

# Conference Programme



***The XXI ISPIM Conference***  
***Dynamics of Innovation***  
***Bilbao, Spain***  
***6-9 June 2010***

Organised by ISPIM and hosted by Innobasque, the Basque Innovation Agency, **The XXI ISPIM Conference: The Dynamics of Innovation**, brings together academics, business leaders, consultants and other professionals involved in innovation management. The event format consists of facilitated themed and plenary sessions, discussion panels and workshops held in **Bilbao, Spain** on **6-9 June 2010**. The call for papers for the Conference attracted submissions from 390 authors. Following selection by the ISPIM Scientific Panel, to whom we are grateful, and subsequent completion by the authors, 192 Academic and Practitioner Submissions are included in the Conference. For full papers and documents, readers should view the Conference Proceedings (ISBN 978-952-214-926-8).

## Conference Awards:

**Three papers** have been nominated by the Scientific Panel for each of the two Best Paper awards.

*The Knut Holt Award for Best Paper* (\* in the programme)

- Jose Maria Barrutia, University of the Basque Country, Spain "Social capital-innovation relationship in the European regions"
- Christina Oberg, Linköping University, Sweden "Customer roles in innovations"
- Sam Inkinen, University of Turku, Finland "Insufficient R&D as a Determinant of Poor Service Competitiveness in OECD Countries"

*The Conference Best Student Paper Award* (\*\* in the programme)

- Tor Helge Aas, University of Agder, Norway "Implementing a Value Assessment Tool for Service Innovation Ideas"
- Claudio Cruz Cázares, Autonomous University of Barcelona, Spain "R&D Strategies and Firm Innovative Performance: A Panel Data Analysis"
- Matilde Martinez Casanovas, Orbita97 Innovation Company, Spain "Improving creativity results in organizations using creative techniques through experiential learning training"

## Conference Partners:

**Organiser: The International Society for Professional Innovation Management (ISPIM)** is a worldwide network of innovation management professionals from research, industry and intermediary organisations. ISPIM's goals are to create a worldwide network of excellence in the field of innovation management, to enhance collaboration between its members and to be at the forefront of research on innovation. ISPIM achieves this via its international conferences and regional events, journal publications, collaborative research projects and other member services.



**Main Sponsor & Conference Gala Dinner Sponsor: BBVA** is a financial services group with more than EUR 542 billion in total assets, 48 million clients, 7,458 branches and approximately 103,000 employees in more than 30 countries. The BBVA Group maintains a leadership position in Spain, Mexico, Latin America and the Sunbelt Region of the United States, a country where it ranks as the 15th largest commercial bank by deposits, as well as operations in China, France, Germany, Italy, Switzerland, Hong Kong, Japan and Singapore, among others.



## Scientific Panel Contributors:

Eelko Huizingh, University of Groningen, Netherlands (Head)  
 Iain Bitran, Enterprizer Technologies, UK  
 Alexander Brem, University of Erlangen-Nuremberg, Germany  
 Annick Castiaux, University of Namur, Belgium  
 Steffen Conn, ISPIM, UK  
 Clive Steven Curran, University of Münster, Germany  
 Urs Daellenbach, Victoria University of Wellington, New Zealand  
 Robert Dew, Queensland University of Technology, Australia  
 Helena Forsman, Lappeenranta University of Technology, Finland  
 Hannu Karkkainen, Tampere University of Technology, Finland  
 Barbara Laermann, Strascheg Center for Entrepreneurship, Germany  
 Jens Leker, University of Münster, Germany

Anne-Laure Mention, CRP Henri Tudor, Luxembourg  
 Benjamin Niedergassel, University of Münster, Germany  
 Ville Ojanen, Lappeenranta University of Technology, Finland  
 Teemu Santonen, Laurea University of Applied Science, Finland  
 Marko Seppänen, Tampere University of Technology, Finland  
 Jayakanth Srinivasan, Massachusetts Institute of Technology, USA  
 Eric Stevens, ESCEM, France  
 Stefania Testa, University of Genoa, Italy  
 Marko Torkkeli, Lappeenranta University of Technology, Finland  
 Anna Trifilova, Nizhny Novgorod Architecture and Civil Engineering State University, Russia  
 Eva Velasco, University of the Basque Country, Spain  
 Ibon Zamanillo, University of the Basque Country, Spain

