMARIES: SPEECHES | WORKSHOPS | TED-LIKE TALKS

## SPEECHES



### 12 MAY - OFFICIAL OPENING CEREMONY



**Ilja Skrylnikow**, diplomat in the German Federal Foreign Office and President of the German-French Young Leaders Association, opened the conference. He presented the aim of the association and the conference which **is to foster good relations between French and German young leaders**. He also stressed the importance of having a discussion about how from a European point of view the digital future should be. Before handing over to the representatives of this year's conference partners, he expressed the organisers' sincere gratitude to all supporting institutions that made this event possible.



Evoking the history of the French-German cooperation and the conclusion of the Elysée Treaty in 1963, **Dr. Markus Ingenlath**, Secretary General of the Franco-German Youth Office, explained how the German-French Young Leaders conference supports the binational collaboration: **The interdisciplinary exchange between young professionals of both countries on the digital transformation leads to a deeper understanding of the neighbours' point of view.**



**Stefan Dehnert**, Representative of the Friedrich-Ebert-Foundation in France, confirmed that **the French-German friendship needs a fresh impetus**. He encouraged the GFYL-participants to take the global challenge of digitalising our economies as an opportunity to enter into dialogue with each other about a common digital future.



**Jean-Manuel Rozan**, President of Qwant, presented his company's search engine. The French-based startup is developing a – for the first time European – search engine to compete with the globally leading search engine Google. Its main values for the search experience are privacy, neutrality and a holistic approach: Rozan **explained the advantages of a European search engine by comparing the terms of service of Google and Qwant**, insisting on the differences in data protection. He surprised his audience with the question: “Is Google your friend or your enemy? Both.” He therefore demanded tighter European regulations on data protection including the requirement of more extensive user information and the need for consent.



**Mounir Mahjoubi**, President of French Digital Council, emphasised the social implications of digitalisation. The huge transformation of our economy and our lives will “redistribute all cards for the future”. **A common digital future needs social inclusion and mediation support for the society.** To optimise the effects of digitalisation on people and industries, he claimed for more regulations to develop sustainable digital platforms, stressing the importance of a “platformisation” that connects businesses as a basic element of the digital revolution. As an example of an international platform, he announced the creation of a European Network of Digital Councils in September 2016 in collaboration with the EU Commissioner for Digital Economy and Society Günther Oettinger.



Ilja Skrylnikow, Stefan Dehnert, Dr. Markus Ingenlath, Mounir Mahjoubi, Jean-Manuel Rozan

### 13 MAY – WORKSHOPS | DISCUSSIONS | IDEA SHARING INSPIRATIONS



#### **Dr. Nikolaus Meyer-Landrut,**

the Ambassador of the Federal Republic of Germany to France,

welcomed the conference participants at the beginning of the first workshop day at the incubator NUMA. He talked about the

**deficiencies of democracy in facing digital challenges and about the opportunities of digital diplomacy.** Furthermore, he com-

mented the GFYL programme as a reaction of the generation change in the French-German friendship and emphasised the importance of learning the neighbour's language for a deeper mutual understanding.



#### **Gunnar Graef,** CEO of Deutsche

Ventures, spoke about digital innovations and the startup scene,

focusing on the automobile industry. His company Deutsche Ventures creates and scales innovative high growth businesses. Especially for the car industry, he announced that massive changes are approaching: **"The world's first 3D printed car is printed in 30 hours today"**, which is probably part of an unstoppable trend.



**Amal Taleb,** the Vice President of the Conseil National Numérique (CNNum), **showed the inevitability**

**of digitalisation** with the example of her own career from a humanities scholar to her current position: "I was not a digital native, exactly because of that I'm now the Vice President of CNNum. There comes a moment to face digital."



#### **Daniel Domscheit-Berg,** former

Speaker of WikiLeaks, compared the rapid progress of the digital

revolution to former revolutions like the agricultural or the industrial revolution that took decades: **"Today we can witness an**

**evolutionary leap within one generation."**

He sees our society at the beginning of a transformation. The disappearance of simple jobs will be a major challenge but also an opportunity as it gives many people more time to be creative and enjoy life. We need to redefine work, the value of work and how it is contributing to our society. Another challenge will be the mass of trivial communication on the Internet. The website "The internet in real time" visualises the speed and volume of data emerging around us. This accelerates the rhythm of everything. The globalized and digitalised world is the most complicated system we can imagine – there is no completely independent mechanism of control or audit. This is what Wiki-Leaks wants to change. A lot of applications of digital innovations are possible but they are linked to a lot of bio-ethical issues, copyright questions, the need for transparency and the danger of monopolies of data.





