



GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

GLOBAL AI
WEEK



Robert Bjarnason

President at
Citizens Foundation



www.gidcomp.org

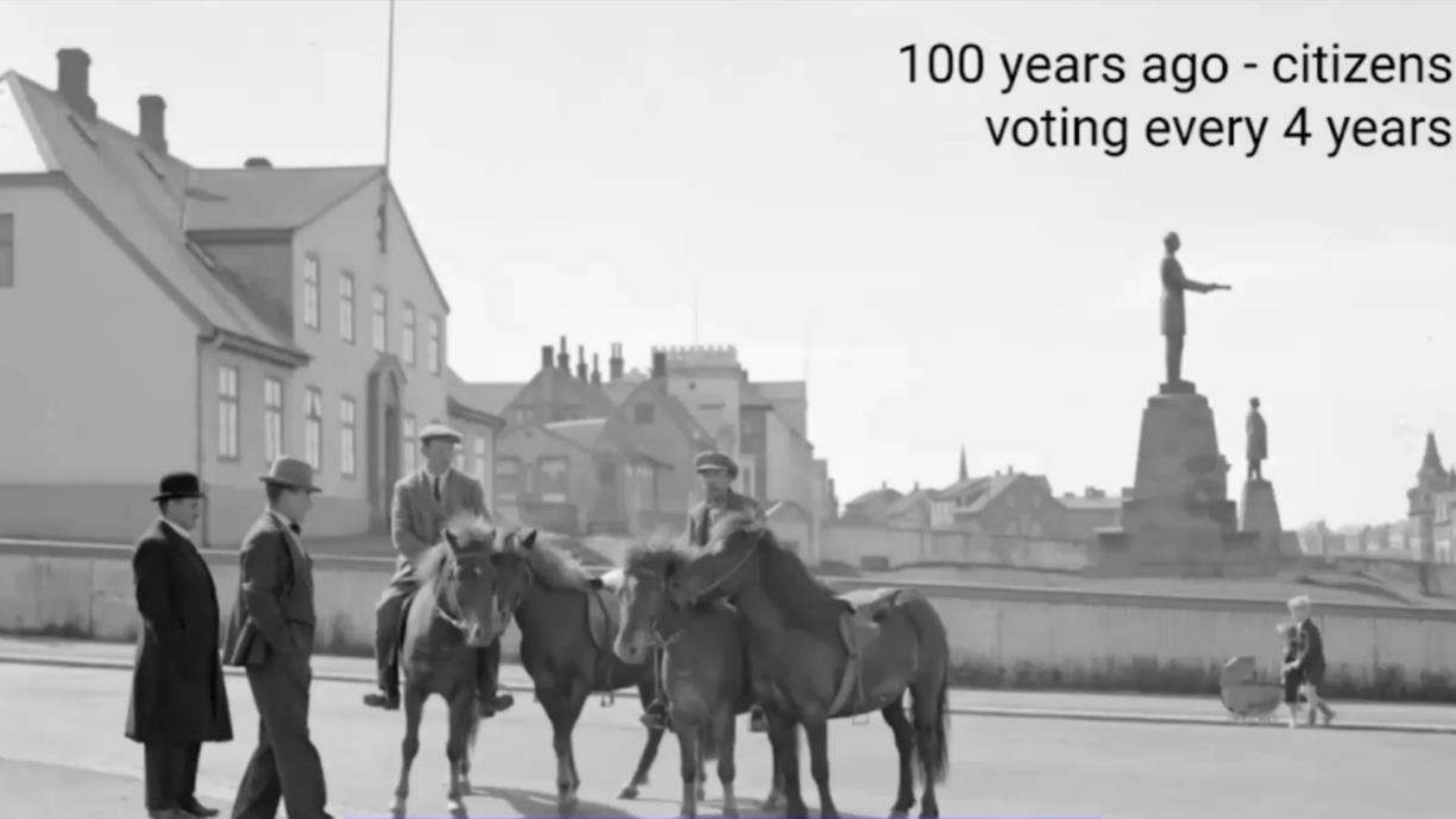


CITIZENS
FOUNDATION

Þingvellir (Parliament field), Iceland
World's oldest running parliament founded 930



