THE IMPACT OF DIGITALISATION ON 21st CENTURY FAMILIES

#DigitalFamiliesEU

7-8 November 2016
BERLIN
With the support of:

European Union Programme for Employment and Social Innovation (EaSI)

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The information contained in this programme does not necessarily reflect the official position of the European Commission.
COFACE Families-Europe and its German member Arbeitsgemeinschaft der deutschen Familien organisationen (AGF) are jointly organising the conference 'The impact of digitalisation on 21st century families' on 7-8 November in Berlin. Around 100 key stakeholders are getting together to discuss this topic, aiming to stimulate debate, put some practical examples out there, and take a peek at what the future will bring. The conference will focus on families as new consumers and new workers, but ultimately assess to what extent these trends are creating new families (social impact).

Digitalisation has been the “hot topic” of the past two years with a number of key stakeholders looking at its impact including the OECD, Eurofound, ETUI/ETUC, the EESC and the European Parliament. COFACE-Families Europe has tackled the challenges and opportunities raised by digitalisation through a variety of portfolios: work-life balance and telework, employment, data protection and online safety.

Digitalisation, or more broadly, the tremendous progress of technology over the last 20 years (especially thanks to the Internet), has already brought about deep transformations in our society; a trend which is bound to continue in the future as a number of relatively “new” developments are bound to have a deep impact on families.

Work-life balance or even work-life integration which breaks the 9am to 5pm office work model in exchange for increased flexibility, the possibility to work from home and 24/7 availability if necessary. While it may allow families to better manage their time, 24/7 availability could also be a curse, put increased pressure to perform and prolong working hours.

Automation and AI have revived the “old” fears of massive unemployment due to the replacement of jobs by machines. While many stakeholders have pointed to the tale of the “boy who cried wolf” and the fact that such doomsday scenarios have never materialized, the morality of the tale is that when the wolf finally came, nobody believed the boy anymore. In essence, even if it is not the first time that we have been warned about such a risk, that doesn’t mean we shouldn’t be cautious and closely monitor the developments of automation and AI.

The Digital Economy has been celebrated widely through success stories like Google, Amazon, Facebook or even AirBnB and Uber. But upon closer examination, many of these business models pose serious issues in terms of monopoly, control over what users see (censorship) and control over user data (Google and Facebook), working conditions (Uber) and pressure on content producers or product sellers (Amazon). What are the “real” effects of this Digital Economy boom?

“Big Data” seems to be the new gold of the Digital Economy. By analysing huge datasets, algorithms manage to provide many services like searching for content online, sorting content, understanding user preferences or even allow for the development of technologies like voice recognition. All of these, however, rely on the access of huge amounts of data, much of it being user generated, and raise many ethical concerns especially certain sensitive data like health related data, credit histories, personal address, political views etc.

Through a series of workshops and networking sessions, COFACE-Families Europe will aim at exploring these topics, better understand the impact of digitalisation on families as new workers and new consumers, identify the relevant EU policy areas of competence and formulate “family-friendly” policies to harness the opportunities of digitalisation while minimising the risks.

We are happy to welcome you at our event and to discuss these important questions with you!
Event Schedule

Monday 7th November
14.30-15.00  Arrival and registration of participants
15.00-18.00  Networking hotspots
19.00-22.00  Film screening, debate and dinner

Tuesday 8th November
08.30-09.00  Registration
09.00-09.15  Welcome
09.15-10.00  Opening plenary panel discussion
10.00-10.30  Coffee/tea break
10.30-12.30  Workshops - session 1
12.30-13.30  Lunch buffet
13.30-15.30  Workshops - session 2
15.30-16.15  Closing plenary panel discussion

Film screening, debate and dinner

Film “Future Works” presented by the Nataša von Kopp, film director.

“FUTURE WORKS” is a film about work, a quest, a kaleidoscope. Work, unemployment, technologies, economy, society, basic income, self-realisation, art. What is actually work, what is its future and how do we want to live? This filmic journey led to robots, alternative places, theatres and interview boxes. Sometimes documentary, sometimes fiction.

More information about the film: www.future-works-film.de

19.00-19.30  Arrival at the “Cum Laude” restaurant.
             Welcome cocktail.
19.30-21.00  Film projection and dinner.
21.00-22.00  Discussion with Film Director Nataša von Kopp.

