

Draft Programme

think.BDPST 2021 – Connect to the future

14 October 2021

Official Opening of think.BDPST 2021

10am–10:30am Welcoming Remarks

Veronika Antall-Horváth, Deputy Director, Antall József Knowledge Centre

HE Kristi Karelsohn, Ambassador of The Republic of Estonia to Hungary

Andres Sutt, Minister of Entrepreneurship and Information Technology, Estonia

10:30am–11:10am Keynote lecture I

Taavi Kotka, Information Visionary

E-governance vs Reality—Effectiveness, Privacy and Everyday Experiences

11:10am–11:40am HE Heli Tiirma-Klaar, Ambassador at Large for Cyber Diplomacy, Ministry of Foreign Affairs, Estonia

11:40am–12:30pm Digital V4—How close are we to e-governance?

Information and communication technology have become an unavoidable factor in every aspect of today's world, including the public sector. Digital transformation is widely viewed as an important step towards a more effective and transparent form of governance. During the COVID-19 pandemic, the need for digital access to key areas of public administration became even more pronounced. In this panel, experts in the field of building and evaluating e-government and e-economy frameworks from Estonia, Central Europe, and the EU will discuss the main indicators of a successful system.

- How can governments encourage further digital transformation after the pandemic in Central Europe?
- How can digitalisation improve public and private sector?
- How can a higher level of transparency be achieved?

- What are the good examples from Central Europe and Estonia? Is there a field of cooperation?

Moderator

Máté Mester, Managing Partner, MSpire

Panellists

Marten Kaevats, National Digital Advisor, Government Office of Estonia

Ewelina Kasprzyk, Researcher and Project Manager, The Kosciuszko Institute

Robert Lipovsky, Senior Malware Researcher at ESET

12:30pm–1:30pm **Lunch Break**

Creating Trust and Ensuring Data Security in the Era of Digitalisation

1:30pm–1:45pm **Keynote Lecture II**

Leonardo Cervera-Navas, Director, European Data Protection Supervisor

1:45pm–2:35pm **Can we have privacy in the digital world? If yes, can we call it privacy?**

We are living in the age of Big Data, when more and more concerns arise about *data security*. As the pandemic is accelerating the digital transformation of nearly every aspect of our daily lives, the need of social contract on the question of business and individual *data privacy* is increasingly challenging. In addition to creating *digital trust* among society in Central Europe, one of the most important steps toward the success of e-governance is implementing *good governance* while avoiding *surveillance abuse* and curbing the growing threat of “*techno-authoritarianism*.” On the part of individuals, along with these challenges, *digital awareness* has an increasingly significant role as e-governance is becoming truly realistic and apparently inevitable in the post-COVID era. Our distinguished speakers will discuss these matters and possible solutions to them.

Moderator

Anett Mádi-Nátor, Head of Cyber Security Working Group, ICT Association of Hungary

Panellists

Merle Maigre, Senior Cyber Security Expert, e-Governance Academy

Dr. András Csenterics LL.M., Privacy and Data Security Attorney, Réti, Várszegi & Partners Law Firm – PwC Legal

Jack Kelly, Internal Data Investigator, Bank of America

2:35pm–2:50pm **Coffee Break**

Post-pandemic Innovation

2:50pm–3:10pm **Innovation Talks**

Attila Steiner, State Secretary for the Development of Circular Economy, Energy and Climate Policy, Ministry of Innovation and Technology

3:10pm–4pm **Is there a future for after-pandemic sustainable business?**

COVID-19 brought challenging economic times to the world, it has put a sizeable dent in the earnings of several business sectors, as well. Many businesses and consumers increasingly “went digital,” we have seen a strong uptake of e-commerce since the pandemic took hold. Without a doubt, countries like Estonia (an emerging hub for global e-commerce activity), that harness the potential of e-commerce are better placed to benefit from global markets. On the other hand, there are businesses that have recognized the importance of sustainable innovation and transformation, already before the pandemic, and remained strong pillars of the economy. There are a number of industries where, in recent years, great changes have taken place, and innovation has transformed the environment in which we live. After-pandemic improvement with focus on sustainability, innovation, and digitalisation might be key pillars driving the recovery of the economy, and new fields of cooperation can arise in which V4 has to find its new position, as well.

ORGANISED BY



- Can the acceleration of sustainability, innovation, and digitalisation help emerge stronger from the COVID-19 crisis?
- How sustainability helps the business sector to address challenges, and how can innovation spur and secure success over the long term?
- Which might be the new ways of digitalising and diversifying revenue streams after the pandemic? How can businesses leverage their network in the digital society?
- How can the Estonian experience of building digital services help to create a sustainable retail system?

Moderator:

Máté Olti, Commercial Attaché, Embassy of Hungary, Mexico

Speakers:

Attila Steiner, State Secretary for the Development of Circular Economy, Energy and Climate Policy; Ministry of Innovation and Technology

Dr Cséfalvay Zoltán, Head of Center for Technology Futures, School of Economics, Mathias Corvinus Collegium

Kristi Talving, Deputy Secretary General for Business and Consumer Environment, Ministry of Economic Affairs and Communications, Estonia

Miguel Coleta, Director—Sustainability, Philip Morris International

4pm–4:10pm

Coffee Break

Dangers of a Superabundance of Information

4:10pm–4:30pm

Keynote Lecture III

Karoliina Ainge, Cybersecurity and Technology Lead at Independent Diplomat

4:30pm–5:20pm

Broken Information Ecology—Countering Polarisation by Handling Fake News

With more and more information being available on a daily basis, humanity truly has all the answers at its fingertips. But how can someone know whether the gathered information is valid or fake? In the past year, the amount of so-called “fake news”

ORGANISED BY



has risen to an all-time high while we are experiencing *infodemic*. One of the most important topics of nowadays is vaccination, which would finally lead humanity to start living like before the pandemic again. But what are the dangers of the fake news pandemic after the COVID-19 is handled? An example is presented by the Estonian government's campaign to educate children starting from elementary school to help them become digital citizens from a very young age. This not only helps protect the young population of Estonia, but also creates a safe net for society from the spread of disinformation from the very ground levels of society. The Ministry of Education and Research has stepped in to teach the Estonian netizens digital skills and how to stay safe online. From this perspective, and based on this kind of knowledge, how can the V4 cooperate to create a systematic approach in countering disinformation? How can society be taught to counter disinformation, and maybe most importantly, how can one stay safe online?

Moderator:

Deme Dániel, Journalist, Magyar Hírlap

Speakers:

Csaba Krasznay, Director, Cybersecurity Research Institute

Lieutenant Colonel Yves Desbiens, Project Officer of the
NATO Strategic Communications Center of Excellence

Karoliina Ainge, Cybersecurity and Technology Lead at
Independent Diplomat

Side event of the think.BDPST conference:

think.BDPST Young Leaders' Forum (11-13 October, 2021; selected participants only)

We reserve the right to change the programme.

