

Generation Z

# DQ Seminar Raising Good Zoomers

New York, USA 17 December 2019

WORLD  
ECONOMIC  
FORUM

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

## Overview

Many people believe that Generation Z will save the world.

As digital natives growing up in an age of abundant digital connection and technology, how do we help our youth put technology in service of their needs, values and aspirations? Do children require universal digital intelligence to keep up with rapidly advancing digital technologies?

## Explore

- What do we need to know about protecting children's data privacy and their digital footprint?
- How can we incentivize and push businesses that create these new products to live up to ethical standards that respect and promote children's safety and well-being?
- How do we develop the conversation from screen-time management to explore other aspects of technology that are at the intersection of children's daily digital lives, such as immersive media, gaming, voice technology and artificial intelligence?

At a time when we ourselves feel more isolated, overwhelmed and polarized than ever, how do we leverage technology to support our role as caregivers?

DQ Institute, IEEE SA and The Broadband Commission for Sustainable Development, in association with the World Economic Forum, are pleased to host this seminar led by digital experts on the healthy, responsible and ethical use of technology. Help build your awareness of the influence of technology on you and your family; explore practical methods to transform your relationship with devices; and find out how to live life with technology employed in service of your well-being, purpose and safety.



Discussions relating to the 30th anniversary of the Convention on the Rights of the Child show that the opportunities and concerns related to the digital space are now an integral part of the lives of children. While many children use the digital environment to get information, share information and socialize, many children are using it to learn about their human rights, to meet and collaborate with others, to promote their human rights and the rights of others and to effect change locally and globally. Children are reminding us that it is essential for all the rights of children to be protected and realized in the digital environment, and that's why it is key that different sectors come together to ensure that children's rights are at the center of discussions like today.



## Child Rights Connect

1989-2019: 30th Anniversary of the UN Convention on the Rights of the Child

## Location

World Economic Forum  
350 Madison Avenue  
New York, NY 10017

## Time and Date

Tuesday 17 December from 08.30 to 12.00

## About DQ Institute

DQ Institute (DQI) is an international think-tank dedicated to setting global standards for digital intelligence education, outreach and policies. Working with international agencies and local partners, DQI builds multi-stakeholder coalitions that advance its mission and help people worldwide.

## About IEEE Standards Association

The IEEE Standards Association, a globally recognized standards-setting body within IEEE, develops consensus standards through an open process that engages industry and brings together a broad stakeholder community. IEEE standards set specifications and best practices based on current scientific and technological knowledge. The IEEE-SA has a portfolio of more than 1,300 active standards and over 650 standards under development.

## About The Broadband Commission for Sustainable Development

The Broadband Commission for Sustainable Development was established in 2010 by ITU and UNESCO with the aim of boosting the importance of broadband on the international policy agenda and expanding broadband access in every country as key to accelerating progress towards national and international development targets. Led by President Paul Kagame of Rwanda and Carlos Slim Helù of Mexico, it is co-chaired by ITU's Secretary-General Houlin Zhao and UNESCO Director-General Audrey Azoulay. It comprises over 50 Commissioners who represent a cross-cutting group of top CEO and industry leaders, senior policy-makers and government representatives, and experts from international agencies, academia and organizations concerned with development.

## Meeting agenda and structure

### 08.30 - 09.00: Networking Breakfast

#### 09.00 - 09.10: Opening Remarks

- **Amir Dossal**, President and CEO, Global Partnerships Forum; Founding Commissioner, The Broadband Commission for Sustainable Development
- **Karen McCabe**, Senior Director, Public Affairs and Marketing, IEEE Standards Association

#### 09.10 - 09.25 Keynote Address: Fear of Missing Out (“FOMO”) and the Other “FO” You Need to Know

- **Patrick J. McGinnis**, Venture Capitalist and Author

#### 09.25 - 10.10 Session 1: The State of Play

Today's Gen Z population has unlimited access to media, entertainment and educational platforms to be continuously engaged, delighted and at times overwhelmed. In the current state of play what does it mean to be 'social'? What is the state of children's digital privacy? How do we use “play” in the form of videogame play, for the purposes of health promotion, risk reduction, social good and educational interventions? How do youth code their personalities and wildest ideas to make real software? These are a few of the questions that experts will address.

