

Below is information about our moderator and speakers for the plenary sessions, including our two keynote speakers.

## Host and Moderator

### David Bell

Director of Standards Policy, BSI



David Bell is BSI's Director of Standards Policy. He heads a team of 25 which is responsible for BSI's input to the international and European standards bodies, ISO IEC, CEN and CENELEC on technical and policy issues. In addition, David manages BSI's institutional relations with national and regional standards organizations, as well as relations with UK government and with key stakeholders, including consumer and public interest groups. An economist by training, David is the UK member of the Council of ISO and is a member of the policy and finance committees of CEN and CENELEC. David can help you with just about any question about BSI/standards, but especially if it's something to do with big picture policy questions.

Contact David by [e-mail](#).

## Opening Keynote

### Robert Wilson

Chief Toaster (CEO), [Toast Ale](#)



Toast Ale brews planet-saving beer using unsold loaves from bakeries and unused crusts from sandwich makers. With a slice of surplus fresh bread in every bottle and all our profits poured into the charity Feedback to fight food waste, Toast is the best thing since, well, you know...

Prior to Toast Rob led [Ashoka](#) in the UK, a global support network for social entrepreneurs. Rob is an award winning serial social entrepreneur having founded a number of ventures over the years. He founded [READ International](#) in 2004; a Tanzanian student-volunteer-led development organisation which to date has provided over 1.5 million books to school children and created 100 school libraries. He co-founded [Generation Change](#) in 2012, a partnership of the UK's leading youth social action organisations, helping 600,000 young people a year take positive action in their local communities. He also recently co-founded the youth-led campaign [Undivided](#); a non-partisan campaign set up to get the best possible Brexit deal for young people. In 2011 he co-authored a book with his wife Nikki about social entrepreneurs in Africa called [On the Up](#).

Learn more from or connect with Rob: [TedX Talk](#) [LinkedIn](#)

## Closing Keynote

### Isabella Grandic

Programme Success Manager, The Knowledge Society



Isabella is a 16-year-old from The Knowledge Society. Her projects have spanned from gene-editing bacteria, to building machine learning models to strategic planning for non-profits in Africa. She has been researching technology as it relates to industries like banking, legal and real estate; consulting for companies like IKEA, Walmart and Google. Now, her focus is women's health. She's currently building a project to scale safe-birthing equipment in West Africa.

Connect with Isabella: [LinkedIn](#) [Web](#)

## Q&A with Scott Steedman

### Scott Steedman CBE FREng

Director of Standards, BSI



Scott Steedman joined BSI in January 2012 and was appointed to the Board in October 2012. Following seven years as an academic at Cambridge University he spent over twenty years in industry, holding senior roles in consulting companies working on infrastructure projects in the UK and around the world. Appointed Vice President (policy) for the International Standards Organisation (ISO) in January 2017, he is a former Vice President of the European Committee for Standardization (CEN), the Institution of Civil Engineers and the Royal Academy of Engineering, where he continues to serve as Editor-in-Chief of the Academy's flagship magazine, Ingenia. Scott can answer any question about BSI and is the best person to speak to about new and emerging areas and the role of standards in driving growth and innovation.

Contact Scott by [e-mail](#).

Below is information about each of the breakout and special focus sessions and their speakers.

## Breakout Sessions

### **The UK productivity problem: some standard solutions**

A key measure of the underlying health of an economy is how productive it is. Compared to its peers, the UK's productivity shows clear signs of ill health. A problem that has widened even further over the last 10 years. But what explains this gap? And, do standards have a role in helping to close it? This session will explore three themes 1) the UK productivity problem 2) The role of standards in closing that gap and 3) how should we measure their effectiveness.

### Meet the speakers

#### **Cher Li**

Associate professor, Nottingham University Business School



An economist by training, Cher has consulted widely across government offices, international organisations and private businesses on issues relating to innovation, trade, technology standards and productivity. Most recently, Cher worked on a £2m ESRC Productivity Hub which translates academic insights on productivity into “what works” and designs interventions to address the UK's productivity challenge.

#### **Richard Kneller**

Professor of Economics, University of Nottingham



Richard's main research interests are the causes and consequences of technological change. Included within this are the effects on productivity at the firm level and on international trade. He has advised a range of policy agencies on the consequences of his research including HM Treasury, Department for International Trade, OECD, New Zealand Treasury, European Commission, IMF. More recently he has been working on the local productivity challenge with the regional LEP (D2N2).

