Session 248 PEOPLE FIRST !
Thursday, 10 July 2025 *h* 10:00–10:45 (UTC+02:00)
Physical and Virtual participation
Room L, Palexpo Geneva - Interactive Session

The PEOPLE-FIRST session aims to promote the development of digital and industrial technologies that are centred around people and uphold ethical principles. This session aligns with the overarching objective of building a strong, inclusive, and democratic society that is well-equipped for the challenges of digital transition. Session Position and Approach: PEOPLE-FIRST aims to embed ethical, inclusive innovation into the technological landscape. By bringing together stakeholders from ICT, STEM, and social sciences, we tackle the diverse societal impacts of digital transformation. This interdisciplinary collaboration ensures that technological advancements are accessible and beneficial, reducing inequalities and promoting inclusivity for all societal groups. At the heart of our initiative is the empowerment of end-users and workers, actively involving them in the development lifecycle of technologies, fostering a participatory design process. This approach not only enhances the relevance and adoption of these technologies but also ensures that they align with real-world needs and ethical standards. Through this engagement, we cultivate a sense of ownership among users, which is crucial for the widespread acceptance and success of technological solutions. Session commitment also extends to fostering social innovation, particularly in critical sectors such as healthcare, mobility, and public administration, which are vital to the future in the digital domain. The speakers strive to depict frameworks and tools that encourage innovation, ensuring that it results in practical improvements in everyday life while adhering to ethical practices.

Panelists

 MODERATOR	**Prof. Alfredo M. Ronchi, *Secretary General* EC MEDICI Framework (Italy)** Alfredo M. Ronchi - professor at Politecnico di Milano (Engineering Faculty), Expert/advisor in e-Services, Head of the JRC S2D2 (Safety, Security, Defence, Disaster Recovery and Management), Secretary General of the EC-MEDICI Framework of Cooperation, delegate at UNESCO IFAP and active member of the WSIS since the establishment (2003-/). Mr Ronchi is member of the following Boards: Member of AI&Society board (Springer Nature), Board of Directors Global Forum (France), Member Emeritus World Summit Award Board of Directors (Austria), Board of Directors European Education New Society Association (ENSA France). Member of the Keio University NoE (Japan). Member of the Advisory Board of the School of Law under the aegis of GD Goenka University (Hyderabad, India). He cooperated as organizer or programme chair in W3C, ACM, IEEE, ITU-WSIS conferences; since more than thirty-five years he organizes and manages international projects, conferences and workshops. Author/contributor of more than 400 papers and various books on: e-Culture, e-Government, e-Safety & Security, and e-Services.
	Prof. Goyal Narenda Kumal, President CMAI Association of India (India) Prof. Goyal, Senior Telecom Professional is Post Graduate in Science with experience of about 43 years in Telecom/IT. He is President, CMAI Association of India (CMAI), which is India largest ICT association of India with 48,500 members and 54 MOU partners worldwide. Prof. Goyal is the only person in the world having joined five consecutive years the Ribbon Cutting and inauguration of world's largest Consumer Electronic show called CES, Las Vegas. CMAI is also known as organizers of ICT World Communication Awards, National Education Summit and Awards, Global ICT Forum, training and formation of Cyber Security-Ethical Hacking and safe web development. CMAI has so far trained more than 10,000 delegates in Cyber security and CMAI interacts with more than 1,00,000 Educational Institutes. Chairman Emeritus of Telecom Equipments Manufacturers Association of India (TEMA); Vice Chairman, ITU APT India; Chairman CTIA, India; Ambassador for India and South Asia, Commonwealth Telecom Organization, UK; President Cyber Security Association of India(CSAI); President Association

