

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



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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

SAVOIA EXCELSIOR PALACE, RIVA DEL MANDRACCHIO 4, 34124 TRIESTE

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

SAVOIA EXCELSIOR PALACE, RIVA DEL MANDRACCHIO 4, 34124 TRIESTE

WELCOME AND OPENING SESSION

09:30-10:00	Registration and Welcome coffee	13:00-14:30	Buffet lunch
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 Vincenzo De Luca , Director General, Cultural and Economic Promotion and Innovation, Ministry of Foreign Affairs and International Cooperation, Italy Giovanni De Santi , Director, Competences, JRC, European Commission Sergio Paoletti , President of AREA Science Park	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 Roko Andričević , Professor, Faculty of Civil Engineering, Architecture and Geodesy, University of Split, Croatia
11:00-11:30	Coffee break	16:00-16:30	Q&A
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 Patrizio Bianchi , Regional Minister for Coordination of European Policies for Employment, Growth, Education, Vocational training, University, Research and Emilia-Romagna Region, Italy Loredana Panariti , Regional Minister for Work, Training, Education, Equal Opportunities, Youth Policy, Research and Universities, Friuli Venezia Giulia Region, Italy * Katharina Hellmann , Deputy Head of Unit European policy coordination, Budget, State Regional Policy, Justice and Home Affairs, Research, Transport, Bavarian State Chancellery Vanja Ivošević , Regional Cooperation Council (RCC)	16:30-17:30	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, challenges and best practices Moderator: Željka Babić , Intellectual Property and Technology Transfer Unit, JRC Andrea Mairate , Head of Unit, Competence Centre Macro-regions and Territorial Co-operation, Directorate-General for Regional and Urban REGIO) Lodovico Gherardi , ADRION Cooperation Programme, Emilia-Romagna Christina Bauer , Head of the Managing Authority of the Alpine Space Programme <i>The EU strategy for the Alpine Region from the perspective of a transnational cooperation programme</i> Valentina Pinna , Vanguard Initiative and Regional S3, Lombardy Region,
		17:30-17:45	Q&A
			Wrap-up and Conclusions by Moderators

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, Croatia
WISE and S3 in Croatia

Désirée 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

Ketty Segatti, Deputy Director, Education, Right to Study, High Learning Research Department, Friuli Venezia Giulia Region, Italy

Tomislav Radoš, Managing Director, Croatian Center for Industrial (CIRAZ)

Marija Vujaković, Director, BSC Centar, Serbia

12:30-14:00 **Buffet lunch**

14:00-15:30 **S3 and Value Chains**
Thematic S3 Platforms vs. Strategic Cluster Partnerships for Smart 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, Industrial research unit and S3 technical assistance manager, ASTER, Italy
Value Chains in thematic platforms: S3 implementation and evolution in Emilia-Romagna region

Aleš Hančič, S3 for Industrial Modernisation - Smart mechatronic tools and dies, TECOS, Slovenia
IND4.0 - Expectations and opportunities of the manufacturing industry

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 – Verni**, Deputy Director, Industry, Tourism and 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

Martina Hartl, EUSALP Action Group 1 "To develop an effective research and innovation ecosystem"
Smart specialisation – Alpine Region specifics and macro-regional similarities

* to be confirmed

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

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

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)

Luis Sanz, Director General, International Association of Science Parks and Areas of Innovation (IASP)
Josep Miquel Piqué, Executive President, La Salle Technova Barcelona President, IASP
The path to grow
Paris Kokorotsikos, Head of Greece-based Euroconsultants

Q&A

13:00-14:00 **Buffet 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

Engineering
Klagenfurt am
Serbia

Mauro Giacca, Director-General International Centre for Genetic and Biotechnology (ICGEB)
David Pitschmann, Lakeside Science & Technology Park GmbH, Wörthersee, Austria
Gordana Danilović Grković, Science and technology Park Belgrade,
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: **Fabrizio Rovatti**, Director, Innovation Factory, AREA Science Park Incubator

Technology
and Vice
Innovation Ltd.

