

# Managing Global Governance (MGG) Alumni Conference Brazil 2018 and International Workshop

A Digital Agenda for Sustainable Development -  
Perspectives from Brazil - and Beyond  
Report



# Managing Global Governance (MGG) Global Alumni Conference Brazil 2018

“A Digital Agenda for Sustainable Development – Perspectives from Brazil and Beyond”

06 – 07 December 2018

Rua Jornalista Orlando Dantas, nº 30 Botafogo, Rio de Janeiro

Report by Flávia Alfenas

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## Introduction

Globalization and technological change process that has accelerated over the years have created a new global economy “powered by technology, filled by information and driven by knowledge”. The emergence of this new global economy has serious impacts on all aspects of life as the access to information continues to grow exponentially. The use of modern ICT on e-Government, e-commerce, e-education, e-health and e-environment are seen, on the one hand, as enablers for development because they provide efficient channels to deliver a wide range of basic services, even in remote and rural areas. On the other hand, the “digital tsunami” presents a series of challenges and risks to societies, such as profound and rapid transformations of the nature of work, democracy and privacy, data protection, institutional asymmetries between governments and the ICT giants as well as the urgency for exploring new business models for social media based on ethical use of data, digital literacy and digital sovereignty.

The discussion on digitalisation and its social, political, economic, environmental and cultural impacts (synergies and trade-offs) is equally controversial in Brazil. Even though seen as a huge potential for digital growth – Brazil has strong and significant competitive advantages in areas such as agribusiness, the industry and services sector, cultural diversity, a large and diversified economy, an attractive consumer market – the country still has important challenges to face. In this regard, the Brazilian Digital Transformation strategy (E-Digital) offers a comprehensive diagnosis of the challenges to be faced: improving mechanisms for the protection of rights in the digital environment, including aspects of privacy and protection of personal data; strengthening cyber security, with the establishment of mechanisms of cooperation between government entities and the private sector; and strengthening the instruments of international cooperation between authorities and companies from different countries. In fact, every solution to the technological challenge must involve global cooperation.

Given the dimension of potential risks and opportunities of digitalisation on sustainable development and particularly to the 2030 Agenda, the MGG Network adopted the topic of digitalisation as an effort to shed new light on current global challenges and to explore innovative problem-solving approaches at the national, regional and international level. The MGG national conferences being provided provide a space to explore the alumni perspectives on digitalisation and its interlinkages with the Sustainable Development Goals (SDGs).

## A Digital Agenda for Sustainable Development – Perspectives from Brazil – Day 1

The Alumni Conference in Brazil took place at FGV EBAPE from 6 to 7 December 2018. Gathering 19 alumni from Brazil and around 17 external experts and partners from the MGG Network. This was the conclusion of a year of exchanges on digitalisation and sustainable development promoted by the German Development Institute (DIE) in collaboration with partner organizations and MGG alumni.

The representatives of DIE – Dr Sven Grimm and Dr Wulf Reiners – and FGV EBAPE – Dean Prof Flavio Vasconcelos and Prof Roberto Pimenta – provided a warm welcome and introduction to the two days’ programme. Flavio Vasconcelos highlighted the governance as a key topic to the Public Administration School. Sven Grimm mentioned the broad range of challenges societies are facing and the importance of international and transnational cooperation in this context. Wulf Reiners underlined the characteristics of the MGG Programme, the public impact as an ambition of the network and the three main objectives of the alumni conferences: (i) stimulating alumni interaction; (ii) shedding light on digital transformation and its impacts; and (iii) Paving the way for future joint efforts in the field of digitalisation (research cooperation and public dialogue). Wulf Reiners also presented the “Analog Facebook”, a creative proposal for interaction and personal information exchange by the participants.

As part of the welcome and introduction moment, the Consul General of Germany, Mr Klaus Killikens, mentioned the potential for digital growth in Brazil and highlighted the cooperation as a main aspect in the context of digital transformation. Andre Coelho promoted a round of presentations of all participants, presented Getulio Vargas Foundation's background and shared insights as a MGG Alumnus from Brazil and also as a representative from FGV Projetos.