100 years ago - citizens
voting every 4 years






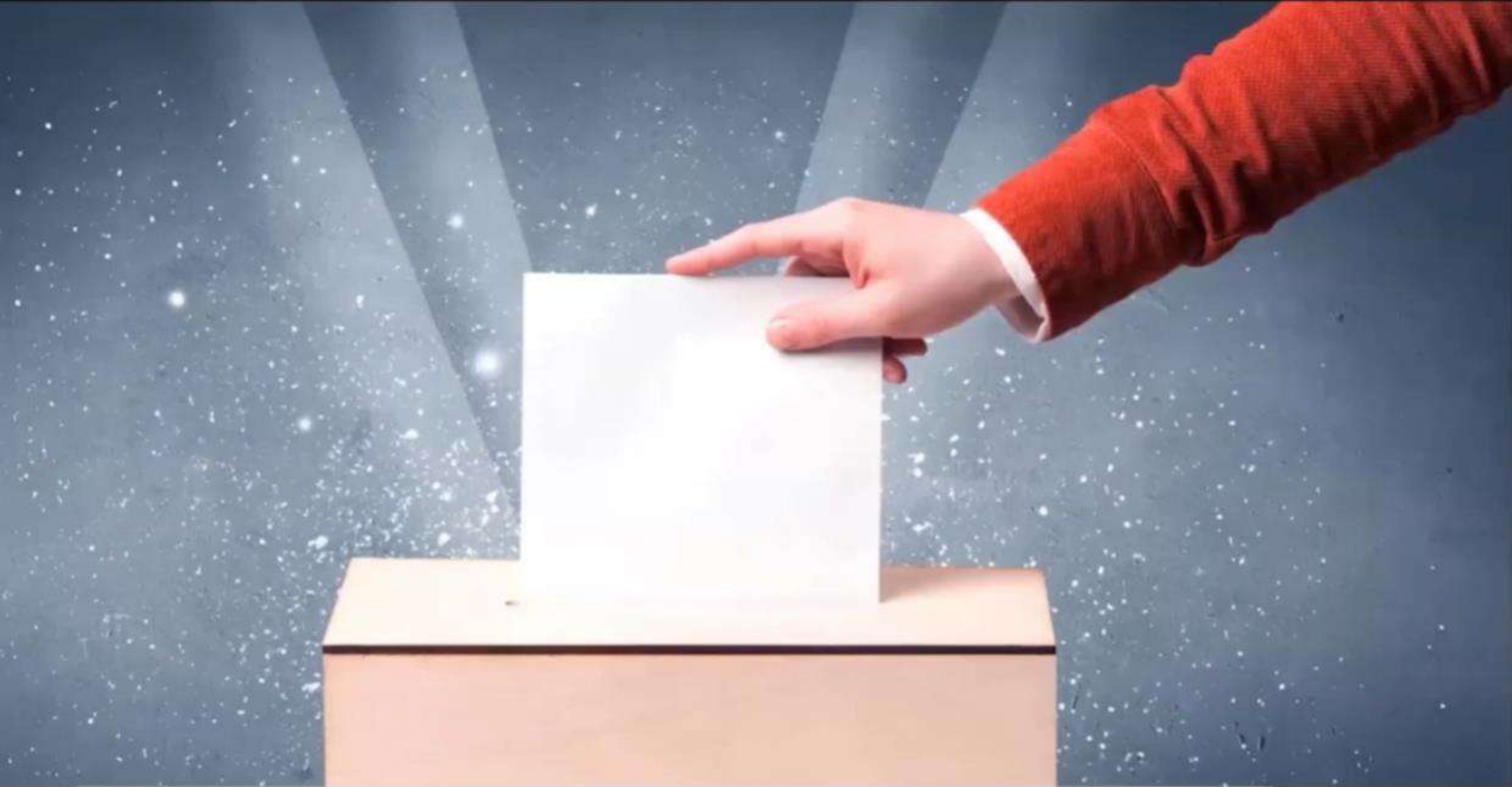
The car becomes popular in the 1930's

visit the Parliament



The background is a dark blue field filled with glowing, ethereal light trails that swirl and flow across the frame, suggesting a dynamic digital environment. Scattered throughout the scene are faint, semi-transparent characters and numbers, including letters like 'A', 'B', 'C', 'D', 'E', 'F' and digits like '0', '1', '2', '3', '4', '5', '6', '7', '8', '9', which resemble binary code or data streams. The overall aesthetic is futuristic and high-tech.

Access to the web is
opened in Iceland 1993



But the democratic system has not evolved much



Pots & Pans Revolution in 2008. Citizens Foundation begins its work

**We build trusted digital democracy infrastructure
allowing public sector to connect with citizens**

*Improving decision-making and
accelerating innovation for a better world*



CITIZENS.IS

- Civic tech nonprofit founded in 2008 in Iceland and now has small offices in Iceland & the United States
- Has helped improve decision-making in thousands of projects in 45 countries
- Key partners include for example city of Reykjavik, Scottish Parliament, World Bank and the city of Vienna.



Open Source Solutions

- **Your Priorities**
Idea generation and policy deliberation
- **Open Active Voting**
Budget voting and civic education
- **Open Active Policy**
Deep policymaking gamification framework
- **CommonCrawl Scanner**
AI driven web listening and learning



Innovation through ideas and deliberation with Your Priorities

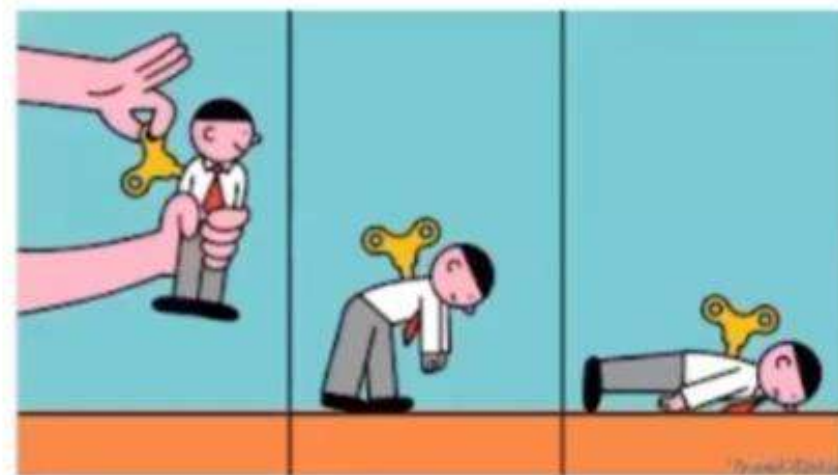


YOUR
PRIORITIES

The missing pandemic innovation boom

Aug 28th 2022

“Societies had become worse at finding new ideas, translating them into innovations and promulgating these innovations.”



- Robert Opatowicz
- Home
- Design
- Homepage
- Media
- Workshop
- Site News
- How to contribute
- Work it
- Climate Foundation
- Site Feedback
- Data Feed
- New Features
- Site Map



2022 Serverless Report

Discover the findings

2 Comments 1 Share



How better science footage is the just rock around to check James Webb Imagery | Kevin Wilson

2 Comments 1 Share



The Open Web: Open Webpage (OWP)

Open Webpage is the open web. It's a new way to open up the web who appears to be a new way.

1 Comment 1 Share



Instagram is a new way to open up the web who appears to be a new way.

2 Comments 1 Share



Jim Carrey is a new way to open up the web who appears to be a new way.

2 Comments 1 Share

Blockchain White Paper

Blockchain is a new way to open up the web who appears to be a new way.

Home

What's happening?

1 Comment 1 Share

François Chénier @francois.chenier · 22h

I could never get used to the fact that English uses 1-indexing when referring to floors in a building. I much prefer 0-indexing, like in French or in Python.

1 Comment 1 Share

MANTA @manta_io · 1h

Learn how to scan every rack and every of your data environment. Get an immediate map of all your data flows.



getmanta.com

Perfect Data Visualization

1 Comment 1 Share

Anton Gerasimov @AntonGerasimov · 4h

Arrests of the military leader in Moscow.

Traffic in the city center was stopped.

Units of Russian Guards (Elza, Ozerdinsky) Division, entered the city - Chief Intelligence Service of Ukraine.

Multiple arrests, detentions and killings of military are reported.

1 Comment 1 Share

Lary Bernoldy @LaryBernoldy · 10h

I have been sick for nine months now. All of my capacities have changed. Today I felt well enough for the first time to try to do something that wasn't either work or necessary for my health. I volunteered for a few hours at [@PuzzleLab](#). Pray my ass off. Loved every second.

1 Comment 1 Share

Matt Muntz @mattmuntz · 7h

Why Your Priorities?

- **Facilitate better decisions and new innovation by crowdsourcing public sector policy**
- To build trust between public sector and citizens
- Easy to use and combines play and civic work in a meaningful context



Ideas, deliberation & prioritization

- **Citizens add ideas and points**
 - Inform others with structured deliberation points and become better informed in the process
- **Ideas and points liked/disliked by citizens**
 - The top ideas and points for and against them are visible to everyone





Laugardalur

Laugardalur gets its name from a large outdoor area in the heart of the neighborhood, which is sheltered and lush. We encourage all residents to submit ideas on how to make the neighborhood even better.

