

# Open Innovation 2.0 Conference 2016

23<sup>rd</sup> – 24<sup>th</sup> May 2016

**Amsterdam**  
The Netherlands



## Programme

*Jointly organized under the label  
of the Dutch EU Presidency*

 @OISPG #OI2Conf16 [bit.ly/OI2Conf16](http://bit.ly/OI2Conf16)

**Day 0, May 22, 2016 Get-together networking Cocktail 18:00-21:30**

Venue: IJzaal - Tolhuistuin, Amsterdam

**Day 1, May 23, 2016 Conference Programme 8:00-17:30**

Venue: Royal Tropical Institute, Amsterdam

(Plenary 09:00-12:50, Parallel sessions 13:50-15:20, Waypoint visits 15:20-17:30)

08.00 - 09.00	<b>Registration &amp; Coffee</b>
09.00 - 09.10	<b>Opening by the conference co-organisers</b> Welcome by <b>Martin Curley</b> , VP Intel Labs Europe, OISPG Chair <b>Nina Tellegen</b> , Director Amsterdam Economic Board <b>Geleyn Meijer</b> , Dean Amsterdam University of Applied Sciences <b>Bror Salmelin</b> , European Commission, DG CONNECT, Adviser Innovation Systems
09.10 - 10.00	<b>High-level Plenary</b> <b>Jean Claude Juncker</b> , President of the European Commission, <i>Video Message</i> <b>Markku Markkula</b> , President of the Committee of the Regions <b>Lambert van Nistelrooij</b> , European Parliament <b>Huib de Jong</b> , Executive board and Rector of Amsterdam University of Applied Sciences <b>Cheryl Campbell</b> , Senior Vice President, CGI <b>Henk van Houten</b> , Executive Vice President, Chief Technology Officer, Royal Philips
10.00 - 10:40	<b>Panel I – Open Innovation 2.0 in Digital Single Market</b> <b>Chair:</b> <b>Markku Markkula</b> , President, European Committee of the Regions <b>Panelists:</b> <b>Prof. Henry Chesbrough</b> , UC Berkeley <b>Shigeaki Honjo</b> , President, Fujitsu Research Institute <b>Dana Eleftheriadou</b> , European Commission, DG GROW
10:40 - 11.10	<i>Coffee break</i>
11.10 - 11:50	<b>Panel II – Open Innovation 2.0 design patterns:</b> <b>Chair and Introduction:</b> <b>Martin Curley</b> , Vice President & Director, Intel Labs Europe <b>Panelists:</b> <b>Prof. Wim Vanhaverbeke</b> , University of Hasselt <b>Cristina Cristalli</b> , Luccioni Group <b>Jan Newel-Lewis</b> , Native <b>Nicholas Davis</b> , World Economic Forum <b>Geleyn Meijer</b> , Dean Amsterdam University of Applied Sciences
11:50 - 12.40	<b>Panel III – Entrepreneurship 2.0 meets Open Innovation 2.0</b> <b>Chair:</b> <b>Dr. Richard Straub</b> , President, Peter Drucker Society of Austria <b>Panelists:</b> <b>Prof. Noboru Konno</b> , Japan Innovation Network <b>Angelica Kohlmann</b> , Kohlmann & Co <b>Esko Kilpi</b> , Esko Kilpi Ltd <b>Alain Heureux</b> , Yourownlab <b>Timo Ali-Vehmas</b> , Nokia
12.40 - 12:50	<b>Open Innovation 2.0 in practice: Introduction to the waypoint visits</b> <b>Geleyn Meijer</b> , Dean Amsterdam University of Applied Sciences <b>Brief presentations by the Tour Curators and Exercise Hosts</b>
12:50 - 13:50	<i>Lunch break</i>

