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 President of the Autonomous Province of Trento, hosted the European Forum for Innovation (EFI) 2010. Part of this international event included the 5th 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 on 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 stimulating business and economic growth.

Videos, proceedings and other material from the event are available at: ***http://efi.eai.eu/agenda***.

OBJECTIVES

"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 21st 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.

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

More than 200 participants from innovation-centric key areas attended the EFI 2010

PARTICIPANTS BY COUNTRIES

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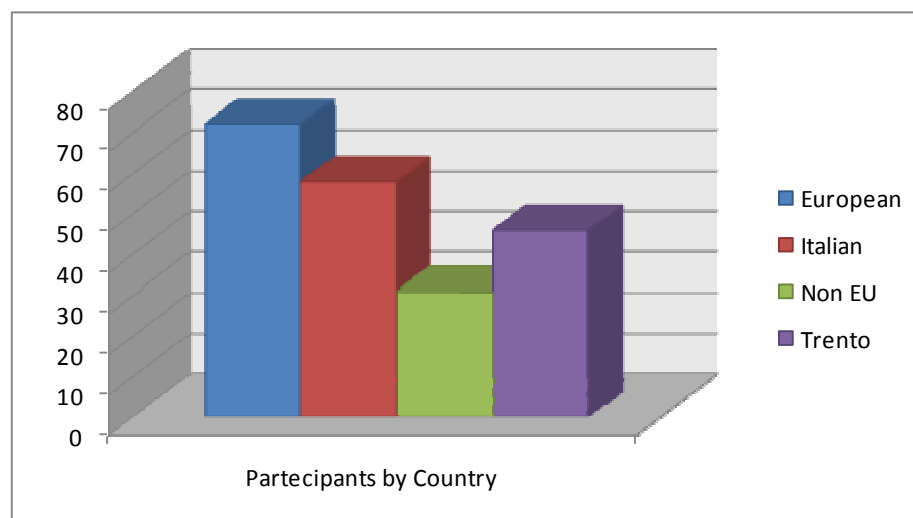
The **private sector** was represented by many prestigious leaders from ICT, business and technology companies, including CA Technologies, Cisco, Ericsson, Hewlett-Packard, Huawei, IBM, JCDecaux, SkyItalia and Telecom Italia.

Leaders of the most prestigious **international institutions** representing thousands of researchers also contributed to the proceedings, such as: Associazione Italiana per l'Informatica e il Calcolo Automatico (AICA), Centro para el Desarrollo Tecnologico Industrial (CDTI), Centre national de la recherche scientifique (CNRS), Centro Nazionale delle Ricerche (CNR), European Cooperation in Science and Technology (COST), Foundation Bruno Kessler (FBK) and Institute for Computer Science, Social Informatics and Telecommunications Engineering (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 European Institute of Innovation and Technology (EIT), the Italian Parliament, media and standard development organizations, and the European Commission supported the importance given to innovation as an effective way to promote a new era of European business and technological competitiveness.

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

"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 at the premises of the Autonomous Province of Trento.

Key-note 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 Bureau of European Policy Advisors (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 on how crucial cooperation is between private and public sectors in boosting 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: Agenzia per lo Sviluppo Tecnologico dell'Emilia Romagna (ASTER), CA Labs, CEFRIEL, CEN-CENELEC, CNRS, Engineering, Ericsson, the European Commission, European Commission's ICT Advisory Group (ISTAG), Italian Business Angel Network (IBAN), International Telecommunication Union (ITU), SkyItalia, and,Telecom Italia.

Major highlights of the day were:
- the importance of developing appropriate regulations that 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 Internet-based opportunities providing new instruments and challenges that make the economy more inclusive and sustainable.

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

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

SECOND DAY: PRESENTING EAI UNIQUENESS

"EAI is unique in being a grassroots movement that enables all actors in Europe to work together effectively using web modern 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 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 for effective interaction and by promoting innovation.

During the second and third days of EFI 2010, 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 and continuing to research, business, and to policy, ending in 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 on the second day of EFI 2010 focused on the topical segments that compose the innovation cycle. They aimed at demonstrating the importance of the promotion of the innovation cycle to enhance trust, technology development and new European competitiveness.

These sessions were as follows:

➢ *Education and Entrepreneurship*: Moderated by Prof. Csaba A. Szabò from the Budapest University of Technology and Economics, featured representatives from the universities of Padova, Roma3, Technion, Trento along with the Swedish National Agency for Higher Education and Cisco Academy. Main outcomes of the session were:
  ▪ Creation of a working group to further discuss the role and requirements of the education system in order to advance a new entrepreneurial mindset.
  ▪ Analysis of Technion and the Innovationlab of Roma3 that are promoting entrepreneurial curricula involving external companies throughout the education.
  ▪ The importance of the web 2.0 and virtual communication tools as enablers and facilitators for e-learning.
  ▪ The importance of educating students in cross-disciplinary areas.

