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2019



NORTH AMERICA **THINK TANK** SUMMIT

MARCH 26–27, 2019

500 L'ENFANT PLAZA, SW | WASHINGTON, DC



TTCSP

PROGRAM

Think Tanks & Civil Societies Program

The Lauder Institute

The University of Pennsylvania

“Helping to bridge the gap between knowledge and policy”

Researching the trends and challenges facing
think tanks, policymakers, and policy-oriented
civil society groups...

Sustaining, strengthening, and building
capacity for think tanks around the world...

Maintaining the largest, most
comprehensive database of over
8,000 think tanks...

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Director

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The Lauder Institute

University of Pennsylvania

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NORTH AMERICA THINK TANK SUMMIT



SUMMIT CONCEPT NOTE

Think Tanks: Bridging the Great Divide with Ideas, Policy Innovations and Action

The 2019 North America Think Tank Summit is taking place at a truly extraordinary historical moment in world history. It is important to take stock of the technological, political, economic and organizational trends and disruptions that are taking place all around us. It is critical that we assess the current political climate and the daunting domestic and foreign policy challenges facing North America in a world that is fiercely competitive and rife with conflict. The new reality is that most advanced industrialized democracies are crippled by political polarization, the fragmentation of political parties and a public that is lost in a sea of insecurity and understandably full of distrust and discontent. The electorate is searching for leadership and solutions to the problems they face on a daily basis. Although a bleak picture, a tremendous opportunity emerges for think tanks that has the potential to challenge conventional wisdom, develop creative and innovative solutions to complex policy problems and bridge the great divide between policy makers and the public. Think tanks have the potential to serve as an engine for answers, innovation and change. The Summit is designed to demonstrate the promise and potential of think tanks to help prepare our countries for the future and bridge the great divide that exists in our societies today.

Think tanks play a critical role in analyzing, developing and promoting policy solutions, particularly in times of extreme disruption and change. However, these organizations now operate in information-rich societies where facts, evidence and credible research are often ignored — and where disinformation can gain a footing. To remain relevant and impactful, think tanks and policy institutes must simultaneously pursue rigor, innovation, accessibility and accountability more than ever before. In short, think tanks must adapt and innovate by transforming their organization to be smarter, better, faster and more mobile. As such, the Summit will explore not only the ways in which think tanks are currently making a difference and finding solutions to contemporary policy challenges, but also how they can become increasingly relevant in these tumultuous times. To that end, in addition to these pressing contemporary policy challenges, the Summit will also focus on sharing the best practices for raising funds, recruiting key staff, harnessing new and innovative technologies and responding to increased public scrutiny and discontent.

The Summit will feature keynote speakers and panels of thought leaders. They will present a range of strategies and best practices for transforming public policy and institutions in an era of digital and political disruptions, as well as increased social and economic turbulence. There will also be a series of breakout groups that will explore these issues in greater detail. Finally, a closing keynote, plenary and round table discussion and debates will attempt to draw some meaningful conclusions for future policy work and strategies that will help think tanks respond to the new and challenging operating environment.



6TH ANNUAL NORTH AMERICAN THINK TANK SUMMIT PROGRAM

March 26-27, 2019

REGIONAL
THINK TANK
SUMMIT

NORTH
AMERICA

March 26, 2019

Peterson Institute, Washington, DC

4:45—5:15pm

Registration and Reception

Peterson Institute

1750 Massachusetts Ave NW
Washington, DC

5:15—5:30pm

Welcome Remarks from Hosts

Adam Posen - president, Peterson Institute for International Economics
James G McGann - director, Think Tanks and Civil Societies Program,
Lauder Institute, University of Pennsylvania

Welcome Remarks from Canada, Mexico, and the United States

Antonio Ortiz-Mena - member, COMEXI
Kelly Ogle - president, Canadian Global Affairs Institute
Richard Newell - president and CEO, Resources for the Future

5:30—6:45pm

Opening Panel & Discussion

Journalist, Politics, Public Policy and Governance

A panel of renowned journalists from media outlets from across the political spectrum will be asked to present their views on the digital and political disruptions and how that impacts their ability to report to the public. The Panel will also explore the impact of the growing polarization and fragmentation in politics and political parties and what it means for governance and public policy.