- **Lynn E. Fiellin, M.D.**, Associate Professor of Medicine at the Yale School of Medicine and the Yale Child Study Center; Director, play2PREVENT Lab at the Yale Center for Health and Learning Games

- **Samantha John**, Co-Founder and Chief Executive Officer, Hopscotch; Member, Tech:NYC
- **Brandon Rhodes**, Senior Director, Strategic Partnerships, Overtime

Moderated by:

- **Joanna Rubinstein**, President and CEO, World Childhood Foundation USA and Commissioner, UN Broadband Commission

#### 10.10 - 10.30 Session 2: From ABC to XYZ...

Join Patricia Vance and Michael Preston for a conversation on how they help families make informed choices about the video games their children play. How can caregivers manage screen time, limit in-game spending, restrict online communications with other players, and more? Are there benefits to having children play video games? What's the deal with Fortnite?

- **Michael Preston**, Executive Director, Joan Ganz Cooney Center at Sesame Workshop
- **Patricia Vance**, President, Entertainment Software Rating Board (ESRB)

#### 10.30 - 11.15 Session 3: Co-Designing Our Legacy

In today's 24/7 digitally connected world, our relationship to media and technology changes constantly and is driven by the rapid rate of innovation. How do we create a world for youth where technology supports a shared vision for well-being and democracy, and is able to tackle complex global challenges? How do we build trust to ensure that technologists think about their work and how they build products ethically and responsibly? As technological capability expands, is the future generation growing up positively assisted, supported and augmented by AI? Or are future generations growing dependent on it? These are a few of the questions that experts will address.

- **Reid Blackman**, Founder and Chief Executive Officer, Virtue Consultants
- **Jessica Millstone**, Adviser/Investor in Emerging Educational Technologies
- **Lucien Parsons**, Chairman of the Board of Directors, International Game Developers Association (IGDA); Director, MAVRIC (Mixed/Augmented/Virtual Reality Innovation Center)
- **Ursula Wynhoven**, ITU Representative to the United Nations, New York

Moderated by:

- **Matthew Greenfield**, Managing Partner, Rethink Education

#### 11.15 - 12.00: Session 4: Digital Wellness

We've only just begun to understand the “digital wellness” level of children as they are increasingly immersed in information. Recent studies have shown that a child's digital skills and their ability to generate usable knowledge from online data isn't necessarily related.

The amount of time a child spends in front of a screen and the type of data they're immersed in has a direct impact on their cognitive functioning, emotional intelligence, behavior and even brain development. Will increased digital data immersion impair our youth's ability to make analogies, draw inferences and arrive at independent judgments?

This session will examine the challenges children face and how educators, mental health experts, data scientists and parents are working to ensure “digital wellness” is a developmental keystone for our first generation of digital natives. It will also look at the parameters that should be included in a pediatric digital wellness “check-up”.

- **Jill Emanuele**, Senior Director, Mood Disorders Center, Child Mind Institute
- **Tali Horowitz**, New York Education Director, Common Sense Media
- **Giancarlo Pitocco**, Founder, Purposeful Digital Wellbeing
- **Ashley Womble**, Head of Communication, Crisis Text Line

Moderated by:

- **Gary Fowlie**, Economist

12.00 [Seminar Concludes](#)

**Contact:**

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Generation Z

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# DQ Seminar

## Raising Good “Zoomers”

New York, USA 17 December 2019

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### Invitation

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Join DQ institute, IEEE Standards Association and The Broadband Commission for Sustainable Development, in association with the World Economic Forum for a seminar led by digital experts on the healthy, responsible and safe use of technology. Help build your awareness of the influence of technology on you and your family; explore practical methods to transform your relationship with your devices; and find out how to live life with technology employed in service of your wellbeing, purpose and safety.

