

THEME:

MAY 7 - 12, 2019

DIGITAL CHANGE CHANGE DIGITAL

Denmark's leading digital festival

Guide:

How to change digital

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We need to act now!

Stine Bosse wants digital
responsibility on the national agenda

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*“Not even the smartest
technology can solve
technological problems.
Only people can.”*

– Andrew Keen

IWDK

IWDK2019

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DIGITAL CHANGE CHANGE DIGITAL

Digital is changing the world as we know it. But people create our society, not technology. The theme for IWDK2019 is a reminder of that.

Digital Change is everywhere these years. It is not only a new technological infrastructure, but also a new mindset for all of us and a change force shaping society, democracy, organizations, business and our everyday life as we know it.

The digital possibilities are mindblowing, endless and come with a magnitude never seen before enhancing, improving, fixing and upgrading our lives in a myriad of ways.

But the changes are also fundamental. And as we have come to learn they do not come without cost. Privacy, skewed work/life balance, screen addiction, fake news, fear of robots taking our jobs, disrupted companies are all issues at stake. Will digitalization be the greatest thing known to mankind or the greatest mistake we ever made?

We are at a cross point where we have to decide what we want from the digital development and where we decide to opt out. Change Digital.

WHAT KIND OF DIGITAL FUTURE DO WE WANT?

Jacob Bundsgaard,
Mayor of Aarhus

The digital revolution is changing our society more rapidly than ever before.

Amazing – and for some, also frightening – technologies are challenging us.

New – but also disruptive – business models are transforming society.

And an exciting – but also potentially overwhelming – need for new skills is increasing the demands on all of us.

In light of these developments, there has never been a greater need for a meeting place that brings people from all walks of life

together to debate these digital opportunities and challenges.

The original idea behind IWDC was exactly that: To invite everyone to participate in constructive conversations about the digitalization of every level of our society. And it still is.

But with this year's theme DIGITAL CHANGE // CHANGE DIGITAL, we're taking it one step further. We want to encourage institutions, businesses and citizens to act. No one is without agency or responsibility. We're all part of the digital revolution and we can all help shape it.



“We’re all part of the digital revolution and we can all help shape it.”

As I see it, Denmark has a unique opportunity right now to lead the way in ensuring digitalization is a positive force in our world's societies, culturally and politically. And at IWDC we believe the way forward is to stand firmly by our Scandinavian values: Putting people first when designing the digital solutions of tomorrow.

There's one burning question we need to be asking together: What kind of digital future do we want?

Read the magazine and get inspired by how some of the world's most impactful thinkers and doers are answering this question, and learn how they are changing digital right now.

I really hope to see you at IWDC2019 from May 7 - 12. You're all invited!

WE'VE BEEN HERE BEFORE

Andrew Keen,
Author, serial entrepreneur, and
keynote speaker at IWDC2019



Having spent the last decade writing critically about the digital revolution before everyone else, author and serial entrepreneur Andrew Keen offers constructive answers to the myriad of questions on the digital horizon in his newest book, *How to Fix the Internet*.

In 2016, I participated in a two-day World Economic Forum (WEF) workshop in New York City about the “digital transformation” of the world. The event’s focus was on what it called the “combinatorial effects” of all these new internet-based technologies – including mobile, cloud, artificial intelligence, sensors, and big data analytics. “Just as the steam engine and electrification revolutionized entire

sectors of the economy from the eighteenth century onward,” the seminar concluded, “modern technologies are beginning to dramatically alter today’s industries.” The economic stakes in this great transformation are dizzying. Up to \$100 trillion can be realized in the global economy by 2025 if we get the digital revolution right, the WEF workshop promised.

“I believe that the digital revolution can, like the industrial revolution, be mostly successfully tamed, managed, and reformed.”

– Andrew Keen

THE DIGITAL REVOLUTION IS TRANSFORMING OUR SOCIETIES

And it’s not only industry that is being dramatically changed by these digital technologies. Just as the industrial revolution transformed society, culture, politics, and individual consciousness, so the digital revolution is changing much about twenty-first-century life. What’s at stake here is worth considerably more than just \$100 trillion. Today’s structural unemployment, inequality, anomie, mistrust, and the populist rage of our anxious times are all, in one way

or another, a consequence of this increasingly frenetic upheaval.

Networked technology, enabled in part by Steve Jobs's greatest invention, the iPhone – in combination with other digital technologies and devices – is radically disrupting our political, economic, and social lives. Entire industries – education, transportation, media, finance, health care, and hospitality – are being turned upside down by this digital revolution. Much of what we took for granted about industrial civilization – the nature of work, our individual rights, the legitimacy of our elites, even what it means to be human – is being questioned in this new age of disruption.

HUMANS HAVE AGENCY. THAT'S WHAT MAKES US HUMAN

We've been here before, of course. As the “digital transformation” WEF workshop

reminds us, a couple of hundred years ago the similarly disruptive technology of the industrial revolution turned the world upside down, radically reinventing societies, cultures, economies, and political systems. The nineteenth-century response to this great transformation was either a yes, a no, or a maybe to all this bewildering change.

Reactionaries, mostly Luddites and romantic conservatives, wanted to destroy this new technological world and return to what appeared to them, at least, to be a more halcyon era. Idealists – including, ironically enough, both uncompromisingly free market capitalists and revolutionary communists – believed that the industrial technology would, if left to unfold according to its own logic, eventually create a utopian economy of infinite abundance. And then there were the reformers

and the realists – a broad combination of society, including responsible politicians on both the left and the right, businesspeople, workers, philanthropists, civil servants, trade unionists, and ordinary citizens – who focused on using human agency to fix the many problems created by this new technology.

Today we can see similar responses of yes, no, or maybe to the question of whether the dramatic change swirling all around us is to our benefit. Romantics and xenophobes reject this globalizing technology as somehow offending the laws of nature, even of “humanity” itself (an overused and underdefined word in our digital age). Both Silicon Valley techno-utopians and some critics of neoliberalism insist that the digital revolution will, once and for all, solve all of society's perennial problems and create a cornucopian postca-

pitalist future. For them, much of this change is inevitable – “The Inevitable” according to one particularly evangelical determinist. And then there are the maybes, like myself – realists and reformers rather than utopians or dystopians – who recognize that today's great challenge is to try to fix the problems of our great transformation without either demonizing or lionizing technology.

CAN WE CREATE A BETTER WORLD? WE CAN TRY

I believe that the digital revolution can, like the industrial revolution, be mostly successfully tamed, managed, and reformed. I hope that the best features of this transformation – increased innovation, transparency, creativity, even a dose of healthy disruption – might make the world a better place. And it outlines a series of legislative, economic, regulatory, educational, and ethical reforms that can, if implemented correctly, help fix our common future.

What's needed is a strategy combining regulation, civic responsibility, worker and consumer choice, competitive innovation, and educational solutions. It was this multifaceted approach that eventually fixed many of the most salient problems of the industrial revolution. And today we need an equally combinatorial strategy if we are to confront the many social, economic, political, and existential challenges triggered by the digital revolution.

Not even the smartest technology can solve technological problems. Only people can.

This text is an excerpt from the book How to Fix the Future by Andrew Keen and we have kindly been allowed to print it.



FAIRNESS IN TECH

*Margrethe Vestager,
European Commissioner for Competition*

The internet has given rise to some of the most powerful companies in history and that has proven to not always be to the consumers' advantage. Europe, with Margrethe Vestager, European Commissioner for Competition, in front has a unique position to create what she calls fairness in tech.

The digital world has changed utterly in the last decade. Not just because technology has developed. But because the way that it fits into our lives has transformed. In those ten years, digital technology has gone from being just one part of our lives, to affecting all that we do. Ten years ago, about a hundred and forty million smartphones were sold around the world – last year, that figure was one and a half billion. Those devices have become a vital part of our lives – when we shop or watch TV, when we stay in touch with friends or search for a restaurant; even when we set the thermostat or unlock the car.

“People have seen that businesses haven’t always lived up to promises to make sure their data isn’t hacked or misused.”

– Margrethe Vestager

And that’s just the most visible part of this change. Underneath, data is helping us do things better and less wastefully in almost every part of our economy – running wind turbines or production lines, delivering medical care, even farming. Digital technology is even changing our democracy, creating new ways for us to take part in democratic debates – but also new ways to persuade us – and manipulate us.

NO SUCH THING AS CYBERSPACE

Digital technology is not something we can separate from the rest of our lives. There is really no such thing as cyberspace today; no such thing as a separate world of technology, that can have its own rules. Today, what happens online doesn’t stay online. It affects all that we do, from the way we do our jobs to the future of our democracy. And the more people see that, the more concerned they get about the risks that digital technology can create.

People have seen that businesses haven’t always lived up to promises to make sure

their data isn’t hacked or misused. They’ve seen powerful businesses using that power to drive others from the market – at the expense of consumers. They’ve seen how social media can allow untrue stories to circulate like the wind, magnifying hate and setting a community against itself. And we need to fix that. We need to help technology thrive – by giving people confidence that it won’t do them harm.

So the time is past when we could have different rules online and offline. Today, when digital technology is part of all we do, we need to make sure people have the same protection in the digital world as anywhere else. This is why, like other regulators around the world, the European Commission has been working on new rules for the digital age. Not to hold back the revolution that’s going on, but to build the trust that it needs to succeed.

It’s why we have the new GDPR, to make sure people stay in control of their data. It’s why we’ve proposed rules to make sure that digital businesses pay their fair share of tax;

that the millions of small businesses that depend on internet platforms are treated fairly; that terrorist propaganda is taken down within an hour.