Where?
At the CUM LAUDE restaurant
Platz der Märzrevolution, 10117 Berlin  www.cum-laude.info/kontakt

Hotel and Conference venue

NH Berlin Mitte Leipziger Strasse
Leipziger Str. 106-111, 10117 Berlin, Germany
How to arrive from the airport to the hotel: www.nh-hotels.com/hotel/nh-berlin-mitte-leipziger-strasse/map

Contact

Ariann Weinmann, AGF (Tel +49 176 69 42 55 88)
Florian Charron, COFACE (Belgian mobile phone +32 474 95 86 85)
Ana Pérez, COFACE (Belgian mobile phone +32 498 62 31 33)
Networking/Hotspots
We aim to offer networking opportunities and foster debate among key thinkers from all over Europe during the 2 days. On Monday 7th November you will have the possibility to participate in an interactive exchange at one of the five networking hotspots. The networking hotspots are a step up from coffee break networking, an informal meeting place to allow participants to network strategically on key themes of interest, test and incubate any new ideas with European counterparts. The hotspots will take place from 15.00 to 18.00 at the conference venue. The working language will be English only.

Workshops/Languages
Interpretation from/into English and German will be provided on Tuesday 8th November for the Welcome, Opening and Closing plenaries. There are two sets of workshop sessions: one on “New Workers” in the morning and one on “New Consumers” in the afternoon. Each session is divided into three workshops on a variety of digitalization trends. The workshops will last two hours, with a first hour dedicated to the speaker presentations and the second hour dedicated to group discussions. Two out of the six workshops (workshops 1 and 5) will have English-German interpretation.

Social Media
All participants will have the possibility to share comments, questions and personal insights on the conference by using the conference hashtag: #DigitalFamiliesEU

Twitter: @COFACE_EU  Facebook (Familles Europe): /COFACE.EU

Data protection
Please be aware that all of the conference’s sessions will be photographed and recorded. Participants who do not wish to be photographed or being recorded should notify our Secretariat in advance. All pictures and videos will be published on COFACE’s website www.coface-eu.org/en/Events/Digitalisation-and-families and other social media profiles. A link will be sent to all participants. Each participant may, at any time, request the removal of a picture or video segment containing his or her image.
THE IMPACT OF DIGITALISATION ON 21ST CENTURY FAMILIES
#DigitalFamiliesEU
7-8 November 2016
BERLIN
Registration: digitalfamilieseu.eventbrite.co.uk

FOLGEN DER DIGITALISIERUNG FÜR FAMILIEN DES 21 JÄHRHUNDERTS
#DigitalFamiliesEU
7-8 November 2016
BERLIN
Die Anmeldung: digitalfamilieseu.eventbrite.co.uk
## Programme overview

### 7th November

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<td>NH1: Nutri-medias, a tool to build awareness of links between advertising and food choices</td>
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<td>NH2: Creative space on building new European projects and partnerships</td>
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<td>NH3: Building joint advocacy and communication campaigns to support families</td>
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<td>NH4: Key EU policy and legislative developments on reconciliation of work and family life</td>
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<td>NH5: Deinstitutionalisation and inclusive communities</td>
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<td>19.00-22.00</td>
<td>Film screening “Future Works” and debate &amp; Networking dinner</td>
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### 8th November

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<td>WS2: Digital literacy: an essential skill for the new world of work?</td>
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<td>WS3: Future of work: the pros and cons of a digital economy</td>
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<td>WS5: Connected children: vulnerable users or digital experts?</td>
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<td>WS6: Big data: threat or opportunity?</td>
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The networking hotspots are a step up from coffee break networking, an informal meeting place to allow participants to network strategically on key themes of interest, test and incubate any new ideas with European counterparts.

### Hotspot 1
**Nutrimedias, a tool to build awareness of links between advertising and food choices**

The hotspot will consist of a presentation of COFACE’s training tool which aims at raising awareness of the links that exist between advertising, the media and eating habits of children. The presentation will include a general context of media and advertising, looking at some key figures of agribusiness and marketing, followed by an overview of the most common advertising techniques by type of media. A special part of the presentation will be dedicated to online advertising techniques. Finally, participants will be given some basic tips for action, how to raise awareness of children of advertising and develop their critical thinking skills.