Chair: Steven R. Weisman - Vice President for Publications and Communications, Peterson Institute for International Economics

Panelists:

Elise Labott - global affairs correspondent, CNN

Alexander Panetta - editor, POLITICO Pro Canada

	Ana Swanson - columnist, New York Times
6:45—7:45pm	<u>Dinner</u>
7:45—8:15pm	<u>Keynote Address</u> Introduction of Keynote Adam Posen - president, Peterson Institute for International Economics Keynote Speaker Peter Orszag - vice chairman of investment banking and managing director, Lazard Freres & Co., former director of Office of Management and Budget and Congressional Budget Office
8:30pm	<u>Adjourn for the Evening</u>

March 27, 2019
Urban Institute, Washington, DC

8:00—8:45am	<u>Registration</u> Urban Institute 500 L'Enfant Plaza SW. Washington, DC
8:45—9:00am	<u>Welcome</u> Sarah Rosen Wartell - president, Urban Institute James McGann - director, Think Tanks and Civil Societies Program, Lauder Institute, University of Pennsylvania
9:00—10:15am	<u>Opening Plenary Panel</u> (Democracies and Think Tanks in the Age of Discontent, Division and Disinformation: A CEOs Perspective) <i>A panel of Chief Executives from Mexico, Canada and the United States will be asked to reflect on the current state of think tanks, public policy and governance in their respective countries and provide specific constructive steps think tanks should take to address the foreign and domestic policy challenges that policymakers and the public are grappling with to as well as the major challenges that think tanks face in the age of digital disruptions and political polarization and fragmentation. The discussion will focus on the key policy issues, strategies, plans and programs that each CEO has developed to meet both the challenges and opportunities presented by the complex and disruptive environment in which all think tanks must now operate. The Panel is also intended to highlight and foreshadow a number of issues that will be explored during the Summit.</i>

Chair: Sarah Rosen Wartell - president, Urban Institute

Panelists:

Martha Hall Findlay - president and CEO, Canada West Foundation

Roberto Vélez Grajales - executive director, CEEY

Victoria Herrmann – president and managing director, Arctic Institute

Daniel Rothschild - executive director, Mercatus Center at George Mason University

Kenneth Weinstein - president and CEO, Hudson Institute

10:15— 10:30am Coffee Break

10:30— 12:00pm Three Concurrent Breakout Sessions

Topic 1: Democracies in the Age of Discontent, Division and Disinformation (Columbia Heights A)

Technological advances and the rise of social media have had a profound impact on society. The digital and political disruption that these advances have made possible are altering governance, politics and public policy. While technologies have created and connected “circles of friends”, brought greater convenience, customization and lower costs through Uber, Airbnb, Netflix’s, etc. they have also contributed to the growing discontent, divisions and disinformation in politics and our democratic institutions. This session will explore the rise of new technologies and social networking and their impact on how we receive information and how they influence public policy research and the public discourse on domestic and foreign policy issues. The objective of the session is to explore how think tanks and policymakers can respond to them so an informed debate of key policy issues might take place at the national, regional and local levels of government.

Chair: Josh Burek - director, global communications and strategy, Belfer Center for Science and International Affairs

Panelists:

Luke Knittig - senior director, communications, McCain Institute

Khristine Brookes - vice president, communications, Cato Institute

Michelle Mittelstadt - director of communications and public affairs, Migration Policy Institute

Topic 2: The Risks and Rewards of New World Reorder (Columbia Heights B)

Consciously or inadvertently, the new world order is taking place. Alliances are shifting, conflict and mass migration of people is continuing, and sustained economic development is remaining elusive. The 2018 Global Think Tank Summit is taking place at a truly extraordinary

historical moment in world politics. The post WWII economic, political and security orders are being challenged and redefined by national and regional tectonic shifts in domestic and international politics. The panel will discuss these changes and suggest ways that think tanks can help policy makers and the public respond to both the challenges and opportunities they present.

Chair: Kelly Ogle - president, Canadian Global Affairs Institute

Panelists:

James (Joe) Barnes - Bonner Means Baker fellow, Baker Institute for Public Policy

Lindsey Ford - director of political-security affairs, Richard Holbrooke fellow, Asia Society Policy Institute

Michael Wills - executive vice president, National Bureau of Asian Research (NBR)

Yuki Tatsumi - senior fellow, Stimson Center and Canon Institute for Global Studies

Topic #3: Trade Wars or Trade Winds: Which Way Is the Wind Blowing? (Brookland)

The lingering effects of the 2008 economic crisis and the blowback from the uneven and unfulfilled promise of globalization has helped give rise to populism, nativism and protectionist sentiments in many countries. The costs of free trade -- closed factories, unemployed workers and the effect it has had on local economies and communities -- are easy to see. Less obvious are the benefits in lower prices, higher quality goods, more choices and a better standard of living. The uneven distribution of these benefits of the liberal economic order and free trade is raising questions about fairness and viability of the free and fair trade around the world. The prospects of a trade war between the US and China has served to intensify these debates. With this backdrop in mind, the panel will explore the current trade environment and the impact of trade disputes on growth and the global economy.

