Media Ecology and Tech Diplomacy: an intertwined and interdependent path

Special Event (Chatham House Rules)

Re-Imagine Democracy in a Digital Society Task Force

Rome, November 17th, 2022 (17h30-20h00)

In-person meeting – Venue: Boardroom of the Critelli Campus - Piazza Gioachino Belli 11, 00153 Roma, Italy

The last decade has seen the emergence of new habits and behaviours in humans, driven by the increasingly rapid digital transformation. The Digital Media Ecosystem is a global arena in which many distinct battles are played, from civil rights and the rule of law to international relations and diplomacy. Facing global, regional and even local uncertainties could be made easier. What if we could combine a rational and ethical use of various digital technologies - especially what is now commonly defined as Artificial Intelligence systems - with more traditional decision-making mechanisms? What if we could create the political will, the competence and the transparency necessary to address what we mean by Technology Diplomacy and how practical this "art" can be to contribute helping solving dire societal challenges (Misuraca and Rossel, 2022)?

Every technology is often itself a stake. It needs to be understood, within a complex web of multi-stakeholder interactions and towards an unclear if not entirely open-ended future. In this respect, the ambivalence characterising most technologies can generate a variety of different dynamics – with different implications for the development of our democratic systems.

The configuration of the media and digital ecosystems that characterises the current evolving political landscape at the global level raise important issues that are increasingly interdependent and interconnected; the aim of this meeting is thus to analyse these two topics as if they were two sides of the same coin, two different perspectives from which to observe the same systemic problem. This event aims to provide a protected space for discussing these topics through an informal and creative approach, which requires a needed consideration of policy, regulations, but also ensuring the complexity of such process is correctly addressed, in a future-oriented perspective.

Conveners:

This special event is convened by the Re-Imagine Europa Task Force on Democracy in a Digital Society in collaboration with Inspiring Futures and the Jean Monnet Chair on Technology Diplomacy at the Universidad Politécnica de Madrid, hosted by the Institute of Future and Innovation Studies at the John Cabot University in Rome, alongside the 2nd Edition of the International Forum on Digital and Democracy (IFDaD2022).

Event Programme

17 00   Welcome address by Prof. **Franco Pavoncello**, President of John Cabot University Italy

17 30   The "art" of Technology Diplomacy in action

AI and the rule of law: from principles to the implementation of regulations

While AI can be a driver of economic prosperity, it can also generate harm and negative societal consequences, both deliberate and unintended, including direct threats to fair decision-making and democratic accountability. We have recently seen the establishment of global norms and principles that must be implemented into national law and transposed into trade agreements and international standards. What could be the most effective strategy to increase multilateral and institutional commitment and achieve this important objective? Are soft laws and regulations effective tools to promote compliance with international standards?

Chaired by Gianluca Misuraca, Special Advisor, RIE Task Force on Democracy in the Digital Age, Founder and Vice President on Technology Diplomacy of Inspiring Futures and Associate Researcher at UPM

18 30   Coffee Break in the Courtyard

19 00   Media Ecology in action

DMA, DSA and the Data Act: co-regulation as the new approach to defending the digital market's stakeholders

The digital era's tech-driven media ecosystem has significantly impacted human habits, feelings, and behaviour. The resulting uncertainty and polarisation are making public discourse increasingly difficult to build, thus shaking the foundation of our democratic institutions. The new European regulations established through the Digital Market Act, the Digital Services Act and the Data Act highlight the need for a different approach to protecting all the stakeholders of the digital market and limiting the dominant position of large platforms. How could civil rights and the rule of law be better preserved in a digital media ecosystem that is dominated by platforms with a business model mostly based on gathering data and attention to be sold to advertisers? Do we need a new business model for the media sector to protect our democratic institutions? Or do we need a more

transparent data treatment? What can big companies do to help building a digital media ecosystem that is more sustainable and compatible with the needs of a modern democracy?

Chaired by Luca De Biase, Director, Media Ecology, Re-Imagine Europa

20 30   Networking Dinner

Restaurant *"Da Checco Er Carrettiere" (via Benedetta 10, 00153 Roma)*

List of Confirmed Participants

Lydia Aguirre Pereira, *Chief Operating Officer at Re-Imagine Europa*
Elisabeth Ardaillon-Poirer, *Member of the Scientific Committee, Robert Schuman Foundation*
Luca De Biase, *Research and Media Director at Re-Imagine Europa*
Marco Cappato, *Founder of Eumans and Former Member of the European Parliament*
Patrizia Feletig, *President at Associazione Copernicani*
Claudio Feijoo-Gonzales, *Jean Monnet Professor on Technology Diplomacy, Rector's Delegate on Innovation and Entrepreneurship at the Universidad Politécnica de Madrid*
Fosca Giannotti, *Professor at Scuola Normale Superiore*
Emanuela Girardi, *Founder Pop AI*
Christoph Glauser, *Founder at IFAAR*
Gry Hasselbalch, *Senior Key AI Ethics Expert and ResearchLead at INTouchAI.eu*
Francesco Lapenta, *Founding Director of the John Cabot Institute of Future and Innovation Studies*
Rony Medaglia, *Professor at Copenhagen Business School*
Gianluca Misuraca, *Special Advisor, RIE Task Force on Democracy in the Digital Age, Founder and Vice President of Inspiring Futures and Associate Researcher at UPM*
Matteo Nicolosi, *Digital Communications Officer at Re-Imagine Europa*
Cristina Paltrinieri, *Research and Surveys Manager at Banca Intesa San Paolo*
Giulia Pastorella, *Member of the Italian Parliament*
Dino Pedreschi, *Professor of Computer Science at the University of Pisa, chief Data Scientist at Re-Imagine Europa*
Stefano Quintarelli, *former President of AGID- Scientific Committee Member, Associazione Copernicani*
Pierre Rossel, *President at Inspiring Futures*
Erika Staël von Holstein, *Chief Executive at Re-Imagine Europa*