

SSEL Cluster Conference on Social Responsibility in Challenging Times

October 7-8, 2021, University of Tartu, ONLINE

The role of social sciences in solving the 21st century challenges: digital, green and health transformations

PANEL DISCUSSION on October 7 at 11:15–12:05 EET in Worksup

Societies are facing many changes in the 21st century. In order to fight climate change, it is not enough to count on technological change. We need to change our behaviour. Computers and phones make our life better when we know how to use them and don't abuse them. There are only limited positive effect of new vaccines when we do not use them widely, and higher life expectancy means that we need to take more responsibility for our health when young. Social sciences are in the best position to help to understand the choices we make and lead to a better future.

Maive RUTE

Deputy Director-General, DG Internal Market, Industry, Entrepreneurship and SMEs (GROW)



Since November 2020 Deputy Director-General at DG GROW, previously Deputy Director-General of the European Commission's Joint Research Centre (JRC), Ms Rute joined the European Commission in 2005 to become Director for the SME policy, bringing in her previous Management experience from the Estonian business and export financing and the Estonian central bank. Ms Rute also worked as Director for Biotechnologies, Food and Agriculture Research and as a Resource Director in DG Research and Innovation. Ms Rute graduated as an agricultural economist from the Estonian

University of Life Sciences and holds an MBA from the Danube University Krems, Austria, and a Masters in international politics from CERIS, Belgium.

Hetan SHAH

Chief Executive, The British Academy



Hetan Shah is Chief Executive of the British Academy, the UK's national academy for the humanities and social sciences. He is visiting professor at the Policy Institute, Kings College London. Hetan is vice chair of the Ada Lovelace Institute, which focuses upon how to ensure artificial intelligence and data are used for public good. He is on the board of The Legal Education Foundation, a philanthropic body supporting a better justice system. He is a trustee of St George's House, a charity based in Windsor Castle which organises discussions on issues of public interest. Hetan is on the advisory board of the Science Media

Centre and the Bennett Institute for Public Policy at the University of Cambridge.

Margit KELLER

Associate Professor in Social Communication, University of Tartu



Margit Keller has been the Head of the Institute of Social Studies at the University of Tartu since 2016. Her focus has been on reforming the teaching and research at the institute around four main topics: communication and journalism; sociology and social well-being, information and social data analysis; communities and social change management. She is an Associate Professor of Social Communication since 2007. Her current research focuses on sustainability transitions in the energy and transport systems of Estonia with a specific focus on changing demand side everyday practices. Previously her main area has been sociological studies of consumption. She acted as the Coordinator of the Research Network of Sociology of Consumption in the European Sociological Association in 2012-2017.

Lenno UUSKÜLA

Vice Dean, Faculty of Social Sciences, University of Tartu



Lenno Uusküla is an Associate Professor in Macroeconomics at the School of Economics and Business Administration at the University of Tartu. Currently is the vice dean for research and development at the Faculty of Social Sciences. He holds a Ph.D. in Economics from the European University Institute in Florence, Italy and a Master of Arts in European Economic Studies at the College of Europe, Bruges, Belgium. His research interests vary from the effects of firm turnover on the business cycles, monetary and fiscal policy, habit formation in the propagation of macroeconomic shocks. He is also working as a Head of Research at the Foresight Centre by the Estonian Parliament. Previously he has worked at the Bank of Estonia and the European Central Bank.