Conference Programme

ICT & Creativity

Strategies for a creative Information Society

**United Nations World Summit
on the Information Society**
Contributory Conference hosted by
the Government of Austria

June 2-3 2005, Vienna

Palais Niederösterreich | Herrengasse 13 | 1010 Vienna

The UN WSIS Contributory Conference on ICT & Creativity in Vienna is both a vision event, with key government and industry leaders sharing their perspectives, and a working meeting on the issues of e-content and creative use of technologies.

Dear conference participants,

I cordially invite you to a conference which I would like to see as a competition of ideas. Information and communication technologies will be the engine of economic development and growth over the next years. To fully exploit their vast potential for all citizens we must in particular meet the challenges of the Digital Divide and the Content Gap. I wish the participants of the ICT & Creativity Conference Vienna much success in creating productive answers to these challenges as an important contribution to the World Summit of the Information Society.

Wolfgang Schüssel · Federal Chancellor of the Republic of Austria

The usage of ICT has an enormous potential for enhancing the quality of information and communication as well as for cross-cultural cooperation between people who live in different parts of the world. I encourage us to concentrate on these important tasks bearing in mind the spirit of mutual understanding and respect for cultural and linguistic diversity as prerequisites for sustainable development.

Franz Morak · State Secretary for the Arts and Media at the Federal Chancellery
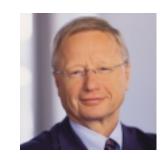
Everybody should have access to the global knowledge network, and not just a chosen few. But how can we get there? Digital technologies are powerful tools. But technologies in themselves are not enough. The Information Society will remain an empty concept if only being looked at from network and access points of view. It is the creative content that makes the difference, by inspiring and supporting people everywhere in the world in the shape of high-quality e-Contents that make technology useful – meaningful for their lives. This is a message I hope we will be able to forward to the UN World Summit on the Information Society in Tunis.

Peter A. Bruck · Chairman, World Summit Award

Content creation is one of the driving forces in the development of knowledge societies. I am confident that the Vienna conference will provide leadership and catalyze national and international action to foster diversity in creative works.

Koïchiro Matsuura · UNESCO Director-General

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Why is ICT and Creativity a burning issue?

With the World Summit on the Information Society (WSIS) the United Nations take a critical look at the digital revolution and the globalising information economy. Developing the ICT infrastructure in all countries, giving all citizens access and closing the digital divide are the key issues. Austria has added to the WSIS process and discussions the focus on quality e-contents and innovative applications for two reasons: they determine the usefulness of the new technologies and they allow regional economic development. Improving ICTs and spreading network access need to be accompanied by the active promotion of contents and investments in the creative industries.

The Aim of the Conference

Process: The Vienna conference has been prepared by a year long process and started with an open Expert Workshop in October 2004. Experts in the fields of public administration, business and civil society worked together on the conference topics, speaker invitations and hiring people. The aim of the UN WSIS Contributory Conference in Vienna is to produce a positive statement, the Vienna Conclusions, for bridging the Digital Divide and Content Gap. This document shall be presented by the representative of the Republic of Austria at the 2nd phase of the WSIS in November 2005 in Tunis and made part of the official annex of the final WSIS Documents.

Substance: ICTs are tools. By using them for information and communication exchange, people express themselves, work, play and can improve their lives. Bridging the Digital Divide and closing the Content Gap is in the interest of all societies. By focusing on creativity in the use of the technologies, the Vienna conference will address the problems and issues of cultural producers and companies creating quality contents, developing innovative electronic applications and sustaining their economic development. Creativity is a »natural resource« of the human mind, everywhere in the world; e-contents express the richness and cultural diversity of every person and society.

Writing the Vienna Conclusions

People attending the conference will participate in the final drafting of the conclusions. A first draft reflects the concerns and opinions of the preparatory Experts Workshop from October 2004. Three editors - from the fields of cultural philosophy, communication technology and international affairs - have created this draft version:

Peter Sloterdijk · Professor of Philosophy, Karlsruhe-Vienna
Peter A. Bruck · Professor of Communication, Seibersdorf-Salzburg
Sergei Kambalov · Deputy Executive UN ICT Task Force, Moscow-New York

The draft will be discussed in ten workshops and five plenary sessions and the conference results will be edited by an interministerial committee of the Austrian government. The final version of the Vienna Conclusion will be presented and discussed at the closing plenary of the conference.

