

**EUROPEAN FORUM for INNOVATION (EFI) 2010**  
*“Empowering the Pan-European Community in a Competitive Global Environment”*

**23-25 June 2010 – Trento, Italy**  
*Under the auspices of the Autonomous Province of Trento*

CREATE-NET, with the support of the Autonomous province of Trento, hosted the European Forum for Innovation (EFI) 2010. Part of this international event included the 5<sup>th</sup> EAI meeting which brought together European key leaders, international institutions, private sector companies, universities and individuals to promote the launch of the European Alliance for Innovation (EAI).

Building on the foundations of previous EAI meetings and of the European Commission sponsored meeting in Lyon at ICT2008, EFI 2010 has helped to forge a strong coalition of local and global forces that share the need for a unified and community driven effort. The initiative aims at promoting Innovation in Europe that will foster a new European economic expansion which stimulates business and economic growth.

You can find videos, proceedings and other material from the event at:  
<http://efi.eai.eu/agenda>.

## **OBJECTIVES**

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*“There is no future without challenges, but every challenge aiming at the future requires a shared commitment in the present”*

(Lorenzo Dellai, President of the Autonomous Province of Trento)

In the 21<sup>st</sup> century ICT has become a fundamental stepping stone to social and economic development. In these times of persisting economical challenges, the European Alliance for Innovation organised the European Forum for Innovation (EFI) 2010 to endorse the importance of a progressive pan-European approach to innovation, focusing on Information and Communication Technologies (ICT) as key enabler for sustainable growth.

The European Forum for Innovation (EFI) 2010 drew together policy makers, researchers, industries and public organisations to address:

- The identification of innovation-related challenges and exploration of alternative approaches
- The formal launch of the EAI Strategic Forum
- The kickoff of EAI Community framework and activities
- Ratification of procedures and organisational structure.

The European Alliance for Innovation (EAI) Initiative plans to contribute to the Social Innovation Report of the European Commission in early 2011, aiming at consolidating its role as contributor to the overall strategy of the European Commission's Innovation agenda for Europe.

## **PARTICIPANTS**

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**More than 200 participants** from key areas related to Innovation attended the European Forum for Innovation (EFI) 2010.

The **private sector** was represented by many prestigious leaders from ICT, business and technology companies including CA Technologies, Cisco, Ericsson, Hewlett-Packard, Huawei, IBM, JCDecaux, SkyItalia and Telecom Italia.

Leaders of the most prestigious **international institutions** representing thousands of researchers also contributed to the discussion, such as: AICA, CDTI, CNRS, CNR, COST, Foundation Bruno Kessler and ICST.

More than **fifteen European Universities** joined the EFI2010 and participated in the deliberation of the Forum including, Catholic University of Asuncion, National University of Rwanda, University of DEUSTO, University of Edinburgh, University of Malaga, University of Roma3, University of Padua, University of Trento, and Warsaw school of Economics.

**High level representatives** from EIT, the Italian Parliament, media and standard development organizations and the European Commission gave their support demonstrating the importance of innovation as an effective approach to promote a new era of European business and technological competitiveness.

**FIRST DAY: INNOVATION IN EUROPE - INITIATIVES AND REFORMS  
A GLOBAL PERSPECTIVE**

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*“As a global company we look for talents around the world. As we come to Europe we realize the diversity and fragmentation that exists in this Market. The EAI offers us a portal to interact not just with universities but also with companies and various public agencies that control technology that lead innovation in this continent”*

(Gabriel Silberman, Senior Vice President and Director, CA Labs  
CA Technologies)

Deliberations of the first day of the EFI2010 were held in the Sala Depero, within the main building of the Autonomous Province of Trento.

Keynote talks presentations were made by Prof. Colombo, EIT Executive Committee and Adjunct professor of Politecnico di Torino, Hon. Paolo Gentiloni, member of the Italian Parliament and former Minister of Telecommunications and Dr. Bonifacio, Policy Advisor at BEPA on how public authorities can help foster innovation and technology development through entrepreneurs, private industry, investors and researchers while highlighting successful collaborations achieved by recent initiatives such as EIT.