📍 154 🗨️ 364 🕒 1,521

💡 Add new idea



Alexandru rolo in Vogabyggð

Description of an Idea Alexandra Eldey Finnbogadóttir (15.10.20-18.6.22) lived in the new Vogabyggð March 2022 - ...

🔗 ❤️ 607 🗨️ 124 🚫 8



Genuine Pumptrack for Bicycles, Skateboards and Scooters

Description of an Idea What Iceland lacks is a real Pump Track. (pumping track) poes. paved or concrete. There is...

🔗 ❤️ 201 🗨️ 53 🚫 2



Footbridge over Sæbraut

Description of an Idea Immediately build a footbridge over Sæbraut at Skeiðarvog to connect the new Vogabyggðin w...

🔗 ❤️ 160 🗨️ 10 🚫 4



Sports hall in Laugardal.

Description of an Idea We need a sport Laugardalin for Þrótt and Ármann. And there, but all the...

🔗 ❤️ 153 🗨️

Climate Change

Changing how we live



What change could you make now?

What would make this easier for you?

Climate change and you

The Scottish Parliament is scrutinising the Scottish Government's Climate Change Plan. The initial stage of this exercise is now closed. The submissions will be used to support future scrutiny of the updated Plan when it is published. Learn more, click the ? button on the top right of the page.

🗨️ 139 💬 519 🕒 401



Add new idea

☰ FILTER IDEAS

Search for... 🔍



Integration of cycling and public transport

What change do you want to make now to address the climate change crisis? It should be easier to...



Increase support and subsidies for electric cars

What change do you want to make now to address the climate change crisis? Significantly more...



Decrease costs for public transport

What change do you want to make now to address the climate change crisis? If the price of train was lowered then it wou...



recyclable materials for single use products

What change do you want to make now to address the climate change crisis? More towards recycled...



Natural resources and nature

There has been much debate in the community about public participation in decisions regarding resources, nature and the environment, and on the nation's ownership of natural resources. Opinion polls indicate that the vast majority of people want the Constitution to have clear provisions on this: What do you think?

📍 22 🗨️ 199 🕒 473



Closed for new
ideas

FILTER IDEAS

Search for... 🔍



Ownership of resources

A new provision needs to be included in the constitution which ensures that Iceland's natural resources are owned by the...



Right to unspoiled nature

Provisions should be added to the Icelandic Constitution, which provides for the public's right to a healthy environment...



Right to influence environmental decisions

The Constitution shall guarantee the right of the public to information on the environment and any construction that dis...



Approval of Articles 34 and 33 of Constitutional Council

Non-privately owned natural resources are a common and perpetual property of beginning Article 34...

Constructive deliberation

- Deliberation system that makes it impractical to argue
 - It's not possible to comment directly on others points
 - Encourages rational deliberation and neutralizes trolls
- Citizens are nudged into an evaluation mode
- Minority and majority views have equal weight which helps facilitate consensus





Ownership of resources

↑ 243 ↓ 6

A new provision needs to be included in the constitution which ensures that Iceland's natural resources are owned by the nation and that their utilization is at once sustainable and for the public benefit. There has been much discussion in the community about resources and their use in recent years, and opinion polls have shown that a large majority of people are in favor of such a provision. But how does it sound to achieve their goal?

Points for

Write point for...

0/100



VIDEO

30 seconds

SPEECH

30 seconds



Katrín Óddsdóttir

Here it is very important that the wording is in the most consistent with the draft Constitution, which provided, among other things, for "full price" for the utilization of the resources.
All parliamentary proposals for such a provision have been substantially reduced by this requirement.

Points against

Write point against...

0/100



VIDEO

30 seconds

SPEECH

30 seconds



Páll Guðfinur Guðafsson

I voted for a new constitution in 2012, which the Constitutional Council won, the people have approved it. Please enjoy it !!

Your Priorities and AI

- **Empowering citizens democratically with Artificial Intelligence**
 - Machine Translations
 - Recommendations & Notifications
 - Speech-to-Text
 - Toxicity Detection & Cluster Analytics
 - Safe & accurate AI powered chat interface (March '23)



YOUR
PRIORITIES

Governance with Your Priorities

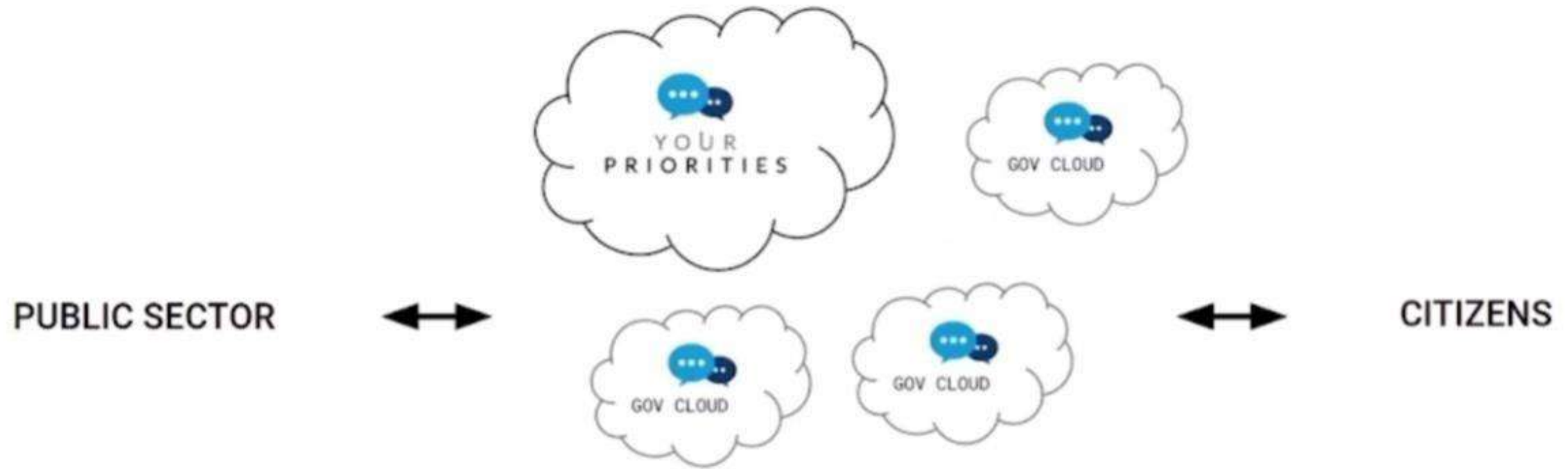


YOUR
PRIORITIES

TRUSTED GOVERNANCE?