The keynote on digitalisation and sustainable development by Prof Francisco Gaetani addressed the "digital tsunami" and its effects on employments, costs, skills set, productivity, life habits and the human element. The crucial dilemmas raised by the expert were:

- The challenge of accelerating learning ... And facing consequences;
- Big data came to stay. Governments have been powerless in handling it;
- Transparency at public level + Privacy at individual level: how to conciliate;
- Clarity versus Fake news: the problems with the erosion of evidence and expertise;
- What should we do with the 40 years old (or more) population and how to "coach" the digital generation;
- What sort of development & what sort of digital society do we want to live in?
- How can governments match the velocity of the digital transformation for a better communication with the society?
- Democracy is a quest. We can't take it for granted.

Prof Gaetani's speech also addressed innovation as a core public capacity and its need to be internalized as such: "(...) innovation requires risk taking and a culture that accepts occasional failure."

The panel was moderated by Dr Shafia Muhibat from the Centre for Strategic and International Studies (CSIS), Indonesia, and the first comments and debates were brought by Dr Juan Carlos Domingues (Instituto Mora, Mexico), Dr Ashraf Patel (Institute for Global Dialogue, IGD, South Africa) and Ms Trisha Ray (Observer Research Foundation, ORF, India) composing a rich mosaic of perspectives.

In the next session the World Café was the format of discussion chosen to create a safe and welcoming environment to connect multiple ideas and perspectives on the following topics:

1. ICT4D hosted by Dr Ashraf Patel, Institute for Global Dialogue, IGD, South Africa
2. Big Data for SDGs hosted by Renato Moya, Centre of Studies on Sustainability, FGV, Brazil;
3. Social Media & Politics hosted by Prof Ingrid Schneider, University of Hamburg, Germany.

The knowledge sharing structure provided by engaging experts and participants in small-group conversation generated a full range of contributions documented in the Annex 2. The session was also a moment to respond to a detailed online questionnaire that captured personal opinions about the topic of digitalisation in the Brazilian context.

The first day was concluded with a panel on Digitalization for Transparency and Accountability in Brazil. Adjunct Prof Ricardo Lopes from FGV EBAPE, Brazil, presented the results of "Watching the watchdog: Machine Learning for the Assessment of Governmental Audit". In a context of a number of politicians in Brazil being declared guilty for corruption, the research was guided by two main questions: What is the quality of governmental audit? What is the value for money of governmental audit? The preliminary findings showed that open data does not necessarily mean transparency and that the complexity of database diminishes accountability.

Mr Pedro Menezes from the Ministry of Science, Technology, Innovation and Communications presented the Brazilian Digital Transformation strategy which takes Public Policies as a key element. According to him, the challenge in this scenario is to coordinate government bodies, three administrative levels, policy makers, and entities from industry and civil society while driving all to combine to a synergic, common direction. The National IoT Plan prioritizes 4 areas: (i) e-Health; (ii) Smart Cities; (iii) Smart Farming & Precision Agriculture; and (iv) Industry 4.0. The digital government perspective adopted avoids the "digitalized bureaucracy" propensity. Processes, data and services management were redrawn into a digital mindset instead of replicating the analog processes into a digital framework.

Dealing with different aspects of transparency, Prof Gregory Michener from FGV EBAPE discussed (i) its concept: "Transparency is information that is visible and inferable"; (ii) importance: "The oxygen of democracy"; (iii) impact: To what extent do transparency policies generate positive impacts?; (iv) ecosystem (local and national): Active and Passive

Transparency of private & public sectors, media and social Media; and (v) spread in Brazil: such as the Transparency Portal (2004), Freedom of Information (2011) and Open Data Portal (2011).