Throughout the first day, keynote presentations explored how collaboration between private and public sector is crucial to boost innovation, technology development, strategies and best practices that “bridge the gap” within the pan-European Innovation. High level speakers from the following organisations presented their views: ASTER, CA Labs, CEFRIEL, CEN-CENELEC, CNRS, Engineering, Ericsson, the European Commission, ISTAG, IBAN, ITU, SkyItalia, and Telecom Italia.

Major highlights of the day were:

- the importance of developing appropriate regulations to facilitate the promotion of innovation procedures within companies at EU and national level;
- the need for a bottom-up approach that can strengthen the existing European efforts versus the current top-down approach;
- the new opportunities that lie in the Internet provide new instruments (and challenges) besides traditional ones, to make economy more inclusive and sustainable.

The EAI initiative was therefore seen as the channel to these new challenges and as the web platform capable of stimulating new needs and catalyzing European innovative approaches to business and development.

***For all First day presentations please visit: <http://efi.eai.eu/agenda>.***

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**SECOND DAY: PRESENTING EAI**

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*“EAI is unique in being a grassroots movement that enables all actors in Europe to work together effectively using modern web tools to promote innovation and economic growth in Europe”.*

(Prof. Imrich Chlamtac, President of CREATE-NET)

The EAI believes that it is paramount to join European innovation efforts in order to best address its needs and to develop a roadmap and share best practices among major European players. The EAI thus adopts a unique approach that merges a grassroots movement with major international stakeholders. It does this by leveraging on Web 2.0 tools to interact effectively and to promote innovation,

During the second and third day of EFI2010, different sessions focused on the three key aspects that make the European Alliance for Innovation (EAI) unique in its kind:

**I. The Innovation Cycle**

EAI envisions innovation as a complete cycle starting from education to research to business to policy, leading to development of a marketable product or technology. The overall cycle will ultimately generate positive outcomes, from job creation to improved living standards.

Five parallel sessions that took place on the second day of EFI focused on the topical segments that compose the innovation cycle. They aimed at demonstrating the importance of the promotion of the innovation cycle to further trust, technology development and a new European competitiveness.

These sessions were as follows:

- Education and Entrepreneurship: moderated by Prof. Csaba A. Szabó, professor of the Budapest University of Technology and Economics, and featured representatives from the Universities of Padova, Roma3, Technion, Trento along with the Swedish National Agency for Higher Education and Cisco Systems Europe. Main outcomes:
  - Creation of a working group to further discuss the role and needs of the education system in order to push a new entrepreneurial mindset.
  - Analysis of some universities that are promoting entrepreneurial curricula through the involvement of companies throughout the studies: Technion as well as the Innovationlab of Roma3.
  - The importance of the web 2.0 tools as enablers and facilitators for e-learning as well as virtual communication.
  - The importance of educating students in cross-disciplinary areas.
- Research and Technology Transfer: moderated by Prof. Dave Robertson, Director of the Centre for Intelligent Systems and their applications, University of Edinburgh. This panel discussed the challenges faced in order to close the gap between research ideas and market products through involvement of funds and venture capitals and appropriate agencies. Other panelists included high level representatives from IBAN, National contact point in Poland, CNR and Rose Vision. Main points discussed:
  - The difficulties of SMEs to access funding opportunities that would help them innovate; thus the importance of influencing current EU research funding instruments in support to SMEs.
  - The importance of collaboration and networking incubators to cross-fertilize and support the development of incubated companies.

