ProSiebenSat.1 PULS 4

4GAMECHANGERS

THE POWER OF COOPERATION
31ST MARCH – 3RD APRIL 2020

Tentative Program

A NOTE ON THE DRAFT AGENDA

On the following charts you will find the preliminary panel titles and discussion topics of the four festival days. The topics will be divided across our two stages, Global and Deep Dive Stage. Please note that the schedule is TENTATIVE, so timing, panel descriptions and final speaker lists are still in motion, and SOME panels may still switch between stages. Thank you for your understanding!

We look forward to working with you.

4Gamechangers Festival team

4PIONEERS Day, March 31

The 4PIONEERS Day offers a varied and rich program on two stages for and with students, entrepreneurs, business angels, investors, comoanies and pioneering personalities.

Trending Topics and Panel Overview

- **PART I - Jack and Giants:** It can seem like startups and major corporations would naturally fear and fight each other -- but there are plenty of examples show there is power in cooperation. How can cooperation multiply innovation, agility, profit and impact? How are big companies and rising entrepreneurs creating new ways and forms to merge, collaborate and cooperate -- and what are the risks and opportunities for both the Jacks and the Giants?

- **PART II - Are Unicorns Still Real?** The death of unicorns may have been grossly exaggerated, despite recent IPO misfires. What lessons have VCs and startup CEOs learned? How are companies valued in Europe vs. in the United States, and how should they be in order to increase fairness and trust in systems? What effect will market realities have on tech investment strategies? What does responsible leadership look like?

- **Killing Cash, Saving Money:** Fintech for everybody. How are digital wallets, mobile banking and investment services changing the way we move money, save, spend and invest? What are the positive and negative effects, and what do we not yet know? How will consumer behavior change? How do these solutions affect people who have less money? Does financial education for the masses need to change? Which situations (still) require actual human consultation and interaction?

- **Purpose-Driven Tech: Scaling Sustainability.** New innovations keep emerging to help us protect the planet. What needs to happen so that these startups can scale to where their products are having a global impact?

- **Blockchain for Humanitarian and Development Aid.** Representatives from international organizations, tech developers, others discuss ways blockchain technology is revolutionizing aid delivery, increasing efficiency, accountability, transparency – and what the risks are.

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- **Women Who Wow!** Women who found, women who fund. Women-led businesses vastly outperform others in many VC portfolios, yet women-led startups still struggle to find financing. Can people not do math, or is something else going on? How do we fix it?

- **People, planet, profit Open Mic pitching Session.** Learn about the 17 Sustainable Development Goals and meet the startups helping the world fulfill these over three half-hour sessions. Ten founders looking for public feedback on their proposals each spend 3 minutes pitching their ideas and solutions, and 5 minutes taking questions from the audience and moderator.

- **zero21 PITCHING COMPETITION:** Are you ready to showcase your rising startup to a large audience of partners and investors at the 4GAMECHANGERS FESTIVAL 2020? Don't miss this opportunity and take your shot now! Apply for the zero21 Pitching Competition and get your chance to present your startup in front of a selected jury. This might just be the chance you need to win a renowned investor for your business.

4FUTURE Day, April 1

The 4FUTURE Day is all about the next generation. Thrilling topics like Education 4.0, Gender Equality, Climate Change and Generation Z will be discussed on stage through talks, interviews and panel discussions.

Trending Topics and Panel Overview

- **Digital Patients, Future Health:** Which new digital health projects and products and technologies are most promising in the areas of diagnosis and care? What are the consequences and lessons learned for the human relationship between doctor and patient? What does the future look like?

- **Health as Social Responsibility:** From Prevention through Geriatric Care: What promising practices are there, and how can we support future health care processes and outcomes?

- **Wirtschaftsagentur: Digital Humanism** – We are experiencing the co-evolution of technology and humanity. The Vienna Business Agency led the drive to formulate a Manifesto for Digital Humanism in May 2019 that calls on actors to ensure that digital technologies are created in a way that promotes democracy and inclusion, and that protects privacy and free expression. The VBA presents their manifesto and discuss with key actors from different sectors what needs to happen for these manifesto's demands to be brought to life.

- **Education 2020: How To Do Even Better.** Austrian public education remains excellent, but PISA studies have shown that Austrian students are falling in global rankings. Education reform has been a hot topic for decades. What is the actual problem? Is our political system holding our children back?

- **Young Lives on Fast Forward:** New technologies and global competition have created a perfect storm for young people, who must perform academically, develop serious hobbies and present themselves perfectly around the clock on social media and in real life. Their achievements can be amazing, but the consequences are also sobering. We know more than ever before about how the minds of young people develop, and the impacts that technology can have. What are researchers discovering, and what roles do families and schools play in creating and addressing this challenge?