NEW RULES TO PROTECT CONSUMERS IN A DIGITAL WORLD

This digital world also creates new challenges for my work – enforcing the competition rules. It helps that our rules are based on principles that apply just as well, no matter the technology. That’s made it easier for us to keep up with these changes. In cases like Microsoft’s takeover of LinkedIn, or Apple’s purchase of Shazam, we’ve looked at how data affects competition – whether mergers give one company control of the data you need to compete. And we’ve also made sure that powerful digital businesses don’t misuse their power to hold back innovation.

Because in the last decade, it’s not just technology that’s changed. The businesses that have become the internet’s giants have changed too. They’re not startups any more, fighting for a toehold among big, powerful companies. Now, they themselves are the big beasts. And if they deny today’s startups a chance to do what they did, and carve out a market by doing things differently, then we all lose out on the benefits innovation can offer.

This is why we had to make sure that Google couldn’t stop rival versions of Android – an open-source system – from competing to offer users a better experience. Or that Amazon didn’t stop other e-book retailers getting together with publishers to offer new types of e-books that you couldn’t get on Amazon. As competition enforcers, we need to look forward. We need to understand how markets are changing, and how competition rules need to respond, to protect Europe’s consumers.



“The key to success in the future isn’t just technical brilliance. It’s trust. And for startups, that creates an opportunity.”

– Margrethe Vestager

right ideas, and the dedication to put them into practice, can still take you all the way to the top. But today, it’s clearer than ever that the right ideas are the ones that put our fundamental values first. It’s clear there’s no such thing as a great business model that doesn’t respect people’s rights. There’s no such thing as a great new service that depends on using people’s data in a way they’d never knowingly agree to. There’s no such thing as a great idea that will make lots of money by avoiding tax, or ignoring workers’ rights.

The key to success in the future isn’t just technical brilliance. It’s trust. And for startups, that creates an opportunity. An opportunity to leap ahead of big companies that are struggling to work out how to win back that trust. An opportunity, for instance, to stand out by giving users really clear, truthful information on how their data will be used. An opportunity to build the next generation of businesses, where taking our rights and values seriously is built into the culture. That’s the real challenge that innovation faces today. And I know it’s a challenge that will be met by many start-ups.

This text was delivered as a keynote speech at Slush on Dec 4, 2018 in Helsinki and we have kindly been allowed to print it.

TRUST IS THE SUCCESS OF THE FUTURE

It’s a new world we’re in. It’s a new world for consumers, who find digital technology wherever they look. It’s a new world for regulators, working to make sure they offer just as much protection online as offline. And it’s a new world for startups as well. Of course, innovation and ideas are still important. The



THE RESPONSIBLE THING IS TO ACT - NOW

Stine Bosse, business woman, chair of the new TechDK Commission, and keynote speaker at IWWDK2019

There is a need for a thorough debate on how we can link Danish values with technological progress and opportunities, argues Stinne Bosse, chair of the new TechDK Commission.

I remember sitting in my car, waiting for my girls to come out from the riding school, and listening to a radio program about the internet. The year would have been around 1995. Less than 25 years ago. The point was that the internet would change our lives. In the entire world. And so it did.

“We need to look for ways of distributing both power and finances back to the people.”

– Stine Bosse

There is so much good to be said about the internet. It has facilitated new contacts and made it possible for billions of people across the world to access the newest knowledge in any area. It has tied us all together in a way nobody thought possible when it all took off. The internet has facilitated new business models, new education systems and health-care possibilities. Just to name some important areas.

Having said this, my generation has failed completely to understand the hindsides and to detect that the connectivity and the “no boundaries” would lead to a concentration of information and thereby power.

WE MUST SEEK NEW WAYS OF PROTECTING PEOPLE

We are well aware now that this was naive, but we imagined that deployment of knowledge and the ability to connect with people would result in an automatic distribution of power. The latest developments have taught us differently, so we must seek new ways of protecting people

and their right to own their data. It's important that concentration of power doesn't allow manipulation of people into certain choices, and thereby undercut the democratic processes. We need to look for ways of distributing both power and finances back to “the people”. This will not be an easy task, but in the free world, both the EU and now also the parts of the US, politicians, who are defenders of democracy and freedom are trying to find new ways. I predict that the GDPR is only a first generation of regulating tools that will be put in place, so as to give us all the right position of maintaining ownership of our own data. And we can only encourage our politicians to be as creative and bold as the large tech companies are in finding ways to fulfill the ambitions on our behalf.

WE EACH NEED TO EDUCATE OURSELVES

In the meantime, we must all as individuals educate ourselves, and make sure our children are well educated from the beginning of their “connected life” in order to be able to

navigate and protect themselves. This doesn't mean that digital is off-limits, but it's an encouragement to use it in a conscious way.

But what does that mean? What kind of consciousness do we need? Well, let me tell you a couple of new learnings I've had as a grandmother, getting to understand that a 9-year-old can be just as wise or even wiser than a 58-year-old woman.

My granddaughter asked me one day: "Will I have to have Facebook in my house when I grow up?" I immediately answered no. But then I thought about it for a moment. Maybe the answer was actually yes. If we, for instance, allow all schools, institutions, and authorities to build their connections with citizens on a privately owned platform like Facebook, will it be possible to say no to using it without missing important information? Don't get me wrong, I'm not after Facebook. But monopoly paired with an excessive concentration of data and no democratic control is perhaps not the best cocktail.

When I come to think of it, my answer to my granddaughter that day about whether she would need Facebook in the future should have been; "I don't think so. But people in power need to get their act together so that you can grow up to live in a free world in the way I have known it."

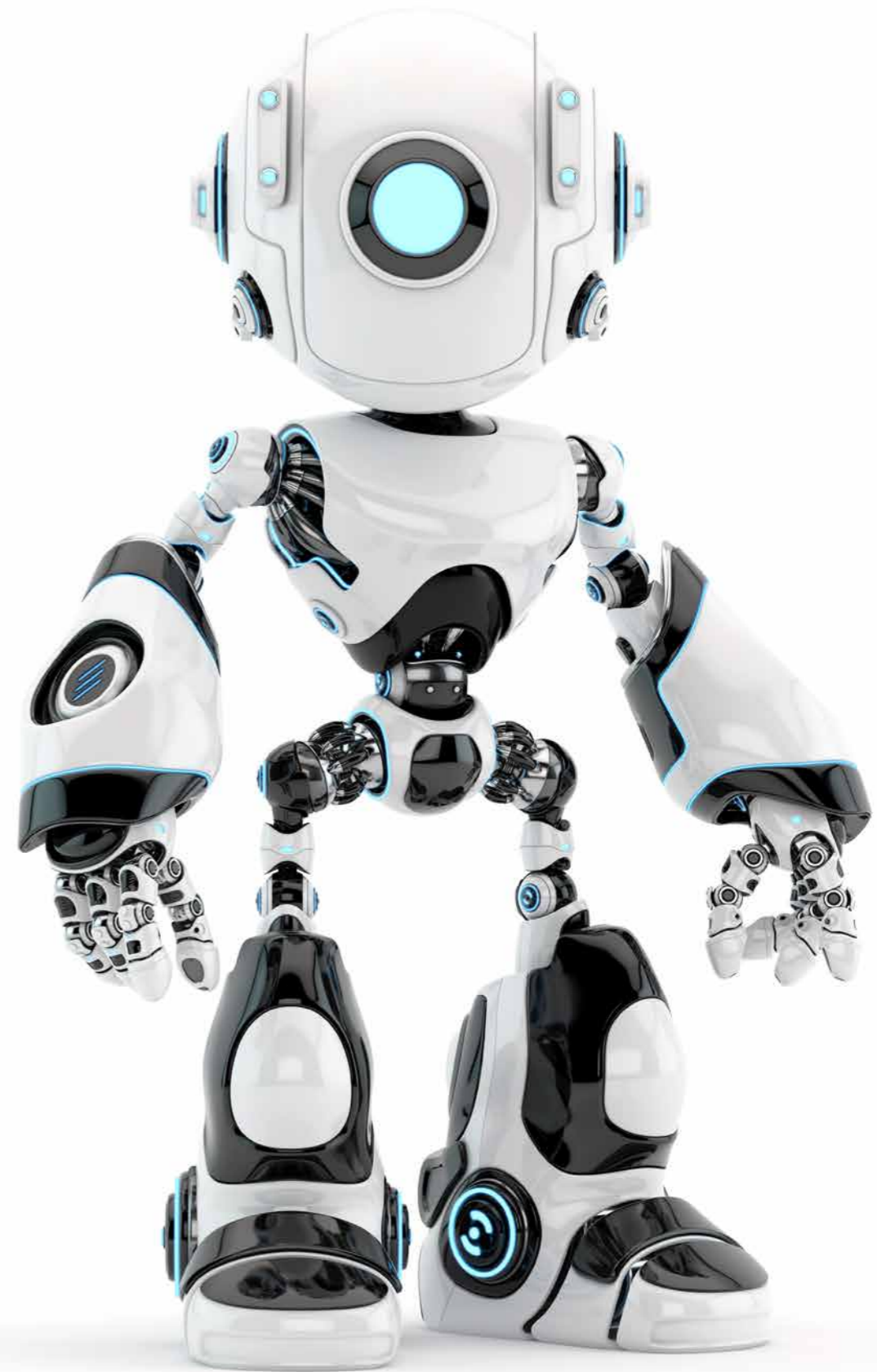
"Grandma, we don't really know what this is and what it can transmit from your house. Let's just get it out."

