



European Commission  
Enterprise and Industry

# Supporting **Innovation** in a Changing World



**Europe INNOVA**  
**Annual Partnering Event '09**

## Programme

Heraklion, Crete | 20-22 September 2009 | [www.europe-innova.eu/crete2009](http://www.europe-innova.eu/crete2009)



# Heraklion

provides the launch pad for **Europe INNOVA Annual Partnering Event**



## "Supporting **Innovation** in a Changing World"

On 20-22 September 2009, Heraklion will host the Europe INNOVA Annual Partnering Event 2009. Organised by the Heraklion Chamber of Commerce and Industry and the Region of Crete, with the support of the Special Secretariat for Competitiveness of the Greek Ministry of Development and in collaboration with the European Commission, the Annual Partnering Event will bring together some 200 Europe INNOVA stakeholders as well as partners from the PRO INNO Europe® initiative.

This year's Annual Partnering Event will address key issues in support for innovation; identify synergies between and foster collaboration across the European Innovation Platforms and with other European initiatives, notably PRO INNO Europe®. The event offers an excellent opportunity to:

- Review Community innovation policy and support in a changing world;
- Explore the role of the European Innovation Platforms in terms of developing new tools and instruments for innovation support across the areas of knowledge intensive services, cluster cooperation and eco-innovation;
- Debate the effectiveness of innovation support at European, national and regional levels;
- Discuss and vote on a new Europe INNOVA Mission Statement.

# SUNDAY 20 SEPTEMBER : OFFICIAL OPENING

**08:30 - 19:00** Registration (*Hotel Mövenpick Resort & Thalasso Crete*)

**09:00 - 15:00**



## Europe INNOVA kick-off meetings: 1st round

REMake

EcoCluP

Cluster Manager Excellence

MOBIP (09:00-13:30)

**15:00 - 17:00**



## Informal Get-togethers

### Meeting 1

**KIS-IP Horizontal Steering Group**  
(15:00-17:30, by invitation only)

**Chair: Jenny Tooth**, Business Development Director, GLE Growth Capital, UK

### Meeting 2

**European Cluster Management Excellence**

**Chair: Emiliano Duch**, ECEI Coordinator, IESE Business School, ES

### Meeting 3

**Intelligence on Innovation**  
(by invitation only)

**Chair: Reinhard Büscher**, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit

### Meeting 4

**Associating the INNO-Partnering Forum with the Europe INNOVA Innovation Platforms**  
(for representatives of public agencies only)

**Chair: Jenni Nordborg**, Programme Director, Innovation Actors Division, VINNOVA, SE

**17:00 - 18:00** Drinks on Terrace

**20:00 - 20:30**

**19:30** Bus shuttle from Hotel to Heraklion Chamber of Commerce & Industry

**20:30** Bus shuttle from HCCI to Welcome Reception

**21:00 - 22:30**

**22:30** Bus shuttle to Hotel



## Official Opening & Welcome Addresses

**Nikitas Dolapsakis**, President, Heraklion Chamber of Commerce and Industry, EL  
**Reinhard Büscher**, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit  
**Serafeim Tsokas**, General Secretary of the Region of Crete, EL



## Welcome Reception

Venue: Bethlehem Gate on the Venetian Walls of Heraklion

# MONDAY 21 SEPTEMBER

**08:00 - 09:00** Registration (*Hotel Mövenpick Resort & Thalasso Crete*)

**09:00 - 12:30**



## Opening Plenary Session

Moderator: **Lisbeth Kirk**, Editor in Chief, EUobserver

### Reviewing Community innovation support in a changing world

**09:15 - 09:40** Using Structural Funds for the benefit of innovation: the Greek example

**Eleftherios Stavropoulos**, Special Secretary for Competitiveness, Ministry of Development, EL

**09:40 - 10:00** European innovation policy in a changing world

**Henriette van Eijl**, Policy Officer, European Commission, DG ENTR, Innovation Policy Development Unit

### Stakeholders' experiences and expectations: what worked and what didn't work

**10:00 - 10:15** Is service innovation sufficiently understood and supported?

**Jenny Tooth**, Business Development Director, GLE Growth Capital, UK

**10:30 - 10:45** The perspective of the eco-community: When is Community support for eco-innovation helpful and when not?

**Fabio Iraldo**, Associate Professor of Management and Innovation, Sant'Anna School of Advanced University and Post Lauream Studies, IT

**10:15 - 10:30** Synergies between regional, national and EU level innovation support: Complementarity and subsidiarity between different levels. Where is there progress and where not?

