

DIGITAL INNOVATION FOR REGIONAL GROWTH

29 APRIL 2014

THESSALONIKI, GREECE



Working languages of the conference:

Plenary Session: Greek & English – interpretation will be provided

Workshops: English

Venue: Science Centre and Technology Museum "NOESIS", 6th Km. Thessaloniki - Thermi Road, 57001, Thermi, Thessaloniki, Greece

http://www.noesis.edu.gr/index_en.php?action=firstPage



HOW TO ACHIEVE SMART REGIONAL GROWTH THROUGH DIGITAL INNOVATION ?

This high-level event offers an opportunity to hear first-hand from the European Commission, the S3 Platform as well as from Regional and Local stakeholders about the importance of innovation tools such as Innovation Procurement and ICT Innovation Vouchers in the framework of Smart Specialization Strategies as means to boost digital innovation in order to achieve regional growth. Information will be shared around the process involved in drafting of the programmes, the use of Structural Funds and Horizon 2020 or other financing support to implement innovation measures, lessons learned and outcomes achieved.

Innovation procurement holds an enormous — so far largely underexploited — potential to improve the quality and efficiency of public services and create market opportunities for innovative firms. As public procurement takes place predominantly at local and regional level, regions and cities play in the framework of the new Regional Policy a significant role to drive innovation from the demand side in Europe. Innovation Procurement is thus a very useful tool for these stakeholders to achieve the goals of the new Cohesion Policy and the Smart Specialization Strategies.

Another way to stimulate smart regional growth is the innovation vouchers. The uptake of ICT to develop innovative business solutions for SMEs is a key driver for company growth can boost productivity and open up new markets. ICT Innovation Vouchers is a tool that EU regions can implement to improve the competitiveness of microenterprises and SMEs by stimulating the demand for a large range of innovative ICT-related services —notably e-commerce including cross-border online sales – and development of new products, services and processes.

Regions, cities and other relevant local stakeholders like innovation agencies, universities, European Enterprise Network, chambers of commerce as well as regional managing authorities will have the opportunity to learn more about these innovation tools in the context of Smart Specialization Strategies, highlighting the synergies with European Structural and Investment Funds and Horizon 2020. Participation from all over Europe is expected ensuring a broad interaction and debate.

Co-organised by

European Commission
DG Communications Networks, Content and Technology
&
IPTS, Smart Specialization (S3) Platform
&
Hosted by the Region of Central Macedonia, Greece

On the occasion of

The Greek Presidency of the Council of European Union

MORNING: PLENARY SESSION

8.30 – 9.00	Registration – Coffee
9.00 – 9.30	<p>Welcome</p> <p><i>Kostis Chatzidakis, Minister of Development and Competitiveness</i></p> <p><i>Apostolos Tzitzikostas, Governor of the Region of Central Macedonia</i></p> <p><i>Styliani-Zoe(Jelina) Makrantonaki, Deputy Governor of International Outlook, Innovation, New Technologies</i></p> <p><i>Simos Daniilides, President of the Regional Union of Cities of the Region of Central Macedonia</i></p>
9.30 – 10.30	<p>Keynote Speeches</p> <p><i>Dimitrios Kyriakou, Lead economist, IPTS, Smart Specialization (S3) Platform</i> <i>Digital growth in the context of Smart Specialization Strategies</i></p> <p><i>Christian Saublens, Executive Manager, Eurada</i> <i>How can European Structural and Investment Funds be leveraged to support enterprise competitiveness?</i></p>
10.30 – 11.00	Coffee break
11.00 – 11.45	<p>ICT innovation vouchers - SMEs going digital</p> <p><i>Helen Köpman, Deputy Head of Innovation Unit, DG CNECT, European Commission</i> <i>Digital entrepreneurship and ICT innovation vouchers</i></p> <p><i>Cristina Gallardo, Fundecyt-PCTEX, Region of Extremadura</i> <i>Extreme@TIC programme in the regional digital agenda, Region of Extremadura</i></p>
11.45 – 12.30	<p>Innovation procurement – an opportunity for European regions/cities</p> <p><i>Viorel Peca, Head of Innovation Unit, DG CNECT, European Commission</i> <i>Pre – Commercial Procurement (PCP) and Public Procurement of Innovative Solutions(PPI)</i></p> <p><i>Denisa Naidin, Eurocities, ENIGMA PCP project</i> <i>Cities driving together the development of a new generation of City Lighting solutions</i></p> <p><i>Henk Herman Nap, Smart Homes Eindhoven, The Netherlands, STOP&GO PPI project</i> <i>Regions and cities deploying together telecare Services for frail elderly</i></p>
12.30 – 14.00	Lunch and networking

