

Programme

Macro-Regional Innovation Week

*At the crossroads of three European Macro-Regions:
Danube, Adriatic-Ionian and Alpine Regions*

26-30 September 2016

Trieste, Italy



The European Commission's
science and knowledge service

Joint Research Centre

ec.europa.eu/jrc



www.areasciencepark.it



Rationale

Innovation is not a phenomenon that occurs in a vacuum, it is intimately linked to local conditions and eco-systems and one of its key drivers is the complex interaction between the economic, scientific, academic, human and intellectual capital stock of a given area or region.

The Macro-Regional Innovation Week intends to focus on the exchange of best practices and knowledge among local and international policy and decision makers, academics, financial actors and various types of innovation and technology transfer practitioners. The week is intended to facilitate the exchange of views and knowledge among this plethora of stakeholders with a focus on supporting the development of a competitive innovation ecosystem across the macro-regions. These days of seminars and workshops will target contiguous regions that are relevant because of significant historical and economic ties and because of their inclusion in overlapping macro-regional strategies (e.g. Danube Strategy, Adriatic-Ionian Strategy or Alpine Region Strategy).

The Macro-Regional Innovation Week will look at different levels of governance and activity including the political, regional and local level.

The week will open with an initial consideration of the political imperatives that need to be attained to support the expansion of a robust innovation and technology commercialisation ecosystem. It will then move on to consider how framework conditions supporting innovation and technology commercialisation can be created at a regional level by applying robust Smart Specialisation Strategies. The role of Science and Technology parks, how best to structure their operation and their interaction with local stakeholders (research infrastructures, local authorities, universities, investors, etc.) will be the focus of a dedicated portion of the forum.

The second part of the forum will be focused on trying to address the human capital component of innovation ecosystems through targeted training aimed at addressing a recognised skills gap in the domains of Technology Transfer, Intellectual Property management and marketing and the commercialisation of research results more in general.

Overview

MONDAY, 26 SEPTEMBER

VENUE TBC

WELCOME AND OPENING SESSION

- Welcome addresses
- Round table: EU and the regions of innovation
- Round table: Macro-Regional Strategies contribution to innovation
- Round table: Cooperation programmes and macro-regional integration

TUESDAY, 27 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SMART SPECIALISATION, UNLOCKING THE POTENTIAL OF REGIONAL INNOVATION

- Smart Specialisation Strategies (S3) for Innovation and Growth
- Smart Stories: S3 from Design to Implementation
- S3 and Value Chains
- Towards macro-regional S3

WEDNESDAY, 28 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SCIENCE PARKS AND AREAS OF INNOVATION

- Enabling technologies shaping the future of innovation
- Science and Technology Parks – Open Innovation Strategies in the 21st century
- Campus – the importance of proximity in a Science and Technology Park
- Business Creation –incubation and acceleration

THURSDAY, 29 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SESSION I – FROM TECHNOLOGY TRANSFER TO OPEN INNOVATION SYSTEMS

- Industry relations: implications for public research organisations and SMEs
- Opening research infrastructures to industry

SESSION II – INTELLECTUAL PROPERTY RIGHTS

- Academic IP Commercialisation
 - ✓ IP commercialisation options
 - ✓ Models for Knowledge Transfer – an Intellectual Property approach
 - ✓ Creative Workshop: create a model of knowledge transfer system
- IP Marketing
 - ✓ Diagnostic Phase: analysis of the existing portfolio of best practices to assess the transferability of assets
 - ✓ Intellectual asset management in universities

FRIDAY, 30 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SESSION I – INTELLECTUAL PROPERTY RIGHTS

- IP Marketing (ctd)
 - ✓ Tech Transfer management key factors of success
 - ✓ Identification of the potential buyers/partners; Preparing the contact with the potential buyers; Managing a successful relationship with the potential buyer
- IP Valuation in the Commercialisation Phase of the Research Results and Services
 - ✓ Capturing the value of technology through IPR Strategy
 - ✓ Valuation and management of background IP and scientific know-how in the context of research collaborations
 - ✓ Constructing the “Price” of the technology in IP licensing negotiations