Member of the Business Panel on future European innovation policy (*tbc*)

**10:45 - 11:15** Coffee break

### 11:15 - 12:15 Round table discussion

What should innovation support in a changing world look like?

**Reinhard Büscher**, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit  
**Eleftherios Stavropoulos**, Special Secretary for Competitiveness, Ministry of Development, EL  
**Anne Lidgard**, Director, Innovation Actors Division, VINNOVA, SE, representing the Swedish EU Presidency  
**Jenny Tooth**, Business Development Director, GLE Growth Capital, UK

### 12:15 - 12:30 Launch of the new Europe INNOVA website

**12:30 - 14:00** Lunch



14:00 - 15:45

## Parallel Sessions

### Europe INNOVA aspires to become the laboratory for the development and testing of new tools and instruments in support of innovation in Europe to help innovative enterprises innovate faster and better

**14:00 - 14:15** What are the tools and instrument to be developed by Europe INNOVA, for whom and by whom?

Reinhard Büscher, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit

#### Parallel Session 1

**Developing New Tools and Instruments for Innovative SMEs**

**Chair:** Nathalie Delorme, International Director of International SMEs' Development, OSEO, FR

*Which main new tools and instruments are expected to be developed and tested by Europe INNOVA projects in the coming years?*

*How to exploit synergies between the different projects?*

*Which accompanying actions are necessary to maximise impact and the leverage the new tools and instruments as widely as possible?*

##### Kick-off:

**Mette Quinn**, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

##### Case studies:

**KIS-PIMS:** innovation vouchers - Katharina Krell, Managing director, Greenovate! Europe, BE

**KIS4SAT:** IP guide – Robert Sanders, Head of European Projects, EBN, BE

**REMake:** Uwe König, CTO, Zentralverband Oberflächentechnik, DE

**TAKE IT UP:** Andrea Di Anselmo, Vice President, META Group, IT

#### Parallel Session 2

**Involving SMEs in the Testing of New Tools and Instruments**

**Chair:** Astrid Severin, Executive Manager, Greenovate! Europe, BE

*How to involve SMEs in the testing phases?*

*How to select and approach them?*

*How to assess the potential impact of the tested new instruments and tools?*

*What could be the role of IMP3ROVE in the pre-selection process and the evaluation of the results?*

##### Kick-off:

**Christophe Guichard**, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

##### Case studies:

**IMP<sup>3</sup>rove:** Eva Diedrichs, Consultant, AT Kearney, DE

**KIS-PIMS:** Vincent Morfouace, Senior Consultant, TECHNOFI, FR

**ACHIEVE MORE:** Natalia Blagburn, FinanceTree, UK

#### Parallel Session 3

**Promoting New Forms of Clusters**

**Chair:** Leonidas Karapiperis, Advisor Responsible for New Initiatives in the context of the European Research Area, European Commission, DG RTD

*How to use Europe INNOVA projects to improve the business environment ("eco-system") for innovation through clusters?*

*Which new approaches are followed in this respect, for example to better include user-driven innovation in clusters?*

##### Kick-off:

**Kincsö Izsák**, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

##### Case studies:

**KIS4SAT:** Jakob Rasmussen, Chairman, Living Labs Global, Partner, Interlace-Invent, DK

**EcoCluP:** Gareth Jones, Centre for Economic and Environmental Development, UK

**Representative of Mobile Heights**, SE (tbc)

**Fabio Iraldo**, Associate Professor of Management and Innovation, Sant'Anna School of Advanced University and Post Lauream Studies, IT

**15:45 - 16:15** Coffee break 

16:15 - 17:15

## Question & Answer Sessions

An opportunity to discuss the most frequently asked questions on issues requiring further clarification and explanations

#### KIS 100 Club of Young Entrepreneurs: the New Approach

**Chair:** Mette Quinn, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

##### Kick-off:

**William Stevens**, KIS PLATFORM, CEO & Founder, Europe Unlimited, BE

#### Europe INNOVA Communication & Promotion

**Chair:** Evangelia Koundouraki, Communication and Information Officer, European Commission, DG ENTR, Communications Unit

