

## Series of events related to Open Innovation 2.0 2017 Conference

### - Summary -

#### I. 10 – 11th of June 2017: Cluj Innovation Dialogue

**Participants: 55**

**Challenges: 4**

**Countries: 8 (Romania, Bulgaria, Belgium, France, USA, Japan, Finland, Sweden)**

Preceding the Open Innovation 2.0 Conference 2017 (13-14 June), between 10-11 June 2017, European Commission's DG CONNECT, the Committee of the Regions, Cluj-Napoca Municipality and ARIES Transilvania - the regional IT cluster organised the Cluj Innovation Dialogue in the City of Cluj-Napoca, Liberty Technology Park: [www.libertytechpark.ro/](http://www.libertytechpark.ro/).

This innovation dialogue event gathered together experts who brought up policy challenges related to Open Innovation, allowing for better citizens' inclusion in the creation of new markets, products and services in the framework of the Digital Single Market strategy; respectively – co-creating innovative public services, co-creating change agents for a transition to urban sustainable transformations, co-creating solutions using technology and e-government in the public administration.

This Innovation Dialogue event gathered **55 participants**, divided in **4 groups** which worked on different challenges and coming up with a prototype idea at the end of the event. All participants were experts in their respective spheres, selected by the organisers to participate in the presented challenges as „solvers”.

#### The Challenges:

- I. **DG Connect: "Using ePlatforms for citizens engagement. Financial engineering of pilot projects of this type"**

Owners: 1. **Bror Salmelin**, advisor DG Connect

2. **Emiliya Hubavenska** – communication and social media DG Connect



Facilitator: 3. Virginia Mercuri – freelance expert

Participant experts:

4. Maria Gergova, United Partners LTD
5. Adi Neagomir, Evozon
6. Andreea Marcu, North West Regional Development Agency
7. Alexandra Stoica, Cluster Manager Transylvania Energy Cluster
8. Radu Pralea, Implementation Specialist Indeco Soft
9. Sorin Pop, Project Manager Indeco Soft
10. Alex Boc, Founder Digital Democracy App
11. Ania Pașcalău, Cluj Innovation Park
12. Flavia Mihaela Petrus, ANCOM
13. Ilie Brie

## **II. Comitee of Regions: „Change agents for a transition to urban sustainable transformations”**

Owner: 14. Markku Markkula, president of Committee of the Regions

Facilitators: 15. **Anamaria Vrabie**, Co-Founder MKBT&Coord. Cluj Cultural Innovation Fund at Cluj Cultural Centre

16. **Ștefan Teișanu**, Executive Director Cluj Cultural Centre

Participant Experts:

17. Rarița Zbranca, Programme Director of Cluj Cultural Centre
18. Norbert Petrovici, UBB Sociologie
19. Mihai Racu, Urbanist
20. Bogdana Neamțu, FSPAC UBB
21. Claudiu Salanță, Cluj-Napoca County
22. Adela Fofiu, Social Circle
23. Daniel Homorodean, Arxia
24. Luis Alvarez, Founder Social Circle
25. Eugen Pănescu, Planwerk
26. Nicolae Burnete, Technical University Cluj

## **III. Municipality of Cluj-Napoca: ”Technology and e-government in local administration”**

Owner: 27. **Emil Boc**, Mayor of Cluj-Napoca



Facilitator: 28. **Ovidiu Cîmpean**, Development Director of Cluj-Napoca City Hall

Participant Experts:

29. Marcel Ielcean, IT Strategies, City Hall
30. Diana Apan, chief Bureau marketing, City Hall
31. Oana Buzatu, Centre of Citizens Information, City Hall
32. Nicolae Urs, Faculty of Political Sciences Administration and Communication
33. Paul Brie, Department Manager Evozon
34. Gabi Crețu, CEO Evozon
35. Ionuț Țața, president Technology Cluster Brașov
36. Ines Vaitinen, EnOLL
37. Bjorling Sten-Eri, Enviro Data
38. Elena Hurjui, Strategy Partner, Herladist & Wondermarks
39. Nicolaie Moldovan, City manager Alba Iulia

#### **IV. ARIES Transilvania: „Unleashing innovation and building ecosystems as a service”**

Owners: 40. Voicu Oprean – President of ARIES Transilvania

41. Bianca Muntean - Executive Director of ARIES Transilvania

Facilitator:

42. Tuija Hirvikovski, president EnOLL

Participant Experts:

43. Cristian Dascalu, owner ClujHub
44. Karl Mc Faul, City of Lund
45. Pierre Simay, OISPG rapporteur
46. Gauthier Grousset, DG Education and Culture, Unit C1: Innovation and EIT
47. Philip Coban, Telios Care
48. Iulian Pădurariu, Co-founder&CEO Pony Car Sharing
49. Alexandru Roja, Stat-up Transilvania
50. Ștefănuț Teodor-Traian, Technical University Cluj – Napoca
51. Ciprian Morcan, Cluster Manager Transylvania Furniture
52. Felix Arion, Cluster Manager AgroTransilvania
53. Ioana Dragoș, expert North- West Regional Development Agency
54. Maria Sotiriou, European Young Innovators Forum
55. Chie SATO, Presiden, Biztech Inc.



The conclusions of the **Innovation Dialogue** workshops revealed similar solutions from the 4 expert groups: the need for an infrastructure able to propel and support the citizen-originated solutions and ideas. These conclusions have been further discussed in the Town Hall Debate where the local municipality and the representatives of the CoR have provided a global point of view in a direct meeting with the citizens.

## II. Transylvanian Clusters B2Match Event

**Participants: 104**

**Participating countries: 9 (Austria, Belgium, France, Germany, Hungary, Ireland, Italy, Korea, Romania)**

**Bilateral meeting matchmaking: over 100**

ARIES Transylvania, the local EEN representative, together with its partners form the Network organised on the 12th of June 2017 a matchmaking sessions B2B, C2C, C2B event for the participants, in order to develop future projects for their communities.

The participants created a profile on the matchmaking platform (<https://www.b2match.eu/clustersmatchmaking-2017>), where they had the possibility to find new commercial/technological/research partners, initiate cross-border contacts and co-operations and showcase the most favourable projects, products or know-how. Also, the participants had the opportunity to set meetings with clusters and companies from various industries: ITC, creative industries, energy, woodworking and plastics, new materials, agribusiness, etc.

OI 2.0 concept and conference were hardly promoted to the participants during this event.

## III. Citizens' dialogue: Reflecting on Europe from the Heart of Transylvania

**Participants: over 100**

**Speakers:** Markku Markkula, *President of the Committee of the Regions*

Emil Boc, *Mayor of Cluj-Napoca*

During the town hall debate which took place on the 13th of June in Cluj-Napoca, the citizens in Cluj-Napoca have highlighted youth, mobility and unemployment as the main concerns for their region. (<http://cor.europa.eu/en/events/Pages/debate-cluj-napoca.aspx>)



The event launched the CoR's "Reflecting on Europe" campaign – an initiative which can be presented as an opportunity for citizens to present their ideas, thoughts and opinions on the future of the European Union – in Romania, with the aim for it to be replicated in other cities and regions.

The CoR is committed to making citizens' voices heard in shaping the on-going political debate on the future of Europe and to bring their concerns and concrete proposals to the EU level debate. Statements and conclusions of this debate as well as an online survey carried out during the event will feed into the CoR contribution to the Reflection on the EU.

The format of the CoR town hall debate filled well into the context of the Open Innovation 2.0 (OI2) conference given the participatory nature and ambition to co-create answers to European societal challenges, which go beyond the scope of what any one organization or person could do alone. Local and regional efforts are crucial to create the necessary open and functional innovation ecosystems that will allow for completion of the Digital Single Market.

## IV. Open Innovation Conference fifth edition

**Participants: 489**

**Speakers: 70**

**Participating countries: 26** (Austria, Belgium, Bulgaria, Denmark, Finland, France, Germany, Hungary, Ireland, Israel, Italy, Japan, Luxembourg, Netherlands, Poland, Portugal, Republic of Korea, Romania, Spain, Swede, UK, Scotland, USA, Slovenia, Turkey, Slovak Republic)