Breakfast will be provided.

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## Speaker Bios



**Reid Blackman**  
Founder & CEO  
Virtue Consultants

Reid Blackman, Ph.D., launched Virtue Consultants to help tech startups, growing businesses, and large corporations identify and mitigate ethical risk. A Senior Advisor to Ernst & Young on Ethics and a Founding Member of EY's AI Advisory Board, Blackman also sits on the committee for "Methods to Guide Ethical Research and Design" for the IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems.

In addition, he is a member of the European Union Artificial Intelligence Alliance. For a decade, Blackman served as a Philosophy professor at Colgate University and as a Fellow at the Parr Center for Ethics at the University of North Carolina in Chapel Hill. He holds degrees from Cornell University (B.A.), Northwestern University (M.A.), and The University of Texas in Austin (Ph.D.).



**Jill Emanuele, PhD**  
Senior Director, Mood  
Disorders Center  
Child Mind Institute

Jill M. Emanuele, PhD is the senior director of the Mood Disorders Center at the Child Mind Institute. She has a breadth of experience in the evaluation and treatment of children, adolescents, young adults, and adults with mood disorders, as well as the spectrum of psychiatric disorders, with a special focus on complex presentations. Dr. Emanuele has expertise in cognitive behavioral therapy (CBT), family therapy and mindfulness training, and she has experience with diverse populations of children, adolescents and their families.

Dr. Emanuele is intensively trained in dialectical behavior therapy (DBT), with 18 years of experience in providing individual and group DBT to adolescents and their families, while supervising and teaching students and clinicians in providing DBT services. Dr. Emanuele is also intensively trained in a new adaptation of DBT for children and preadolescents. Dr. Emanuele has presented at academic medical centers, professional conferences, public and private schools, and community organizations on the topics of mindfulness, adolescent depression and suicide, adolescent self-injury, DBT, and adolescent borderline personality disorder, and co-authored book chapters on some of these important topics.



**Lynn E. Fiellin, M.D.**  
Associate Professor of  
Medicine and the Yale  
Child Study Center;  
Director, play2PREVENT  
Lab at the Yale Center for  
Health & Learning Games

Lynn E. Fiellin, M.D. is an Associate Professor of Medicine in the Section of General Internal Medicine at the Yale University School of Medicine and the Yale Child Study Center. Her research is focused in the area of HIV and substance abuse prevention and treatment. She has received funding from the NIH, NICHD, NIDA, NIAAA, the Robert Wood Johnson Foundation, the Health Resources and Services Administration, and the CVS Health Foundation for her work.

With the award of a five-year NIH R01 grant in 2009 from the Eunice Kennedy Shriver National Institute of Child Health and Human Development, she founded the play2PREVENT Lab at Yale and subsequently founded and now directs the Lab and the Yale Center for Health & Learning Games. Her Lab/Center focuses on the development and evaluation of videogame interventions targeting a range of outcomes including HIV prevention, promotion of HIV/STI testing, and substance use prevention including opioids, tobacco, electronic cigarettes, vaping, and marijuana. Her team forges successful collaborations and partnerships between scientists, educators, videogame designers/developers, community-based organizations and others with the goal to develop innovative targeted interventions and educational materials for health promotion, risk reduction and prevention in youth and young adults.



**Gary Fowlie**  
Economist

Gary Fowlie is an Economist who specializes in information and communications technology (ICTs) and behavior. Gary was formerly the Representative of the UN International Telecommunication Union (ITU) at UN headquarters, where he led an inter-agency effort to ensure information and communication technologies were recognized in the UN's Sustainable Development Agenda.

He also served as Chief of Media Liaison for the United Nations in New York and was Communications Director for the UN World Summit on the Information Society. Prior to joining the UN, he was an Account Director for the global technology practice of Hill and Knowlton and had been a Producer for the Canadian Broadcasting Corporation and a reporter for The Economist.



