

Join us in a debate about Technology & Ethics and make your voice heard on the Estoril Conferences' global stage!

What?

## **Video Challenge Competition open to all CEMS Students addressing the issues of Technology & Ethics**

Estoril Conferences and CEMS are partnering for a global discussion about the world's challenges!

### **2022 Challenge: Technology & Ethics**

Do you think technology entails a double-edged sword?

Do you envision a world where more is done to assess the ethical challenges raised by technology while enhancing its opportunities?



**CEMS student groups with the best submissions will be invited (travel and accommodation supported by the CEMS Alliance) to present their proposal in person at the Estoril Conferences 2022, held at Nova School of Business & Economics - Portugal on September 1 and 2, 2022.**

# What are the Estoril Conferences?

The Estoril Conferences are an international platform that, since 2009, has brought to Portugal some of the most well-known world and national leaders to debate global issues. With over **9 000 participants**, from **100 different nationalities**, and more than **300 world-renowned speakers**, the Estoril Conferences have encompassed several Nobel Prize laureates and more than 30 current and former Heads of State. Speakers have included Tony Blair, Frederik De Klerk, Edward Snowden, Joseph Stiglitz, Mary Robinson, Mohamed Elbaradei, Rajendra Pachauri, Sergio Moro, and Fareeda Khalaf. It is a disruptive, open, intergenerational, and impactful dialogue platform, which brings high-profile international leaders to inspire new generations to take an active role in the future. In this way, the Conferences endeavor to build an intergenerational dialogue that contributes to solutions for the world's most pressing challenges, leading towards a more sustainable and inclusive common future.

**“The Purpose Generation: Becoming the Changemakers of Tomorrow”** is the main theme of the 7th edition of the Estoril Conferences, that will take place on September 1<sup>st</sup> and 2<sup>nd</sup>, 2022 at Nova School of Business & Economics' Campus in Carcavelos, Portugal.

The preliminary agenda covers the following topics:



## **POLITICS & TRUST**

If no one cares, who will decide where to go?

## **ECONOMY & PURPOSE**

How to reshape and expand our business and economic models to better serve society?

## **HEALTH & COOPERATION**

Are we able to globally join forces to lay resilient healthcare systems?

## **TECHNOLOGY & ETHICS**

What to do now that we have the power to reach anyone, anytime, anywhere?

## **INCLUSION & ACCESS**

Are we finally equal enough to protect and foster our uniqueness?

## **EDUCATION & SKILLS**

Can we build the skills for the future and make them accessible to all?

## **CLIMATE & ACTION**

Is this the right climate for change?

We invite to the stage the purpose generation and all of those who want to change and impact the world, and you as CEMSies are most certainly part of that generation! Join us in making the difference, with all you have to say, with all you have to share and be part of the Purpose Generation.

More information: [www.estorilconferences.org](http://www.estorilconferences.org)

# Engaging the CEMS Community

The CEMS Global Alliance for Management and Education aspires to develop and prepare the leaders and changemakers of the future. In this spirit, the CEMS Alliance and the Estoril Conferences Academic Board have come together to invite the CEMS Student community to contribute to the issues raised by the Conference. In particular, students are invited to participate in a video engagement competition which focuses on one of the six topics to be debated in the Conference: **Technology and Ethics**.

## The Challenge

Technology increasingly impacts all our professional and personal lives, yet none more so than the young generation. The youth of today have only known a world in which technology is deeply embedded in all aspects of their lives and it is the generation destined to be most affected by its ever-expanding use. And while technology has created numerous opportunities, it similarly raises numerous ethical challenges, on both an individual and societal level. This competition aims to canvass the duality of the issues raised and explore practical resolutions.

The Estoril Conference Video Engagement Competition is a cross-school initiative. We invite all CEMSies from the 2019/2020, 2020/2021 and 2021/2022 cohorts, whether students or 'recent' alumni to participate.

Groups with the most effective and persuasive video submissions will be selected to personally (or virtually) attend the Conference and present their proposals to a live (as well as virtual) audience.



### SUBMISSIONS ARE:

To be submitted by **groups of 3 to 5 members**, from the 2019/2020, 2020/2021 and 2021/2022 cohorts (multi-school and multi-cohort groups are welcome)

Consist of a **5-minute** (maximum) video presentation, whereby students will select a *specific issue* within the Technology & Ethics field, to both describe and provide a detailed proposal of how to address this issue from a business and policy standpoint.

Some sample Technology & Ethics issues are delineated at the end of this document, however submitting groups can select an unlisted issue that in their understanding falls into the Technology & Ethics area.

The objective of the submissions is to create understanding and youth awareness of a specific issue and come up with a detailed plan to develop an implementable 'resolution' and/or amelioration of the issues and ethical concerns raised. Ultimately the video should increase the youth generation's desire to deeply engage in the issue and other related Technology & Ethics topics.