Morning

08.00	REGISTRATION

10.00	OPENING PLENARY	Creativity in the Global Information Society	LANDTAGSSAAL

Welcome:	**Peter A. Bruck** · Chairman, World Summit Award
Conference Chair:	**Janis Karklins** · President of WSIS Preparatory Committee for the Tunis Phase
Opening of Conference:	**Wolfgang Schüssel** · Federal Chancellor, Republic of Austria
	Koïchiro Matsuura · Director-General of UNESCO
	Roberto Blois Montes de Souza · Deputy Secretary-General of ITU
	Carlos Magariños · Director-General of UNIDO
	Montassar Ouaili · Minister of Communications Technology, Tunisian Republic

11.00	PLENARY	PLENARY – KEYNOTES SESSION 1 – IT & Creativity: Humanity in Innovation	LANDTAGSSAAL

Keynotes:	**Janis Karklins** · President of WSIS Preparatory Committee for the Tunis Phase
	Kálmán Kovács · Minister of Informatics and Communications, Republic of Hungary
	Abdul Moyeen Khan · Minister of Science and Information & Communication Technology, People's Republic of Bangladesh
	Adama Samassekou · President of WSIS Preparatory Committee for the Geneva Phase, President of the African Academy of Languages and Former Minister of Education, Republic of Mali

12.00	LUNCH – Buffet

Afternoon

13.00	WORKSHOP SESSION 1	Creative Content & Community Building	LANDTAGSSAAL

Chair:	**Wal Taylor** · Professor Community Informatics, Cape Peninsula University of Technology, Founding co-chair CIRN, Republic of South Africa
Panelists:	**Paul Hoffert** · President, Bell Canada New Media Fund, Canada
	Simone Brecht · Vice President, Content & Services, AOL, Federal Republic of Germany
	Pau Alsina González · Director, Virtual University Art Nodes, Kingdom of Spain
	Ana Serrano · Director Habitat, Canadian Film Centre, Canada
Rapporteur:	**Alexander Felsenberg** · Founder, German Association for the Digital Economy, Federal Republic of Germany

13.00	WORKSHOP SESSION 2	Digital Rights / Creative Commons	RITTERSAAL

Chair:	**Nii Narku Quaynor** · Chairman and CEO, Network Computer Systems Limited, Republic of Ghana
Panelists:	**Richard Owens** · Director, Copyright E-Commerce, Technology and Management Division, WIPO
	Peter Rantasa · Managing Director, Music Information Center Austria, Republic of Austria
	Georg C. F. Greve · President, Free Software Foundation Europe
	Georg Pleger · Coordinator, Creative Commons Austria, Republic of Austria
Rapporteur:	**Ralf Bendrath** · Collaborative Research Center "Transformations of the State", University Bremen, Federal Republic of Germany

13.00	WORKSHOP SESSION 3	eLearning and eScience: Workshop on Best Practices	HERRENSAAL

Chair:	**Richard Straub** · Chairman, e-Learning Industry Group, Learning Solutions IBM EMEA
Panelists:	**Theo Hug** · Associate Professor of Educational Sciences & Head of ARC Research Studio eLearning Environments, Republic of Austria
	Joseph Weizenbaum · Professor Emeritus, Massachusetts Institute of Technology (MIT), United States of America
	Hans Falk Hoffmann · Team Leader, resp. for participation to WSIS, CERN, Switzerland
	Robert Kristöfl · Head of IT Department, Federal Ministry for Education, Science and Culture, Republic of Austria
Rapporteur:	**Andreas Leo Findeisen** · Research Assistant, Chair for Media Theor and Philosophy of Culture , Academy of Fine Arts Vienna, Republic of Austria

Afternoon

14.30	NETWORKING BREAK

15.00	WORKSHOP SESSION 4	eGovernment and eDemocracy	RITTERSAAL

Chair:	**Christian Rupp** · Executive Secretary for eGovernment, Republic of Austria
Panelists:	**Shauneen Furlong** · Executive Director, Canada Government Online, Canada
	Yvon Le Roux · Vice-President, Public Sector, Cisco Systems Europe, French Republic
	Ilyas Naibov-Aylisli · Project Director, National E-Governance Network Initiative, Republic of Azerbaijan
Rapporteur:	**Jak Boumans** · Electronic Media Reporting, Kingdom of the Netherlands