**Host: Innobasque, the Basque Innovation Agency**, is a private non-profit association established to coordinate and promote innovation throughout the Basque Country and to encourage entrepreneurial spirit and creativity at all levels. Innobasque is made up of agents from the Basque Network of Science, Technology and Innovation, private businesses, Basque public institutions, institutional representatives of Basque workers and business people and organisations of any kind related to innovation. They conduct activities which promote the values and attitudes associated with innovation in Basque society.



**Main Sponsor: Bizkaiko Berrikuntza Agentzia (BAI)** is a public organisation focused on the promotion of SME-innovation in Biscay Province (Bizkaia) and is assigned to the Department of Economic Promotion of the Provincial Council of Biscay. BAI increases the culture of innovation in SMEs, supports continuing training and develops targeted innovation initiatives. It views this strategy of guidance, qualification and support as the departure point for collaborating with companies about to undertake an innovation journey as well as for those that are already immersed in medium and long-term projects. Specifically, BAI offers consultancy and assessment to some companies, as well as a range of services that tries to promote the development of projects of product, process, market and organizational innovation to others.



**Main Sponsor: Lan Ekintza-Bilbao** is the public society of Bilbao City Council dealing with employment support and enterprise promotion. Our mission is to contribute to the economic, strategic and support development in the city of Bilbao by increasing employment and the competitiveness of companies, through the design and execution of programs to adapt human resources to the needs of business, and support in setting up new businesses and of investing and improving management in small and medium businesses.



**General Sponsor: Product Genesis** is a strategic innovation management consulting firm that spun out of the MIT Innovation Center two decades ago. Our unique competency is in the application of structured approaches for identifying and qualifying growth, disruption and whitespace opportunities, by matching evolving technology capabilities against changing market conditions. Our seasoned, technology-savvy cross-functional team is skilled at working across industry and market domains, and brings broad, lateral thinking that yields silo-busting product and services innovations. Our clients include some of the most successful innovators in the Global 2000, with shareholder returns far above industry norms.



**General Sponsor: Inogate** is simplifying the way companies innovate by developing a new breed of Enterprise Collaborative 2.0 solutions (software and methodologies) — making it possible to have the right balance needed to achieve operational excellence in the present with an ability to proactively innovate to create new value for the future.



**Proceedings & Book of Abstracts: Lappeenranta University of Technology (LUT)** was established in 1969 as a national university of technology. LUT is a state-run university in Finland and is financed by the Ministry of Education. LUT is specialised in technology and economics. About 5000 students study in the various degree programmes offered by the university, and about 900 new students are admitted each year. There are about 500 postgraduate students, and 900 members of staff. The most outstanding feature of the university is the way in which it has successfully integrated expertise in technology and economics. LUT's location on the border between the EU and Russia has also had a major impact on the university's activities and orientation.



**Awards: Gower Publishing** is recognised as one of the world's leading publishers of specialist business and management books and resources. Our publishing programme covers many of the main business processes and functions and we are continuously developing new titles. Founded in 1967 Gower is an independent, global publisher.



**General Sponsor: Imaginatik** specializes in Innovation process and technology. Our mission is to help companies innovate, and we achieve this with our award-winning Idea Central software and our proven human and business methods. We have over 100 corporate customers and over 650,000 end users of our technology. For many of the world's best firms, we are their Innovation Infrastructure.



**General Sponsor: The Radical Innovation (RI) Group** specializes in helping established companies, committed to technology-based and business model innovation, develop effective and sustainable innovation capabilities for growth and corporate renewal. The RI Group combines RPI and Babson College academic insights, with leading-edge industry experiences, and works across diverse industries to accelerate the lifecycle and increase the success rate of innovation investments. The company was established in 2001 upon release of "Radical Innovation: How Mature Companies Can Outsmart Upstarts" and continues to evolve the implementation roadmap for innovation with "Grabbing Lightning: Building a Capability for Breakthrough Innovation", winner of Strategy + Business Magazine 2008 Innovation Award.