– Granddaughter of Stine Bosse

WE NEED TO ACT - NOW

When Christmas came around, I gave her a robot. She was as excited as I, and as we unboxed it she looked at the written instructions. It was all in Korean, so we didn't really understand it. On top of that, my granddaughter detected a camera on the face of the robot, which I would never have noticed, and then she concluded: "Grandma, we don't really know what this is and what it can transmit from your house. Let's just get it out."

I think she is already less naive than me. She has developed her "digital consciousness" far more than me, and she will hopefully grow up to be more alert and more intuitively aware than I can ever be. This does not, however, free today's adult generations from acting responsibly. Otherwise, we will be letting her and her generation down because the disruption of the world order as we have known it for decades is happening as we speak.



DIGITAL RESPONSIBILITY



“The rapid digital development is about to fundamentally change the way we do business. The development is happening at a pace and in ways so unpredictable that it will challenge and change all sectors and almost every company.”

– Lars Frelle-Petersen, Deputy Director General of The Confederation of Danish Industry, and speaking at IWDC2019

I meet business leaders who put a lot of effort into monitoring and trying to understand the digital change and how they should apply it into their own companies. Most senior executives are very aware that they should lead this development, create strong visions and make sure that their companies become better at taking advantage of the new digital opportunities, if they are to stay relevant, competitive and simply survive in an ever-changing market. Some companies are born digital and thus almost by definition better equipped to handle the change happening around them, but for many companies it can be hard to understand the changes that digitalization is bringing: How different and rapidly changing technologies will affect them, and how to adapt or even take the opportunity to rethink every aspect of their business.

“We must ensure that all Danes get the right digital skills from the first day of school to the last working day.”

– Lars Frelle-Petersen

If you combine this with a demand for digital competences that is far from matched by the supply now, a growing digital mistrust and cybercrime threats of whole new dimensions. I believe this cocktail to be the biggest challenge for leading businesses in these early

days of the digital age. We must ensure that all Danes get the right digital skills from the first day of school to the last working day. Our basic digital skills should be in line with being able to read, write and calculate.

A DIGITAL CONFIDENCE CRISIS

We need to rebuild confidence in digitization. With the scandals like those around Cambridge Analytica and misuse of data, we have seen the beginning of a digital confidence crisis. This can have serious consequences if citizens and companies lose confidence in committing to a digital world, and therefore it is a task that both businesses and politicians must take seriously. There have been far too many unfortunate examples where we have not taken the protection of data and the transparency of the use of data seriously enough. At the same time, companies and citizens alike experience that it is becoming more than difficult to protect themselves against cybercrime. Digital responsibility is, among other things, about the fact that sufficient IT security should be just as natural as locking the front door. Accordingly, there should still be private ownership when we open the door to the internet, and we should not exploit all the possibilities of the technology to the utmost, just because we can. There are major challenges in all areas, and responsibility is shared. At the same time, we are already up and running - the future is already here.

A CERTIFICATION SCHEME FOR DIGITAL RESPONSIBILITY

If we want data ethics and digital responsibility to live in the companies and among the users, we must make it attractive for the companies to be digitally responsible, and it must be easy for users to choose digital responsibility. Therefore, the time is ripe for solid solutions as a certification scheme for digital responsibility and a strong and unified focus by authorities, companies, and civil society that meet the digital chal-



“If we succeed in creating the framework for safe use of data, high digital responsibility can become a competitive advantage for Danish companies going forward.”

– Lars Frelle-Petersen

Connecting every company of the world – any user – that can be used to create economic opportunity for all, if we succeed in maintaining, building, and earning digital trust. That is a huge growth potential. I will not go into the potential of specific technologies; general and narrow artificial intelligence, machine learning, bots, mixed, augmented, and virtual reality, second generation bio-metrics security, blockchain, or drones just to mention some of the technologies already and increasingly reshaping our businesses and ways of living. To achieve the full potential, we must radically rethink the way we use and protect data.

lenges and concerns. If we succeed, we have created transparency for both companies and customers in a difficult area to access. It will be a giant leap forward to a more responsible digital culture. From solutions to UN’s Sustainable Development Goals to rethinking how to run your own specific business in the digital age and its technological possibilities to offer an opportunity to rethink how we “used to do”.

Just as Denmark has become known worldwide for its high food security, data “Made in Denmark” must also be synonymous with high confidence and security. If we succeed in creating the framework for safe use of data, high digital responsibility can become a competitive advantage for Danish companies going forward. And this brings me to how business can form digitization and “change digital” in becoming something that will help us live better lives and create better societies. Together, we can show that digital responsibility, “being good”, and “doing good business” are closely linked. We must create a future that works for us all.

**WITH BIG DATA
COMES BIG
RESPONSIBILITY**



DIGITAL YESTERDAYS

The digital development has changed the world rapidly since 2014, where the first edition of IWDK took place. We took a deep dive into the good ol' tech archives to dig up which digital products, news, and trends have characterized the past five years.

Fun fact

10 years ago in Denmark, we didn't have...

Google Chrome

App Store

iPad

Facebook Messenger

MobilePay

Netflix

Airbnb

Instagram

Snapchat

WhatsApp

Tinder

Uber

Siri

Slack

Kickstarter

2014 2015

This was a year filled with leaks, hacks, and cyber attacks. The viral trend 'ice bucket challenge' made everyone aware of the disease ALS and raised millions for the cause. At IWDK, Jimmy Wales, the founder of Wikipedia, spoke about the democratic utopian internet which shouldn't be controlled by big corporations. Jacob Bundsgaard, the mayor of Aarhus, wore the first pair of Google Glass in Denmark – which was named the next big thing.

The race for taking the first self-driving car to market began as all the big players invested in the technology. However, it had a rough start as the first self-driving car was hacked and controlled from afar. The cable companies HBO and Showtime copied Netflix' streaming service and the streaming revolution had begun. At IWDK, the mayor's opening speech was hand-delivered by a drone and 'sharing economy' was the shiny new thing everyone was talking about.

2016 2017 2018

For the opening of IWDK, the mayor arrived in a self-driving car. As the race to become USA's next president went on, a new term was on everyone's lips: fake news. Apple fought the FBI in order to ensure the users' data. VR, AR and other types of immersive realities were everywhere – except in actual use – yet. These technologies were called out to have huge potential for many sectors, some of this potential was explored at IWDK. AR became mainstream as Pokemon GO was released and made everyone run around like crazy.

Through 2017, the cryptocurrency Bitcoin increased in value by over 2,000 percent. Blockchain became the talk of the town, many prospecting it to disrupt many sectors. Manufacturers began realizing that technological progress isn't always the right approach as the rise of the dumbphone started with Nokia's relaunch of model 3310. Big data and chatbots was the talk of the town at IWDK.

This was the year when tech giants were held accountable for their role in society. Mark Zuckerberg testified in front of the US Congress for data breaches. Google changed their "Don't be evil" slogan. The EU, with Margrethe Vestager in front, pushed back through the court of law. This was also the year when we received a stack of emails asking for consent to use our data as the new GDPR regulations ratified users' right to their own data. At IWDK, we asked: Where does technology take us?

BE PREPARED

Sign up for the tracks and all the other exciting events at iwdk.dk/events

Here's our ten tracks that will prepare you for a digital tomorrow – whether you're a business leader, a kid, or a parent.

Tracks are a new addition to IWDK. Feedback from previous years' festivals surfaced a wish for a more curated programme. Tracks are therefore a focused half or full day deep dive into a specific digital topic that unfold this year's festival theme. However, all the crowd-sourced events are still at the heart of IWDK so make sure you check out the full programme.



May 8
SUCCESSFUL PARTNERSHIPS IN INNOVATION ECOSYSTEMS

Hosts: ERIK KRISTIANSEN & TOBIAS VISKUM HOGAARD

Digital change makes things move faster and the ability to change, innovate, and renew business models is vital. For established businesses, it can be difficult to respond rapidly enough – for startups it can be hard to become established. Solid partnerships and an innovation ecosystem can be one of the solutions.



May 8
DIGITAL CHANGE // CHANGE DIGITAL

Host: HANNU VANGSGAARD

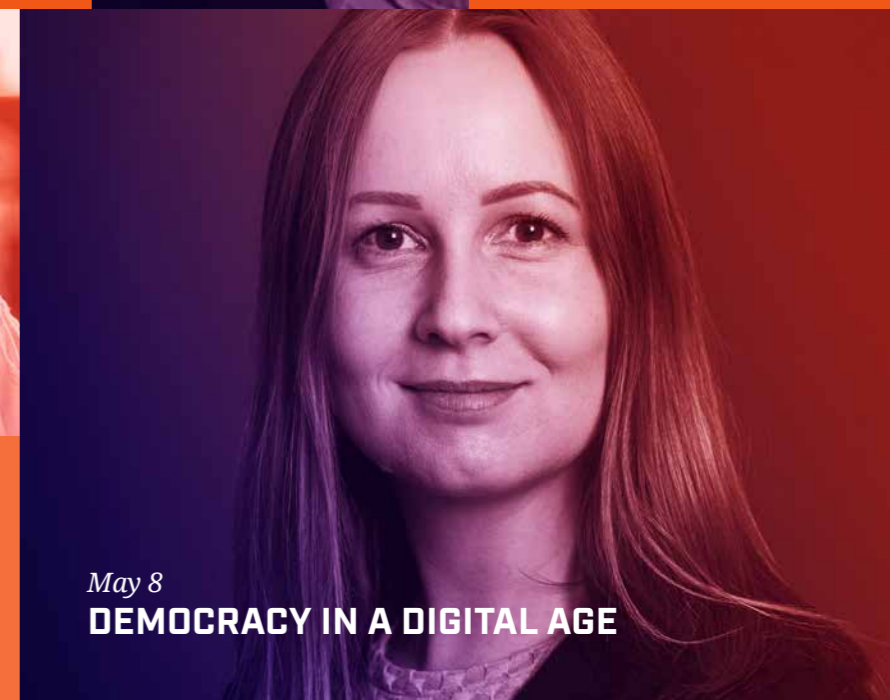
Digital change is unstoppable – it's going to happen one way or the other. The upside is we can also change digital. We just need to decide what we want from the digital revolution and when we want to opt out. This track is a reality check on where we are now, and how we want the future to be.