SESSION II – SMART SPECIALIZATION STRATEGIES SUPPORT TO RURAL DEVELOPMENT: INTRODUCING INNOVATION IN RURAL ECONOMY*

* SESSION ORGANISED AND MANAGED ONLY BY AREA SCIENCE PARK

- Rural development programmes and research
- Smart Specialization Strategies and rural development
- Interaction between innovation and rural development in the framework of the pre-accession countries
- New technologies in agribusiness support: societal challenges and climate change
- Round Table - The voice of the Local Action Groups: integration of innovation in local development strategies

MONDAY, 26 SEPTEMBER

VENUE TBC

WELCOME AND OPENING SESSION

09:30-10:00 **Registration and Welcome coffee**

10:00-11:00 **Welcome addresses**

Moderator: **Giancarlo Caratti**, Head of Unit, Intellectual Property and Technology Transfer, Competences, Joint Research Centre (JRC), European Commission

Debora Serracchiani, President, Friuli Venezia Giulia Region, Italy

* **Martin Svoboda**, Slovak Presidency in the Council of the European Union, Director for Innovation and Applied Research, Ministry of Economy, Slovakia

Giovanni De Santi, Director, Competences, JRC, European Commission

Sergio Paoletti, President of AREA Science Park

* **Vincenzo De Luca**, Director General, Cultural and Economic Promotion and Innovation, Ministry of Foreign Affairs and International Cooperation, Italy

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

11:30-13:00 **EU and the regions of innovation**

Best practices and achievements in regional innovation management, interregional cooperation, regional innovation strategies and instruments

Moderator: **Furio Honsell**, Mayor of Udine, Professor of Informatics, University of Udine

_____, Committee of the Regions

Mark Nicklas, Acting Head of Unit, Innovation Policy and Investment for Growth, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission

* **József Pálkás**, President, National Research, Development and Innovation Office, Hungary

Patrizio Bianchi, Regional Minister for Coordination of European Policies for Growth, Education, Vocational training, University, Research and Employment, Emilia-Romagna Region, Italy

* **Loredana Panariti**, Counselor for Work, Training, Education, Equal Opportunities Youth Policy, Research and Universities, Friuli Venezia Giulia Region, Italy

* _____, Bavaria regions representative

Vanja Ivošević, Regional Cooperation Council (RCC)

Q&A

13:00-14:30 **Networking Lunch**

14:30-16:00 **Macro-regional strategies contribution to innovation**

EU macro-regional strategies as an instrument supporting innovation, heterogeneities, synergies, opportunities and challenges

Moderator: **Miroslav Vesković**, Coordinator scientific support to macro-regional strategies, JRC

Viktor Nedović, Assistant Minister, Ministry of Education, Science and Technological Development, Serbia

Anna Giorgi, Driving innovation growth (Pillar 1), EU Strategy for the Alpine Region (EUSALP)

Niclas Forsling, PA7 Coordinator, EU Strategy for the Baltic Sea Region (EUSBSR) *Achieving synergies through innovation in Baltic States Region*

Q&A

16:00-16:30 **Coffee break**

16:30-17:30 **Cooperation programmes and macro-regional integration**

Regional, interregional and trans-regional cooperation programmes. Opportunities, challenges and best practices

Moderator: **Alessandro Fazio**, Intellectual Property and Technology Transfer, JRC

Andrea Mairate, Head of Unit, Competence Centre Macro-regions and European Territorial Co-operation, Directorate-General for Regional and Urban Policy (DG REGIO)

Lodovico Gherardi, ADRION Cooperation Programme, Emilia-Romagna Region

Christina Bauer, Head of the Managing Authority of the Alpine Space Cooperation Programme

The EU strategy for the Alpine Region from the perspective of a transnational cooperation programme

Q&A

17:30-17:45

Wrap-up and Conclusions

Giancarlo Caratti, JRC

* to be confirmed

TUESDAY, 27 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SMART SPECIALISATION, UNLOCKING THE POTENTIAL OF REGIONAL INNOVATION – JRC TUTORIAL SESSION

09:00-09:30 **Welcome coffee**

09:30-10:30 **Smart Specialisation Strategies (S3) for Innovation and Growth**
S3 definition, the role of policy makers, governance and policy tools for S3