**Facilitator:** Martin Schmalzried, COFACE Senior Policy and Advocacy officer.

### Hotspot 2
**Creative space on building new European projects and partnerships**

COFACE-Families Europe carries out a wide range of activities, including EU advocacy, promotion of effective policies and services, supporting the family research agenda, building awareness-raising campaigns, trainings and more. We also are keen to promote transnational exchanges on areas relevant to COFACE, and we encourage our members to set up European projects in partnership with COFACE as a European supporting partner. This networking session will present the Erasmus+ programme (as well as an overview of some other EU funding programmes) and flag some key opportunities coming up in 2016 and 2017. This session will also be a creative space for participants to test new project ideas, and see to what extent they can be scaled up through European projects.

**Facilitator:** Florian Charron, COFACE Project and Finance manager.
Hotspot 3 Building joint advocacy and communication campaigns to support families

Campaigning is a vital part of the work of civil society organisations. It is an important way to raise awareness of a specific issue and gather support for local, national and international level. COFACE-Families Europe has broad experience dealing with campaigning on social issues such as reconciling work and family life, gender equality, cyberbullying... This hotspot will examine the potential of building joint awareness campaigns in the future around key international days (e.g. International Day of Families), key European issues (2019 European Parliament elections), and more. It is open to anyone interested in brainstorming informally on communication strategies and the added value of EU-wide campaigns. We will share experiences and talk about potential collaboration in the future. Bring your proposals!

Facilitator: Ana Pérez, COFACE Communications manager.

Hotspot 4 Key EU policy and legislative developments on reconciliation of work and family life

COFACE-Families Europe published the European Reconciliation Package with a coalition of partners in 2015. Building effective reconciliation policies and strengthening the reconciliation economy are both central to COFACE's work. This session will provide participants with an opportunity to receive information on key EU legislative and policy developments related to reconciliation of work and family life. This includes information on the ambitions of the European Commission to put forward a package of legislative and non-legislative measures at EU level to promote women's employment, focusing on a range of measures linked to leave arrangements (carer's leave, paternity leave) and services (long-term care, childcare). This session will contribute to a better understanding of the implications of the EU context and provide indications of political opportunities to seize over the next few months and beyond.

Facilitator: Paola Panzeri, COFACE Senior Policy and Advocacy officer.

Hotspot 5 Deinstitutionalisation and inclusive communities

This hotspot aims to bring together decision-makers, service providers, members of civil society and other stakeholders who are interested in progressing on deinstitutionalisation and working towards building inclusive communities. Persons with disabilities, children, older people, or people in a vulnerable situation are too often placed, or receive services in institutional settings. This practice is clearly violating basic human rights principles and lead to segregation. However, technology can play an important role to help people to live more independently in their communities. We hope to provide a platform to exchange experiences on the challenges of diminishing the dominance of institutional care settings and to learn about good, innovative practices on supported living and person-centred services.

Facilitator: Magdi Birtha, COFACE Policy and Advocacy officer.
Children
Vulnerable users? OR
Digital Experts?

Digital Economy
pros & cons

How can we
Smart Work?

Threat OR Opportunity?

Big Data
### Welcome and Opening plenary panel discussion: “Are families ready for digital changes?”

#### 9.00-9.15

**Welcome**

- **Caren Marks**, Parliamentary State Secretary to the Federal Minister for Family Affairs, Senior Citizens, Women and Youth. German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.
- **Annemie Drieskens**, President COFACE-Families Europe.
- **Christel Riemann-Hanewinckel**, Chairwoman Arbeitsgemeinschaft der deutschen Familienorganisationen (AGF), Germany.

#### 9.15-10.00

**Opening plenary panel discussion: Are families ready for digital changes?**

**Moderator:** **Liz Gosme**, Director COFACE-Families Europe.

**Panel discussants:**

- **Sabine Frank**, Senior Policy Counsel, Google.
- **Marco Marsella**, Head of Unit "Learning, Multilingualism and Accessibility" in the DG for Communications Networks, Content and Technology of the European Commission.
- **Jürgen Müller**, Head of the project group "Digital Society", Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), Germany.
- **Christel Verhas**, Director of the directorate for Family Policy and Socio-Cultural Activities, Gezinsbond, Belgium.

**Key questions:**

- *Is digitalization creating new workers? New consumers?*
- *What changes and challenges lie ahead?*
- *How can we prepare families for digital changes?*
- *What role for Europe?*
Parallel Workshops - Session 1: “New workers”

Workshop 1: Smart work: Can digitalisation help reconcile work and family life?  English/German

Not being able to reconcile their work, family and care responsibilities is one of the main reasons for women to drop out of paid employment or reduce their working hours. Reconciliation is a complex and multi-faceted issue and needs to be approached by different angles. In this workshop, we will try to analyse how digitalization and the break of the “9-to-5” work paradigm can impact women and men to better reconcile their work and family life. Smartwork is a fairly recent concept that brought the idea of telework to a new level, trying to integrate workers and employers’ needs and some Member States are starting to codify it in labour law. How is this working out for families? Are technologies helping? How could we improve its regulation or implementation to ensure fair and equal treatment? Moderator: Paola Panzeri, COFACE Senior Policy and Advocacy officer.

