

HOME  
RENAISSANCE  
FOUNDATION®

digitalpoland

**Home in the digital era**  
**Warsaw | April 4th, 2019**



### **Bryan K. Sanderson CBE, Chairman of Home Renaissance Foundation**

I am grateful to Digital Poland and to the impressive contributors to this meeting for the opportunity to raise the status of the conversation between those working in the world of digital technology and those concerned for life and work of the home. I hope that above all we shall gain and share as widely as possible a fuller appreciation of the value of the home – the security and uncritical welcome it provides to all its occupants young and old in the Digital Era and beyond.

### **Piotr Mieczkowski, Digital Poland CEO**

Recent reports all outline the challenges the new technologies present to our health and the well-being of our children and wider society. This is the “missing dimension” in digital business and development.

Digital Poland seeks to be at the forefront of including this dimension, and I am delighted to have been able to host this gathering of key experts as a part of our commitment to addressing the challenges which face us all.



# Programme

10.30 – 10.40 Welcome address by **Piotr Mieczkowski, Digital Poland CEO**

10.40–11.10 The Home: Multidisciplinary reflections - keynote by **Prof. Antonio Argandoña**

11.10–13.00 Experts Roundtable on 'Home in the digital era'.  
Moderator: **Tomasz Klekowski, Sectoral Skills Council: IT**

11.10 –11.35 Session 1: AI, automation and the home

- Presentation by **Dr Jonathan Price, University of Oxford**
- Response by **Dr Alek Tarkowski, Centrum Cyfrowe**

11.35 – 12.00 Session 2: Education for a digital future

- Presentation by **Jowita Michalska, Digital University**
- Response by **Marta Ponikowska, WKK**

# Programme

12.00 – 12.30 Session 3: The impact of new technologies on employment

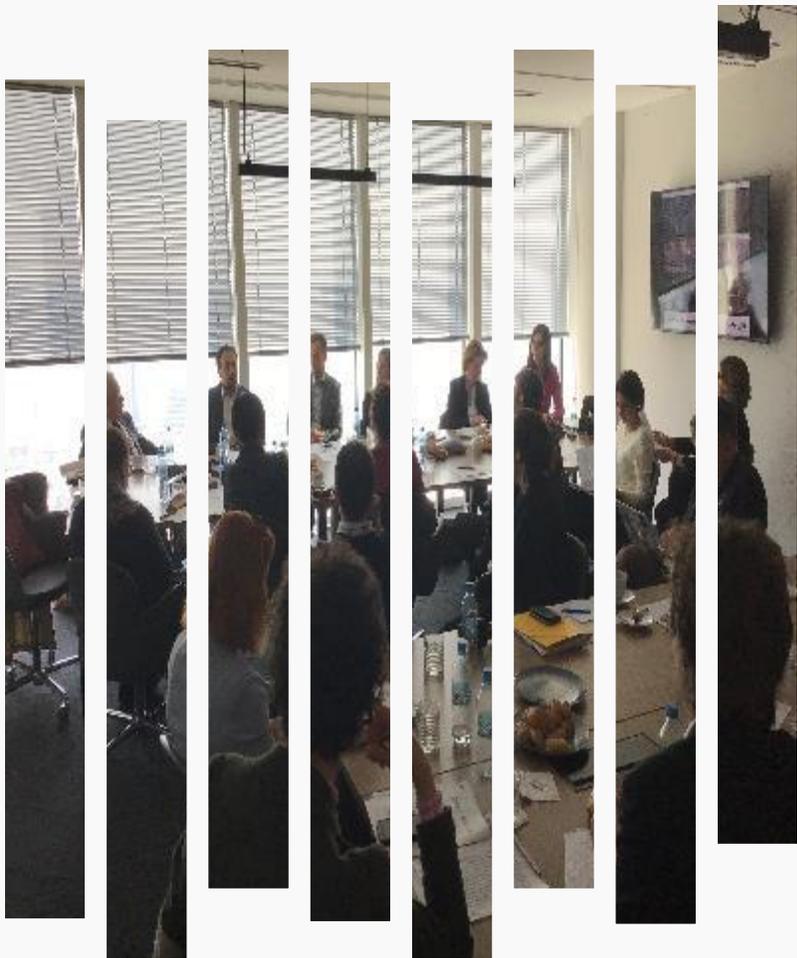
- Presentation by **Dr Justyna Pokojka, DeLab UW**
- Response by **Ignacy Święcicki, Polski Instytut Ekonomiczny**

