



إكسبو 2020
دبي الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



المجلس العالمي
WORLD MAJLIS

Expo 2020 Dubai

PROGRAMME FOR PEOPLE AND PLANET

WORLD MAJLIS AGENDA

Tolerance and Inclusivity Week

14 - 20 November 2021



DIGITAL BRAIN, DIGITAL MORALITY

Ensuring Empathetic and Unbiased AI

DATE Thursday, 18th November 2021

TIME 4.00 to 6.00 PM UAE

VENUE Terra – The Sustainability Pavilion



THE CONVERSATION TOPIC

DIGITAL BRAIN, DIGITAL MORALITY

Ensuring empathetic and unbiased AI

As the impact of Artificial Intelligence (AI) and robotics on the development of humanity intensifies, our responsibility and oversight must keep pace, to understand how to use these systems, what tasks they should carry out, and their risks.

As far back as 2014, Stephen Hawking said that efforts to create thinking machine “could spell the end of the human race”. As AI rapidly takes off, the potential issues of robots learning on their own – and at a faster pace than humans – have become apparent.

Designing these systems is not just a matter of engineering; it must equally be a deeply social and ethical endeavour. As UNESCO prepares the world’s first standards on the ethics of AI, there is broad consensus that we need to create rules for this brave new world. Collectively, we need to ensure that these systems are human centred, inclusive, unbiased, and ethically coherent – perhaps even more so than our subjective human systems are right now.

What is human-centred AI and how do we ensure that this is the AI we create?

How do we build trust in technology?

How close are we to achieving globally applicable ethical standards for AI?

What is the best way to communicate this to the general public whose lives are already so dependent on technology?


MODERATOR

MARIAM OBAID AL MUHAIRI
Senior Project Manager, Dubai Future Foundation, UAE

Mariam Obaid Al Muhairi is a Senior Project Manager at the Dubai Future Foundation (DFF), the key player and entity responsible for imagining, inspiring and designing Dubai's future in collaboration with the government and private entities within various industries.

Ms Al Muhairi is responsible for developing content and research within the Foundation. Through her efforts, she has promoted collaboration and contributed to DFF's collection of programmes, initiatives, sub-brands and operations to achieve the entity's strategic objectives.

As a Senior Project Manager within DFF, Ms Al Muhairi currently heads the Centre for the Fourth Industrial Revolution UAE (C4IR UAE), a collaboration between the Dubai Future Foundation and the World Economic Forum (WEF). The Centre focuses on developing technology governance in the fields of artificial intelligence and machine learning, blockchain and distributed ledger, and precision medicine. In this capacity, she identifies crucial areas where improvements to current policy and governance frameworks can be made to support the implementation of 4IR technologies in the public and private sector both locally and globally.

Prior to the Dubai Future Foundation, Ms Al Muhairi was an analyst in foreign and cultural policy at The Delma Institute, Abu Dhabi, where she provided both creative and advisory services to government and corporate clients.

Ms Al Muhairi recently completed the Management Acceleration Program at INSEAD. She has a Master's degree in Science in Middle East Politics from the SOAS University of London and holds a Bachelor's degree in International Relations from the American University of Sharjah.


PARTICIPANTS

IVA GUMNISHKA
Founder, Humans in the Loop, Bulgaria

Iva Gumnishka is the founder of Humans in the Loop, a social enterprise which works to make AI systems more human-centric through diverse human input. Humans in the Loop provides upskilling to displaced and conflict-affected people and employs them to perform data annotation and model validation tasks. Iva is passionate about ethical data supply chains and making AI more representative and less biased.



MONIQUE MORROW

Senior Distinguished Architect Emerging Technologies, Syniverse, Switzerland

With over 25 years' experience as a global technology leader, Monique Morrow is Senior Distinguished Architect for Emerging Technologies at Syniverse Technologies where her main role and responsibilities are to provide thought leadership and to develop the strategic direction and vision for Syniverse's identified emerging technologies across the company, partners and industry forum. She has worked across the industry including AMD, Ascom Hasler, Swisscom, Cisco and has been active in the start-up community. Additionally, Monique is President and Co-Founder of the Humanized Internet a Swiss based non-profit with a focus on digital identity, and ethics in technology.

She is also an active member of the IEEE Ethics in Action Executive Committee as well as Co-Chair of the IEEE Ethics in Action Extended Reality Committee. Monique is Co-Chair of GSMA-Distributed Ledger Technology [DLT] group and serves as Syniverse's representative in the World Economic Forum [WEF] Data Policy Council. Monique also chairs Hedera's Decentralized Identity SIG.

Monique has been recognized in the industry for her tireless focus on social good. In March 2020, Monique was one several innovators featured in Red Bull Innovator Magazine. In April 2020, Monique was selected as one of the 5 leading figures in Business by the Europa Forum Lucerne [Switzerland] specific to its theme, "Safety and Security in Times of Uncertainty." Monique is also 2020 winner WomenTech Network Global Technology Leadership award. Monique has been recognized as one of top 100 Women in Cybersecurity in Europe.



