



Open Innovation 2.0

Sustainable Economy & Society -
Stability. Jobs. Prosperity.

Dublin, Ireland
May 20-21 2013

AGENDA

Monday May 20 – Dublin Castle

08:00-09:00 **Registration**

09:00-10:25 **Opening Plenary Session**

Opening	Martin Curley/Bror Salmelin	<i>Conference Chair/OISPG Chair and DG Connect Innovation Systems</i>
Welcome	Richard Bruton TD	<i>Minister for Jobs, Enterprise and Innovation - Irish Government</i>
Video Greeting	Neelie Kroes	<i>Vice President of the European Commission and European Digital Agenda Commissioner</i>
Video Message	Androulla Vassiliou	<i>Commissioner for Education, Culture, Multilingualism and Youth</i>
Greeting	Justin Rattner	<i>Vice President; Director, Intel Labs and Intel Chief Technology Officer – Intel Corporation</i>
Digital Dublin	Naoise Ó Muirí	<i>Lord Mayor of Dublin</i>
Video Greeting	Prof. Stephen Hawking	<i>University of Cambridge</i>
Open Innovation 2.0	Martin Curley	<i>Intel Corporation</i>

10:25 – 10:55 **Break**

10:55 – 12:15 Plenary 1: INNOVATION 2.0

Chair: Martin Curley

Embracing Co-creation for Open Innovation	Venkat Ramaswamy	<i>University of Michigan</i>
21st Century Industrial Research	Justin Rattner	<i>Intel Corporation</i>
Innovation Platforms and Entrepreneurship	Alexander von Gabain	<i>Member of the EIT Governing Board - Co-founder, Intercell AG</i>
Quadruple/Quintuple Helix Innovation	Elias Carayannis	<i>George Washington University</i>
Re-Paradigm the conversation	Leif Edvinsson	<i>University of Lund</i>

12:15 – 13:45 Lunch

13:45 - 15:15 Parallel session 1: High expectation and Experimental Entrepreneurship /

Chair: Bror Salmelin

Closing the Innovation Divide	Markku Markkula	<i>EU Committee of the Regions</i>
Experimental Entrepreneurship	Piero Formica	<i>Innovation Value Institute</i>
Crowdfunding	Dan Marom	<i>The CrowdFunding Revolution – Dan Marom</i>

High Level Panel

Building entrepreneurial culture & community	Elina Uutela	<i>Aalto Univeristy</i>
Collaborative Entrepreneurship	Stéphanie Bacquere	<i>NOD-A</i>
Reinventing Citizenship	Esteve Almirall	<i>ESADE</i>
Shimmer Research Case study	Kieran Daly	<i>Shimmer Research</i>
SolarPrint Case Study	Mazhar Bari	<i>SolarPrint Ltd</i>

13:45 – 15:15 Grand Café - Parallel session 2: Building innovation ecosystems

Chair: Steffen Conn & Pia Erkinheimo

Details will be published separately

Topics include: Crowdsourcing
The Impact of Open Innovation
Reinventing Challenges and Hackathons
Outperforming Expectations

13:45 – 15:15 Parallel session 3: Response to Open Innovation Challenges

Chair: TBC

Horizon 2020 approach	Megan Richards	<i>European Commission</i>
Open Innovation and New IPR	Mikko Huuskonen	<i>Finnish Government</i>
ICT	Saskia Vlaar	<i>TNO</i>

High Level Panel

Open Data as Oil for Innovation	Gilles Babinet	<i>Multi-entrepreneur</i>
Patents as a Collaborative Tool	Mike Tierney	<i>Intel Corporation</i>
Regional mash-up	TBC	<i>Skåne Region</i>
Open innovation as emerging mainstream	Monique Mulder	<i>CGI</i>

15:15-15:45 Break

15:45 – 17:15

Plenary 2: Business Model Innovation and Industrial Leadership

Chair: Martin Curley

Intergenerational Engagement
Servitization: Power by the Hour

Alexander Osterwalder
Paul Stein

Biz Model Innovation
Rolls Royce

High Level Panel

Changing Research Business Model & Impact
Business Model Innovation
Putting all the pieces together - Innovation at Lego

