Week of INNOVATIVE REGIONS in EUROPE 2014

12•13 June / ATHENS
WiRE 2014
12-13 June / ATHENS
Week of INNOVATIVE REGIONS in EUROPE 2014
Rebooting Regional Policy for Innovation and Growth

The “Week of Innovative Regions in Europe 2014” (WIRE V) takes place in Athens, on 12-13 June 2014, under the auspices of the Greek EU Presidency. Since 2010, the WIRE Conference Series is a key instrument for setting the European Regional Agenda and provides a significant forum for policy dialogue on Regional Strategies, Innovation and Growth.

WIRE 2014 is being organised by the National Documentation Centre of Greece (EKT) and the European Commission, in collaboration with the General Secretariat for Research and Technology. The Conference is listed as one of the most significant events of the Greek EU Presidency and aims at building on the previous events, adding knowledge, debate and expertise on three main topics:

- **European Funding for Regional Development in 2014-2020**
  WIRE 2014 presents the key priorities for research, innovation, entrepreneurship and regional growth in the current programming period. Addressing the challenges that the new social and economic conditions pose for regional development, sessions will demonstrate how Regions can efficiently deploy policies and use budget under Horizon 2020 and European Structural and Investment Fund (ESIF) to target investments on key growth sectors. Regional authorities are invited to share their experience in RIS3 utilisation of EU funds and discuss how they can translate Smart Specialisation Strategies into policy, build and implement successful Innovation Strategies.

- **Business Driving Regional Innovation**
  “Business Driving Regional Innovation” examines the links between regional innovation and business performance and focuses on how enterprises can optimally contribute to the regional ecosystem for knowledge-based growth. Sessions under this topic present key business achievements and best practices regarding the successful integration of Research and Innovation Strategies for Smart Specialisation (RIS3). This topic aims to build our understanding on how Regions can create effective synergies between ESIF, H2020 and business and how they can achieve greater co-operation among private and public stakeholders.

- **Scientific Excellence, Open data and Knowledge re-use for Regional Growth**
  “Scientific Excellence, Open Data and Knowledge re-use for regional growth” addresses the role of a knowledge based economy in promoting research, innovation and regional development. The utilization of open data and free knowledge-sharing are preconditions for regional growth, local entrepreneurship and smart development. Sessions and enlightening talks will highlight the importance of Science and Technology metrics in designing, planning and monitoring efficient evidence-based regional policies.
WiRE2014 / Useful Information

Conference Location  |  The Conference will be held at Aegli Zappiou (Kips Zappiou, Athens). Located in the heart of the city of Athens, in the Zappeio Gardens and next to the Zappeion Megaron, Aegli Zappiou is a convenient location for getting around Athens. Aegli is adjacent to Syntagma square and the Greek parliament. It is facing the Acropolis and the Lycabettus Hill and is also right next to the Kallimarmaro Stadium.

Transportation  |  Aegli Zappiou is approachable by all means of transportation. It is located approximately 34 Kilometres from Athens International Airport Eleftherios Venizelos. If you are travelling by metro (line 2, 3) or tram (T4, T5) exit at Syntagma Station (Entrance-Exit: Amalias Ave/National Garden). There is also an extended network of buses and trolleys getting to Zappeion.

Parking  |  For participants who will arrive by car, there is also a private parking area with an entrance from Vasilissis Olgas Avenue.

Registration  |  You will receive your conference badge and Program, at the conference registration and check-in area, beginning on Thursday, at 8:30 PM. Please wear your badge at all times.

Social Events  |  Gala Dinner: The Gala Dinner (for confirmed registrants to the Gala) is held at the Dionysos by the Acropolis restaurant (43 Rovertou Galli Street, Athens), on Thursday, June 12, 19.30 pm. The restaurant is located in a prominent position on the outskirts of the Acropolis, having a panoramic view of the sacred rock of the Acropolis and the Odeon of Herodes Atticus (Heredion).

A different approach for sightseeing: Creative Walk in the Centre of Athens: Join us to a Walk in the centre of Athens. The visit to innovative creative industries in the centre of Athens will begin right after the conference’s concluding session, on Friday, June 13th at 17.30 pm.

Services  |  Free WiFi is available in all public areas of Aegli Zapeiou (Network: BANQUET)

Press Lounge  |  An on-site Press Room and Lounge at the Conference location, Aegli Zappiou will be available for the Press, during the conference. Chairs, Speakers and Rapporteurs may use the room for interviews and meetings.
8.30 - 9.00  Registration

9.00 - 9.40  Welcome
- Constantine Arvanitopoulos  
  Minister of Education and Religious Affairs*
- Kostis Hatzidakis  
  Minister of Development & Competitiveness
- Christos Vasilakos  
  General Secretary for Research & Technology
- Manolis Angelakas  
  General Secretary, Decentralized Administration of Attica

Welcome/Moderation:
- Evi Sachini, Director, National Documentation Centre

9.40 - 11.30  Session 1
Regional Innovation & European Growth: the new frame 2014-2020

Objective:
Set the EU political goals for research, innovation, entrepreneurship and regional growth in the programming period 2014-2020; Present the challenges for regions to adapt to new social and economic situations; Highlight the complementary policies of the European Commission.