DR EVA-MARIE MULLER-STULER

CTO AI, Chief Data Scientist, IBM Middle East and Africa

Dr. Eva-Marie Muller-Stuler is IBM's CTO AI and Chief Data Scientist for Middle East and Africa and is responsible for leading large-scale data science & AI projects and transformations.

With over 20 years of experience in M&A, Data Science and AI globally she has impacted many different industries including Oil & Gas, Energy, FMCG, Healthcare and the Financial sectors. She has pioneered highly successful solutions with governments and top-tier organizations alike.

Dr. Eva is one of IBM's distinguished Data Science Thought Leaders and a Member of the Academy of Technology. Her experience and passion for Data Science, AI and Innovation has made her a regular on the 'world's best data scientist' rankings.

Dr. Eva is a trusted advisor to governments on change management through AI and on the advisory board of the various organizations focusing on AI Ethics.

As a renowned mathematician with a passion for her subject, Dr. Eva is a popular international conference speaker, influencing and disrupting industries with innovative data science engagements, having been invited to speak at the United Nations as well as UNESCO, among many others. Dr. Muller-Stuler is a serial entrepreneur and founder, and successful investor in start-up companies.

She is the author and co-author of numerous papers and publications as well as a member of various mathematical societies.



MEDEA NOCENTINI

Chief Operating Officer, Global Ventures, UAE

Medea Nocentini is Chief Operating Officer at Global Ventures. She is also Co-Founder of Companies Creating Change (C3), a UAE-based organization fostering social enterprise in the MENAT region.

Medea previously served as Chief Strategy Officer at the AW Rostamani Group, a diversified family group operating 14 companies and counting 4000 + employees, where she was leading AWR Group's strategy and planning, investment and corporate venture capital activities, market intelligence, risk management, performance management, and corporate marketing.

Prior to joining the AW Rostamani Group, Medea was Senior Vice President, Strategy and Corporate Development at OSN, the leading Pay TV platform in the MENA region, where she was responsible for corporate development and strategy planning, as well as market and consumer intelligence. Before joining OSN, she spent several years at Booz Allen Hamilton developing strategies for TMT, consumer, and public sector's clients across Europe, the United States, and the Middle East.

She holds an MBA from Columbia Business School (New York, USA), an MSc in Mechanical Engineering from Politecnico di Torino (Italy), and an Engineering Diploma from Ecole Centrale Paris (France).



DR JAMES WILLIAMS

Author and technology ethicist, UK

Dr. James Williams is an author, technology ethicist, and research fellow at the University of Oxford. His work focuses on the ethics of technological influence - for instance, the ways technologies are designed to persuade, distract, or manipulate us - and the implications for human freedom.

In 2017 he won the inaugural Nine Dots Prize for innovative thinking, which led to the publication of his first book, *Stand Out of Our Light: Freedom and Resistance in the Attention Economy*. The Observer hailed it as 'a landmark book,' TechCrunch called it 'an instant classic in the field of tech ethics,' and the President of Princeton University last year chose it as the one book all incoming students were required to read.

James received his PhD from Oxford, where he studied at Balliol College and the Oxford Internet Institute. He has been a research associate at the Oxford Digital Ethics Lab, a research fellow at the Oxford Uehiro Centre for Practical Ethics, a tutor on ethics in the Oxford Computer Science department, and a visiting fellow at the University of Cambridge.

Previously, James worked at Google for over ten years, where he received the Founder's Award, the company's highest honor. He is also a co-founder of the Time Well Spent campaign, a technology adviser to governments and heads of state, and a frequent commentator on technology issues in the media.


**VIRTUAL
PARTICIPANTS**

RAY EITEL-PORTER
Global Lead for Responsible AI, Accenture, UK

Ray Eitel-Porter is Accenture's Global Lead for Responsible AI, based in London. He joined Accenture in 2013 and has worked across a number of industries, mainly focusing on analytics strategy and operating model projects, and in the last three years developing Accenture's solutions for data and AI ethics and advising clients in this area.

Ray led the formation of Accenture's Strategic Partnership with The Alan Turing Institute, the UK's national institute for data science and artificial intelligence, to further research and innovation applied to real-world business challenges. He chairs the government's Data Skills Taskforce and led the creation of a national data science prize for schools, in association with TeenTech, to excite interest at an early age in the possibilities that a training/career in data science can offer.

Ray holds an MA in Modern Languages from Christ Church, Oxford as well as an MBA from INSEAD.


AVI TUSCHMAN
Founder of Pinpoint Predictive, USA

Avi Tuschman is a Stanford StartX entrepreneur and a pioneer in the field of Psychometric AI. He has also advocated for open-source solutions to social-media misinformation, including in Fast Company magazine, at the Stanford Cyber Policy Center, the Federal University of Pampa in Brazil, and Washington, DC.

Previous to his career in tech, Tuschman advised current and former heads of state as well as multilateral development banks in the Western Hemisphere. His book on the bioscience of human political orientation, *Our Political Nature: The Evolutionary Origins of What Divides Us*, has been covered in peer-reviewed and mainstream media from 25 countries.

Tuschman holds a doctorate in evolutionary anthropology from Stanford University.