Moderator: **Colin Wolfe**, Head of Competence Centre Smart & Sustainable Growth, DG REGIO

Mario Cervantes, Senior Economist, Directorate for Science, Technology and Innovation, Organisation for Economic Co-operation and Development (OECD)

Anwar Aridi, Innovation Specialist, World Bank

Roko Andričević, Professor, Faculty of Civil Engineering, Architecture and Geodesy, University of Split and the former Vice-minister for Science, Croatia
WISE and S3 in Croatia

Desire Pecarz, Danube INCO.NET, ZSI
The ways forward to Support the Danube wide innovation activities

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

11:00-12:30 **Smart Stories: S3 from Design to Implementation**
Smart specialisation in the current socio-economic context

Moderator: **Aleš Gnamuš**, Territorial Development, Growth and Innovation, JRC

Armin Mahr, Federal Ministry of Science, Research and Economics, Austria
Smart Specialisation and Austria's Lead Institutions Initiative at public universities

Peter Wostner, Government Office for Development and Cohesion Policy, Slovenia

* **Radu Gheorghiu**, Institute for World Economy, Romania

* **Ketty Segatti**, Director, Education, Right to Study, High Learning and Research Office, Friuli Venezia Giulia Region, Italy

Marija Vujaković, Director, BSC Centar, Serbia

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

14:00-15:30 **S3 and Value Chains**
Thematic S3 Platforms vs. Strategic Cluster Partnerships for Smart Specialisation Investments

Moderator: **Jan Larosse**, Competence Centre Smart and Sustainable Growth, DG REGIO

Jan Larosse, Competence Centre Smart and Sustainable Growth, DG REGIO
Operationalisation of value chains approach through interregional cooperation in thematic smart specialisation platforms

Valentina Pinna, Vanguard Initiative and Regional S3, Lombardy Region, Italy

Leda Bologni, Regional Technology Platforms and Projects Department Manager – ASTER, (ADRION), Emilia-Romagna Region, Italy

* **Aleš Hančič**, S3 for Industrial Modernisation - Smart mechatronic tools and dies, TECOS, Slovenia

* **Jean-Michel Thornary**, Commissioner General for Territorial Equality, France

15:30-16:00 **Coffee break**

16:00-17:30 **Towards macro-regional S3**

Moderator: **Miroslav Vesković**, Coordinator scientific support to macro-regional strategies, JRC

* **Lydia Alessio – Vernì**, Production, Tourism and Cooperation Department, Friuli Venezia Giulia Region, Italy

Viktor Nedović, PA7 Coordinator "Knowledge Society", EU Strategy for the Danube Region (EUSDR)
The experience of the Danube Region

Niclas Forsling, PAC-Inno & Programme Manager BSR Stars,
The experience of the Baltic Sea Region: BSR Stars S3 project – transnational tools to align S3 in Bio-economy

Martina Hartl, EUSALP Action Group 1 "To develop an effective research and innovation ecosystem"
Opportunities for integration in Alpine Space

Mathilde Konstantopoulou, EUSAIR co-coordinator Pillar "Blue Growth"
Opportunities for integration in Adriatic-Ionian Region (tbc)

Adjourning to the next day of the meeting

* to be confirmed

WEDNESDAY, 28 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SCIENCE PARKS AND AREAS OF INNOVATION

09:00-09:30	Welcome coffee
09:30-11:00	Enabling technologies shaping the future of innovation Moderator: Stefano Casaleggi , Director General, AREA Science Park Nicola Buonanno , Territory Sales Manager , Google for Work, Italy Pier Luigi Dal Pino , Director of Institutional and Industrial relations, Microsoft Italy and Austria Fabrizio Renzi , Technical and Innovation Director of IBM Italy * Agostino Santoni , CEO, Cisco Italy Q&A
11:00-11:30	Coffee break
11:30-13:00	Science and Technology Parks – Open Innovation Strategies in the 21st century Moderator: Luis Sanz , Director General, International Association of Science Parks and Areas of Innovation (IASP) Josep Miquel Piqué , International President, IASP Tomislav Radoš , Managing Director, CIRAZ - Croatian Center for Industrial Development (ADRIATIC) * Rainer Seßner , Chief Executive, Bayern Innovativ GmbH (ALPINE) Q&A
13:00-14:00	Lunch

