



TALLINN DIGITAL SUMMIT
29 SEPTEMBER 2017

Tallinn Digital Summit Media advisory

Friday, 29 September

- 08.00 Press Centre opens
Pool registration requests by e-mail infodesk@eu2017.ee and allocation of pool access cards at the infodesk (Pool access is restricted)
- 10.30-10.45 Meeting for Pools 1 & 2 at press centre atrium
- 11.00-12.00 **Arrivals and doorstep** at the Tallinn Creative Hub, Kultuurikatel
All media + live coverage by the host broadcaster (Pool 1)
Main entrance
- 11.30-12.00 **Digital Expo Area**
Photo & TV + live coverage by the host broadcaster (Pool 2)
- 12.00-12.30 **Opening address** by Kersti Kaljulaid, President of the Republic of Estonia
live coverage by the host broadcaster, host photo only
Digital Expo Area
- 12.30-15.00 **Session 1 / working lunch on the Future of Governments**
Chaired by Jüri Ratas, Prime Minister of the Republic of Estonia
Keynote speech by Mr Jarno Limnéll, Professor of Cyber Security, Aalto University
Keynote live coverage by the host broadcaster
Power Station Hall
- 12.45-14.45 Digital Expo Area open for media
- 12.45-13.15 Intro to e-Estonia by the [e-Estonia showroom](#) – an ABC of Estonian digital life (PC Hall)
- 13.00-14.30 Lunch is served at the Media Lounge
- 13.30-14.00 Presentation of EU Sanctions map by Estonian Ministry of Foreign Affairs (PC Hall)
- 14.10-14.50 Media talk with Jarno Limnéll (press centre atrium/PC1)
- 14.50-14.55 Meeting for Pool 3 at press centre atrium
- 15.00-15.15 **Family Photo**
Photo & TV + live coverage by the host broadcaster (Pool 3)
Outdoors
- 15.15-15.45 **Break / individual press conferences** (tba)



- 15.30-15.35 Meeting for Pool 4 at press centre atrium
- 15.45-18.15 **Session 2 on the Future of Economy and Society**
Tour de table photo & TV + live coverage by the host broadcaster (Pool 4)
 Chaired by Jüri Ratas, Prime Minister of the Republic of Estonia
 Keynote by Mr James Manyika, Chairman & Director, Senior Partner at McKinsey Global Institute, Video address by European executives
 Keynote live coverage by the host broadcaster
 Engine Hall
- 16.00-18.00 Digital Expo Area open for media
- 16.00-17.45 Digital Expo media tour (Digital Expo Area)
 Presentations:
 16.00-16.15 Telia and The Human Brain Project
 16.20-16.35 Graphene Flagship and Tilde
 16.40-16.55 Guardtime and De-Enigma
 17.00-17.15 Soft Artificial Heart
 17.20-17.35 CYBERLEGs Plus Plus and Lingvist
- 16.15-16.45 Intro to e-Estonia by the [e-Estonia showroom](#) – an ABC of Estonian digital life (PC Hall)
- 16.40-17.20 Media talk with James Manyika (press centre atrium/PC1) tbc
- 18.15 **Press conferences & exit doorstep**
 All media + live coverage by the host broadcaster
 Press Centre
- 19.00-21.00 Dinner is served at the Media Lounge
- 23.00 Press Centre closes



Venue

The **Tallinn Digital Summit** will be held at the Tallinn Creative Hub, (Kultuurikatel - Põhja pst 27a, Tallinn). Kultuurikatel is the venue where all ministerial meetings during the Estonian presidency of the EU Council will be held. Historically it used to be the Tallinn city central power station, which began operating in 1913 and closed in 1979. Nowadays it is a creative centre hosting a variety of cultural events and activities focusing on the creative industry.

Media is also welcome to visit a curated exhibition in the Tallinn Creative Hub, showcasing a selection of state-of-the-art digital technologies and services from across Europe that resonate with the key topics and themes discussed at the working sessions. The exhibition will be open only during the summit.

