



**Digital
Future Society**

Digital Future Society MWC Highlight Sessions

Un programa de



red.es






DFS OVERVIEW

SESIONES EN
STAND DE
MWC CAPITAL
(HALL 6)

+

DFS SUMMIT
(KEYNOTE STAGE)

	LUN 27 feb	MAR 28 feb	MIE 1 mar	JUE 2 mar
11:00		Data: transforming publishing and media 11am - 11:45 am		
12:00		Tackling Disinformation: A European Perspective 12pm - 12:45 pm	Giga (UNICEF) 12pm - 1 pm	Digital Inclusion (Taula del Tercer Sector) 12pm-2pm
13:00	Perspectivas sobre blockchain 1:20 pm - 2pm	Digitalizing Dialysis 1pm-1:45pm		
14:00	Retos Sociales Metaverso 2pm - 2:45pm	IA y Género 2pm - 2:45pm		
15:00	Presentación Datathon 2:45pm - 3:15pm		DFS SUMMIT (Keynote Stage) 3pm-6pm	
	Difusión de las tecnologías cuánticas 3:15pm - 4pm			
16:00				
17:00				
18:00				



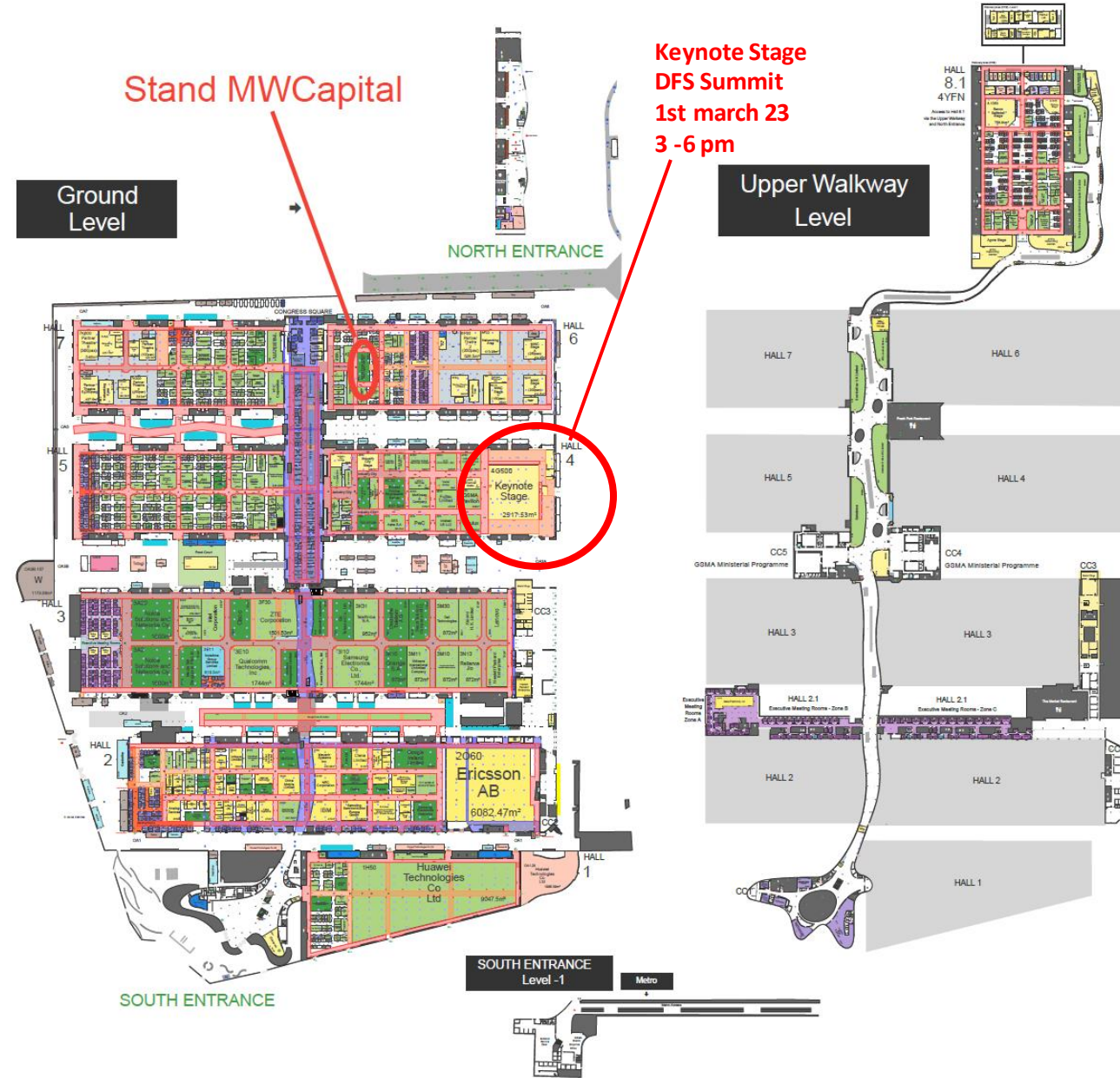
DFS OVERVIEW

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(HALL 6)

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DFS SUMMIT
(KEYNOTE STAGE)
(HALL 4)

This floorplan is subject to change and not always updated in real time



Diferentes perspectivas sobre blockchain

Presentations

27.02.23

1:20PM – 2:00PM

MWCapital Stand – Hall 6

Castellano/English



Desde el 2009 hasta el 2019 diversos aspectos alrededor de la palabra Blockchain se generalizan, y se transmitieron globalmente con mayor o menor comprensión del detalle y del impacto de lo que significa en el ámbito tecnológico, jurídico-legal y socio-económico.

En esta sesión se hablará de hechos focalizando en la evolución del conocimiento de los últimos 4 años. En un formato fresco e innovador los 4 moderadores formularan preguntas a todos los ponentes para obtener de ellos respuestas en frases claras y sencillas que permitan a todos los asistentes obtener una visión estructurada de los pilares de esta tecnología y el nivel de madurez actual y su relación estructural con el desarrollo del Metaverso y la Web3.

