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UNESCO Pakistan MasterClass Series: *Empowering Minds for a Sustainable Future*

Episode 1

Harnessing the Era of Artificial Intelligence for a Sustainable Future

31 January 2025 (Friday)

9am to 11am (Islamabad time)

Register Via [Online MS Teams Link](#)

Do you know?

- **Digital Platforms**, apps, e-commerce, **digital trade**, and **Artificial Intelligence (AI) technologies** are driving labor market changes with **44% of workers facing skill disruption**, and cognitive skills, creative and **critical thinking**, and **technology literacy** increasingly becoming key.¹
- **AI** and **big data** are the **most strongly prioritized skills** across industries, such as management, media, entertainment and sports, information and technology services, and others.²
- In the **next five years**, AI and big data will comprise more than **40%** of the technology training programmes undertaken in surveyed companies operating in the United States, China, Brazil and Indonesia.³

Artificial intelligence (AI) is enabling the development of invaluable services and taking part in more and more aspects of our lives. Built from data, hardware and connectivity, AI allows machines to mimic human intelligence such as perception, problem-solving, linguistic interaction or creativity. These technologies contribute to achieving the 2030 Agenda for Sustainable Development. However, these rapid changes raise major issues ranging from ethical dimensions to spreading disinformation and bypassing cyber security. UNESCO is spearheading the global normative debates in addressing such matters, from ethics of AI, AI in education, gender equality, to capacity building for governments and relevant duty bearers.

The first episode of the UNESCO MasterClass Series will focus on AI, to explore Pakistan's vision in leveraging AI for socio-economic advancements. The discussion will delve into utilizing AI for beneficial uses and gauge interest of students to expand in AI-related academics. This compliments UNESCO's mission of leveraging emerging technologies for fostering peace and sustainable development to build knowledge-based societies.

By the end of the episode, participants will have a comprehensive understanding of Pakistan's vision for AI to drive national priorities and achieve sustainable development goals. The participants will be exposed to the ethical and practical considerations involved in implementing AI in Pakistan and around the world. Along with offering valuable insights into leveraging AI for personal and professional growth equipping to catch up with new trends, this enriched understanding will empower academic communities to contribute meaningfully to Pakistan's vision for socio-economic growth through technological innovation.

University students of all academic fields and faculty members in Pakistan are welcome.

¹ Report by The Director-General on Implementation of the World Summit on the Information Society (WSIS) Outcomes. Available via: <https://unesdoc.unesco.org/ark:/48223/pf0000386904>

² World Economic Forum: The future of Jobs 2023: https://www3.weforum.org/docs/WEF_Future_of_Jobs_2023.pdf

³ ibid

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Time	Session	Speaker
09:00 – 09:10	Logging on	
09:10 – 09:15	Context Setting / Introduction	Mr. Hamza Khan Swati, National Professional Officer (Communication and Information), UNESCO Office in Pakistan
09:15 – 09:20	Opening Remarks: UNESCO Spearheading Ethics in AI	Mr. Antony Kar Hung Tam, Officer-in-Charge, UNESCO Office in Pakistan
09:20 – 09:35	Leveraging AI for Public Sector	Mr. Gustavo Fonseca Ribeiro, Artificial Intelligence and Public Service Delivery Lead , AI and Digital Transformation, UNESCO Headquarters
09:35 – 10:20	Navigating AI at National Level	Dr. Aneel Salman, Chair, National Artificial Intelligence (AI) Policy, Ministry of Information Technology and Telecommunication, Government of Pakistan
10:20 – 10:55	Questions and Answers	University faculty / students
10:55 – 11:00	Vote of Thanks	UNESCO

Guidance to Join UNESCO MasterClass Series Online

- Register for the participation in the MasterClass Series in advance (See the link on the first page).
- Log in to the webinar at least 5–10 minutes early to resolve any last-minute technical issues and ensure a punctual start.
- Familiarize yourself with the platform’s features. Please note that all participants’ microphone will be muted. The moderator will take comments and questions via chat box.
- Ensure your device, internet connection, microphone, and camera are functioning properly before the session begins.
- Use external speakers for better audio quality for students to listen.
- University faculty should ensure all students gather in a designated classroom, hall, or auditorium equipped with IT facilities (e.g., a projector, speakers, and internet connection) to participate collectively in the session.
- Faculty focal persons should:
 - collect questions and feedback from students during the session.
 - share the compiled questions with the moderator in the chat box. Please mention the university name while putting up the question/comment.
- Respect speakers and participants by maintaining a professional and focused environment.
- Keep questions and feedback relevant to the topics being discussed.

What is UNESCO MasterClass Series?

UNESCO serves as a global knowledge hub, promoting collaboration and information sharing across diverse areas such as education, science, culture, and communication and information.

The UNESCO MasterClass Series is an innovative e-learning initiative launched by UNESCO Office in Pakistan to enhance access to advanced learning and promote educational excellence within Higher Education Institutions across Pakistan.

The UNESCO MasterClass Series aims to address these challenges by bringing together experts from Pakistan and around the globe to share knowledge, drive innovation, and discuss solutions across critical issues relevant to Pakistan’s educational, scientific, cultural and communication and information development.

Enquiries: islamabad@unesco.org

Learn more about UNESCO: <https://www.unesco.org/en/fieldoffice/islamabad>

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