15.00	WORKSHOP SESSION 5	eBroadcasting and eMonopolisation: Creative Diversity in Mainstream Cultural Industries	LANDTAGSSAAL

Chair:	**Franz Patay** · General Secretary, International Music Media Center, Republic of Austria
Panelists:	**Monika Lindner** · Director General, ORF (Austrian Broadcasting Corporation), Republic of Austria
	Karim Taga · Associate Director, Arthur D. Little, Republic of Austria
	Paul Kafno · Managing Director, HD Thames United Kingdom
	Thomas Baubin · Managing Partner, Media Consulting Group, Federal Republic of Germany
Rapporteur:	**Andreas Weinek** · Executive Director, WeinekMedia GmbH, Federal Republic of Germany

16.30	NETWORKING BREAK

17.00	PLENARY	KEYNOTES SESSION 2 - A Cultural Agenda for Technology	LANDTAGSSAAL

Chair:	**Peter A. Bruck** · Chairman, World Summit Award
Keynotes:	**Rudolf Fischer** · Chief Operating Officer (COO), Wireline Telekom Austria, Republic of Austria
	Perttu Puro · State Secretary, Ministry of Transport and Communications, Republic of Finland
	Patrick De Smedt · Chairman, Microsoft Europe, EMEA, French Republic
	Eduard Mainoni · State Secretary, Federal Ministry of Transport, Innovation and Technology, Republic of Austria

Special Event

19.00	CREATIVITY AMPHITHEATRE – The Cultural Horizons of IT	LANDTAGSSAAL

Buffet during presentations

Introduction Keynote: Franz Morak · State Secretary for the Arts and Media, Republic of Austria

THE IMPERIALISM OF VIRTUAL REALITY – WORK PRESENTATION: MEMORIES FOR VENICE AND THE TRACES OF A CITY
Massimo Catalfo · Multimedia Designer, Italian Republic

THE NARRATIVE PRISON OF TELEVISION – WORK PRESENTATION: PROGRAMS OF THE FUTURE FROM HD THAMES
Paul Kafno · Managing Director, HD Thames, United Kingdom

THE ECYCOLPEDIA AS A GAME – WORK PRESENTATION: TIME HUNT AND LIFI
Danny Kodicek · Director, Wellspring Interactive Ltd, Czech Republic

KNOWING THE PSYCHE – WORK PRESENTATION: SIGMUND FREUD
Alexander Szadeczky · Managing Director, Nofrontiere Design GmbH, Republic of Austria

THE EXPERIENCE OF INTERACTIVITY – WORK PRESENTATION: PERFORMANCES
Sally Jane Norman · Director, Culture Lab, University of Newcastle upon Tyne, United Kingdom

DJ: Electric Indigo · Production: Stanislav Miler

21.00	END OF 1st DAY

Morning

Afternoon

09:00	PLENARY	KEYNOTES SESSION 3 Creativity & IT: Bridging the Digital Divide through Learning and Personal Capacity Building	LANDTAGSSAAL
	Chair:	Peter A. Bruck · Chairman, World Summit Award	
	Keynotes:	Elisabeth Gehrer · Federal Minister for Education, Science and Culture, Republic of Austria Abdul Waheed Khan · Assistant Director-General for Communication and Information, UNESCO Dana Bérová · Minister of Informatics, Czech Republic Renaldas Gudauskas · Advisor to the Prime Minister for Information Society and Knowledge Economy, Education, Science and Innovation Strategy Issues, Republic of Lithuania	

10.30	COFFEE BREAK

11.00	WORKSHOP SESSION 6	eCulture, Creative Content and DigiArts	LANDTAGSSAAL
	Chair:	Milagros Del Corral · Deputy Assistant Director- General for Culture, Division of Arts and Cultural Enterprise UNESCO	
	Panelists:	Mark Federman · The McLuhan Program in Culture and Technology, University of Toronto, Canada Ricardo Mbarak · New Media Artist and University Professor, Lebanese Academy of Fine Arts, Lebanese Republic Mark Amerika · Professor of Digital Art, University of Colorado, United States of America Carlos Cabral Nunes · Artist/Director, Colectivo Multimédia Perve, Portuguese Republic	
	Rapporteur:	Gerfried Stocker · Director, Ars Electronica, Republic of Austria	