TRUSTED GOVERNANCE



NONPROFIT OPEN SOURCE BUSINESS MODELS



Table 2.6. **Selecting the right digital tool for citizen participation**

Tool	Open meeting	Public consultation	Crowdsourcing	Citizen Science	Civic monitoring	Participatory budget	Representative deliberative process
Your Priorities		X	X	X	X	X	
All Our Ideas		X	X	X			
Pol.is		X	X				X
Decidim	X	X	X			X	X
DemocracyOS		X				X	
Jit.si	X						X
Consul	X	X	X			X	
HackMD FramaPad Etherpad	X			X			X
CitizenLab		X		X		X	

Citizen Engagement Projects

with Your Priorities



YOUR
PRIORITIES



Samráðsvefur Reykjavíkurborgar

Velkomin á samráðsvef Reykjavíkurborgar. Vefurinn er notaður til þess að kalla eftir afstöðu og álit borgarbúa við hin ýmsu verkefni Reykjavíkurborgar auk þess sem hér er kallað eftir hugmyndum í verkefnið Hverfið mitt.

📍 11,431 💬 24,941 👤 43 🕒 40,538

SVÆÐI (19)

FRÉTTAVEITA



HUGMYNDASÓFNUN ER HAFIN
OG STENDUR YFIR TIL 22. OKTÓBER

Hverfið mitt 2022-2023

Hugmyndasófnun fyrir Hverfið mitt er hafin og eru borgarbúar hvattir til að senda inn hugmyndir að verkefnum í sínu hver...

📍 1,715 👤 10 🕒 8,922

RÖMPUM UPP ÍSLAND

Römpum upp Ísland

1000 rampar um allt Ísland. Tilgangur verkefnisins er að auka aðgengi hreyfihamaðra að þjónustu, verslun og veitingahús...

📍 18 👤 10 🕒 10

SHÍ

Stúdentaráð Háskóla Íslands

Okkar háskóli

Stúdentaráð vill heyrna hugmyndir frá nemendum skólans og veita nemendum tækifæri á að ákvarða hvaða málefni Stúdentaráð...

📍 58 👤 1 🕒 710

Lýðræðis-vinnustofa
Local Democracy Lab Iceland

PaCE: Lýðræðis-vinnustofa

Lýðræðis-vinnustofan er netviðburður sem býður uppá vettvang fyrir fólk, allstaðar að á Íslandi, til að ræða traust sitt...

📍 7 👤 1 🕒 7



Lýðræðisstefna Reykjavíkurborgar t

Óskað er eftir umsögnum um lýðræðisstefnu Reykjavíkurborgar hausti 2019 hefur stýrihöpur u ly-

📍 3



My Neighborhood 2020-2021

The election in Hverfið mitt ended on the 14th of October - here you can see the results of the election: <https://reykjavik.is/nidu...> The collection of ideas for My Neighborhood in 2020-2021 is now complete. A total of 1321 ideas were received and there have never been more.

📍 1,316 👤 1 🕒 10,549

GROUPS (10)

NEWS

MAP



Vesturbær 2020-2021

Here are the ideas that won the election in Vesturbær. Further information can be found at:

📍 136 💬 499 🕒 2,367



Laugardalur 2020-2021

Here are the ideas that won the election in Laugardalur. Further information can be found at:

📍 150 💬 646 🕒 1,997



Grafarvogur 2020-2021

Here are the ideas that won the election in Grafarvogur. Further information can be found at:

📍 149 💬 338 🕒 1,523



Háaleiti og Bústaðir 2020-

Here are the ideas that were voted on in Háaleiti og Bústaðir. Further information can be found at:

📍 181 💬 379



Hverfið Mitt 2020-2021

Kosningu í Hverfið mitt lauk þann 14. október síðastliðin - hér má sjá niðurstöður kosninga:
<https://reykjavik.is/nidu...> Hugmyndasöfnun fyrir Hverfið mitt árið 2020-2021 er nú lokið. Alls bárust 1321 hugmyndir og hafa þær aldrei verið fleiri.

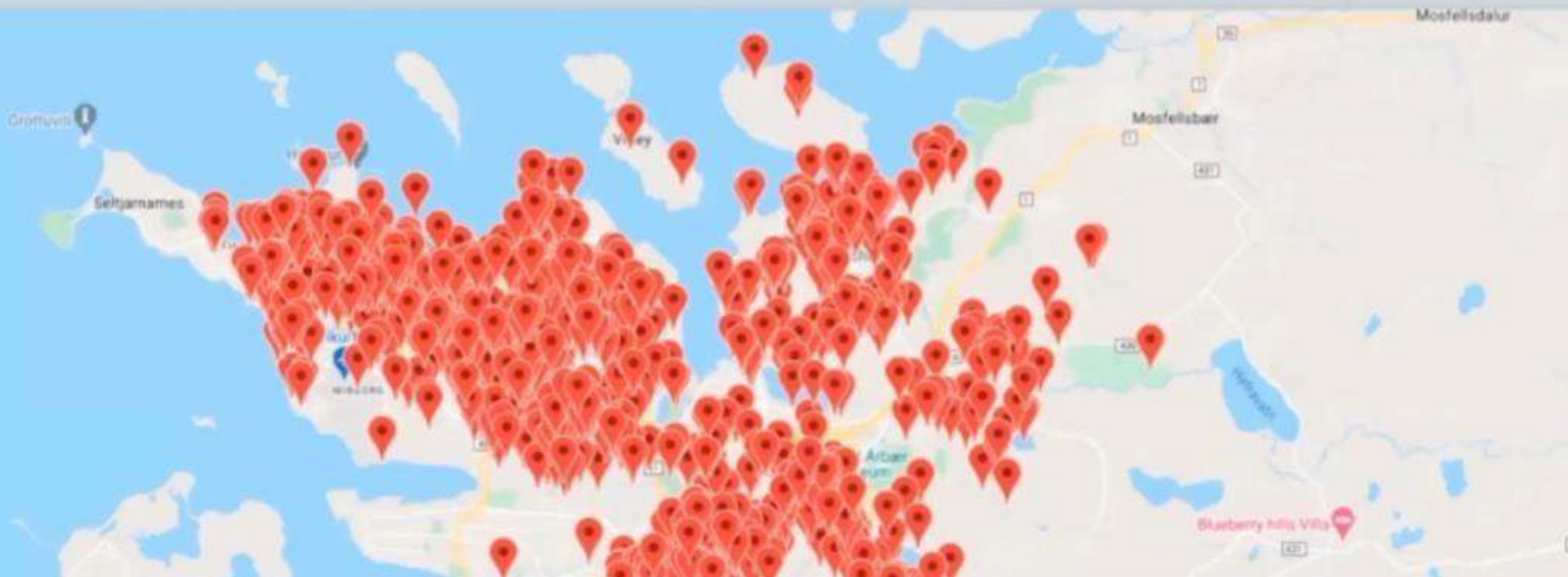
📍 1,316 👤 1 🕒 10,549

GROUPS (10)

NEWS

MAP

Kort Gervihnöttur



Reykjavik education policy until 2030

- **Reykjavík was shaping a new education policy**
- Purpose is to get citizens' views on what should be the most important skills and qualifications for an 18-year-old
- Citizens in Reykjavik have opportunity to participate directly in formulating city policy





Literacy in a broad sense

Literacy is the ability to work with sound and words and to cite various clues about thinking and meaning in writing. Literacy in broad understanding is also about the relationship of words to life itself or to reality. Under literacy in a broad sense, inter alia, reading, writing, mother tongue, speech literacy, environmental reading, financial literacy, media literacy, computer literacy, scientific literacy, information literacy, Icelandic and foreign languages.