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<tr>
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| 10.30-11.30 | Promoting WorkLife balance by building a regulatory framework for distance working: first steps  
Jana Maláčová, Ministry for Labour and Social Affairs, Czech Republic  
Reviewing working time legislation in Finland: analysis from IT-intensive sectors  
Jukka Ahtela, Ministry of Economic Affairs and Employment, Finland  
Smart work in practice: which outcomes for employees and companies that introduced smart work?  
Leonardo Orlando, UbiBanca, Smart Companies Network, Italy |
| 11.30-12.30 | Group discussions |

Workshop 2: Digital literacy: an essential skill for the new world of work?  English

Linking the worlds of education and work have always been a challenge. The ongoing and increasing pace of change in the world of work makes this issue all the more crucial. How can we ensure that families are equipped with the digital skills necessary to integrate the ever-changing labour market? Life Long Learning opportunities become essential to allow people to update their skills in real time, in accordance with new trends in the world of work. Education, both informal and formal, needs to move with these digital times. Digital literacy starts at the earliest age now, with generation C about to emerge – a generation which will have been connected all its life. Informal education in families is an essential first step to provide the tools necessary to address the use of internet, cyberbullying, online gaming and more. How can we help parents address this? Formal education needs to also mainstream digital skills at different levels. How can we help people become more flexible and adapt to the rapidly changing world? Moderator: Ivonne Famula, AGF, Germany.

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| 10.30-11.30 | Digital education from the earliest age: Webethics programmes for families  
Marie Nyssens, Ligue des Familles, Belgium  
New skills for new jobs? Reviewing education policies to meet new realities  
Erki Urva, Estonian Information Technology Foundation for Education |
| 11.30-12.30 | Group discussions |

Workshop 3: Future of work: the pros and cons of a digital economy  English

By 2020, the EU's employment target is to reach 75% of employment rate for the population aged 20-64. But how will automation, AI and robotisation impact employment? Do we have to rethink our employment policies, social/welfare state model? How can we secure the advantages of robotisation and automation such as relieving low skilled workers from repetitive tasks or tasks involving physical strain while preventing a dystopian world with massive unemployment? Is the “Digital Economy” really capable of "mopping up" the jobs lost in other sectors? Are the jobs created under the Digital Economy quality ones? What about the balance of power between workers and the new intermediaries/platforms created (so-called “uberisation” of work)? Moderator: Martin Schmalzried, COFACE Senior Policy and Advocacy officer.

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| 10.30-11.30 | An overview of the life-changing aspects of technology in the world of work  
Ala’a Shehabi, Work Foundation, UK  
Does the digital economy provide a level-playing field for all? A reality-check  
Stefan Herwig, Mindbase Strategic Consulting, Germany  
How to capitalize on the digital revolution in France: a first assessment  
Julia Charrie, Sustainable and Digital development. Service of the Prime Minister, France |
| 11.30-12.30 | Group discussions |
# Parallel Workshops - Session 2: “New consumers”

## Workshop 4: 21st century social services: promoting human rights or nourishing dependency? English

Innovation in technology certainly impacts the development of social services in the 21st century, and beyond. New trends and person-centred technologies can potentially support persons with disabilities and their families to be included in the community. The aim of the workshop is to show good examples of innovative solutions and services. In the same time, we will start a debate on how digitalization can promote human rights and autonomy of persons with disabilities, but maybe it will also create new forms of dependency and segregation. Furthermore, we will discuss how the lack of access to products and essential high quality services impact some families' lives by hindering people’s choices and participation in society and what the EU can do to improve the situation. **Moderator:** Magdi Birtha, COFACE Policy and Advocacy officer.