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- **Fast fashion, fair fashion:** We know fast fashion is an environmental killer. To prevent major market disruptions – which would most affect those at the very top and the very bottom – how do we ensure that fashion supply and consumer demand are both shifted in a green direction at the same time? What are the roles of tastemakers, fashion houses, clothing manufacturers, the media and others? Is external regulation necessary, or can the market regulate itself?

- **Classic Austrian Tourist Regions Pave the Way for Reinvention**

- **Tourism of the Future:** More people than ever can afford to travel, which has consequences -- and presents opportunities -- for the world's most visited sites. How are tourists' needs and desires changing, and how are travel operators and local managers of highly-frequented spots adapting to ensure sustainable practices that respect the needs of residents -- or even make life better?

- **The Future of Entertainment** - The return of audio, etc.

- **The Future of Meat, the Planet, Our Bodies, Our Souls.** The Food and Agriculture Organization of the UN says 14.5% of annual greenhouse gas emissions created by humanity come from livestock, of which 65% come from cattle raised for milk and meat. That means everyone needs to start eating much less meat - immediately. Major players are offering lab-grown and plant-based alternatives. Are these better for the planet, and how are consumers responding? Can the supply of alternatives meet demand? An exploration of ethical and sustainability questions.

- **Youth Hackathon** – powered by Davinci Lab

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- Workshop with Henry Dobson: **What does it mean to put humanity at the heart of the digital revolution?** Henry stresses that 4GAMECHANGERS belongs to all participants and explores the ideas/words BEHIND the theme "the power of cooperation" and the vision that "Even in these fast-paced times, humanity must remain at the heart of the digital transformation". OUTPUT: "A digital transformation with humanity at the heart looks like XYZ."

4GAMECHANGERS Day, April 2

The 4GAMECHANGERS Day consists of sessions, panels and keynote talks from gamechangers of all ages, start-ups and companies, stakeholders from business, industry and politics, art and culture and the media industry, as well as great personalities from all over the world.

Trending Topics and Panel Overview

• **European Democratic Discourse in the Digital Era:** What kind of public-private partnerships and policies are needed to ensure free expression, quality media diversity and trustworthy information in the age of global conglomerates and national identity politics? In Europe, most markets are regulated to ensure fairness. Regulating media content– like that on the giant "platforms" – is tricky; can they self-regulate, and what are the consequences if they don't?

• **Change the Game:** Publically-funded (social) media in the digital age. Europe's excellent national public broadcasters were founded in the wake of two world wars in which fascist governments used radio to spread propaganda, hate and lies. This taught us the value of using public (not state) funds to create independent broadcast media that offer entertainment and reliable journalism for all, free from political and commercial influence. These days, the propaganda isn't limited to radio: It's online, and on some of the biggest global platforms. How should societies respond?

• **Terms and Conditions:** Surveillance capitalism and the right to privacy. Our homes are getting smart, and our phones and watches are helping us stay healthy, informed and plugged in. Where is the line between convenience and intrusion? The rights of the individual, the rights of the company, the rights of society. I agreed to your terms and conditions – does that mean my privacy protections are gone? Who has the right to track your behavior? Who makes money from our personal data – and do I get a cut? How do we participate in modern life while still having privacy?

• **Climate Policy Part 1: When Science Meets Disbelief - and Democracy:** Man-mind climate change is a fact, whether or not voters "believe" in it. How should democratic societies obtain the best outcomes when voters cannot or will not accept facts – how do we change society without resorting to undemocratic measures or coercion? Who is accountable for disinformation and misinformation, and who is responsible for combatting it – again, without violating human rights or democratic norms?

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- **Climate Policy Part 2: Is Capitalism the Enemy of the Climate?** Traditional economic models ignore wellbeing and discount the future. But on a limited planet, what does value really mean? Some climate activists that to achieve net neutral carbon emissions by 2050, we must end capitalism. On the other side, misinformation -- which many voters believe -- says man-made climate change isn't "real": This means pro-business leaders have a democratic incentive to ignore climate reality. We ask policy makers, CEOs, investors and thought leaders to show us how the best parts of a meritocratic, competition-driven system can help us preserve the environment – and the future.

- **International Smart City Revolution:** Why ever more cities are developing smart strategies, how Vienna is leading the way, and where we are going in the future. Do smart cities shape our behavior or respond to our needs?

- **Building the Future:** Construction is responsible for huge percentages of climate change emissions, energy use, landfill waste, pollution and habitat destruction – but innovative thinkers are changing the game by re-using materials from old buildings, creating eco-friendly buildings, using green construction practices and supporting sustainable building operations. Austria's big players and big thinkers discuss the way forward with policy makers and environmental experts.

- **Is There a Speed Limit for Green Mobility?** We all have to go green – NOW. Let's assume the political will is there. Specialists from various industries share their insights into how quickly the change can be made: financially, operationally and in terms of earth's limited resources. Something to consider: the threat of fossil fuels vs. the environmental cost of e.g. battery-operated vehicles.

