



# Business Innovation Observatory

## Workshop on “Developing effective collaborations and strategies on smart, sustainable and inclusive business innovations”

Naples, 1 October 2014, 8.30 – 17.00  
Terminal Napoli – La Stazione Marittima



### Background and Objectives

The current socio-economic environment, coupled with an increasingly competitive global marketplace, has led to Europe needing to strengthen its leadership in the field of business innovation. To do so, Europe must better understand the changing technologies and models used by innovative businesses. For instance, **smart factories** are paving the way for a fourth industrial revolution, while related innovative industrial processes are being used to spur the development of **clean technologies**.

For Europe and its Member States to respond effectively to such changes in business innovation, up-to-date analytical evidence is required on how innovations are being developed, how they are brought to market, and how they are impacting the economy. The **Business Innovation Observatory** has been established as a response to this need as it will identify business successes achieved through innovation, while showcasing business innovation trends within Europe's institutional, socio-economic and policy contexts.

During the third semester of the Business Innovation Observatory, **12 case studies on business innovation driven by European SMEs** have been published and a policy report drafted. The findings of these studies will serve as a basis for discussion at the Business Innovation Observatory's **third workshop**.

This workshop will also provide **a forum in which key stakeholders can interact and engage** one another in discussions related to business innovation trends. The forum will provide participants with the opportunity to:

- **Learn from the experience of market leaders in emerging industries;**
- **Network with innovative businesses from across Europe;**
- **Recommend where public support is needed to better nurture European business innovation; and**
- **Identify future European and Member State innovation policy support measures.**

Thus, it is with great pleasure that we invite you to participate at the Business Innovation Observatory's third workshop. Join us and let us be innovative in securing a smart, sustainable and inclusive future for Europe.

# Agenda



8.30 – 9.00

Registration, coffee, meet and greet

9.00 – 9.10

## Workshop opening and introductory session

- Bonifacio Garcia Porras, Head of Unit, Innovation Policy for Growth, DG Enterprise and Industry

9.10 – 9.30

## Results and ongoing activities of the Business Innovation Observatory's third semester

- Laurent Frideres, Manager, PwC
- Rene Wintjes, Senior Researcher, MERIT

9.30 – 10.30

## Perspectives on increasing the uptake of business innovation trends – smart factories, clean tech and customer experience

- Laurent Probst, Partner, PwC, Introduction, 5 mins
- José Carlos Caldeira (Director, INESC Technology and Science) on smart factories, 10 mins
- Cyndi Rhoades (Executive Officer, Worn again) on clean technology, 10 mins
- Guy White (Owner, The Catalyx) on customer experience, 10 mins
- Paolo Anselmo (President Italian Business Angels Association (IBAN)), 10 mins
- Q & A, 15 mins

10.30 – 10.45

Coffee Break

10.45 – 11.45

## Round tables on strategies for increasing the uptake of the trends

### Round table 1

- Smart

How can we facilitate the transition towards **smart factories**?

Moderator:  
Nuray Unlu Bohn, PwC

Experts:

- José Carlos Caldeira, INESC Technology and Science
- Roberto Santolamazzo, t2i
- Luisa Matos, Intelligent Sensing Anywhere

### Round table 2

- Sustainable

How can we accelerate the development and adoption of **clean technologies**?

Moderator:  
Pavel Misiga, DG Environment

Experts:

- Cyndi Rhoades, Worn again
- Lisa O'Donoghue, ALR Innovations
- Giancarlo Beraudo, Ambianta

### Round table 3

- Inclusive

How can we help companies seize opportunities and master challenges related to innovations in **customer experience**?

Moderator:  
Laurent Probst, PwC

Experts:

- David Ottlik, Synetiq
- Guy White, The Catalyx
- Claire Sporton, Confrimit

### Round table 4

- Collaborations

How can we develop **effective collaborations** to increase the uptake of these smart, sustainable and inclusive business innovations?

Moderator:  
Gavriel Avigdor, Innova

Experts:

- Martin Garratt, Cambridge Cleantech
- Martin de Munnik, Neurensics
- Ian Cooke, Carbon Trust



## 11:45 – 12:30 Presentation and discussion on findings from the first set of roundtables

- Expert of Round table 1, 5 mins
- Expert of Round table 2, 5 mins
- Expert of Round table 3, 5 mins
- Expert of Round table 4, 5 mins
- Discussion, 25 mins

## 12:30 – 13:30 Lunch Break

## 13:30 – 14:30 Opportunities and prospects for the Business Innovation Observatory

- Laurent Probst, Partner, PwC, Introduction, 5 mins
- Cristina Fernández-Ramos, Innovation Policy for Growth, DG Enterprise, 10 mins
- Ian Cooke, Head of New Ventures – Innovation, Carbon Trust, 10 mins
- Martin de Munnik, Founder and CEO, Neurensics, 10 mins
- Luisa Matos, General Director, Intelligent Sensing Anywhere, 10 mins
- Q & A, 15 mins

## 14:30 – 15:30 Round tables on opportunities and prospects for the Business Innovation Observatory

Round table 5 - Strategy	Round table 6 - Added value	Round table 7 - Impact	Round table 8 - Future trends
Which actions can be undertaken to further facilitate and replicate the business innovation successes showcased by the Observatory?	How can the case studies, trend report and workshops most effectively deliver added value?	How can we maximize the impact of the findings and recommendations of the Observatory?	Which particular innovation trends should be investigated (further) by the Observatory?
Moderator: Bonifacio Garcia Porras, DG Enterprise and Industry	Moderator: Rene Wintjes, MERIT	Moderator: Cristina Fernández- Ramos, DG Enterprise and Industry	Moderator: Laurent Frideres, PwC
Experts: - José Carlos Caldeira, INESC Technology and Science - Lisa O'Donoghue, ALR Innovations - Martin Garratt, Cambridge Cleantech	Experts: - Cyndi Rhoades, Worn again - Martin de Munnik, Neurosensics - Guy White, The Catalyx	Experts: - Erica Monfardini, University of Luxembourg - Ian Cooke, Carbon Trust - Alessia Melasecche Germini, META Group	Experts: - Paolo Anselmo, IBAN - David Ottlik, Syntetiq - Claire Sporton, Confirmit

## 15:30 – 15:45 Coffee Break

# Agenda



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## 15:45 – 16:30 Presentations and discussion on findings from second set of roundtables

- Expert of Round table 5, 5 mins
- Expert of Round table 6, 5 mins
- Expert of Round table 7, 5 mins
- Expert of Round table 8, 5 mins
- Discussion, 25 mins

## 16:30 – 16:45 Summary and recommendations

- Gavriel Avigdor, Manager, Innova SpA / Rene Wintjes, Senior Researcher, MERIT

## 16:45 – 17:00 Closing remarks and conclusions

- Bonifacio Garcia Porras, Head of Unit, Innovation Policy for Growth, DG Enterprise and Industry
  - Laurent Probst, Partner, PwC
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## Contact details

### **Cristina Fernández-Ramos**

**E** [cristina.fernandez-ramos@ec.europa.eu](mailto:cristina.fernandez-ramos@ec.europa.eu)

**T** +32 2 2959334

### **Laurent Frideres**

**E** [laurent.frideres@lu.pwc.com](mailto:laurent.frideres@lu.pwc.com)

**T** +352 49 4848 437