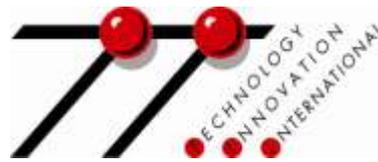


Organized by TII, the Association for the Transfer of Technologies, Innovation and Industrial Information



Hosted by Aalborg University



SUSTAINABILITY – INNOVATION SERVICES FOR A SMARTER ECONOMY

25-27 APRIL, 2012
COPENHAGEN, DENMARK



In collaboration with

PROGRAMME

Wednesday 25 April 2012

Venue: Aalborg University (Frederikskaj 10A, 2450 Copenhagen SV)

14.00 – 17.00	Pre-conference visits to selected Science and Technology organisations <ul style="list-style-type: none">➤ Danish Technological Institute/Ideas and Innovation Centre➤ Copenhagen Business School Entrepreneurship Centre
14.00 – 18.00	ProTon Europe Board meeting followed by Special General Assembly
14.00 – 17.30	TII Board of Management meeting
18.00 – 19.00	TII Annual General Meeting
19.00 – 20.30	Welcome reception (for TII and ProTon Europe members)

Thursday 26 April 2012

VENUE: Nokia Denmark (Frederikskaj 12, 2450 Copenhagen SV)

08.30	Reception desk opens
09.15 – 13.00	Morning plenary session , chaired by Joachim Hafkesbrink, TII President
09.15 – 09.40	Welcome address, Prof. Ingrid Askehave, Vice-Rector, Aalborg University
09.40 – 10.20	Keynote address The Frugal Innovator, Charles Leadbeater, Innovation Thought Leader, Strategic Adviser and Writer (UK)  Charles Leadbeater offers a guide to why and how innovators will have to do more with less. He will look at the pressures and opportunities for low cost innovation: austerity in the developed world; the growth of mass markets for simple, cheap products in the developing world; the demands of sustainability and climate change. He will build on that by looking at the techniques that frugal innovators use to strip out costs and simplify products; reuse and recycle resources; piggyback and borrow resources from elsewhere and find collaborative and shared solutions to make innovation less risky and more cost effective.
10.20 – 10.50	Innovations in business design – creating value in the economic eco-system, Maggie Gorse, CEO, Gorse Analysts (F)
10.50 – 11.20	Refreshments and networking (Charles Leadbeater will sign copies of his book “We-think”)
11.20 – 11.45	Large-scale demonstrators, service innovation and clusters, Dr. Reinhard Büscher, Head of Unit, Support for Industrial Innovation, DG Enterprise & Industry, European Commission (B)
11.45 – 12.10	The state of university-business collaboration in Europe: conclusions of a major EU study, Victoria Galán-Muros, Science Marketing Centre, Münster University of Applied Sciences (D)

12.10 – 12.35	University-business collaboration: the example of Nokia and Aalborg University, Claudia Lillebjerg Simonsen , Managing Director, Nokia Danmark A/S and Niels Maarbjerg Olesen , Faculty Director, Aalborg University (DK)
12.35 – 13.00	Green technologies: opportunity or threat for a smarter economy?, Martin Lehmann , Associate Professor, Deputy Director, Confucius Institute for Innovation and Learning, Aalborg University, (DK)
13.00 – 13.30	Discussion between the audience and the morning's panel of speakers, chaired by Joachim Hafkesbrink , TII President
13.30 – 14.30	Lunch
14.30 – 17.30	<p>Afternoon parallel sessions</p> <p><i>Conference participants are offered a choice of three parallel sessions. The first is organised by ProTon Europe on themes of topical interest to university knowledge transfer offices. Sessions 2 and 3 offer a series of presentations which were selected in response to a public call for contributions. Session 4 is reserved for the members of the Expert Validation Platform of the EU-funded Take It Up project.</i></p> <p>Coffee break from 15.45 – 16.15</p>

Session 1:**ProTon Europe dedicated session****Part 1:****Chair:** [Niels M. Olesen](#), Faculty Director, Aalborg University

