

INNO-Views Policy Workshop

Innovation Culture

Creating a favourable innovation climate in Europe

Eindhoven

December 13th & 14th, 2007

Workshop programme

This workshop is supported by Brainport and the City of Eindhoven



gemeente Eindhoven



INNO-Views Policy Workshops

INNO-Views policy workshops provide a dialogue between public authorities, analysts, industry and academia to explore new or better innovation policy instruments for Europe. The workshops explore topical innovation themes related to actual and forthcoming needs of European innovation policies.

Four workshops are organised per year, each time bringing together 30-40 relevant professionals on the basis of personal invitations only. The workshop results directly serve the European Commission services as well as national and regional policy makers in their policy planning. The first INNO-Views workshop was organised in April 2007 on 'Supporting Gazelles in Europe', the second in July 2007 on 'Metrics to better understand innovation performance'. In September 2007 the third workshop on "Skills for innovation" was hosted in Glasgow.

The workshop output papers are published on the PRO INNO Europe website (<http://www.proinno-europe.eu/Views>).

Workshop on Innovation Culture

The debate on how to improve national, regional and organisational innovation performance has shifted away from a narrow focus on R&D-based technological innovation to a broader view of the topic in recent years: from technology push to consumer pull, from innovation in manufacturing to innovation in all processes, sectors and spheres, from innovation as a linear process of distinct activities to innovation as a complex system of interdependent factors. The importance of culture for innovation performance - and indeed for general economic performance – is an area now being explored by academics, policy makers and practitioners alike.

The widened debate on innovation has put the spotlight on the fact that innovation stems not only from new ideas and creativity, but also from an environment supportive to innovation, creativity and entrepreneurship. For new ideas to be fully taken advantage of, a market receptive to new products and services is also needed. The image and status of scientists, engineers and entrepreneurs, openness and attitudes vis-à-vis risk taking, collaboration and change, are all factors thought to influence national or regional innovation performance. These factors are expressions of culture, defined as the common values, beliefs, attitudes and behaviours of a nation, region, organisation or other social community.

This raises the question of what constitutes an innovation-friendly culture and environment. What relationships exist between national, regional or organisational culture and innovation performance? How can these relationships be measured? What does existing evidence say about the role of e.g. basic education, public governance, institutions, role models and other

symbols? What incentives attract and retain the talented persons necessary to improve European innovation performance, and how can these incentives be created and reinforced? How can we leverage the talent of individuals not currently involved in the innovation process? In short, how can the long-term and dynamic process of creating a culture of innovation be supported, and what is the role of public policy? What can be done at a European level? These questions will be addressed in the workshop.

Objectives and Structure of the Workshop

The purpose of the workshop is two-fold. Firstly, it aims at contributing to a deeper understanding among workshop participants of factors influencing the innovation culture in an organisation, region or society at large. Secondly, and more concretely, it aims at generating ideas for the 2009 European Year of Creativity and Innovation - which ultimately aims at improving European innovation culture. In addition to topics that are new to the European innovation policy debate, new ideas are also expected to emerge from an analysis of past and ongoing PRO INNO Europe projects from a new perspective – that of innovation culture.

To achieve these objectives, the workshop will have five sessions: one scene setter, one concluding session and – in between – three sessions on how to foster innovation culture in a) enterprises, b) cities and regions and c) among citizens, respectively. Participants will be asked to actively participate and share freely of their own experience. Presenters will be requested to limit their presentations to 15 minutes, leaving time for questions at the end of the session.

The workshop will be concluded with a brain storming on how – concretely – initiatives and projects that have been discussed in the workshop can contribute to the 2009 European Year of Creativity and Innovation.

Participants

A balanced mix of around 30 participants is sought from the following categories:

- National ministries (Education & science, Trade & commerce, Industry & economy)
- Public agencies and organisations funding/operating relevant support schemes
- Academics, consultants and other experts
- Partners in PRO INNO Europe INNO-Actions
- European Commission services
- Other European and international organisations

December 12th

20:00 *Informal get-together at the hotel*

December 13th

09:00 – 12:30 Session 1 – Eindhoven City Hall

Setting the scene

Topic: Innovation culture – concepts and evidence

Moderator: Keith Sequeira

*This session will set the scene for the INNO-Views workshop. The policy context, and the main concepts and evidence on the importance of **wider framework conditions and drivers for innovation** will be presented.*

- 09:00 – 09:15** Ingrid van der Wacht, *City of Eindhoven (The Netherlands)*
Welcome address
- 09:15 – 09:40** Reinhard Büscher, *Head of Unit Innovation Policy Development, European Commission – DG Enterprise & Industry*
Introduction to the workshop
- 09:40 – 10:15** Ian Miles, *INNO-Grips project, PREST, University of Manchester (UK)*
Main findings of the INNO-Grips Ministudy on Innovation Culture
- 10:15 – 10:45** **Coffee break**
- 10:45 – 11:20** Hugo Hollanders, *UNU MERIT (The Netherlands)* / Funda Celikel Esser, *Joint Research Centre of the European Commission, Ispra (Italy)*
The link between socio-economic environment and innovation performance: 2007 European Innovation Scoreboard
- 11:20 – 11:40** Alasdair Reid, *Sectoral Innovation Watch, Technopolis Group (Belgium)*
Socio-cultural factors driving innovation – understanding the “four capitals” in a sectoral context

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- 11:40– 12:00** Evelina Wahlqvist, *School of Business, Economics and Law, Göteborg University (Sweden)*
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*

13:40 – 15:30 Session 2 – Designhuis

Entrepreneurship and innovation culture in enterprises

Topic: How to establish and develop an innovation culture within companies

Moderator: Cesar Santos

The second session will focus on drivers of innovation at an individual and company level. What makes a good innovator or a good entrepreneur? What motivates her/him? What are the characteristics of an innovative organisation?

