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UNESCO



WSA
GLOBAL CONGRESS
CASCAIS
2019

SOCIAL IMPACT THROUGH DIGITAL INNOVATION

EVOLVING PROGRAM

MARCH 2019

WORLD SUMMIT AWARD GLOBAL CONGRESS CASCAIS SOCIAL IMPACT THROUGH DIGITAL INNOVATION

A TRANSFORMATIVE LEARNING JOURNEY

8 WSA CATEGORIES



World Summit Award was **initiated in 2003** as an Austrian activity in the framework of the United Nations World Summit on the Information Society (WSIS) and is since then selecting and promoting digital innovation with an impact on society from all UN member states.

The WSA Global Congress Cascais focusses on the part that digital innovation plays in **creating sustainable social change** and impact world-wide. It demonstrates the richness and diversity of best-practice solutions from all over the world.

The WSA Global Congress features the **40 global winners in the 8 WSA categories** and the **WSA Young Innovators** and will connect them with international thought-leaders, ICT experts and local stakeholders to enable a sustainable and transformative knowledge transfer.

Digital technologies are one of the main drivers for the **United Nations** agenda towards the **Sustainable Development Goals** towards the review in 2030.

In Cascais, WSA and its congress participants will present best practices and share experience how social innovation and entrepreneurship can be encouraged and play a key role to have a sustainable impact on society.

Join the event and its unique process of interactive workshops, keynotes, winners' innovation pitches and fishbowl session and **come to the City of Cascais, situated on a beautiful coastline. Cascais is also home to the Nova School of Business and Economics, where this congress takes place, thanks to City of Cascais.**

+ WSA YOUNG INNOVATORS





KEY FACTS

HIGH LEVEL GUESTS FROM THE UNITED NATIONS AND PORTUGUESE GOVERNMENT

- UNESCO, UNCTAD, International Organisations
- City of Cascais and local government representatives

OBJECTIVES

- Be inspired by international techpreneurs, proving that digital solutions can have a positive impact on society
- Discussing purpose driven entrepreneurship and new business models
- Contribute to the United Nations Sustainable Development Goals Agenda
- Knowledge exchange between local stakeholders and their international peers
- Face 2 Face meetings for social franchising
- Empowering young entrepreneurs, start-ups and social entrepreneurs

EVENT HIGHLIGHTS

- Thought-Leadership discussions and inspiring keynotes about digital media, technology for social change and solutions for global networks
- Innovation pitches by WSA winners 2018 and Young Innovators
- Interactive, hands on inspiration and skills workshops
- Josef Umdasch Research Prize – pitches and corporate challenge
- Blockchain for Social Impact
- Festive award ceremony and gala dinner

JOIN THE WSA GLOBAL CONGRESS TO...

- Meet and interact with speakers, thought-leaders, start-ups and mentors from all over the world
- Find out what is happening in terms of innovative digital content on a global scale
- Learn from each other's experience and work together in an interactive process
- Benefit from hands on skills workshops
- Connect with new networks
- Develop new and sustainable partnerships
- Explore the rich culture and beauty of Portugal and Cascais

WORLD'S BEST ENTREPRENEURS AND DIGITAL PRODUCERS FROM ALL UN MEMBER STATES

- Digital innovations with a sustainable impact on society
- Demonstrating the richness and diversity in interactive content and cutting edge technology on a global scale
- Young entrepreneurs that will boost your creativity and inspire you

SUNDAY, MARCH 10TH WSA Warm-Up Day & Welcome To Cascais

10:00 – WORKSHOPS FOR WINNERS AND LOCAL ENTREPRENEURS
16:00 (FOR INTERNATIONAL DELEGATES ONLY)

PITCH PERFECT WORKSHOPS

by **international coaches**

→ Turim Avenida Hotel Lisbon ←

16:00 – **Winners Briefing**
18:15 → Turim Avenida Hotel Lisbon ←
and

**Storytelling Workshop - Make your
pitch a story** by **Mathias Haas**

16:30 – **WSA Global Experts Reunion**
18:15 with **Manuela Wagner and Rudy
Laddaga**