Chair: Antonio Ortiz-Mena - member, COMEXI

Panelists:

Marie Kasperek - deputy director of the Global Business and Economics Program, Atlantic Council

Mekala Krishnan - senior fellow, McKinsey Global Institute

Jérémie Cohen-Setton - research fellow, Peterson Institute for International Economics

Phylcia Wu - associate director, Paulson Institute

12:00—12:30pm **Lunch: Sponsored by Baker Institute, Rice University, Belfer Center, KSG and Harvard University**

12:30—2:00pm Luncheon Plenary Presentation and Discussion
New Faces and New Ideas: The Diversity and Innovations Connection

Both business and anthropological literature have shown strong correlations between an increase in organizational innovation and increasing diversity. The Panel will feature young scholars and think tank executives who will discuss the importance of diversity in their organizations and emphasize the important connection between diversity and innovation. The panelists have been asked to address the following questions: why did you choose to work at a think tank?; what obstacles did you encounter in the hiring process and advancing your career at a think tank?; what perspective on policy and organization innovation do you bring to your think tank and the issues facing your country; and what specific recommendations would you suggest to improve the role and impact of think tanks? Finally, and most importantly, what recommendations would you make to improve the careers of ethnic and racial groups, women, young scholars and executives? Please note there will be 40 under 40 think tank scholars and executives who will join us for lunch. 2-3 will be seated at each table and will be recognized during the program.

Co-Chairs:

Brian Finlay - president and CEO, Stimson Center

Josiane Gabel - vice president for programs and the executive director of the Brzezinski Institute on Geostrategy, Center for Strategic and International Studies

Panelists:

Aditi Kumar - executive director, Belfer Center, KSG, Harvard University

Emily Ekins - research fellow and director of polling, Cato Institute

Graham MacDonald - chief data scientist, Urban Institute

Monica DeBolle - senior fellow, Peterson Institute for International Economics

2:00—4:00pm Think Tank Innovations Demonstrations

The Think Tank of Tomorrow is Here Today

The days of the adage “research it, write and policymakers will beat a path to your door” are over. In an information rich and highly competitive marketplace of ideas think tanks will have to be smarter, better, faster and more mobile if they are to survive. Think tanks are increasingly having to showcase their research in innovative ways in order to capture the attention of donors and highly segmented audiences.

The ability to exhibit projects through the use of social media, graphics and visual aids that are backed by research is an essential part of think tank research and communications. Scholars now use interactive websites, infographics, podcasts, Twitter aggregator tools, big data visualization, videos, embedded microsites, special channels, and even SoundCloud to reach the public, policymakers, and their staff. This segment of the Summit will provide specific examples from a range of think tanks that are harnessing technology to enhance research, communications and fundraising to increase the profile, performance and impact of their institutions.

Chair: Linda Roth - vice president of external relations, Wilson Center

Panelists:

Part I

Rob Bluey - vice president, communications, and executive editor, The Daily Signal, The Heritage Foundation

Win Boerckel - vice president for external affairs RAND Corporation, Gun Policy in America online (digital first) project.

José Luis Chicoma - president, Ethos Policy Lab, Mexico, Comics Combating Corruption: Civil Society Super Heroes

Meg King - director of the center's Digital Futures Project, AI Briefing Program for the US Congress

Coffee/Tea Break

Part II

Khuloud Odeh - CIO and vice president, technology & data science, Urban Institute, Social Policy

Rebecka Shirazi - vice president and director, external relations; managing director, iDeas Lab, The Asia Maritime Transparency Initiative (AMTI)

Aaron Shull - managing director and general counsel, Center for International Governance Innovation, Video Briefing on Policy Implications of Blockchain

Graham Brookie - director and managing editor, Digital Forensic Research Lab, Atlantic Council

4:00—4:30pm

AI Public Policy, Policy Advice and Governance

In February 2019 a group of 50 think tanks, policy makers, private foundations and tech firm from the US and around the world met in Palo Alto, California to explore the impact of artificial intelligence on policy, governance and policy advice. The AI Think Tank Forum was organized by the Think Tanks and Civil Societies Program at the Lauder Institute, University of Pennsylvania. The members of the Panel participated in the Forum and will report on some of the key take aways from the AI Forum

Chair: James G McGann, director, Think Tanks and Civil Societies Program, Lauder Institute, University of Pennsylvania