of Educational Institutes and Universities(AEIU); and is actively involved in policy formulations and development of industrial policies specially related to telecom, mobile, cyber security, ICT, education and skills development sector. He is member of about hundred committees/groups formed by Government in this behalf. He is also Member Governing Council, Government of India, Telecom Equipment & Services Export Promotion Council, to promote exports under Ministry of Commerce and Industries and Chairman of India Trade Promotion Services, Dubai. On the Board of International Chamber of Media and Entertainment Industry. He is Professor and Adviser with Gujarat Technological University, Ahmadabad. He is former Director of National Institute of Entrepreneurship and Small Business Development (NIESBUD) having served Government of Himachal Pradesh PSUs for 21 years plus including seven years as General Manager (Development) of State Electronic Development Corporation Ltd., engaged in Project Implementation, Infrastructure Development, Industrial Consultancy, Strategic Operations etc. He was then on deputation to a telecom solution provider company for about ten years as President (Operations). He also served as Consultant to a telecom multinational company for two years. He is also Government appointed Director on the Board of Directors of National Fertilizers Ltd., Government of India PSU.

He has presented several papers internationally on topics of public concerns like telecom IT, environment management such as e waste, radiation; manufacturing, global peace and well being, excellence in performance etc. He is also Spiritual Healer, teacher of Yoga, Meditation and specialization in Psychic therapy, Acupressure.

Prof. Karamjit S. Gill, Professor Emeritus University of Brighton (UK)

Editor-in-chief, AI&Society: journal of knowledge, culture and communication (Springer) - United Kingdom. Karamjit S Gill is Professor Emeritus, University of Brighton (UK), Founding Editor of AI&Society Journal (Springer), Visiting Professor at the universities of Wales (UK), Urbino (Italy), Waterford Institute of Technology (Ireland), Beijing Academy of Soft Technology (China), and Symbiotic Network-IIT Mumbai, Delhi University, Arizona State University and UCLA (USA), Universities at Rio de Janeiro (Brazil), Cybernetics Network, Santiago (Chile) and ATA Lima (Peru). Karamjit is the Founding Chair of the International INSYTE-CRL laboratory at Waterford Institute of Technology, Republic of Ireland, and is a member of the Advisory Panel of the Artificial Intelligence for Societal Good Challenge of Science Foundation Ireland (SFI). He is High Level member of the World Summit on the Information Society (WSIS) Forum 2023. Over the years he has directed cross-cultural research networks, including EU-India cross-cultural innovation network (EU); Europe-Japan network on human-centred systems; European postgraduate and doctoral research network in human centred systems (EU), Knowledge, culture and artificial intelligence network (EU); New Technology and Adult Literacy (EU); Computer Aided Animated Arts Theatre (CAAAT) Project and the Europe-Japan human centred systems (NTT Data, Japan-1990s); Culture, Language and Artificial Intelligence (COST-EC/Sweden). He has been the founding Series Editor of the Human Centred Systems Society Book Series (Springer) He is also actively involved in the Community-University Partnership in social mentoring encompassing art, music and craft therapeutic environment and co-production. At Cambridge, he is involved with the Interdisciplinary Performance Research Network, AI Community, and Cambridge Community Arts. At the European level, he is collaborating with PROMISE.eu, a European enterprise. Karamjit is a keynote member of the WSIS Forum 2023.

Dr. Ranjit Makkuni, Head of Sacred World Foundation (India)

Ranjit Makkuni is an international multimedia artist and designer, the honorary director of the design think tank, the Sacred World Research Laboratory, as well as a musician, sitarplayer, and songwriter.His multimedia museum works are intersections between traditional and modern art, design and technology, such that the results help both traditional and modern cultures. They are intended to show that the wisdom of traditional communities can positively negate the homogenizing influences of modern technology; and that the intelligence, creativity and sense of freedom afforded by modern design and technology can reciprocally help traditional artists. His major works are several museum projects: Eternal Gandhi Multimedia Museum, Planet Health Museum, The Goddess and Temples of Music, and The Crossing: Living, Dying and Transformation in Banaras. Makkuni obtained a B.Arch. from IIT Kharagpur, and a Masters in Design Theory and Methods from University of California, Los Angeles (UCLA). He has been a scientific consultant to HP Labs Palo Alto, HP Labs Bangalore, and a member of the Explorer's club of the Ivrea Institute of Design, Ivrea, Italy. He is a member of the mentoring group of Nehru Memorial Museum, New Delhi, constituted by the Prime Minister of India. Works done at Xerox Palo Alto Research Center. In 1985, Makkuni joined the System Concepts Lab of PARC, becoming part of the group which developed the object-oriented programming language Smalltalk-80 and the world's first graphical user interface. From that base, Makkuni pioneered explorations in computer-aided design (CAD), gesture recognition interfaces, and multimedia applications to develop