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<td>13.30-14.30</td>
<td>How robotics can support persons with disabilities and their families</td>
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<td>Joan Oliver, Instituto de Robótica para la Dependencia, Spain</td>
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<td>13.30-14.30</td>
<td>Digital solutions in healthcare: user experiences in accessing and adopting supportive technologies</td>
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<td>Sara Simblett, RADAR-CNS, King's College London</td>
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<td>13.30-14.30</td>
<td>The potential of the proposed European Accessibility Act to support people living in the community</td>
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<td>Frank Sioen, European Network for Independent Living (ENIL)</td>
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<td>14.30-15.30</td>
<td>Group discussions</td>
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## Workshop 5: Connected children: vulnerable users or digital experts? English/German

The Internet has completely changed how consumers shop for goods and services. Has the online world benefited consumers via more choice, comparability, increased availability of information or has it, on the contrary, accentuated the vulnerability of consumers by overloading the consumer with too many choices and information, and manipulated the consumer via dynamic pricing, behavioural advertising, etc. How can we protect children in this virtual world? Or can children, especially generation C, help their families better navigate the online world? **Moderator:** Insa Schöningh, eaf/AGF, Germany

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<td>13.30-14.30</td>
<td>Online threats: the case for improved policy, law and action to protect children</td>
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<td>John Carr, eNACSO, UK</td>
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<td>13.30-14.30</td>
<td>Let’s play it safe - Children and connected technology</td>
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<td>Jutta Croll, I-Kiz, Germany</td>
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## Workshop 6: Big Data: threat or opportunity? English

Does Big Data analytics help address the needs of families by providing them with better/tailored goods/services? Does it lead to more discrimination? Can a balance be struck between privacy, data protection and use of consumer data for commercial purposes? Who should decide what is a “legitimate” use of data? There are many concrete examples of how data analytics can impact on families: children may be exposed to increased commercial messages if their data can be processed for advertising/marketing purposes, families may face discrimination in accessing essential services such as healthcare if data about their eating habits or exercising habits are being collected by health insurance companies. **Moderator:** Martin Schmalzried, COFACE Senior Policy and Advocacy officer.

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<td>13.30-14.30</td>
<td>Guess what big data can do</td>
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<td>Joe McNamee, European Digital Rights Network (EDRi)</td>
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<td>13.30-14.30</td>
<td>New consumers in the digital economy – the implications for data privacy</td>
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<td>Jean-Bernard Audureau, ASGECO General Consumers Confederation, Spain</td>
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Closing plenary panel discussion: “New workers, New consumers: New families?”

15.30-16.15

Closing

Moderator: Liz Gosme, Director COFACE-Families Europe.

Panel discussants:
- Rait Kuuse, Deputy Secretary General on Social Policy, Estonian Ministry of Social Affairs.
- Kieran McCarthy, Cork City Council. Member of the EU Committee of the Regions.
- Amélie Rombauts, Trend researcher and expert in Youth and Millennial family culture.

Key questions:
- Is digitalization creating new families?
- What action/research is needed to better understand these new realities?
- What policies and services do we need to refresh and update in this new digitalization era?
**Caren Marks**
Caren Marks has been a Member of Parliament since 2002. She was spokesperson of the working group for family, elderly, women and youth of the social democratic party (SPD) from 2008 to 2013 until she became the Parliamentary State Secretary to the Federal Minister for Family Affairs, Senior Citizens, Women and Youth. Ms. Marks holds a degree in Geography (Diplom-Geographin) from the University of Hannover.

**Annenie Drieskens**
Annenie Drieskens is the President of COFACE-Families Europe since 2012. Under her presidency, COFACE worked on the topic of Reconciling Work and Family Life, organised a European Employers Forum, published the European Reconciliation Package and focused on Families in vulnerable situations. In 2014 COFACE gained the UN consultative status. Ms Drieskens represents COFACE at numerous conferences and meetings advocating for family policy and defending the interest of families in their diversity in Europe.

**Christel Riemann-Hanewinckel**
Christel Riemann-Hanewinckel was pastor for among other pastoral psychology from 1978 until 1990. In 1989 she was co-founder of the SDP in Halle, moderator of the "round table" of Halle and a member of parliament from 1990 until 2009. The former Parliamentary State Secretary to the Federal Minister for Family Affairs, Senior Citizens, Women and Youth (2002 bis 2005). Now she is president of the protestant working group for family (evangelische arbeitsgemeinschaft familie, eaf) and chairwoman of the Association of German Family Organisations (Arbeitsgemeinschaft der deutschen Familienorganisationen, AGF) 2015 -2016. She is also involved in several further organisations, among them the Kindermothehilfe, a christian charity organization helping children in need.