Panelists:

Meg King - director of the Center's Digital Futures Project, Wilson Center
Aaron Shull, managing director and general counsel, Center for International Governance Innovation

Kara Frederick - associate fellow for the technology and national security program, Center for a New America Security

4:30—4:45pm

Conclusions and Future Plans – Co-host and Co-organizers

Sarah Rosen Wartell - president, Urban Institute

Steven R. Weisman - Vice President for Publications and

Communications, Peterson Institute for International Economics

James G McGann - director, Think Tanks and Civil Societies Program, Lauder Institute, University of Pennsylvania

4:45—6:00pm

Closing Reception and Think Tank Networking Event Hosting by the Cato Institute

Officina

1120 Maine Ave SW

Washington, DC

PARTICIPATING INSTITUTIONS

Acton Institute
American Institute of Physics
Arctic Institute
Atlantic Council
Baker Institute for Public Policy
Belfer Center for Science and International Affairs
Brookings Institution
Budget and Tax Center at the North Carolina Justice Center
C2ES
Canada 2020
Canada Institute Macdonald-Laurier
Canada West Foundation
Canadian Global Affairs Institute
Canon Institute for Global Studies
Carnegie Endowment for International Peace
Cato Institute
CEEY
Center for a New American Security
Center for American Progress
Center for Climate and Energy Solutions
Center for International Governance Innovation
Center for Strategic and Budgetary Assessments
Center for Strategic and International Studies
COMEXI, Mexican Council on Foreign Relations
Economic Research Institute for ASEAN and East Asia (ERIA)
Economist Intelligence Unit
Ethos Public Policy Lab
FGV/School of Social Sciences
Foreign Policy Research Institute
Global Leaders in Unity and Evolvment
GWU and TechCast Global
Heritage Foundation
Hudson Institute
Independent Institute
Information Technology and Innovation Foundation
Institute for Women's Policy Research
Instituto Mexicano para la Competitividad, A.C.
Inter-American Dialogue
International Institute for Strategic Studies - Americas
Joint Center for Political and Economic Studies
KAPSARC
Konrad-Adenauer-Stiftung
Manhattan Institute for Policy Research
McCain Institute
McKinsey & Company
McKinsey Global Institute
Mercatus Center, George Mason University
Mexican Institute for Competitiveness
Migration Policy Institute
Middle East Institute
Millennium Project
National Bureau of Asian Research
Natural Resource Governance Institute
New America Foundation
Paulson Institute
Peterson Institute for International Economics
RAND Corporation
Resources for the Future
RTI International
Stimson Center
Think Tanks and Civil Societies Program, Lauder Institute, University of Pennsylvania
Urban Institute
Wilson Center
World Affairs Councils of America

2019 NORTH AMERICA THINK TANK PLANNING COMMITTEE

Atlantic Council of the United States (United States)

Belfer Center, Harvard University (United States)

Brookings Institution (United States)

Carnegie Endowment for International Peace (United States)

COMEXI (Mexico)

Cato institute (United States)

Center for International Governance Innovation (Canada)

Center for Strategic and International Studies (United States)

Ethos Public Policy Lab (Mexico)

Fraser Institute (Canada)

Heritage Foundation (United States)

Hudson Institute (United States)

Institute of Research on Public Policy (Canada)

James A. Baker III Institute for Public Policy (United States)

Joint Center for Economic and Political Studies (United States)

McKinsey Global Institute (United States)

Peterson Institute for International Economics (United States) (Opening Program and Dinner Host)

Rand Corporation (United States)

Think Tanks and Civil Societies Program (TTCSP), Lauder Institute, University of Pennsylvania (Co-host and Co-organizer)

Stimson Center (United States)

Urban Institute (United States) (Co-host and Co-organizer)

Woodrow Wilson Center (United States)

SUMMIT PARTNER INSTITUTIONS



Peterson Institute for International Economics



Think Tanks and Civil Societies Program at the University of Pennsylvania, Lauder Institute



Urban Institute

BACKGROUND ON THE THINK TANKS AND CIVIL SOCIETIES PROGRAM

Think Tanks and Civil Societies Program

The Think Tanks and Civil Societies Program (TTCSP) of the Lauder Institute at the University of Pennsylvania conducts research on the role policy institutes play in governments and civil societies around the world. Often referred to as the “think tanks’ think tank,” TTCSP examines the evolving role and character of public policy research organizations. Over the last 30 years, the TTCSP has developed and led a series of global initiatives that have helped bridge the gap between knowledge and policy in critical policy areas such as international peace and security, globalization and governance, international economics, environmental issues, information and society, poverty alleviation, and healthcare and global health. These international collaborative efforts are designed to establish regional and international networks of policy institutes and communities that improve policy making while strengthening democratic institutions and civil societies around the world.

