



# Conferences and panel discussion

## Corporate digital responsibility: What are the challenges for investors?

3 November 2020 at 16:00  
Hotel Bern, Zeughausgasse 9, Bern

*Free admission on registration  
Event in English, simultaneous interpretation in German and French  
Live video transmission on [www.ethosfund.ch](http://www.ethosfund.ch)*

## Context:

Digitalisation is one of the three major societal challenges of the 21st century, along with climate change and growing inequalities. While it offers considerable potential for economic development for companies and their shareholders, the digital revolution has also brought about new legal, social and environmental challenges.

The Cambridge Analytica scandal revealed how our personal data can be used for commercial and political purposes. The development of new business models is undermining our historic social systems. Cyber security, on its size, has become a major issue for companies whose valuation and reputation can be seriously affected by a cyber attack at any time.

For Ethos, corporate digital responsibility is now an integral part of good corporate governance and the ESG criteria which an investor must take into account when making investment decisions. This conference, which is part of the Digital Days 2020, aims to present and discuss these issues, starting with the ethical challenges of data processing and artificial intelligence and the societal dimension of digital transformation.

## Keynote speakers:



Paul-Olivier Dehaye  
PersonalData.io



Xavier Oberson  
Prof. Tax Law UNIGE

## Panel discussion:



Patrizia Laeri  
Journalist



Cornelia Diethelm  
Shifting Society AG



Nicolas Passadelis  
Swisscom



Jean-Henry Morin  
Prof. Information  
Systems UNIGE



Eva Thelisson  
AI Transparency  
Institute

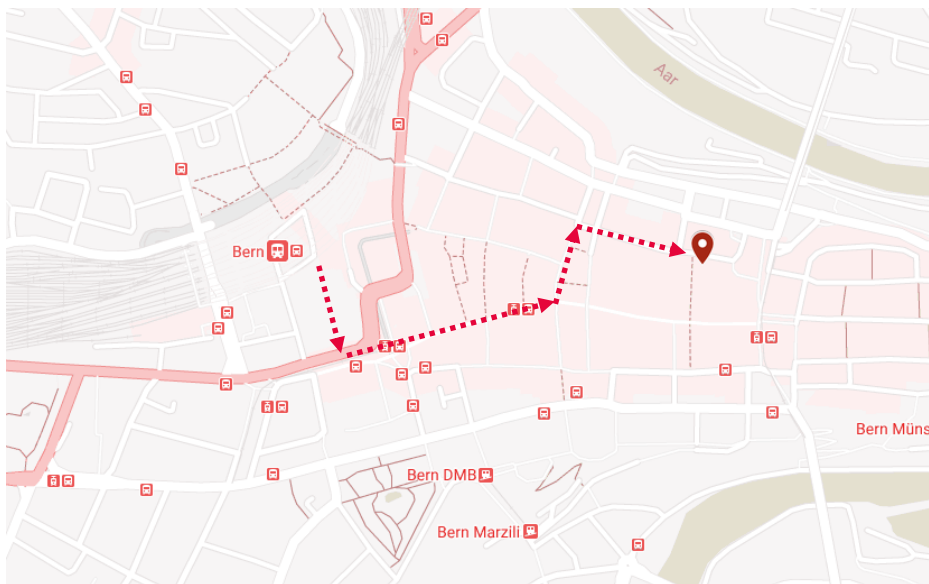
# PROGRAMME

- 16:00 **Welcome and introduction**  
Beth Krasna, Chairwoman of Ethos Services SA
- 16:15 **Lessons of the Cambridge Analytica scandal**  
Paul-Olivier Dehaye, Mathematician, Founder of PersonalData.io
- 16:45 **Taxing robots: the solution?**  
Xavier Oberson, Professor of Tax Law, Partner of Oberson Abels
- 17:15 **Questions of the public**
- 17:30 **Break**
- 17:45 **Corporate digital responsibility: Ethos' expectations**  
Vincent Kaufmann, CEO of Ethos
- 18:00 **The Data Ethics Framework of Swisscom - Concept and First Experience**  
Nicolas Passadelis, Head of Data Governance, Swisscom
- 18:15 **Round table discussion with the public: «Companies facing digitalisation: challenges, issues and responsibility»**
- **Cornelia Diethelm**, CEO Shifting Society AG, member of the Ethos Foundation Board since 2020
  - **Eva Thelisson**, Co-Founder & CEO, AI Transparency Institute
  - **Nicolas Passadelis**, Head of Data Governance, Swisscom
  - **Jean-Henry Morin**, Professor of Information Systems, UNIGE
- Moderation : **Patrizia Laeri** (journalist)
- 19:30 **Conclusion**  
Rudolf Rechsteiner, Chairman of Ethos Foundation
- 19:45 **Cocktail dinner**

Date and time : 3 November 2020, 16:00

Location : Hotel Bern, Zeughausgasse 9, Bern

Access from the train station : Tramways 10,12,19; Stop Zytglogge



info@ethosfund.ch  
www.ethosfund.ch

Place de Cornavin 2  
PO Box  
CH - 1211 Geneva 1  
T +41 (0)22 716 15 55  
F +41 (0)22 716 15 56

Zürich Office:  
Bellerivestrasse 3  
CH - 8008 Zürich  
T +41 (0)44 421 41 11  
F +41 (0)44 421 41 12

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We are moving our Geneva office.

New address as of 21.09.2020:

Place de Pont-Rouge 1  
PO Box 1051  
CH - 1211 Geneva 26