the Active Learning Project at PARC. These have been demonstrated as museum exhibitions in the US, India, Europe and Thailand (see Bibliography – Exhibitions below), transforming people's perceptions of traditional cultures ,and presenting an Asian approach to interaction with computing technology. In 1989, The Electronic Sketchbook of Tibetan Thangka Painting was displayed in the Asian Art Museum of San Francisco.[19] This project represents one of the world's first multimedia applications of any kind and a pioneering example of a computer based cultural learning tool. During 1994–1997, he worked with scholars at the Indira Gandhi National Centre for the Arts, New Delhi, to develop the Gita-Govinda Multimedia Experience, a pioneering demonstration of a physical-virtual multimedia document based on the poet Jayadeva's 12th century love poem, the Gita Govinda. This project brought the footprints of multimedia computing technology to India.

Dr. Lilly T. Christoforidou, Senior Researcher, Expert in applied experimental cognition and business economics, EconVitas (Greece)

Dr. Lilly T. Christoforidou is a seasoned expert in applied experimental cognition and business economics, holding academic degrees from the University of British Columbia and the University of Toronto. With over three decades of experience, she has led and participated in a wide range of international projects addressing sustainability, climate change, health, energy, agriculture, and the built environment. Her work consistently focuses on securing and managing European and international funding to deliver innovative, impact-driven solutions that promote resilient and inclusive growth. Dr. Christoforidou currently serves as a Senior Researcher at EconVitas (Greece), where she leads research on the European Union's twin digital and green transitions, with a specific focus on the ethics of Artificial Intelligence (AI). Her interdisciplinary research spans renewable energy systems, personalised healthcare diagnostics, and smart agricultural practices, critically examining how AI technologies affect fundamental values such as equity, transparency, democratic accountability, and social justice. Her approach combines cognitive science, behavioural economics, and systems thinking to assess how digital innovation reshapes societal structures and decision-making processes. Dr. Christoforidou is also a Board Member of the Sustainable@ Foundation (Netherlands), where she contributes to sustainability-focused R&D, consortia management, and stakeholder engagement across Europe.

Dr. Pavan Duggal Advocate, Supreme Court of India - Head, Pavan Duggal Associates (India)

Chairman, International Commission on Cyber Security Law While a practicing Advocate, Supreme Court of India, Dr. Pavan Duggal has made an immense impact with an international reputation as an Expert and Authority on Cyber Law, Cyber Security Law, Artificial Intelligence Law & E-commerce law. Dr. Duggal has been acknowledged as one of the top 4 Cyber Lawyers around the world. WDD [World Domain Day] recognizes him as one of the top 10 Cyber Lawyers around the world. Dr. Pavan Duggal, is the Founder & Chairman of International Commission on Cyber Security Law. He is also the President of Cyberlaws.Net and has been working in the pioneering area of Cyber Law, Cyber Security Law & Mobile Law. Pavan is also heading the Artificial Intelligence Law Hub and Blockchain Law Epicentre. He is the Founder-cum-Honorary Chancellor of Cyberlaw University. Dr. Pavan Duggal is also the Conference Director of the International Conference on Cyberlaw, Cybercrime & Cybersecurity, being world's only authoritative Conference on Cyberlaw, Cybercrime & Cybersecurity. In addition, Dr. Duggal has also conducted various Round Tables on Cyberlaw, Cybercrime & Cybersecurity over the last couple of years. He has also organized various Thematic Workshops at the previously held ITU WSIS Forums. His empanelment as a consultant to UNCTAD and UNESCAP on Cyber Law and Cyber Crime respectively, membership of the AFACT Legal Working Group of the UN / CEFAT, consulting as an expert with the Council Of Europe on Cyber Crime, inclusion in the Board of Experts of European Commission's Dr. E-commerce and his work as an expert authority on a Cyber Law primer for E-ASEAN Task Force and as a reviewer for Asian Development Bank speaks volumes of his worldwide acceptance as an authority. Pavan is the President of Cyberlaw Asia, Asia's pioneering organization committed to the passing of dynamic cyber laws in the Asian continent. Dr Duggal is also a member of the WIPO Arbitration and Mediation Center Panel of Neutrals.