↑ 145 ↓ 6

Why more important?

Arguing with

0/500



Hlynur Gíslason

Financial literacy, education, is something that is lacking in compulsory schooling and in upper secondary schools. When children receive a pay slip, it is natural that they can read it and know if they are getting the right payroll, for example.

Why less important?

Arguments against

0/500



Björn Helgi Björgvinsson

Despite being good in my own way, I think the idea takes over too wide a range. When I need to prioritize projects in this field, I do not think this idea is enough for me to support it. I see it "down" on this idea.



Literacy data

Increased access to data opens up opportunities for the public to better understand society, the environment and the sit...



43 2 0



How to identify false news

You need to start training kids / teenagers to use critical thinking and methods to understand false news. This is sign...



42 3 0



ÍSLENSKT FINGRATAFRÓF



Symbolic instruction in elementary schools

Because of the lack of symbolic language skills in the community, it is difficult for individuals who speak sign languag...



25 1 0



Increased emphasis and resources for school library

"If we want children to read more, we need to give them better access to books. They need to bring them the taste, give



Skólagarðar; utilizes for education in sustainability education

To enable teachers to utilize school towns as a classroom for sustainability education. The gardens are suitable for spr



Primary teachers in elementary school

Creating a way of life so that elementary schools can offer specialists with specialists. For example, students who came...



Better Iceland

Better Iceland is a consultation web for all Icelanders

📍 7,605 💬 11,718 👤 139 🕒 22,359

COMMUNITIES (30)



Kópavogsbær

Kópavogur

Here you will find various consultation and democracy projects in Kópavogur. This website is used to call for consultation with re...

📍 2,107 👤 84 🕒 6,314



GARÐABÆR

Garðabær

Here you can find various democratic projects of Garðabær. This website is used to call for the views and opinions of residents on...

📍 623 👤 135 🕒 2,456



REYKJANESBÆR
I KRAFTI FJÖLBREYTTLEKANS

Better Reykjanesbær

Better Reykjanesbær is a forum for consultation and the voice of the town's residents, where there is an opportunity to present id...

📍 664 👤 4 🕒 2,387




SUÐURNESJABÆR

Better Suðurnesjabær

Suðurnesjabær consists of the population centers Garður and Sandgerði and here live almost 3700 inhabitants. Further information o...

📍 131 👤 5 🕒 248



OKKAR AKUREYRI

Our Akureyri

Our Akureyri is a consultation forum where residents can put forward ideas and influence issues related to the municipality's serv...

📍 38 👤 170 🕒 69



REYKJANESBÆR



BETRI HAFNARFJÖRÐUR



BETRI HAFNARFJÖRÐUR



Samráð um





Community Wellbeing: What matters to you?

The Local Government & Communities Committee is planning future work into community wellbeing and we'd like to hear your ideas and suggestions for what we should focus on. For more information about how to get involved click on the (?) button in the main menu above.

📍 222 💬 401 🕒 649



Closed for new ideas

MOST DEBATED
220

NEWS

☰ FILTER IDEAS

Search for... 🔍



What do you think 'community wellbeing'?



Give Rural Scotland Bus Services fit for



Supporting Third Sector Community and



Fund all deferrals for 4yr olds who need it



Welcome to the ARIS online platform!

Welcome to the ARIS online platform. Here you can find useful information about our projects, leave comments and questions and receive a reply from ARIS team. Your opinion is very important to us, as we would like to better understand how we can help you in the context of the COVID-19 pandemic.

🔔 13,068 👤 13,262 🗨️ 373,934

COVID-19

Information on COVID-19

It contains information about COVID-19 from official sources, as well as the results of a monthly survey of the social impact of the pandemic on the population of the Kyrgyz Republic.



Feedback mechanism with ARIS beneficiaries

The ARIS Feedback Mechanism includes a grievance redress mechanism, where beneficiaries and other stakeholders of the project can leave their comments, suggestions and complai...



CASA -1000

Жергиликтүү
коомчулукту
колдоо
долбоору



CASA1000 Community Support Project (CSP) and AF

The CSP Project will provide small grants and capacity building to communities located in the Corridor of Impact of the CASA1000 Transmission Line. The project will help impro...





Jalal-Abad region

Welcome to the window of the Jalal-Abad region. Click here to view AA / villages funded by the CASA1000 Community Support Project and additional funding.

📍 38 👥 29 🕒 5,330

GROUPS (29)

NEWS

MAP



Bagysh AA

Click here to view villages in Bagysh AA funded by the



Kyzyl-Tuu AA

Click here to view villages in Kyzyl-Tuu AA funded by the



Barpy AA

Click here to view villages in Barpy AA funded by the

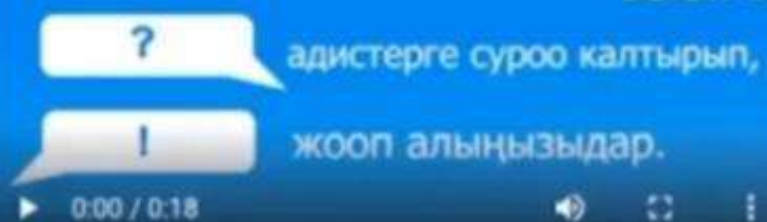
Digital platform and training boost participation in rural Kyrgyzstan



Mendayim Soyunbai Kyzy, using the ARIS online platform to propose and vote on projects to benefit her community

Donors too often set the agenda for the countries and regions they support with their aid dollars. But in this case study, the World Bank project demonstrates how the government can empower local communities to make decisions, facilitated by a digital platform. This is part of a series of stories on digital participation platforms produced with

ООРУЛАРДАН
АЛДЫН АЛА САКТАНУУ
БОЮНЧА



САК-САЛАМАТ

КАК ЗАРЕГИСТРИРОВАТЬСЯ?

<https://youtu.be/SbUCMEd7...> ... ДЕНИ САК ШААРЛАР ШИЛТЕМЕСИ <https://saksalamat.info/g...> Онлайн платформа РЦУЗиМК #saksalamat #сак-саламат #саксаламат #Saksalamatinfo #Саксаламатинфо.

