

[TALKS] CITIZENS' ASSEMBLIES

#EUROPCom
 KATE WIMPRESS
 CONVENER, CITIZENS'
 ASSEMBLY OF SCOTLAND

OUR CITIZEN'S
 ASSEMBLY IS
 LIKE A
MINI SCOTLAND




WE'RE ALL TIRED ...BUT
CELEBRATORY TOO!
 YAWN!
 IT'S STILL
2020



CITIZENS ASSEMBLIES
 ARE ABOUT:

- PEOPLE
- TRUST
- POLITICS
- CONSENSUS

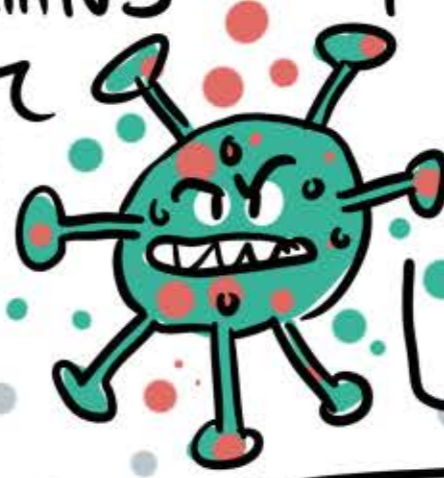
PEOPLE
 TELL STORIES
 TO
 RULE THE WORLD
 (PLATO)

GOVERNMENTS
 MUST **TRUST**
 THEIR PEOPLE
 IT'S AN
 ACT OF
 FAITH

POLITICS
 IS NOT JUST
 FOR POLITICIANS

WE'RE DOING POLITICS DIFFERENTLY

COVID HAS HELD
 US BACK A FEW
 MONTHS THOUGH



OUR ASSEMBLY
 IS A SUCCESS
 WE'VE BUILT
CONSENSUS

MINDS
 HAVE BEEN
 CHANGED
 SET
 ASIDE ALL
 PRECONCEPTIONS!

**WE LISTEN
 WE SHARE**



**MAKING
 VOICES HEARD**

AN AUTHENTIC
 VOICE OF THE PEOPLE!



[TALKS] CRISIS COMMUNICATIONS

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GUILLAUME CHASLOT
FOUNDER,
ALGO TRANSPARENCY.ORG

TODAY, I'M GOING TO TALK ABOUT ARTIFICIAL INTELLIGENCE!


FACE BOOK
 USES A.I.
 TO MANAGE WHAT YOU SEE!

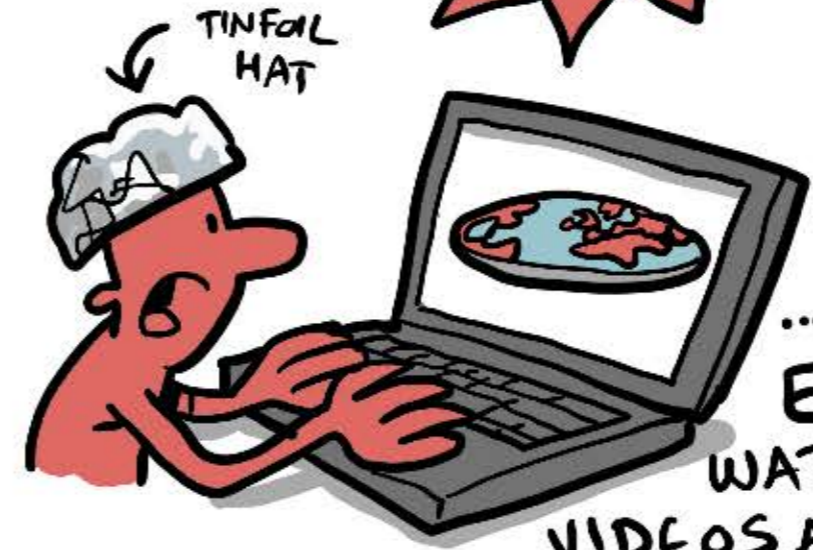
... SO THEY CAN SHOW YOU **ADVERTS!**

THEY SHOW YOU **CAT VIDEOS** TO MAKE YOU STOP ONLINE!



... SELF-DRIVING CARS... 

... OR **KILLER ROBOTS?**



... AND **FLAT EARTHERS** WATCH LOTS OF VIDEOS ABOUT THE **FLAT EARTH!**

GOOGLE & FACE BOOK SAY IT'S UP TO US TO BE RESPONSIBLE..


RIGHT-WING GROUPS & ANTI-VAXXERS WERE ALSO HIGHLIGHTED BY ARTIFICIAL INTELLIGENCE!



... BUT PEOPLE DIDN'T KNOW THIS WAS HAPPENING...
 ... TERRORIST CONTENT WAS ONLY BEING SHOWN



WE NEED **LEGISLATION**

... BUT THEY DON'T GIVE US THE TOOLS!


FACE BOOK HAVE TAKEN STEPS TO STOP THIS!


TRANSPARENCY IS THE KEY!


 ... AND BETTER AIs FROM STARTUPS!

TALKS #EUGREENDEAL : WHAT'S IN IT FOR COMMUNICATION? ★

KATHRYN SHERIDAN
 CEO & FOUNDER,
 SUSTAINABILITY CONSULT

Q THE
 BIG
 ONE

COMMUNITY

ORGANISATIONAL
 CREDIBILITY
 AUDITS ★

**SAYING IS
 NOT DOING**
 #PARAPHRASE

**WHO
 BENEFITS
 ...
 START
 HERE**



HARD
 QUESTIONS

**IT'S THE
 INFORMATION
 WHICH DRIVES
 CHANGE**

CREDIBILITY & VISIBILITY

COMMUNICATOR?
 OR,
 CHANGEMAKER?
 UNDERSTAND
 TO BUILD TRUST

EG.
 WHO ARE
 YOU EMPLOYING
 AND WHY?

**WHO YOU
 VALUE
 MATTERS**

THIS IS A
 BALANCE

AI & ALGO

THIS IS
 AN
 OPPORTUNITY
 'EH
 ALGO!



SO... IT'S
 DYNAMIC
 & WE NEED
 TO REGULATE

AND MORE OBEIENT

TO AVOID
**GREEN
 WASHING**
 AND MORE.

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 I'M TALKING
 TO THE
 COMMUNICATORS



TYPICAL
 NR PROFILE COMMS

⚠️ AUTOMATION MAY BECOME CHEAPER