

## EUROPEAN FORUM for INNOVATION (EFI) 2010

*“Empowering the Pan-European Community in a Competitive Global Environment”*

**23-25 June 2010 - Trento, Italy**

*Under the auspices of the Autonomous Province of Trento*

At the “European Forum for Innovation (EFI) 2010” in Trento (Italy), thought leaders from industry, private investment, academia, research, government, media and non-governmental organisations will present and discuss ways to accelerate technology development and entrepreneurial innovation in the European Community. With the purpose of addressing the research and innovation challenges facing Europe, the EFI will engage stakeholders to implement a strategy to involve the citizens in bringing about change. During the Forum, the European Alliance for Innovation (EAI) will also be officially launched. Comprised of Europe’s innovation stakeholders from private and public sectors, EAI (<http://eai.eu>) is a unique platform having the goal of advancing ICT-enabled innovation in Europe leveraging a grassroots approach, to achieve impact in all sectors of society.

### Programme

#### **WEDNESDAY 23 JUNE 2010**

Location: Sala Depero, Piazza Dante 17, Trento

---

The opening day will be devoted to addressing current challenges in technology and entrepreneurial innovation in Europe. The discussion will tackle the importance for Europe’s industry, private investment, research and government and non-governmental organisational leaders to work in a coordinated manner to be more effective in bringing about innovation.

Key players and high level experts in the field of Innovation applied to ICT are called to drive the change in Europe and to take a strong leadership in what we believe is the only road to a competitive technological European leadership.

#### **8.30-9.30      Arrival & Registration**

#### **9.30-9.45      Welcoming Remarks**

Presentation by a representative of the Autonomous Province of Trento government summarising the Province’s public policy initiatives that have resulted in technology development and entrepreneurial opportunities.

Speaker:

- **Dr. Lorenzo Dellai**, President of the Autonomous Province of Trento

#### **9.45 -10.00      Official Opening of the Forum**

Presentation of the main conference theme on the crucial importance of creating a grassroots collaborative movement in order to foster and reinvigorate European innovation and high-tech

*Co-sponsors:*

competitiveness.

Speaker:

- **Prof. Imrich Chlamtac**, President of CREATE-NET Research Centre, Trento, Italy

## **10.00-11.15 Innovation in Europe: Initiatives & Reforms**

Presentations by key government officials summarising how public authorities can help foster innovation and technology development by entrepreneurs, private industry, investors and researchers while highlighting successful collaborations achieved by recent government initiatives.

Speakers:

- **On. Paolo Gentiloni**, Member of the Italian Parliament, former Minister of Telecommunications, Rome, Italy
- **Prof. Giovanni Colombo**, EIT Executive Committee and Adjunct Professor, Politecnico di Torino, Italy
- **Dr. Matteo Bonifacio**, Policy Adviser at the Bureau of European Policy Advisers on research, higher education and innovation policies, BEPA, Brussels, Belgium

## **11.15-11.45 Coffee Break**

## **11.45-13.00 Innovation: A Global Perspective Part I**

Keynote presentations by leading research institutions and industry exploring how collaboration between private and public sectors is crucial to fostering innovation, technology development, strategies and best practices that "bridge the gap" within the pan-European Innovation Cycle.

Presentation:

### **Education & Entrepreneurship**

Speakers:

- **Prof. Ramon Wyss**, Royal Institute of Technology (KTH), Stockholm, Sweden, and Secretary General – Consortium Linking Universities of Science and Technology for Education and Research (CLUSTER)
- **Prof. Alfonso Fuggetta**, CEO and Scientific Director, research and education institute (CEFRIEL), Milan, Italy

Presentation:

### **Research & Technology Transfer**

Speakers:

*Co-sponsors:*

- **Dr. Steve Wright**, former Head of Strategic Research, BT Group, UK, and member of the advisory group to the European Commission on the definition and implementation of a coherent policy for research in ICT (ISTAG)
- **Dr. Eric Schutz**, Executive Director, ARTEMIS Joint Undertaking, Brussels, Belgium
- **Dr. Paolo Anselmo**, President, Italian Business Angels Network (IBAN), Milan, Italy

**13.00-14.30 Lunch**

**14.30-16.00 Innovation: A Global Perspective Part II**

Presentation:

### **Standards & Regulation**

Speakers:

- **Dr. Bilel Jamoussi**, formerly Director, Nortel Strategic Standards, Corporate CTO Office, and Chief Study Group Department (ITU-T), Geneva, Switzerland
- **Mr. John Ketchell**, Director, Innovation CEN-CENELEC Management Centre, Brussels, Belgium

Presentation:

### **Industry & Business Innovation**

Speakers:

- **Dr. Dario Avallone**, R&D Director, Engineering Ingegneria Informatica, Rome, Italy
- **Dr. Gabriel Silbermann**, Senior Vice President and Head of CA Labs, New York, USA
- **Dr. Mario Filipponi**, Head of European Affairs Sky Italy, Brussels, Belgium
- **Dr. Fulvio Faraci**, Head of Research and Trends in Innovation Strategy, Telecom Italia, Rome, Italy

**16.00-16.30 Coffee Break**

**16.30-16.45 Societal Challenges & Impact of Innovation**

Speaker:

- **Dr. Loris Di Pietrantonio**, Policy Development Officer at the European Commission, DG Information Society and Media, Directorate C - Lisbon Strategy & Policies for the Information

*Co-sponsors:*

**16.45-18.15**

Society, Brussels, Belgium

### **Panel on Societal Impact and Closing remarks**

Moderator: **Emil Abirascid**, Journalist and Innovator

Panellists:

- **Dr. Paolo Bonaretti**, Director ASTER, Modena, Italy
- **Dr. Jean-Dominique Meunier**, Executive Director, NEM ETP, Paris, France
- **Dr. Paolo Anselmo**, President, Italian Business Angels Network (IBAN), Milan, Italy
- **Dr. Quinto Fabbri**, marketing & Strategy manager, Ericsson, Rome, Italy
- **Dr. Afonso Ferreira**, Scientific Director, CNRS, France

**19.30**

**Dinner**

## **THURSDAY 24 JUNE 2010**

Location: Gran Hotel Trento, Via Alfieri 1

---

**9.00-9.15**

### **Welcome Opening Speech**

Speakers:

- **Dr. Sergio Bettotti**, Director General, Department of Innovation and ICT Research for the Autonomous Province of Trento, Italy

**9.15-9.45**

### **EAI: Who, What, Where & Why**

An overview of the EAI approach through its two main bodies:

- EAI Strategic Forum
- EAI Community

The strength of the EAI initiative lies in the inter-relationship dependence between these two bodies representing the political strategic branch and the grassroots community of experts who, by forming a critical mass, will drive the implementation for real change.

**9.45-10.45**

### **EAI Strategic Forum**

The role and importance of the EAI Strategic Forum comprised of institutional organisations and corporate partners leveraging

*Co-sponsors:*

combined resources and expertise to define a common strategic approach to issues, policies and developments impacting pan-European innovation. The governance model will be presented and discussed. Visit: (<http://eai.eu/strategic-forum>).

**10-45-11.15 Coffee Break**

**11.15-12.30 EAI Community**

The role and importance of the EAI Community as the operational branch of the EAI and driving bottom-up force capable of finalising needs evaluate changes and ultimately drive Innovation.

Through its web 2.0 tools the EAI community will facilitate participation and spontaneous ideas through the Science for Innovation, Business and Technology Councils (SIBs). In doing so the EAI Community empowers EAI to fulfil a significant strategic role in the European innovation cycle. Visit: <http://eai.eu/the-innovation-community>).

**12.30-14.00 Lunch**

**14.00-17.30 The Innovation Cycle: Panel Sessions**

*Participants are welcomed to join a preferred parallel panel session.*

The European Alliance for Innovation (EAI) envisions a complete innovation cycle going from education, to research and to business that positively affects society on multiple levels. The EAI wants to create a Web 2.0 environment for supporting the ICT innovation cycle through different services. Only players of the innovation cycle can tell us what are the services they need or what they can offer! Thus we organised a selection of panels to discuss about the different needs of various component of ICT innovation cycle and to propose and discuss concrete solutions for these needs in term of services to be provided through the EAI Service Platform.

Panels Interested participants and possible service providers or bright minds with ideas and needs that match the EAI vision are also invited to submit on-line their propositions:

<http://eai.eu/services4innovation/>

**1. Education & entrepreneurship**

**Moderator:** *dr. Csaba A. Szabò, Professor, Budapest University of Technology and Economics*

Exploring new curricula to change student mindset toward a more competitive and entrepreneurial orientation. Define what the needs to support this evolution are and what kind of online services EAI could provide to support education for innovation (e.g. certification services, online course catalogue, on demand

**Co-sponsors:**

courses etc.)

## 2. Research & Technology Transfer

**Moderator:** Prof. Dave Robertson, *Director, Centre for Intelligent Systems and their Applications, School of Informatics, University of Edinburgh*

How to close the gap between research and commercialisation of an idea. Define what are the issues related to this gap, and how this gap can be closed with the support of proper online services (e.g., online demo showroom, marketplace for ideas, etc.)

## 3. Standards & Regulation

**Moderator:** Dr. Ultan Mulligan, *Director of Strategy and New Initiatives, ETSI*

Role of standards & regulatory policies in innovation take-up. Define which service can support the innovation cycle to deal with standards. (e.g., pre-standardisation services, funding catalogue)

## 4. Business innovation & Corporate involvement

**Moderator:** Dr. Philippe Wacker, *Executive Director, EMF*

Helping the business players to understand and communicate with the R&D world through the EAI Strategic Forum. Define which services can support the connection between corporate players and the other stakeholders of the innovation cycle.

## 5. Societal Impact of Innovation

**Moderator:** Dr. Luca Galli, *Faculty Member, Media Design & New Media Arts*

Defining social impact referred to technological advancement, how these affect the surrounding community. Investigate which is the better way through EAI services to disseminate technological innovation and involve also society in the evaluation of new technologies.

**15.30-16.00 Coffee break**

**FRIDAY 25 JUNE 2010**

Location: Grand Hotel Trento

## 9.30-10.30 Science, Innovation & Business (SIB) Councils - Working Group Sessions

*All participants are welcome to actively participate in one or more of the SIB Council discussions.*

SIBs are interest groups, organised by applied technology areas and purpose, uniting separated efforts of existing European initiatives in

*Co-sponsors:*

one forum. SIBs are a meeting place, both online and in person, for leading researchers, executives, investors and government to advance science and technology by sharing ideas and jointly opening doors to innovation.

Empowered SIB working groups will convene to confirm mission statements, objectives & strategies; and to define roadmaps for future activities (<http://eai.eu/what-is-a-sib-council>).

SIBs planning to convene include:

- a. Green world (including – Energy)
- b. Future Internet Technologies (including Internet and Network System)
- c. Sib4Good (including - Sib4Peace)
- d. Social innovation
- e. Social Media
- f. Transportation (including -Automotive Transportation)
- g. Well-Being

**10.30-11.00      Coffee Break**

**11.00-13:00      Continuation of the SIB Council Working Groups**

**13.00-14.30      Lunch**

*Co-sponsors:*