

PROGRAMME

Consumer environment conference

„How did we become goods and what lies ahead“

14th of Mai 2015, Swissôtel Tallinn, Tornimäe 3

The conference will be moderated by Henrik Roonemaa

8.30–9.00	<i>Registration and morning coffee</i>	
9.00–9.10	Official opening and welcome speech	Kristen Michal, Minister of Economic Affairs and Infrastructure
9.10–9.15	Introduction of the conference programme	Henrik Roonemaa
9.15–9.55	Opening speech: The Strategy of EU Digital Single Market	Thor-Sten Vertmann, policy assistant in Andrus Ansip's team
First topic: Big data as instrument for entrepreneurs		
9.55–10.30	What is big data and how it can be used?	André Karpištšenko, Planet OS
10.30–10.50	<i>Coffee break</i>	
10.50–11.20	Possible benefits of big data from the perspective of entrepreneurs	Erki Kert, Big Data Scoring
11.20–11.50	Threats and possibilities for consumers in the world owned by big data	Linnar Viik, IT College
11.50–12.30	Consumer's footprint in the database of entrepreneur	Martin Villig, Taxify Viljar Peep, Data Protection Agency Erki Kert, Big Data Scoring Linnar Viik, IT College
12.30–13.15	<i>Lunch break</i>	
Second topic: Future consumer environment		
13.15–13.45	The future of consumer environment - is human left out?	Raul Ennus, Development Fund of Estonia

13.45–14.05	How do young people assess the risks posed by big data and whether the e-security is a problem for them? (Moderated by Raul Ennus)	Lee Marion Lepik Hanna Maria Leemets Andreas Kübar
14.05–14.45	How should school education change in order to keep up with the changing world?	Heldur Meerits, investor Tiia Mikson, Põltsamaa Gymnasium Irene Käosaar, Ministry of Education and Research Mart Laanpere, Tallinn University
14.45–15.00	<i>Discussion and conclusion</i>	
15.00–16.30	<i>Reception for the conference participants</i>	