

25-28 February 2019

SESSION SUMMARY

#BetterFuture Seminar: Progressive Leadership in the Digital Age

We were delighted to host such significant keynote speakers presenting on their vision of sustainable responsible leadership, and demonstrating how they are aligning core business strategies to accelerate progress in addressing the United Nations Sustainable Development Goals (SDGs). Public and private sector leaders, working in collaboration, are the architects of the digital future, utilising innovative technological solutions to fortify success for the benefit of citizens across the globe.

To recap, highlights of this topical seminar included a keynote by Doreen Bogdan-Martin, Director of the Telecommunication Development Bureau of the ITU, who reiterated the need for a new pedigree of leaders and finding solutions to problems increasingly means collaboration.

A second keynote, led by Sigve Brekke, CEO of Telenor Group, emphasised how expansive IoT networks connecting billions more people and things online, means with great connectivity comes great responsibility. Sigve summarised this level of responsibility in saying "If data is the new oil, trust is the new dollar".

The first panel discussions featured Aminata Kane, CEO of Orange Sierra-Leone, who highlighted the SDGs must be at the forefront of business strategy and we have a duty to develop the ecosystem in which we work. Aminata also spoke on issues of gender equality; explaining how diversity is better for innovation and creativity.

Kaan Terzioğlu, CEO of Turkcell, underscored the fact being socially conscious is good business and the Digital Declaration is a very important step; particularly around how we treat data.

The second panel discussion, centred on leveraging innovation for a better future, featuring Heather Johnson, VP of Sustainability and Corporate Responsibility; Marketing and Corporate Relations, Ericsson. Heather spoke about the 'Connected Mangroves' project; an initiative working to conserve the marine ecosystem through IoT solutions. Heather said: "Using data to inform solutions, you can make an important change".

Olga Yurkova, Head of Regional PR Department, MTS Russia, focused on education (SDG 4), and their work on 'Generation M'; an educational platform designed to support underprivileged children (SDG 10) which was featured in a recent Case For Change story.

Robert Kirkpatrick, Director of UN Global Pulse, highlighted numerous Big Data for Social Good case studies, each demonstrating how innovation is providing critical insights which could support preventative strategies surrounding pollution and health.

Elena Gil, B2B Director and CEO LUCA, Telefonica SA, leader of the specialist Global Big Data unit, spoke about how aggregated and anonymised data can be used to reduce climate-related displacements and build more resilient communities.

The mobile industry's contribution to global GDP in 2018 was 4.6%, totalling \$3.9 trillion. Therefore, sufficient investment, sustainable leadership and progressive policy action is essential to build a better future and make the most of intelligent connectivity.