

# Digital with Purpose Movement Launch Event

**European Union Digital Summit**  
**May 31<sup>st</sup> & June 1<sup>st</sup>**  
**Lisbon, Portugal**



# Opening and Keynote

May 31, 2021



**14:00 Welcome Remarks**

**Luis Neves**

CEO of the Global Enabling Sustainability Initiative (GeSI)



**14:05 Opening Keynote**

**Pedro Siza Vieira**

Minister of State for the Economy and the Digital Transition of Portugal

# Panel Discussion

# 1

## May 31, 2021



## Digital Democracy for public good: Data security and privacy, who is in control, who decides?

- Current measures & progress
- Future opportunities
- Role of Digital with Purpose and securing a safer future?
- What regulation is needed?

**14:15** Keynote Speaker: **Filipa Santos Carvalho**,  
Executive Board Member, NOS

**14:25** Panel Discussion

- Moderator: **João Pedro Pereira**, Journalist, Público
- **João Vieira de Almeida**, CEO, Vieira de Almeida
- **Georg Kell**, Chairman, Arabesque
- **Lise Fuhr**, Director General, ETNO

### Media Partners & Promotion

Portuguese Media Partner – ‘LIVE’

- Broadcast Television Reports TVI
- Interviews Público & Articles
- Social Media Video & Banners
- Digital & Official Websites

### GeSI Network & Communications

- Press
- Social Media
- ICT email database

Partnership with: 

# Keynote from the European Commission

May 31, 2021



**15:10 Keynote**  
**Frans Timmermans**  
Vice President of the European Commission

# Panel Discussion 2

May 31, 2021

## Climate Change: How do we accelerate the role of technology and what impact should we expect?

- Current challenges & recent progress
- 5G, AI, IoT & Big Data as accelerators
- Digital with Purpose & role of Tech Giants

**15:20** Keynote Speaker: **Bernard Charlès**, Vice Chairman and CEO, Dassault Systèmes

**15:30** Panel Discussion

- Moderator: **João Póvoa Marinheiro**, Journalist, TVI
- **Dirk Messner**, President, German Environment Agency
- **Manuel Eanes**, Board Member, NOS
- **Fernando Reino da Costa**, President and CEO, Unipartner
- **Abraham Liu**, Chief Representative to the EU Institutions and VP European Region, Huawei

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DIGITAL  
WITH  
PURPOSE

Partnership with: **NOS**

# Digital with Purpose Stamps

May 31, 2021

## Digital Maturity Certification: Accelerating companies' digital transformation Signing of the mutual MoU

### 16:15 Panel Discussion

- Moderator: **Ana Festas Henriques**, Cabinet of SETD
- **Dora Moita**, Member of the Board of Directors, INCM e **Carlos Silva**, INCM
- **Ana Ramalho**, Member of the Board of Directors, IPQ
- **Leopoldo Cortez**, President, IPAQ
- **Sara Carrasqueiro**, Member of the Board of Directors, AMA
- **Filipa Calvão**, President, CNPD
- **António Gameiro**, Director Geral, GNS
- **Luis Neves**, CEO, GeSI



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# “Digital Democracy with a Purpose”

May 31, 2021



**16:45 Keynote**

**Martin Schulz**

Member of the Federal German Parliament and  
Former President of the European Parliament

# Closing Remarks and Keynote

May 31, 2021



**17:00 Closing Remarks**

**Malcolm Johnson**

Deputy Secretary-General

International Telecommunication Union (ITU)



**17:05 Closing Keynote**

**André de Aragão Azevedo**

Secretary of State for the Digital Transition  
of Portugal



# “Digital with Purpose Movement” launch

June 1, 2021



## GeSI presents: Digital with Purpose Movement launch

12:05 Lisbon Declaration - Working together towards the EU Digital Principles Declaration

- **António Costa**, President of European Council
- **Ursula von der Leyen**, European Commission President
- **David Maria-Sassoli**, President of the European Parliament
- **Antonio Guterres**, UN Secretary-General

12:30 Digital With Purpose – CEO Pledge  
Presented by **Bernard Charlès**  
Vice Chairman and CEO, Dassault Systèmes

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[www.digitalwithpurpose.org](http://www.digitalwithpurpose.org)



**GeSI** ENABLING  
DIGITAL  
SUSTAINABILITY



DIGITAL  
WITH  
PURPOSE