**Nicolas Gaume**, DX Director at Microsoft France, focused in his presentation on the **purpose of technology and how it is changing the world: Does technology make things easier?** He outlined some of the latest innovations Microsoft is working on: f.ex. the games device Kinect enabling users to play without game controller and the project "hololens" – glasses enabling people to see a 3D reality what might be useful not only for games but also for the industry and education. From a personal perspective, he stressed the importance of rebounds for innovation and progress: Microsoft missed the phone revolution, but reinvented itself very successfully by building an intelligent cloud and it is currently working on live speech translation for Skype.



According to **Antoine Borde**, Global eCommerce Acceleration Director at L'Oréal, digitalisation is a formidable opportunity for the beauty sector. In order to gain information about products, five billion searchers a year use Google. Consumers post pictures, videos and tutorials – **brands have lost control of their advertisement, influencers are the new mass media.** Thus, L'Oréal has concluded a contract with Enjoy Phoenix, a French girl making beauty tutorials. Service lies at the core of the new model, rather than the product. The latest advertising trends include content marketing, programmatic advertising and microtargeting since traditional ads no longer work because of ad blockers. Last but not least, e-commerce is increasing extremely fast.



**Nicolas de Bellefonds**, Partner and Managing Director at BCG, works with L'Oréal and Microsoft and highlighted the challenging transformation of the Offering, Marketing and Sales Operations for these large companies. **Big companies have their own ecosystem: They invest in start-ups, in co-working and collaboration.** The ecosystem can be fragile, attention must be paid not to have a too strong opinionleader. Digitalising a big company is a long but promising process.



*Young leaders of tomorrow came together in order to discuss new ideas for the digital future of Europe*



# WORKSHOPS | TED-LIKE TALKS: BY PARTICIPANTS FOR PARTICIPANTS

## #DATA POLITICS: THE BEAUTY AND THE BEAST

WOLFGANG GRÜNDINGER, RAHAF HARFOUSH, JULIA MANSKE



**Wolfgang, Rahaf and Julia**

explored in their workshop the ambiguous qualities of Big Data.



**With the dawning era of the internet, vast amounts of data are collected everywhere and every second on an unprecedented scale.** This data could be used to predict epidemics,



improve medical therapies, inform social politics, make traffic and transport more efficient, make democracy more transparent, or foster environmental protection - the potentials are gigantic. On the flipside, the sheer volume of often personal data makes privacy to a seemingly outdated luxury: Through data collection in corporations and governmental authorities, or through hacking and data leakages, we are witnessing how our private lives are unveiled to powerful entities. Additionally, the analysis of this data increasingly affects our analogue life, for example by informing insurance companies about our habits, preferences or weaknesses. The workshop participants discussed questions as: What does it do to society if everyone knows everything about everyone? How can we cope with the risks that come along with the loss of privacy? How can we find new approaches and frameworks that protect our basic rights in a data era and guarantee that Big Data contributes to social equality and wellbeing? Big Data might turn out to be the beast – and yet there is no magic formula to tame the beast and transform it into a beauty.



*Bernhard questioning the future of media*

## #HOW CAN MEDIA OUTLETS BUILD STRONG COMMUNITY RELATIONSHIPS IN THE DIGITAL AGE?

BERNHARD CLEMM VON HOHENBERG



**Bernhard** stated in his Ted-like talk that ever increasing numbers of people use social networks like Facebook to obtain their news. Media companies are thus in a position to gain greater reach – but at the same time lose much of their curating power to those platforms. **It is not so much the individual news consumer but the Facebook algorithm deciding what news item will be seen next.** This raises questions which were hotly debated by the audience: Is Facebook becoming a news distribution monopolist? Is it a requirement of democracy to provide citizens with a variety of news sources and in what way could the new players undermine this variety? What could be done – better knowledge of network algorithms, measures for a less monopolistic market?