Mark Ferguson
Stefan Mueller (Invited)
TBC

Science Foundation Ireland
car2go Europe
LEGO

17:15-17:45

Transfer to The Round Room at The Mansion House

17:45-19:45

Open Innovation 2.0: Sustainable Economy & Society – Technology & Solution Showcase

20:00-23:00

Open Innovation 2.0: Gala Dinner & Innovation Luminary Awards 2013 – Trinity College Dublin

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Tuesday May 21 – Dublin Castle

09:00-10:40

Plenary 3: Intersectional Innovation

Chair: Richard Straub

Opening
Video greeting
Information Technology and Motorsports
Horizon 2020
Open Data Initiative

Martin Curley
Máire Geoghegan-Quinn
Peter Van Manen
Robert-Jan Smits (Invited)
Tim Berners Lee (Invited)

Intel Corporation
Commissioner for research, innovation and science
McLaren
European Commission
World Wide Web

High Level Panel

Swedish Innovation Practise
Intersectional Innovation
Intersectional Innovation
Intersectional Innovation

Hasse Johansson
Mark Mellet
Harry van Dormalen (Invited)
Frank Poerschmann (Invited)

Vinnova
Flag Officer Commanding Naval Service
IBM
CeBIT

10:40-11:10 Break

11.10-12.30 Plenary 4: Intersectional Innovation - Energy and ICT

Chair: TBC

Energy and ICT	Pat Rabbitte TD (<i>Invited</i>)	<i>Minister for Communications, Energy & Natural Resources</i>
Transforming ICT and Storage Heating	Sean O'Driscoll	<i>Glen Dimplex</i>

High Level Panel

Energy & ICT	Andreea Strachinescu	<i>European Commission</i>
CoSMART, Simulating the Smart Grid	Mehdi Gmar (<i>Invited</i>)	<i>CEA</i>
Energy Futures	Jerry O'Sullivan (<i>Invited</i>)	<i>ESB Networks</i>

12.30-13.15 Standing Lunch

13.15-15.00 Plenary 5: Open Innovation in Action

Chair: Martin Curley

Open Innovation, what works and what does not	Jim Jagielski	<i>Apache Foundation/Red Hat</i>
The IVI - Transforming the usage of ICT	Philip Nolan	<i>NUIM Maynooth/IVI</i>
Greentouch Consortium	Thierry van Landergem	<i>Bell Labs / Alcatel Lucent</i>

High Level Panel

Financial Innovation	Paul Iske	<i>ABN Amro</i>
Case Study: EIT	Willem Jonker	<i>ICT KIC</i>
Models for Open Innovation	Sabine Brunswicker	<i>Fraunhofer IAO</i>
Digital Europe OI	John Higgins	<i>Digital Europe</i>
CERN Open Lab	Bob Jones (<i>Invited</i>)	<i>CERN Open Lab</i>

15:00-15:30 Break

15.15 - 16.45 Plenary 6: Socio-Economic Impact of Open Innovation

Chair: Bror Salmelin

Socio-Economic Impact of Open Innovation	Geleyn Meijer	<i>HS Amsterdam</i>
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High Level Panel

European Future Ideas	Jaspar Roos	<i>ABN Amro</i>
Case Eindhoven	Emile Aarts	<i>University of Eindhoven</i>
Open Innovation in Public Sector	Esteve Almirall	<i>ESADE</i>
Social Innovation	Paul O'Hara	<i>Ashoka</i>
Hippocratic Innovation	Lizbeth Goodman	<i>University College Dublin</i>
Science & Society	Martin Hynes (<i>Invited</i>)	<i>European Science Foundation</i>
Water and future sustainability	John Tierney (<i>Invited</i>)	<i>Irish Water</i>



In association with:



16.45 - 17.00 **Closing Session**

Closing Summary

Closing

TBC

Vinny Cahill

European Commission

Trinity College Dublin

17:00 **Event Closes**