

# Open Innovation 2.0

Conference 2017

Cluj-Napoca, Romania

June 13-14

## Open Innovation 2.0: The Platform for Digital Innovation

13/6/2017 OI 2.0

Day 1

09:00-9:30

Welcomes

09:30-10:45

Opening session

The opening session sets the themes of the conference by three keynotes representing the key pillars of the Open Innovation 2.0 approach in this conference. The overall theme of the conference is industrial and societal transformation due to digitalisation. This starting point will drive two main objectives; how do we foster industry and society commons for new milieu for value creation in business and society, and how to transform innovation hubs to innovation ecosystems, providing "open innovation ecosystems as a service". This requires new governance models, new types of skills and foremost new kind of mind set of all stakeholders in the innovation process.

Setting the scene: Digital Transformation

Innovation Culture and Transformative Skills

Innovation Ecosystems and Governance

10:45-12:00

Setting the scope (panel)

12:00 -12:30

COFFEE BREAK In the Exhibition: Tools for innovation (IR / Inno Canvas / et al.)

Innovative exhibition

12:00-13:30

Block chain

Jobs, skills

VUCA Times – Give Serendipity a Chance

"In this session we will give short introductions to the challenges, which we all are facing when entering the VUCA future, an environment full of Volatile, Uncertain, Complex and Ambiguous events and outcomes. These conditions require a new type of thinking, new structures, new business models and a totally new mindset. In order to cope, or even better, to thrive in VUCA conditions we need to improve our collaborative sense-making abilities and 'vucability'. In this session we will interactively discuss with participants about the practical ways to understand the fundamental transition phase from Normal Era to Postnormal Era. We discuss the means how to enhance our ability to benefit from the unexpected – so to find ways to harness serendipity. The importance of moving from traditional pipeline thinking to platform thinking is also highlighted by a case example. This session will surely ignite some thoughts and activate the change of our mindset, and by that will help us to start preparing for this Big Shift."

CyberCafe - Ten themes max

1. Start-ups
2. Impact of social innovation
3. Creativity (Florin Moroşanu,)
4. How do you involve diaspora to contribute to community development
5. Ecosystems - new kind of behavior (as a service - clusters?)
6. Platforms - open commons?
7. Copyright - data protection
8. Digital Democracy - How is Cluj becoming a smart city

|               |  |
|---------------|--|
| 13:30-14:30   | LUNCH  |
| 14:30-15:30   | STARTS   |
| 15:30 - 18:30 | <p>Waypoint visits: What does Open Innovation 2.0 means in practice?</p> <p>Innovative financing resources - workshop (GHI) - for Romanian participants</p> <p>The Intergalactic Ethnography Park - Placemaking through Science - Technology and the Arts, Alexandre Sorrentino and Stefan Teisanu (GHI)</p> |
| 20:00 - 23:00 | Innovation Luminary Award (by invitation only)   |

14/6/2017 OI 2.0

Day 2

|              |  |                                |                                |   |
|--------------|--|--------------------------------|--------------------------------|---|
| 09:00 -10:00 | <b>OI2 in operations: summary of first day</b>   |                                |                                |   |
| 10:00 -11:00 | <b>Plenary</b>   |                                |                                |   |
| 11:00 -11:30 | COFFEE in lobby<br>In the Exhibition: Tools for innovation   |                                |                                |   |
| 11:30 -13:00 | <b>Plenary Panel: OI2 as a service for digital transformation</b>  |                                |                                |   |
| 13:00 -14:00 | <b>LUNCH</b>   |                                |                                |   |
| 14:00-15:30  | <b>National innovation ecosystems, example EU-Japan</b>  |                                |                                |   |
|              | <b>Innovation measurement, Innovation Radar</b><br><br>The session focuses on measuring innovation processes and ecosystems trying to identify the success factors for decision making, project design and innovation ecosystem design. The session elaborates interesting information from various measurement and modeling exercises and comes with conclusions and recommendations on how different data sets and modeling approaches best can be used for strategic decision making and project design. Innovation Radar is explained as a tool to assess leading innovators in the EU projects as well. |                                |                                |   |
|              | <b>Industry Commons</b>  |                                |                                |   |
|              | <b>OPEN Session- Where theme rises from first day</b>  |                                |                                |   |
| 16:00 -17:00 | <b>Transformation and Digital Innovation Hubs</b>  |                                |                                |   |
|              | <b>Industrial Transformation</b>   | <b>Societal Transformation</b> | <b>OI2 Ecosystems practice</b> | <b>H2020 funding opportunities, Digital Innovation Hubs</b> |
| 17:00 -17:30 | <b>Closing plenary; recommendations for action</b>   |                                |                                |   |