**Matthew Greenfield**  
Managing Partner  
Rethink Education

Matt Greenfield is Managing Partner of Rethink Education, a venture capital firm focused on education technology. He currently serves on the boards of AllHere, Allovue, BrightBytes, Care Academy, Kenzie Academy, and NoRedInk.

He previously helped start Rethink Autism and worked for ABS Ventures. His non-profit affiliations include the boards of Southern New Hampshire University and Mouse.org. He holds a B.A., M.A., and Ph.D. in English from Yale University and has taught at Columbia University, the City University of New York, and Bowdoin College.



**Tali Horowitz**  
NY Education Director  
Common Sense Media

Tali Horowitz is the New York Education Director at Common Sense, where she works with educators and families around how to meaningfully harness the power of media and technology with kids. Her passions include helping educators and families effectively navigate the digital world and building cultural competency.

She has worked in a variety of educational settings focused on developing these passions, including the Henry Street Settlement (via the John Gardner Public Service Fellowship), Partners in School Innovation, and as an elementary school teacher in the New York City Department of Education and the San Francisco Unified School District. In 2013, she received a Fulbright Fellowship to research culturally responsive pedagogy in New Zealand. In her free time she loves face-to-face interactions with friends and family.



**Samantha John**  
Co-founder and CEO  
Hopscotch;  
Member, Tech:NYC

Samantha is the co-founder of Hopscotch, a kids coding app for iPad and iPhone. Their mission is to expose every kid to the powerful concepts of computing. In Hopscotch, kids code their own games and share them with a vibrant community—over 50,000 projects are published every week. Before starting Hopscotch, Samantha studied applied math at Columbia University then worked at Pivotal Labs where she studied agile software development. She loves thinking about systems from company to product to programming language design.



**Patrick J. McGinnis**  
Venture Capitalist  
and Author

Patrick J. McGinnis is a venture capitalist, writer, and the creator and host of the hit podcast FOMO Sapiens, which is distributed by Harvard Business Review. Patrick coined the term “FOMO,” short for “fear of missing out,” which was added to the Oxford English Dictionary and is the author of the upcoming book Fear of Missing Out: Practical Decision Making in a World of Overwhelming Choice (May 2020). Patrick is also the author of the international bestseller The 10% Entrepreneur: Live Your Start-up Dream Without Quitting Your Day Job, a guide to part-time entrepreneurship.

An advisor to the World Bank on venture capital and private equity investment ecosystems in Africa, Latin America, and Asia, Patrick is a partner in SxF, a venture capital fund with offices in Lima, Peru, Silicon Valley, and New York City.

A graduate of Georgetown University and Harvard Business School, Patrick has visited more than one hundred countries and is fluent in Spanish, Portuguese, and French. He is a proud member of the Leadership Council at Sesame Workshop and is an avid fan of Grover, who is clearly the Muppet with the most FOMO. He lives in New York City.



**Jessica Millstone, MPS, Ed.M,**  
Advisor/Investor in  
Emerging Educational  
Technologies

Jessica Millstone, MPS, Ed.M, is a leading expert on the use of technology at both home and school. She has a built following in the NYC-area around her parenting talks, events, and teen-led panel discussions on the positive ways technology can support children's learning and healthy social development.

In addition to her parent education work, Jessica was mostly recently the Director of Engagement at BrainPOP, helping both teachers and families use BrainPOP's beloved animated movies and interactive tools in new and creative ways, and as well the inaugural Education Fellow at the Joan Ganz Cooney Center, a research + innovation lab at Sesame Workshop dedicated to bringing educators, parents and kids closer together through their shared use of digital learning games, tools and toys.