Armchair debate featuring different European perspectives on Proof of Concept as a key tool to select and develop the most promising opportunities from research results

- Who funds and who benefits from Proof of Concept, [Peter White](#), YKTO, United Kingdom
- A practical case of funding a Proof of Concept Fund with examples of technology transfer success stories, [Dr. Michel Morant](#), Spinventure, GESVAL, Interface Université de Liège, Belgium
- How to finance and manage a successful Proof of Concept Fund?, [Dr. Thomas Kröner](#), Head of the Licensing Group, Karlsruhe Institute of Technology – KIT, Germany

Part 2

ProTon Europe Annual Survey 2011 on technology transfer activities, [Carme Verdaguer](#), Fundació Bosch i Gimpera, Spain

Certification of TTO professionals and accreditation of TTO trainers: latest update on the EuKTS project, [Dr. Pat Frain](#), ProTon Europe, Belgium

Session 2:**Stimulating new and sustainable forms of entrepreneurship and business development****Chair:** [Carlos Cerqueira](#), Instituto Pedro Nunes, Portugal

- Five golden rules for sustainable innovation, [Jasper Hemmes](#), Syntens, The Netherlands
- Implementing creativity workshops to generate and develop business ideas, [Marta Catarino](#), TechMinho, Portugal
- Marketing inventive with incentive brains (ideation workshops), [Guido Giebens](#), Antrim, Belgium
- Can ICT and the social media enable new forms of entrepreneurship?, [Dr. Zoubir Benleulmi](#), White Sea Business School, Algeria
- Crowd-sourcing and open engineering, [Lauri Pöldre](#), GrabCAD, Estonia

- Liège creative – a new experience for boosting creativity, innovation and entrepreneurship on campus, [Michel Morant, Université de Liège, Belgium](#)
- People readiness – evaluating entrepreneurial aptitude, [Maria Augusta Mancini, Meta Group, Italy](#)

Session 3:**New innovation partnerships and business models for a smarter economy****Chair:** [Peter Mogyrosi, Laser Consult, Hungary](#)

- SME clustering into innovation networks for G-local development, [Roberta D’Orazio, Confindustria Padova, Italy](#)
- Business Management Öresund – a model for an innovation support intermediary and mobile incubator, [Tomas Olofsson, INNOVA Enterprise Service, Sweden](#)
- Developing medical foods – a cost effective alternative to drug development, [Elaine Evans, InterPharm Investments, United Kingdom](#)
- How to make a commercial success of a new water technology, [Gosse Hiemstra, Van der Meer & Van Tilburg Innovation Consultants, The Netherlands](#)
- Ecovillages – building an alternative, sustainable social model, [Cristiana Vale Pires, Portugal](#)
- Effective open and collaborative innovation in Europe, [Nigel Spencer, The British Library, United Kingdom](#)

Session 4:**Internal meeting of the Expert Validation Platform of the TAKE IT UP project (promotion pillar of the Europe INNOVA initiative)**

18.00

Departure by boat from waterfront at Nokia Denmark to restaurant “Scarpetta”, Islands Brygge 81F, 2300 Copenhagen S (or directly by taxi for 19.00 at restaurant for those making their own arrangements)

22.00

Return by coach to hotels – CABINN City, CABINN Scandinavia, Copenhagen Island and Wake up Hotel

Friday 27 April 2012

VENUE: Nokia Denmark (Frederikskaj 12, 2450 Copenhagen SV)

09.30 – 12.30

Morning parallel sessions

On the morning of the second day participants are offered a choice of three interactive workshops.

Coffee break from 10.45 to 11.15

Workshop 1:**Innovation Road-Mapping: Taking Tools to Market****Facilitator:** [Gordon K. Ollivere, RTC North, UK](#)

This workshop is designed for innovation professionals wishing to exchange best practice and improve the way they work with industry. Much investment has been made in developing innovation tools and techniques for industry but their successful uptake by innovation service providers remains patchy. We will be examining the reasons for this and seeking solutions for the future.