Estos pilares son: Identidad Digital, Inversión e impulso empresarial y las lecciones aprendidas sobre su divulgación.

Todos los ponentes son voces reconocidas de los últimos 10 años en el ámbito Blockchain.

1:20 pm PRESENTATION & MODERATION



- **Montse Guardia**, CSO at Mobile World Capital Barcelona
- **Marta Ambor**, Co-founder at Bluechain
- **Xavier Simó** – Inlea
- **Santi Casas** – Validated.id

1:25 pm RAPID-FIRE PRESENTATIONS



Sobre tendencia, ID, Normalización / Estandarización:

- **Joaquim Matinero** - RocaJunyent
- **Ignacio Alamillo** – Astrea
- **Ismael Arribas** – Kunfud
- **Vanesa Jimenez** – UOC

Sobre impulso empresarial / inversión:

- **Gabriela Roberto Baró** – Nash21
- **Diego Soro** – TeamHeretics
- **Eneko Knörr** – Onyze
- **Lluïsa Marsal** – CBCat Node Energia

Sobre evolución en la divulgación:

- **Mar Meneses** – CBCat Academia
- **Fernando Molina** – empresa BlockWorldTour
- **Ramon Cano** – Byevolution
- **Claudia Arqués** – CBCat Event Plan

El futuro metaverso: una mirada interdisciplinar

Neal Stephenson acuñó la palabra “metaverso” en su novela de ciencia ficción Snow Crash en 1992. Tres décadas más tarde, las grandes empresas tecnológicas han rescatado el concepto y se han lanzado a una competitiva carrera para liderar este nuevo mercado. A pesar del potencial del metaverso, su grado de desarrollo sigue siendo incipiente y, entre tanto ruido mediático, puede resultar todo un desafío separar el bombo de la realidad.

En este panel iremos más allá del relato tecnológico y comentaremos el potencial impacto del metaverso desde una mirada interdisciplinar que nos ofrecerá diferentes perspectivas como la del medioambiente, la ciber violencia, la tecnología o el sector público. La pregunta clave será: ¿qué lecciones hemos aprendido del mundo digital en lo que llevamos del siglo XXI y que deberíamos tener en cuenta en el diseño del futuro metaverso?



