



NEXT GENERATION DIGITAL TECHNOLOGIES TO BRING BENEFITS TO CITIZENS AND BUSINESSES



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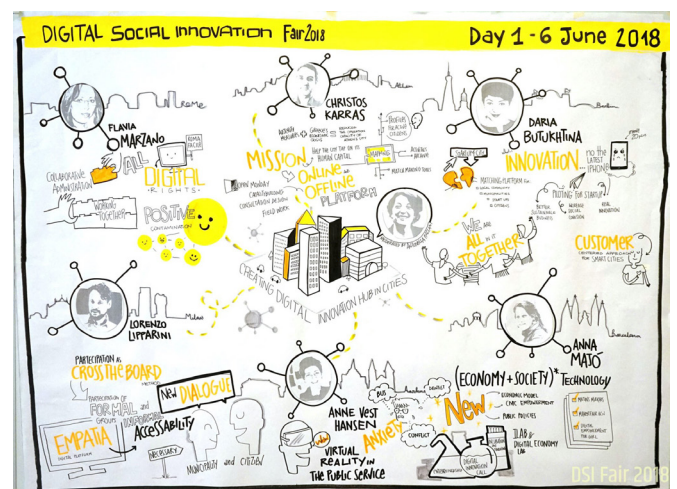
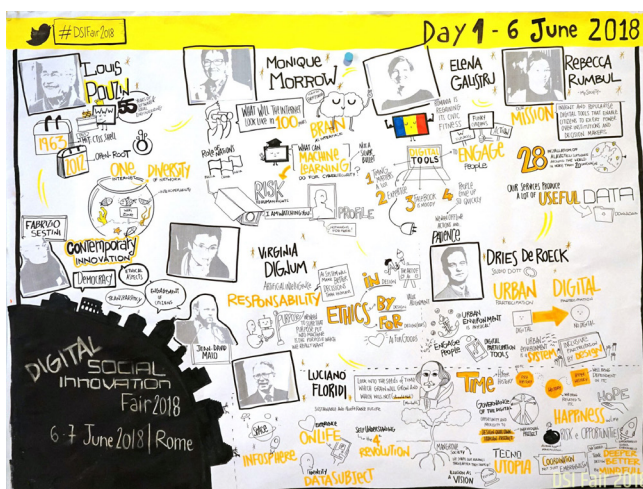
Europe is at a unique point on the Digital Social Innovation journey. Creating digital excellence is an EU priority and the June announcement of €100bn funding for the Horizon Europe innovation programme confirms development and deployment of advanced technologies for the good of our society are at the core of this vision.

“Investing in research and innovation... helps us [Europe] to compete globally and preserve our unique social model. It improves the daily lives of millions, helping to solve some of our biggest societal challenges,” according to the EU Budget For The Future press release of 7 June, 2018.

This vital job of work will require Europe to reinforce its digital capacities (HPB, Big Data, AI, etc.) and build up a strong and resilient connectivity infrastructure to ensure the widest roll out and maximisation of benefits. Europe also needs to take the lead in developing next generation digital technologies and ensure researchers and innovators are supported to succeed and to create impact.

Europe’s leading position in the Digital Social Innovation (DSI) scene is strongly supported by a number of efforts at a pan-European level, which underpins a growing movement of people, researchers and innovators working on the creation and diffusion of next generation technologies to ensure digital transformation addresses urgent social and sustainability challenges. This directly injects into the Next Generation Internet (NGI) initiative to ensure that increased connectivity and progressive adoption of disruptive concepts and technologies, spanning across several domains, will ground the internet of the future so that more value will be delivered to the people and to society.

The European Union has made big steps, particularly under the auspices of Horizon 2020 and the Digital Single Market strategy. Now it is time to capitalise on this and drive ahead both the innovations and the collaborations that will support and grow the digital transformation of Europe’s societies and economies.



COLLABORATION AT EU LEVEL IS KEY

There are a growing number of DSI initiatives across Europe that are changing the way research and innovation can have impact for the good of society. However, isolated efforts without a strong political and financial commitment at a broader national level risk limiting the real benefits.

At the recent DSI Fair 2018 in Rome, organized by Martel Innovate, keynote speaker Professor Luciano Floridi, from Oxford University's ethics department, had a strong message about collaboration and coordination being crucial for effective impact on society: "It is not true that every little thing helps. We the people [together]... can do so much more than individuals."

Talking about the need for everyone in the DSI and NGI space to pull together, Floridi stressed that, if we're going to create the society we want for tomorrow, "coordination is essential. Not just a nice addition."

HUMAN FOCUS

In a fast-changing world, social cohesion is also in flux. Enabled by technology and extreme connectivity, humans are simultaneously closer than they have ever been and yet, more fragmented and split by location, access to technology, education, social-strata, opportunity, race, nationality, levels of privilege and beliefs. It is therefore a crucial moment for Europe to invest in the development of technologies, regulations and educational systems putting human needs and rights at the centre of the picture.

In terms of investment, it is not merely monetary funding that's needed, although that is a vital part of the equation. It requires also the investment of time, and a cultivation of inclusion to bring all citizens on board to reflect and promote the European core values of openness, security, privacy, and participation.