**Lucien Parsons**  
Chairman of the Board of  
Directors, International  
Game Developers  
Association (IGDA);  
Director, MAVRIC  
(Mixed/Augmented/Virtual  
Reality Innovation Center)

Lucien is a games business and operations expert with a programming background and an MBA in Innovation Management from The Wharton School. His experience covers 4 continents, 15 years of game development, and 20 years of technical project management/production working on everything from Social/Facebook games to the AAA MMO Elder Scrolls Online and console titles to serious games for the Rockefeller Foundation, the Department of Defense and hospitals.

He was a founder of the MMO studio at ZeniMax (Bethesda Games Parent Company), head of operations for 4mm Games (working with Rockstar Games co-founders), and has been a consultant for a variety of game companies and animation studios on strategic and financial planning, operations, and building online services and community as well as with many startups on integrating game design into their products and technology (a.k.a. gamification and usability).

As founding Director of MAVRIC (Mixed/Augmented/Virtual Reality Innovation Center), Lucien works to build the tech ecosystem across the mid-Atlantic region and encourages a diversity of creators by connecting the entrepreneurs, corporations, government agencies, and inventors to each other and to appropriate technologies for specific use cases.



**Giancarlo Pitocco**  
Founder  
Purposeful Digital Wellbeing

Giancarlo Pitocco is transforming the lives of parents, teachers, and professionals in the digital age. His talks, workshops, and coaching programs empower caring adults with the insights necessary for navigating a healthy relationship with technology and digital media.

Purposeful's curriculum has been sought out by the NYC Department of Education, The Center for Humane Technology, Common Sense Media, Spotify, Random House, Facebook, and countless individual families and communities across the country. His work has been covered by Harvard Business Review, Al Jazeera, and Bloomberg.

Prior to launching Purposeful ([www.purposeful.nyc](http://www.purposeful.nyc)), Giancarlo spent 15 years studying the influence of technology on human behavior and psychology while working for tech companies like Facebook/Instagram, Apple, and the world's largest ad agencies. Now he's on a mission to work with leaders, educators, and communities to address the public health crisis left in the wake of Silicon Valley's "growth at all costs" mentality.





**Michael Preston**  
Executive Director  
Joan Ganz Cooney Center  
at Sesame Workshop

Michael Preston is the Executive Director of the Joan Ganz Cooney Center at Sesame Workshop, a research and innovation lab that works to advance children's learning and development in the digital age. His work has focused on using technology to improve teaching and learning, drive student agency and interest, and create models for systemic change in both K-12 and university contexts. He is a co-founder of CSforALL, the hub for the national Computer Science for All movement. CSforALL began as an initiative of CSNYC, where Preston launched a 10-year partnership with New York City to provide high-quality computer science to every student in the nation's largest public school system. CSforALL now helps other cities and regions across the country replicate the progress made in New York.

Prior to his work with CSNYC and CSforALL, Preston designed and led digital learning initiatives at the New York City Department of Education, including programs in middle and high school computer science, personalized learning, and digital literacy. At Columbia University's Center for Teaching and Learning, he led software development projects and research studies on multimedia analysis tools. Preston has taught courses in psychology and research methods at Teachers College, Columbia University, where he earned a PhD in Cognitive Science in Education. He also holds a BA in East Asian Studies from Harvard University.



**Brandon Rhodes**  
Senior Director of Strategic  
Partnerships  
Overtime

Brandon is currently the Sr. Director of Strategic Partnerships at Overtime, a global sports network for the next generation of fans. Overtime generates a billion video views a month and is backed by VC's like Greycroft, Andreessen Horowitz and Spark, and Kevin Durant and former NBA commissioner David Stern.

Prior to Overtime Brandon spent a number of years at Gatorade launching various new products, expanding and business globally, and creating award-winning digital campaigns. Additionally, Brandon is a proud alumnus of the University of Michigan and the co-founder of the Michigan Sport Business Conference.