Panel

27.02.23

2:00 PM – 2:45PM

MWCapital Stand – Hall 6

Castellano

2:00 pm **PANEL**



- **Eleonora Espósito**, Experta en ciber violencia y violencia de género. Experta Nacional Destacada en el European Institute for Gender Equality (EIGE). Research fellow, Instituto Cultura y Sociedad, Universidad de Navarra.

- **Lluís Torrent**, Experto y consultor independiente en cambio climático. Autor del informe de DFS “Oportunidades y riesgos de las tecnologías emergentes en la década del clima”.

- **Pedro Lozano**, Cofundador de Imascono, empresa de tecnologías creativas especializado en Realidad Extendida.

- **Lluís Juncà**, Director General d’Innovació, Emprenedoria i Economia Digital, Generalitat de Catalunya

Moderadora

- **Olivia Blanchard**, investigadora senior Digital Future Society



Panel

27.02.23

3:15 PM – 4:00PM

MWCapital Stand – Hall 6

Castellano/English

Difusión de las tecnologías cuánticas en las redes sociales

3:15 pm **PRESENTATION**



- **Montse Guardia**, Directora Estrategia MWCAPITAL
- **Alfonso Rubio-Manzanares**, Presidente bqb

3:20 pm **PANEL SESSION**



- **Roberto Loredó**, IBM Quantum Ambassador Worldwide Lead
- **Jaime Gómez**, Head of Architecture and Quantum at Crypto & Blockchain CoE, Banco Santander
- **Javier Mancilla**, Quantum Computing and Machine Learning Researcher, Stafford Computing
- **Esperanza Cuenca**, Head of Strategy and Outreach, Multiverse Computing
- **Deborah Berebichez**, Lead Scientist, Microelectronics and Quatum Computing, VTT

Moderator

- **Massimiliano Marinucci**, Director de bqb

The role of data in transforming the publishing and the media sector

Among the creative and cultural sectors, media and publishing share some relevant commonalities. In fact, they are both strongly related to content creation and very much affected by the digital transition. While these sectors are working hard to take all the opportunities opened by digital transformation, they are struggling to manage certain aspects' complexity. One of these aspects is certainly the capability to dive into massive amount of data that could potentially transform the business and entire value chain.

In a world lead by data, the aim of the panel is to discuss why data can drastically transform business and how stakeholders can get ready to take advantage of new technologies and innovation.

In particular, the panel will focus the discussion on the need to gather data within the publishing and media industries, how data supports and helps these sectors, and the role of data visualization to improve people's awareness and understanding of business and societal aspects.

This panel is powered by the Horizon 2020 European Project Möbius, and Digital Future Society (DFS)



Panel

28.02.23

11:00 – 11:45 AM

MWCapital Stand – Hall 6

English

11:00 am

PANEL

45' Panel discussion with presentations and debate with audience



Speakers

- **Jan Goëtze**, Head of Product Management VLB & Metabooks, MVB
- **Alexandru Stan**, Head of R&D at IN2 Digital Innovations
- **Laura Aragó**, Data visualization expert, La Vanguardia
- **Victòria Oliveres**, Journalist specialized in data and visualization, El Diario.es

Moderator

- **Simona de Rosa**, Möbius partner, PhD Researcher at DEN Institute

Tackling disinformation, a European perspective

Disinformation is classed as any dissemination of false or inaccurate content, data, and information aimed at misleading or confusing the audience, or both. It is a practice that has been carried out throughout history to influence and position public opinion. However, in recent years, technological advances, the widespread use of the internet and social networks, the precariousness of journalism and the mass media model crisis have generated a new dimension to the problem. This new dimension stems from several factors, such as the speed at which content is disseminated or the scope and segmentation of the audience.

Currently, false content can spread quickly on the internet having a range of harmful consequences, such as threatening our democracies or putting the health, security or the environment at risk.

The recent years, the European Union has faced large-scale disinformation campaigns addressing to foster instability and weaken its institutions. To tackle this challenge, it is needed a coordinated response from EU state members, institutions, tech companies and the media.

This session will provide a European perspective on how the disinformation challenge needs to be commonly tackled, from different angles, such as the public and private sectors, the Media and academia.