**Welcome Reception Host: Bilbao Turismo & Convention Bureau** was created in 1992 by the Bilbao Town Council as a Local Autonomous Organisation. In 1999 it changed its legal status and became a municipally-owned Limited Company. Its aims and objectives are reflected in the Company Acts, and can be summarised in the company's corporate statement: "Bilbao Turismo is a Limited Company created to strategically manage Bilbao as a tourism product, with the task of supporting the city's economic development via the collaboration with other public and private agencies".



**Awards: Wiley** is a global publisher of print and electronic products, specializing in scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and websites; and educational materials for undergraduate and graduate students and lifelong learners.



**Submissions Management: ConferenceSubmissions** does everything from abstract collection to proceedings production and invoicing. It is designed by people who run scientific events and understand where automation helps an event secretariat. Its flexibility allows you to work how you like to do things and not vice-versa. Set-up takes 30 minutes per event, which we do for you during your free hour of online training. Thereafter, authors, presenters and reviewers access your dedicated page to manage their submissions and bookings while you retain control over deadlines, documents and communications.



## Session Theme Overview

Monday 1400-1530	Session 1.1 OI & Collaboration 1 - Looking Outwards	Session 1.2 Networks & clusters 1	Session 1.3 Business Models & Value 1	Session 1.4 Measurement & Performance 1	Session 1.5 People in Innovation 1 - Training	Session 1.6 Commercialising & financing innovation
Monday 1600-1730	Session 2.1 OI & Collaboration 2 - Implementation	Session 2.2 Networks & clusters 2	Session 2.3 Business Models & Value 2	Session 2.4 Measurement & Performance 2	Session 2.5 People in Innovation 2	Session 2.6 Ideas & Crowdsourcing
Tuesday 0900-1030	Session 3.1 OI & Collaboration 3 - Networks	Session 3.2 Service Innovation 1	Session 3.3 Business Models & Value 3	Session 3.4 Measurement & Performance 3	Session 3.5 People in Innovation 3	Session 3.6 Ideas & Initiatives
Tuesday 1100-1230	Session 4.1 OI & Collaboration 4 - Customers	Session 4.2 Service Innovation 2	Session 4.3 User-Focused Innovation 1	Session 4.4 EU-Funded Projects	Session 4.5 People in Innovation 4	Session 4.6 Knowledge Management
Tuesday 1400-1530	Session 5.1 OI & Collaboration 5 - Management	Session 5.2 Managing Innovation 1	Session 5.3 User-Focused Innovation 2	Session 5.4 Regional Innovation 1	Session 5.5 Foresight & Future 1	Session 5.6 Corporate Focus
Tuesday 1600-1730	Session 6.1 OI & Collaboration 6 - Knowledge	Session 6.2 Managing Innovation 2	Session 6.3 Industry & Technology 1	Session 6.4 Regional Innovation 2	Session 6.5 Foresight & Future 2	Session 6.6 Innovation & the Web
Wednesday 0900-1030	Session 7.1 OI & Collaboration 7 - Intermediaries	Session 7.2 Managing Innovation 3	Session 7.3 Industry & Technology 2	Session 7.4 Regional Innovation 3	Session 7.5 Technology Transfer 1	Session 7.6 Programmes & Policy
Wednesday 1100-1230	Session 8.1 OI & Collaboration 8 - Approaches	Session 8.2 Managing Innovation 4	Session 8.3 Industry & Technology 3	Session 8.4 Regional Innovation 4	Session 8.5 Technology Transfer 2	Session 8.6 Entrepreneurship

## Programme

### Sunday, 6th June 2010

1600 – 1700 **ISPIM Advisory Board Meeting** (closed meeting)  
Venue: Abba Parque Hotel

from 1730 **Delegate Registration**  
Venue: The Atrio del Edificio Ensanche (atrium of the Ensanche Building, headquarters of Bilbao Tourism) - Plaza Ensanche, 11 - 48009 Bilbao

1730 – 1930 **Walking Tour of Bilbao**  
Tours will depart every 5 minutes until 1800 from in front of The Edificio Ensanche in groups of around 25 people. The tour includes the historical and cultural sites of old Bilbao and will last about 90 minutes.

