

## Prof. Birgitte Andersen CEO, Big Innovation Centre



Professor Birgitte Andersen (PhD Economics) is CEO of Big Innovation Centre, a London based think-tank and innovation hub that promotes open innovation via challenge-led taskforces, All Party groups in UK Parliament on Artificial Intelligence and Blockchain, and an AI Global Governance Commission. Since 2011 she has rapidly grown the Big Innovation Centre to become a building block in the innovation landscape in the UK and European Union. She is now accelerating the Big Innovation Centre vision with thought leaders, innovative companies and 'what works' innovators in the Middle East. Professor Birgitte Andersen is an entrepreneur and international expert in business model innovation, Intellectual Property governance and the weightless and 'smart' knowledge economy. She advises economists and policy makers of national governments in and beyond Europe including OECD, UN and WIPO; and large firms, and serves as an expert defence witness in the UK courts on matters of IP use on the Internet. She was the Rapporteur for the EU Commission representing the EU Expert Group on Knowledge Transfer and Open Innovation, and currently sits on the EU Expert Advisory Panel for Horizon 2020 – Societal Challenge: Europe in a Changing World – Inclusive, Innovative and Reflective Societies, and recently (October 2018) appointed on Arab League Expert Group on Digital Transformation regarding the Digital Economy Strategy for the Arab World.

### Leadership in Blockchain: How the Middle East can Innovate Governance and Applications with a *what-works* Approach

Blockchain technologies are experiencing phenomenal growth and impact all over the world, but how can it be ensured that the Middle East plays a role in shaping policy, governance and applications? To be a proactive member of the global Blockchain community, the shared vision of our future societies must be co-implemented, and what looks good in frontier science, technology and innovations from Blockchain, AI, Big Data must be prototyped, while thinking forward about agile, fit-for-purpose governance. A society must also be built to seize the benefits and protect against potential risks of these innovations. This means thinking differently about:

- public services: could Governments become the lead users of Blockchain?
- sharing our data: should individuals be born into the data sharing revolution and a creative data commons?
- health, energy, education, transport, communications, finance and housing: is there enough citizen participation to embrace the future revolution?
- trade and global governance: when moving from e-commerce to AI-commerce and Blockchain, can the Middle East co-lead on governing the new rules, norms and standards?

The best companies, investors, talent, innovators and influencers must work together with purposeful ambitions for a prosperous economy and happy society.