The TTCSP works with leading scholars and practitioners from think tanks and universities in a variety of collaborative efforts and programs and produces the annual Global Go To Think Tank Index that ranks the world’s leading think tanks in a variety of categories. This is achieved with the help of a panel of over 1,900 peer institutions and experts from the print and electronic media, academia, public and private donor institutions, and governments around the world. We have strong relationships with leading think tanks around the world, and our annual Think Tank Index is used by academics, journalists, donors and the public to locate and connect with the leading centers of public policy research around the world. Our goal is to increase the profile and performance of think tanks and raise the public awareness of the important role think tanks play in governments and civil societies around the globe.

Since its inception in 1989, the TTCSP has focused on collecting data and conducting research on think tank trends and the role think tanks play as civil society actors in the policy-making process. To date TTCSP has provided technical assistance and capacity building programs in 81 countries. We are now working to create regional and global networks of think tanks in an effort to facilitate collaboration and the production of a modest yet achievable set of global public goods. Our goal is to create lasting institutional and state-level partnerships by engaging and mobilizing think tanks that have demonstrated their ability to produce high quality policy research and shape popular and elite opinion and actions for public good.

The Lauder Institute of Management and International Studies

The Lauder Institute of Management and International Studies offers an M.A. in international studies and conducts fundamental and policy-oriented research on current economic, political, and business issues. It organizes an annual conference that brings academics, practitioners, and policy makers together to examine global challenges such as financial risks, sustainability, inequality, and the future of the state.

University of Pennsylvania

The University of Pennsylvania (Penn) is an Ivy League school with highly selective admissions and a history of innovation in interdisciplinary education and scholarship. A world-class research institution, Penn boasts a picturesque campus in the middle of Philadelphia, a dynamic city that is conveniently located between Washington, D.C. and New York, New York the University of Pennsylvania was founded by Benjamin Franklin in 1740 to push the frontiers of knowledge and benefit society by integrating study in the liberal arts and sciences with opportunities for research and practical, pre-professional training at both the undergraduate and graduate levels. Penn is committed to meeting the full demonstrated need of all undergraduates with grant-based financial aid, making this intellectually compelling integration of liberal and professional education accessible to talented students of all backgrounds and empowering them to make an impact on the world.

TTCSPP Recent and Forthcoming Publications:

Think Tanks: The New Knowledge and Policy Brokers in Asia (Brookings Press and Asian Development Bank Institute, 2019) <https://www.brookings.edu/book/think-tanks/>

Trends and Transitions in Security Expertise from Deterrence to Climate Change and Back Again (Routledge, 2017) <https://www.routledge.com/Global-Trends-and-Transitions-in-Security-Expertise-From-Nuclear-Deterrence/McGann/p/book/9781138304000>

Think Tanks, Foreign Policy and the Emerging Power Policy Networks (MacMillan, 2017) <https://www.palgrave.com/us/book/9783319603117>

Think Tanks and Emerging Power Policy Networks (MacMillan, 2017) <https://www.palgrave.com/us/book/9783319719542>

The Fifth Estate: Think Tanks Public Policy and Governance (Brookings, 2016) <https://www.brookings.edu/wp-content/uploads/2016/06/chapter-one-the-fifth-estate.pdf>

Think Tanks and SDGs: Catalysts for Analysis, Innovation and Implementation (TTCSPP 2015) <http://www.lulu.com/shop/james-mcgann/think-tanks-and-sdgs-catalysts-for-analysis-innovation-and-implementation/paperback/product-22563604.html>

How Think Tanks Shape Development Policies (University of Pennsylvania Press, 2014) <http://www.upenn.edu/pennpress/book/15244.html>

Security Expertise Practice, Power, Responsibility (Chapter 6) (2014 Routledge) <https://www.routledge.com/Security-Expertise-Practice-Power-Responsibility/Berling-Bueger/p/book/9781138819115>

Think Tanks and Global Policy Networks, Chapter in an edited volume (Routledge, 2013) <https://www.routledge.com/International-Organization-and-Global-Governance/Weiss-Wilkinson/p/book/9781138236585>

Global Think Tanks, Policy Networks and Governance (Routledge, 2010) <https://www.routledge.com/Global-Think-Tanks-Policy-Networks-and-Governance/McGann-Sabatini/p/book/9780415779791>