

# DIRECTORS FORUM'14

Science Centre AHHA, Tartu, ESTONIA

12–14 November 2014

## #downloadingFuture\*



• Inspiration • Intelligence • Innovation • Internet •

Everything you want to know – and should know – about the future! Technology and leadership, creativity and innovation, uploading and downloading. Small and mysterious (but thoroughly futuristic) country Estonia and its scientific capital Tartu welcome you!

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### WEDNESDAY 12 NOVEMBER

**12h30 – 13h30** Ecsite Board Lunch (by invitation)  
**13h30 – 17h30** Ecsite Board Meeting (by invitation)  
**15h30 – 17h30** Registration  
**17h30 – 18h00** Welcome drink  
**18h00 – 18h15** Opening: **Catherine Franche**, Ecsite Executive Director and **Rosalía Vargas**, President of Ciência Viva and Ecsite  
**18h15 – 19h00** Strategic Dialogues  
**Keynote speech #1:** President of Estonia, **Toomas Hendrik Ilves**  
**19h00 – 22h00** "Only 18+" Adult program in AHHA Science Centre & Welcome Dinner

### THURSDAY 13 NOVEMBER

**10h00 – 11h00** Strategic Dialogues:  
"Facilitating the Future - telecom-enabled social innovation"  
**Keynote speech #2:** **Mrs Piret Mürk-Dubout**, Vice President of TeliaSonera  
**11h00 – 11h15** Coffee-break  
**11h15 – 13h00** Ecsite Strategic Discussion # 1:  
Revision of the strategic plan I  
Lunch at Café Newton  
**13h00 – 14h30** Strategic Dialogues:  
"So you want to be a technology developer..."  
**Keynote speech #3:** **Mr Jaan Tallinn**, Founder of Skype  
**15h30 – 16h00** Coffee-break  
**16h00 – 18h00** Special programme block  
**20h00 – 22h30** Greetings from the mayor of Tartu, Gala Dinner at Tartu University Museum White Hall and special programme

### FRIDAY 14 NOVEMBER

**9h30 – 10h30** Ecsite Strategic Discussion #2:  
Revision of the strategic plan II  
Coffee-break  
**10h30 – 10h45** Strategic Dialogues:  
"Creative people in a creative world"  
**Keynote speech #4:** **Mr Teo Haren**, Co-author of "The Idea Book"  
**11h50 – 12h00** End of Directors Forum  
**12h00 – 13h00** Lunch at Café Newton  
**14h00** Exhibition opening: "Dinosaur Encounter"



## ECSITE STRATEGIC DISCUSSIONS

Representatives of Ecsite's Full Member Institutions are invited to discuss and brainstorm around key elements of Ecsite's five-year Strategic Plan as well as assess our priorities under Horizon 2020 – the new European Framework Programme for Research and Innovation.

### e-STONIA

Estonia ranks among the most wired and technologically advanced countries in the world. With a high internet penetration rate and widespread e-commerce and e-government services embedded into the daily lives of individuals and organizations, Estonia has become a model for free Internet access as a

development engine for society. When the country regained independence in 1991 after nearly 50 years of Soviet rule, its infrastructure was in disastrous condition. The country's new leadership, however, perceived the expansion of information and communication technologies (ICTs) as a key to economic growth and invested heavily in their development.

Estonia is also unique in many other ways. Did you know that it is ranked second in Europe for the number of visible bird species (after Spain?) Estonia is the fifth country in Europe in terms of forest cover. Nowhere else in Europe can you find so many different wild animals; including bears, wolves and lynxes... According to studies, Estonia is the least religious country in the world. We have more nature-cameras installed in inaccessible places than any other

country. Russians, Swedes and Germans have occupied Estonia. All have left their marks on our landscapes and culture. Rightly or wrongly they have helped define who we are.

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## THE KEYNOTE SPEAKERS



### Toomas Hendrik Ilves

President of Estonia

Toomas Hendrik Ilves is the fourth President of Estonia, in office since 2006. Ilves was born in Stockholm, Sweden; his parents were Estonian refugees. He grew up in the United States in Leonia, New Jersey and graduated from Leonia High School in 1972 as valedictorian. He received a bachelor's degree in psychology from

Columbia University in 1976 and a master's degree in the same subject from the University of Pennsylvania in 1978. He also received an honorary degree from St. Olaf College in 2014 in recognition of his relationship with the college. He speaks both Estonian and English as first languages, and he also is fluent in German, Spanish and Latvian. Ilves worked as a diplomat and journalist, and he was the leader of the Social Democratic Party in the 1990s.

When Estonia regained its independence in 1991, Ilves became Ambassador of Estonia to the United States in 1993, also serving as Ambassador to Canada and Mexico at the same time. He served in the government as Minister of Foreign Affairs from 1996 to 1998 and again from 1999 to 2002. Later, he was a Member of the European Parliament from 2004 to 2006.



### Jaan Tallinn

Founder of SKYPE

Jaan Tallinn is considered one of the world's foremost experts on P2P technologies and is often credited for helping to establish Estonia's global reputation for world class software. Jaan Tallinn is an Estonian programmer who participated in the development of

Skype in 2002 and FastTrack/Kazaa, a file-sharing application in 2000. Jaan Tallinn is partner and co-founder of the development company Bluemoon which created the game SkyRoads. He graduated from the University of Tartu in 1996 with a BSc in Theoretical Physics a thesis on interstellar travel using warps in space-time. Tallinn is a member of the Advisory Board of the

Lifeboat Foundation and former member of the Estonian President's Academic Advisory Board. He is also one of three founders of the Centre for the Study of Existential Risk and the Future of Life Institute, and is co-founder of the personalized medical research company MetaMed.



### Piret Mürk-Dubout

Vice President of Commercial Development at TeliaSonera Group

TeliaSonera has 29 000 employees and 160 million customers. Piret Mürk-Dubout has worked with marketing and segment strategies of private and business customers of six countries (Estonia, Lithuania, Sweden,

Finland, Norway and Denmark) as well as with sales and customer service units. Her expert knowledge involves how to start new initiatives and share knowledge about new possibilities to meet customers' expectations in heavy competition.



### Teo Härén

Co-author of "The Idea Book"

Teo Härén is one of the most requested experts on creativity in Sweden and one of the first in the world to organize a TEDx event. He and his brother Fredrik have written six books on creativity and

together given lectures in 50 countries. "The Idea Book" is not only one of THE best-selling creativity books of all time, it's one of just four publications on 'innovation' to make the Best 100 Business Books list.