

# Knowledge is Human: The Information Ecosystem in the age of AI

Monday 20 August, 2025 | British Library

| TIME  | SESSION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| 09:30 | <b>REGISTRATION</b><br>TEA, COFFEE AND BISCUITS (FOYER)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 10:00 | <b>WELCOME &amp; INTRODUCTION</b><br>MAJA MARICEVIC - DIRECTOR OF SCIENCE AND INNOVATION, BRITISH LIBRARY<br>JIMMY WALES - FOUNDER OF WIKIPEDIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 10:15 | <b>PROMOTING THE PUBLIC INTEREST</b><br>MODERATOR: DR. JULIE POSETTI - PROFESSOR OF JOURNALISM AT CITY ST GEORGE'S UNIVERSITY OF LONDON<br>LOUIS COIFFAIT-GUNN - CHIEF EXECUTIVE, CILIP<br>BILL THOMPSON - HEAD OF VALUE RESEARCH, BBC<br>LUCY CROMPTON-REID, CHIEF EXECUTIVE OF WIKIMEDIA UK                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 11:00 | <b>CASE STUDIES IN TRANSFORMATIVE USE</b><br>MODERATOR: GIOTA ALEVIZOU - LECTURER IN DIGITAL HUMANITIES & CULTURE AT KING'S COLLEGE LONDON<br>PIERRE-CARL LANGLAIS - FOUNDER & DIRECTOR, PLEIAS<br>SUHAIR KHAN - TECHNOLOGY ENTREPRENEUR & CREATIVE LEADER, FOUNDER OF OPEN-ENDED<br>LUCY YU - CEO OF CENTRE FOR NET ZERO & CHAIR OF TRUSTEES AT WIKIMEDIA UK                                                                                                                                                                                                                                                                                                                                                                                                             |
| 11:30 | <b>BREAK</b><br>TEA, COFFEE, & BISCUITS (FOYER)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 12:00 | <b>PARALLEL SESSIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|       | <div><b>ADVOCATING FOR CHANGE</b><br/><br/>MODERATOR: ZISKI PUTZ - SENIOR MOVEMENT ADVOCACY MANAGER AT WIKIMEDIA FOUNDATION<br/>DAVID PROSSER - EXECUTIVE DIRECTOR, RESEARCH LIBRARIES UK<br/>ROSE PAYNE - POLICY &amp; ADVOCACY LEAD, GLOBAL PARTNERS DIGITAL<br/>JOHN LLOYD - DIRECTOR OF ADVOCACY, DIGITAL PUBLIC GOODS ALLIANCE<br/>IAZMIN MORRIS - ARTIST &amp; EDUCATOR</div> <div><b>BUILDING AN INSLCUSIVE INTERNET</b><br/><br/>MODERATOR: AREEQ CHOWDHURY - HEAD OF POLICY AT THE ROYAL SOCIETY<br/>ASHLY JIJU - RESEARCH ASSISTANT, THE FAIRWORK FOUNDATION<br/>FIONA ROMEO - DIRECTOR OF COMMUNITY PROGRAMS, WIKIMEDIA FOUNDATION<br/>PLOIPAILIN FLYNN - CO-FOUNDER AIXDESIGN<br/>HARRY SCOBLE - HEAD OF CONTENT ACQUISITION &amp; STRATEGY. FINDMYPAST</div> |



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13:00 **LUNCH**  
(FOYER)

14:00 **PARALLEL SESSIONS**

## AI FOR OPEN KNOWLEDGE: CHALLENGES & INSIGHTS

*BIRGIT MÜLLER* - DIRECTOR OF  
PRODUCT, WIKIMEDIA FOUNDATION

14:20

## SECTOR-SPECIFIC INSIGHTS INTO THESE CHALLENGES

*MODERATOR: NICHOLAS PERRY* -  
WIKIMEDIA FOUNDATION

*PETER ARCHER* - DIRECTOR OF  
GENERATIVE AI, BBC

*MARIA PALMERI* - SENIOR PUBLIC  
POLICY MANAGER, CLOUDFLARE

*LANE BECKER* - SENIOR DIRECTOR OF  
EARNED REVENUE, WIKIMEDIA  
FOUNDATION

*MAJA MARICEVIC* - DIRECTOR OF  
SCIENCE & INNOVATION, BRITISH  
LIBRARY

## GROWING UP WITH AI

*MODERATOR: GRACE LAW* -  
WOODHOUSE UNIVERSITY

*COORDINATOR* - SOLIDARITEE

*MORGAN BRIGGS* - INTERIM SENIOR  
STRATEGY MANAGER, THE ALAN  
TURING INSTITUTE

*COLETTE COLLINS-WALSH* - HEAD OF  
UK AFFAIRS, 5RIGHTS FOUNDATION  
*LIAM GARNETT* - SENIOR LIBRARIAN  
FOR DIGITAL LIBRARY, &  
INFORMATION SERVICE, LEEDS CITY  
COUNCIL