 901  637  22  1,558

COMMUNITIES (17)



ВАКЦИНАЦИЯ COVID-19

ВАКЦИНАЦИЯ COVID-19

МАТЕРИАЛЫ ПО ВАКЦИНАЦИИ COVID-19. ЗДЕСЬ ВЫ МОЖЕТЕ ОСТАВИТЬ СВОИ МНЕНИЕ И ЗАДАВАТЬ ВОПРОСЫ ПО ТЕМАТИКЕ.

ДЕН СОЛУКТУ ЧЫНДОО КАБИНЕТТЕРИ

КАБИНЕТ УКРЕПЛЕНИЯ ЗДОРОВЬЯ

Ден соолукту чыңдоо кабинеттери

ТАЛКУУЛАР / ОБСУЖДЕНИИ



ONLINE FORUM

Форум

Онлайн площадка для обсуждения по вопросам здоровья

Профилактика НИЗ

ЖУГУШТУУ ЭМБЕ ООРУЛАРДЫН АЛДЫН

ЗДОРОВЫЙ ОБРАЗ ЖИЗНИ

ДЕНИ САК ЖАШОО



Description of your idea

The project seeks to eliminate any waste dumps and dumpsites in Kano over a span of 5 years, using engineered landfills with energy recovery that could eliminate local air pollution and reduce greenhouse gas emissions by 50%. After 5 years, anaerobic digestion plants would be constructed at the landfill sites, that will further reduce greenhouse gas emissions by 100% and generate up to 20MW of clean energy that can serve the industrial areas of Kano and revive the...

[READ MORE](#)

Zero Bola



Pros: Why do you like this idea?



Hauwa Umar Aliyu

This is an amazing idea & innovation and most impactful if successfully implemented



Sheikh Abubakar Xeedoh

This is outstanding.



Cons: How can it be improved?



Saratu Joshua Pindar

Requesting more inputs from like minded young Nigerians especially in other states



Muhammad Rislán

Let's have indicators on how the idea can be brought into reality

عنوان

0/60

اوصف مشكلتك في ظل جائحة كورونا

0/5000

هل تواجهك اي مشكلة من هذه المشاكل

معقمات للمنطقة

طعام

تغطية اعلامية

علاج نفسي

مركز	مستوى	ملاحظات
مركز	1	مركز
مركز	2	مركز
مركز	3	مركز
مركز	4	مركز

الحوجة الي كامات وصابون لمراكز امتحانات الشهادة الثانوية

اوصف مشكلتك في ظل جائحة كورونا الحوجة الي كامات وصابون لمراكز امتحانات الشهادة الثانوية بمحلية الفوز 13125 كاما...



مشكلة التصدي لجائحة كورونا

اوصف مشكلتك في ظل جائحة كورونا مركزية لجان مقاومة اميدة جنوب هي موكزية تعنى بالعمل النوري داخل وحدات البقعة بمحل...



Key Outcomes with Your Priorities

- **Improved communities through better decisions**
 - Collective innovation for a more complex world
 - Useful collections of pros and cons for each idea
- Increased civic knowledge of participants
- Higher public acceptance and satisfaction levels with use of citizens ideas and work



YOUR

Participation must be fun

- **Fun, easy, informative and educational**
- If it's not 'fun' people will rather go on Facebook, YouTube, play computer games or watch a movie
- **We live in a world with endless possibilities for fun activities, civic work competes with that**



Reward citizens

- **Use the best citizens ideas on a regular basis**
- Talk about successful projects to show value, build trust and increase participation
- **If citizens don't know the results it will be hard to get more participation from them**



Communication is key

- Good communication is the key to success
- We must use good, modern tools for this but tools alone are not enough
- **Realistic marketing budgets are critical**



Thank you

Róbert Bjarnason / robert@citizens.is



CITIZENS.IS



GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

TECHNOLOGY FOR INCREASE EFFICENCY



Just one goal, Create value with technology.

Through 5 different specific strategies:

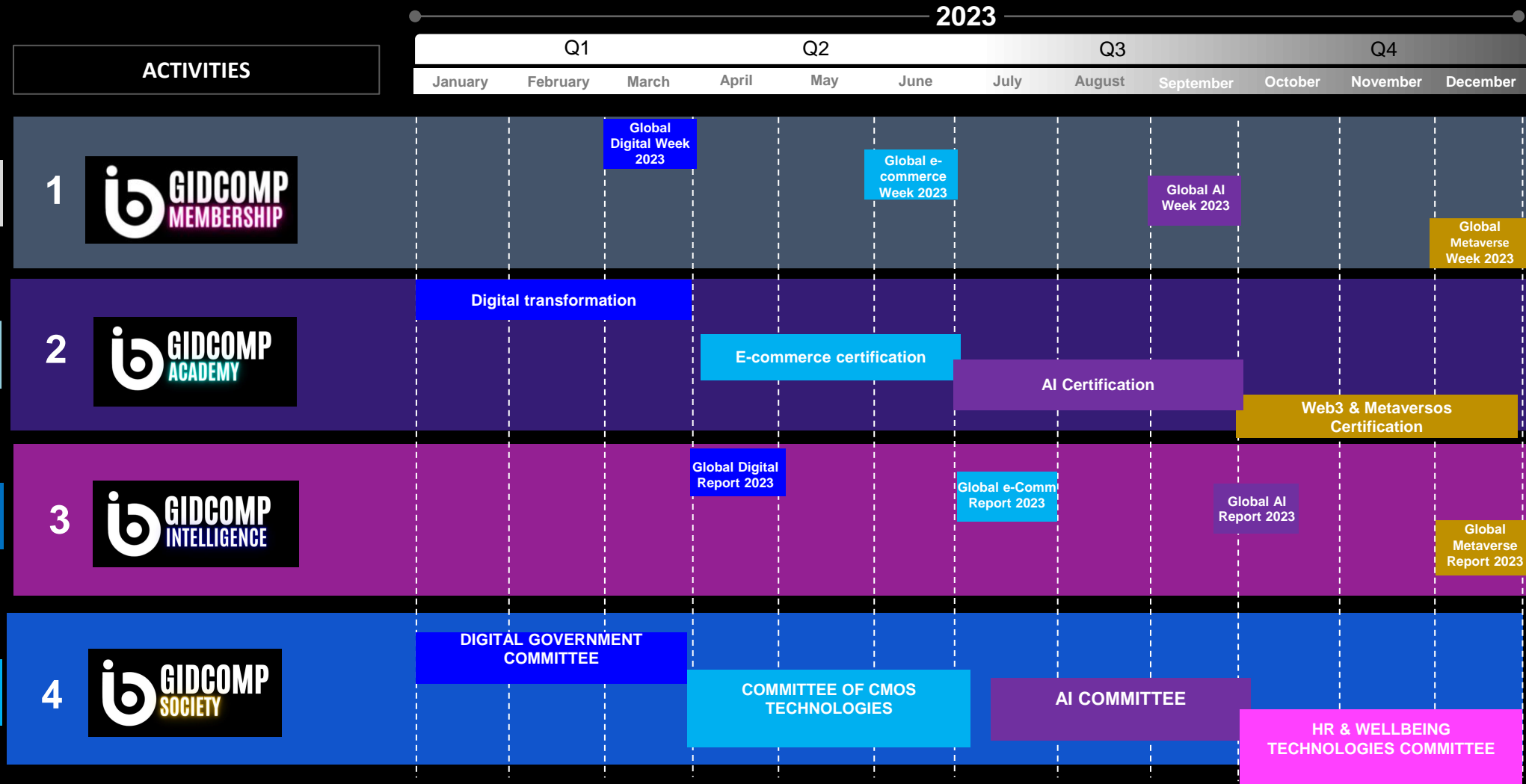
- 1** Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world
- 2** Connecting organizations and executives to create more value, sell more in an omnichannel, and geopolitically fragmented world.
- 3** Work together with authorities and institutions to remove barriers to technologies and trade
- 4** Bring experts, knowledge and cases to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.
- 5** Establish Committees by type of technology to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.