**Joanna Rubinstein**  
President and CEO  
World Childhood  
Foundation USA;  
Commissioner  
UN Broadband  
Commission

Rubinstein is an expert in global health and sustainable development. Using the United Nations' Sustainable Development Goals (SDGs) framework she is leading Childhood USA in advocating for ending child sexual abuse and exploitation. Most recently, Rubinstein was instrumental in the development of The Economist Intelligence Unit's "Out of the Shadows" index. The index reviewed 60 countries' responses to child sexual violence. Childhood USA is also developing digital tools for the prevention of child sexual abuse and is funding development of evidence-based programs in the US that will serve thousands of children. Rubinstein is a Commissioner of the ITU/UNESCO Broadband Commission for Sustainable Development. Here, she co-chairs a Working Group on Child Online Safety that on October 1st of this year launched at the United Nations a landmark report and a universal declaration.

Rubinstein serves on several international boards, including The Global Partnership to End Violence Against Children, the Leadership Council of the Sustainable Development Solutions Network and the Early Childhood Development and Peace Building Consortium.





**Patricia Vance**  
President  
Entertainment Software  
Rating Board (ESRB)

Patricia E. Vance is the president of the Entertainment Software Rating Board (ESRB). In her position, she leads the teams responsible for assigning age and content ratings to video games and apps, enforcing marketing guidelines adopted by the video game industry, and operating ESRB Privacy Certified, an FTC-sanctioned COPPA Safe Harbor Privacy seal certification program.

She also serves as founding chairperson of the International Age Rating Coalition (IARC), a non-profit organization that operates a ground-breaking global rating and age classification system for digitally delivered games and apps, and as chairperson of the Family Online Safety Institute, a non-profit membership organization based in Washington, DC. She is a member of the Board of the Academy of Interactive Arts and Sciences.

Prior to joining the ESRB in 2002, Pat spent 18 years at Disney/ABC, with responsibility for the development of a broad range of new media and market initiatives, including the establishment of two video game joint ventures (Creative Wonders; OT Sports) and the launch and management oversight of ABC.com, Oscar.com and Oprah.com in her capacity as Senior Vice President, General Manager of the ABC Internet Group. Pat holds a B.A. in International Relations/Russian from Washington University in St. Louis and is the mother of two daughters.



**Ashley Womble, MPH**  
Head of Communication  
Crisis Text Line

Ashley Womble is a writer and mental health advocate who oversees all things communications and marketing for Crisis Text Line. She loves spreading the word about her org and getting more people to join her as a Crisis Counselor.

Ashley is the author of “Everything Is Going to Be OK: A Real Talk Guide to Living Well with Mental Illness” and has been published in Women’s Health, Bustle, Health, Cosmopolitan, and Salon. She has a masters in public health, so she believes you should get a flu shot, and will talk about health policy as long as you’ll listen.



**Ursula Wynhoven**  
ITU Representative to the  
United Nations, New York

Ursula Wynhoven is a lawyer with 24 years of experience, the last 16 of which have been with the United Nations. She is the Representative to the United Nations in New York for the International Telecommunication Union (ITU) and Head of its UN Affairs Division and NY Liaison Office. The ITU is the UN’s specialized agency for information and communication technologies committed to connecting the world wherever people live and whatever their means. She works at the intersection of technology and development, promoting digital inclusion and the use of ICTs for sustainable development.

Prior to joining the ITU, Ursula worked with the UN Global Compact, the UN’s corporate sustainability initiative, as its Chief, Social Sustainability, Governance and Legal, where she led legal affairs, and developed and led programming on social sustainability and governance issues, spearheading initiatives such as the Women’s Empowerment Principles, Children’s Rights and Business Principles, and Business for the Rule of Law. Before joining the UN, Ursula worked for the OECD on its corporate responsibility initiative, for government human rights agencies, and for law firms in Australia and the US.

She has been an Adjunct Professor of Corporate Sustainability, Business and Human Rights at Fordham Law School for 13 years. She has Master of Laws Degrees from Columbia University, where she was a Human Rights Fellow, and Monash Law School, as well as Bachelor’s degrees in Law (Hons), Economics and Letters. She is a Trustee of the Parker School of Foreign and Comparative Law at Columbia Law School.

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**Contact:**

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