The panel was moderated by Ms Trisha Ray, who underlined the importance of not only transparency but also the quality of transparency. The first comments and debates were brought by Mr Miguel Christophe Molina from the National Institute for Transparency, Access to Information and Personal Data Protection, INAI, Mexico. What is the quality of information? How to engage civil society in the process? How to change this relationship for a better governance? Mr Arun Sharma from the Cabinet Secretariat, Government of India, highlighted that transparency doesn't lead to accountability and Mr João Souza from Welever, Brazil, questioned the social improvement that has been done. The audience also brought a range of comments and questions. The main concern being: How to make data available in a less complex way?

## **A Digital Agenda for Sustainable Development – Perspectives from Brazil – Day 2**

The second day of the conference started with a stimulating panel on Governance and Development in the Digital Age in which international trends were explored. Dr Juan Carlos Domingues presented the Mexican perspective by making a distinction between market driven innovation (the ones not directly related to social and economic issues or naturally connected to sustainability) and development driven innovation (which requires state responsibility and direct investment). In this context, he put the question how to guide innovations to tackle social economic needs. How should states intervene to avoid concentration and the acceleration of inequalities? He pointed out 4 areas for future research: (i) how to reach net neutrality (market neutral); (ii) management of databases (privacy). What kind of policies should be promoted by the state? (iii) Cyber Security (data protection versus use of Big Data). What are the standards that should be globally promoted? and (iv) map innovation across sectors and countries to allow building strategies to deal with the digital transformation.

Prof Ingrid Schneider from the University of Hamburg brought a rich outlook on Information Technologies and Datafication contextualizing its status quo in a global perspective. She underlined the role of the state in regulating and presenting alternatives to the current market driven digital transformation while discussing the General Data Protection Regulation (GDPR) in Europe. The key takeaways of Prof. Schneider's presentation have been: (i) the importance of understanding the power asymmetries underlying the rise of digital platforms and (ii) the urgency for exploring new business models for the internet and social media based on data ethics, digital literacy and digital sovereignty at the individual and state level.

Arun Sharma shared insights on the governance reforms in the field of digitisation undertaken by India. The unique identity number ('Aadhaar', which means 'foundation' in Hindi) is a core driver of this process. Cleaning up beneficiary databases using Aadhaar (de-duplication, removal of ghost or fraud beneficiaries) has saved Government over \$13 bn since 2014. India's annual budget for social transfers is about \$85bn, and with Aadhaar, targeted delivery of benefits has become possible. But the unique identity has caused concern around Individual privacy and security. After Supreme Court held linking of aadhaar with further documents illegal, it has been used primarily for subsidy transfers, and e-KYC (know your customer).

The perspectives brought by Dr Yingqin Zheng drew a comprehensive picture of digital transformation in China (economy, society and politics), the ambiguities and impacts of super apps in daily life and the trends and challenges for digitalisation of governance.

## **Conclusions, Next steps and Brainstorming**

Conducted by Sven Grimm and Wulf Reiners it was a moment for bringing together the discussions that permeated the MGG Network throughout 2018. It was also an opportunity to the alumni and participants to share their impressions, final contributions and feedbacks about the conference. On this occasion Wulf Reiners presented the range of opportunities for the alumni to engage with the network (National Alumni Meetings, Global Alumni Meetings, Spring School, Alumni Days, Innovation Support, Research Stay at DIE, Knowledge Cooperation and Policy Dialogue). After this first joint moment the group split in two parallel workshops:

## **(i) Opportunities and Risks of Digitalization in Rising Powers**

Conducted by Sven Grimm and Wulf Reiners, the purpose of the Parallel Workshop I was to move forward in the digitalisation and sustainable development agenda and to establish new joint efforts and MGG activities. After a brainstorming exercise in which several topics were suggested, the number of possible ideas were clustered in 3 main themes: 1) Agenda 2030 and the ODS: "Observatory of the Future"; 2) Challenges and Opportunities of Digitalisation in the context of Migration; and 3) Energy & Innovation as well as some more specific themes that were assignable to the same clusters. The workshop was also a moment for a first exercise on planning and defining goals for the future projects.