May 8
THE DANISH VIRTUAL REALITY SCENE

Host: EGE JESPERSEN

The promise of VR has always been enormous: Put on these goggles, go nowhere, and be transported anywhere. Danish VR companies are receiving global recognition for their work in industries such as gaming, architecture, health, film, and art. This track is a celebration of the Danish VR scene with exciting talks and immersive VR demos for you to experience.



May 8
DEMOCRACY IN A DIGITAL AGE

Host: STINE LARSEN

Digital changes everything – even democracy and the democratic playing field. Information and disinformation is shared across platforms as well as physical and ethical borders – and you may only see what you want to see. What influences the democratic choices you make? Is it algorithms, influencers, fake news, ads, or something entirely different? How does one navigate as a citizen or as a politician?



May 9
AI – FROM HYPE TO EVERYDAY

Host: **JONATHAN LØW**

Only a few years ago, AI was merely a hype amongst techies. Today we find it in our pocket, at the hospital, in our home, at our job – soon everywhere. In a future where computers are more intelligent than humans, this track seeks to answer the burning question: What is the role of humans?



May 10
SUSTAINABILITY THROUGH DIVERSITY IN TECH

Host: **LISE BACH LYSTLUND**

Technology can help us create a healthier, better, and more sustainable world. But to reach UN's global goals, we need to rethink our development processes. Design can be one of the tools for sustainable change, and our approach needs to be interdisciplinary, multi-gendered, and cross-disciplinary.



May 8, 10 and 11
CHILDREN'S IT-CREATIVITY

Host: **CODING PIRATES**

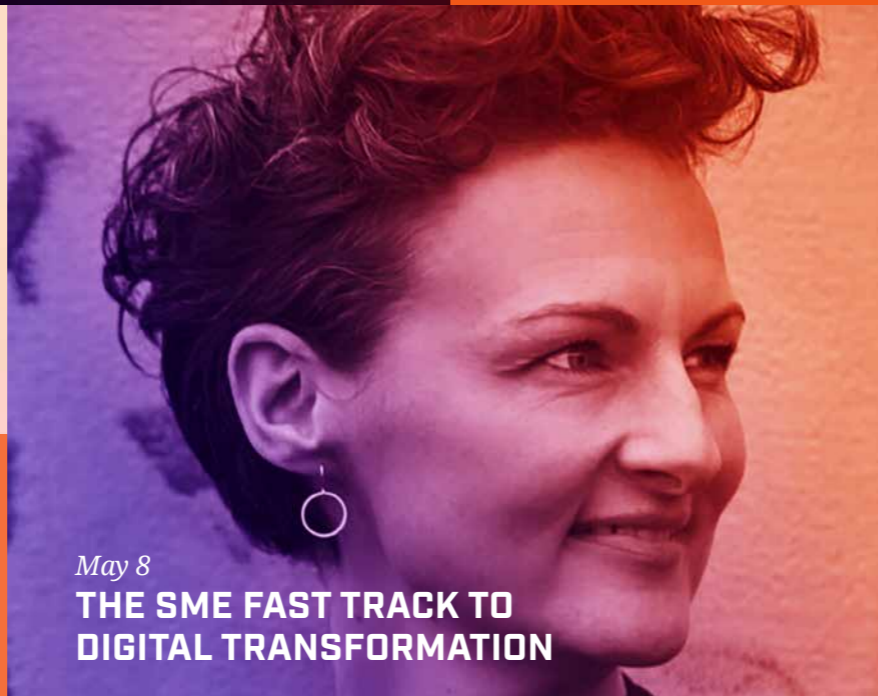
Our children are the future. And the future is digital. Technology has created a playground of new possibilities, and we know that there will be a need for digital skills in the coming years. But more than that, we need to educate and support our children to take control of and be creative with the digital world they are part of. So that's what we do on this track.



May 9
DIGITAL LEADERSHIP

Host: **K. BUBBER OUTZEN**

As businesses go through a digital transformation, leaders must be aware that this change isn't just technological. It's just as much a change of mindsets, expectations, relations, and skills. So how do you best inspire and lead a digital workforce?



May 8
THE SME FAST TRACK TO DIGITAL TRANSFORMATION

Host: **LAURA VILSBÆK**

Disruption is everywhere and yes, we've all heard the stories about Blockbuster, Nokia, and Kodak. However, these cases don't resonate all that well with Danish SME's. Instead, this track is bringing you the cases that do. Including the what, the how, and the who.



May 10
NEW TECH - NEW WORK

Hosts: **ANDREA CARUGATI & JOSEFINE NIELSEN**

For most people, algorithms have already changed their workflow. Whether you know it or not, your computer and phone is full of algorithms. But how would you like it if an algorithm was your new manager? Technology is increasingly changing work and organisations must design work accordingly.



YOU CAN MEET 100+

SPEAKERS AT IWDK

Here's a selection of some of the speakers who will inspire you throughout IWDK. Check out all of them at iwdk.dk/speakers!

Anders Thomsen

Director of Politics and Strategy, Microsoft

Niels Topp

E-sport Expert and Commentator, TV2

Anders Quitzau

Research & Innovation Executive and New Tech Evangelist, IBM.

Omar Elloumi

Head M2M, IoT and Smart Grid standards, Distinguished Member of Technical Staff, Nokia Bell Lab

Christian Lanng

Co-founder and CEO of Tradeshift

Peter Svarre

Author and Digital Strategy Advisor

Douglas Rushkoff

Professor of Media Theory and Digital Economics at CUNY/Queens

Maria Engermann

Founder and VR Experience Designer, MANND

Frederik Østbye

Group Vice President and Head of Digital Transformation, Grundfos

Simon Killerich Vedel

Digital Product Manager, Maersk Digital

Lene Thirup

Executive Director at Magnetix linked by Isoba, Dentsu Aegis Network

Stephen Alstrup

CEO of Supwiz and Professor at KU

Martin Sahlertz

Digital Marketing and Communication Manager, Red Bull

Stine Liv Johansen

Associate Professor at Aarhus University's Center for Children's Literature and Media

Mogens Nørgaard

IT expert and CTO at Nordic Data Intelligence

Stine Mølgaard

COO at Radiobotics and author of Fuck It, Ship It

Morten Sønderkov

COO, Lunar Way

Swar Raisinghani

Co-founder, Xeno Co-Lab



Lene Thirup



Anders Thomsen



Swar Raisinghani



Frederik Østbye



Stine Liv Johansen



Douglas Rushkoff



Christian Lanng



Maria Engermann

Aarhus University and VIA University College:

SNEAK PEEKS INTO THE FUTURE

You can't talk about the digital future without talking about education and research. They are the backbone because they produce the employers and employees of the future. They also produce much of the data, insights, and new technologies that is the foundation of new products, services and businesses across all sectors.

So what are they working on inside the walls? What's the next big thing and how are they changing digital as we know it?

During the American presidential election in 2016, the phenomenon called "fake news" surfaced the media. Donald Trump accused the American press of being 'fake news' and Facebook's CEO, Mark Zuckerberg admitted after the election that Russian internet trolls in Saint Petersburg with fake accounts and bots had spread fake news, especially about Hillary Clinton, on social media. Americans

who were unhappy with the newly elected president started to wonder if Donald Trump had been elected if not for fake news.

SOCIAL MEDIA, FAKE NEWS, AND SKEWED POLITICS - A NEW BALL GAME FOR EVERYONE

Fake news is not just a foreign phenomenon. 36 percent of Danes are "very" or "extremely" worried about what is "true and false on the web in terms of news" according to Reuters Institute's latest media report. In 2018, 46 percent of Danes received news from social media.

"On social media, politicians and agencies can tailor their political campaigns towards the individual user very specifically and play on psychological factors that aren't immediately visible to the general public," explains Anja Bechmann, professor at Media Studies and director of DATALAB at Aarhus University. She is one of the main forces behind SOMA's

Fact

INNOVATION IS A FUTURE COMPETENCE

51% of companies have a big focus on innovative competencies when they hire.

70% of companies assess that they have an innovative culture.

Source: VIA Erhverv Analysen 2018

(Social Observatory for Disinformation and Social Media Analysis) brand new research center in Aarhus that will be inaugurated May 7 during IWDC2019.

"At the research center, we investigate the logic behind (dis)information's spread and collective behaviour on social media. Underneath the whole fake news discussion is an underlying assumption that if we prevent fake news from occurring, our democracy is secured. However, research shows that people share news articles if the article supports their own existing political conviction. And in that case, we need to develop new ways to foster democratic conversations in our societies," argues Anja Bechmann.

INNOVATIVE USE OF CROWDSOURCING IN EDUCATION

In the past two decades, crowdsourcing has become a global phenomenon adopted across sectors and economies to source contributions and solutions from the crowd. At VIA University College, Denmark's largest university of applied science, they are using crowdsourcing to allow students to solve real world problems.