→ Turim Avenida Hotel Lisbon ←

19:00– **Welcome Reception for International Guests**
21:00 → Residence of the Austrian Ambassador to Portugal ←
on invitation only

Hosted by:

H.E. Dr. Robert Zischg, Ambassador of Austria to Portugal



AUSTRIAN
EMBASSY
LISBON



MONDAY, MARCH 11TH



08:30 *Bus transfer to Nova SBE,
Pick Up Point for international delegates: Turim Avenida Hotel:
PRE- REGISTRATION MANDATORY!*

→ Nova SBE, Carcavelos ←

09:00 **Check-In and Registration**

Moderator: Gualberto Pastor, Beta-I, Portugal

10:00 **WORLD SUMMIT AWARD GLOBAL CONGRESS OPENING**

- **Rogério Carapuça**, President of APDC
- **Daniel Traça**, Dean of Nova SB
- **Miguel Pinto Luz**, Vice-President of Cascais Municipality
- **Luís Goes Pinheiro**, Secretary of State Assistant and of Administrative Modernisation
- **Peter A. Bruck**, WSA Chairman

10:30 **INSPIRATION TALK | Harnessing the Power of Technology to Drive Social Change**

by **Marcus East**, CTO National Geographic, UK



11:00 **» COFFEE BREAK**

11:30 **INNOVATION SHOTS 1 | AGGREGATE ENTREPRENEURSHIP**

Insights on entrepreneurship on a global scale

- **Sofia Couto da Rocha**, Skin Soul, Portugal
- **Tomi Davies**, President African Business Angels Network, Nigeria
- **Pablo Santaefemia**, CEO & Co-Founder Bridge for Billions, Spain
- **Dorothy Gordon**, Consultant Digital for Development, Ghana
- **Miguel Reynolds**, CEO and Founder Corkbrick, Portugal



12:15 **INNOVATION DIALOGUE**

AN INSIDER'S VIEW OF PORTUGAL'S RAPIDLY GROWING TECH SCENE
with **Michel Ozello**, Outsystems & **Marco Costa**, Talkdesk

12:30 **Panel Discussion** moderated by **Peter A. Bruck**



13:00 **» NETWORKING LUNCH**

WINNING TEAMS INNOVATION PITCHES

14:00 **Grand Jury voting for World Summit Award Global Champions**

→ Auditorium ←

BUSINESS & COMMERCE

Opening by:

Joao Jose Fernandes, Smart Farmer, PT

Moderated by **Sachi Wickramage**, Australia

- Pulsetip, Lithuania
- Sokowatch, Kenya
- Carrot Estate Planning, Nigeria
- Grasshoppers Technology, Sri Lanka

→ Auditorium ←

HEALTH & WELL-BEING

15:00 Opening by: **Bruno Reis**, 10 Thousands Live Project, PT

Moderated by **Tanja Wehsely**, Austria

- Girlythings, Pakistan
- MedHealthTV, India
- Complete Anatomy, Ireland
- Clickmedix, USA

→ Room E008 ←

ENVIRONMENT & GREEN ENERGY

Opening by: **Luís Almeida Capão**, Waste4Think, PT

Moderated by **Jan Schwaab**, Germany

- Geopotato, Bangladesh
- Kuza One, Kenya
- CAALA, Germany
- World Cleanup, Brazil
- yonodesperdicio.org, Spain

→ Room E008 ←

LEARNING & EDUCATION

Opening by: **Center for Digital Inclusion**, PT

Moderated by **Rudy Laddaga**, Mexico

- Body Interact, Portugal
- Microcomputers for Kids, Lithuania
- GameLab Education, Chile
- Raaji, Pakistan
- M-Shule, Kenya