**Sabine Frank**
Sabine Frank, who holds a Master Degree in Law, is a policy counsel for Google Germany GmbH. From 2001 to 2012 Sabine was the managing director of “Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V.” (“Voluntary self-control multimedia service providers”/ FSM). Within the scope of her work at Google she holds a couple of honorary posts, e.g. member of the advisory board of klicksafe, vice-chair of the FSM board, and member of the I-KiZ (Center for child protection online) coordination board.

**Marco Marsella**
Marco Marsella is Head of Unit "Learning, Multilingualism and Accessibility" in the Directorate General for Communications Networks, Content and Technology of the European Commission. The unit supports policy, research, innovation and deployment of learning technologies and key enabling digital language technologies and services to allow all European consumers and businesses to fully benefit from the Digital Single Market. The unit is responsible for the Web Accessibility Directive, which aims to make public sector websites and mobile applications accessible to people with impairments. The unit also promotes a better Internet for children by protecting and empowering children online, and improving the quality of content available to them. Marco Marsella has worked on policy development, innovation and research implementation in the areas of digital content, technologies for learning, e-inclusion, assistive technologies and better Internet for kids. Prior to joining the European Commission he worked as researcher and AI specialist in Italy.

**Jürgen Müller**
Jürgen Müller heads the project group "Digital Society" in the Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) since May 2014. Previously, he worked from December 2009 to 2014 as Head of the Minister's office and as Chief of Staff at the BMFSFJ. He is Political Scientist (M.A.) and Diplom-Jurist.

**Christel Verhas**
Christel Verhas (Lic. History Ghent 1991, doctor iuris Leiden 1997, MA Public Management Leuven 2004) started her career as a researcher in the Legal History domain. From 2000 to 2004 she was coordinator at IPE, a study centre for Political Ecology, linked to the Belgian and Flemish Parliament. Between 2004 and 2007 she worked as a policy advisor in the Flemish-Dutch organisation for the accreditation of Higher Education institutions and research. Since 2007 until 2012 Ms. Verhas was Head of the Study Centre of Gezinsbond VZW, the Flemish League of Families. From 2013 onwards, Christel Verhas became Director of the directorate for Family Policy and Socio-Cultural Activities within the Gezinsbond.
Jana Maláčová
Jana Maláčová is a director of the Department of Family affairs and the Old age politics at the Ministry of Labour and Social affairs of the Czech Republic. She previously worked as a head of Department of Institutional Communications at the Government Office, in the section of European affairs. She also represented the Czech senate in the European Parliament. Jana Maláčová obtained her degree in Political science at Goethe University, Frankfurt am Main. She is currently completing her degree in Political economy at the London School of Economics.

Jukka Ahtela
Jukka Ahtela is Senior Advisor and Chairman of the Board of Ahtela Consulting Oy. He works as an independent expert dealing with a variety of topics in the fields of labour market, social policy and European policies. Working time regulation, social dialogue at company level, public pension system reform and European coordination of social security are some of the topics. Jukka Ahtela has been producing studies on during the last few years. His long career at the Confederation of Finnish Industries EK and its predecessors in 1979-2013 serves a solid basis for a variety of competences. In 1993-2005 he worked in the TT/PT Brussels Office, in 1997-2005 as the Head of the Office. Jukka Ahtela is a member of the European Economic and Social Committee. Jukka Ahtela is also a labour market Conciliator in Finland appointed by the Ministry of Economy and Employment.

Leonardo Orlando
Leonardo Orlando is the Head of Development and Compensation at UBI Banca, Smart Companies Network in Italy. Leonardo has worked for 20 years on HR and Management fields, first in advisor societies and then in many some different companies. He has covered both HR development and management roles. As it concerns work-life balance initiatives, he is coordinating the smart working project in UBI Banca.

Marie Nyssens
Chairwoman of the Ligue des families since December 2014. Having lived abroad for 7 years, she gave birth to her 4 children in 4 different countries. She was a trained and experienced primary teacher, with a strong interest for all educational issues and interesting in supporting parenthood. She started volunteering for the Ligue des Familles in her home city, working in a daycare for newcomer families in a very poor area of Brussels. She believes daycare is an important place for parents to have a first positive relationship with the host culture and education system, these being milestones in the baby’s further school life and education. Since 2014, in her function of Chairwoman at la Ligue des Familles, Marie focuses especially on good governance and a desire to reach all families. The Ligue have a wide range of programmes to support families, including a programme on webethics to help families better understand the threats and opportunities of digital media, covering issues such as internet use, cyberbullying, online gaming, and more. More: webetic.be

Erki Urva
Erki Urva is Chairman of the Management Board of the Estonian Information Technology Foundation for Education. He graduated from Tallinn University of Technology and Tartu University (both economics). From 20011 to 2013 he was a member of the board and since May 2013 he is Chairman of the Management Board, Estonian Information Technology Foundation for Education. Before that he was Director Baltics, Linx telecom and prior that that appointment and until 2005 VP Commercial, later President and CEO of Estonian Air. Earlier in his career and up until 2000 he had several managerial positions in the travel industry and banking.