## **(ii) Alumni Action Groups & the We-Identity Commission**

Conducted by Dolores Brito, Eva Lynders and Flávia Alfenas, the Parallel Workshop II is part of the follow-up process on the MGG We-Identity. The initiative was born in Bonn during the Alumni Days 2018 when the core elements of a joint MGG We-Identity were first defined. The aim is to expand the participation to as many alumni as possible in an online and offline follow-up process in 2019. The National Alumni Conferences were identified as an important forum for the offline consultation and engagement of the MGG Network. After the project was established during a kick-off session in Bonn (Nov. 17, 2018), two follow-up workshops were realized – Jakarta, Nov. 27, 2018 and Brazil, Dec. 7, 2018 – providing space to: (i) inform about the We-Identity process/ project; (ii) present the draft We-Identity material; and (iii) get inputs and feedbacks from participants.

## ANNEX 1

**“A Digital Agenda for Sustainable Development – Perspectives from Brazil”  
Managing Global Governance (MGG) Conference  
6 – 7 December 2018 – Rio de Janeiro**

**Programme**  
6 - 7 December 2018

Date	Event
<b>Thursday, 06 December 2018</b>	
09.00	<b>Registration</b>
9.30 – 10.30	<b>Welcome and Introduction</b> <ul style="list-style-type: none"><li>- Flavio Vasconcelos and Roberto Pimenta, Fundação Getulio Vargas (FGV EBAPE), Brazil</li><li>- Sven Grimm and Wulf Reiners, German Development Institute, Germany</li><li>- Klaus Zillikens, Consul General Rio de Janeiro, Federal Foreign Office, Germany</li><li>- André Coelho, Alumni FGV EBAPE, Brazil</li></ul>
10.30 – 11.00	<b>Coffee break</b>
11.00 – 12.30	<b>Key Note Address</b> <ul style="list-style-type: none"><li>- Francisco Gaetani, Brazilian School of Public and Business Administration (FGV EBAPE): <i>“A Digital Agenda for Sustainable Development – Perspectives from Brazil”</i></li></ul> <b>First Comments &amp; Debate</b> <ul style="list-style-type: none"><li>- Ashraf Patel, Institute for Global Dialogue, South Africa</li><li>- Trisha Ray, Observer Researcher Foundation, India</li><li>- Juan Carlos Dominguez, Instituto Mora, Mexico</li></ul> <b>Moderator</b> <ul style="list-style-type: none"><li>- Shafia Muhibat, Centre for Strategic and International Studies (CSIS), Indonesia</li></ul>
12.30 – 14.00	<b>Lunch</b>

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14.00 - 15.30

**World Café with International Experts**

- Yose Damuri, Centre for Strategic and International Studies (CSIS), Indonesia
- Renato Moya, Centre of Studies on Sustainability, FGV, Brazil
- Ashraf Patel, Institute for Global Dialogue (IGD), South Africa
- Ingrid Schneider, University of Hamburg, Germany
- Alberto Santiago Martínez, El Colegio de México

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15.30 - 15.45

**Coffee/Tea break**

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16.00 - 18.00

**Digitalisation for Transparency and Accountability in Brazil**

- Ricardo Lopes, FGV EBAPE, Brazil
- Pedro Gontijo Menezes, Ministry of Science and Technology, Brazil
- Gregory Michener, FGV EBAPE, Brazil

**First Comments & Debate**

- Miguel Christophe Molina Alcantara, National Institute for Transparency, Access to Information and Personal Data Protection (INAI), Mexico
- Arun Sharma, Cabinet Secretariat, Government of India
- João Souza, Welever, Brazil

**Moderator**

Trisha Ray, Observer Research Foundation, India

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19.30

**Dinner**

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**Friday, 07 December 2018**