AFTERNOON: PARALLEL WORKSHOPS

WORKSHOP A

Innovation Procurement

Pre Commercial Procurement (PCP) –Public Procurement of Innovative Solutions (PPI)

Innovation Procurement in the Cohesion Policy Framework	
14.00 – 14.20	Vasileios Tsanidis , Seconded National Expert, Innovation Unit, DG CNECT, European Commission <i>Synergies between Horizon 2020 and European Structural and Investment Funds (ESIF) on Innovation Procurement</i>
14.20 – 14.40	Sara Bedin , Independent expert on innovation procurement for Italian Ministry for Education, Research and Innovation and the Lombardy Region <i>Innovation procurement in Italy - mobilizing R&D budget / current expenditure and Structural Funds</i>
14.40 – 16.00	Panel Discussion: Innovation Procurement in the ESIF and Horizon 2020 context Moderator: Christian Saublens , Executive Manager, Eurada - George Emmanuel , Head of the Managing Authority of European Territorial Cooperation Programmes (Greece) - Panagiotis Chatzinikolaou , General Secretariat for Research and Technology, Ministry of Education and Religious Affairs - Kyrillos Dimanopoulos , MED Programme, Joint Technical Secretariat, Thessaloniki Liaison Office - Denisa Naidin , Eurocities <i>Possibility for interested regions, cities, managing authorities and other stakeholders to discuss and to share experiences on innovation procurement from their programs.</i>
16.00 – 16.20	Coffee break
Experiences implementing Innovation Procurements in EU projects	
16.20 – 16.40	Gaynor Whyles , Director, JERA Consulting, UK, EcoQUIP Project Coordinator <i>Improving the efficiency, quality & sustainability of healthcare through PPI</i>
16.40 – 17.00	Anna Kasimati , Greek film Centre, Greece, PREFORMA PCP project <i>Tackling the challenge of long term digital preservation through PCP</i>
17.00 – 17.15	Q&A and Wrap Up

WORKSHOP B

ICT Innovation Vouchers

Innovation vouchers and your region	
14.00 – 14.30	<p>Antonio Romero Navarro, Innovation Coordinator, Instituto de Fomento, Region of Murcia</p> <p><i>Results and expected impact from the ICT innovation voucher scheme - ChequeTIC</i></p>
14.30 – 16.00	<p>Panel discussion: How regions and SMEs can benefit from digital innovation - tailoring voucher schemes to the needs of the region and SMEs</p> <p>Moderator: Helen Köpman, DG CNECT, European Commission</p> <p>Corinna Voss, MFG Innovation Agency for ICT and Media Baden-Württemberg</p> <p>Georgios Kostaras, Intermediate Managing Authority, Region of Central Macedonia</p> <p>Neoklis Stamkos, Business and Cultural Development Center, Region of Central Macedonia</p> <p>Patrice Lefeu, Executive Director, Ernst & Young, Integration of SMEs in companies digital value chain</p> <p>Victor Piriz Maya, Fundecyt-PCTEX, Region of Extremadura</p> <p>Antonio Romero Navarro, INFO, Region of Murcia</p> <p><i>Session allowing interaction between regions interested to share their ideas for setting up innovation voucher schemes and experts on topics such as implementation and governance issues, impact of innovation vouchers on SMEs and the region</i></p>
16.00 – 16.20	Coffee break
Cross border synergies with European Structural and Investment Funds	
16.20 – 16.50	<p>Ida Prospero, Head of EU Policies and Internationalization Area, SVIM, Regional Development Agency of Marche Region</p> <p><i>Cross-border synergies using territorial cooperation for innovation vouchers</i></p>
16.50 – 17.00	Conclusions and wrap up



Region of Central Macedonia
Styliani – Zoe (Jelina) Makrantonaki
Deputy Governor of International Outlook, Innovation and Technologies
exitec@pkm.gov.gr