Ala’a Shehabi
Ala’a Shehabi joined the Work Foundation is a senior researcher at The Work Foundation having previously been an analyst at RAND Europe. She has also worked as a researcher and lecturer in the Middle-East and as an analyst in a hedge fund. She has been a visiting fellow at the Arab Council for Social Sciences (2013), Lund University (2014), Stanford University (2015) and has been an independent research consultant for the American University of Beirut and Amnesty International. Her research interests are in development, technology and the future of work. And has worked on projects for the European Commission, the British Academy, AT&T, Department for Culture, Media and Sport amongst others.

Stefan Herwig
Stefan Herwig started his career as a student of communication Science at the University in Essen, and was working parallel for various music magazines. He has run various presentations at creative industry conventions including c/o Pop and Berlin Music week, held workshops for the German Ministry Of Economics and various creative industry associations, and is consulting several companies on topics on digitization and internet governance issues. His long term goal is to properly unite these three issues, modernize copyright and build a proper accountability frame for internet services.
Julia Charrie

Julia Charrie is an economist specialized on digital issues. She worked for French digital minister, and now she is project manager at France Stratégie, the policy advisory body working under the authority of the Prime Minister's Office. Julia Charrie published papers on several topics from taxation and regulation of digital economy to digitalization of public services.

Joan Oliver

Joan Oliver (M.Sc. in Industrial Engineering) is Research Manager at the Robotics Institute for Dependency in Sitges, Spain. He has over 14 years of experience developing robots and robotic solutions for several markets, including surgery, academia, events and retail. He has lead technical teams and projects and he is also experienced in business development and entrepreneurship. At the IRD, he has defined the business strategy and plan, including research priorities and innovation roadmap, and is responsible for the overall coordination, research partnerships and innovation activities.

Sara Simblett

Sara Simblett is a Postdoctoral Research Associate at the Institute of Psychiatry, Psychology and Neuroscience, King’s College London. Sara’s background is in Clinical Psychology and includes a PhD for the University of Cambridge in use of therapeutic technology to treat mood-related problems in neurorehabilitation settings, involving service users in the dissemination of this work. She has a keen interest in mobile health and is employed to facilitate the involvement of service users in the design of user friendly and acceptable remote monitoring technology for a large European Union funded research project called RADAR-CNS.

Frank Sioen

Frank Sioen was born in Perpignan (France) and his mother tongue is Dutch. The subject of disability rights has always interested him both professionally and during his studies. In 2012 he finished a master in European politics with a thesis on the evolution of European policy regarding disabled people. The year after he wrote a paper about the impact of the European equal treatment directive on the working conditions of disabled people to obtain a masters in European law. In 2015 Frank Sioen started working for the European Network on Independent Living (ENIL) as advocacy and Communications Officer. The European Accessibility Act and the European Pillar of Social Rights have been two important areas of his work for ENIL.

John Carr

John Carr is a leading authority on children’s and young people’s use of the internet and its associated technologies. He is Senior Expert Adviser to Bangkok-based global NGO ECPAT -International and Expert Adviser to Rome-based European NGO Alliance for Child Safety Online. In addition he is is or has been an Adviser to the European Union and the United Nations (ITU). John is a member of the Executive Board of the UK Government’s UK Council for Child Internet Safety and Secretary of the UK’s Children’s Charities’ Coalition on Internet Safety. He is a Visiting Senior Fellow at the London School of Economics and Political Science. John is a member of the Academic Network established by the Chief Constable of Norfolk, the national police lead on child abuse investigations. John is a member of the Europol Platform for Experts. John is a former Vice President of MySpace and was a member of the Microsoft’s Policy Advisory Board for Europe, the Middle East and Africa.