9.30 - 11.30

**Governance and Development in the Digital Age**

- Juan Carlos Dominguez, Instituto Mora, Mexico
- Ingrid Schneider, University of Hamburg, Germany
- Arun Sharma, Cabinet Secretariat, Government of India
- Yingqin Zheng, Shanghai Institutes for International Studies (SIIS), China

**Moderator**

Janis van der Westhuizen,  
Stellenbosch University, South Africa

11.30 – 11.45	<b>Coffee/Tea Break</b>
11.45 – 12.30	<b>Conclusions, Next Steps and Brainstorming for Working Groups</b> Sven Grimm, Eva Lynders, Wulf Reiners, German Development Institute, Germany
12.30 – 14.00	<b>Lunch</b>
14.00 – 17:30 incl. Coffee Break	<b>Parallel Workshop II: Alumni Action Groups &amp; the We-Identity Commission</b> <ul style="list-style-type: none"> <li>- Flavia Alfenas, Zebralab, Brazil</li> <li>- Dolores Brito, National Institute of Metrology Standardisation and Industrial Quality (INMETRO), Brazil</li> <li>- Eva Lynders, German Development Institute, Germany</li> </ul>
19.00	<b>Dinner</b>

With financial support from the



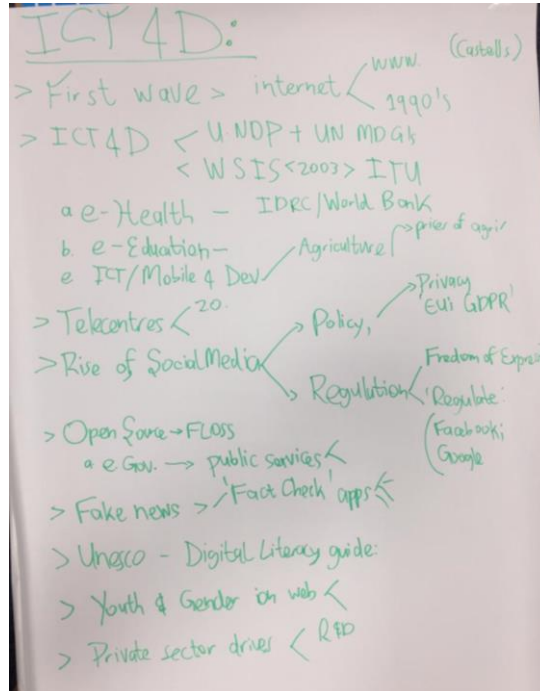
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for Economic Cooperation  
and Development



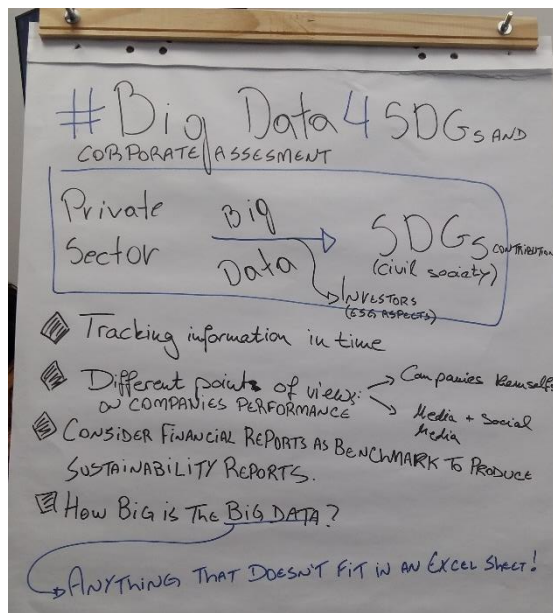
**ANNEX 2**

**World Café with International Experts – photo documentation of key findings**

ICT4D, hosted by Ashraf Patel, Institute for Global Dialogue, IGD, South Africa



Big Data for SDGs hosted by Renato Moya, Centre of Studies on Sustainability, FGV, Brazil



Social Media & Politics hosted by Ingrid Schneider, University of Hamburg, Germany