##### Kick-off:

**Jacques Viseur**, Europe INNOVA Communications, Managing Director, EuroTop SC, BE

##### Case study:

**ACHIEVE MORE:** Paul Ormerod, EIX platform, Director, euConnect, UK

#### Project Management

**Chair:** Orsola Mautone, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

##### Kick-off:

**Agnieszka Zelaskiewicz**, Finance and Contract Officer, European Commission, DG ENTR, Support for Innovation Unit

17:15 - 20:00



## Europe INNOVA kick-off meetings: 2nd round

REMake 

EcoCluP 

ImMediaTe 

MOBIP 

 **18:00** Bus shuttle from Hotel to innovation tour

**18:00 - 20:00** Optional innovation tour to a winery on the Cretan Wine Road (the tour will end in Archanes, at the venue of the Gala Dinner)

20:00 - 23:00

 **20:00** Bus shuttle from Hotel to Gala Dinner

 **23:00** Bus shuttle to Hotel



## Gala Dinner

Venue: Traditional Cretan Village of Archanes

09:00 - 12:30



## Closing Plenary Session

Moderator: Lisbeth Kirk, Editor in Chief, EUobserver

### Effectiveness of innovation support

**09:00 - 09:15** The rationale for the public consultation on the effectiveness of innovation support in Europe  
**Christophe Guichard**, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

**09:15 - 09:40** Lessons learned from the public consultation on the effectiveness of innovation support  
**Eurico Correia Neves**, CEO and Founder, INNOVA Europe, LU

**09:40 - 10:05** The New Nature of Innovation: What is expected from the EU and what is not?  
**Jørgen Rosted**, Development Director, FORA, DK

**10:05 - 10:30** The EU Baltic Sea Strategy: A pilot initiative  
**Anders Lindholm**, Programme Officer, European Commission, DG REGIO

**10:30 - 11:00** Coffee break 

### Voting Sessions: Towards a New Mission Statement for Europe INNOVA

**11:00 - 11:15** Why does Europe INNOVA need a New Mission Statement?  
**Mette Quinn**, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

**11:15 - 12:00** Voting procedure on 5-6 statements with alternative formulations. Comments on voting results by representatives of Europe INNOVA actions

#### Knowledge Intensive Services-IP: MOBIP

**Angelos Manglis**, President & Managing Director, Atlantis Consulting S.A., EL

#### European Cluster Observatory II:

**Lucia Seel**, Coordinator EU projects, Clusterland Upper Austria, AT

#### Innovation Management: IMP<sup>3</sup>rove

**Eva Diedrichs**, Consultant, AT Kearney, DE

#### Promotion Pillar: TAKE IT UP

**Andrea Di Anselmo**, Vice President, META Group, IT

### Closing Addresses

**12:00 - 12:15:** **Nikitas Dolapsakis**, President, Heraklion Chamber of Commerce and Industry, EL

**12:30 - 14:00** Lunch & Networking Activities 

**12:15 - 12:30:** **Reinhard Büscher**, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit

14:00 - 16:00



## Innovation Tour to FORTH

 **14:00** Bus shuttle from Hotel to FORTH

 **16:00** Bus shuttle from FORTH to Hotel

 **14:30** Bus shuttle from Hotel to airport

14:00 - 17:00



## Europe INNOVA kick-off meetings: 3rd round

EcoCluP (14:00 - 18:00) 

ImMediaTe 

### Meeting Rooms



Pasiphae West (ground floor)



Pasiphae East (ground floor)



Minos West (ground floor)



Minos East (ground floor)



Apollo (1<sup>st</sup> floor)

# Useful Information

## Europe INNOVA Annual Partnering Event:

### Mövenpick Resort & Thalasso Crete

P.O. Box 28, 71414 Gazi-Heraklion, Crete, Greece

Tel: +30 2810 377000

[www.moevenpick-crete.com](http://www.moevenpick-crete.com)

## Official Opening:

### Heraklion Chamber of Commerce and Industry

9 Koronaïou Str., GR 71202, Heraklion Crete, Greece

Tel: + 30 281 0229013

[www.ebeh.gr](http://www.ebeh.gr)

## Welcome Reception:

### Bethlehem Gate on the Venetian Walls of Heraklion

## Gala Dinner:

### Village of Archanes

## Languages:

The language of the event is English.

## Transportation:

A free shuttle bus service will be organised from Mövenpick Hotel to the official opening, the gala dinner and the innovation tours.

## Side Events:

For more information about the side events please visit

[www.europe-innova.eu/crete2009](http://www.europe-innova.eu/crete2009) and click on "Side Events".



O.P Competitiveness and Entrepreneurship (OPC II), ROP Macedonia – Thrace, ROP Crete and Aegean Islands, ROP Thessaly – Sterea Ellada – Epirus, ROP Attica