



European Commission  
DIRECTORATE GENERAL ENTERPRISE AND INDUSTRY



# Innovation Culture

*Creating a favourable innovation climate in Europe*

INNO-Views Policy Workshop  
Eindhoven, 13-14 December 2007



*gemeente Eindhoven*

This workshop is supported by  
Brainport and  
the City of Eindhoven



# Overview

## **December 13th**

**09:00 – 12:30 Session 1: Setting the Scene (Eindhoven City Hall)**

**13:40 – 15:30 Session 2: Entrepreneurship and innovation culture in enterprises (Designhuis)**

**16:00 – 18:15 Session 3: Innovation culture in regions and cities (Designhuis)**

## **December 14th**

**09:00 – 11:00 Session 4: Innovation and citizens (High Tech Campus)**

**12:00 – 13:30 Session 5: Policy conclusions & closing (High Tech Campus)**

## Session 1: Setting the Scene

**09:00 – 09:15 Ger Peters: Welcome address**

**09:15 – 09:30 [Reinhard Büscher](#): Introduction to the workshop**

**09:30 – 09:45 Maruja Gutiérrez Diaz: 2009 European Year of Creativity and Innovation**

**09:45 – 10:15 [Ian Miles](#): Main findings of the INNO-Grips Ministudy on Innovation Culture**

**10:15 – 10:45 Coffee break**

## Session 1: Setting the Scene (continued)

- 10:45 – 11:20** [Hugo Hollanders / Funda Celikel Esser](#): The link between socio-economic environment and innovation performance: 2007 European Innovation Scoreboard
- 11:20 – 11:40** [Alasdair Reid](#): Socio-cultural factors driving innovation – understanding the “four capitals” in a sectoral context
- 11:40– 12:00** [Evelina Wahlqvist](#): The link between regional creativity and innovation performance: the theories of Richard Florida
- 12:00 – 12:30** Plenary discussion
- 12:30 – 13:40** Lunch and walk to Designhuis

## Session 2: Entrepreneurship and innovation culture in enterprises

**13:40 – 14:00 [Kristina Wagner](#): Characteristics of leading innovators**

**14:00 – 14:20 Kirsten Langkilde: Innovative companies: an anthropological point of view**

**14:20 – 14:40 [Robert Desborough](#): Characteristics of an entrepreneurial innovator/good entrepreneur: the investor's point of view**

**14:40 – 15:00 [Paul Webber](#): Entrepreneurial Networking Events**

**15:00 – 15:30 Plenary discussion**

**15:30 – 16:00 Coffee break**

## Session 3: Innovation culture in regions and cities

- 16:00 – 16:20 **Ton van Lier**: Brainport – creating the industries of the future
- 16:20 – 16:40 **Jan van den Biesen**: Open Innovation: partnerships in innovation
- 16:40 – 17:00 **Pascal Cools**: Policies and projects to foster a regional innovation culture
- 17:00 – 17:20 **Jack Lang**: Creating the climate for innovation: The Cambridge Phenomenon
- 17:20 – 17:40 **Michael White**: Stimulating innovation: Enterprise Ireland experiences and strategies
- 17:40 – 18:15 Plenary discussion
- 20:00 Dinner at High Tech Campus

## Session 4: Innovation and citizens

- 09:00 – 09:10 Cees Admiraal: Introduction to High Tech Campus Eindhoven**
- 09:10 – 09:30 [David Robson](#): Innovation 2.0: tapping un-tapped innovation talents**
- 09:30 – 09:50 [Kirsten Langkilde](#): Innovation Circus – the project and experiences in Riga, Berlin and Milano**
- 09:50 – 10:10 [Peter Vorderer](#): Games as media for social and cultural change**
- 10:10 – 10:40 Coffee break**

## Session 4: Innovation and citizens (continued)

- 10:40 – 11:00** [Carolina Apolo Llerena / Federico Campos de Portas](#),  
**iniciativa joven: Innovation, creativity and imagination  
– involving the young**
- 11:00 – 11:20** [Marion Esch](#): **EuroWISTDOM: new ways promoting  
science and technology**
- 11:20 – 11:50** **Plenary discussion**



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## Session 5: Policy conclusions & closing

**12:00 – 13:15 Brainstorming and concluding discussion: General policy conclusions and contributions to the 2009 European Year of Creativity and Innovation**

**13:15 – 13:30 [Charlotte Arwidi](#): Conclusions**

**13:30 – 14:30 Lunch**