

REMARKS
CORDEL GREEN
Executive Director, Broadcasting Commission, Jamaica

Jamaica Cyber Incident Response Team
Cyber-Awareness Month Webinar/Lecture
"Internet Governance in a Data Protected World"

Oct 27, 2021

Good afternoon. Today's lecture is significant not only in the context of cyber-security month but also because across the world we are commemorating Global Media and Information Literacy Week, which was established by the UN, following a proposal by Jamaica. In fact, I came here directly from a panel discussion which was held this morning on "Tackling Jamaica's Digital Media and Information Literacy Deficit".

The Broadcasting Commission of Jamaica recognises that the digital ecosystem is undergoing profound transformation, including a fast-approaching future when computer chips will be near zero in cost and connected sensor devices will be widely deployed, fuelling exponential 'datafication' and the Internet of all things.

Even quicker than government, technology companies which operate social media are now able to know our age, our diseases, our political and religious views, sexual orientation and proclivities, family, friends, associates, enemies, consumption habits - designed to benefit their advertising-driven business models.

The concept of digital literacy becomes particularly challenging because the Artificial Intelligence operating systems that are being deployed, operate as a black box – opaque, evolving, untraceable and understood by very few. This is one of the most pressing ethical concerns in our transition to a world in which

people are developing deeper and closer relationships of trust with 'smart' devices that are controlled by artificial intelligence.

This suggests a need for a 'new/digital MIL' (Media and Information Literacy Skills Framework), designed to include updated competencies in AI, the management and use of big data, the internet of things, AI ethics, AI governance, machine rights and other fourth industrial age technologies such as 3D, augmented reality, virtual reality and the cloud. An understanding of these issues is critical to the shaping of the digital citizen and their ability to play a full role in society.

With this in mind, the Broadcasting Commission is currently Working with Mona School of Business, Slashroots Foundation & UNESCO Paris, to establish a Digital Media and Information Literacy Skills Framework for Jamaica. The outputs will include tools for assessing and eventually certifying Digital Literacy, and recommendations for the creation of a national digital literacy policy which will include setting and monitoring targets in relation to education, training, employment, digital safety and media literacy.

The Broadcasting Commission is also spearheading the Caribbean AI Initiative, which is a collaborative project with the UNESCO Cluster Office for the Caribbean and supported by UNESCO's Information For All Programme (IFAP). Under the auspices of the Caribbean AI Initiative, we have developed the Caribbean AI Roadmap which is based on 6 principles: Resiliency, Governance, Transformation, Upskilling, Preservation and Sustainability.

This translates into a focus on cooperation, human rights and sustainable development. It will be offered as a guide for the Small Island Developing States of the Caribbean in using AI to support their transition to digital economies and societies.

[Find out more at ai4caribbean.com].

We have also collaborated with the UK's leading source for information on online safety, to launch **getsafeonline.org.jm**, a resource which is dedicated to helping citizens, particularly the youth, and businesses keep themselves and their devices safe on the internet. This site provides free, impartial, expert and practical advice, and is supported by trained Ambassadors (10) who are now conducting training across the country within and beyond their own networks.

So, we are dealing with a radically different era and must prepare for an even more radically different future, characterised by opportunity, volatility, uncertainty, complexity and ambiguity. Our current legislation, policies and regulations which were designed in a bygone age are now mostly outdated, and they will not support a transition to the new era.

So, we look forward to collaborating with all of you on the framework for security of our new world, including socio-technologically focused and culturally relevant laws, policies, guidelines and regulations.

Thank You.