WELCOME
Good afternoon and welcome to Goodenough College,

It gives us great pleasure to welcome you to the 9th annual TEDxGoodenoughCollege, hosted at our magnificent Great Hall. This year’s theme is eQuality. In rapidly changing times, we strive for accessible technology and high quality of life, equally for all. eQuality is at the forefront of today’s thinking and it represents universal access to information, advanced healthcare, quality food, good education, fulfilling jobs and decent retirement plans. Technological advancements bring the possibility of true equality closer. Still, the number of those who are left behind is constantly increasing. At the same time, the quality of our relationships, spiritual life and social discussion is at risk. Following last year’s excursion into the future – [What Next] – TEDxGoodenoughCollege will now explore the pros and cons of eQuality, and aim to make that future better for everyone!

TEDxGoodenoughCollege is generously supported by Goodenough College, and would not be possible without the contribution of its Members and staff, together with our other main sponsor Rathbone Investment Management. We would also like to give a special mention to the organizing team, who have been working hard to create this extraordinary event. Finally, we would like to thank all our speakers and demonstrators for taking time to be here with us and to share their ideas.

Once again, welcome and thank you for joining us. We hope that tonight is a memorable occasion, which will inspire you and make you connect with ideas worth spreading.

Amaia Uriz and Gergo Bohner
TEDxGoodenoughCollege 2019
I am delighted to welcome you to this TEDx event at Goodenough College, now in its ninth consecutive year. It is a matter of great pride that TEDxGoodenoughCollege has become an established highlight of the College programme and is eagerly anticipated by all our Members.

Goodenough is singularly well placed to host an annual TEDx Conference. Our 700 international Members are studying the widest range of academic disciplines at Masters, PhD and post-doctoral level at all of London’s universities. Collectively they represent a remarkable talent pool and constantly exchange ideas with each other in an atmosphere which encourages mutual respect and common understanding.

Through the medium of talks, seminars and conferences, our Members explore key global issues through an interdisciplinary prism. Our TEDx event therefore fits perfectly with the wider programme of cross-cultural intellectual discourse at the College. I congratulate Amaia Uriz and Gergo Bohner and their dedicated team for their immense hard work and commitment in organising this event. They have put together an exciting group of speakers and I hope you are inspired by their ideas and share their ambitions. Enjoy the day and please join us again for next year’s TEDxGoodenoughCollege.

Rebecca Matthews
Director
Goodenough College
Programme

2:00 p.m – 3:00 p.m | Registration and performance by Rachel Wang

3:00 - 4:00 p.m Speaker Session 1

- *How technology can be used to improve access to quality health care* - **Simon Mashudu Marcus**
- *The social importance of cancer care* - **Lottie Ion**
- *The future is bright: How solar energy will reduce poverty and empower the left behind* - **Peter Kaznacheev**
- *Why our grandchildren won’t know what animal testing is* - **Manfredi San Germano**

4:00 to 4:30 p.m | Break with drinks and performance by David Soo

4:30 - 5:30 p.m Speaker Session 2

- *How technology has advanced the feminist movement in Pakistan* - **Ayesha Siddique Khan**
- *Beyond equality: How should we assist survivors of genocide?* - **Ewelina Ochab**
- *The power of talking* - **Victoria Ball**
- *Decriminalising adult gay love* - **Mark Howard Stephens CBE**

5:30 - 6:40 p.m | Dinner break with performance by John-Paul Muir

6:40 - 7:45 p.m Speaker Session 3

- *The art of perception* - **Shahina Jaffer**
- *Child rights in the digital age* - **Basia Vucic, Julia & Blanca Prieto Brain**
- *The magic of perception: Mine, yours and ours* - **Michael Vincent**
- *Don’t judge a book by its cover* - **Hannah Stodel**

7:45 - 8:00 p.m | Final announcements

Afterparty at Freddie’s
Sam Ford is a writer-performer and urbanist from Dublin, Ireland. He has performed at Ireland’s national theatre as well as appearing on RTÉ, TG4 and the Hallmark Channel. Sam has developed tours and promenade theatre pieces for the Little Museum of Dublin, the James Joyce Centre, the Dublin International Literature Festival and Culture Night. He is currently pursuing an MSc in Urban Studies at University College London.

