# Hertie School of Governance

Hertie School
of Governance

## Digital Week

Gain cutting-edge skills and know-how on digital transformation and digital governance

**18–23 February 2019**

## Overview:

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|---|---|---|---|---|---|---|---|---|---|
| **Course 1: Digital Transformation** Svenja Falk | | | | | | **Course 2: Digital Governance** Daniela Stockmann | | | |
| | **Day 1** **18 February 2019** | | **Day 2** **19 February 2019** | | **Day 3** **20 February 2019** | | **Day 4** **21 February 2019** | **Day 5** **22 February 2019** | **Day 6** **23 February 2019** |
| 9-11 h | | 9-11 h | **4. Government Economic Policy – The case of Industrie 4.0** *Ernst Stöckl-Pukall* | 9-11 h | **8. Design Thinking** *Anna Zange* | 9-11 h | | **15. Are Social Media Corporations Proxy-Censors?** *Daniela Stockmann* | **19. Scenario Workshop** *Andrea Römmele and Daniela Stockmann* |
| 11-13 h | **1. Digital Transformation: Setting the context** Introduction to the Seminar *Svenja Falk* | 11-13 h | **5. Digital Government** *Svenja Falk* | 11-13 h | **9. Design Thinking II** *Anna Zange* | 11-13 h | **11. Introduction to Digital Governance** *Daniela Stockmann* | **16. How Google is supporting smart regulation and policy innovation in 2019** *Lutz Mache* | **20. Scenario Workshop** *Andrea Römmele and Daniela Stockmann* |
| | | 13-14 h | *Informal Lunch with Katrin Suder* | | | | | | |
| 14-17 h | **2. Artificial Intelligence Strategies (with exercise)** *Svenja Falk* | 14-16 h | **6. Digital China** *Kristin Shi-Kupfer* | 14-16 h | **10. Proto-Type Presentation & Seminar Wrap Up** *Svenja Falk* | 14-16 h | **12. Digital Statecraft** *Thomas Losse-Müller* | **17. Civil Society, Platforms, and Users** *Daniela Stockmann* | **21. Presentations and Wrap-Up** *Daniela Stockmann* |
| 17-18 h | **3. Why are there still so many jobs?** *David Autor* | 16-18 h | **7. Digital Transformation – WEF Perspectives** *Bruce Weinelt* | | | 16-18 h | **13. Implementing Digital Government** *Gerhard Hammerschmid* | **18. Cybersecurity** *Anita Ghodes* | |
| 18.30 - 20 h | **Special Event:** **Post Munich Security Conference Discussion** *with Ambassador Nicholas Burns and Ambassador Ischinger* | 18-20 h | **Special Event:** **Getting our facts straight: Disinformation and the 2019 European Elections** *with Anita Gohdes, Rebekah Tromble and others* | | | 18-20 h | **14. Fire-Side-Chat** *with MP Hansjörg Durz* | | |

## Detailed description:

<span style="color:red">**Course 1: Digital Transformation**</span>

| Session 1 | Setting the Context |
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| Lecturer | Svenja Falk |
| Content | Introduction of seminar, lecturers and participants followed by a short discussion of experiences of participants. Each participant will comment on the key challenge his or her organization is currently discussing.<br><br>Key objective is to understand the context, the relevance of technological shifts and discuss current responses of different type of institutions based on the experience of participants. |

| Session 2 | Artificial Intelligence Strategies (with exercise) |
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| Lecturer | Svenja Falk |
| Content | Artificial Intelligence is on top of mind of business leaders and policy makers. Many countries have formulated their AI policies lately, with different focus areas and policy instruments. The session will provide an overview over different strategies, followed by an exercise. |

| Session 3 | Why are there still that many jobs? |
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| Lecturer | David Autor |
| Content | The question whether technology creates or destroys jobs has been widely discussed with many doom and gloom scenarios dominating the discussion. David Autor discusses the impact of technology on jobs from the perspective of an labor economist, unveiling many of the false assumptions. |

| Special public event | <span style="color:red">**Post Munich Security Conference Discussion: The main challenges for the year to come**</span> |
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|  | At the 55th Munich Security Conference in mid-February 2019, dozens of heads of state and government as well as foreign and defence ministers from all over the world will come together to discuss a wide spectrum of security challenges ranging from rising tension between the great powers and the demise of crucial arms control treaties to the effects of climate change and new technologies. The post-MSC discussion at the Hertie School will reflect on the main agenda points, conclusions and critical challenges to international security raised at the Munich Security Conference. **Nicholas Burns**, former US Ambassador to NATO and Professor of Diplomacy and International Relations at Harvard's Kennedy School of Government will share his main takeaways from the conference. The event will be chaired by **Ambassador Wolfgang Ischinger**, Professor for Security Policy and Diplomatic Practice at the Hertie School of Governance and Chairman of the Munich Security Conference. Words of welcome by Henrik Enderlein, Hertie School. |

| Session 4 | Government Economic Policy – The case of Industrie 4.0 |
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| Lecturer | Ernst Stöckl – Pukall |
| Content | How do Governments formulate policies to address digital transformation? Germany has been leading the way in its approach to address digital transformation in production, which is key to the german economy. Mr Ernst Stöckl – Pukall discussed the German approach, its successes and challenges. |

| Session 5 | Digital Government |
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| Lecturer | Svenja Falk |
| Content | The digital transformation of Government has been identified as a key enabler of quality of life, competitiveness and innovation. What are the tools that countries are using to transform and where to they stand? Which are the best practices and leading examples? |