In 2014, they launched VIA Connect, the first crowdsourcing community built by an institution of higher education. And in 2018, they entered into a strategic partnership to co-develop the challenges.dk crowdsourcing platform together with the Danish Business Authority and Realdania.

"Through crowdsourcing, we bring leading brands and organizations together with tomorrow's talent to create innovation and change," says Flemming Binderup Gammelgaard, project lead and chief consultant at VIA University College.

SOMA

Social Observatory for Disinformation and Social Media Analysis is a project funded by the EU. Within SOMA, two centers of excellence studies in disinformation will be established. One center will be located in Aarhus and be the nordic reference for research in disinformation and social media, while the other center will be placed in Italy.

"Advanced technology, science, research and digital talents are all important to IWDC and that's why we're happy there is such a diverse contribution from Aarhus University and VIA University College at this year's festival."

– Louise Overgaard, Head of IWDC

**WILL YOUR
NEXT COLLEAGUE
BE ROBERT
OR ROBOT?**





DIGITAL RIGHT HERE RIGHT NOW

Business Region Aarhus, who is a founding partner of IWDK, is Denmark's biggest growth centre outside of Copenhagen.

More than 20,000 IT professionals have their workplace here, including experts in big data, data science, AI, Internet of Things, and user experience design, making the region a really interesting tech hub. With the highest rate of IT companies in Denmark, you'll find that some of the most innovative digital products and services of the future are being built here.

We've asked three digital front runners to spill their guts about the most exciting thing they're working on right now.

DIGITAL HUMANS ARE CHANGING THE CUSTOMER EXPERIENCE

1 INTELLIGENCE, HORSSENS

At itelligence, they develop and implement technology in many different types of organizations. The latest "big thing" coming from their innovation team is a digital assistant, or a digital human as they like to call it. Thomas Nørmark, their Director of Innovation & Technology and Global Head of AI practices, explains: "It's an AI that looks very similar to a human being. And at the same time it behaves and talks like a real human. We believe it's a product that can really change the customer experience, because it can be present during the entire customer journey and engage with the customer's concerns, must-haves, etc. in a completely new way because it's not physically bound to one place."

Making an artificial human is not an easy task. They are constantly balancing an ethical fine line and it's also required hiring a new type of employees, Thomas Nørmark shared: "As 3D technology has made it possible to create something that looks and behaves very much like a real human, we need to be very careful not to create something that freaks people out. Studies have shown that microscopic movements like wrinkles on the forehead, the way the mouth moves, and the timing of a blink with the eye are all hugely important to creating a comfortable experience. That's why we look into involving linguists, anthropologists, philosophers, and behaviorists to help us develop the technology in the right direction."

- *Thomas Nørmark,*
Director of Innovation & Technology
and Global Head of AI practices at itelligence

2 EON REALITY, VIBORG

MIXED REALITIES

We live in a 3D world, so why are we still learning complex procedures from 2D text books? EON Reality is on a mission to change that. Whether you're an established business or a teacher with a classroom full of students, you can use their digital AVR platform, Morten Barfod Søegaard explains: "Through augmented and virtual reality, you can visualize things in a way that has never been possible before. And it's just as easy to use as Powerpoint. You can pull real-life objects into the 3D visualization and work on it with your colleague who might be sitting somewhere else in the world. Or you can create your own training environment like a café to train new employees how to operate everything before they go into the real life café. It's saves the employer money and time while giving everyone a safer and better experience."

EON Reality recently opened an Interactive Digital Center in Viborg with an integrated ecosystem in conjunction with VIA University College, the municipality, and the business sector, that also contains a state-of-the-art showroom, the software engineering education, and an entrepreneurial environment.

"Viborg is a perfect match for EON Reality since they have the vision, the talent, and the willpower needed to release the huge potential of the augmented and virtual reality technologies as well as other extended reality technologies like holograms and haptic feedback."

- *Morten Barfod Søegaard*

Business Developer, EON Reality Denmark



Fact

Business Region Aarhus (BRA) is a collaboration between 12 municipalities in East Jutland, Denmark. The region is home to one million people, 500,000 jobs and is Denmark's biggest growth centre outside Copenhagen.

BRA is dedicated to strengthening their position as the leading IT region in Denmark and is contributing to IWDK as a partner.

percent of our time indoors and often forget to vent, which create a bad indoor climate. That's why we've teamed up with Netatmo in France to develop the first smart automated control of roof windows. We call them VELUX Active, and through sensors they are constantly measuring the temperature, humidity, and CO2 concentration in the room as well as checks the weather forecast. With all this data it can determine the best time to vent and act accordingly. This type of smart window is groundbreaking in our line of business," says Peter Bang, CFO at VELUX. The windows are also compatible with Apple's smart home-system, HomeKit, which allows you to control the windows through an app on your digital devices.

- *Peter Bang*

CFO, VELUX

3 VELUX, ØSTBIRK

SENSOR-BASED WINDOWS AUTOMATICALLY VENT YOUR HOME

VELUX is a great example that you in fact can teach an old dog new tricks. The 75 year old window manufacturer is working with high-end technology to develop what they call 'smart windows'. "Studies show we spend 90



THE FUTURE OF TECHNOLOGY

Fact

Preben Mejer is one of Denmark's leading experts in future technology. He has been a well-known figure in the Danish tech world since its beginnings in the early 80's. With his various companies and ventures, Preben Mejer has always been at the forefront of technology. He is now the founder and chair of Radr.dk, whilst also being on the board in a number of organizations. He has generously contributed with some of the ideas and thoughts behind this year's theme at IWDK.

We stand in front of a revolution. The third wave of technological development will soon be here. The first wave was the computer, the second was the mainstream internet and the imminent third wave is going to revolutionize society more than we've seen before. So says Preben Mejer, one of Denmark's leading experts on the future of technology. We asked him to name five technologies that are going to change the world in the near future.

1. ARTIFICIAL INTELLIGENCE

AI is going to change everything. It's going to change things more drastically than anything we've ever experienced – even more than what

the internet has done. AI is already integrated into many businesses. For example, if you apply for a loan it could very well be an AI who decides if you get it or not. Recent research shows that 73 percent of the routines in the American health sector can be automatized. The big challenge with that is not everyone who loses their job to automatization will be able to get a new one. The upside is we can afford it as AI is prospected to increase the GDP by 1,3 percent every year – which is significantly more than the internet did when it became mainstream.

2. SPEECH CONTROLLED DIGITAL ASSISTANTS

Digital assistants are already present in most smartphones. Amazon, Apple, and Google all sell digital assistant speakers. They can already make bookings on your behalf and anticipate your needs. Increasingly, it will act on your behalf and act as though it is you. We need to discuss which type of decisions a digital assistant can make on your behalf and what happens to it when you die.

3. INTERNET OF THINGS

Our internet is going to change from a network of humans to a network of things. Objects get sensors, and soon they can hear, see, feel, and register things. Your fridge can tell you if you need milk and your coffee mug can alert you that the coffee is turning cold. As it is today, you can turn the heat in my house on and off from a distance through your smartphone. However, more complicated use of IoT is starting to appear, such as different IoT devices communicating through the cloud, which makes them intelligent and in the end able to act autonomously. So, if a water pipe breaks, it's not going to just alert you, it's also going to call for a plumber right away.

4. DIGITAL TWINS

A digital twin is a digital replica of physical entity – in which data about the entity is stored. By that, it bridges the physical and digital world. The digital twin allows companies and organizations to analyze data about a physical entity digitally.

In the future, everything and everyone is going to be created with a digital twin. In the beginning, we start with simple data such as a service log for an elevator being journalized. However, in the future, more and more data is going to be attached to the digital twin. A new ecosystem of data is going to emerge. We are going to see data brokers and people selling their data. If you have a rare disease, your digital twin could be worth a lot of money, and why would you give that away for free?

5. AMBIENT USER INTERFACES

The way we interact with technology is going to change. We are going to see a shift from physical devices to computers being ambient in the entire room and users interacting with it by speech. In the other end of the scale, we have immersive realities such as VR and AR. The next thing is going to be extended realities like holograms, which will enable us to visualize data in a completely new way – making it 3D instead of 2D.



Fact

Campfire & Co is a full-service digital and advertising agency based in Aarhus. Their services include graphic design, social media, digital, web, and strategies. This year, they celebrate their 10-year anniversary. Their long list of clients includes NRGi, Danish Crown, Musikhuset Aarhus, Stoff & Stil, and Erhvervsstyrelsen. They are also the creator of IWDKs website.

THE FUTURE OF COMMUNICATION

When Tim Berners-Lee invented the World Wide Web 30 years ago, no one could foresee the myriad of ways people and organizations are communicating today. We asked Tobias Egmose, Chief Advisor at the digital full-service agency Campfire & Co, to spill his guts about the future of communication from an organizational point of view.

AS PEOPLE SHARE EVERYTHING FROM RÉSUMÉS TO POLITICAL VIEWS TO THEIR DNA INFORMATION, THE WEB HAS BECOME MORE POWERFUL, MORE VALUABLE, AND POTENTIALLY MORE DANGEROUS THAN EVER. THAT CREATES A NEED FOR ORGANIZATIONS WHO TAKE IT ON THEM TO COMMUNICATE RESPONSIBLY. BUT HOW?

“It’s not only a matter of communicating responsibly; it starts with acting responsibly. Increasingly, communication is driven by purpose. The pitfall here is if you communicate something but actually do things differently. Everything becomes more and more transparent, so you need the purpose you communicate to come from within. For some, it’s in their DNA and others have to work towards it. This is how you stay trustworthy, relevant and unique for your audience. In essence, show it – don’t just tell it. Look towards smaller companies like Superstainable. They started out by making a CSR strategy and then made their product subsequently. Their purpose is the core of their company. This type of young companies pop-up increasingly.”