11.00	WORKSHOP SESSION 7	Youth for Youth: Creative Web Contents from Young People	HERRENSAAL
	Chair:	Carina Felzmann · Member of Austrian Parliament, General Manager of Cox Orange, Spokesman Austrian Platform of Creative Industries, Republic of Austria	
	Panelists:	Alberto Nardelli · Community & Global Gallery Coordinator, Taking IT Global, Canada Titi Akinsanmi · Project Manager, SchoolNet Africa, Republic of South Africa Uwe Semtner · Director Marcom & PR EMEA, ATI Technologies Europe GmbH, Federal Republic of Germany Nick Moraitis · Consultant and Author on Youth and Technology, Commonwealth of Australia	
	Rapporteur:	Maria Baumgartner · eCollaboration / eLearning, Studio Smart Agent Technologies, Research Studios Austria, Republic of Austria	

11.00	WORKSHOP SESSION 8	Creative Business Ideas / Incubator for Entrepreneurship	RITTERSAAL
	Chair:	Abel Rwendeire · Managing Director, Programme Development and Technical Cooperation Division, UNIDO	
	Panelists:	Didier Philippe · Director, Strategy and Corporate Development, Hewlett-Packard EMEA Thomas Staneker · Vice-President Consumer Marketing, Alcatel Belgium, Kingdom of Belgium Martin Casey · Managing Director, Arekibo Communications, Ireland Oliver Irschitz · Founder & CEO, Peyote Design Company, Republic of Austria	
	Rapporteur:	Waheed Al Balushi · President, Bahrain Internet Society, Kingdom Bahrain	

12.30	LUNCH BREAK

13.30	WORKSHOP SESSION 9	Economic Framework for IT Corporations	LANDTAGSSAAL
	Chair:	Michael Losch · Director General, Economic Policy, Innovation and Technology, Republic of Austria	
	Panelists:	Sheila Robinson · Managing Director, Solvebrand Ltd &Consultant to Sir Bob Geldof, United Kingdom John Perry Barlow · Co-Founder & Co-Chair, Electronic Frontier Foundation, United States of America Christine Maxwell · Trustee Emeritus, Board of Internet Society, Internet Society (ISOC) Andreas Biebl · Head of Category Management, eBay Austria GmbH, Republic of Austria	
	Rapporteur:	Barbara Schumy · IT Journalist, Republic of Austria	

13.30	WORKSHOP SESSION 10	Disruptive Technologies, broken Business: Winning with Creativity in the new e-music business	HERRENSAAL
	Chair:	Oliver Holle · Director, Finance and Content Partnerships, 3united mobile solutions ag, Republic of Austria	
	Panelists:	Alfred Smudits · Secretary General, MEDIACULT, Republic of Austria Klaus Kindl · Director, Mobile Music Divison, Ericsson Worldwide, Kingdom of Sweden Abdoul Aziz M'Baye · President, Yussou N'Dour Foundation, Republic of Senegal Charles Kriel (aka DVJ Kriel) · Senior Lecturer - Film & Media Arts Institute at Bournemouth, United Kingdom	
	Rapporteur:	Franz Medwenitsch · Managing Director, IFPI Austria, Republic of Austria	

15.00	NETWORKING BREAK

15.30	CLOSING PLENARY	Conclusions of Conference	LANDTAGSSAAL
	Chair:	Franz Morak · State Secretary for the Arts and Media, Republic of Austria	
	Presentations of Conclusions:	Peter A. Bruck · Chairman, World Summit Award Sergei Kambalov · Deputy Executive Coordinator UN ICT Task Force, UNO	
	Outlook:	Miroslav Kovacic · State Secretary, Prime Minister's Office - eCroatia, Government of the Republic of Croatia Janis Karklins · President of WSIS Preparatory Committee for the Tunis Phase	
	Welcome to Tunis:	Habib Ammar · President of the WSIS Standing Organizing Committee, Tunisian Republic	

17:30	CLOSING OF CONFERENCE

Hosts

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Conference Secretariat
ICNM - International Center for New Media
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The conference is jointly organised by the Austrian Federal Chancellery and the Ministry for Economics and Labour with contributions from the Ministry for Education, Science and Culture, the Ministry for Foreign Affairs, the Ministry for Transport, Innovation and Technology and the Austrian Commission for the UNESCO.

Leading companies such as Telekom Austria, IBM, Microsoft, CISCO Systems, Arthur D. Little, Alcatel and Hewlett-Packard are supporting the conference.

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