## #DIGITAL EVOLUTION IN THE ART

LEAH STUHLTRAGER



**Leah** pointed out that the creative industry is nowadays shaped by digitisation. This leads to important changes concerning artworks as well as the art market: paintings can be printed and reproduced, art videos appear, 3D modelling begins to be spread as well as plans to make art with robots. It is now possible to sell pictures on Instagram or to download art videos. Museums are also participating in the digital revolution by exhibiting technological artworks. In this way the frontier between art and technology is fading away. Considering that these two worlds are melting together, **we can speak of a disruption, a paradigm shift through innovation in the arts caused by digitisation.**

## #BIG DATA HELPING TO MEASURE DEVELOPMENT PROGRESS AND SUSTAINABLE DEVELOPMENT GOALS

THOMAS ROCA



**Thomas** presented the Open Algorithm project (OPAL) which addresses the challenge of data access for public policies. Orange, MIT Media Lab, Data-Pop Alliance, Imperial College and the World Economic Forum, supported by the French Agency for Development and the World Bank, are **developing a platform to unleash the power of "big data" held by private companies in a privacy preserving, commercially sensible, scalable and sustainable manner.** In its initial phase of deployment, OPAL will focus on a small set of countries in Latin America, Africa and Asia, with technical support from a wide range of partners including Paris21, Microsoft, and Deloitte Consulting LLP. OPAL's core will consist of an open technology platform and open algorithms running directly on the servers of partner companies to extract key development indicators of relevance for a wide range of potential users, including national statistical offices, ministries, civil society organisations and media organisations. Examples of potential indicators and maps produced with greater frequency and levels of geographic granularity currently available are poverty, literacy, population density and social cohesion.

## #TECHNOLOGY FOR DEMOCRACY

SÉBASTIEN LE ROUX



**Sébastien** pointed to the results of the last EU elections in 2014 which might give the impression that young people are not interested in politics anymore, having an abstention rate of around 70% in the 18-24 age group. However, he also had good news: the youth in France and in Germany but also in countries like Benin or Ecuador is still interested in politics. **Voxe.org is a project which is based on the youth's power to bring change and the idea that abstention is mostly due to a lack of information by politicians.** The objective is clear and ambitious: to help forging a better informed electorate. In order to do so, Voxe.org has developed a comparison tool of political platforms that has been used in 17 countries for 25 elections.



Thomas and Noémie in action

## #DIGITAL DIPLOMACY

ANJA TÜRKAN



**Anja** addressed the topic of Digital Diplomacy in her Ted-like talk: In our hyper connected

world, ISIS recruits fighters through the internet, Google is interfering with foreign policies and half of the population uses social media. Governments feel the need to adapt to this evolution. However, **media communication from the top to the bottom (and from the bottom to the top) is a very new phenomenon.** Some examples show how much governments are interested in what people see online. Tom Fletcher, British Ambassador to Lebanon, also known as “the naked diplomat”, writes provocative political messages on Twitter. Leigh Turner, British diplomat, launched a hashtag campaign “Reasons to like Istanbul” on the same platform. Germany is also doing a good job in this field: Frank-Walter Steinmeier is very popular on Twitter and Facebook. In this way Digital Diplomacy helps governments to achieve tasks and goals through social media.

## #HUMAN BRAINS IN THE DIGITAL AGE /OR/ THE IMPOSSIBILITY OF DOING NOTHING

SEBASTIAN HERBERGER



**Sebastian** explored the connection between digitalisation and social behaviour in his Ted-like talk. While the internet is recognised as one

of the greatest cultural achievements of all time, digital media and mobile computing are taking a significant toll on our minds. **Mobile technology is evolving at a dramatic pace but the medical and social sciences are slow to catch up on the consequences.**

While the plethora of positive societal improvements through the technology layer are clear, negative effects like phone and internet addiction, digital ADD, and the dramatic change of social behaviours have to be addressed. Together with his team, Sebastian is exploring ways to help people recalibrate and train their inner equilibrium and resilience by merging traditional mental techniques with state-of-the-art biosignal technology.

