



إكسبو 2020
دبي الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



المجلس العالمي
WORLD MAJLIS

Expo 2020 Dubai

PROGRAMME FOR PEOPLE AND PLANET

WORLD MAJLIS AGENDA

Tolerance and Inclusivity Week

14 - 20 November 2021



DIGITAL BRAIN, DIGITAL MORALITY

Ensuring Empathetic and Unbiased AI

DATE Thursday, 18th November 2021

TIME 4.00 to 6.00 PM UAE

VENUE Terra – The Sustainability Pavilion



THE CONVERSATION TOPIC

DIGITAL BRAIN, DIGITAL MORALITY

Ensuring empathetic and unbiased AI

As the impact of Artificial Intelligence (AI) and robotics on the development of humanity intensifies, our responsibility and oversight must keep pace, to understand how to use these systems, what tasks they should carry out, and their risks.

As far back as 2014, Stephen Hawking said that efforts to create thinking machine “could spell the end of the human race”. As AI rapidly takes off, the potential issues of robots learning on their own – and at a faster pace than humans – have become apparent.

Designing these systems is not just a matter of engineering; it must equally be a deeply social and ethical endeavour. As UNESCO prepares the world’s first standards on the ethics of AI, there is broad consensus that we need to create rules for this brave new world. Collectively, we need to ensure that these systems are human centred, inclusive, unbiased, and ethically coherent – perhaps even more so than our subjective human systems are right now.

What is human-centred AI and how do we ensure that this is the AI we create?

How do we build trust in technology?

How close are we to achieving globally applicable ethical standards for AI?

What is the best way to communicate this to the general public whose lives are already so dependent on technology?

The World Majlis is an open conversation where participants are not expected to give a traditional speech or presentation. Participants respond to a moderator's questions as well as build on each other's points.

STRUCTURE OF THE WORLD MAJLIS

The World Majlis starts with a brief introduction of all participants and setting the context: as the impact of Artificial Intelligence (AI) and robotics on the development of humanity intensifies, our responsibility and oversight must keep pace so we can understand what these systems do.

What exactly is human-centered AI and how do we ensure that this is the AI we create?

Building on the first part, as UNESCO prepares the world's first standards on the ethics of AI, there is a broad consensus that we need to create rules for this brave new world. The conversation may explore how we will be interacting with the various forms of AI and what risks are involved to us and society when we do.

How do we build trust in technology and create trustworthy technology?

Looking to the future through a variety of lenses, participants can explore concrete and creative solutions to the potential issues of robots learning on their own and at a faster pace than humans.

How close are we to achieving globally applicable ethical standards for AI and why is that important?

The participants will be invited to share their ideas for how to take high-level policy in the realm of AI and robotics and translate it for the people who many not understand – or be able to understand – how any of it works

What is the best way to communicate about this with the general public whose lives are already so dependent on technology?

THE CONVERSATION FORMAT

Finally, participants will be invited to share a call for action, ensuring that these systems are human-centered, inclusive, unbiased, ethically coherent and safe, perhaps even more so than our subjective human systems are right now.

The moderator will introduce each participant at the start of the World Majlis. The conversation will usually follow the structure of four questions. However, given the dynamic nature of the World Majlis, the questions may be addressed in a different order. They may be combined, or a new stream of conversation may emerge as participants engage with one another.

The briefing session should have provided a flavour of how the World Majlis will take place. As you prepare for the conversation, you should not feel restricted by the questions in the brief and feel free to introduce other ideas to the conversation.

Other than answering the opening question, participants are not required to respond to every topic discussed during a World Majlis.

While there will be no slide presentation or prepared content, if a participant wishes to share an image, we can arrange to show it. World Majlis will include videos and pre-recorded messages in special cases.

There will be an additional question during the Majlis from the audience, including from one or more invited youth participants.

The event is live streamed via Virtual Expo:

<https://virtualexpo.world/listen-watch/theme-weeks>

GETTING TO THE VENUE

If you are within Expo 2020 premises prior to the World Majlis, please arrive at the venue at 3:30pm.

If you are driving your private car to Expo 2020, please hand over your car to the Valet Parking located at Sustainability Arrival Plaza and look for our team members holding a World Majlis sign.

