

The World of Tomorrow

Lecturers' Guide

The Workshop

This workshop has been designed to be a highly transformative experience that will redefine the way that Santander's leaders see the world and envision the future of the Bank. The course will comprise two Study Tours for 30 participants, that will allow them to interact with some of the top thinkers in the world and from some of the most prestigious academic institutions (Oxford, Harvard and MIT), meet experts of a wide range of fields, and discover how some of Europe and the US' finest public and private institutions are dealing with the challenges of the new century.

The Goals

The Program pursues two final goals: stimulate the reflexions and knowledge of an elite group of individuals that will reinforce the Bank's current strategic thought, and to help them produce a set of concrete proposals to modernize the Bank and adapt it to the world that is coming.

Skills

Leadership

Critical thinking

Foresight

Scenario Planning

Negotiation

Management

Ethics

Sensitiveness

Design Thinking

The North American Study Tour 20 – 28 May 2018

In this Tour, our fellows will expand their understanding of some of the main technological, economic and societal disruptions that are transforming the world, meet highly reputed practitioners and intellectuals, and discover the current thinking of some of the leading US institutions. The Tour will include a series of lectures at Harvard University, a visit to MIT, Congress, the Federal Reserve and others.

Cambridge Workshop 21 – 23 May 2018

DAY 1

Monday, 21 May, 2018

- 9:00 – 9:30 Welcome Session at Harvard’s Kennedy School of Government
*79 John F. Kennedy St, Cambridge, MA 02138
Taubman Bulding
T-520 Allison Dining Room*
- 9:30 – 11:00 Opening Session: “Globalization, Technology, Populism and the
Future of the World Economy” *With Dani Rodrik, Ford Foundation
Professor of International Political Economy at Harvard*
- 11:00 – 12:30 Session II: “The World of Crypto”
*With Simon Johnson, Ronald A. Kurtz Professor of Entrepreneurship
at MIT*
- 12:30 – 14:30 Lunch Break at Harvard Square Area
- 14:30 – 16:00 Session III: “The Future of Work”
*With Thomas Malone, Patrick J. McGovern Professor of
Management at MIT*
- 16:00 – 18:00 Optional Walking Tour of Harvard University
- 18:00 Free Afternoon and Open Dinner

DAY 2

Tuesday, 22 May, 2018

- 9:00 Departure to Harvard University from the Lobby of the Liberty Hotel
- 9:30 – 11:00 Session IV: “The Ethics of the New Tech”
*With Iyad Rahwan, Associate Professor at the MIT Media Lab and
head of the Scalable Cooperation group.
Location: Kennedy School of Government,
79 John F. Kennedy St, Cambridge, MA 02138
Belfer Building, B-500 Bell Hall*

- 11:00 – 12:30 Session V: “The Human Strategy: Adapting to a world of Big Data and AI”
With Alex “Sandy” Pentland, Professor of Media Arts & Sciences, and Director of MIT’s Media Lab Entrepreneurship Program
- 12:30 – 14:00 Free Lunch in Harvard Square Area
- 14:00 – 15:30 Session VI: “Blockchain, Digital Currencies, and the Future of Banking Industry”
With Alexander Lipton, MIT Researcher and founder of Stronghold Labs
- 15:30 – 16:00 Transport to MIT
*Location: MIT Industry Meeting Center
One Main Street, E90-1283, Cambridge*
- 16:00 – 17:00 Session VII: “The Cities of the Near Future”
With Erin Schenck, Assistant Director of MIT Senseable City Lab
- 17:00 – 18:00 Session VIII: “MIT’s Innovation System & Industrial Liason Program”
With Daniel Fischer, MIT’s Program Director at the Office of Corporate Relations
- 19:00 – 20:30 Dinner at Harvard Faculty Club
Location: 20 Quincy St, Cambridge. Dress code: Smart Casual

DAY 3
Wednesday, 23 May, 2018

- 8:30 Hotel Check out
- 9:00 Departure to Harvard University from the Lobby of the Liberty Hotel
- 9:30 – 11:00 Session IX: “Cybersecurity in the Age of Data”
*With Michael Sulmeyer, Belfer Center’s Cyber Security Project Director at the Harvard Kennedy School
Location: Kennedy School of Government,
79 John F. Kennedy St, Cambridge, MA 02138
Belfer Building, B-500 Bell Hall*
- 11:00 – 12:30 Session X: “The Globalization Backlash and its Implications for the International Economic Order”
With Jeffry Frieden, Professor of Government at Harvard University
- 12:30 – 14:00 Lunch Break at Harvard Square Area

14:00 – 15:00

Transfer to Airport

Departure from the Belfer Building

Implementation

The Center for the Governance of Change

The Program is run by IE's Center for the Governance of Change (CGC) a newly created, applied-research and educational institution that seeks to enhance our ability to understand, anticipate, and manage change in a variety of domains –technological, political, economic and societal.

There is a huge body of research on how governments should foster scientific and technological innovation, but little is being done on how these governments and the private sector should deal with the unexpected consequences that new technologies often bring. The CGC aims to fill this gap by conducting pioneering, transdisciplinary, and policy-relevant research focused at deepening our understanding of change and its consequences in developed societies.

The CGC is based at the IE Universities, one of the world-leading universities in the fields of business and economy according to *The Economist*, *Forbes* and *The Financial Times*.

People

Center's Director: Dr. Manuel Muñiz is the Dean of the School of International Relations and Senior Researcher at Harvard University. Prior to that, he was the Director of the Program on Transatlantic Relations at Harvard University's Weatherhead Center for International Affairs, and Professor of Practice at the Fletcher School of Law and Diplomacy. Manuel has worked as an advisor for a number of organizations, including the United Nations, the European Commission, the Spanish Government, and the T-20. He holds a JD (Law) from the Complutense University in Madrid, an MSc in Finance from the IEB, a Master in Public Administration from the Kennedy School of Government, and a PhD in International Relations from the University of Oxford.

Center's Executive Director: Dr. Diego Rubio is a Professor of Applied History and Global Governance at the IE School of International Relations. He has worked as policy advisor for a number of international institutions, including the United Nations, the European Commission, the Spanish Government, and the Ibero-American General Secretariat, where he leads a program on the Fourth Sector with the World Economic Forum and UNDP. He holds a PhD from the University of Oxford, a MA from the École Normale Supérieure, and a BA Hons from the Autonomous University of Barcelona, where he graduated with the highest GPA of the country.