Some brands that are part of our international ecosystem



Calendar GIDCOMP 2023



The GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies

1

GIDCOMP Immersive Festivals

Free immersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

International experts

- Día 1. Smart Cities
- Día 2. Public Policies
- Día 3. e- Commerce
- Día 4. Disruptive Business
- Día 5. Wellness Technologies

Marzo 27 al 31

GLOBAL E-COMMERCE WEEK 2023

Internanional experts

- Día 1. Marketplaces
- Día 2. Digital Commerce
- Día 3. Omnichannel
- Día 4. Metacommerce
- Día 5. Customer Experience

Jun 26 al 30

GLOBAL AI WEEK 2023

International experts

- Día 1. Robotics & AI
- Día 2. IOT
- Día 3. Automation
- Día 4. AI Performance
- Día 5. Machine Learning

Sept 11 al 15

GLOBAL METAVERSE WEEK 2023

International experts

- Día 1. Immersive Technologies
- Día 2. Omnichannel
- Día 3. NFTs & Blockchain
- Día 4. 3D & Web 3.0
- Día 5. Artificial Intelligence

Diciembre 4 al 8



The Academy Division seeks to bring international experts in practice together to share their pragmatic and tactical execution lenses in leading global companies.

The main mission is for executives to develop the skills in practice in order to increase the efficiency and sales of brands.

2

ib GIDCOMP ACADEMY

GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

UPCOMING START DATES:

Beginning

JANUARY 14, 2024

Closing of admissions

DECEMBER 15, 2023

CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The *certification in e-commerce & Omnichannelity* seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

UPCOMING START DATES:

Beginning

APRIL 16

Closing of admissions

MARCH 20

AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

The certification in AI for marketing and sales areas seeks to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

[See agenda](#)

UPCOMING START DATES:

Beginning

AUGUST 15

Closing of admissions

JULY 30

CERTIFICATION IN: WEB 3 AND METAVERSSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

[See agenda](#)

UPCOMING START DATES:

Beginning

OCTOBER 01

Closing of admissions

SEPTEMBER 3RD

3



Research, prototypes, tests, reports
and Digital Laboratory

Global Metaverse
Report 2022
Release for November
2022

Global Digital
Report 2023
Release for February 2023

Meta
Commerce 2023
Release for June 2023

Digital poles
2023
Release for November 2023

POSITIONING AND BRAND PRESENCE IN METAVERSES

1 CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL

2 MARKETING AND BRANDING – FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

OMNICHANNEL COMMERCE

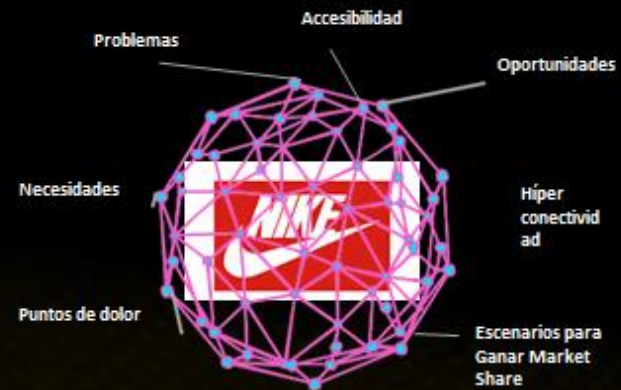
1 VIRTUAL STORES – JONATHAN MÁSMELA, CEO DE LA COLONIA

2 SALES IN METAVERSES – THORSTEN WALTHER, CEO DE INSPIFY

MASSIVE METAVERSES

1 MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY

2 SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION



Market fit. Short term

- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term

- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Current Portfolio

1. Tenis
2. Ropa
3. Accesorios

Tailored Portfolio (medium term)

1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

Technology adoption diagnostics

Reasons to join **GIDCOMP**:

4



- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage existing technology** (leap Frog)
- 3 To generate **networking / community**
- 4 To have **visibility** of applications in the use of **technologies**
- 5 To inform me and keep abreast of the **latest news**
- 6 To receive **support or consultancy**
- 7 To **train** my team in the face of new market challenges
- 8 To generate **relationship with Authorities**
- 9 Access to **+300 Experts from more than 52 countries** and presentations of their models at our festivals



Accompanied by senior international leaders who lead the committees

Smart Cities,
Sustentabilidad & Industria
4.0, Public Policy, e-
government
& Ciberseguridad

Blockchain and NFT.
Digital Economy,
Artificial Intelligence

Data Science & Big
data, RH & Well-being
Technologies,
Education Technology

Metaverses, immersives
Technologies (RA, 3D, RM,
RV), Experiences
Omnicanal & Digital
Commerce

Social enterprises,
Sustainability, Social
Digital Business, Social
responsibility

Governments, Int. Agencies

CTOs, CDOs, CIOs

CRHOs, COOs, CHOs.

CEOs, CMOs. CSOs.

CSR, ONGs,

Macro

Application of technologies

Micro

Affiliates will live an international digital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	10		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

- ❖ ANNUAL OBJECTIVES OF THE COMMITTEES:
- ❖ Publish trends by technology.
- ❖ Collaborations with media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
- ❖ Recognition of executives and exposure of brands that collaborate in the integration of knowledge.
- ❖

■ Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.