12.30 – 13.00 Session 4: Homes as connectors: modelling living spaces

- Presentation by **Krzysztof Kwieciński, PW Architecture for Society of Knowledge**
- Response by **Dr Robert Sroka, Abris Capitals**

13.00 – 13.15 Closing remarks by **Susan Peatfied, HRF Deputy CEO**





# Participants

Piotr Mieczkowski

Nell Przybylska

Tomasz Klekowski

Alek Tarkowski

Ignacy Święcicki

Marta Ponikowska

Justyna Pokojka

Anna Augustynowicz

Roberto Sroka

Jowita Michalska

Agnieszka Aleksy-Szucsich

Krystian Kwieciński

Edyta Cis-Bankiewicz

Antonio Argandoña

Mercedes Jaureguibeitia

Susan Peatfield

Ángela de Miguel

Anna Podgórska-Boumpane

Zbigniew Wojciak

Rafał Szumny

Magdalena Olborska

Jonathan Price

Barbara Socha

Emil Kamiński

## KEYNOTE SPEAKER



Prof. Antonio Argandoña

**HRF Director  
& Emeritus Professor  
IESE Business School**

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*We all believe that we know a lot about the home.*

*But when it comes to understanding the varying and changing problems of millions of homes around the world, intuitive knowledge is not enough and it is necessary to have a broad vision that takes into account all the dimensions of the problem, from different standpoints.*

*"The Home: Multidisciplinary Reflections" is an attempt to make that open, integrative and coherent vision with its whole variety of viewpoints available to scholars, bringing together philosophers, economists, sociologists, doctors, geographers and lawyers, and helping politicians, journalists, anthropologists and opinion makers have a solid base on which to build sensible policies concerning the home.*

*Our purpose at HRF is to continue developing knowledge, experience and good practices relating to the home.*

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## Session 1: AI, automation and the home

“Communication technologies not “talking fridges” are at the heart of the digital transformation of family life. The social consequences of mobile phones are yet to be seen and the speed of change in our attitudes to these devices. In the recent past the landline telephone was seen as an intrusion into the domestic scene and was kept in a separate room, now we all sit together but apart playing on our phones.”

Dr Alek Tarkowski, sociologist, co-founder and President of Centrum Cyfrowe Foundation

## Session 2: Education for a digital future

“ The premise of this priority is the likelihood that soon there will be very few jobs that will not require technology and that early exposure and confidence will be vital to success in the workplace of the future. Jowita explained how she works with children from mixed social backgrounds aged 6 – 12 giving them a creative experience of coding to help them prepare and thrive in this environment. She also highlighted the importance of helping girls overcome reluctance in this area.”

Jowita Michalska, Digital University



## Session 2: Education for a digital future

“ In the EdTech talks there is a place for discussions about home and funding for training parents on digital education. The policy makers should make sure that the way kids are educated for digital future is integral, meaning that the vision of parents and school matches.

The question that education policy must raise is how to support homemakers in the age of digital education. At the core of the parent-child quality time spent at home is character development- how can new technologies support and enhance the characted building activities? Should all the technology powered education devices inform parents how their use may influence child character?”

Marta Ponikowska, WKK





## Session 3: The impact of technologies on employment

“ Women spend about 20-30 hours per week on the unpaid work at home. ICT revolution can prove to be a releasing power, that will free women from doing boring, tedious activities in the household (thanks to marketization of unpaid work, sharing economy solutions). 1/3 of companies in Poland are founded and run by women (DeLab 2017).

Digital literacy of women in Poland is impressive - we are at the forefront of Europe in terms of computer and internet use (especially the 15-24 age group). Active and professionally fulfilled women are relatively more satisfied with their lives (Pawlikowska & Maison 2017). New technologies are a gateway that allows us to reconcile the role of a mother and professional work (remote work, flexible work time).”