### **Size giver - visual languages of measurement in digital space**

Designer Corinne Quin presents *Size giver*, an archive of found images that communicate size using standard everyday objects, usually found in the home. She asks what happens when standards are re-appropriated by people for other means/contexts? How are niche online communities creating their own standards, languages and expertise? And what could standards makers learn from visual languages of memes and Instagram? Join for a visual journey through object - object relationships and participate by adding your own *Size giver* image to the archive.

### Meet the speaker

#### Corinne Quin

Lecturer in Design, Goldsmiths University of London



Corinne Quin is a designer and lecturer, and teaches in the Department of Design at Goldsmiths, University of London. Her work explores how narrative, images and objects are involved in the production of space. She is interested in contemporary spatial practices including the making standards in relation to bodies and architecture, and the emergence of new visual languages that measure scale in digital images. She recently collaborated with the BSI to teach a project that explored creative ways to hack, reimagine and subvert existing standards.

### Regulatory and standardization challenges for connected and intelligent medical devices

Medical devices are increasingly connected to computer networks, which may introduce new challenges to the protection of patient safety and device security.

The purpose of this project is to:

- Analyse the role of global standards in addressing security of intelligent and connected medical devices
- Understand cyber risks across the entire supply chain (i.e. how various organisations assess and respond to risks)
- Investigate the problems between organisational boundaries (e.g. manufacturer responsibilities for the device vs health service obligations)
- Explore the main trends and innovations emerging in the field of intelligent and connected medical devices

### Meet the speakers



**Natalia Maj**

**Jiehui Song****Gabrialle Ezeani**

UCL, University College of London

The team consists of UCL STEaPP MPA candidates. Their project is based at UCL Science, Technology, Engineering and Public Policy department (STEaPP), and is in collaboration with BSI.

### **Standards and career development**

This session will explore how you can improve your career prospects and grow your knowledge by participating in standardization and through knowledge and expertise in the use of standards. The panel will share their experience of standards development and what they have learnt along the way and how they use/engage with standards in their roles (at work). There will be discussion on development opportunities related to standards and standardization work, including opportunities BSI offers to its standards-makers and access to a variety of technical networking events.

### **Meet the speakers**

#### **Alan Sellers**

Compliance and Approvals Manager, Dyson



Alan Sellers is a Compliance and Approvals Manager at Dyson. He is responsible for coordinating a global team that makes sure innovative technology and products are not blocked from accessing markets by regulations and standards. Alan is passionate about supporting people and organizations, realise and unleash their full potential.

**Navdeep Mehay**

Group Leader, UK Atomic Energy Authority



Navdeep is leading the Machine Control and Protection group for the UK's only Nuclear Fusion Machine "MAST-U" in Oxfordshire. Following his electronics and communication engineering degree in India, Navdeep has gathered extensive international experience in the Control and Instrumentation field. Alongside leading engineering teams, Navdeep has represented the UK at the IEC Young Professionals Programme. From his knowledge and experience within Nuclear Fusion research, power generation and automotive industries, Navdeep has been contributing to developing standards for the "Measurement and Control" committee and is excited to continue his service to the engineering and the young professionals' communities.

**Kat Rosier**

Electrical & Electronic Design Engineer, Veolia Nuclear Solutions UK



Kat has over 8 years of experience as an Electrical Design Engineer across many different highly regulated industries, including chemical, medical, aerospace, food and nuclear. Kat is currently design robots and remote handling systems for nuclear decommissioning and for use within Fusion (ITER).

**Launch of PAS 440 Responsible Innovation**

The subject of responsible innovation is becoming increasingly important. Society is keen to enjoy the benefits that innovation brings but wants to avoid any downside. Technology itself is inherently neither good nor bad; what matters is what people do with it, and whether that is considered acceptable. Responsible companies want to do the right thing, but when a technology is very new it isn't always clear what can be done with it, nor what the 'right thing' is. This session marks the formal launch of PAS 440, a guidance standard for responsible innovation. It provides innovating companies, for the first time, with a simple but effective approach to innovating responsibly. It will help companies to innovate more responsibly, and to demonstrate to stakeholders that they are doing so.

The session will provide a brief introduction to the standard; an expert panel will discuss some of the issues that arise when innovating responsibly in practise; and there will be a chance for a Q&A.