"No one should be left behind," said Flavia Marzano from Rome Municipality at the DSI Fair 2018. Marzano was

talking about her own city's ethos when tackling DSI projects, however this is a mantra all European municipalities must adopt as they move towards and into the next digital decade. Reassuringly, the sentiment was echoed almost universally across the DSI Fair, showing its importance to a range of actors: from policymakers to academics, business people to ethicists; engineers to industry analysts; civic players to media.



EDUCATION AND ETHICS

Beyond the creation of a solid and reliable technical infrastructure, for digitalisation of our society to be effective and help overcome the digital divide, there must be a clear, committed and long-term strategy at different levels: political, legislative, educational, economic and social.

If we want to genuinely ensure no one misses out, we need to look from the grassroots level upwards. Programmes must incorporate local and regional actions that can feed into national, Europe-wide and even global movements.

This means ethics-by-design and incorporating updated thinking into education about technology. This will ensure ethics transfers into business and policy as well. “[We are] witnessing the birth of a new entrepreneurial genre: the tech-social genre,” said Professor Mario Calderini from the Politecnico Milano School of Management.

Part of this ‘tech-social’ approach involves making changes to the education system so it more closely blends ethics, philosophy, engineering, behavioral studies, environmental and sustainability learning. This needs to happen at all levels from school through to universities, as well as re-training those already working in ICT and related fields.

“It is not enough to educate our children, first we must educate the educators,” said Dr Monique Calisti, CEO of Martel Innovate.

The tech-social approach will be a hallmark of the Next Generation Internet (NGI). It is no longer enough for technology, no matter how elegant or efficient, to work alone nor to be seen as a ‘silver bullet’. The smooth integration of technology with humanity is essential as we move forward, and to ensure no one is left behind.

In this way, humans and their needs will be central to ICT innovation, and the Next Generation Internet will be democratized, decentralised and open. Samer Hassan from Harvard University said: “Instead of trying to compete with established monopolies we can try to change the rules of the game. Change the ways in which we collaborate with each other... [giving] more power to the user.”

NEW TECH, GOVERNANCE AND NGI



Blockchain and distributed ledger technologies are key components in realising the vision of Digital Social Innovation. Blockchain is a great way to solve authenticity and distribution of control, but reallocation of control can have strong consequences. There are political responsibilities around how this will happen. This is also the case with the use of other next generation technologies such as AI, IoT and supercomputers.

The EU has led the world with its precedence-setting GDPR legislation. However, in terms of putting governance in and around previously “ungoverned spaces” within digital design, development, production and output, GDPR is only the tip of the iceberg. New legislation is constantly being drafted that, whether it threatens to “wreck the Internet” as one doomy headline suggested about the proposed EU Copyright Directive’s Article 13 (which has since been rejected by parliament), or will serve to enhance protections and social good, what is certain is that new governance will bring about seismic shifts in the sector that require careful attention.

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WORK WITH US!

To be able to design and develop digital technologies at the service of citizens and their needs requires the ability to master their development, understand the challenges and consequences their adoption can have in our everyday life and be plugged into communities and ecosystems, such as the DSI and NGI, where innovation for good is happening now. This is the only way to effectively engage all stakeholders that must coordinate on ensuring digital transformation is human-focused, decentralised, open, multi-disciplinary, and tailored to the benefit of all citizens.

Martel, with more than 20 years' experience in the European and international ICT research and innovation scene, has been engaged in promoting DSI initiatives and pioneering the NGI ecosystem creation and growth since their inception. Through leading and participation in several research and innovation projects and prominent initiatives such as the DSI Manifesto, the DSI Fair and the NGI Forum, as well as being active in other related events and on expert panels, our team is committed to shape digitisation for the good of people and businesses.

MARTEL IN ACTION

Watch the «Martel in Action» video to see our team at work during the DSI Fair 2018, showing how we can successfully present at, participate in and produce your next event.

www.martel-innovate.com/about/videos



A STRONG COMMITMENT

Through a unique combination of expertise, services and partnerships, our commitment to embrace, develop and promote innovation for the good of our society is directly aligned with the ambitious vision that Horizon 2020 first and the upcoming Horizon Europe have defined.

To make innovation happen, Martel is at work on several fronts, collaborating with top players in Europe and world-wide, developing, managing and promoting next generation digital solutions.

Work with us to prepare and win your bids, manage and coordinate your research and innovation projects, disseminate science, communicate innovation, organise events and engage your target stakeholders.

WE CAN MAKE IT HAPPEN!



**WATCH
THIS SPACE**

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Over the next few weeks, we will bring you an exclusive series of soundbites from some of Europe's top thinkers, policymakers, academics and activists that contributed to the DSI Fair 2018.

Stay tuned for insights from: Professor Luciano Floridi, Monique J Morrow, Louis Pouzin, Professor Christopher Tucci, the EC's Gianluca Misuraca, Virginia Dignum and Samer Hassan.

Our first interview, with Luciano Floridi is at: <https://youtu.be/cqhagLy8Y74>



LINKS

DSI FAIR WEBSITE *(speaker presentations and videos of plenary speeches)*

www.dsifair.eu

DSI MANIFESTO

www.dsimanifesto.eu

NGI FORUM WEBSITE

www.ngiforum.eu

NGI PORTAL

www.ngi.eu



FOR EXPERT ASSISTANCE OR DEDICATED TRAINING IN H2020

CONTACT US

info@martel-innovate.com
00 41 76 321 39 81

111 Überlandstrasse
8600 Dübendorf (Zurich)
Switzerland