| Session 6 | Digital China |
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| Lecturer | Kristin Shi-Kupfer |
| Content | China is on verge to become a global digital super power. Chinese enormous investments in technology and AI, the social credit system and a changing approach to citizen rights, international relations have raised both interest and concern about the direction of the country. Kristin Shi-Kupfer will put the different trends into perspective and share a view on the implications for the rest of the world. |

| Session 7 | Digital Transformation – WEF Perspectives |
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| Lecturer | Bruce Weinelt |
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| Content | The World Economic Forum brings together leaders from business, politics, academia and civil society to look at solutions for global problems. Bruce Weinelt will present WEF's approach to digital transformation |

| Special public event | **Getting our facts straight: Disinformation and the 2019 European Elections** |
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| Lecturer | Anita Gohdes, Rebekah Tromble and others |
| Content | At the end of 2018 the European Union launched a "war against disinformation" in an attempt to protect the upcoming European Parliament elections in May 2019. The proposed measures include a rapid alert system to support member states in identifying disinformation campaigns, an increased budget of €5m for the detection of disinformation, and pressure on tech companies to get on board with weeding out "fake news." Are these measure too little, too late? How concerned do we actually need to be about disinformation in Europe? Russia has often been pointed to as a main source of disinformation but are there other countries or actors that we need to be worried about? And what about the voters in the 28 member states? What can be done to equip them to navigate the digital landscape and find accurate information to guide their voting? Can lessons learned from previous disinformation campaigns help us design better policy responses? These and other questions will be explored in a panel discussion with Anita Gohdes, Rebekah Tromble and others at the Hertie School of Governance on 19 February. |

| Session 8 | **Design Thinking** |
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| Lecturer | Anna Zange |
| Content | Design Thinking and rapid prototyping is the new approach to innovation. We will prototype digital solutions. |

| Session 9 | **Design Thinking II** |
|---|---|
| Lecturer | Anna Zange |
| Content | Design Thinking and rapid prototyping is the new approach to innovation. We will prototype digital solutions. |

| Session 10 | **Prototype Presentation and Wrap - Up** |
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| Lecturer | Svenja Falk |
| Content | Groups will present prototypes, followed by summary and feedback on the seminar |

**Course 2: Digital Governance**

| Session 11 | **Introduction to Digital Governance** |
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| Lecturer | Daniela Stockmann |
| Content | Digital governance is a new term on which agreement does not exist yet. In this course we define Digital Governance as the set of formal and informal decision-making processes and power relationships that determine power balances in the realm of digital transformations. In session 1 Danie Stockmann introduces the main questions, puzzles, and themes of the course. |

| Session 12 | **Digital Statecraft - The Changing Role of Governments in Digital Transformation** |
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| Lecturer | Thomas Losse-Müller |
| Content | Digital transformation processes in the economy and society will be shaped by the role that Governments play as regulators, enablers and moderators of the transformation process. This segment will discuss the different ways that Governments impact digital transformation outcomes. |

| Session 13 | **Implementing Digital Government** |
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| Lecturer | Gerhard Hammerschmid |

| Content | Digitalisation and related trend such as big data and AI have become ubiquitous in the public sector. Digital government (DG) can be considered as essential aspect of innovation, co-production, transparency, and the generation of public value. We however observe that these developments pose substantial challenges to governments in making strategic choices and especially implementing change. This session takes a public management perspective and explores the major implications of new technologies on government and the practical challenges of implementing digital government in practice. |
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| Session 14 | Fire-Side-Chat |
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| Lecturer | MP Hansjörg Durz, Deputy Chairman of the Committee on the Digital Agenda |

| Session 15 | Are Social Media Corporations Proxy-Censors? |
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| Lecturer | Daniela Stockmann |
| Content | In this session we discuss the relationship between government and social corporations, focusing on its development over time across regions in the world. In particular, we focus on the phenomenon of corporations as proxy-censors in the area of information control and how social media corporations are implementing increased government requests for censoring information. |

| Session 16 | How Google is supporting smart regulation and policy innovation in 2019 |
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| Lecturer | Lutz Mache |
| Content | This session will give an overview of self- and smart regulation from the perspective of Google. Based on the German Network Enforcement Act Lutz Mache will explain what has been done by the industry prior to this law from 2018 and what has been introduced as regulatory self-regulation. |

| Session 17 | Civil Society, Platforms, and Users |
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| Lecturer | Daniela Stockmann |
| Content | The Internet has originally developed largely outside of government and corporate reach. This session discusses its impact on political activism over time as well as the role of technology and users in shaping its political use. |

| Session 18 | Cybersecurity |
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| Lecturer | Anita Ghodes |
| Content | This session will provide a short introduction to some of the key concepts of cybersecurity, such as cyber attacks and cyber warfare. We will highlight key challenges related to cybersecurity, such as the problem of attribution, and the implications thereof. We will then take a closer look at one of the most sophisticated cyber attacks to date (the case of Stuxnet), and discuss broader relevance and ramifications it had for the military, general state operations, and society. |

| Sessions 19 and 20 | Scenario Workshop |
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| Lecturer | Andrea Römmele and Daniela Stockmann |
| Content | The aim of the scenario workshop is to think outside the box and develop plausible alternative future scenarios and a framework for decision-makers to mitigate the risk of these scenarios and to create conditions for positive scenarios to happen. In a first step, course participants enter into a critical review of their key assumptions regarding digital governance and identify key drivers that are most likely to shape our digital future. In a second step, we split up in small groups to discuss plausible future scenarios based on the identified key drivers. Each group present their future scenario to the entire group at the end. |

| Session 21 | Presentations and Wrap Up |
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| Lecturer | Daniela Stockmann |
| Content | In this session, we present and discuss scenarios from our prior workshop and tie them back to the overall course. We will also talk about the options for the final assignment. |