Equality for Sam means the ability to achieve your potential without reference to gender, colour, caste, accent, age, orientation etc. This requires us to engage seriously and persistently with uneasy truths surrounding the histories and geographies of oppression.
SPEAKERS
Simon Mashudu Marcus

Simon is a medical doctor who has worked in both the private and public sectors in South Africa (SA) and the United Kingdom. He is currently doing an MSc in Inequalities and Sociology at LSE. Having trained and worked mostly in SA, his interest in understanding the mechanisms that create and drive inequality grew out of his experience of the vast inequalities in his home country. Having seen and studied the complex interactions that can affect health outcomes for communities, he has shifted his focus from clinical practice to research and analysis of the various societal constructs that impact inequality and social wellbeing. His fields of interest are the social determinants of health and how they interact to drive unequal health outcomes. Inequality remains one of the great challenges of our time.

Reducing inequalities especially around health and wellbeing requires an interdisciplinary approach. Simon is particularly interested in how policy, interventions and innovation in non-healthcare fields intersect to impact health and how these can be used to improve quality of life at an individual and community level.
Lottie is a Research Assistant in the Breast Cancer Research Group at Imperial College London. After first studying for a degree in Chemistry and working as an analytical chemist, she decided on a change of career, and began a second degree in Biomedical Science whilst training as a biomedical scientist at Warwick Hospital.

During her studies Lottie developed a particular interest in breast cancer, and on completing the degree took a job in breast cancer research at Imperial College London. She has now started a Masters degree in Science Communication, and this, alongside working closely with patients, has highlighted the importance of close social interactions and communication in cancer care.
Peter Kaznacheev is a consultant, development economist and energy futurist. He is a Senior Research Fellow at King’s College London European Centre for Energy and Resource Security (EUCERS). As part of his research, he looks into how changing patterns in the consumption and generation of energy affect political power, poverty, conflicts, public policy and corruption.

Peter’s career spans advising governments in West Africa and Central Asia, working for a global energy company, and doing research for the World Bank. In the mid-2000s he was a senior advisor for the Russian government dealing with economic, energy and environmental issues.

Peter received a Master’s degree in International Economics from the Johns Hopkins School of Advanced International Studies (SAIS) in Washington, DC; and a BA and a PhD in Political Science and Philosophy from Moscow State University. Peter is a passionate public speaker, lecturer and author of numerous academic and media publications.
Following an undergraduate degree in Mathematics and a year studying Arabic and Middle Eastern studies in Egypt and Dubai, Manfredi’s interests eventually led him to study Biology at Harvard. Shortly thereafter he joined the Beijing Genomics Institute as a scientific coordinator, where he landed in a lecture by Andrew Hessel that inspired him to take part in the International Genetic Engineering Machine (iGEM) competition in Boston.

He then decided to return to academia to do a Masters in Synthetic Biology back in the UK, where his project focused on dissecting a cancer drug resistance mechanism using theoretical modelling. While studying drug delivery, his interest moved towards vascular biology and how tissues are perfused by the creation of new blood vessels.

This led him to start a PhD at Imperial College, working between the Chemical Biology Institute and National Heart and Lung Institute in order to develop a platform to sustain disease-state cardiac tissue in vitro – a technology that could have far reaching consequences for reducing animal testing in drug development. In his free time he primarily enjoys the company of beagles and occasionally designs hedge mazes.
Ayesha Siddique Khan is a barrister from rural Pakistan. She has been a practicing lawyer for five years and provided pro bono litigation to victims of clandestine drone strikes and enforced disappearances.

She holds an LLM in Human Rights Law from University of London and was called to the bar at Lincoln’s Inn, London in 2014. Following this, Ayesha was a Chevening scholar at the School of African and Oriental Studies (SOAS) where she graduated with an M.Sc. in International Politics. She is a Goodenough College alumna, having attended the college between 2016-2017.

Ms. Khan is well versed in the ground realities of gender rights discrimination, having lived a ‘triple life’. She lives in a countryside village in Pakistan, practices law in Islamabad, and has spent many years in the West as a student. Ayesha is particularly passionate in her wish to effectuate social change by promoting gender equality at all levels – both in the public and private domain.
Ewelina U. Ochab is a legal researcher and human rights advocate, and author. Ochab works on the topic of persecution of minorities around the world, with main projects including Daesh genocide in Syria and Iraq, Boko Haram atrocities in West Africa, and the situation of religious minorities in South Asia.

Ochab has written over 30 UN reports (including Universal Periodic Review reports) and has made oral and written submissions at the Human Rights Council sessions and the UN Forum on Minority Issues. She also publishes in Forbes, HuffPost, Oxford Human Rights Hub and many more. Ochab is currently working on her PhD in international law, human rights and medical ethics.
Victoria is an entrepreneur, security analyst and ardent communicator. A Cambridge graduate, she returned to academia at KCL’s War Studies department. She is particularly interested in exploring what drives people, especially women and young people, towards extremism. Her research has led her to examine Northern Ireland, the Middle East and Pakistan.