Keynote & Panel

28.02.23

12:00– 12:45PM

MWCapital Stand – Hall 6

English

12:00 pm PRESS CONFERENCE



- **Francesc Fajula**, CEO at MWCapital
- **Miguel Escassi**, Head of Government Affairs and Public Policy at Google
- **Manuel Szapiro**, Director for the European Commission Delegation in Barcelona

12:15 pm KEYNOTE



- **Ramon Salaverria**, Profesor, Universidad de Navarra.

12:30 pm PANEL



- **Ramon Salaverria**, Profesor, Universidad de Navarra
- **Clara Nepple**, Senior Director at IEEE
- **Cesar Tello**, Director at Adigital
- **Andrew Dufield**, Head of Product at Fullfact

Moderator

Montserrat Guardia, CSO Mobile World Capital Barcelona

Digitalitzant la tele-diàlisi

Presentació del projecte ERCA dirigit a digitalitzar el tractament de tele-diàlisi per millorar la experiència dels pacients renals i millorar la gestió de telemedicina pel personal sanitari. A més, es presentaran els resultats a través de diferents perspectives i actors, com són l'Hospital de Bellvitge, un pacient del projecte pilot, l'Ajuntament de l'Hospitalet com a dinamitzador de projectes d'innovació o el proveïdor de tecnologia, Vodafone.



Keynote & Panel

28.02.23

1:00 – 1:45PM

**MWCapital Stand – Hall 6
Català**

13:00 pm PRESENTACIÓN



- **Francesc Fajula**, CEO at MWC Barcelona
- **Dra Montserrat Figuerola**, Gerent Hospital Universitari Bellvitge. Gerència Territorial Metropolitana Sud
- **Diego Presa**, Director territorial Catalunya y Aragon, Vodafone
- **Nuria Marin**, Ajuntament de l'Hospitalet

13: 20pm PANEL



- **Inés Rama**, Hospital Universitari de Bellvitge.
- **Lluís Traveria**, Cap de servei de Projectes Estrategics, Ajuntamnt Hospitalet Hospital Universitari de Bellvitge.
- **Fernando García**, Vodafone
- **Dani Rubio**, Patient Pilot Hospital Universitari de Bellvitge
- **Alex Andújar**, Infermer Hospital Universitari de Bellvitge

Moderadora

- **Lucia Errandonea**, MWC Barcelona

Género e Inteligencia Artificial: una perspectiva desde la inclusión y la equidad ¿en dónde estamos hoy?

La inteligencia artificial se está convirtiendo rápidamente en una tecnología fundamental para nuestras sociedades y la economía, con el potencial de traer grandes beneficios y avances en ámbitos tan relevantes y de impacto social como la salud y el bienestar, el empleo, la educación, inclusión financiera, grandes mercados de consumo, las ciudades inteligentes, entre muchos otros. No obstante, **el diseño, desarrollo y despliegue de dichos sistemas de IA debe realizarse con un enfoque en la inclusión y equidad, con particular un enfoque de género y una mirada interseccional, a fin de mitigar posibles riesgos éticos en su utilización.** Sin esta mirada, los avances de la IA corren el riesgo de agravar desigualdades existentes y marginalizar las comunidades más vulnerables de nuestra sociedad.

La pregunta clave que se plantea en el panel ¿Cómo podemos generar sistemas de IA que promueva la inclusión y equidad y en qué punto nos encontramos ahora?



Panel
28.02.23
2:15 PM – 3:00 PM
MWCapital Stand – Hall 6
Castellano

2:15 pm **PANEL**



- **Cecilia Tham**, CEO Futurity Systems
- **Karina Gibert Oliveras**, Catedrática de la Universidad Politécnica de Cataluña IDEAI-UPC y doctora en informática con especialidad en estadística computacional e inteligencia artificial
- **Olivia Blanchard**, Investigadora Senior Digital Future Society
- **Nataly Buslón**, Investigadora postdoctoral en el Barcelona Supercomputing Center en el equipo de "Equidad, Diversidad e Inclusión en STEM"
- **Esther Paniagua**, Directora asociada en el Center for Governance Change de la Universidad IE

Moderador

César Buenadicha, jefe de la Unidad Discovery de BID Lab

Hack-the-Data-thon

Primera Hackathon/Datathon de Reconocimiento Facial sobre seguridad en los sistemas de reconocimiento facial, dirigido a empresas que trabajan en el ámbito de las tecnologías biométricas faciales, y a personas expertas en desarrollo de software del ámbito de la protección de datos, la ciberseguridad, la privacidad y la Inteligencia Artificial.