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- **M-gov/ E-gov Summit; hosted by the Austrian Ministry of Economic Affairs:** Although Europe has become a global leader in e-government, all administrations continue to face critical challenges that prevent them from fully seizing the public service opportunities offered by the digital transformation. Building on the results of the CIO meeting in 2018, held as part of the Austrian Council Presidency, this Conference aims to deliver clear European progress by going one step further in the transition from traditional e- to m-Government.

- **From Startup Entrepreneur to Corporate Innovation Manager:** Why did they change their paths? Why did they join the corporate space? How are they approaching the ecosystem now and how do they transform this into the corporate.

4JOBS Day, April 3

For the first time in 2020, we are introducing a fourth day, "4Jobs". We will look at the labor market and how the digital transformation has changed the way we work. On-stage discussions will focus on topics such as Future Jobs, Women in Tech, Employer Branding and Leadership in the age of rapid digitalization.

Trending Topics and Panel overview

- **When Gen Z Gets a Job:** People aged 20 and under were born into a world of interconnectedness and smart tech, on the other hand they can seem to lack the same work ethic that earlier generations had. How does this (and doesn't this) change the rules of engagement for employer branding and recruitment? What do companies do to attract Gen Z employees

- **All-In, Burned Out – Or Bored Out.** Who we are at work is who we are. We take our whole histories with us to the office, and who we are depends on the context in which we work. How should managers recognize and honor the different selves of their employees in order to promote efficiency, delivery and loyalty? Early recognition programs and mental health preventive insurance and work.

- **21st Century Employment Outside the City.** How are technology and the changing job market affecting the so-called rural/urban divide? Can people living in small towns or rural areas still participate in future jobs? What kinds of policies do we need to see – from companies and political leaders – to encourage the renaissance of skilled craftsmanship?

- **My Big, Fat, Diverse Office.** Data shows that companies are more competitive when teams are multicultural and diverse – but hiring practices that result in bland teams continue. Indeed, many large companies would rather pay an annual fine than employ people with mental or physical disabilities. Why is that? What are regulators' and companies' most promising practices for creating diversity within teams and between teams?

- **Is My Job My Life?** Employers expect their staff to work with umlimited passion and purpose -- but the workers of today demand autonomous lives, and refuse to sacrifice their whole lives for the benefit of a company or manager. People want time for their families, their hobbies or just to be alone. Where can these competing expectations meet in the middle?

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- **The Future is Feminine Leadership.** From a gender-political perspective, what does "feminine" vs. "masculine" leadership mean? When it comes to leading organizations of the future, what are the best qualities of feminine leadership (as opposed to "men in skirts") - and why does future leadership need to combine traditionally "masculine" with "feminine" approaches?

- **Women in the C-Suite.** What framework conditions do companies need to put in place to ensure that equal numbers of women and men are in the funnel, and that women also rise to top leadership positions? As the saying goes, men are judged on their potential and women on proven performance - how are companies improving equality and ensuring gender diversity at the top?

- **The System is Lagging Behind: From apprentices to top managers.** Particularly in Austria, much has been made of the labor shortage in some sectors and the glut of graduates in others. The changing future of work requires changing the education system. How do we align these and speed up system reform and the creation of new education paths and programs?

- **Future Jobs and Skills: Curriculum 4Gamechangers** - What does the future world of work look like -- and how should employers and potential job seekers prepare? How should companies best prepare to welcome the next generation into the workforce -- and remain relevant as employers? And what kinds of knowledge and skills should parents and educators provide to young people so that they're able to participate in the future economy -- and so that the future economy is sustainable? The old answer was for kids to focus on STEM (in German, MINT) subjects: Science, Tech, Engineering and Math. These will surely remain relevant -- but what else is going to matter most?

- **Austrian Labor Law and the Lives of Self-Employed and Part-time Workers:** Ever more jobs are being outsourced to self-employed experts and consultants, in fields ranging from graphic design to photography to sales and much more. But many who are self-employed find the tax and social security burdens unmanageable. What reforms are needed?

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- **Problem? Solved. The Power of Women's Networks.** Women's networks provide a space to share information, exchange experiences and empower each other - and bridge the power and pay gaps that are still part of our society. Why are these networks so important to their members? What makes them so effective? How can the power of these networks be brought offline? Do men do this?

- **Parents, schools and the state:** Whose job is it to make sure that children receive support outside of the classroom, with their homework or in subjects where they require extra support? Whose job is it to teach children manners? Who teaches children to become responsible, active participants in our democratic society?

- **Life Hacks for Life, Learning and Love - Forum Alpbach Youth:** How do I make the right decisions for my future? What are real relationships, friendship and love? Hack your brain: Everything you need to know about real learning.