**13:50-15:20 Parallel Sessions (Facilitated panels)**

Future Cities, Citizens Participation and Living Labs	Implementing Urban Agenda - Cities and regions as launch pads for digital transformation	Data driven Innovation for Digital Single Market	Open engagement platforms as value enabler	Business Challenges of Open Innovation 2.0
<b>Chair:</b> <b>Gohar Sargsyan</b> , OISPG <b>Facilitator:</b> <b>Quadrio Alves</b> , Director Future Cities, CGI <b>Speakers:</b> <b>Robert van den Berg</b> , Director Public Safety/police CGI <b>Patrick Padding</b> , Police NL, SAG member H2020 Secure Societies <b>Tuija Hirvikoski</b> <b>Chairman of ENoLL</b> – Living Labs, citizen driven innovation <b>Magnus Joergel</b> , Region Skåne, I2SI <b>Jennifer Gabrys</b> , Citizen Sense	<b>Chair:</b> <b>Markku Markkula</b> , OISPG <b>Facilitator:</b> <b>Hank Kune</b> , Educare, I2SI <b>Speakers:</b> <b>Anna Stahlbrost</b> , Lulea University of Technology <b>Mikael Grannas</b> , Mayor, City of Sipoo <b>Prof. Leif Edvinsson</b> , Lund/Hong Kong University Future Centers <b>Jan Stureson</b> , PWC <b>Martijn de Waal</b> , Amsterdam University of Applied Sciences Design & the City <b>Bianca Muntean</b> , Transylvanian Clusters Consortium <b>Adrin Alin Nica</b> , Member of the European Committee of the Regions, Mayor of Duceştii Noi Timiş County	<b>Chair:</b> <b>Pierre Simay</b> , OISPG Institut Mines telecom, French National Contact Point for ICT and for SME in Horizon 2020 <b>Facilitator:</b> <b>Laure Le Bars</b> , Research Director SAP, BDVA <b>Speakers:</b> <b>Dinand Tinholt</b> , Capgemini <b>Justin Grace</b> , Digital Catapult UK <b>Freek Bomhof</b> , TNO, BDVA <b>Dorothee Werner</b> , Data publisher view, Börsenverein des Deutschen Buchhandels e.V.	<b>Chair:</b> <b>Nuria De Lama Sanchez</b> , OISPG <b>Facilitator:</b> <b>Paolo Martinez</b> , FUTOUR - I2SI <b>Speakers:</b> <b>Esteve Almirall</b> , ESADE <b>Sten-Erik Bjorling</b> , Enviro Data <b>Michela Magas</b> , Stromatolite <b>Emmanuel Isambert</b> , EASA <b>Ikka Kakko</b> , Karostech <b>Jan Roggeveen</b> , Cisco <b>Katalin Gallyas</b> , Civic Tech Amsterdam	<b>Chair:</b> <b>Geleyn Meijer</b> , OISPG <b>Facilitator:</b> <b>Sabine Niederer</b> , Research Director, Amsterdam University of Applied Sciences <b>Speakers:</b> <b>Artemus Nicholson</b> , PA Consulting Group Open Innovation challenges in New Corporates <b>Ad Kroft</b> , INSEIT network and COMMIT/Disruptive awareness in the boardroom <b>Ruud Priester</b> , Amsterdam Creative Industries Network findings from the Action Camp challenge <b>Prof. Wim Vanhaverbeke</b> , University of Hasselt <b>Prof. Alberto Di Minin</b> , Scuola Superiore Sant'Anna

**15:20-17:30 Open Innovation 2.0 in practice: Company and innovation hub visits****What does Open Innovation 2.0 mean in practice? – (6 Tours )**

On 23<sup>rd</sup> May in the afternoon, participants will split into smaller groups in order to visit some Open Innovation 2.0 Waypoints in Amsterdam. A number of waypoint visits will be organized at FabCity, Science Park, Knowledge Mile – Amsterdam University of Applied Sciences and Amsterdam City Experience lab. Prior registration for each of the waypoint visits will be required on the spot on the first day of the event.