El objetivo de este innovador Hackathon/Datathon es que las empresas tecnológicas que participen muestren cómo sus aplicativos están adaptados / se adaptan a las últimas publicaciones de regulación europea de reconocimiento facial.

Las 3 mejores propuestas serán identificadas por un jurado compuesto por expertos jurídicos, científicos de datos y de ciberseguridad.

Esta convocatoria es parte del plan de actuación de la Digital Future Society, iniciativa impulsada por el Ministerio de Asuntos Económicos y Transformación Digital del gobierno de España y Mobile World Capital Barcelona. Se realiza juntamente desde el Observatorio Nacional de Tecnología y Sociedad (ONTSI), con RED.es, SEDIA e INCIBE.

Registros y más información en [siguiente link](#).



Hackathon/Datathon

28.02.23

9:00 PM – 5:30 PM

Village

4:15 pm **Jurado**



• **Paul Van Branteghem**, co-fundador de Spain AI

• **Belén Arribas**, Abogada independiente. Fundadora y mentora de Start-ups.

• **Gabi Urrutia**, VP de Seguridad en Halborn

• **Isabelle Hupont Torres**, Scientific officer en Joint Research Centre, Comisión Europea

• **Monica Espinosa Garcés**, Directora del Centre d'Innovació i Competència de Ciberseguritat

• **Mari Carmen García-Calvillo Moreno**, Directora de Governança de Dades i Coneixement Institucional, Ajuntament d'Hospitalet

• **Beatriz Soto Álvarez**, Subdirectora de Comunicació y Relaciones Institucionales en INCIBE - Instituto Nacional de Ciberseguridad

• **Juantomás Garcia Molina**, Chief Envisioning Officer at SNGULAR

• **Marta Duelo Alfonso**, Chief Legal Officer en Mobile World Capital Barcelona

Giga: An ITU – UNICEF partnership for universal school connectivity

The Governments of Spain, Catalonia and Barcelona are key strategic partners to Giga, supporting its evolution into a center of global excellence on universal school connectivity. With its focus on digital inclusion and showcasing a unique partnership model among governments, international development organizations, private companies and research institutes, Giga exemplifies a modern, forward looking, and inclusive approach to tackling the challenges of universal school connectivity.

Closing the digital divide has never been more urgent or important. Nearly half of the 6 million schools in the world are not connected to the internet today, mostly in the poorest countries and areas. More than 500 million students have no access to internet. Of the estimated 2.7 billion unconnected people, the majority are women and girls (ITU, 2021). The demand for Giga's work is tremendous to achieve universal school connectivity by 2030.



Hackathon/Datathon

01.03.23

12:00 PM – 01:00 PM

MWCapital Stand – Hall 6
English

12:00 pm WELCOME WORDS



- **Francesc Fajula**, CEO at MWCapital
- **Gina Tost**, Secretary of Digital Policies at Government of Catalonia (3')
- **Laia Bonet**, Deputy Mayor of City Council Barcelona (3')

