

*Programme November 2006*

## **European Network of Living Labs: A Step Towards a European Innovation System**

**Finland's EU Presidency Conference in Espoo on 20 November, 2006  
TKK Dipoli (Otakaari 24)**

Organized by European Commission, the Government Information Society Programme, and the Center for Knowledge and Innovation Research (CKIR) at Helsinki School of Economics

### **Monday, 20 November 2006**

8.30                    *Registration and coffee*

9:00                    **Opening**  
Challenges of European Research and Innovation Policy and  
Helsinki Manifesto  
*Mr Matti Vanhanen*, Prime Minister of Finland

#### **I Session:**

9:15-10:15           **Setting the scene: European Network of Living Labs in the  
context of European Research, Technology, Innovation and  
Competitiveness**  
*Chair Ulf Dahlsten, Director, Emerging Technologies and Infrastructures,  
Directorate General for Information Society and Media, European Commission*

The Role of Universities in the Innovation System – Reform in Finland  
*Mr Markku Mattila*, Director General, Finnish Ministry for Education,  
Finland

Why Innovation Is Moving out of the Laboratory?  
*Mr Hans-Ulrich Maerki*, Chairman, IBM Europe – Middle East – Africa

#### **II Session:**

10:15-12:00        **European Network of Living Labs**  
*Chair Richard Straub, Chair of the AMI@Work policy group and President of the  
European eLearning Industry Group*

The Concept of European Network of Living Labs  
*Mr Richard Straub*, Chair of the AMI@Work policy group and President  
of the European eLearning Industry Group

*Living Lab Services:*

Living Lab Services for SMEs  
*Mr Kurt Kretzschmar*, Project Manager, OHB Teledata GmbH

Living Lab Services for Corporations  
*Mr Magnus Madfors*, Director of Research, Ericsson Corporation

Living Lab Services for Societal development  
*Mr Eero Holstila*, Director of Business development, City of Helsinki

User-Centric Service and Business Development Supported by Open Collaborative Architecture  
*Mr Joachim Schaper*, Vice President EMEA SAP Research, SAP AGSAP

User-centric Innovation Research  
*Mr Christopher Lettl*, Professor, Århus Business School, Denmark

*Summary of the benefits of the network by the Chair*

12:00-13:00 *Lunch Break*

### III Session:

#### 13:00-14:30 **Developing Knowledge-Intensive Services and Businesses through Networked Living Labs Diversity**

*Chair Bror Salmelin, Head of Unit, Directorate General for Information Society Technology and Media, EU Commission*

Living Labs Open innovation Community  
*Mr Alvaro Oliveira*, Managing Director, Alfamicro Lda

#### Panel Discussion

- Digital Lab Catalonia, *Mr Esteve Almirall*, i2Cat – UPC – Esade
- Portugal: *Mr Alvaro Oliveira*, Managing Director, Alfamicro Lda
- Slovenia: *Mr Jože Gričar*, Professor, University of Maribor R.
- Intelligent Cities Living Lab UK: *Mr Steve Curwell*, Professor, Research and Graduate College at University of Salford, Manchester
- Enschede, the Netherlands: *Mr Daan Velthausz*, Managing Director, FreeBand
- Frascati, Italy: *Mr Luigi Fusco*, Senior Advisor for EO Science and Applications, European Space Agency
- Belgium: *Mr Jo Pierson*, Professor, VUB-SMIT-IBBT, Brussels
- Hungary: *Ms Tünde Kallai*, Hungarian Living Labs Initiative Coordinator, European Project Coordination Office
- Turku Archipelago, Finland and Scandinavian Islands: *Mr Fredrik Husberg*, Development Manager, Turku Archipelago Region

Emerging Living Labs in China  
*Mr Lu Xiaoyuan*, Debuty Chief Engineer of B-Star Co. Ltd, China

Citizens Creating an Innovative Service Culture  
*Ms Kaija Hartiala*, Deputy Mayor, City of Turku

14:30-15:00 *Coffee break*

**IV Session:  
15:00-16:45**

**An Emerging European Innovation System**

*Chair Esko Aho, Chairman of the Expert Group, Finland*

The Future of the Success Story – What Europe Can Learn from Finnish Innovation System

*Mr Timo Kekkonen, Director, the Confederation of Finnish Industry*

Business Challenge for Global Open Innovation Community  
Orchestration

*Mr Ari Jaaksi, Director of R&D 770 Open Service Platform, Nokia  
Multimedia*

*Mr Veli-Pekka Niitamo, Director of Mobile Work Research, Nokia  
Corporation*

Microsoft Live Labs for User-centric Innovation

*Mr Jan Muehlfeit, Vice President, Microsoft EMEA*

Tekes as a Key Player in the Finnish and European Innovation  
Environment

*Mr Martti af Heurlin, Deputy General Director, Tekes, Finnish Funding  
Agency for Technology and Innovation*

The Concept and Finance of European Innovation System

*Mr Ulf Blomqvist, Senior Programme Manager, Vinnova, the Swedish  
Governmental Agency for Innovations Systems*

Closing remarks – Next Steps on the way forward:

The Need for European Innovation System?

*Mr Esko Aho, Chairman of the Expert Group, Finland*

**V Session:  
16:45-17:45**

**Statements by the Following Presidencies**

*Chair Katrina Harjuhahto-Madetoja, Programme Director, Information Society  
Programme, Prime Minister's Office, Finland*

Germany

*Ministerialrat Klaus Michael Uckel, Head EU Research Policy,  
Bundesministerium für Bildung und Forschung*

Portugal

*Mr Rui Grilo, Deputy National Coordinator of Technology Planning and  
Lisbon Strategy*

Slovenia

*Ms Marta Svetina, Director General, The Public Agency for Technology  
of the Republic of Slovenia*

on behalf of

*Mr Jure Zupan, Minister for Science, Higher Education and Technology*

17:45

**Launch of the European Network of Living Labs  
European Network of Living Labs Road Map**

*Mr Mikael Börjeson*, CEO, Centre for Distance-spanning Technologies (CDT), Luleå University of Technology; Coordinator, CoreLabs EU Coordination Action

*Mr Jozsef Veress*, Member of Parliament, Hungary, Visiting Scholar of the Center for Knowledge and Innovation research (CKIR) at the Helsinki School of Economics

*Ms Seija Kulkki*, Director, Center for Knowledge and Innovation Research (CKIR), Helsinki School of Economics

Closing Words

*Ms Kaarina Dromberg*, Member of the Finnish Parliament and Chair of the Committee for Education and Culture, Former Minister of Culture

18:00

*Reception hosted by the City of Espoo*  
*Mr Kari Ruoho*, Director of Business, City of Espoo