*DARIA CYBULSKA* - DIRECTOR OF  
PROGRAMMES & EVALUATION,  
WIKIMEDIA UK

## AI SOCIAL READINESS PROCESS

WORKSHOP RUN BY **NESTA**

15:00 **COMFORT BREAK**

15:10 **VALUING OPEN SCIENCE & CULTURE**

*MODERATED BY LUCY CROMPTON-REID*, CEO OF WIKIMEDIA UK

*LAMPROS BISDOUNIS* - TECHNOLOGY MANAGER, DATA FOR SCIENCE & HEALTH, WELLCOME TRUST

*ELENA SIMPERL* - DIRECTOR OF RESEARCH, OPEN DATA INSTITUTE

*ADI KEINAN-SCHOONBAERT* - DIGITAL CURATOR, BRITISH LIBRARY

*WAQĀS AHMED* - EXECUTIVE DIRECTOR, KHALILI FOUNDATION

16:00 **KNOWLEDGE IS HUMAN**

*MODERATED BY MONICA WESTIN* - DIRECTOR, OPEN POLICY DEVELOPMENT, CAMBRIDGE  
UNIVERSITY PRESS

*JOSIE FRASER* - HEAD OF DIGITAL POLICY, NATIONAL LOTTERY HERITAGE FUND

*FRAN ALLFREY* - RESEARCHER, WIKIMEDIA, YORK (HONORARY) AND UNIVERSITY OF READING

*MIA RIDGE* - DIGITAL CURATOR, BRITISH LIBRARY

16:30 **CLOSING**

*LUCY CROMPTON-REID*, CEO OF WIKIMEDIA UK

16:35 FORMAL PROGRAMME ENDS. POST SUMMIT OPTIONS INCLUDE A TOUR OF THE BRITISH LIBRARY, OR  
YOU CAN JOIN THE CONFERENCE ORGANISERS AT O'NEILLS, KINGS CROSS.

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## SESSION DETAILS

### PROMOTING THE PUBLIC INTEREST | 10:15 - 11:00 (PIGOTT)

This plenary session will position access to reliable knowledge and information as an essential human right and a public good. As we prepare to discuss how best to safeguard the public interest throughout the day, panelists will lay the foundation by exploring what constitutes a digital public good as well as related issues such as diminishing trust in the information landscape, the value of humans in the creation, curation and moderation of content, and the impact of Generative AI on information integrity.

### CASE STUDIES IN TRANSFORMATIVE USE | 11:00 - 11:30 (PIGOTT)

One of the key drivers for this summit is the urgent need to protect information integrity and sustainability. We will hear about the impact of AI crawlers and other forms of large-scale digital reuse on content platforms and their infrastructure, as well as some of the wider ethical issues related to Generative AI. This session highlights some of the ways in which reuse fuels innovation, creativity and scientific progress. Three transformative use cases of AI and open data within different sectors will be highlighted to inspire reflections and conversations throughout the rest of the summit.

### PARALLEL SESSION 1 | 12:00 - 13:00

#### ADVOCATING FOR CHANGE | PIGOTT

This session brings together diverse voices that are driving advocacy initiatives to build a digital future grounded in public goods - shared resources like open data, free knowledge platforms, and open-source tools that allow everyone to learn, create, and participate. Speakers will share how they lead campaigns from national policy efforts to grassroots movements and creative activism

#### BUILDING AN INCLUSIVE INTERNET | BRONTË

This panel will dive into the human labor required to develop an inclusive, multilingual internet that reflects the world's full range of knowledge and experience. From the people who label data and moderate content to those who digitize archives or nurture small language communities online, inclusion requires intention. The conversation will reveal how real people are working to create an internet where no single language, culture, or worldview dominates.

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### PARALLEL SESSION 2 | 14:00 - 15:00

#### AI FOR OPEN KNOWLEDGE: CHALLENGES & INSIGHTS | PIGOTT

The demand for human created knowledge has grown exponentially with the rise of AI, at times causing an unsustainable increase in automated traffic for the websites that host such content. This talk will explore how these evolving dynamics impact the Wikimedia Foundation's technical infrastructure. A cross-sector panel will then share their experiences and the similarities in the same trends manifesting in their industries.

#### GROWING UP WITH AI | BRONTË

This panel explores what it means to "grow up with AI" — from how generative technologies influence the content young people see, to the skills and safeguards needed to navigate this new information landscape responsibly. Panellists will discuss how to foster digital resilience, ensure transparency and accountability in AI systems, and balance innovation with the protection of rights and democratic values.

#### NESTA WORKSHOP ON 'AI SOCIAL READINESS PROCESS' | ELLIOTT

Join Nesta's [Centre for Collective Intelligence](#) for an interactive demo session of their "Public AI Task Force," a participatory process designed to involve the public in decisions about AI tools for the public sector. During this time, you'll act as a general member of the UK public and step into the shoes of a Public AI Task Force member, working with fellow participants to explore an AI tool designed to improve public services. This highly practical demo will provide an example of what it looks like to promote the public interest in a tangible scenario.

#### VALUING OPEN SCIENCE & CULTURE | 15:10 - 16:00 | PIGOTT

This session explores how institutions can continue to champion openness in science and culture to ensure that knowledge remains transparent, accessible, and equitable in an AI-driven world. Leaders from research, science and culture will consider what "value" means in this new ecosystem: how open science and open culture contribute to innovation, accountability, and global collaboration; how openness can coexist with ethical, commercial, and privacy concerns; and how institutions can adapt their practices to sustain openness in the age of algorithmic mediation. Together, they'll explore how to articulate and strengthen the case for openness as a public good—ensuring that open science and culture continue to serve as cornerstones of an informed, inclusive, and creative society.

#### KNOWLEDGE IS HUMAN | 16:00 - 16:30 | PIGOTT

In this concluding session we come back to the main idea of the summit - human-created, open knowledge in the age of AI - with the examples of Wikimedia projects and British Library's expertise in crowdsourced cultural heritage. Just as AI works at scale, we reflect on the scalable potential of open knowledge and human knowledge production. This session considers both the current state of play, and what may be coming on the horizon.