MONDAY, MARCH 11TH



- 16:15 **REFRESHMENT BREAK**
- 17:00 **SKILLSET IMPROVEMENT- WSA INTERACTIVE WORKSHOPS**
- | | | |
|--|---|--|
| →Room E008←
RISK MITIGATION FOR STARTUPS
by Paulo Andrez, EBAN | →Room E003←
THE POWER OF GRATITUDE
by Ricardo Zózimo, NOVA SBE | →Room 105←
HOW TO DO A SALES PITCH
by Miguel Munoz Duarte, Nova Venture Labs |
| →Room E005←
HOW TO FIND A VIABLE BUSINESS MODEL
by Micael Gustafsson, Cluster 55 | →Room 106←
IMPROVE YOUR VALUE PROPOSITION WITH LEGO SERIOUS PLAY
by Paulo Malta, Delfina Coelho, Innovsky | →Room E004←
POEM - TECHPRENEURING FOR WEALTH CREATION by Tomi Davies, ABAN |
- 18:30 *Bus transfer from NOVA SBE to Centro Cultural de Cascais*
Bus transfer from NOVA SBE to Hotel Turim Avenida, Lisbon
- 19:00 **WHY FAILURE IS ESSENTIAL TO SUCCESS**
ENTREPRENEURIAL FAILURE STORIES by local and international start-ups in partnership with Beta-I
→Centro Cultural de Cascais←
- 21:00 *Bus transfer from Centro Cultural de Cascais to Hotel Turim Avenida, Lisbon*

TUESDAY, MARCH 12TH

- 08:30 *Bus transfer to NOVA SBE. Meeting Point for international delegates: Turim Avenida Hotel*
PRE- REGISTRATION MANDATORY!
- 09:30 → Nova SBE, Carcavelos ←
INSPIRATION TALK | How Change Leads to Innovation
by **Dana al Salem**, Founder and CEO FanFactory, UK, Kuwait
- 10:00 **INNOVATION SHOTS 2 | CHALLENGING THE STATUS QUO**
Shot Talks by Purpose Driven Entrepreneurs around the world
Moderation and Introduction by: **Ralph Simon**, Mobilium, UK
- **Alia El Kattan**, Egypt
 - **Moses Acquah**, Afrolynk, Ghana
 - **Ana Pantelic**, Chief Strategy Officer, Fundacion Capital, USA
 - **Abbas Adel**, Serial Entrepreneur, Egypt
 - **Gloria Mangi**, Founder and President of African Queens , Project,Tanzania
 - **Maninder Bajwa**, Founder iScuela, India
 - **Marcos Oap**, Brazil
- 10:30 » **COFFEE BREAK**
- 11:00 **SOCIAL INNOVATION LIGHTENING TALKS FROM PORTUGAL**
with short presentations from
Matilde Buisel, Project Mangager Apps for Good
My Pill Dispenser | Academia de Código | My Polis | SPOT Games | Wave by Wave | Abem: rede solidária d medicamento moderated by **Peter A. Bruck**
- 11:30 **INNOVATION PRESENTATION by SOCIAL INNOVATION FUND**
by **João Machado**, Portugal Inovação Social
- 11:45 **IMPACT FISHBOWL**
Interactive Discussion around Purpose driven entrepreneurship moderated by **Peter A. Bruck**
- 13:00 » **NETWORKING LUNCH**

TUESDAY 12TH MARCH

SOCIAL INNOVATION DAY



14:00 -
16:30

WINNING TEAMS INNOVATION PITCHES

Grand Jury voting for World Summit Award Global Champions

→ Auditorium ←

INCLUSION & EMPOWERMENT

Opening by: **Salvador Mendes Almeida**,
Associação Salvador

Moderated by **Gary Schwartz**, Canada

- Feelif, Slovenia
- Deaf Pedia, Qatar
- waytoB, Ireland
- Virtual Assistant for Social Inclusion and Autonomy, Brazil
- Drosbox, Lebanon