Dr Justyna Pokojaska, DeLab UW



## Session 3: The impact of technologies on employment

“Culturally part-time (freelance) work patterns are still unpopular and people with families are more likely to be risk-averse than entrepreneurial. Question is who will take over simple, mundane household tasks – often it will be other women. Not everything can be performed through IT solutions or by robots. It is important though for government and other relevant agencies to develop “safety nets” for those wanting to become entrepreneurs or work part-time through online platforms, as mentioned by Dr Pokojska in her presentation.”

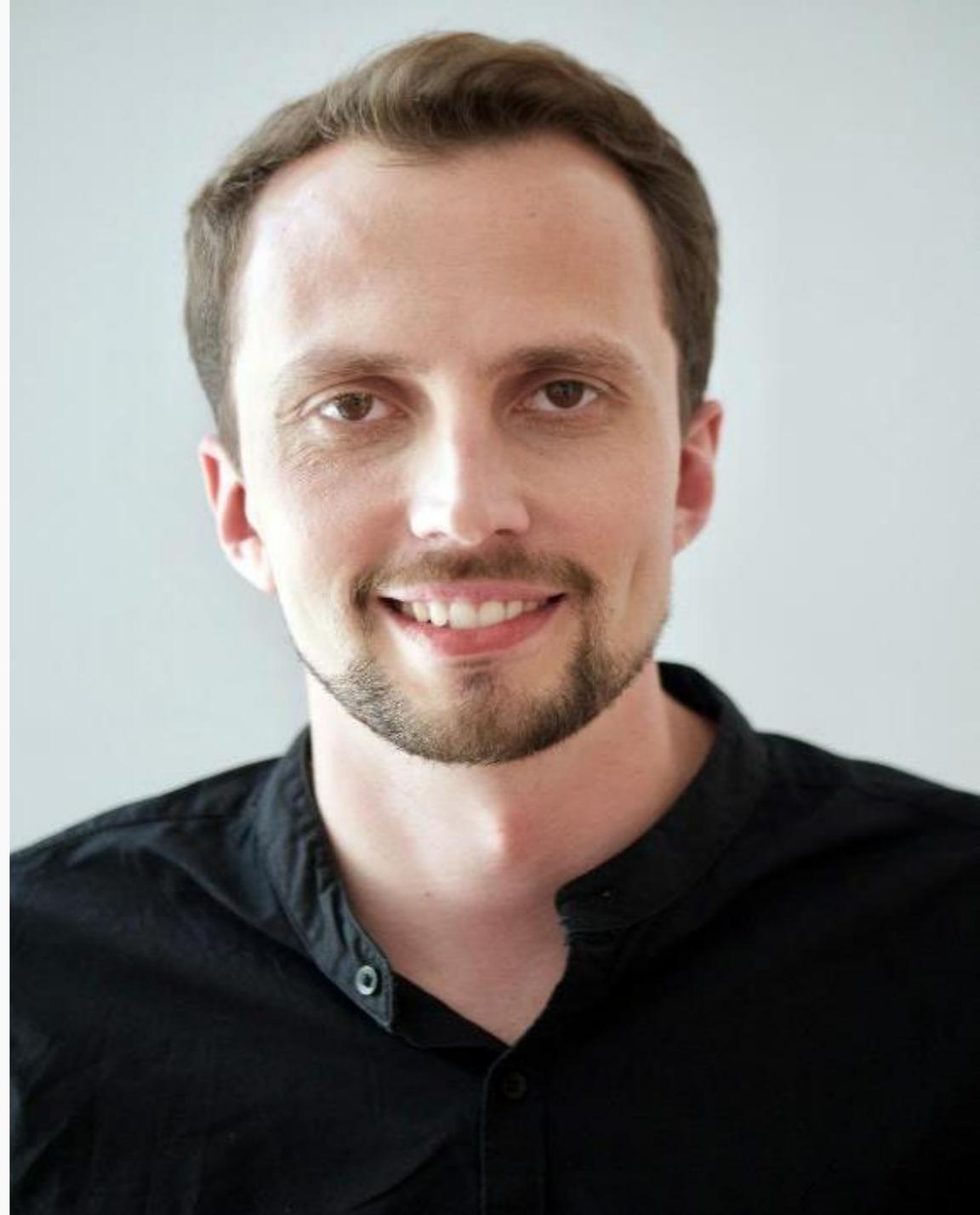
Ignacy Świącicki, Polish Economic Institute