Theologos Prokopiou, Managing Director, business incubator i4G S.A.
Juan Antonio Bertolin, Innovation and Projects Director, Science, and Business Park of the Universitat Jaume I of Castellón (ESPAITEC)
Josep Miquel Piqué, Executive President, La Salle Technova Barcelona President, IASP
Tim Hart, Managing Consultant, Isis Enterprise, Oxford University

Q&A
Adjourning to the next day of the meeting

18:00 *** Visit to the Miramare Castle**
20:00 **Networking dinner**, Restaurant Le Terrazze, Strada Costiera 22, 34014 Trieste

** 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 **Collaborating with industry: implications for public research organisations and SMEs**

Panel: **Maurizio Fermeglia**, Rector, University of Trieste,
Cristina Marullo, Scuola Superiore Sant'Anna, Pisa, Italy
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
How to involve SME's and academic labs together in the innovation process

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Q&A

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

11:30-12:45 **Collaborating with industry: implications for public research organisations and SMEs (ctd)**

Alberto de Minin, Associate Professor of Management, Scuola Superiore
Sant'Anna, Pisa, Italy
Appropriation Advantage: the relevance of IP for Open Innovation Strategies

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

Petra Püchner, Executive Manager, Steinbeis Foundation

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

Q&A

13:00-14:00 **Buffet 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)
*Integrating Nanoscience laboratories and Analytical Research
Infrastructures for future industrial challenges*

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 Property Organization and Transition Countries (TDC), World Intellectual Property Organization (WIPO), Geneva
Giancarlo Caratti, Head of Unit, Intellectual Property and Technology Transfer, Competences, Joint Research Centre (JRC), European Commission

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**

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

12:30-14:00 **Buffet 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

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 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
University of		13:00-14:00	Buffet lunch
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	Theme III: IP Valuation in the Commercialisation Phase of the Research Results and Services	
11:00-11:15	Coffee break	14:00-15:00	Capturing the Value of Technology through IPR Strategy Ulf Petrusson , University of Gothenburg
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	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

FRIDAY, 30 SEPTEMBER

AREA SCIENCE PARK, PADRICIANO 99, 34149 TRIESTE

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

Session organised and managed only by AREA Science Park

09:45-10:30 **Rural development programmes and research Smart Specialisation Strategies and rural development**

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

Pavel Milenov, Scientific Officer, Joint Research Centre, European Commission

Q&A

11:00-11:15 **Coffee break**

11:15 -13:00 **Interaction between innovation and rural development in the framework of the pre-accession countries**

Moderator: **Giancarlo Caratti**, Joint Research Centre (JRC), European Commission

Pavel Milenov, Scientific Officer, Joint Research Centre, European Commission

Ivana Stefanović Ristin, Coordinator, National Rural Development Network, Serbia

Sotirag Hroni, Chairman of the Albanian Network for Rural Development, Albania , Albania

Marina Koprivnjak, Coordinator, Rural Development Network, Croatia

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

14:00-16.00 **New technologies in agribusiness support: societal challenges and climate change**

Moderator: **Stephen Taylor**, Director of Marketing, Communication and Business Development
Unit, AREA Science Park

Paolo Sabbatini, Associate Professor Department of Horticulture. Michigan State University, United States of America

Gabriele Di Gaspero, Professor, IGA Applied Genomics Institute, Udine, Italy

Paolo Sivilotti, Researcher, University of Udine

Wendy Craig , Group Leader - Biosafety Group , ICGEB – International Centre of Genetic Engineering & Biotechnologies

Pierpaolo Penco , Professor. MIB School of Management

Giovanni Nicola Pes, Deputy General Secretary - Italian National Agency for Microcredit

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

16:15-18:00 **Round Table: The voice of the Local Action Groups: integration of innovation in local development strategies**

Moderator: **Massimiliano Rudella**, Coordinator of the working group on innovation and rural development, AREA Science Park

David Pizziga, President Local Action Group CARSO-KRAS, Italy

Giovanni Nicola Pes, Deputy General Secretary - Italian National Agency for Microcredit

Andrej Medved, President Local Action Group ISTRIA, Slovenia

Ivana Stefanović Ristin, Coordinator, National Rural Development Network, Serbia

Sotirag Hroni, Chairman of the Albanian Network for Rural Development, Albania



PRACTICAL INFORMATION

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Venues

AREA Science Park

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Hotels

Transfer Information

Tourist Organisation of Trieste