14:00-15:30	Campus – The importance of proximity in a Science and Technology Park Moderator: Stephen Taylor , Director of Marketing, Communication and Business Development Unit, AREA Science Park Mauro Giacca , Director-General International Centre for Genetic Engineering and Biotechnology (ICGEB) * Hans Schönegger , General Manager, Lakeside Science and Technology Park Gordana Danilović Grković , Science and technology Park Belgrade, Serbia Iztok Lesjak , General Manager, Technology Park Ljubljana Q&A
15:30-16:00	Coffee break
16:00-17:30	Business Creation - incubation and acceleration Moderator: * Paris Kokotorsikos , Head of Greece-based Euroconsultants or Fabrizio Rovatti , Director, Innovation Factory, AREA Science Park Incubator Theologos Prokopiou , Managing Director, business incubator i4G S.A. Juan Antonio Bertolin , Innovation and Projects Director, Science, Technology and Business Park of the Universitat Jaume I of Castellón (ESPAITEC) Josep Miquel Piqué , Executive President, La Salle Technova Barcelona Tim Hart , Managing Consultant, Isis Enterprise, Oxford University Innovation Ltd. Q&A Adjourning to the next day of the meeting
20:00	Networking dinner

** to be confirmed*

THURSDAY, 29 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SESSION I – FROM TECHNOLOGY TRANSFER TO OPEN INNOVATION SYSTEM

09:00-09:30 **Welcome coffee**

09:30-11:00 **Industry relations: implications for public research organisations and SMEs**

Moderator: * **Maurizio Fermeglia**, Rector, University of Trieste and **Mattias Dinnetz**, Joint Research Centre (JRC), European Commission

Elena Andonova, Joint Research Centre (JRC), European Commission, *Common grounds for academia-industry relations*

Anwar Aridi, Innovation Specialist, World Bank

Mauro Lattuada, Technology transfer Manager, École polytechnique fédérale de Lausanne (EPFL), Switzerland

Michel Morant, General Manager, Interface Enterprises, University of Liege, Belgium and Vice President, ASTP-Proton

Q&A

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

11:30-12:45 **Industry relations: implications for public research organisations and SMEs (ctd)**

Alberto de Minin, Associate Professor of Management, Scuola Superiore Sant'Anna, Pisa, Italy

Koen Jonkers, Joint Research Centre (JRC), European Commission, *The geographic distribution of excellent science and its impact on innovation potential*

Đuro Koruga, Founder, Tumor Trace

* **Andrea Piccaluga**, President, Netval, the Italian network of University Technology Transfer Offices

* _____, Steinbeis Foundation

Q&A

12:45-13:00 **Wrap-up and conclusions by the moderators**

* to be confirmed

13:00-14:00 **Lunch**

14:00-15:30 **Opening research infrastructures to industry**

Moderator: **Vittorio Venturi**, Group Leader, International Centre for Genetic Engineering and Biotechnology (ICGEB)

Alessandro Marcello, Group Leader, International Centre for Genetic Engineering and Biotechnology (ICGEB)

Jana Kolar, Executive Director, Central European Research Infrastructure Consortium (CERIC-ERIC)

Bernard Denis, European Organization for Nuclear Research (CERN)

Giancarlo Panaccione, National Research Council, Institute for Materials Manufacturing (CNR-IOM)

Fabio Mazzolini, Deputy Director for European and International Relations, Central European Research Infrastructure Consortium (CERIC-ERIC)

Q&A

15:30-16:00 **Coffee break**

16:00-17:00 **Opening research infrastructures to industry (ctd)**

Alberto Morgante, Director General, CNR – IOM

Alfonso Franciosi, President and Chief Executive Officer, Elettra Sincrotrone

Maria Cristina Pedicchio, President, National Institute of Oceanography and Experimental Geophysics

