

Creativity, Innovation, People

The Regional Dimension of Creativity and Innovation

EYCI Second Flagship Conference **Brussels 8-9 July 2009**

Wednesday 8 July

10.00 – 11.00 **Registration**

11.00 – 13.00 **Opening Session**

**Mr Jan Figel' Commissioner for Education,
Mr Luc Van den Brande, President of the Committee of Regions**

**Ms Charlotta Mällander, Jonkoping University IBS,
European Cluster Policy Group
Mr Veli-Pekka Niitamo, NOKIA, Chair of Living Labs Europe**

13.00 – 14.00 **Lunch**

15.00 – 17.00 **JBS1 Innovation and Employment**
Room 2

**Presentation: Services Innovation - The role of Government
Dr Allan Mayo, Service Policy Unit, BERR**

**Promoting and showcasing digital creativity, innovation and talent
Gwen Joy, Manager of the Watershed Media Centre, Bristol, UK**

**A platform for developing creativity and economy
Jordi Hernández Prat, Catalonia Audiovisual Park**

**A new digital community promoting innovation and experimentation
Julián Valero, Silicon Sentier, Living Lab 2^{ème} arrondissement, Paris**

15.00 – 17.00 **WB1 Innovation and Wellbeing: Health Services**
Room 1A

**Presentation: Where wellness, jobs and innovation meet
Ms Niamh Scannell, Director, Technology Research for Independent
Living Centre, European Research Director, Digital Health, INTEL**

**Wellbeing through innovation
Kalevi Virta, Finnwell Coordinator, TEKES**

**Serving the older population fostering innovation and education
Eoin Lambkin, European Connected Health Campus**

**The role of innovative SMEs
Dr Martin Denz, European Health Telematics Association**

15.00 – 17.00 **EDU1 Innovation and Education: The crucial role of schools**
Room 1B

**Presentation: Creative Partnerships: ten years on
Mr Paul Collard, Creative Partnerships, UK**

**Inspiration, creativity, innovation : fostering entrepreneurial creativity
Sara Pieters, Flanders DC,**

**Motivation, fun, innovation: a successful competition for ideas
Jana Zachs Jugend Innovativ**

The most important years
Carlotta Rinaldi, Zerosei, Reggio Children, Emilia-Romagna

Thursday 9 July

9.30- 11.30
Room 2

JBS2 Innovation and Employment

Presentation IIP: ICT innovative platform for creative industries
Mr Emile Aarts, Scientific Programme Director, Philips Research (TBC)

KIS-PIMS Knowledge Intensive Services for renewable energy production systems. Katherina Krell, Greenovate!

A multi-stakeholder approach to regional governance
Joerg Saalbach, Metropolitan Region Rhine-Neckar

Sharing: an innovative answer to enterprises and workers' needs
M France Joubert, CERGE (Groupement d'employeurs et entreprises)

9.30- 11.30
Room 1A

WB2 Innovation and Wellbeing: Social Innovation

Presentation: Understanding and fostering social innovation
Ms Eva Moe, Programme Manager, Knowledge Foundation, Sweden

Sustainability, youth, quality of life
Dr Michael LaFond, Experimentcity, Berlin

Involving citizens in urban regeneration
Mr Mano Domjan, Budapest Beyond Sightseeing, Budapest

Satra Brunn, a community asset
Mr Jan Forsmark, Satra Brunn

9.30- 11.30
Room 1B

EDU2 Innovation and Education

Presentation: Listening to stakeholders
Mr Claudio Dondi, Scierter

"Big Dipper" A moving science laboratory
Kaido Reivelt, Estonian Physical Society

Preparing students for innovation
University of Lodz, Poland

Innovation, education and web 2.0
Yves Punie, IPTS (Institute for Prospective Technological Studies)

11.30 – 12.00

Coffee break

12.00 – 13.30

Closing Session

Conclusions of the workshops by rapporteurs
Closing speech: Mme Odile Quintin, Director General EAC (TBC)

13.30

Parting drink

Registration open at <http://eyci.teamwork.fr>