**MINUTES AND ACTIONS**

**FRIDAY 15 MARCH 2019**

**9.30am – 11.00am**

**Attendees**

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| Professor Phil Brown | Dr. Bertie Muller |
| Karen Cherrett | Mark John |
| Professor Tom Crick | Matthew Hicks |
| Jacob Ellis |  |

**Actions**

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| **#** | **Action** | **Lead** | **Completion by** |
| 1 | Set up meeting with Amelia John and Abi Philips in Welsh Government to discuss their work on joining up policy across government. | Matt Hicks | Complete – meeting arranged for 29th March |
| 2 | Panel to consider their input to a list of key initiatives which could be referenced in the final report in order to demonstrate the need for joined up thinking and action by government. | All | Prior to 9th April panel meeting |

**Minute**

1. **Chair’s update**
   1. Phil noted the range of engagement work undertaken following the last time the panel convened, including attendance to the Wales TUC Union Learning Rep conferences and the visits conducted in North Wales.
   2. A number of points were made about the format and content of the final report including:

* There is a backward looking perspective and approach from Welsh Government when it comes to taking action on digital innovation. The wording of this being a 'review' doesn't help with that as it implies a retrospective look back on historic events. The review shouldn’t be bound by historic decisions and should look ahead to what is possible if Wales acts now.
* Being radical and disruptive should be key features of the final report- recognising that such an approach is needed given that Wales is starting from too far back when it comes to action on digital innovation.
* The report should give political leaders the permission to think and act differently.
* The recent Institute of Welsh Affairs Report on renewable energy/ decarbonisation was noted as an example of pushing government to take a consistent and proactive approach in responding to a major long term policy challenge.
* The Well-being of Future Generations Act was referenced as a vehicle which provides the permission for public bodies to think radically and act disruptively.
* There was recognition that traditional models/ mechanisms for taking decision on policy options and investments (e.g. using Green Book principles) may not be fit for purpose in implementing recommendations falling out of the review.
* There is little value in looking at AI, Data and Cyber in isolation from each other although they are key pillars in terms of current and future digital innovation.
* Wales could provide the proof of concept/ test bed environment for the application of new technology.
* The report may need to ask government to give a let on its role in policy/ delivery arrangements- the Welsh Government should create policies which allow business to take the lead rather than seeing themselves as the lead.
  1. Reference was made to Cardiff having been named within the Top 10 start-up cities in the world. This is a great story but needs to be capitalised upon.
  2. Concerns were noted on the data used by Welsh Government to drive its current marketing activity. Initiatives do not seem to identify Wales as the place for digital innovation- e.g. the “This is Tech” poster involving Amplyfi which- on face value- doesn’t say anything about Wales as a digital/ tech nation.
  3. **Action**: Phil asked that panel members consider their input to a list of 15-20 innovations already taking place in Wales which could be brought together and thereby validate the need for a comprehensive approach to Wales 4.0.
  4. The focus of Welsh Government appears to be on protecting the past not projecting the future.
  5. Phil noted his idea to include a series of examples within the final report which could bring to life the role of digital on a cross-government perspective. The four pillars of sustainable development- environment, social, economic, cultural- were noted as a possible method for identifying what these areas should be.
  6. Phil also discussed his thinking behind being clear about the DNA for Wales 4.0 and that he wished to have further conversations with panel on this topic.

1. **Call for Evidence Analysis Report and Interim Report**
   1. The Interim Report and Call for Evidence Analysis Report were noted. The aim is to publish these documents as soon as is feasible given that translation and design work is still to be completed.
2. **Forward Plan and Key Dates**
   1. The forward plan was discussed. The publication for the final report is expected to be in the week commencing the 17 June. Prior to that date, the final draft of the report will need to be produced by mid-May given Phil’s availability and the time taken for translation and design work. Future panel meeting dates have been circulated.
3. **Communication and Marketing Update**
   1. Future communication and marketing plans were discussed including having panel members/ key influencers ‘sponsoring’ recommendations (or sections) within the final report so that some form of external pressure exists beyond the review which continues to challenge Welsh Ministers.
   2. There is the potential to make the final report more interactive through the use of video content etc., particularly in terms of explaining the key technologies referenced and what these mean (or could mean) for Wales.