



Socio-Economic Certainties and Change for the Future Internet

Perspectives for European ICT Industry and Horizon 2020 Research
Wednesday, June 20th, 2012 – Brussels, Belgium

Connectivity

Transparency

Trust & Security

Digital Media Rights

Social Network Privacy

The Future Internet is arriving, and stakeholders from diverse ICT roles need to grasp the expanding societal and economic issues that surround their lives. *Transparency, trust, internet connectivity, digital media rights, and social network privacy* are just a few of the timely discussions we follow. Once limited to those innovators "in the know", today they are embedded deeply in the world's globalized economy and digital society, becoming new priorities. Whether applied by the *ICT stakeholders* of a diversifying value chain or towards the research in Europe's upcoming *Horizon 2020 programme*, understanding the socio-economic aspects of our work will be key to our success in building the *Future Internet*.



For the past two years *SESERV* has been collaborating with commercial stakeholders and researchers to show how socio-economic analysis is an added-value to their everyday work and investigation. Join us at our workshop in June, featuring analysis and thought leadership in the Future Internet ecosystem: such as *future networks, Cloud computing, networked media* and the "internet of things".

"Socio-Economic Certainties and Change for the Future Internet" will take place on *June 20th in Brussels*, bringing you a constructive day of dynamic discussion and in-depth analysis ahead of the week's *Digital Agenda Assembly*.

Horizon 2020

Digital Agenda

Future Networks

Internet of Things

Networked Media

Cloud Computing

Register today! <http://seserv.eventzilla.net>
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Hotel Marivaux
Boulevard Adolphe Max 98
Brussels

(rooms available at venue through event coordinators)

events@seserv.org

Keynotes

09:30 - 09:45	workshop introduction
09:45 - 10:15	<p>Andrea Glorioso Policy Officer, European Commission</p> <p>The EU is creating new initiatives to ensure human rights and fundamental freedoms are respected both online and off-line. EC policy officer Andrea Glorioso presents the "No Disconnect Strategy", and how technologies of the Future Internet can be unexpected enablers of major societal movements.</p>
10:15 - 10:45	<p>Stephen Minton Vice President for the IDC Worldwide IT Markets, IDC</p> <p>IDC looks at the growing market segments of the Future Internet, and how the social and economic context of its "Information Society Index" applies to its industry stakeholders. The analysis and forecast will set a context for much of the discussion throughout the day.</p>
10:45 - 11:15	<p>Sara de Freitas Director of Research, Serious Games Institute</p> <p>Gaming and entertainment industries have been a strong element of computing and Internet technologies, almost from the very start. As technology has advanced, games have found application not just as entertainment but also as a means of learning, decision making, problem solving and innovation. The UK's Serious Games Institute will discuss the socioeconomic themes in this context.</p>
11:15 - 11:45	coffee break

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Socio Economic Perspectives and Analysis in the Future Internet

11:45 - 12:15 Networks	<p>Falk von Bornstaedt Deutsche Telekom</p> <p>Deutsche Telekom presents new business models that derive from the changing societal and economic drivers of ISPs, network and content providers of the Future Internet.</p>
12:15 - 12:45 Trust & Security	<p>Alan Hartman Senior Researcher, IBM</p> <p>Trust & Security are ongoing struggles in all facets of the Future Internet. Trust expert Alan Hartman of IBM presents what aspects we must prioritize for society and business to fully profit from the advancing technology frontier.</p>
12:45 - 13:15 Data Protection	<p>Aleksandra Kuczerawy Legal Researcher, KU Leuven</p> <p>Data protection and the legal frameworks to support it are an urgent concern of the Future Internet's user base. Legal expert Aleksandra Kuczerawy tells us the critical areas to look out for, and how to prepare for the legal advances now developing.</p>
13:15 - 14:30	networking lunch
14:30 - 15:00 Cloud Computing	<p>Javier Salcedo Product Director, Arsys</p> <p>Cloud computing's strong entrance into the infrastructure market has seen success. As customers are introduced to an expanding choice in offerings and opportunities, naturally the expectations to meet higher requirements and needs have arrived. Arsys, a Cloud hosting leader, shows us how Cloud offerings are rising to the socio-economic challenges.</p>
15:00 - 15:30 Internet of Things	<p>Many Internet of Things initiatives are preparing European ICT stakeholder for the shift of a market segment dependent on strong interconnected devices, and the sensors and actuators that will drive them towards a variety of user services. We will speak of the societal and economic trends that are influencing this market.</p>

Interactive Roundtable

16:00 - 17:15	<p>An interactive roundtable concludes the workshop, where we discuss how these socio-economic analyses can best be applied for the increased competitiveness of European Future Internet industry stakeholders, as well as how future research in the Horizon 2020 program should best incorporate socio-economics as a cornerstone of technology development.</p>
17:15 - 17:30	concluding remarks

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