CAN ORGANIZATIONS USE DIGITAL COMMUNITIES IN A POSITIVE WAY?

“When digital media came around, companies jumped to be online. However, as consumers we don’t just want companies to be accessible online – we want a real presence. With all the possibilities of digital communication, a classic marketing mindset simply limits your endeavours. You need to take your communities seriously and engage with them – they expect you to. Use your communities actively and don’t just push communication to them.

WHICH SKILLS SHOULD THE FUTURE COMMUNICATOR HAVE?

“These years, an interesting division between specialist and generalist is emerging. A customer journey becomes increasingly complex. We get more and more media channels; the entire distribution is becoming more complex. This complexity makes general and strategic skills essential. At the same time, you need to be specialised within a specific field in order to execute things properly. There’s a tendency for communicators to get stuck in conversions and optimisations. We forget about the good story and the creative angle which is what makes communication unique and interesting. Relating it back to purpose, you must remember who you are in the core and communicate from that.”



Fact

Envision is an advertising and knowledge agency with headquarters in Aarhus. Founded in 1988, Envision is today one of the country's largest agencies with more than 100 employees. As a partner to IWDK, Envision has delivered the beautiful creative visuals for this year's festival. You can meet Esben Amtorp and Envision during IWDK2019. Look it up at iwdk.dk/events.

THE FUTURE OF CREATIVITY

For many, creativity represents the last truly human domain. Esben Amtorp is digital director at one of Denmark's biggest advertising agencies, Envision, and he shares his take on the future of creativity right here.

WHY IS CREATIVITY IMPORTANT TO OUR FUTURE?

What shapes our everyday and our opinions? Stories, that's what shape us. Since the advent of the World Wide Web and digital media, everyone has become producers as well as consumers of content – what Alvin Toffler coined prosumers in his book, *The Third Wave*, back in 1980. That trend has only accelerated in recent years as more or less everyone now owns a smartphone. I have an app that tells me how much time in average

I use on my smartphone, and this morning it told me that I was using my phone 2 hours and 19 minutes every day. That's 10 percent of my whole day spent on that, and that's including sleep! So the stories I see on my iPhone has significance in my life – and they have all been curated through an algorithm whether on Google, Facebook, or some third place and that creates an ethical challenge – because what stories should I see? Will I only see stories that reaffirm my existing, and perhaps a bit twisted, opinions? Or will I be presented to stories or content pieces that will open my eyes to something new? Creativity is a gateway to extraordinary experiences that will delight me as well as enlighten me, and that's important to us as individuals, for our democracy and for the society as a whole.

HOW IS DIGITAL CHANGING CREATIVITY?

Put simply, digital has changed the creative business as it's no longer the *Mad Men* days, where we couldn't target or measure anything specific. Today, every campaign can be delivered very specifically according to time, place and interest. And a lot of people will actually have you believe that creativity and digital in terms of data are opposites and conflicting parties. I used to be all about the data with my background in media agencies, but since I've come to work in the creative business I've learned it's far from as simple as that. Data can deliver your story to the people you want to tell it to in a very efficient way, and that's a good thing in many ways. But data is a means to an end – it's not what makes the receiver feel emotions or make them change their attitude towards something. That's the power of creativity and good storytelling. A good piece of creative content is characterized by a sensation of exploration and emotions. So it's not an either or – we need both, because they make each other better. A good creative process is enlighten by data based insights from start to finish.

HOW IS TECHNOLOGY CHANGING THE FUTURE OF CREATIVITY?

Technology will change creative in three ways, in my opinion. First of all, technology is opening up endless possibilities of creating unprecedented creative experiences with immersive technologies like augmented reality and virtual reality, just to mention a few. We can create experiences never seen before because of new technology and that's a great thing. Secondly, the creatives of tomorrow will have to learn how to work with and alongside new technology in the future as it becomes more and more advanced. We're already seeing AI now being able to write articles, so what does that mean to the creatives' role?

I don't believe technology will be able to create an overall creative direction but it can have an important supportive function such as using AI to feed you the right insights as well as make many and live iterations of the same piece of content with small variations based on geography or the weather. Thirdly, the creatives will also need to take on a bigger ethical responsibility for the stories they help tell on behalf of brands. Because of the distributed power and the fact that your customers or anyone else can tell a different story about your brand than the one you're telling, it sets a new ethical standard. You better make sure you're telling the truth, because people will very soon know if you're not. It's fairly easy to produce "a nice story" but if it's not funded in the company values it's not going to have any impact in the world. It has to be your story, and you have to own it. All of it, both the good and the bad, and then go from there. And that requires creatives who are willing to ask the difficult questions and let ethics inform their creative decisions.



THE FUTURE OF SKILLS

Fact

Central Denmark Region has made a Technology Pact in collaboration with companies, educational institutions, municipalities and other organizations to ensure that more people choose, learn about and train in the field of STEM (Science, Technology, Engineering & Mathematics). Central Denmark Region is a partner in IWDK.

Why do we need technological skills? That might be a question that more politicians, whether they are local, regional, national, or global, should reflect on. Anders Kühnau, president of Central Denmark Region, shares his perspective here.

Technology without a purpose is just a collection of smart devices that light up time and time again. If technology, however, helps solving some of the world’s major challenges, then it becomes something more. It becomes a means to the ultimate end, which is to build a better future for everyone.

TECHNOLOGICAL SKILLS AS SUSTAINABLE GROWTH ENABLER

In Central Denmark Region, we aspire to be an attractive and sustainable region where

our citizens are able to live a good life with the Sustainable Development Goals of the UN at our core. And it is an inescapable truth that technology can be both a solution and a challenge in reaching that aspiration. I do not believe that we can distinguish between sustainability and technology. Rather, we should focus on how we, as a society, are able to utilize technology to secure sustainable growth in the future.

But it is clear that there are some major challenges in regards to technology as well. If our citizens are worried about how technology might affect their lives in the future, then it is very difficult for them to live a good life. Thus, the role of governance in the age of technology, I believe, is to balance the opportunities and challenges that technology presents. This is exactly why Central Denmark Region, in partnership with regional businesses, municipalities, educational institutions, and others, launched a Technology Pact for the region last year. Through the Technology Pact, we want to ensure that significantly more people choose to pursue an education within the fields of Science, Technology, Engineering, and Math (STEM).

MORE WOMEN IN STEM

It has become evident that these are the skills that our regional businesses require if they are to achieve their full potential in building a sustainable future for the benefit of the region. However, building a sustainable future is as much about digitalization as it is about diversification, which is why the region is very concerned about ensuring more women choose a career within STEM. That is why “Girls’ Day in Science” is a flagship project in the Technology Pact. Through this project, young girls and women meet role models in the regional businesses. Hopefully, this will inspire them to pursue a career within the field of science and technology. Yet, this is not only about securing a diverse workforce; it will also benefit the national economy.

RESPONSIBLE AND CREATIVE USE OF TECHNOLOGY FOR A BETTER FUTURE

Does this mean that everyone should seek out a career as an engineer or a software developer? Of course not! But we still have a responsibility to ensure that no one is “left behind” by the rapid pace of technology. Therefore, the Technology Pact also seeks to ensure that ever more young people are educated in responsible and creative use of technology. Because, whether they become lawyers, teachers, or something else, technology will affect their future employment. That is why the Central Denmark Region through the Technology Pact has devoted resources to develop “computational thinking” among young people. In addition, Central Denmark Region also hopes that the Technology Pact can contribute to more people participating in lifelong learning programs within STEM, thus ensuring that they will find themselves valuable on the future labour market.

Through the Technology Pact, Central Denmark Region hopes to contribute to a better future through ensuring that more people acquire technical and digital skills. This is paramount for being one of the most technologically developed regions in Europe, as well as reaching the aspiration of being an attractive and sustainable region where our citizens can live a good life. We need technology to create a better future for our citizens and future generations.

THREE WAYS TO CHANGE DIGITAL AND SAVE DEMOCRACY



In a balanced world, the digital revolution has the potential to make us all more informed, wealthier, and, in some ways, happier. After all, technology has a proven track record of expanding human capabilities, produce new opportunities, and increase productivity. We just need to make sure that it will benefit the many, not just the few, and that requires upholding our democracy.

Jamie Bartlett, keynote speaker at IWDC last year, has 20 ideas to save democracy in his book, *The People Vs Tech*. Here's three that you can implement today.

1 FIGHT DISTRACTION

Think of every micro-gesture online as a political statement that can have an impact. Try to plan your personal time spend on the internet and social media, include switch-off times and stop the endless scroll on your feed. This will make you a more alert citizen.