If you have requested a pickup service, our transport team will pick you up at your agreed time and drop you off at a pre-assigned meeting point, where our team member will be waiting, holding a World Majlis sign.

AGENDA

3:00 PM UAE

Arrival at Terra – The Sustainability Pavilion

3:30 PM UAE

Pre-majlis briefing with moderator begins

4:30 PM UAE

World Majlis Begins

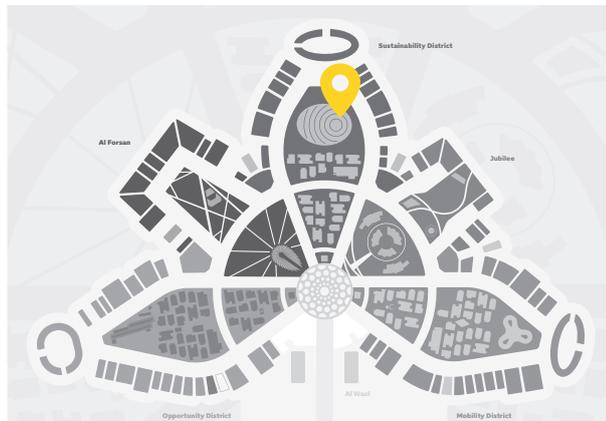
6:00 PM UAE

World Majlis Ends

6:00-6:30 PM UAE onwards

Networking and Media Interviews

LOGISTICS



THE WORLD MAJLIS SPACE

The World Majlis is a space for conversation and connecting minds, both in its format and physical layout. Participants sit in a semi-circle and will be provided with the seating plan during the briefing session to make sure everyone can easily find their place.

Online participants will be linked in and present via the overhead screen.

THE AUDIENCE

The in-person audience includes experts, representatives from Expo's participant countries, organisations and partners as well as university students and previously registered members of the general public. Friends and colleagues in the UAE can join the event in person by registering via the Expo 2020 website. They will also need to secure a ticket or pass to the Expo site. With limited seats, please let the World Majlis team know if there is someone who should have priority access.

OTHER WORLD MAJLIS EVENTS DURING THE WEEK

Let the World Majlis team know if you are keen to join other World Majlis events during the week and attend the post-majlis networking sessions.

DATE Sunday, 14th November 2021

TIME 4.00 to 6.00 PM

VENUE Italy Pavilion

DATE Tuesday, 16th November 2021

TIME 4.00 – 6.00 PM

VENUE Terra - The Sustainability Pavilion

DATE Wednesday, 17th November 2021

TIME 10:30-12:30 PM

VENUE Women's Pavilion

DATE Thursday, 18th November 2021

TIME 10:30-12:30 PM

VENUE Terra - The Sustainability Pavilion

DATE Thursday, 18th November 2021

TIME 4.00 – 6.00 PM

VENUE Terra - The Sustainability Pavilion

World Majlis:

ART FOR GOOD

Using Art to Make our Planet a Better Place

In collaboration with Italy Pavilion

World Majlis:

THE BUSINESS OF COMPASSION

The Value(s) of our Economy

Women's World Majlis:

TOLERANCE AND INCLUSIVITY FOR WOMEN'S RIGHTS AND EMPOWERMENT

In collaboration with the UAE Ministry of Tolerance & Coexistence

Next Gen World Majlis

BRIDGING THE DIVIDE

Bringing Bold Changes with Wisdom

In collaboration with the Expo School Programme

World Majlis

DIGITAL BRAIN, DIGITAL MORALITY

Ensuring Empathetic and Unbiased AI

There will be representatives of Expo 2020 accredited media in the World Majlis and opportunities for media interviews, most likely between 6 and 6:30pm. Our assumption is that all participants are happy to speak to the media. Please let the World Majlis team know if you are not able to do so.

Please Tag Expo 2020 Dubai on social media if you post about the event:

Facebook: @Expo2020Dubai

Twitter: @Expo2020Dubai

Instagram: @Expo2020Dubai

YouTube: Expo 2020 Dubai

LinkedIn: Expo 2020 Dubai

#Expo2020

#Dubai

#WorldMajlis

The event is live-streamed via the Expo website,
on the virtual Expo platform.



After the event, the Majlis team will produce a publication covering what was discussed at the Majlis in each of Expo's theme weeks.