She recently briefed a cross-departmental team of Her Majesty’s Government on Islamist issues. Her study of extremism led her to realise how compelling radical ideology can be for young people. Rather than teach competing counter-narratives, Victoria founded Eloquienia Communication to help young people appreciate how life can be enriched through talking with others and listening to different perspectives.

Victoria feels the world would be much more equitable if people understood each other better. She is a keen linguist, having learned ten languages. She has worked in multiple countries, immersing herself in different cultures. She loves heterogenous environments and is proud to be the only female millennial Board Director of specialist construction materials firm, DB Group.
Mark has an outstanding track record of significant international human rights work. His work was recognised by HM The Queen who made him a Commander of the British Empire. City law firm, Howard Kennedy’s business and human rights practice, led by Mark, has gone from strength to strength, encompassing a global reach advising international corporations and some governments on how to comply with the so-called “Ruggie Principles on Business & Human Rights”.
He advises companies, individuals, and government organisations, as well as Nobel prize-nominated NGOs dealing with such things as resource extraction, supply chain, climate & environment and child labour. Mark has worked with academic institutions, the UNESCO, UNCTed, Foreign & Commonwealth Office, World Bank Institute, SE Asia Press Alliance, the Commonwealth Parliamentary Association and INTERPOL.
In addition, Mark has worked in the European Court of Human Rights, the Privy Council and has appeared before the UN Committee of Human Rights. His work is overwhelmingly international in nature.
Mark also works with Index on Censorship, the Bianca Jagger Human Rights Foundation, Commonwealth Lawyers Association, the International Bar Association’s Human Rights Institute, IBA Human Rights Council, Global Network Initiative, Global Witness, Global Network Initiative, Internews and the Human Dignity Trust.
Mark is an advocate and ally for those seeking equality and non-discrimination.
Shahina Jaffer is a marketing graduate from the University of Arts London who works as a marketing consultant specialising in consumer research and digital transformation. She has worked for Unilever, Nestle, and GlaxoSmithKline.

Her exposure to brand marketing and advertising has given her invaluable insights into communication, visual language decoding and perceptions. Shahina is passionate about the arts and is an avid artist, currently represented by Gallery 104 New York. She studied at St Martin’s School and has been art curious since a very young age.

Her work is based on the practical exploration of perception. She resonates with Degas’ idea that art “is not what you see, but what you make others see”. Believing that art should be an interactive experience, where the viewer goes on a journey. The Art of Perception is an interactive talk that explores how perception shapes not only what we see but also how we observe, using art as a stimulus.
Julia, Blanca and Basia were co-researchers in a project for UCL commended for its innovative research methodology and original contribution to the body of knowledge in child rights. They were invited to present to members of the United Nations Committee on the Rights of the Child in Geneva, and recently, joined lawyers, academics and activists for a discussion at Oxford University’s Human Rights Institute.

Blanca is now in her first year of secondary school and is a keen debater. While not presenting at conferences and seminars, Basia is continuing her research into the revolutionary philosophy of Janusz Korczak. Julia likes writing poetry and playing against Basia in puzzle challenges on their phones.
Michael Vincent has earned the enviable reputation of being among the elite of magicians and sleight of hand artists in the world. From being a small boy watching David Nixon on TV, to entertaining all over the world, Michael has come a very long way.

His dream was simple: to become the very best at his chosen craft, and bring world class magic within the reach of everyone. Now the high standards that he set for himself has audiences catching their breath. They see it, but they don’t believe it. His magic is a tribute to the wonderful artist who inspired him as a youngster.

Magicians who were his mentors include Alan Alan, Cy Endfield (director of the movie ZULU), Tony Slydini. Michael was fortunate to meet his heroes and to study magic with them. Part of his ongoing legacy is to continue the chain of excellence these great masters passed on to him.
At 14 years old, Hannah saw Paralympic sailing as a weaker option to her career, having been successfully racing on the able-bodied circuit all over the world. Already a world champion in her own right, 1999 offered a life-changing decision thanks to Atlanta gold medallist, Andy Cassells: the Paralympics or the Olympics? Andy offered her the chance to train with him in the run up to the Sydney Paralympic Games, and the rest, as they say, is history! 16 years, 4 Paralympic Games and multiple World Championships later, Hannah is now ready to take on her “Everest of the Seas”, the Vendée Globe round the world race.