Prof. Sarah jane Fox, Co-Director for the Institute of Digital Culture Leicester Law School, University of Leicester (UK).

Dr Sarah Jane Fox is a skilled academic-practitioner with extensive experience in Higher Education and external to it, whereby she has worked in government and consultancy roles.
Dr Fox is currently an academic at Leicester Law School, University of Leicester (UK) and is a Co-Director for the Institute of Digital Culture. Dr Fox specialises in law, policy and strategy. She is an internationally recognised expert-specialist in transport, particularly, air/aviation, space and road transport modes and systems (including autonomous vehicles) sustainable future use and advancing cyber-connected technologies. This includes

	safety/security/cybersecurity factors. Her research also includes the social acceptance of evolving technology, engagement and EDI issues. In 2015-2016 Dr Fox achieved a highly coveted Fulbright Commission Scholarship, whereby she undertook research in the U.S. for 12-months across the areas of aviation/autonomous systems (drones) and space. Dr Fox has presented her research at a number of international key events, including at the United Nations (UN - ITU/WSIS; OOSA; ODC) the European Union (EU) and the Council of Europe. She continues to collaborate extensively with the UN and EU and is an adviser to a technology (Europol group). In September and October, 2024, Sarah Jane Fox took part in key policy discussions in the United Nations (ICAO) U.S. and the EU on technology risks, challenges and opportunities. In September Sarah Jane was a top-20 finalist of the United Nations SDG Game Changer Awards. This accolade honours individuals and organisations that are working towards rescuing the global goals through digital technologies and exemplifies how digital technologies can lay the groundwork for a more sustainable, inclusive and responsible future. Dr Fox's ongoing collaborative work relates to technologies used for peaceful purposes, namely to benefits society and protect national infrastructures (from misuse): it is based on sharing policies and guidance, and it was acknowledged within the Peace Category, which relates to building peaceful and inclusive societies (SDG 16 and 17).
	Dr. Anna Lobovikov Katz, University of Haifa (Israel) Dr. Anna Lobovikov-Katz (Architect; PhD; Senior Lecturer, Department of Architecture, School of Design, University of Haifa, Israel)

Topics

Artificial IntelligenceBig DataCapacity BuildingCloud ComputingCultural DiversityCybersecurityDigital DivideDigital InclusionDigital SkillsDigital TransformationEducationEnvironmentEthicsGlobal Digital Compact (GDC)Human RightsInfrastructureMachine LearningWSIS+20 Review

WSIS Action Lines

- C2. Information and communication infrastructure
- C3. Access to information and knowledge
- C4. Capacity building
- C5. Building confidence and security in use of ICTs
- C6. Enabling environment
- C7. ICT applications: benefits in all aspects of life — E-government
- C7. ICT applications: benefits in all aspects of life — E-business
- C7. ICT applications: benefits in all aspects of life — E-learning
- C7. ICT applications: benefits in all aspects of life — E-health
- C7. ICT applications: benefits in all aspects of life — E-environment
- C7. ICT applications: benefits in all aspects of life — E-science
- C8. Cultural diversity and identity, linguistic diversity and local content
- C9. Media
- C10. Ethical dimensions of the Information Society
- C11. International and regional cooperation

Sustainable Development Goals

- Goal 3: Ensure healthy lives and promote well-being for all
- Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- Goal 5: Achieve gender equality and empower all women and girls
- Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all

- Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all
- Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation
- Goal 10: Reduce inequality within and among countries
- Goal 11: Make cities inclusive, safe, resilient and sustainable
- Goal 16: Promote just, peaceful and inclusive societies
- Goal 17: Revitalize the global partnership for sustainable development

Links

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