## #RETHINKING WORK IN THE DIGITAL AGE

DR. MAX NEUFEIND



**Max** talked about how digitalisation is changing our world of work and, thereby, challenging the

current set-up of labour markets and social policies. After illustrating how robots and algorithms are used for routine and non-routine jobs, both manual and cognitive, he pointed out that **policies should focus on developing those abilities that are inherently human – such as social intelligence – or that humans are comparatively good at – such as dealing with unfamiliar settings.** He argued that we should embrace technology and invest in a broad up-skilling, particularly for low- and mediumskilled workers, directed at those skills that computers make important, which is not only ICT but also interpersonal skills. The crucial challenge of today, he emphasised, is not only to realise the huge gains in productivity and prosperity related to digitalisation but to invest these gains into establishing and sustaining a learning and socially cohesive society.



*Max on the future of work*

## #HEALTH IN A LIFE STYLE COAT - A DIGITAL APPROACH TO TREAT AND PREVENT HEARING LOSS

PHILIPP SKRIBANOWITZ



**Philipp** demonstrated how technology is blurring the lines between health and lifestyle, and how sick care is moving towards well care. Health solutions of the future will need to be "sexy" to be adopted. UX started to play an important role first in end consumer software products, then it expanded that also B2B (SaaS) solutions needed to be attractive and is now moving into healthcare. Example Mimi: Hearing loss is affecting 650M+ people and due to e.g. to too loud/ long sound exposure already 15% of school children have permanent hearing loss. Only 1 out of 40 who could benefit from hearing aids are using them. The biggest blockers are a lacking access to hearing aids in developing countries and social stigma in the western world. **Mimi offers a self-conducted hearing test that can be downloaded and taken in the remotest parts of the world without the immediate need of an audiologist.** Furthermore, the Mimi Music Player adapts music to the hearing profile of the user that shows the user the benefits of hearing solutions without the need of a behaviour change (listening to music with headphones vs. wearing a hearing aid) and thus helps to de-stigmatize hearing loss.

## #DIGITAL TRANSFORMATION. IT'S NOT ABOUT TECHNOLOGY

AGNIESZKA MARIA WALORSKA



**Agnieszka** talked about how the exponential character of change fuelled by technology demands from organisations to reinvent themselves. Those who fail to adapt face extinction, while the digital experts reap profits 26% higher than their industry average. But how can companies identify their strengths and weaknesses for digital transformation and how can they improve to become digital experts? The internet has already transformed a number of industries from the ground up: from initially putting travel agents out of a job almost overnight, it went on to disrupt the media industry (music, newspa-

pers, TV) and retail. Currently, banking, insurance, hospitality, automotive and logistics are witnessing unparalleled competition from new entrants in their markets.

**Tech-companies like Google, Facebook and Apple as well as agile startups challenge the incumbents and are not constrained by traditional industry boundaries.**

With 40% of the S&P 500 companies to be gone within this timeframe, mastering the transformation successfully becomes an adapt-or-die moment for most businesses. While technology is the enabler of the disruption at hand, change needs to be driven by strategy to show any promise of success. This requires to identify and to prioritise the key levers for change and the individual gaps in every organization.

## #UTELLME: A PLATFORM FOR COLLABORATIVE EDUCATION

RODOLPHE-EMMANUEL HOSPICE



**Rodolphe-Emmanuel** presented his project uTELLme in his workshop. He stated that education is only real when shared and reminded the audience that today's students will build tomorrow's world. This is uTELLme's core belief. **It is a web platform which creates a global network of schools willing to let their students learn from each other and grow together as part of their curriculum.** Thanks to the tools and network uTELLme brings together two teachers from two different countries who did not know each other before find themselves together on the basis of shared interests and languages. They work together with their respective students practicing foreign languages during live video sessions and learning international teamwork by collaborating on multicultural projects. To give an example: one French teacher in an English speaking country and one English teacher in a French speaking country let their students practice English and French with a native speaker of that language. Theory meets real life experience.





*Microsoft, L'Oréal and BCG united at the GFYL Conference*



# LIST OF PARTICIPANTS

LAST NAME	FIRST NAME	COMPANY	POSITION
<b>Aghdassi</b>	Pedram	Creative Change e.V.	CEO
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