Inspired by Ellen MacArthur, Sir Robin Knox Johnston and other sailing legends along the way, Hannah is aiming to become the first disabled athlete in history to take on the toughest race in sailing - the 24,000 mile, non-stop, unassisted circumnavigation of the world – the Vendée Globe.
DEMONSTRATORS
ThinkSee3D Ltd are a specialist 3D digital heritage and physical model making company based in a workshop just outside Oxford. The company works on a broad range of projects in both natural and cultural heritage, medical education, art and science research projects. ThinkSee3D physical replicas are always made to be believable using a mix of digital methods, 3D printing and traditional skills including molding and casting from 3D prints, as experience has shown that realistic, believable replicas are far more effective in public engagement.

Imperial College - Wearable Sensors

Science and arts join forces in this project regarding the use of wearable sensors for medical purposes. Rosalia Moreddu, from Dr. Ali Yetisen group at Imperial College London, brings us this exciting scientific demonstration together with tattooist Emma Wilkinson, from London’s Rotary Heaven studio. Wearable sensors hit the market 30 years ago, in the form of sensors integrated into fabrics, wearable displays, and point-of-care monitoring systems. Their project envisions wearables as theranostic devices that can provide continuous monitoring and treatment of diseases, via direct interaction with body fluids. Here, they present biosensors interfacing novel diagnostic media, namely tears and interstitial fluid, integrated in tattoo inks and contact lenses. Smartphone readouts allow these sensors to be operated at a point-of-care setting and communicate the information to a GP in real time.
Following our theme of eQuality, we wanted to do something special that represents our idea for a more equal world. Previous years, as part of our budget to organise this conference, we bought tote bags and goodies for all our attendees. This year, our team decided to put this money at the service of a bigger cause and raise awareness for some small local charities that work on causes moving us towards eQuality. So instead of examining your new acquisitions, please go meet them during the breaks and help to build a better world.
Tender is an arts charity working with young people to prevent domestic abuse and sexual violence. Young people aged 16-24 are at the greatest risk of experiencing domestic abuse, so Tender’s innovative approach focuses on them – encouraging them to participate in drama workshops where they can develop their own knowledge and understanding of domestic violence and abuse, in a safe space.

Participants learn the early warning signs of an abusive relationship, discuss concepts of choice and responsibility, and receive information on how to seek support for themselves or a friend. We intend for young people to understand their right to healthy relationships and, equally, their responsibility to encourage relationships that are based on respect and equality.
SHP (Single Homeless Project) is a London-based charity that works to prevent homelessness and help vulnerable and socially excluded people to transform their lives. We do this by providing support and accommodation, promoting wellbeing, enhancing opportunity and being a voice for change. From supporting people in crisis to helping people take the final steps towards independence and employment, we make a difference to 8,000 lives every year.
Goodenough College is an educational charity that provides residential accommodation for outstanding British and international postgraduates and their families in central London. We deliver a vibrant network and community for students through a unique programme of intellectual, cultural, educational and social activities in line with our values of global citizenship and social responsibility.

The College is proud to support Members from all backgrounds to ensure true diversity. Through our partnership with the Centre for At Risk Academics (Cara), the College provides a safe home to academics who are in grave danger of persecution in their home country. The College’s welcoming collegiate atmosphere ensures that these academics can continue their important work in an accepting and tolerant environment. All money raised for Goodenough College will support an At-Risk Scholar to come to the College in 2019/20.

Thank you for your support of this important project; it really can be the difference between life and death.
PERFORMERS
David Soo is currently completing an Artist Diploma at the Guildhall School of Music and Drama with Joan Havill. David has won many prizes and has performed in Australia, China and the United Kingdom as a soloist, chamber musician and a concerto soloist. David has been invited to an artist fellow at the Guildhall School of Music and Drama from September 2019.

John-Paul is a pianist and composer based in London. He hosts a weekly jazz session at Goodenough College featuring an ever-evolving roster of guest musicians from the UK jazz community, and is Senior Programme Manager of the Bloomsbury Festival.

Rachel Wang is currently pursuing a PhD specialising in translational regenerative medicine in a world leading eye research institute at UCL, developing a novel cell therapy for glaucoma. She is actively involved in advocating equality for women in science and sits on many committees for research dedicated to increasing public engagement for science. Rachel is also a keen barista and brewer in boutique coffee and lover for traditional Chinese music instrument Hulusi and Pipa.
TEDxGoodenoughCollege Team

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