- The feasibility of using the Web as an exhibitor to support dissemination of research results in a more effective way.
- *Standards and Regulations:* moderated by Mr. Ultan Mulligan, director of Strategy and New Initiatives from ETSI, along with representatives from CSEM, ITU, AICA, RIM and AIT. Main outcomes are:
  - The opportunity of creating a working group within EAI to educate researchers and SMEs about standardisation
  - The importance of standardisation in giving added value to ideas and in promoting innovation from research to industry.
  - The recognition of the major role that SMEs plays in innovation and therefore the importance of the SME role in standards development process.
- *Business Innovation and Corporate Involvement:* led by Dr. Philippe Wacker, Executive Director EMF with representatives from; EMF, IBAN, Innova, Trentino Sviluppo, Trento Chamber of Commerce, CREATE-NET, INTELINCS, CA and JCDcaux. Main points discussed:
  - The analysis of the viability of different scenarios for the contribution of business and corporations in European innovation.
  - The lack of complete communication strategies, media coverage and web-based tools in that would expose and qualify innovation within Europe. Better communication and exposure of innovation potential would facilitate better commercialisation and export of innovation artifacts outside Europe. Consequently improved cooperation between the business stakeholders, researchers and SMEs could be enhanced via B2B events and via web-based tools.
  - The importance of increasing the visibility of the EAI via enhanced communications strategies.
  - EAI corporate involvement: boosting entrepreneurship for innovative R&D; funding scenarios for corporate support to R&D and incentives for corporate investment in R&D; cross-border cooperation in innovation; improved communication strategy; ; technology audit and visibility.
- *Societal Impact of innovation:*, Representatives from FBK, University of Trento, TasLab and CNR, moderated by Mr. Bonifacio, Policy Advisor at BEPA gathered to demonstrate the importance of addressing the need for innovation and developed the following points:
  - It is quite difficult nowadays, because of the economical crisis, to evaluate and take into consideration the social impact of innovation in spite of the Lisbon agenda.
  - Therefore there is a need in addressing this point and provide strategic advice and support.
  - As users and stakeholders are typically local, regions and territories play an important role, in mobilizing locally available resources as the optimal solution.
  - It was suggested that a network-like organisation for modern welfare systems, integrating social workers, companies, education and research organizations be created.

## **II. A grassroots approach**

One of the strong points which distinguishes the EAI from other initiatives, is the fact that EAI is based on a grassroots approach. This induces a momentum aimed at complementing European innovation efforts that are mostly modeled on a top-down paradigm.

The discussion, moderated by Mrs. Renata Guarneri, outlined the role and importance of the EAI Community as the operational branch of the EAI and driving a bottom-up force capable of finalising needs, evaluate changes and ultimately drive Innovation. Participants of the discussion presented the role that Students and Universities can play in forging the EAI



community.

### **III. Web 2.0 tools and services for the EAI community**

EAI plans to support the grassroots approach through the adoption of Web 2.0 tools that enable researchers, professionals, venture capitalist and other stakeholder of the innovation process to interact in a single place. With the goal to facilitate participation and spontaneous ideas through the Science for Innovation, Business and Technology Councils (SIBs) an EAI community portal was presented at EFI

The portal can be accessed at: <http://community.eai.eu>. EAI will go on enhancing features and services available according to the feedback of the community.

***To see all ppt presentation of Second day of EFI2010 please visit:***

***<http://efi.eai.eu/agenda>.***

### **THIRD DAY: LAUNCH OF THE SCIENCE FOR INNOVATION, BUSINESS AND TECHNOLOGY COUNCILS (SIBs)**

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The morning of the third day was dedicated to the establishment of SIBs and their related activities. SIBs are interest groups, organised by applied technology areas and purpose, unifying separate efforts of existing international initiatives in one forum. The fields of application of the SIBs have been identified by areas that Europe can compete in. SIBs are a meeting place, both virtual and in person, where leading researchers, executives, investors and governments can advance science and technology by sharing ideas and jointly opening doors to innovation. Hereafter a short overview of the key results of seven SIB meetings that took place during EFI 2010:

#### **• SIB on Green world (including – Energy)**

The core objective of the SIB was to set up an organisational structure to support the activities of the SIB and to identify the potential trends of activities/responsibilities in line with the SIB strategic mission. A particular attention was given to techniques to analyse and promote the adoption of energy efficient technologies in all applicable market sectors. An important aspect within the sharing of best practices was the identification of multidisciplinary working groups in the SIB. This would facilitate a better understanding of the technological and process driven opportunities and threats that affect the sector. The creation of a global contest in the field of green world was suggested based on the local experience matured by Habitech.