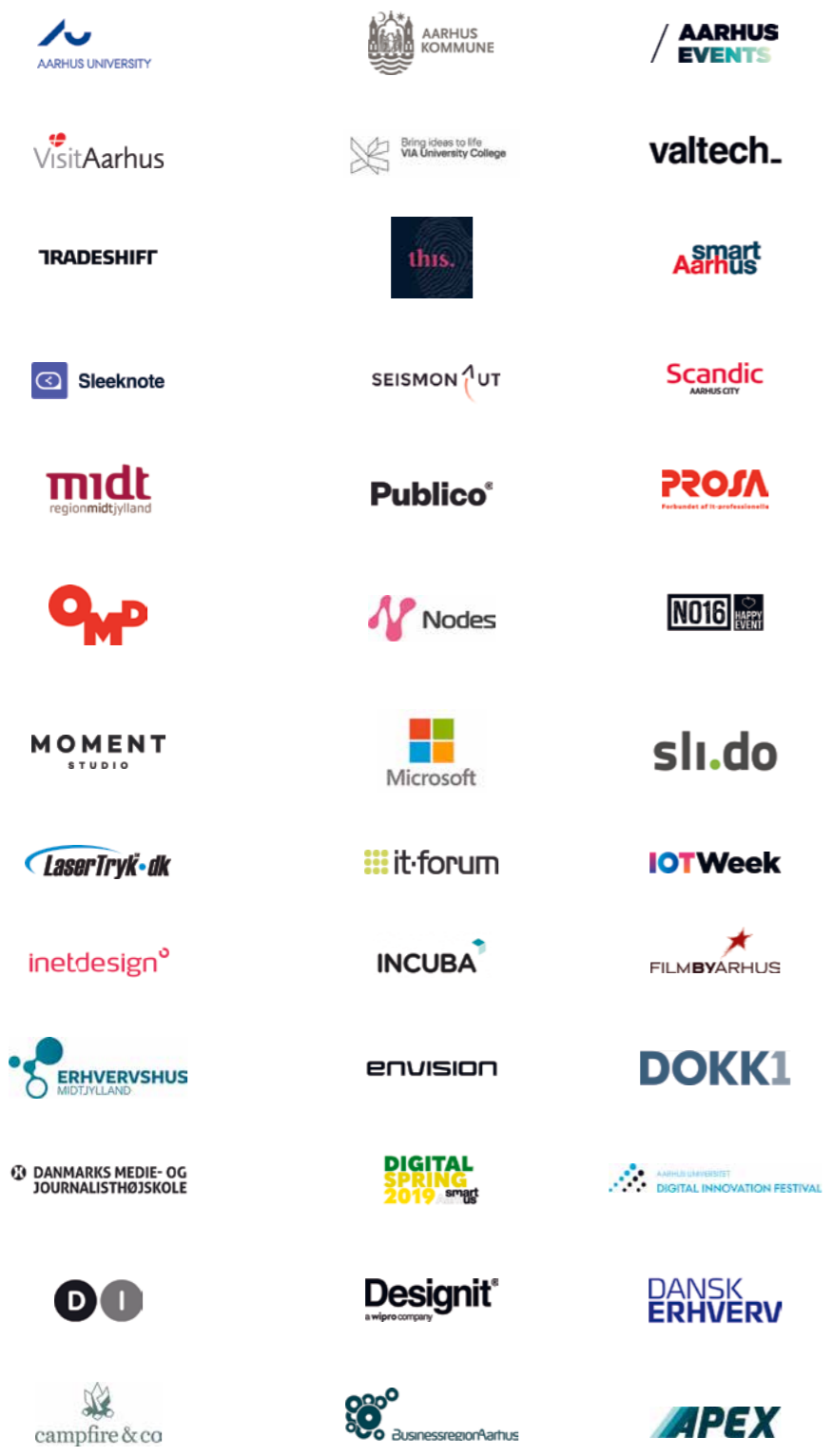
2 SMASH YOUR ECHO CHAMBER

Make a deliberate effort to break out of your echo chamber by seeking alternative information sources, joining new Facebook groups or creating different feeds. Place yourself in the position of someone unlike yourself, and always remember the golden rule of the internet: No one is ever as annoying in real life as they seem online.

3 BREAK THE AD MODEL

If you're not paying, you're the product. It is your responsibility to evaluate your free digital services – look for greater transparency and use services that don't collect and sell personal data, strengthen your privacy settings and download ad-blockers (consider more paid-for premium systems).

**MORE A. I. FOR
MORE FAMILY TIME
IS A NO-BRAINER**



IWDK2019

A BIG THANK YOU

IWDK is created by people – many people – without whom we could not realise the annual festival. People from all parts of society: companies, ministries, municipalities, regions, educational institutions, NGO’s, unions, festivals, consultancies, and many, many others.

These are all people who are willing to do an extra effort, to collaborate, to create and participate in new alliances and to share their knowledge, network, thoughts, and ideas. And who are passionate about our common digital future.

The IWDK team sends a warm THANK YOU to each and everyone of you – you know who you are and the huge impact you have on the festival!

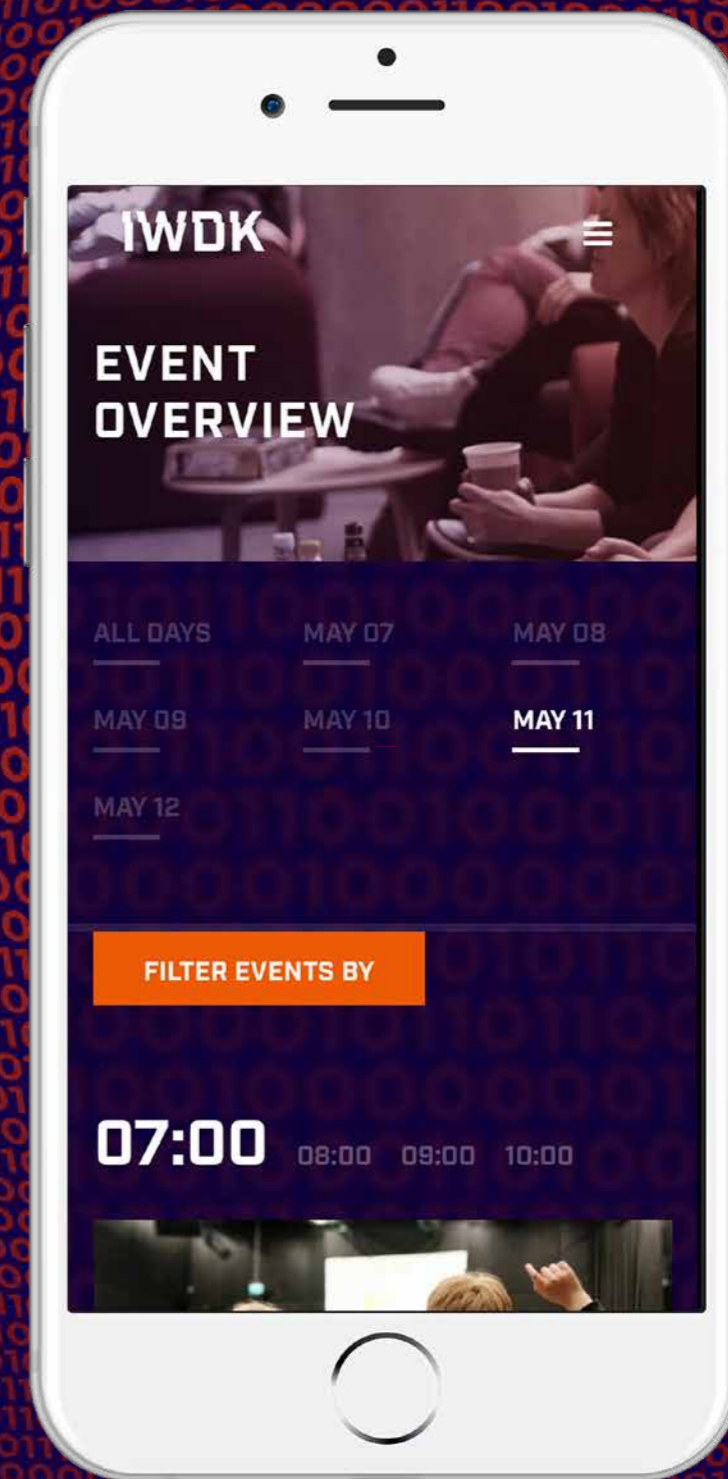
GO TO IWDK.DK AND DESIGN YOUR OWN PROGRAMME

IWDK2019 is a weeklong explosion of exciting events, so we've made it easy for you to keep track of it all.

Go to www.iwdk.dk/events to browse through the entire programme. You can filter the programme by interest, location, audience type, and language.