Speakers:
- Máire Geoghegan-Quinn  
  Commissioner for Research, Innovation and Science
- George Stylianos Prevelakis  
  Ambassador of Greece to the OECD
- Rodi Kratsa  
  Greek MEP and Member of the Committee on Regional Development, Vice-President of the European Parliament 2007-2012
- Dominique Foray  
  Director, Chaire en Economie et Management de l’Innovation (CEMI), Ecole Polytechnique Fédérale de Lausanne

Moderator: Valia Kaimaki, Journalist

11:30 - 12:00  Coffee break / Lobby & Aegli Garden

* Invited Speaker
11:30 - 12:00  Press Conference / Prive Conference Room

12:00 - 13:30  Session 2
Olympia  III & IV

Rebooting Regional Policy:
gaining real impact from Smart Specialisation Strategies

Objective:
Present the technical frame of the EU funding for regional growth; Highlight the complementarities and the expected synergies; Invite regional authorities to share their experience in RIS3/utilisation of EU funds; Discuss about the optimal use of instruments at regional, national and European level.

Chair: Rafael Rodriguez, Consejo Superior de Investigaciones Cientificas, WIRE 2010 organiser

- Regional Intelligence in RIS3: the reshaped EU landscape
  Octavi Quintana Trias, Principal Adviser of the Task force on Smart Specialisation, DG Research & Innovation, European Commission

- ESIF 2014-2020: investing in the smart priorities
  Charlina Vitcheva, Director, Smart and Sustainable Growth and Southern Europe, DG Regional and Urban Policy

- From planning to implementing Smart Specialisation Strategies: lessons learnt so far through the S3 Platform
  Manuel Palazuelos Martinez, Institute for Prospective Technological Studies, Joint Research Centre, European Commission

Enlightening talks:
Designing Regional Innovation Strategies under economic crisis

- Navarra Region, Cernin Martinez Yoldi, Director Fundacion MODERNA
- Attica Region, Greece, Representative of the Region of Attica
- Skåne Region, Filippa Arvas Olsson, Managing Director, Skåne European Office

Discussion:
Lessons learnt from WIRE I-IV; A step forward to policy mix for RIS3.

Rapporteur: Richard Tuffs, Director, European Regions Research and Innovation Network

13:30 - 15:00  Lunch / Cine Aegli
Parallel Session 3
Business driving Regional Innovation

Objective:
Discuss the contribution of business to the regional ecosystem for knowledge-based growth and job creation; How to engage enterprises in RIS3; Feedback of enterprises on EU funding instruments; Regions as facilitators for business growth & financial sustainability.

Chair: **Imelda Lambkin**, Enterprise Ireland, WIRE 2013 organiser

- Competitive industries for regional development:
  - the case of advanced manufacturing.
  - **Bonifacio Garcia Porras**, Head of Unit, Innovation policy for Growth, DG Enterprise & Industry

- Access to finance in Horizon 2020: opportunities for SMEs
  - **Jean David Malo**, Head of Unit, Financial Engineering, DG Research & Innovation, European Commission

- Digital Innovation at regional level
  - **Christine Simon**, DG Communications Networks, Content and Technology, European Commission

- Creating synergies between ESIF and H2020 for business
  - **Andrea Conte**, Institute for Prospective Technological Studies, Joint Research Centre, European Commission

Enlightening talks:
Innovative business transforming the regional environment

- **RAYCAP**, Greece, **Zafeiris Politis**, Head of R&D
- **Cinevation**, Norway / Eurostar project Archivator:
  - Data Recording and Data Scanning with Data Boxing and Un-Boxing,
  - **Rune Bjerkestrand**, Cinevation, Norway / Eurostar
- **Agencia de Innovación y Desarrollo de Andalucía IDEA**
  - **Carmen Sillero Illanes**, Head of Division for Strategy and Programmes

Discussion:
SME-innovation/regional schemes of the past and the future: which scheme can actually work?

**Rapporteur:** **Márta Nadabán Völgyiné** — INNOVA Hungary, WIRE 2011 organiser
Parallel Session 4
A new mission for Territorial Cooperation: research & business on board

Objective:
The role of knowledge-based economy in the Territorial Cooperation; Innovation disparities in Europe; Sustainable partnerships between less and more advanced regions; Knowledge-based territorial cooperation; Initiatives on regional and urban development.