Edward Mitchell, Head of Business Development, ESRF Grenoble

* _____, INTERREG Programme

Q&A

17:00-18:30 **Visits to ICGEB and Elettra Sincrotrone**

THURSDAY, 29 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SESSION II – INTELLECTUAL PROPERTY RIGHTS

09:00-09:30 **Welcome coffee**

09:30-09:45 **Scene setting**

Olga Spasić, Counsellor, Technology Transfer and IP Commercialization, SMEs and Entrepreneurship Support Division, Department for Developed and Transition Countries (TDC), World Intellectual Property Organization (WIPO), Geneva

* **Wouter Verburg and/or Jean-Paul Triaille**, European Commission, Joint Research Centre (JRC)

Theme I: Academic IP Commercialisation

09:45-10:15 **IP Commercialisation Options**

Olga Spasić, WIPO

10:15-11:00 **Models for Knowledge Transfer – an Intellectual Property Approach**

Ulf Petrusson, Director, Center for Intellectual Property, Chalmers University of Technology, University of Gothenburg

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

11:30-13:00 **Creative Workshop: Create a Model of Knowledge Transfer System for that Corresponds the Best to Needs of University in the Region**

Work will be in the small teams, set up by representatives of different universities and countries. The objective is to identify common needs of academic institutions in the region and to propose balanced elements of national or institutional policy regarding expected results of academic IP commercialization.

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

14:00-15:00 **Discussion regarding results of the small team work and joint conclusions**

Theme II: IP Marketing

15:00-16:00 **Diagnostic Phase: analysis of the existing portfolio of best practices to assess the transferability of assets**

Frédéric Caillaud, Scientific Director, National Institute of Industrial Property (INPI), Courbevoie, France

- (a) Best practices
- (b) Introduction to the use of predictive indicators
- (c) Structuration of realistic and solid proposals by market applications

16:00-17:00 **Intellectual Asset Management in Universities**

Ulf Petrusson, University of Gothenburg

- (a) Capture research results as intellectual assets
- (b) Innovation information to assess research results
- (c) Structuration of realistic and solid proposals by market applications

* to be confirmed

FRIDAY, 30 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

SESSION I – INTELLECTUAL PROPERTY RIGHTS

09:00-10:00	Tech Transfer (TT) Management Key Factors of Success Frédéric Caillaud , Scientific Director, National Institute of Industrial Property (INPI), Courbevoie, France Ulf Petrusson , Director, Center for Intellectual Property, Chalmers University of Technology, University of Gothenburg (a) Preparing yourself and your organization for a TT (b) Project manager ideal profile and tasks (c) Main pitfalls and tricks to speed-up the TT process	12:15-13:00	Managing a Successful Relationship with the Potential Buyer Frédéric Caillaud , INPI (a) First contact is critical (b) Key factors that must be taken into account by the two parties (c) Practical recommendations
10:00-11:00	Identification of the Potential Buyers/Partners Frédéric Caillaud , INPI (a) Traditional methods (b) Positioning the technology in its worldwide environment and identifying the best potential partners by using landscaping (c) Tools and citations trees (d) Gap analysis	13:00-14:00	Lunch
11:00-11:15	Coffee break	Theme III: IP Valuation in the Commercialisation Phase of the Research Results and Services	
11:15-12:15	Preparing the Contact with the Potential Buyers Frédéric Caillaud , INPI Ulf Petrusson , University of Gothenburg (a) Risk issues to be managed and tactical solutions (b) Factors influencing the selection of the Business Model to valorize/monetize the IP assets (licensing, ULR, sale, partnership, CNS, joint venture, litigation, etc.) (c) Defining your expectations (d) Best practices and key factors to define a fair value of the IP assets at this stage	14:00-15:00	Capturing the Value of Technology through IPR Strategy Ulf Petrusson , University of Gothenburg
		15:00-16:00	Valuation and Management of Background IP and Scientific Know-how in the Context of Research Collaborations Ulf Petrusson , University of Gothenburg
		16:00-16:15	Coffee break
		16:15-17:00	Constructing the “Price” of the Technology in IP Licensing Negotiations Olga Spasić , WIPO
		17:00-17:30	Discussion and Closing Olga Spasić , WIPO Giancarlo Caratti , Head of Unit, Intellectual Property and Technology Transfer, Competences, JRC, European Commission

* to be confirmed