By invitation only

**19:00 Boat trip**

(Canal boat meeting point: is located right in front of the main entrance of the conference venue KIT, Mauritskade 63 on the other side of the street. Meeting at 18:45 the latest)

**20:00 Open Innovation 2.0 Dinner and Innovation Luminary Awards Ceremony**

(Venue: Posthoornkerk - Church, Haarlemmerstraat 124-126, 1013 EX Amsterdam)

**Day 2, May 24, 2016 Conference Programme 08:00-17:30****Venue: Royal Tropical Institute, Amsterdam****(Plenary 09:00-12:10, Parallel sessions 13:30-15:00, Closing plenary 15:30-16:30)**

08.30 – 09.00	<b>Registration &amp; Coffee</b>
09.00 – 09.10	<b>Summary of the Day 1</b> by <b>Martin Curley</b>
09.10 – 09.40	<b>Opening of Day 2</b> <b>Plenary keynotes:</b> <b>Prof. Yoshio Tanaka</b> , Tokyo University of Science, Advanced industrial Science and Technology <b>Prof. Elias Carayannis</b> , George Washington University, <i>Video Message</i>
09.40 – 10.50	<b>Panel I: Open Innovation 2.0 for Digital Single Market</b> <b>Chair: Bror Salmelin</b> , European Commission, DG CONNECT  <b>Susana Nascimento</b> , European Commission, JRC <b>Nina Tellegen</b> , Amsterdam Economic Board <b>Gohar Sargsyan</b> , CGI <b>Prof. Frank van Harmelen</b> , COMMIT/ Free University of Amsterdam
10.50 – 11.10	<i>Coffee break</i>
11.10 – 12.10	<b>Panel II - Digital Economy and Open Borders</b> <b>Chair: Ralph Dum</b> , European Commission, DG CONNECT  <b>Marleen Stikker</b> , President, co-founder Waag Society <b>Christophe de Jaeger</b> , President of GLUON foundation and BOZAR, BE <b>Sander Veenhof</b> , artist
12.10 – 13.30	<i>Lunch break</i>

**Day 2, May 24, 2016****13:30-15:00 World Café & Parallel Sessions**

<b>World Café</b>	<b>Parallel Session 1</b>	<b>Parallel Session 2</b>	<b>Parallel Session 3</b>
Each session from the Day 1 produces several challenges and pass to grand café to come back with solutions. Later we summarize and put them together to feed the closing panel.	<b>Horizon 2020 giving opportunities for Open Innovation:</b> <b>Koen De Pater</b> , European Commission, DG RTD  <b>Innovation measurement, Innovation Radar:</b> <b>Eoghan O’Neill</b> , European Commission, DG CONNECT  <b>Modeling Innovation Sustainability:</b> <b>Tina Melo Dias</b> , New Club of Paris  <b>AI and forecasting</b> <b>Prof. Eunika Mercier-Laurent</b> , Innovation 3D  <b>Wolfgang Bock</b> , Anitra	<b>Learning for Open Innovation</b>  <b>Moderators:</b> <b>Benjamin Aaron Snow</b> , Co-Founder Civocracy <b>Karien Vermeulen</b> , Head of programme “Education” Waag Society <b>Julia Manske</b> , Programme manager “European Digital Agenda” Stiftung neue Verantwortung	<b>Living Labs Network as a Future Backbone for Digital Single Market</b>  <b>Moderators:</b> <b>Tuija Hirvikoski</b> , ENoLL <b>Markku Markkula</b> , President, European Committee of the Regions <b>Anna Stahlbrost</b> , Luleå University of Technology <b>Artur Serra</b> , i2cat <b>Veera Mustonen</b> , Forum Virium <b>NN</b> , Appiness <b>Marie Louise Eriksson</b> , Skane region

**Closing Plenary**

<b>15.30 – 16.30</b>	Chair: <b>Bror Salmelin</b> , European Commission, DG CONNECT  Keynotes <b>Sabine Brunswicker</b> , Purdue University <b>Martin Kern</b> , EIT <b>Tuija Hirvikoski</b> , ENoLL <b>Prof. Ikujiro Nonaka</b> , Hitotsubashi University, <i>Video Message</i>  Official closing by the organisers
16:45	<b>Living Labs 10<sup>th</sup> anniversary celebration ceremony organized by European Network of Living Labs (ENoLL) with a Greeting Address by the President of the Committee of the Regions Markku Markkula.</b>

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