Chair: Andrzej Siemaszko, KPK IPPT PAN Poland, WIRE 2012 Organiser

• How can European Territorial Cooperation programmes & Interregional Cooperation contribute to innovation policies
  Nicolas Singer, INTERREG IVC JTS

• The policy cycle of Smart Specialisation strategies at regional level
  Claire Nauwelaers, STI Expert

• The role of research in Smart Specialisation Strategies & the outreach to business
  Costas Fotakis, President of the Foundation for Research & Technology, Hellas, Chair of EC Expert Group

• Joint Programming Initiative Urban Europe – the contribution of trans-national research and innovation cooperation on urban development
  Margit Noll, Austrian Institute of Technology, JPI Urban Europe

Enlightening talks:
Developing sustainable partnerships among regions

• The example of EU Strategy for the Adriatic and Ionian Region (EUSAIR)
  Eva Nussmueller, DG Regional Policy, European Commission

• Top Technology Region/Eindhoven-Leuven-Aachen triangle TTR - ELAt
  Wim De Kinderen, International Project Manager, Brainport Eindhoven EU Office Brussels

Discussion:
How Europe could get more growth out of the investments in R&D and Territorial Cooperation

Rapporteur: Macarena Munoz, Consejo Superior de Investigaciones Científicas
AGENDA
FRIDAY 13 June 2014

Session 5
Public Open Data for Regional Innovation

Objective:
Innovation as driver for local entrepreneurship; Utilisation of Open Data for regional planning and growth.

Chair: Constantinos Kokkinoplitis, Research & Innovation Strategy Experts
- Open Data & Innovation as policy for Entrepreneurship and Local development
  Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, Organisation for Economic Co-operation and Development
- Open & free knowledge-sharing for regional growth
  Carlos Rossel, Publisher, World Bank Group

Enlightening talks:
Open & Smart Cities
- Homer: making available and exploitable Public Sector Information
  Kostas Strataridakis, ICT Director of the Decentralized Administration of Crete.
- Building Business Models with Creative Commons Licences
  Philippe Perreaux, Creative Commons

Discussion / Rapporteur: Prodromos Tsiavos, National Documentation Centre

Session 6
Metrics & Tools for Monitoring Regional Strategies

Objective:
Provide methodologies and tools for monitoring the implementation of Smart Specialisation Strategies; Benchmarking; Harmonising indicators; Using metrics for science-evidenced policies.

Chair: Veijo Ismo Ritola, Eurostat
- Science & Innovation metrics:
  Designing & monitoring regional programmes
  Dirk Pilat, Deputy Director, Science and Technology Policy, Organisation for Economic Co-operation and Development
- Spreading Excellence and widening participation under Horizon 2020
  Dimitri Corpakis, Head of Unit, Spreading Excellence and Widening Participation, DG Research & Innovation, European Commission
AGENDA
FRIDAY 13 June 2014

• Can we measure regional innovation? Lessons from the Regional Innovation Scoreboard and the European Service Innovation Scoreboard
  Hugo Hollanders, Maastricht Economic and Social Research Institute on Innovation and technology (UNU-MERIT), Author Regional Innovation Scoreboard

• STAR METRICS: Measuring the Effect of Research on Innovation, Competitiveness and Science
  Rebecca Rosen, STAR METRICS

Discussion:
How to adapt monitoring methodologies / indicators to local needs
Rapporteur:
Colombe Warin, Policy Officer, DG Research & Innovation, European Commission

12:30 - 14:00
Lunch break / Cine Aegli

14:00 - 16:00
Olympia III & IV
Session 7
Knowledge re-use in RIS3 and Entrepreneurship

Objective:
Provide technical information on how knowledge reuse can contribute to regional planning; Present successful examples of enterprises utilizing open data for decision-making and development of commercial products/services; present tools and innovation methodologies for smart regional services.

Chair: Ezio Andreta, President of APRE/Agenzia per la Promozione della Ricerca Europea

• 3D-Print your future: just think and produce,
  German Esteban Muniz, DG Research & Innovation, European Commission

• Knowledge re-use & business spaces in Regions:
  new models to counterbalance crisis
  Peter Troxler, Research Professor at Rotterdam University of Applied Sciences, owner of Square One

• Open business spaces in regions as a new model to counterbalance crisis: The Orange Grove paradigm
  Jan Versteeg, Ambassador at Embassy of the Kingdom of the Netherlands in Greece

Enlightening talks:
Open data and co-working spaces transforming traditional business

• Fab Labs: Innovation in Crisis Economies
  Areti Markopoulou, Barcelona, Institute for Advanced Architecture of Catalonia

• Agro-Know Technologies
  Ioannis Stoitsis, COO, Agro-Know
Discussion / Rapporteur: Lucas Janssen, Policy Officer, DG Research & Innovation, European Commission

16:00 - 16:30
Coffee Break / Lobby & Aegli Garden

16:30 - 17:30
Closing Session
Innovation & Regional Development

Wrap-up session: Richard Tuffs, Director, European Regions Research and Innovation Network

Wolfgang Burtscher, Deputy Director-General for Research & Innovation, DG Research & Innovation, European Commission

Evy Christofilopoulou, Vice Minister of Administrative Reform and e-Governance

Lauma Sika, Counsellor, Attaché (Research and Space questions), Permanent Representation of the Republic of Latvia to the EU (next WIRE organiser)

17:30
Creative Walk in the centre of Athens
Visit to innovative creative industries: a different approach.