- 13:40 – 14:00** Kristina Wagner, *A.T. Kearney GmbH (Germany)*
Characteristics of leading innovators
- 14:00 – 14:20** Kirsten Langkilde, *Universität der Künste Berlin (Germany)*
Innovative companies: an anthropological point of view
- 14:40 – 14:40** Robert Desborough, *London Business Angels and London Seed Capital (UK)*
Characteristics of an entrepreneurial innovator/good entrepreneur: the investor's point of view
- 14:40 – 15:00** Paul Webber, *Europe Unlimited (Belgium)*
Entrepreneurial Networking Events
- 15:00 – 15:30** Plenary discussion
- 15:30 – 16:00** *Coffee break*
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16:00 – 18:15 Session 3 – Designhuis

Innovation culture in regions and cities

Topic: How to support a culture for innovation and creativity in regions and cities

Moderator: David Robson

This session will be taking a closer look at policies and actions for fostering an innovation culture at regional and local level. What are the key elements in attracting talent, creative companies and nourishing lively innovation ecology in a region or city? What are the roles and modes of collaboration between public and private operators? What are the successful examples and benchmarks in future planning for regional policy makers?

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| 16:00 – 16:20 | Ton van Lier, <i>Brainport (The Netherlands)</i>
Brainport – creating the industries of the future |
| 16:20 – 16:40 | Jan van den Biesen, <i>Philips Research (The Netherlands)</i>
Open Innovation: partnerships in innovation |
| 16:40 – 17:00 | Pascal Cools, <i>Flanders District of Creativity (Belgium)</i>
Policies and projects to foster a regional innovation culture |
| 17:00 – 17:20 | Jack Lang, <i>University of Cambridge (UK)</i>
Creating the climate for innovation: The Cambridge Phenomenon |
| 17:20 – 17:40 | Michael White, <i>Enterprise Ireland (Ireland)</i>
Stimulating innovation: Enterprise Ireland experiences and strategies |
| 17:40 – 18:15 | Plenary discussion
Bus transfer to the hotel |
| <i>18:30 – 20:00</i> | <i>Break</i> |
| 20:00 | Dinner at High Tech Campus |

December 14th

09:00 – 11:50 Session 4 – High Tech Campus

Innovation and citizens

Topic: How to involve citizens in the innovation system

Moderator: Charlotte Arwidi

This session will focus on how to create an innovation culture in Europe, and how to leverage talents currently not involved in the innovation process.

- 09:00 – 09:10** Cees Admiraal, *High Tech Campus Eindhoven (The Netherlands)*
Introduction to High Tech Campus Eindhoven
- 09:10 – 09:30** David Robson, *Scottish Enterprise (UK)*
Innovation 2.0: tapping un-tapped innovation talents
- 09:30 – 09:50** Kirsten Langkilde, *Innovation Circus (Germany)*
Innovation Circus – the project and experiences in Riga, Berlin and Milano
- 09:50 – 10:10** Peter Vorderer, *VU university Amsterdam (The Netherlands)*
Games as media for social and cultural change
- 10:10 – 10:40** ***Coffee break***
- 10:40 – 11:00** Carolina Apolo Llerena / Federico Campos de Portas, *iniciativa joven (Spain)*
iniciativa joven: Innovation, creativity and imagination – involving the young
- 11:00 – 11:20** Marion Esch, *Femtec TU Berlin (Germany)*
EuroWISTDOM: new ways promoting science and technology
- 11:20 – 11:50** **Plenary discussion**
- 11:50 – 12:00** **Stretching legs**

12:00 – 13:30 Session 5 – High Tech Campus

Policy conclusions & closing

Topic: General conclusions and ideas for the forthcoming European Year of Creativity and Innovation

Moderator: Reinhard Büscher

This session aims at generating concrete ideas on how an innovation culture could be fostered and supported by action at the European Community level and - more specifically – through the 2009 European Year of Creativity and Innovation.

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| 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, <i>European Commission – DG Enterprise & Industry</i>
Conclusions |
| 13:30 – 14:30 | Lunch |

INNO-Views

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Any requests, recommendations and suggestions of themes, experts and locations for further workshops are welcome and should be directly addressed to INNO-Views:

Contact

Dr. Rolf Reiner
i.con. innovation GmbH
INNO-Views coordinator
Wankelstr. 14
70563 Stuttgart
Germany
INNO-Views@icon-innovation.de

Kimmo Halme
Advansis Oy
INNO-Views project
Itälahdenkatu 22 A b
00210 Helsinki
Finland
kimmo.halme@advansis.fi