

OPINION FESTIVAL

11. AUGUST

14:00-15:30

[Humanizing IT - UX for the future](#)

User experience (UX) design has been declared to be one of the keys in order to succeed in innovation. However, in Estonia it is still a rather new course. In the discussion we would like to find answers to questions such as what is the purpose of participatory design and how to find out as quickly as possible what one's target group really needs and wants. We are bringing programmers, designers and anthropologists together to collaborate and find out the best ways to create something new and useful. This enables the ICT specialists and designers to figure out the niche of their products. At the same time anthropologists and other people from social and human sciences can rediscover the potential of using their skills in the job market on somewhat surprising fields like ICT and design.

16:00-17:30

[Unlocking the new economic development - the prospect of bioeconomy](#)

Why countries and companies invest increasingly in bioeconomy? Because, this is the next economic wave. Bioeconomy shall also mitigate the climate change and environmental impact and make sustainable use of natural resources. This is the only way to do business today! The bioeconomy means the smart, circular use of renewable natural resources for food, feed, bio-products and energy. During the debate we shall look into how the bioeconomy reconciles environment and economy and bolster rural employment. We investigate the new bioeconomy business model and describe what is in it for everybody. We have invited Nordic entrepreneurs to share their experiences about opportunities and challenges of bioeconomy. Estonian panelists contemplate on how Estonia could step up the developments towards bioeconomy - what will this demand of society, communities and the government? Come along, listen in and have your say on how to do business in the future, where current trends are pointing us and why certain countries are dedicated to promoting the bioeconomy.

16:00-17:30

[Self-determination of nations in the European Union: Case of Catalonia](#)

Self-determination of nations in today's European Union. The Catalans wish to hold a referendum to determine the opinion of their people about independence. So far, Spain has avoided the issue, and the official position has been not favourable. How the Spaniards and the Catalans themselves see it. This program and debate is organised in cooperation with the Public Diplomacy Council of Catalonia.

18.00-19.30

[The power of democracy festivals](#)

In 1968 Olof Palme, Sweden's minister of education at the time, held a speech, standing in the back of a flatbed truck. The truck was parked by Almedalen park and a couple of hundred people gathered to listen to what he had to say. 50 years later, democracy festivals throughout the Nordic region have gone viral. Why is that? Is it because we've noticed lately how fragile democracy actually is? We invite you to have a conversation with us over what has been the societal impact of democracy festivals in our region and why do we need them.

18:00-19:30

[Let's get real about start-ups: Signal vs. Noise](#)

Estonia produces the biggest number of startups and seed stage investments per capita than any other country in Europe. Estonian startup ecosystem is packed with business plan competitions, pitching workshops, hubs, conferences and events and the confidence of young Estonian entrepreneurs is backed up by start-up accelerators and venture capitalists in London and Silicon Valley. At the same time there are questions about their success-stories and criticism towards the yippee-rhetoric attitude. Is this a confrontation between the new and the old economy or is it something else? We are exchanging thoughts and debate the issue to better understand what's behind the criticism.

18:00-19:30

[What will the future of Great Britain and the EU be like after Brexit?](#)

Brexit and its impact on Europe, Great Britain and Estonia. Estonia has just assumed the Presidency of the EU Council, and this topic is a daily relevant issue also during our Presidency. What can we and the European Union learn from it, and what do the people from different parts of Great Britain think of it. Participants in the debate: representatives of Scotland, Northern Ireland and Britain