12:15 pm KEYNOTE



- **Doreen Bogdan-Martin**, Secretary General , ITU

12:30 pm GIGA PRESENTATION



- **Alex Wong**, Co-Lead ITU
- **Chris Fabian**, Co-Lead UNICEF

CLOSING

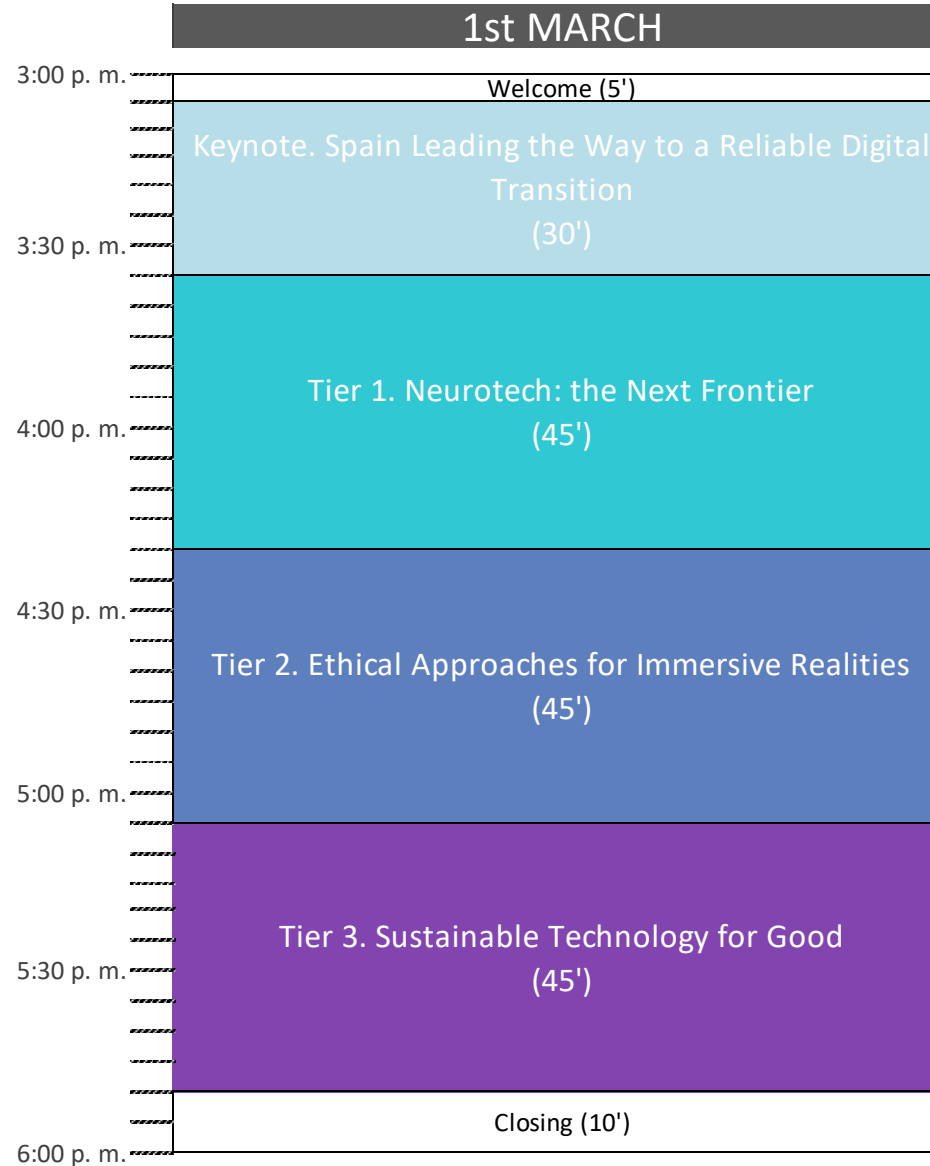


- **UNICEF Spain**, tbc

DFS SUMMIT

01.03.23
3PM - 6PM

Keynote stage
HALL 4



- Tier 1. Relationship human-machine
- Tier 2. Relationship society & digital space
- Tier 3. Relationship sustainability & digital age

Keynote: Spain Leading the Way to a Reliable Digital Transition

Day-to-day globally, our individual relationship with technology is changing, and different generations communicate remotely with different means and in very different ways, modifying our behaviours and affecting our expectations from the growing number of systems mediated by technology.

This inspirational keynote raises key questions such as: How are digital means evolving and where are we heading in terms of reliable digital transition mechanisms? How is each one of us transmitting information, knowledge and empathy online? How future generations are prepared to work in professions that do not yet exist? How are we learning tasks that machines will not do?

How are we recovering philosophy, ethics and everything that critical and creative thinking represents to address the important challenge that is going to be defining the role of the human being, in this digitization environment, protecting fundamental rights, which will have to be redefined for the digital world?