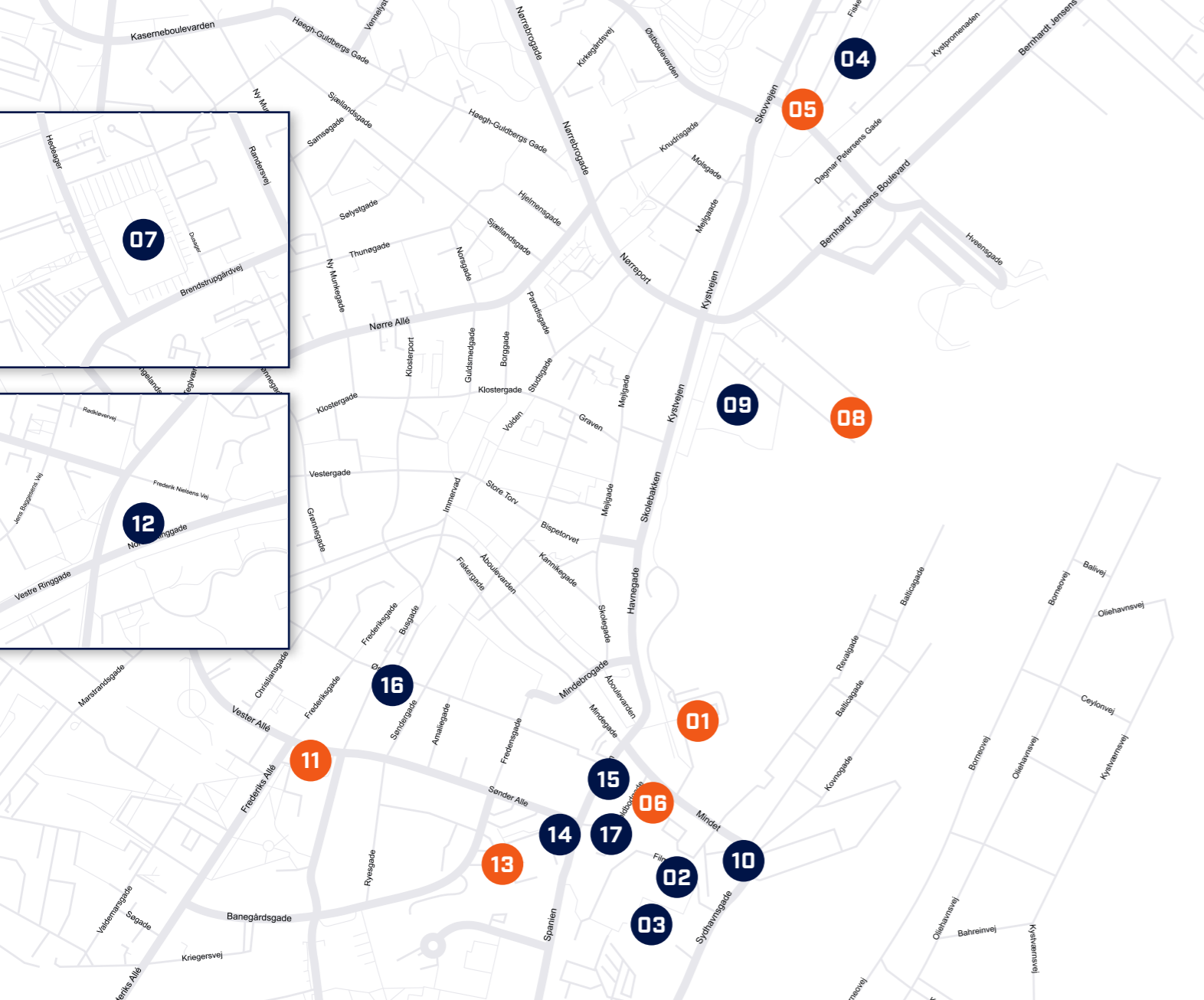
Once you've created a user, you can sign up for as many events as you like.

At MY IWDK you can keep track of all the events you have signed up for.



HIGHLIGHTED IWDK HAPPENINGS

At IWDK2019, we come together to debate our digital future, have inspiring conversations, eat, drink, and have fun. Take a look here and see the many different locations from May 7-12, 2019.



WHERE'S IT AT?		
01 DOKK1 Hack Kampmanns Plads 2	07 VIA Hedeager 2	13 AARHUS STREET FOOD Ny Banegårdsgade 46
02 VIA FILMBYEN Filmbyen 4	08 DOMEN Inge Lehmanns Gade, Pier 2	14 THE CALL COMPANY Ny Banegårdsgade 48
03 FILMBY AARHUS Filmbyen 23	09 INCUBA Inge Lehmanns Gade 10	15 TRAIN Toldbodgade 6
04 HANTWERK Fiskerivej 2D	10 GELINDE Mindet 6, 1. sal	16 SCANDIC AARHUS CITY Østergade 10
05 DESIGNIT Fiskerivej 2H	11 AARHUS CITY HALL Rådhuspladsen 2	17 VIDEN DJURS Toldbodgade 6
06 RESTAURANT NO16 Europaplads 16	12 AARHUS UNIVERSITET Nordre Ringgade 1	

01 GET YOUR IWDK BADGE
Please wear your IWDK badge when attending IWDK. This makes it easier to meet other people and show Aarhus that IWDK is happening all over the city.

11 You can pick up a free IWDK key hanger and badge at Dokk1, the City Hall or at the IWDK container at Aarhus Street Food.

05 IWDK x DESIGNIT FRIDAY BAR
Come celebrate at this year's Friday bar together with Designit at the buzzing harbour side.

The Friday bar starts at 16:00 pm at Designit. So come by and get a beer, listen to some music, meet like-minded people and have fun!

01 HUNGRY?
When feeling hungry in between events, we suggest you visit Aarhus Street Food. It's a collection of street food from around the world in a relaxed setting. It's also the perfect place for networking with other festival participants, so remember to wear your IWDK badge.

13 Open 11:30 - 21:00
Lunch offers 11.30 - 16.00

Check out the IWDK exhibition with VR and interactive installations, while you're there!

01 NEED SOMEWHERE TO WORK OR HANG OUT?
At Dokk1 you can usually find a quiet corner or at least a free seat with internet and the possibility of charging your devices.

Alternatively, you can go to Gelinde where you can work in a cosy setting.

If you have an important meeting and want a more private space, you can book a meeting room for up to 12 people at NO16 for free as long as you order a little something.

01 JOIN US FOR A SOCIAL IWDK DINNER
On Wednesday evening you can join us for a social dinner in the beautiful Domen. It's actually quite simple; we eat together, talk together, meet new people and have a fun evening.

08 To join you must register through the event on IWDK.dk. There will be a fee to pay for the food.

01 TAKE A BREAK ON THE IOT BENCH
IWDK and the international conference IoT Week present the IoT bench. In the City Park right next to the Concert Hall Aarhus and Aros, you can find, sit and interact with the IoT bench.

The bench is created by the Alexandra Institute and will tell you about IoT when you sit on it. It will collect data, and if you download the app, you can get this data visualized in augmented reality.

The IoT bench is an example of how IoT can contribute to our digital and physical world.

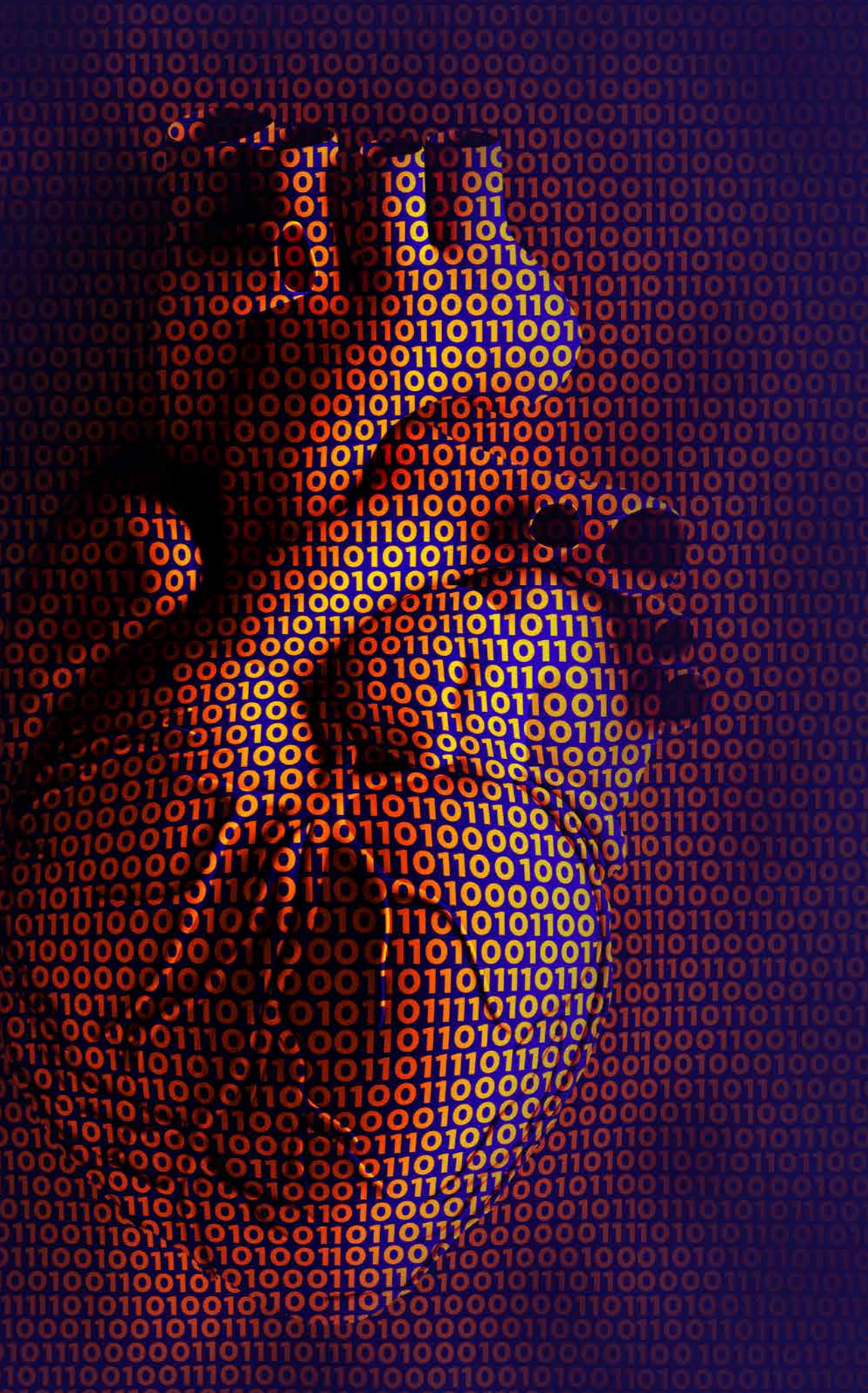
06 DINNER AT NO16
Grab the opportunity for a lovely dinner with some fellow IWDK participants and eat together at NO16. You receive a 15% discount if you wear your IWDK badge.

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