## Session 4: Homes as connectors

“ Home is used in advertising as a product giving hope that you can get it through buying. At the same time the importance of home making is neglected. Homes, products of digital era, are becoming globally connected. Internet technologies are affecting traditional division into private and public space. Smart home appliances are becoming ambient, designed to blend with house environment while unsuspectingly broadcasting household data.

Understanding that these objects are ubiquitous residents can help to make the decision whether to live with them or not. Human residents are rendered as consumers of technology while smart homes require at least smart users controlling and modifying technology for their own needs. Development of new technology should support people in creating their homes allowing them to shift the process back from buying to making.”

Krystian Kwieciński, Politechnika Warszawska



## Session 4: Homes as connectors

“Are we players in this digital transformation game?” In other words how much are we in control of the developments affecting us, our families and our homes? As the value of privacy has become eclipsed by the value of transparency the interests of those who sell have been prioritized over the safety of those who buy. We should see the home in the digital era from an ethical level. People need to be at the centre of any home.

The pace of change should not distract us from taking the time to build strong relationships. Homes need to be places of safety and under our control. We must revisit and strengthen protection of privacy. The home has an unknown future. We need to equip ourselves to make sure we are the players in this game. We are in a transition period and in this process, we should rebuild the real sense of home.”

Dr Robert Sroka, Abris Capital Partners



**ROUNDTABLE  
MODERATOR & EDITOR**



**Tomasz Klekowski**  
**Sectoral Skills Council: IT**  
**The Future Industry**  
**Platform, Council**  
**Member**

“

*I was very honoured to chair the discussion on such an important topic as 'home in the digital era'. Prof. Argandoña's keynote speech allowed all the participants to understand the core role that homes play in the economy and society, and how much the status quo can change because of the technology revolution.*

*Polish public discourse and narratives on new technologies and policy reflect a big extent the global ones. And just as global discourse does not pay much attention to the consequences that general purpose technologies may have on the homes and its inhabitants, so does the Polish one. This roundtable was first of its kind in Poland and I am waiting for more discussions on the home-centred policy and regulatory solutions with regard to digital transformation, that gives freedom of choice to every person who cares for the home, the family and its strength.*

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EDITOR



**Marta Ponikowska**

**WKK**

“ Poland, as every country in the world faces the need to amend policies on labour market, education, skills, aiming at digital transformation and foreseeing the consequences of the technological disruption. The roundtable on ‚Home in the digital era‘ was a truly inspiring and timely policy event. It enriched our policy discussions, emphasizing the possibility of inclusion and integration of the home-centered approach in various sectors.

Prof. Luciano Floridi of the Oxford Internet Institute says with regard to AI that ‚human autonomy is confronted by artificial autonomy that can predict and manipulate it‘- we can argue similarly for the home autonomy.

The disruption that technologies may bring into the homes, creating both risks and possibilities requires its place in the public discourse and research. This way not only strategic, policy or regulatory decisions but also personal: parental or family decisions, can be based on knowledge and understanding of ethical responsibilities, needed for the well being of our society.

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## Academic Research

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International  
Conferences

Experts Meetings

Symposiums

IP

## Influencing Policy

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Policy Papers

Publications

Other projects

E

## Excellence in training & Communication

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Smart Home  
Management

Wavecrest College

Kamalini Training

# Let's talk about home

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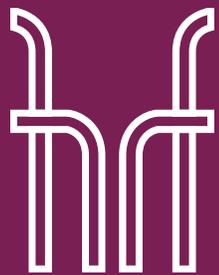
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