

Promoting innovation & design at regional level: The example of the Ile-de-France Region

Monday 3rd May 2010
15:00–18:00

Ile-de-France Europe Office
10 rue Montoyer, Brussels

The European Commission is currently drafting a **European Action Plan for Research and Innovation**, the preparation of which included a series of studies in 2009 on innovation intermediaries and the role of design as a driver of user-centred innovation. Furthermore, the recent publication of a **Green Paper on Cultural & Creative Industries (CCIs)** stressed the vast potential for innovation in this field of activities and the relevance of helping CCIs develop in their local and regional environment to strengthen their presence at global level.

In this context, we are very pleased to invite you to this workshop which aims at:

- presenting two recently created regional bodies in charge of promoting innovation and design in the Ile-de-France Region;
- establishing connections with colleagues from other EU regions involved in the promotion of innovation and design, exchanging know-how, best practices and learning from each other;
- increasing knowledge about current and future EU support to innovation, design and CCIs and establishing a dialogue with the representatives of the European Commission involved in these areas.

Which topics should we expect to touch upon in the course of the afternoon?

Innovation / Regional dimension. Which role for regions in fostering innovation? Which tools do regions implement to make innovation happen, help businesses innovate and grow? Which role for regional innovation intermediaries? How do they operate? What is their added value? How to improve regional innovation systems?

Design. Is design a tool for innovation? Which role for design in the innovation process? How can design help answer technological and societal challenges? Which barriers to the use of design by businesses? in society?

Creative and cultural industries (CCIs). An area with a great innovation potential? What do we talk about? Do we have a common definition of what CCIs cover? How do we situate design? Some include design in the CCIs sector, others consider it as a transversal tool serving the innovation process: who's right? How do we connect creativity to innovation? Is design a tool (bridge?) to help make this connection?

Community action. Which EU support to innovation players? Should the EU do more? Differently? Which EU support to regional players in particular? How can the EU help improve regional innovation systems? What does the Commission intends to propose with the Research & Innovation Action Plan? What is the Commission's approach of design? Do DG Enterprise & Industry and DG Education and Culture have the same approach of innovation and design?

Do join us to raise more questions and try find some answers together!



PROGRAMME

15:00 - Welcome coffee

15:30-16:30 - Promoting innovation & design at regional level: the examples of the Ile-de-France and partner Regions

- Ile-de-France : **Sabine Enjalbert**, CEO (Centre Francilien de l'Innovation)
Stéphane Simon, Operational Director (Le Lieu du Design)
- East Midlands : **Peter Ford**, Reader in Design Innovation (De Montfort University)
- North Rhine-Westphalia : **Werner Lippert**, Cluster Manager (Creative.NRW)

Questions & answers

16:30-17:30 - Round-table with representatives of the European Commission: which support to SMEs and innovation intermediaries in our regions?

- Update on the preparation of the European Research & Innovation Action Plan: **Charlotte Arwidi**, European Commission (DG Enterprise & industry)
- The Green Paper on Cultural & Creative Industries: **Sylvain Pasqua**, European Commission (DG Education & Culture)
- Reaction from an innovation intermediary viewpoint, **Philippe Vanrie**, CEO (EBN)
- Reactions from the panellists & debate with the participants

Questions & answers

17:30 - Cocktail reception

Registration: info@iledefrance-europe.eu
More information: cedric.daumas@iledefrance-europe.eu