The **Press Centre** is located just next to the Tallinn Creative Hub (Kultuurikatel); nested around another of Estonia's historic buildings, 'Linnahall' (entry via Sadama 1). The Press Centre consists of the Media Lounge (the entrance to the Press Centre and areas for working, eating and relaxing), venues for press conferences, and working booths for TV and radio. A bit further towards the seaside are 20 stand-up positions with a view towards Tallinn's old town and the Tallinn Creative Hub (Kultuurikatel).

Accreditation

In order to attend the summit, please make sure you have accredited yourself through the presidency website accreditation portal: <https://www.eu2017.ee/accreditation>. After selecting the Tallinn Digital Summit as the meeting you would like to attend and completing the registering process, you will receive an accreditation confirmation via email. This confirmation must be presented along with your ID at the accreditation desk in the Press Centre, when collecting your badge. We strongly advise you to apply for **accreditation by 18 September at the latest**. The opportunities for last-minute accreditations are limited and could cause delays. Badges can be collected starting from 8.00 on 28/29 September at the Press Centre.



Further information

The Tallinn Digital Summit event page: <https://www.eu2017.ee/digitalsummit>

Accreditation: media.accreditation@eu2017.ee

Press Centre: infodesk@eu2017.ee

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General information about Estonia and Tallinn

Useful information about events, transport, accommodation, and other practical matters can be found on our practical information page. Accommodation inquiries can also be made via the Estravel website: <http://www.estravel.ee/en/offer/accommodation-in-tallinn>

For more information on attractions and sights in Tallinn and Estonia please go to:

- <https://www.visittallinn.ee/eng>
- <https://visitestonia.com/en>



Tallinn Digital Summit background

Digital transformation is one of the megatrends of this century and has the potential to enormously improve the way we work, our industries, and our education and welfare systems. It is an opportunity for Europe to demonstrate its willingness and dedication to understand and respond to progress, as well as to Europe's capacity to regain its position as a leading digital society and headquarters for cutting-edge digital industries.

Digital trust and security are fundamental for the new data economy and gigabit society. We must ensure trust and security by protecting our values, our people and our systems in cyberspace the same way we secure our streets. Europe should see information security matters in the digital era as an economic growth enabler and unique value proposition for our citizens and for global economical players.

There is nothing inherently new about digitising government services, but we still have a long way to go. At the beginning of the artificial intelligence revolution era, we need to make sure the public sector keeps up with the best. Young adults today take digital by default for granted, expect convenience and transparency, and expect e-government services to work cross-border.

The digital economy is everywhere. The demand for digital technologies will continue to grow, as 61% of the world's population has yet to go online. Digital technology is transforming the world economy at increasing speeds and affects value chains and business models, thereby shaping the 'third wave' of globalisation.

A digital society is not some concept of a far future, it is now. Approximately 90% of all jobs already require at least some level of digital skills. With a substantial amount of traditional jobs likely to be automated in the upcoming decade and others likely to be significantly impacted, there will be a need to adapt our current and future workforce and society for digital transformation.



Digital transformation is inevitable as people and businesses are already online. Governments need to start catering for this. The technology used in digital services does not need to be cutting edge to make a difference in people's lives. The disruption will come in the process of bringing businesses and government together to help all people benefit from digital services.

Europe needs to focus on our competitive advantages that are both economic and societal, linked to our values and our unique welfare model. We will embark on this journey by protecting our citizens, our fundamental values and our freedoms. Europe will only be able to do so when it leads, not when it follows. This journey will help create a more resilient, inclusive and sustainable European Union.

At the Tallinn Digital Summit we will focus on the following questions:

- How can cybersecurity serve as an enabler for trust and confidence in a free and open internet and society?
- How can we bring governments and the public sector into the digital age?
- What steps and infrastructure are needed to make the EU the best platform for the data economy?
- How can we nurture a well-trained workforce and digitally literate citizens?

Videos

Address by Jüri Ratas, Prime Minister of the Republic of Estonia:

<https://www.youtube.com/watch?v=maTJe2jZUDg&feature=youtu.be>

Summit teaser:

https://www.youtube.com/watch?time_continue=1&v=Ww5-ytznQD8

Data and impact on the economy:

<https://www.youtube.com/watch?v=2xchCO6H8m0>

Skills in a digital era:

<https://www.youtube.com/watch?v=7xYneR2e3P8>