# Output:

## General Guidelines

Teams are to choose their specific topic within the broader Technology & Ethics field. The specific technology as well as the specific ethical issues raised should both be clearly delineated, before groups move into their proposed resolutions. Videos should reflect a thoughtful and thorough analysis of the specific issue selected and proposed resolutions should directly link to the concerns raised. Videos should be organized in two parts:



### PART 1

Explanation of the topic raised



### PART 2

Proposed solutions



## Technical Requirements / Specifications

Share your video by filling out the submission form in accordance with the following specifications:

### SUBMISSION FORM

#### VIDEO FORMAT:

Exported in MP4 format (file extension) 60 FPS (frames per second), recorded in landscape in Full HD minimum quality - 1920px (width) x 1080px (height) resolution.

#### RUNTIME:

5-minute (maximum) video presentation. Please allow a time of a few seconds (3 to 5) in the beginning and end of the video to carry out editing needs.

#### SUBMISSION PROCESS:

All videos **must be** submitted and available on VIMEO to be analyzed by the jury.

A link to the video should be shared via the fulfillment of the submission form available [\*\*HERE\*\*](#).

The jury will not consider videos that are not shared according to the described specifications.

#### LANGUAGE:

English.

# Selection Process



## STAGE 1:

All Video submissions will be evaluated by a group consisting of CEMS Academic Directors, CEMS Program Managers & Corporate Relations Managers, CEMS Communication Directors, members from the CEMS Global Office, members from the CEMS Student Board, CEMS Alumni representatives and relevant CEMS Corporate Partners. Each video will be assessed by at least 4 reviewers.



## STAGE 3:

Two to three Groups with the most effective and persuasive video submission will be selected to personally (or virtually if unable to travel) attend the Conference and present their proposals in the session that will follow the Technology & Ethics Panel (same audience). Participation (flight & hotel) is supported by the CEMS and EC budgets.

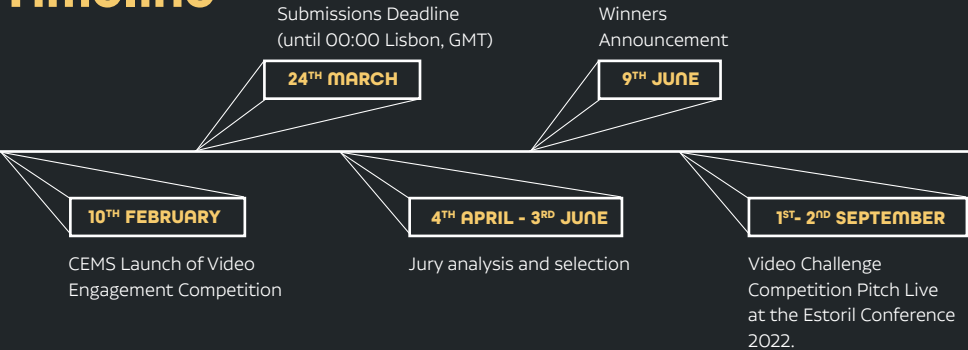


## STAGE 2:

The 10 best videos will be evaluated by a Jury composed of Estoril Conference Academic Board members who are simultaneously professors in CEMS Schools, and the Estoril Conference Executive Director.



# Timeline



# Technology & Ethics

## Sample Topics

### ***Rapid Dissemination of Information, Development of Information Silos, Including False and/or Inflammatory Statements:***

- What is false (i.e., fake news)? How is the standard of true and false to be determined? What happens for example, when scientists are not unanimous? Are there concerns with accepting the 'majority' view? What becomes of the role of 'dissent' in society? What is inflammatory?
- What is free speech? What is censorship? What is the role of free speech and censorship in society? Is free speech impinged when there is a monitoring of the veracity of statements? Who monitors the monitor?
- What is intolerance? How do we identify it? How do we curb intolerance and rather promote respectful tolerance of a diversity of views?

### ***The Role/Impact of Tech/AI on Humans: (i) Employment (ii) Professional (iii) Interpersonal Relations among humans as well as between humans and AI:***

- AI interacting with customers?
- AI replacing employees?
- AI empowered to make decisions affecting humans in their pursuit of 'life, liberty and happiness' – in law enforcement, in hiring, in assessment? With what level of oversight?
- What happens when AI makes a mistake – how identify, how inform and how remedy the mistake?
- Impact of AI programmers' embedded views/ethics?

### ***Relations Between Humans and Institutions/Corporations (public & private service providers):***

- Violations of employee, customer, citizen rights/dignity/privacy?
- Monitoring issues
- Issues related to individual's privacy rights: E.g., What are the bounds of use of individual's financial/ health/ professional data, including students and/or employees biometrics/ skills/ alleged past indiscretions, etc.
- Issues related to government / society's monitoring rights
- Issues related to corporations' disclosure obligations: What real opt-out choice must individuals be offered by corporations?
- Issues related to monitoring and enforcement: E.g., with the numerous networks/ crosses of information among corporations, how to determine and assign responsibility?

## CONTACTS

For further details and doubts please contact [estorilconferences@novasbe.pt](mailto:estorilconferences@novasbe.pt).