Jutta Croll

Jutta Croll is Managing Director of the German Centre for Child Protection on the Internet (Zentrum für Kinderschutz im Internet – I-KiZ). She holds a university degree in political science, media science and German literature. She has done research in national and European projects concerning the use of digital media, youth protection and digital literacy. She is a member of several steering groups and advisory boards of European and national projects and works also in close cooperation with UNESCO, the European Commission and the Council of Europe. Jutta Croll is chair of the board of Stiftung Digitale Chancen, an NGO under the auspices of the German Federal Ministry of Economics and Technology and the Federal Ministry of Family Affairs.

Joe McNamee

Joe McNamee is Executive Director of European Digital Rights (EDRi), an association of digital civil right associations. He worked extensively on the review of the EU data protection package and has been involved in various European Commission initiatives in the child protection area. He has a particular interest in voluntary industry initiatives for law enforcement and self-regulation and has prepared two booklets for EDRi on this subject. Joe holds Masters' Degrees in European Politics and International Law.
Jean-Bernard Audureau
Jean-Bernard holds a degree in Law and Communication and a master in Auditing. He gave classes at University and worked as a consultant for a communication agency. He speaks French, Spanish and English and has developed numerous skills in communication strategies, media and public relations, internal communication, events, digital publications and community management. He is now Director of Communication and Spokesperson of the General Association of Consumers ASGECO-Confederación. He is active in several forums and platforms of civil society to promote consumer commitment and active participation, he intervenes at national and international conferences. He is Vice-President of COFACE-Families Europe and represents the COFACE as expert in the European Consumer Consultative Group of the European Commission.

Rait Kuuse
Mr. Rait Kuuse is a Deputy Secretary General on Social Policy in the Estonian Ministry of Social Affairs. He manages the work of the social welfare department, the social security department, the equality policies department and the department of children and families since March 2014. Before joining the ministry, Mr. Kuuse has had several years of experience in the Estonian Ministry of Justice, where he held various positions since 1999, including dealing with criminal justice reforms, the development of the system of alternative sanctions, and measures and social welfare services for offenders. Furthermore, he has also worked as an expert with key international donor institutions such as the EC, the CoE and the OSCE. He is a social work graduate of the University of Tallinn and has a MA degree from the University of Tartu (European Studies). Currently he is pursuing his academic interests by conducting a PhD degree on social work with the focus on the policies of deinstitutionalization.

Kieran McCarthy
Kieran McCarthy holds a PhD in Cultural Geography from the National University of Ireland, Cork. Kieran was elected to Cork City Council in southern Ireland in June 2009 and May 2014 as an Independent (Local Government) City Councillor. In January 2015, Kieran was appointed by the Irish Minister for the Environment and Local Government to be a member on the EU Committee of the Regions. He is an active member of the Commission for Social Policy, Education, Employment, Research and Culture (SEDEC) where recently his opinion document on Digitising European Industry was passed by the Committee. He is also a member of the Commission for Territorial Cohesion and EU Budget (COTER), the EU 2020 monitoring platform and Ireland’s Southern Regional Assembly. He runs heritage walking tours in his home town Cork, is an author of several books on the history of his region and runs several community heritage projects in his region for students in primary and secondary schools.

Emilio Puccio
Emilio Puccio is the Coordinator of the European Parliament Intergroup on Children’s Rights, which is a cross-party and cross-national group comprising over 40 MEPs and 18 child-focused organizations, with the aim of mainstreaming children’s rights in all EU policies and legislation. Before joining the Intergroup on Children’s Rights, Emilio worked on business and human rights issues in New York City at the United Nations Global Compact and as part of the Individuals at Risk Program at Amnesty International USA. As a lawyer, Emilio served as Administrative & Legal Assistant for two years in the Italian General Consulate in Barcelona. Emilio holds a Magister Doctor in Law from the University of Palermo, a Master’s Degree in International Business Management from EADA Business School in Barcelona, and a Master in Diplomatic Studies from the Italian Society for International Organizations (SIOI) in Rome.

Amélie Rombauts
Amélie Rombauts is Trendwolves’ hunter for Millennial parents. She recently co-wrote the book Framily, How Millennials Redesign Family, a reflecting tool for Millennial parents and a manual for professionals who want and need to understand them better. Based on her insights, Amélie Rombauts offers consultancy and lectures about Millennial parents. She also blogs on all kinds of family matters on daronsdarones.com.
COFACE-Families Europe
Rue de Londres 17, 1050 Brussels
Tel: +32 2 511 41 79
secretariat@coface-eu.org
www.coface-eu.org