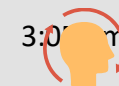


Welcome & Acknowledgements
Inspirational Keynote
3:00PM – 3:35PM

3:00 pm **WELCOME & ACKNOWLEDGEMENTS**
5'



- **Pipo Serrano**, Broadcaster, Journalist, Head of Innovation and New Business.
- **Francesc Fajula**, CEO, Mobile World Capital Barcelona.
- **Nadia Calviño**, Vicepresident & Minister of Economic Affairs and Digital Transformation, Government of Spain



3:00 pm **KEYNOTE: Spain leading the way to a reliable digital transition**
30'

- **Carme Artigas**, Secretary of State for Digitization and Artificial Intelligence, Government of Spain.

Tier 1: Neurotech: the Next Frontier

When science and technology redefine the borders of our bodies and our actions, what role will the humanities play? Neurotechnologies are based on the principles of the human nervous system and are modeled on the human brain.

Some NeuroTech applications are focused on enhancing cognitive performance, treating neurological disorders, and improving brain health for longevity. Advances in AI could revolutionize NeuroTech over the next decade. If the AI platform is able to understand the "language" of the nervous system, it could be used in closed-loop experiments to test neuromodulation therapy on new targets. This progress could create a new way to investigate medical conditions, accelerate the detection of neural biomarkers, and open the door to a new generation of AI-based neural medical procedures.

Advances in AI and increased integration of computers and biology could lead to improved brain health for people all over the world. But some questions need to be addressed. How is the concept and perception of "individual" changing? Where does our responsibility as individuals end? Who can declare me responsible for an action if my mind is no longer an impenetrable place? Who defines these new limits?



Neurotech: the Next Frontier
3:35PM – 4:20PM

3:35 pm

PANEL

45' Panel discussion with active participation of the moderator



Speakers

- **Rafael Yuste**, Professor at Columbia University and Chair of the NeuroRights Foundation.
- **Álvaro Pascual-Leone**, Professor of Neurology, Harvard Medical School.
- **Ana Maiques**, CEO, Neuroelectrics.
- **José M. Carmena**, Researcher and Professor of Electrical Engineering and Neuroscience, University of Berkeley.

Moderator

- **Elsa Punset**, Philosopher and Communicator, Expert in Education, Emotional Intelligence and Change Management.

Tier 2: Ethical Approaches for Immersive Realities

The digital divide and the Impact of digital architecture and the construction of the web3.0 & metaverse requires an ethical cross-cultural approach.

Experts are split about the likely evolution of a truly immersive 'metaverse'. Some of them expect that augmented- and mixed-reality enhancements will become more useful in people's daily lives and assess the new hype about multiverses as an opportunity to explore the new frontiers of digital technologies. While this will turn into concrete explorations and realizations in the form of immersive realities, other experts and practitioners raise awareness about how current online problems may be magnified if web3 development is led by those who built today's dominant web platforms.

The ethical approach around the design and the measured impact of new digital media, such as metaverse, requires addressing the current digital divide with a social dimension with a polyhedral approach, and raising the right questions today, as today is the right time to do so. Considering this approach, this panel will address global social well-being, considering robotization and privacy, and more in particular technology with an interdisciplinary view.



Ethical Approaches for Immersive Realities 4:20 PM – 5:05 PM

4:20 pm **PANEL**
45' Panel discussion with active participation of the moderator

Speakers



- **Poonacha Machaiah**, CEO of Chopra Foundation.
- **Carissa Véliz**, Associate Professor, Institute for Ethics at the University of Oxford.
- **Mónica Taher**, Marketing VP, RocketFuel.
- **Ricardo Baeza-Yates**, Spain's Advisory Council on AI Member & Director of Research at OptIA.

Moderator

- **Esther Paniagua**, Associate Director, IE Center for the Governance of Change.

Tier 3: Sustainable Technology for Good

The social and economic paradigm shift towards a model where digitization is at the centre opens new doors for inclusion, economic development, and environmental protection for a better quality of life. At the same time, the green transition is here to turn climate and environmental challenges into opportunities for a better planet. The coming-together of this twin transitions as a whole is vital for the future of the humankind, and it will only happen through the means of technological humanism.