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→ E008 ←

GOVERNMENT & CITIZEN ENGAGEMENT

Opening by: **Patrícia Dias**, Smart(er) PT

Moderated by **Manar Alhashash**, Kuwait

- Supercivics, Mexico
- Chaos AI, Finland
- Land Conflict Watch, India
- IremboGov, Rwanda
- Citibeats, Spain

supported by



→ Auditorium ←

SMART SETTLEMENTS & URBANIZATION

Opening by: **Marco Espinheira**,

C2. Cascais Command Centre,

Moderated by **Jan Schwaab**, Germany

- Via Verde, Portugal
- Jetty, Mexico
- Wheelog!, Japan
- SIE: emergency information system, Chile
- USHER, Philippines

→ E008 ←

CULTURE & TOURISM

Opening by: **MH Ghodsirad**, Builtrix, PT

Moderated by **Osama Manzar**, India

- Afrocomix, Ghana
- Baahdy & Birdy, Norway
- The Great War told through VR, Italy
- Wikiloc, Spain
- Smartify, UK

→ E004 ←

WSA YOUNG INNOVATORS

Opening by: **Eduardo Filho**, Inspiring Future

Moderated by **Nkemdilim Begho**, Nigeria

- Sign & Sound, Georgia
- BioP, India
- MAXgo, Nigeria
- Feminism in India, India
- Leaf Global Fintech, USA

16:30

REFRESHMENT BREAK

17:00

SKILLSET IMPROVEMENT- WSA INTERACTIVE WORKSHOPS

→ E003 ←

**DECISION IMPROVEMENT
WORKSHOP** by **Paulo Malta
and Delfina Coelho**, Innovsky

→ E004 ←

**MAKE PEOPLE FALL IN LOVE
WITH YOUR BRAND**
by **Gica Trierweiler**

→ E008 ←

BEYOND THE PITCH
by **Victor Micu and Tomas
Abreu**, Nova Ventures Labs

→ Room E005 ←

**BLOCKCHAIN FOR SOCIAL
ENTREPRENEURS**
by **Odeta Isevicute**

→ 105 and 106 ←

**1:1 MENTORING SESSION FOR WSA WINNING TEAMS
WITH INTERNATIONAL MENTORS AND BUSINESS ANGELS**

18:45

Bus transfer from NOVA SBE to Hotel Turim Avenida, Lisbon

FREE NIGHT IN LISBON



19:00, E008
WSA GRAND JURY MEETING
decision on
WSA Global Champions Cascais
closed session
special bus provided at 20:30

WEDNESDAY, MARCH 13TH CONNECT FOR IMPACT DAY



08:00 *Bus transfer to NOVA SBE. Meeting Point for international delegates: Turim Avenida Hotel*
PRE- REGISTRATION MANDATORY!

→ Nova SBE, Carcavelos ←

It's time to get creative. To work in groups. To gain new skills.
To connect for impact.
On this day, there won't be speeches - but we'll work together.
Interactive. Fun. Creating value.

09:00-12:00 → Auditorium ←

SDG SOLUTION JAM WITH TOURISM PORTUGAL & CALOUSTE GULBENKIAN FOUNDATION

Moderated by **Peter A. Bruck**

Problem Owners: Cláudia Morgado, Fundação Calouste Gulbenkian

"Digital tools supporting young families"

Sergio Guerreiro, Turismo de Portugal

"Distributing Tourism flows through technology"

Interactive Solution Jam creating new ideas, recommendations and solutions.
Take your chance. Present your skills and engage with Portuguese Partners.
Connect for Impact.