Open Innovation 2.0 - Cluj Napoca	
Number of participants / workshop	
Workshops	No of Participants
13/06/2017 z1 09:00 Welcome + Opening	302
13/06/2017 z1 11:50 Block Chain	112
13/06/2017 z1 11:50 Jobs and Skills	92
13/06/2017 z1 11:50 VUCA Times	50
13/06/2017 z1 11:50 Worldcafe Sessions	79
13/06/2017 z1 14:10 Markku Markkula sala principala	172
13/06/2017 z1 15:30 Innovative financing resources	39
13/06/2017 z1 15:30 Placemaking throught science	11
13/06/2017 z1 15:30 Starts - Chair Ralph Dum	38
13/06/2017 z1 15:30 Incubate Innovation	33
14/06/2017 z2 09:00 OI2 + keynote + Plenary Panel sala	165

principala	
14/06/2017 z2 11:30 Plenary Panel: OI2 sala principala	122
14/06/2017 z2 14:00 National innovation ecosystem	68
14/06/2017 z2 14:00 Innovation measurement	53
14/06/2017 z2 14:00 Industry Commons	52
14/06/2017 z2 14:00 Societal Transformation	32
14/06/2017 z2 15:50 Industrial Transformation	46
14/06/2017 z2 15:50 Innovation Modelling and Policy Making	34
14/06/2017 z2 15:50 H2020 funding opportunities	29
14/06/2017 z2 17:00 Closing Plenary	60
14/06/2017 z2 15:50 OI2 Ecosystems practice	20

The OI 2.0 was transmitted live through livestreaming: <http://play.streamaxia.com/oi2>. The link was visible on the official Facebook pages of [Open Innovation Group – OISPG](#) and ARIES Transilvania.

Live views: over 11,000

## OI 2.0 - Media coverage

### TV:

1. <https://www.youtube.com/watch?v=vjS1Hh54vVY&feature=youtu.be>
2. <https://www.youtube.com/watch?v=TG4A8NHXOe0>
3. [https://www.youtube.com/watch?v=wm5D082\\_F5A&feature=youtu.be](https://www.youtube.com/watch?v=wm5D082_F5A&feature=youtu.be)
4. <http://www.digi24.ro/emisiuni-regionale/clujul-devine-capitala-inovarii-734334>

### Press:

5. <https://actualdecluj.ro/tag/open-innovation-2-0-2017/>
6. <http://www.eurocities.eu/eurocities/events/Open-Innovation-2-0-Conference-2017-WSPO-AM8EGU>
7. <http://www.clujlife.com/2017/05/23/conferinta-open-innovation-2-0/>
8. <http://ilovecluj.ro/2017/05/23/conferinta-open-innovation-2-0-din-2017-va-avea-loc-pentru-prima-data-in-europa-de-est-la-cluj-napoca/>



9. [http://adevarul.ro/locale/cluj-napoca/conferinta-open-innovation-20-loc-data-europa-est-cluj-napoca-1\\_593f79385ab6550cb817857e/index.html](http://adevarul.ro/locale/cluj-napoca/conferinta-open-innovation-20-loc-data-europa-est-cluj-napoca-1_593f79385ab6550cb817857e/index.html)
10. <http://ziuadeci.realitatea.net/eveniment/speakeri-si-participanti-din-toata-lumea-la-cluj-open-innovation-20--160191.html>
11. <http://gazetadecluj.ro/conferinta-open-innovation-2-0-se-tine-pentru-prima-data-la-cluj-napoca/>
12. <http://www.cotidiantr.ro/open-innovation-20-vine-pentru-prima-oara-in-europa-de-est-la-cluj-86737.php#.WW3qs4jyg2w>
13. <http://radiocluj.ro/2017/06/13/peste-500-de-participanti-la-prima-conferinta-open-innovation/>
14. <http://ziarulfacia.ro/atelier-de-finantari-inovative-la-conferinta-open-innovation-2-0/>
15. <https://cluju.ro/tag/open-innovation-2-0/>
16. <http://www.clujinsider.ro/2017/06/12/clujul-gazduieste-conferinta-open-innovation-2-0/>
17. <http://www.presalocala.com/2017/05/26/13-14-iunie-conferinta-open-innovation-2-0-din-2017-la-cluj-napoca/>
18. <http://www.rador.ro/2017/06/13/a-cincea-editie-a-conferintei-open-innovation-se-desfasoara-la-cluj/>

## Other:

19. **ARIES Transilvania:** <http://aries-transilvania.ro/open-innovation-2-0/>
20. **Newsletter North-West Regional Development Agency:** <https://www.nord-vest.ro/townhall-debate-marti-13-iunie-cu-comitetul-regiunilor/>
21. <https://www.nord-vest.ro/va-asteptam-la-cel-mai-mare-eveniment-de-inovare-din-2017-la-atelierul-nostru-de-finantari-inovative/>
22. **European Cluster Collaboration Platform:** <https://www.clustercollaboration.eu/news/role-industrial-ecosystems-discussed-open-innovation-conference-20-1314>
23. **Business Review:** <http://www.business-review.eu/news/cor-head-markku-markkula-former-providers-of-cheap-labour-transitioning-into-digital-hubs-112326>
24. **Committee of the Regions:** <http://cor.europa.eu/en/news/Pages/Transylvania.aspx>