## Meet the speakers

### Paul Mason

Director, Responsive Programmes at Innovate UK



Paul has overarching responsibility for Innovate UK's open scope grant programmes, Smart and Design. This role follows periods as Director of Commercialisation and Open Programmes, Director of Emerging & Enabling Technologies, Deputy Director Research and Chief Scientific Advisor, and as Head of Development. Before taking on the current post, Paul led Innovate UK's innovation support activities in KTP, SBRI, Open R&D, ICURe, Analysis for Innovators, Eurostars and other international bilaterals. He previously oversaw the creation and implementation of Innovate UK strategies in areas such as creative industries, design, biosciences, ICT, electronics photonics and electrical systems, advanced materials, energy generation and supply, medicines & healthcare, and emerging technologies and industries; built new national programmes in the Detection & Identification of Infectious Agents (DIIA), Sustainable Agriculture and Food (SAF IP) and Stratified Medicine (SMIP); and drove the first emerging technologies investments in areas such as quantum technologies, graphene, non-animal technologies and biofilms. Implementation of these programmes represents a public sector investment of over £500m. Before joining Innovate UK Paul worked for 25 years in the chemical industry. He is a Fellow of both the Royal Society of Chemistry and of the Royal Society of Arts.

### Dave Hughes

Head of Technology Evaluation, Syngenta



Dave has had 25 years' experience in innovation in agricultural technologies and sustainable food production. Dave is a synthetic organic chemist by training. After finishing a post-doctoral position in the USA, he returned to the UK to join the agrochemical industry as a chemistry team leader, designing and synthesizing new potential pesticides. After ten years he moved to head a biochemistry and genetics group investigating the mode of action of pesticides. Five years later he moved to a role in external collaborations, and he is now responsible for technology identification and evaluation for Syngenta's crop protection business: responsible for initiating and developing strategic relationships with universities and other companies around the globe in order to collaborate and co-develop new technologies for use in agriculture. Dave is a Fellow of the Royal Society of Chemistry, a Chartered Scientist and a Chartered Chemist. He also sits on the Global Food Security strategic advisory board and the Transforming Food Production advisory group. Dave has participated in many outreach activities related to agricultural innovation including providing evidence to government select committees and sitting on public sector strategy review panels. Dave believes that public engagement is a critical part of the innovation process and has delivered numerous conference presentations and public lectures on topics as diverse as the principles and practice of Open Innovation to how fake news and misinformation is impacting the innovation process, to how new technologies could revolutionize food and farming in the future.

**Rory Yates**

Leader, Digital Solutions



Rory has over 22 years of business leadership experience spanning roles in client, private equity, systems integration, agencies and start-ups. Rory has overarching responsibility for Digital Solutions in DXC, working with clients to help unlock new value, through new technologies in a new working model.

- Developing managed Innovation capabilities and operating full scale transformation programmes
- Working across a wide range of verticals; financial services, insurance, comm-tech, media & entertainment, manufacturing, logistics, engineering, utilities, sports, retail and life sciences.
- Working at C-level leading large client relationships.
- Within Cognizant he took a new capability to market, developing unique methodologies, physical environments, propositions and teams (culminating in M&A). From here he worked hard to make the best of agency, consultancy and technology focused business models by taking responsibility for strategy & transformation practices.
- Driving breakthrough transformation across clients like the FA, Barclays, Kantar Media.
- Rory has a deep passion for sustainable futures working with start-ups in this space and on decarbonisation initiatives with DXC clients. And an equal passion for acting responsibly generally and is currently part of developing a new standard for Responsible Innovation with the BSI under PAS 440.
- Before DXC Rory worked across a range of businesses including Cognizant, WPP, CACI, and Santander. Every role being focused on transforming those businesses and embracing the emerging digital economy.

**Special Focus Sessions****Organizational Resilience**

The Organizational Resilience panellists will explore the fundamental aspects of crisis and business continuity management and how they have been used by organizations to cope with COVID-19. The response from individuals and communities, including the involvement of spontaneous volunteers to help vulnerable people, has also played an invaluable role in responding to coronavirus. Guidance and practical tips relating to Community and City Resilience, in light of the freely downloadable standards, will also help participants understand how they can be used to build resilience.

**Meet the speakers****Duncan Shaw**

Professor in Operational Research and Critical Systems (Alliance Manchester Business School), University of Manchester.

Duncan works in the Humanitarian and Conflict Response Institute focusing on social and decision making aspects of disaster planning and response including community resilience. Duncan sits on

numerous research, policy, planning and evaluation committees for the European Union, United Nations, international NGOs, UK government, NGOs. He chairs a committee on Community Resilience for the International Standards Organization and wrote the standards on spontaneous volunteers (ISO22319), conducting peer reviews (ISO22392), mass evacuation (ISO22315), and vulnerable people (ISO22395).

**James Crask**

Global Head of Resilience Advisory, Marsh



In addition to leading Marsh's Global Resilience Advisory services, James chairs the ISO committee responsible for Business Continuity and Organisational Resilience Standards. He previously worked for PwC and has advised clients in a wide range of sectors with a particular focus in infrastructure, financial services, media and government. At Marsh James' recent focus has been to lead the firm's crisis response support services to clients impacted by COVID-19. James has also held Head Risk roles for the Nuclear Decommissioning Authority and the BBC and prior experience included roles within the UK Cabinet Office which included working in COBR during the previous pandemic.