**MEDIA AND
COMMUNICATION**


MODERATOR

MARIAM OBAID AL MUHAIRI
Senior Project Manager, Dubai Future Foundation, UAE

Mariam Obaid Al Muhairi is a Senior Project Manager at the Dubai Future Foundation (DFF), the key player and entity responsible for imagining, inspiring and designing Dubai's future in collaboration with the government and private entities within various industries.

Ms Al Muhairi is responsible for developing content and research within the Foundation. Through her efforts, she has promoted collaboration and contributed to DFF's collection of programmes, initiatives, sub-brands and operations to achieve the entity's strategic objectives.

As a Senior Project Manager within DFF, Ms Al Muhairi currently heads the Centre for the Fourth Industrial Revolution UAE (C4IR UAE), a collaboration between the Dubai Future Foundation and the World Economic Forum (WEF). The Centre focuses on developing technology governance in the fields of artificial intelligence and machine learning, blockchain and distributed ledger, and precision medicine. In this capacity, she identifies crucial areas where improvements to current policy and governance frameworks can be made to support the implementation of 4IR technologies in the public and private sector both locally and globally.

Prior to the Dubai Future Foundation, Ms Al Muhairi was an analyst in foreign and cultural policy at The Delma Institute, Abu Dhabi, where she provided both creative and advisory services to government and corporate clients.

Ms Al Muhairi recently completed the Management Acceleration Program at INSEAD. She has a Master's degree in Science in Middle East Politics from the SOAS University of London and holds a Bachelor's degree in International Relations from the American University of Sharjah.


PARTICIPANTS

IVA GUMNISHKA
Founder, Humans in the Loop, Bulgaria

Iva Gumnishka is the founder of Humans in the Loop, a social enterprise which works to make AI systems more human-centric through diverse human input. Humans in the Loop provides upskilling to displaced and conflict-affected people and employs them to perform data annotation and model validation tasks. Iva is passionate about ethical data supply chains and making AI more representative and less biased.



MONIQUE MORROW

Senior Distinguished Architect Emerging Technologies, Syniverse, Switzerland

With over 25 years' experience as a global technology leader, Monique Morrow is Senior Distinguished Architect for Emerging Technologies at Syniverse Technologies where her main role and responsibilities are to provide thought leadership and to develop the strategic direction and vision for Syniverse's identified emerging technologies across the company, partners and industry forum. She has worked across the industry including AMD, Ascom Hasler, Swisscom, Cisco and has been active in the start-up community. Additionally, Monique is President and Co-Founder of the Humanized Internet a Swiss based non-profit with a focus on digital identity, and ethics in technology.

She is also an active member of the IEEE Ethics in Action Executive Committee as well as Co-Chair of the IEEE Ethics in Action Extended Reality Committee. Monique is Co-Chair of GSMA-Distributed Ledger Technology [DLT] group and serves as Syniverse's representative in the World Economic Forum [WEF] Data Policy Council. Monique also chairs Hedera's Decentralized Identity SIG.

Monique has been recognized in the industry for her tireless focus on social good. In March 2020, Monique was one several innovators featured in Red Bull Innovator Magazine. In April 2020, Monique was selected as one of the 5 leading figures in Business by the Europa Forum Lucerne [Switzerland] specific to its theme, "Safety and Security in Times of Uncertainty." Monique is also 2020 winner WomenTech Network Global Technology Leadership award. Monique has been recognized as one of top 100 Women in Cybersecurity in Europe.



DR EVA-MARIE MULLER-STULER

CTO AI, Chief Data Scientist, IBM Middle East and Africa

Dr. Eva-Marie Muller-Stuler is IBM's CTO AI and Chief Data Scientist for Middle East and Africa and is responsible for leading large-scale data science & AI projects and transformations.

With over 20 years of experience in M&A, Data Science and AI globally she has impacted many different industries including Oil & Gas, Energy, FMCG, Healthcare and the Financial sectors. She has pioneered highly successful solutions with governments and top-tier organizations alike.

Dr. Eva is one of IBM's distinguished Data Science Thought Leaders and a Member of the Academy of Technology. Her experience and passion for Data Science, AI and Innovation has made her a regular on the 'world's best data scientist' rankings.

Dr. Eva is a trusted advisor to governments on change management through AI and on the advisory board of the various organizations focusing on AI Ethics.