VICE PRESIDENTES DIGITAL GOVERNMENT

Committee 1

Objective:

The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

1. SOSTENIBILIDAD

2. SMART CITIES

3. FINTECH

4. CIBERSEGURIDAD



ROBERTO HERNÁNDEZ
FORMER CEO LATAM OCDE
PUBLIC POLICY GIDCOMP VP



HÉCTOR CARDENAS
CEO THE ERGO GROUP
E-GOVERNMENT COMMITTEE VP



JUAN CARLOS REYES
CEO ANTI FRAUDE
CIBERSECURITY GIDCOMP VP



LUIS GODOY
FORMER CEO DE INTELIGENCIA
ECO GLOBAL
PUBLIC POLICY GIDCOMP VP

VICE PRESIDENTS

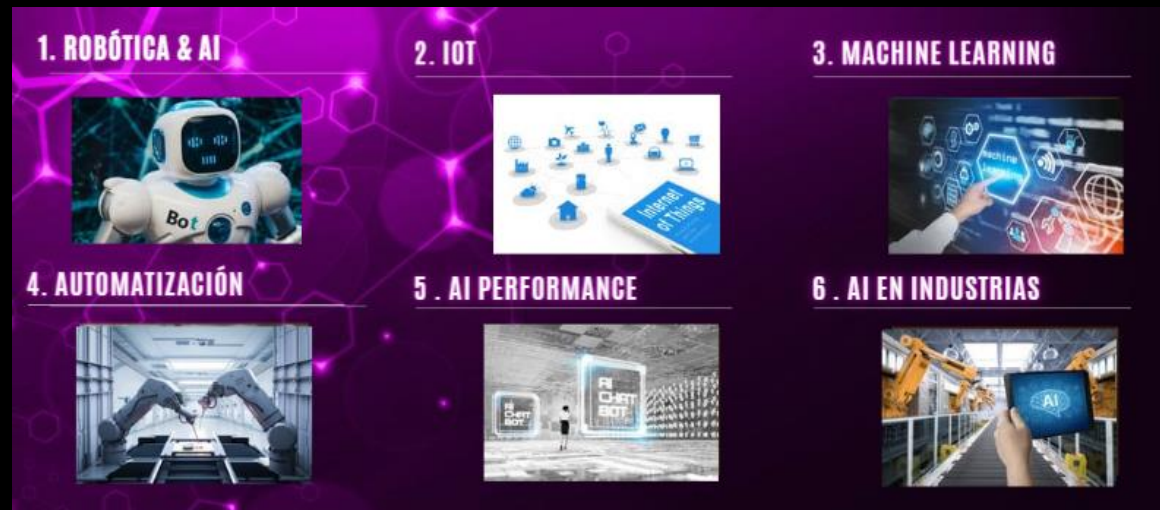
ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

Committee 2

Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CARRIO
O2O MARKETING EXECUTIVE
AI GIDCOMP VP



MIRIAM ESPICHÁN
ANALISTA DE MARKETING & CONTENIDOS
DISRUPTIVE TECHNOLOGIES GIDCOMP VP



MARISOL CAPETILLO
CEO OF VERSE TECHNOLOGY
INDUSTRY 4.0 GIDCOMP VP



RAMÓN MARTÍNEZ
CEO DE HIRXLAB
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

VICE PRESIDENTES HR & WELLBEING TECHNOLOGIES

Committee 3

Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:.



MONTSERRAT CAZORLA
GLOBAL LEAD ATTRACTION & RETENTION
CHG-MERIDIAN
HR TECHNOLOGY GIDCOMP VP



SUSANA NILA
FUTURE EMPLOYABILITY EXPERT
FOW 2050 GIDCOMP VP



JULIÁN VARAS
CEO OF C1DO1
ED TECH GIDCOMP VP



EMILIO SERRA
DATA & ANALYTICS ONE SR. MANAGER
DANONE
BIG DATA & DATA SCIENCE GIDCOMP VP

VICE PRESIDENTES DIGITAL COMMERCE

Committee 4

Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CANO
METAVERSE GENERAL DIRECTOR
GRUPO HAVAS MEDIA
BRAND & METAVERSE GIDCOMP VP



JENIFER SAMANIEGO
VIRTUAL REALITY HEAD CLUB
CATHOLIC UNIVERSITY OF LOJA
REALIDAD VIRTUAL GIDCOMP VP



RANDY CRUZ
CITI MANAGER RAPP
DIGITAL COMMERCE GIDCOMP VP



ELADIO GONZÁLEZ
EDITORIAL DIRECTOR AT FORBES
CENTRAL AMERICA
DIGITAL MEDIA GIDCOMP VP

VICE PRESIDENTES ONGs & RSC

Committee 5

Objective:

The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

The graphic features a central logo for 'Comité de ONGs & RSC' with the 'GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS' logo below it. To the right, four numbered themes are presented with corresponding images: 1. FORTALECIMIENTO DE ONGS (NGO), 2. LUCHA CONTRA EL CAMBIO CLIMATICO (climate change), 3. ACCESO A LA EDUCACIÓN DIGITAL (digital education), and 4. ADICCIÓN A LA TECNOLOGÍA (technology addiction).



KELLY DUQUE
DIRECTOR OF PROJECTS AND PUBLIC RELATIONS
ONGs & CSR GIDCOMP VP



JULISSA JIMENEZ
DIRECTORA DE LMD
POLITICAS SOCIALES GIDCOMP VP



JOSÉ QUESADA
FOUNDER WORLD COMPLIANCE FORUM
TECH & COMPLIANCE GIDCOMP VP



MONICA LÓPEZ
CO-MARKETING MANAGER IN HP
MEJORES PRÁCTICAS DE RSC
GIDCOMP VP

Reasons to become a member of **GIDCOMP:**

- 1** To receive information on Business Intelligence and Technology trends
- 2** To leverage existing technology (leap Frog)
- 3** To generate networking / community
- 4** To have visibility of applications in the use of technologies
- 5** To inform me and keep abreast of the latest news
- 6** To receive support or consultancy
- 7** To train my team in the face of new market challenges
- 8** To generate relationship with Authorities
- 9** Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.



	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the studies	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
Participation and collaboration in Disruptive Technologies Committees		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in international studies and reports.		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a commercial presentation at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
PRICE	FREE	500 – 4,000 USD
		Annual by size*

***GIDCOMP SOCIETY ANNUAL INVESTMENT**

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	5,000	5
Big	501 -1,000	4,000	4
Median	251 a 500	3,000	3
Small	6- 250	2,000	2
Micro	1 -5	1,000	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: Fundación Consultores Sin Fronteras A.C.
 RFC: FCS190805FH9
 Bank: BBVA
 Account Number: 0113640205
 Clabe Account Number: 012180001136402052
 Swift code for international payments: BCMRMXMPYM
 Mail: be.digital@gidcomp.org



How to become a member?

Send us an email to be.competitive@gidcomp.org or a WhatsApp at: +52 56 1463 3902

GIDCOMP seeks to bring together and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.

Membership begins with the date of crediting payment to the bank account.

Valid 12 months from the date of payment.

Renewals begin to run from the expiration date of the current membership.

www.gidcomp.org
be.competitive@gidcomp.org