SKILLSET IMPROVEMENT- WSA INTERACTIVE WORKSHOPS

09:00-10:30 → Room E003 ←

STORYTELLING: BUILDING A NARRATIVE FOR SOCIAL GOOD by **Mathias Haas**

→ Room 106 ←

IMPROVE YOUR VALUE PROPOSITION WITH LEGO SERIOUS PLAY
by **Paulo Malta, Delfina Coelho, Innovsky**

→ Room E004 ←

HOW TO FIND A VIABLE BUSINESS MODEL
by **Micael Gustafsson**

11:00-12:00 → Room E003 ←

STORYTELLING: BUILDING A NARRATIVE FOR SOCIAL GOOD by **Mathias Haas**

→ Room 105 ←

MAKE PEOPLE FALL IN LOVE WITH YOUR BRAND
by **Gica Trierweiler**

→ Room E008 ←

BLOCKCHAIN FOR SOCIAL ENTREPRENEURS
by **Odeta Isevicute**

12:00 » **NETWORKING LUNCH**

END OF THE WSA GLOBAL CONGRESS CONFERENCE

13:00 *FOR INTERNATIONAL DELEGATES:*
Bus transfers from NOVA SBE to Cascais

SIGHTSEEING - GET TO KNOW THE BEAUTIFUL COAST BETWEEN LISBON AND CASCAIS

→ Cascais ←

CASCAIS SIGHTSEEING, SUPPORTED BY THE CITY OF CASCAIS
BAIRRO DOS MUSEUS, ESTORIL E CASCAIS

15:30 *Bus transfers from Cascais to Turim Avenida Lisbon - panoramic tour along the ocean drive towards Lisbon*



WEDNESDAY, MARCH 13TH CONNECT FOR IMPACT DAY



18:00 *Meeting Point for International Delegates: Turim Avenida Hotel*
Bus transfers to Pestana Cidadela Cascais - PRE- REGISTRATION MANDATORY!

19:00 WSA GALA & AFTERPARTY

→ Pestana Cidadela Cascais, on invitation only ←

WORLD SUMMIT AWARD AWARD GALA & AWARD CEREMONY & AFTER PARTY

Digital Content with Impact on Society

Award Ceremony honouring the 40 winning teams of WSA 2018, WSA Young Innovators, Josef Umdasch Research Prize Winners and announcement of the WSA global Champions 2019 Cascais

Moderators: **Mariana Barbosa**, Journalist, Portugal and **Prof. Peter A. Bruck**, WSA Chairman

Guests of Honor:

H.E. Manuel Heitor, Minister of Science, Technology and Higher Education, Portugal

H.E. Ambassador Robert Zischg, Ambassador of Austria to Portugal

H.E. Ambassador Saad Al-Muhannadi, Ambassador of Qatar to Portugal

H.E. Ambassador Orla Tunney, Ambassador of Ireland to Portugal

H.E. Ambassador Uberto Vanni d' Archirafia, Ambassador of Italy to Portugal

Miguel Pinto Luz, Vice-President of Cascais Municipality

Joana Pinto Balsemão, Councilwoman of Cascais Municipality

22:00 *Bus transfers from Pestana Cidadela Cascais Turim Avenida*



WSA GLOBAL CONGRESS HOST & CHAIR PERSON

Prof. Dr. Peter A. Bruck Chairman, World Summit Award

WSA GLOBAL CONGRESS TEAM

Nora Wolloch, Overall Organisation and Partnerships
nora@worldsummitawards.org

Manuela Wagner Organisation and Communications
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Carlos Linares & Liene Ulmane

Winners Support

Luka Kalas, Matthias Kandler, Birgit Kolb Event Support

Herbert Ellinger, Design

Philipp Benedikt and Veronika Wieser, Video and Photography

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WSAoffice #WSACascais



WorldSummitAwards

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AND YES, DO FOLLOW US

LOCAL ORGANIZING TEAM

Sandra Fazenda Almeida, Executive Director APDC

Isabel Viana, APDC

Ana Almeida Pinheiro, City of Cascais

Diogo Paciência, PR and Communications Assistant ADPC

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