25. **The Municipal Journal of Cluj-Napoca Municipality:**  
[http://www.primariaclujnapoca.ro/userfiles/files/Jurnal%20municipal%20aprilie%202017%20spread%20\(1\).pdf](http://www.primariaclujnapoca.ro/userfiles/files/Jurnal%20municipal%20aprilie%202017%20spread%20(1).pdf)
26. <http://www.primariaclujnapoca.ro/userfiles/files/Jurnal%20municipal%20iunie%20-iulie%202017.pdf>
27. The magazine Culture.Innovation.Sport.Fun 2017
28. The magazine – The year of innovation in Cluj-Napoca
29. **Cultural Centre Cluj-Napoca:** <http://www.cccluj.ro/parcul-etnografiei-intergalactice-si-centrul-de-stiinte-quantum-dezbatute-la-open-innovation-2-0/>
30. Technical University of Cluj-Napoca:  
[https://www.utcluj.ro/media/page\\_document/78/Open Innov. kZi2kN6.pdf](https://www.utcluj.ro/media/page_document/78/Open_Innov._kZi2kN6.pdf)
31. **Transilvania Bank:** <https://www.bancatransilvania.ro/bt-social-media-newsroom/stiri/bt-partener-al-conferintei-open-innovation-20-2017/>

## Media Citizens' dialogue impact

### Radio:

32. <http://radio.ubbcluj.ro/audio-primul-dialog-cu-cetatenii-organizat-in-romania-la-cluj-napoca/>

### Other:

33. <https://www.ilikecluj.ro/primul-dialog-cu-cetatenii-organizat-romania-la-cluj-napoca/>
34. <http://ziuadecj.realitatea.net/administratie/10-ani-de-cand-clujul-a-devenit-oras-european-dezbatere-cu-cetatenii--159989.html>
35. <http://cluj-am.ro/index.php/administratie/18767-dezbatere-cu-cetatenii-reflectand-asupra-europei-din-inima-transilvaniei-10-ani-de-cand-clujul-a-devenit-un-oras-european>
36. <http://www.caleaeuropeana.ro/dialog-cu-cetatenii-reflectand-asupra-europei-din-inima-transilvaniei-10-ani-de-cand-clujul-a-devenit-un-oras-european/>
37. [http://adevarul.ro/locale/cluj-napoca/video-boc-dezbatere-despre-viitorul-europei-refuzul-intrarii-romaniei-schengen-cele-mai-mari-nedreptati-ni-fac-1\\_593ff8b25ab6550cb81b0a7f/index.html](http://adevarul.ro/locale/cluj-napoca/video-boc-dezbatere-despre-viitorul-europei-refuzul-intrarii-romaniei-schengen-cele-mai-mari-nedreptati-ni-fac-1_593ff8b25ab6550cb81b0a7f/index.html)







38. <http://clujescu.ro/2017/06/13/dialog-cu-cetatenii-la-cluj-napoca/>
39. <http://www.ziare.com/emil-boc/presa-locala/>
40. <https://actualdecluj.ro/ce-ii-doare-pe-clujeni-transportul-somajul-si-politicile-pentru-tineret/>
41. <https://cluj.com/articole/la-cluj-se-traieste-si-se-simte-la-nivel-european/>
42. <https://www.ziare-pe-net.ro/stiri/10-ani-de-cand-clujul-a-devenit-oras-european-dezbatere-cu-cetatenii-5351311.html>
43. <https://berbeccristian.wordpress.com/2017/06/14/dezbatere-despre-politicile-de-tineret-ale-ue-alaturi-de-markku-markkula-si-emil-boc/>

## Media impact - Transylvanian Clusters B2Match Event

44. <http://gazeta-afacerilor.ro/informare-agrotransilvania-cluster-organizare-pre-evenimente-conferinta-open-innovation-2-0/>
45. <http://centi.ro/eveniment-de-matchmaking-pentru-clustere-cadrul-open-innovation-conference-2-0-grand-hotel-italia-cluj-napoca-romania-12-iunie-2017/>

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