**Rick Cudworth**

Partner, Risk Advisory, Deloitte LLP

Rick is a leader and pioneer in Strategic Risks, Organisational Resilience and Crisis Management with over 30 years' experience. He is a Partner at Deloitte and founded their Reputation, Crisis and Resilience practice. Rick has over 30 years' industry-leading experience in High Impact Events, Resilience by Design and Crisis Management. Rick is also Chair of the British Standards Institution Technical Committee for Continuity and Resilience (CAR/1), and has actively participated in the development of British and International Standards for Business Continuity, Organisational Resilience and Crisis Management. He is currently involved in Standards development for Emerging Risks and is co-Chair of the sub-committee considering the revision of the British Standard (BS 65000) on Organizational Resilience.

**Richard Look**

Senior Consultant – Resilience, Thornton Tomasetti

Richard Look has first-hand experience of every aspect of resilience from preparing communities, to developing hazard mitigation, to the coordination of numerous emergency responses and recovery operations. He has worked at every level of government developing policy, implementing strategy, running critical operations, managing projects and creating business cases for resilience capacity building. Richard has been a joint winner of the Royal Charter International Research Award creating resilience assessment approaches from cities around the world. He has created resilience masterplanning approaches that have been applied to many types of infrastructure including energy, health and mobility. He has also developed an online city resilience assessment tool (Resilience Insight). He was Project Leader for the Comprehensive Urban Resilience Masterplan for the City of Beirut, a peer reviewed resilience project for the World Bank and the first of its kind. Richard was an officer in the British Army for 7 years and spent 8 years in charge of business continuity and

emergency planning for Bath & North East Somerset. In this latter role, he developed a comprehensive understanding of strategic hazards that he later developed into resilience principles and approaches applicable from small businesses, to households, to major cities and infrastructure.

**Kevin Brear**

Director of Consulting - Technology Risk Management, Xcina Consulting Limited

Kevin is a consulting director with Xcina Consulting and the firm's client service lead for crisis management and business continuity matters. He's previously held roles as a practice leader for crisis management and cyber resilience with a global consulting firm and a UK consulting firm. He's also held roles with a tier 1 Global Bank as a third-party risk lead and as an information risk manager. Prior to these roles, Kevin was a police officer in the City of London Police, and he led the force contingency planning and Gold support teams. He assisted in developing national and international standards for crisis management, business continuity and resilience with the British Standards Institution (BSI) and is currently the convenor of the ISO and European joint standard's working group, which is developing the new standards on crisis management (ISO 22361 and ISO 22360).

**Malcolm Cornish**

ISO 22313 Project Leader

Malcolm has specialized in business continuity management for more than thirty years in industry and as an independent consultant. He has been a member of CAR/1, the BSI committee responsible for British and International standards in continuity and resilience, since its inception in 2005. Malcolm is also a member of ISO Committee TC 292/WG2 Continuity and organizational resilience, where he actively participated in the development of ISO 22301:2012 and ISO 22301:2019 and, as Project Leader, led the development of ISO 22313:2012 and ISO 22313:2020.

**Standards, trade and regulatory policy post-EU exit**

BSI's trade and regulatory policy team will explore the interface between standards and UK regulations post-EU transition and BSI's membership of the international and European standards organizations. They will also discuss the role of international standards in UK trade policy and future trade agreements.

**Meet the speakers****Richard Collin**

Head of European and National Policy, BSI



Richard has over 30 years' experience in quality infrastructure. After qualifying as a Trading Standards Officer, he worked for UK local authorities for 9 years in the fields of market surveillance, consumer protection and legal metrology. He has been working at BSI since 2010. Initially he was Principal International Development Manager in BSI's International Projects Department. Here he acquired and managed a wide range of projects on quality infrastructure around the world. In February 2012, he moved to BSI's Standards Policy team as National and European Policy Manager. In this role, Richard worked on UK government relations and was responsible for BSI's standards policy in relation to the EU, including the development and implementation of the 2012 EU standardization regulation. He now leads BSI's trade and regulatory policy, which covers the role of standards supporting UK regulations, standards issues in the UK's exit from the EU such as CEN and CENELEC membership, the role of international standards in UK trade policy and links between European standards and regulations. He also manages consumer policy, including BSI's Consumer and Public Interest Network, which enables the representation of consumers in BSI's standards committees.



**Frank Faraday**  
Senior Trade Policy Manager, BSI