As a renowned mathematician with a passion for her subject, Dr. Eva is a popular international conference speaker, influencing and disrupting industries with innovative data science engagements, having been invited to speak at the United Nations as well as UNESCO, among many others. Dr. Muller-Stuler is a serial entrepreneur and founder, and successful investor in start-up companies.

She is the author and co-author of numerous papers and publications as well as a member of various mathematical societies.



MEDEA NOCENTINI

Chief Operating Officer, Global Ventures, UAE

Medea Nocentini is Chief Operating Officer at Global Ventures. She is also Co-Founder of Companies Creating Change (C3), a UAE-based organization fostering social enterprise in the MENAT region.

Medea previously served as Chief Strategy Officer at the AW Rostamani Group, a diversified family group operating 14 companies and counting 4000 + employees, where she was leading AWR Group's strategy and planning, investment and corporate venture capital activities, market intelligence, risk management, performance management, and corporate marketing.

Prior to joining the AW Rostamani Group, Medea was Senior Vice President, Strategy and Corporate Development at OSN, the leading Pay TV platform in the MENA region, where she was responsible for corporate development and strategy planning, as well as market and consumer intelligence. Before joining OSN, she spent several years at Booz Allen Hamilton developing strategies for TMT, consumer, and public sector's clients across Europe, the United States, and the Middle East.

She holds an MBA from Columbia Business School (New York, USA), an MSc in Mechanical Engineering from Politecnico di Torino (Italy), and an Engineering Diploma from Ecole Centrale Paris (France).



DR JAMES WILLIAMS

Author and technology ethicist, UK

Dr. James Williams is an author, technology ethicist, and research fellow at the University of Oxford. His work focuses on the ethics of technological influence - for instance, the ways technologies are designed to persuade, distract, or manipulate us - and the implications for human freedom.

In 2017 he won the inaugural Nine Dots Prize for innovative thinking, which led to the publication of his first book, *Stand Out of Our Light: Freedom and Resistance in the Attention Economy*. The Observer hailed it as 'a landmark book,' TechCrunch called it 'an instant classic in the field of tech ethics,' and the President of Princeton University last year chose it as the one book all incoming students were required to read.

James received his PhD from Oxford, where he studied at Balliol College and the Oxford Internet Institute. He has been a research associate at the Oxford Digital Ethics Lab, a research fellow at the Oxford Uehiro Centre for Practical Ethics, a tutor on ethics in the Oxford Computer Science department, and a visiting fellow at the University of Cambridge.

Previously, James worked at Google for over ten years, where he received the Founder's Award, the company's highest honor. He is also a co-founder of the Time Well Spent campaign, a technology adviser to governments and heads of state, and a frequent commentator on technology issues in the media.


**VIRTUAL
PARTICIPANTS**

RAY EITEL-PORTER
Global Lead for Responsible AI, Accenture, UK

Ray Eitel-Porter is Accenture's Global Lead for Responsible AI, based in London. He joined Accenture in 2013 and has worked across a number of industries, mainly focusing on analytics strategy and operating model projects, and in the last three years developing Accenture's solutions for data and AI ethics and advising clients in this area.

Ray led the formation of Accenture's Strategic Partnership with The Alan Turing Institute, the UK's national institute for data science and artificial intelligence, to further research and innovation applied to real-world business challenges. He chairs the government's Data Skills Taskforce and led the creation of a national data science prize for schools, in association with TeenTech, to excite interest at an early age in the possibilities that a training/career in data science can offer.

Ray holds an MA in Modern Languages from Christ Church, Oxford as well as an MBA from INSEAD.


AVI TUSCHMAN
Founder of Pinpoint Predictive, USA

Avi Tuschman is a Stanford StartX entrepreneur and a pioneer in the field of Psychometric AI. He has also advocated for open-source solutions to social-media misinformation, including in Fast Company magazine, at the Stanford Cyber Policy Center, the Federal University of Pampa in Brazil, and Washington, DC.

Previous to his career in tech, Tuschman advised current and former heads of state as well as multilateral development banks in the Western Hemisphere. His book on the bioscience of human political orientation, *Our Political Nature: The Evolutionary Origins of What Divides Us*, has been covered in peer-reviewed and mainstream media from 25 countries.

Tuschman holds a doctorate in evolutionary anthropology from Stanford University.