➢ *Research and Technology Transfer*: The session was moderated by Prof. Dave Robertson, Director of the Centre for Intelligent Systems and Their Applications, University of Edinburgh. This panel discussed the challenges in closing the gap between research ideas and market products by involving capitals and appropriate agencies. Other panelists

included high level representatives from IBAN, the national contact point in Poland, CNR and Rose Vision. Main points discussed were:

- The difficulties of SMEs to access funding opportunities that would help them to innovate; thus it is important to influence current EU research funding instruments to support 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*: This session was moderated by Mr. Ultan Mulligan, director of Strategy and New Initiatives from European Telecommunications Standard Institute (ETSI), along with representatives from Centre Suisse d'Electronique et de Microtechnique (CSEM), ITU, AICA, Research in Motion (RIM) and AIT . Main outcomes were:

- The opportunity of creating a working group within EAI to educate researchers and SMEs about standardization.
- The importance of standardisation in providing added value to ideas and in promoting innovation from research to industry.
- The recognition of the major role that SMEs play in innovation and therefore the importance of the SME role in standards development process.

➢ *Business Innovation and Corporate Involvement*: This session was moderated by Dr. Wacker, Executive Director European Multimedia Forum (EMF) with representatives from; IBAN, Innova, Trentino Sviluppo, Trento Chamber of Commerce, CREATE-NET, INTELINCS, EMF, CA and JCDecaux. The main discussion points were:

- The analysis of the viability of test bed scenarios and the contribution of businesses and corporations in European innovation.
- The lack of complete communication strategies, media coverage and web-based tools which would expose and qualify innovation within Europe. Better communication and exposure of innovation potential would facilitate commercialisation and exportation of innovation technologies outside Europe. Consequently improved cooperation between the business stakeholders, researchers and SMEs could be enhanced via B2B events and web-based tools.
- The importance of increasing the visibility of EAI via enhanced communications strategies.
- EAI corporate involvement: boosting entrepreneurship for innovative R&D; funding scenarios for corporate collaboration in R&D; cross-border cooperation in innovation; improved communication strategy; test bed scenarios; incentives for corporate investment in R&D; matching between corporate and R&D; technology audit and visibility.

➢ *Societal Impact of innovation*:, This session was attended by representatives from FBK, University of Trento, TaskLab and CNR, and it was moderated by Mr. Bonifacio, policy advisor at BEPA. The participants demonstrated the importance of addressing the need for innovation and developed the following points:

- Because of the economic crisis, it has become difficult to evaluate and take into consideration the social impact of innovation in spite of the Lisbon agenda.
- There is therefore a need to address this point and provide strategic advice and support.
- As users and stakeholders are typically local, the optimal solution is that regions and territories play an important role in mobilizing locally available resources.
- A creation of a network-like organisation for modern welfare system was suggested. This organization would integrate social workers, companies, education and research organizations.

II. A grassroots approach

One of the distinguishing factors from other innovation related initiatives is EAI's grassroots approach, aiming 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 in   the discussion emphasised the role that students and universities can play in forging the EAI community.
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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 capitalists and other stakeholders of the innovation process to interact in a single place. With the goal of facilitating participation and spontaneous ideas through the Science for Innovation and Business Councils (SIBs) an EAI community portal was presented at EFI 2010.
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 AND BUSINESS COUNCILS (SIBs)

The morning of the third day was dedicated to the establishment of SIBs and their related activities. SIBs are interest groups that are organised by applied technology areas and purpose, and thereby unify separate efforts of existing international initiatives in one forum. The SIB application fields have been identified in areas where Europe is competitive. SIBs are virtual and physical meeting places, where leading researchers, executives, investors and policy makers can advance science and technology by sharing ideas and jointly opening doors to innovation. The following SIBs met to discuss future activities during EFI:

- **SIB on Green world (including Energy)**

The core objective of the meeting was to set up an organisational structure to support the activities of the SIB and to identify the potential treads of activities/responsibilities in line with the SIB's 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 of sharing the best practices was the identification of multidisciplinary working groups inside the SIB. These would facilitate a better understanding of the technological and process driven opportunities and threats affecting the sector. The creation of a global contest in the field of green world was suggested based on the local experience by Habitech.

Major outcomes of the meeting were:

- To share background documentation between the members of the SIB;
- To start defining a white paper with strategies, next steps and to clarify the contents.
- To start working on the Summit envisioned taking place in spring-summer 2010.
- To define a global contest in the field of green world.