Objectives

Strategic road-mapping is an efficient technique for achieving consensus among a group of experts about complex issues such as innovation. Using this method our objectives will be to:

- Evaluate the current stock of EU funded R&D and innovation tools
- Discuss the receptivity of different types of company to innovation
- Predict the 2020 drivers of change and their potential impact
- Produce an action plan for more efficient implementation of tools

Methodology

The group will work on a large wall chart which maps innovation tools and industry needs in a matrix against a 10-year time span. In this way it will help to identify and articulate the current barriers and challenges to the wider adoption of innovation support tools as well as new approaches and exploitation routes to improve their uptake. In other words, the workshop outcomes will provide practical tips and solutions for innovation tool owners on how to find their first adopters.

Note: The Take It Up project is tasked with promoting the wider adoption of innovative tools and services which have been developed under the Europe INNOVA initiative. Partners of some of the Europe INNOVA project consortia will be invited to participate in order to contribute their experience and benefit from the conclusions/outputs.

Workshop 2:



From Value Chain to Eco-system

Facilitator: Maggie Gorse, Gorse Analysts, France

The purpose of this workshop is to help participants understand and apply a major trend in business model innovation. In an environment of tight money and high risk, making significant financial investments with low visibility of outcomes is prohibitive. Today, start-ups and business innovators seek to move forward by creating a value exchange with actors in their economic eco-system. The old integrated Value Chain has given way to a Value Exchange which replaces capex and opex. The workshop allows participants to explore how this approach can be applied to a variety of businesses.

Introduction

From Value Chain to Eco-System: Why the transition? Creating Value to get Value: Mapping the Eco-system; How it Works: Examples from numerous industries and businesses.

Team Work

As a group, select a specific business on which you would like to work. Describe the actors in the Economic Eco-system of this business. You can start with the standard supplier-company-customer picture, then expand to the other actors that contribute to the value creation.

What are the Value Drivers of this business? In other words, what are the key activities that make or break its success? For example, breadth of customer choice (e-commerce), components cost and technology (PC business), customer acquisition and retention (mobile phone services), etc.

Which actors in the Eco-system can contribute to the Value Drivers of the business? Choose an actor(s) and design a Value Proposition to that actor(s) that will result in them contributing to your Value Drivers. The result of their contribution should make your business cheaper or free, dynamically absorb risk, more sustainable.

Presentation and Discussion

Make a short presentation of your analysis and your results, followed by Q&A with recommendations and suggestions from the audience.

Workshop 3:**Success Factors in Growing New Technology-based Firms**

Facilitator: Prof. Magnus Klofsten, Linköping University, Sweden

Most innovation support and technology transfer professionals are in contact daily with young start-up or spin-off companies. One problem that is often expressed – and European studies on spin-off development will back this up – concerns the difficulties of such companies to grow. At the same time, few good models exist to monitor the early development of new business ventures, thus giving reliable indicators as to the relative progress of the firm.

This workshop will focus on one of the most frequently used models in Scandinavia, the Business Platform model. The methodology is based on the premise that all business ventures which wish to grow must attain a “business platform”. To do so, the firm must obtain a balanced scorecard on a total of 8 critical factors or cornerstones which are essential to the firm’s growth and development. Participants will be invited to apply the model to real start-up cases in a life exchange with the company CEO or equivalent.

For organizational reasons, participation will be limited to 15 conference delegates (places allocated on a first-come-first-served basis). Copies of Prof. Klofsten’s book “The Business Platform” will be provided to workshop participants.

12.30 – 13.45

Lunch

13.45 – 15.00

Closing plenary session, chaired by [Niels Maarbjerg Olesen, Aalborg University, Denmark](#)

13.45 – 14.15

Presentation, of the results of the Take It Up road-mapping workshop, [Christian Saublens, EURADA, Belgium](#)

14.15 – 15.00

Inspirational address: Innovation for sustainable human development, [Guy R. Cloutier, Hicom International and author of “The Power of the Future”, Canada](#)



15.00

Close of the conference