Major outcomes of the meeting were:

- share of background documentation between the members of the SIB;
- start defining a white paper with strategies, next steps and contents clarification;
- start working on the Summit to take place in Spring-Summer 2011;
- definition of a global contest in the field of green world.

- **SIB on Social Media**

Social Media can provide tools for an improved socialisation, with impact on many aspects of our life, including healthcare, productivity, etc. Social media can be used for: connecting people in organizations; communication by public bodies (or decision makers), e.g. investigating the use of SM in support of "participative democracy"; supporting aging population when remaining in isolation; building new business models that are more cooperative. Major outcomes were:

- start defining a white paper with strategies, next steps and contents clarification
- start working on the Summit to take place in Summer 2011

- **SIB on Future Internet Technologies (including Internet and Network Systems)**

The meeting began by outlining the difficulty of defining the mission statement of this SIB. Future Internet technologies are not application driven but technology driven and this may produce some overlap with other areas. Major outcomes of this SIB were:

- The organization of the SIB Summit to take place during Spring 2011
- The importance of bringing investors and industry representatives in the SIB as one of the strongest points agreed. This would allow the SIB to be one of focal meeting points where academics and business people can meet to agree on methodologies to streamline the way for start-ups.

- **ICT4Good (including SIB4Peace)**

ICT4Good refers not only to developing countries, but also to any situation in which the digital divide is high because of infrastructure, access to resources, gender, and contingency. It was also determined that the SIB4Peace would become part of the more inclusive ICT4Good. Major outcomes of this meeting were:

- The creation of interest groups among the participants on: summits, projects and demands & offers
- The importance of involving major international institutions such as: the African Union, The World Bank, the UN agencies...
- The role of non-formal education has to play a role in a SIB that deals with developing countries

- **SIB on Transportation (including Automotive Transportation)**

Present SIB members suggested enlarging the scope and membership and activities to areas beyond ICT, such as materials, fuels, sustainable production and consumption, energy storage. The AUTOCLUSTER and SAFESPOT projects were introduced during the meeting. Major outcomes:

- Next events on transportation were communicated in order to possibly co-organise SIB meetings: the next workshop is planned for Sept/Oct 2010 in Milano, hosted by Communimprese; workshop in March 2011 in Athens; exhibition by November 2010 in University Trento and Students competition is planned in line with AUTOCLUSTERS activities.
- Participants volunteered to cover the different SIB nominations: Chairs, Vice-Chair, Councillors
- There was consensus that funding from EU, bi-lateral and national programs shall be used for supporting the SIB activities, EAI visibility and bringing new members on board.

- **SIB on Well-being**

SIB will be interdisciplinary. There will be a need to raise awareness, promotion – SIB to be populated not only by group of scientists. In this way it is possible to move from the labs to the real life. Establishing viable business ventures would be one way of assessing the success. Agreed action items were:

- 1st draft White Paper
  - Continue working on the Well-being definition
  - Work towards organization of the Summit.
  - Follow up on expression of interest to join the SIB.
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- **SIB on Social Innovation**  
Social Innovation is a novel and not stabilized term thus the group expressed the difficulty in outlining the scope of such a SIB. Therefore it was decided to:
    - Continue the discussion off-line to work on defining and focusing the scope of the SIB;
    - Differentiate Social Innovation from Social Informatics
    - Organise a SIB Summit to take place the latest during summer 2011

#### **THE EUROPEAN FORUM FOR INNOVATION (EFI) 2010 – MEDIA COVERAGE**

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- Article published by Nova24 (June 17, 2010),
- news published by Wired (June 21, 2010),
- news published by Key4Biz (June 23, 2010),
- articles published by l'Adigetto (June 22 and 23, 2010),
- news published by The Parliament (June 24, 2010),
- articles published by Trento Blog (June 25 and 28, 2010 ),
- articles published by Il Trentino (June 22 and 24, 2010),
- articles published by l'Adige (June 22 and 28, 2010),
- articles published by Il Corriere del Trentino (June 22, 24 and 27, 2010),
- articles published by Italia Network (June 21 and 25, 2010),
- news published by Libero (June 20 and 26, 2010),
- articles published by Trentino Sviluppo (June 21, 22 and 23, 2010)
- the article published by Marketpress (June 29, 2010)

Press releases were also published by Autonomous Province of Trento: June 23, 2010; June 24, 2010, June 25, 2010 and June 26, 2010.