- **SIB on Social Media**

  Social Media are more than Facebook-type social networks, and they can provide tools for improved socialising affecting many aspects of our life, including healthcare, and productivity. Social media can be used for connecting people in organisations, or communicating with public institutions or decision makers. Social media can support "participative democracy" isolated aging population, or they can build more cooperative new business models. Major recommendations of the meeting were:
  - To start defining a white paper with strategies, next steps and clarifying the contents
  - To start working on the Summit planned 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 but technology driven, and this may produce some overlap with other areas. Major outcomes of this SIB were:
  - To organize the SIB Summit during spring 2011.
  - Bringing investors and industry representatives into the SIB was considered essential. This would allow the SIB to become one of focal meeting points where academics and business people can meet to agree on methodologies needed to pave the way for start-ups.

- **ICT4Good (including SIB4Peace)**

  ICT4Good encompasses not only developing countries, but also all circumstances where the digital divide exists, because of infrastructure constraints, lack of access to resources, gender, or contingency. It was also determined that the SIB4Peace would became part of the more inclusive ICT4Good. Major outcomes of this meeting were:
  - To create interest groups among the participants on summits, projects, demands and offers.
  - To involve major international institutions such as the African Union, The World Bank, and the UN agencies.
  - The role that non-formal education has to play in a SIB that deals with developing countries.

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

  Present SIB members suggested enlarging the scope, membership and activities to areas beyond ICT, such as materials, fuels, sustainable production and consumption, as well as energy storage. The AUTOCLUSTER and SAFESPOT projects were introduced during the meeting. Major outcomes of the meeting were:
  - SIB meetings may be co-located with some transportation events: the next workshop is planned for Sept/Oct 2010 in Milan, hosted by Communimprese; workshop in March 2011 in Athens; exhibition by November 2010 at the University Trento; and a student competition is planned in line with AUTOCLUSTERS activities.
  - Participants volunteered to cover the different SIB nominations: Chairs and Vice-Chair positions.

- It was agreed that funding from EU, bi-lateral and national programs shall be used for supporting the SIB activities, increasing EAI visibility and engaging new participants.

- **SIB on Well-being**

  This SIB will be interdisciplinary in nature engaging also other groups in addition to scientists. To this end the promotion activities need to raise awareness. And consequently it becomes 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:
  - The first draft of a White Paper.
  - Continue working on the Wellbeing definition.
  - Work towards Organization of Summit.
  - Follow up on expression of interest to join the SIB.

- **SIB on Social Innovation**

  Social Innovation is a novel and not established term thus the group expressed some difficulty in outlining the scope of such a SIB. Therefore it was decided to:
  - Divide the SIB on Social Innovation from the one on Social Informatics.
  - Organise a SIB Summit to take place the latest during summer 2011.

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

- ➢ 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)

In addition, there are press releases published by Autonomous Province of Trento: June 23, 2010; June 24, 2010, June 25, 2010 and June 26, 2010.

PARTNERS

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 listed at the EAI website www.european-alliance.eu.

MAJOR OUTCOMES

> *"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)

EFI 2010 agreed that the European Alliance for Innovation (EAI) is unique in promoting innovation in Europe through grassroots approach, web2.0 portal and the innovation cycle working groups.

Major outcomes may be summarized as follows:

➢ **Strategic Forum** and constituting bodies entered a set-up phase:
  o EAI Strategic Forum and constituting bodies have entered the operational phase with the support of the EAI Community Secretariat.
  o The second Assembly meeting of EAI Members with 30 initial members, that joined the EAI Strategic Forum prior to EFI 2010 has been confirmed.
  o Three Permanent Committees were set up in the preceding EAI meeting in November 2009: the Rules and Regulations, EAI Technology and Strategy Scope, and Membership. All have reported implementation of previous recommendations.
  o Advisory Board
  o Six Working Groups addressing the EAI Innovation Cycle and its phases were defined.

➢ The EAI Community management framework, as defined in preceding EAI meetings, was presented. Its role in support of EAI, community organization and operation was discussed and recommendations were adopted and reflected in the EAI framework..

➢ Seven SIBs were launched and approved:
  - 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 EAI **Innovation Cycle** scope and model of operations were presented by the EAI Secretariat:

  1. Education for Entrepreneurship
  2. Research and Development
  3. Information Dissemination
  4. Standards and Regulations
  5. Funding and Investment
  6. Societal Impact

  o The Innovation Cycle approved as the focal point of all constituencies of the EAI.

- o EAI member organizations are 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.

NEXT STEPS

- ➢ SIB community development
  - o Official launch of SIB portals
  - o Engaging the community toward the effective establishment of SIBs and SIB Summits through the portals
  - o Development of four SIB Summits in 2011
- ➢ Launch of the magazine 'The Innovator'
- ➢ Further enhancement of Web tools
- ➢ Launch of EAI marketing and communications operations
- ➢ Community feedback collection in support of Innovation Cycle operation
- ➢ Meeting of the Assembly of EAI Members at ICT2010, in September 2010
- ➢ Meeting of the SIB Chair Assembly

The recommendations and conclusions of EFI regarding the structure and operational model of EAI are reflected in the current version of www.eai.eu.