This session will explore how innovative solutions can be a force for good both for the people and for the planet. What is the expected impact on education, finance, environment, or health? What are the challenges to address, both in the short and in the long term? We will meet innovators using technology to have a positive impact in our personal and our planetary well-being; we will know real examples of digital social business models that are both trustworthy and sustainable. They will show us how committed individuals can accelerate the twin transitions towards a better, more liveable, fair, and sustainable world for a better present and future.



Sustainable Technology for Good
5:05PM – 6:00PM

5:05 pm **PANEL**
45' Panel discussion with active participation of the moderator



Speakers

- **Jordi Serrano**, Expert in Digital and Global Health, Founder of UniversalDoctor, CEO of UhDa Health.
- **Guillermo Martínez Gauna-Vivas**, General Director, Ayúdame3D.
- **Christopher Fabian**, Co-founder and Co-lead UNICEF Giga.
- **Lara Urban**, Helmholtz Pioneer Campus Principal Investigator (HPC).

Moderator

- **Pipo Serrano**, Broadcaster, Journalist, Head of Innovation and New Business.

5:50 pm **CLOSING**



- **Francesc Fajula**, CEO, Mobile World Capital Barcelona.

Taula Tercer Sector



Presentations

02.03.23

12PM – 2PM

MWCapital Stand – Hall 6
Català / English

12:00 pm BENVINGUDA



- **Francina Alsina**, presidenta de la Taula d'entitats del Tercer Sector Social de Catalunya.
- **Alfonso Lara Montero**, director de la European Social Network.
- **Francesc Fajula**, director de la Fundació Mobile World Capital Barcelona.
- **Sonia Fuertes**, Comissionada d'Acció Social de l'Ajuntament de Barcelona. Hble. Sr. Carles Campuzano, conseller de Drets Socials de la Generalitat de Catalunya

12:20 pm EXPERIÈNCIES INTERNACIONALS



- **Christopher Wroath**, director de Transformació Digital – NHS Education for Scotland (NES) (Escòcia).
- **Thomas Lyhne**, Consultor – Social- og Boligstyrelsen (Dinamarca).

Modera: **Alfonso Lara Montero**, director de la European Social Network

Taula Tercer Sector



Presentations

02.03.23

12PM – 2PM

MWCcapital Stand – Hall 6
Català / English



12:50 pm EXPERIÈNCIES LOCALS

- **Tecnologies d'inclusió per a persones amb discapacitat visual.**
 - **M^a Carmen Millán Vera**, directora executiva de la direcció d'autonomia personal, tecnologia i accessibilitat i del Centre de Tiflotecnologia i Innovació (CTI) de l'ONCE.
- **Presentació del “Libro Blanco de la Transformación Digital del Tercer Sector”.**
 - **Carlos Palacios**, director de l'àrea d'Acció Social i Voluntariat de la Fundació Telefónica.
- **OVACS: Oficines Virtuals d'Atenció Social de l'Ajuntament de Barcelona.**
 - **Julio Calvo**, Secretaria Tècnica d'Innovació Social de l'Ajuntament de Barcelona.
- **Pla de Transformació Digital de la Generalitat de Catalunya.** Generalitat de Catalunya.
- **Sala de tecnologia immersiva** - Social Digital Lab de Suara. Suara Cooperativa.
- **Dinder**, Plataforma digital d'unió per a persones amb diversitat funcional.
 - **Max Roures Mintenig, Borja Bosch Raventós, Axel Gairi, Victor Torras, Jordi Tolrà Mabilon**

13:50 pm RESULTATS DE LA EXPERIÈNCIA 'Fullstack Development', en el grup tutelat pel Convent Santa Clara.

- **Therese Jamaa**, vicepresidenta de Huawei España,
- **Sor Lucía Caram**, directora de la Fundació Convent de Santa Clara

14:00 pm PRESENTACIÓ EXPERIÈNCIES Barcelona Inclusive Coding, participació de Creu Roja, Migra Code, Factoria F5, Fundació Esplai.

Modera: **Jordi Arrufi**, Director Digital Talent, MWC



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