#### **PARTNERS**

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International institutions and corporations that joined the European Alliance for Innovation Strategic Forum with the aim of addressing innovation policies, advocacy of policy and regulation and definition of priorities to benefit innovation are (in alphabetical order):

- AICA
- Autoglobal Business Network
- COST
- CRETE-NET
- Design Bangladesh
- DEUSTO
- DIESIS
- eContent Management



- EPE – European Partners for Environment
- Huawei
- IBAN
- ICB
- ICST
- Informatica Trentina
- Innova Spa
- Innovation Europe
- INSME
- Intellinics
- IPRASE
- Italian Association of Ambient Assisted Living
- IVSZ
- Mazowiecki ICT Cluster
- Peres Center for Peace
- Reggio Emilia Innovazione
- Service for Peace – Sierra Leone Chapter
- SSV Network Link
- TIG - Taking IT Global
- Technion, Israel Institute of Technology
- WSINF – The Academy of Information Technology

## MAJOR OUTCOMES

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*“The EIT has been created in order to face the problem of improving the relationship between knowledge, business and education. The EAI of course can help to spread the new culture that the EIT is trying to implement...the Alliance can of course work as a spreading tool”*

(Giovanni Colombo, EIT Executive Committee)

Within the European Forum for Innovation (EFI) 2010 there was consensus that the European Alliance for Innovation (EAI) is unique in promoting Innovation in Europe through a grassroots approach and thanks to the Web 2.0 portal and the Innovation Cycle working groups.

Major outcomes may be summarized as follows:

- **Strategic Forum** and constituting bodies entered set-up phase:
  - EAI Strategic Forum and constituting bodies are established and may enter the operational phase with the support of the EAI Community Secretariat. In particular the following bodies were set-up or ratified:
  - The Assembly of EAI Members with 30 initial members, that joined the EAI Strategic Forum prior to EFI 2010
  - Three Permanent Committees were set-up covering: Rules and Regulations, EAI Technology and Strategy Scope, and Membership
  - Advisory Board
  - Six Working Groups addressing the Innovation Cycle and its phases.
- The EAI Community management framework, presented during the opening session consolidated the promotion of the **Grassroots movement** :

- Seven SIBs were launched and approved, including:
  - Social Innovation
  - Green world (including Energy)
  - Future Internet Technologies (including Internet and Network System)
  - ICT4Good (including SIB4Peace)
  - Social media
  - Transportation (including Automotive Transportation)
  - Well-being
- Definition and adoption of the **Innovation Cycle** scope and model of operations to be presented by the EAI Secretariat, composed of the following areas:
  1. Education for Entrepreneurship
  2. Research and Development
  3. Information Dissemination
  4. Standards and Regulations
  5. Funding and Investment
  6. Societal Impact
  - The Innovation Cycle approved as the focal point of all constituencies of the EAI.
  - EAI member organizations to oversee and manage the development of each Innovation Cycle in cooperation with the Working Groups defined
- Launch of the **EAI Student Innovation Competition**:
  - The EAI Student Innovation Competition has the specific mission of bringing together experts from industry, private investment, research, government, non-government-organisations and media to evaluate and reward leading-edge university-level science and engineering research in SIB related technology areas through online engagement and in face-to-face meetings.
  - Top student innovation projects will be chosen by a selection committee that includes representatives from the company sponsoring the competition.

## NEXT STEPS

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- Development of four SIB Summits within 2011:
  - Future Internet Summit to take place in Trento
  - Green world, Wellness and Social Media Summits (location to be defined)
- SIB portals
  - Official launch
  - Engaging the community toward the effective establishment of SIBs and SIB Summits through the portals
- Meeting of the Assembly of EAI Members:
- Meeting of the SIB Chair Assembly
- Launch of the magazine 'The Innovator'