1900 – 1930 **Facilitators' Briefing**  
Venue: The Atrio del Edificio Ensanche

1900 – 2130 **Welcome Reception**  
Bilbao Tourism has invited conference delegates to a cocktail reception and buffet at their headquarters in the Atrio del Edificio Ensanche. This will include a welcome address by a representative from the City of Bilbao. Please make your own way there.

**Website:** [www2.bilbao.net/bilbaoturismo/index\\_ingles.htm](http://www2.bilbao.net/bilbaoturismo/index_ingles.htm) **Dress Code:** Informal casual attire



## Monday, 7th June 2010 – Morning & Afternoon

from 0815 **Delegate Registration**

0900 – 0910 **Conference Welcome** Sala A1 Level -2

**Iain Bitran**, Executive Director, ISPIM; **Guillermo Ulacia**, President, Innobasque (Conference Host)

0910 – 0950 **Keynote Speaker: Joe Tidd**



Professor, Technology & Innovation Management, Science & Technology Policy Research Unit (SPRU), University of Sussex

**Leveraging Lean Innovation**

0950 – 1030 **Keynote Speaker: Matt Kingdon**



Chairman, Co-Founder & Chief Enthusiast, ?What If! The Innovation Company

**The Power of Momentum**

1030 – 1100 **Coffee Break**

1100 – 1140 **Keynote Speaker: Jon Azua**



Chairman, CEO and Founder, e-novatinglab Group

**Co-Creating Innovative Value**

1140 – 1230 **Keynote Panel Discussion: The Dynamics of Innovation**

moderated by: **Matt Chapman**, Senior Innovation Consultant, Imaginatik plc

Panel Members: **Joe Tidd**, Science & Technology Policy Research Unit (SPRU), University of Sussex; **Matt Kingdon**, ?What If! The Innovation Company; **Jon Azua**, e-novatinglab Group

1230 – 1330 **Lunch - Sala Jauregia Level 1**

**Lunchtime Special Interest Group: The ISPIM Knowledge Network: Business Led Research Programme** led by José Carlos Caldeira, INESC Porto & ISPIM - Sala Jauregia (rear section) Level 1 (1240 - 1325)

1330 – 1400 **Luminary Speakers**



**Luminary Session A1: Implementing Open Innovation by Ard-Pieter de Man**, Professor, VU University Amsterdam/  
Principal Consultant, Atos Consulting  
Sala A1 Level -2, Chair: Marko Torkkeli



**Luminary Session B1: Enhancing value through innovation in the banking industry by Beatriz A Lara Bartolomé**, Chief Innovation Officer, BBVA  
Sala B-TRZ Level 3, Chair: Paul Ortega



**Luminary Session C1: Contextual Innovation: Innovating and Inventing for Emerging Markets by Girish Prabhu**, Director of UBD  
Innovation & Strategic Development, Srishti Labs  
Sala B1 Level 1, Chair: Michael Dell

1400 – 1530 **Facilitated Parallel Sessions** (15 minutes per presenter plus 30 minutes group discussion)

**Session 1.1: OI & Collaboration**  
**1 - Looking Outwards**

Sala A1 Level -2

Facilitator: Marko Torkkeli

Khaleel Malik: Absorbing External Knowledge via Collaborative Research Projects

Heidi Olander: The choice of governance mechanisms for knowledge and innovations in R&D collaboration

Antero Kutvonen: The Evolution of External Knowledge Exploitation Motives

Juha Väättänen: Innovation Strategies: From Internal R&D towards Open Innovation and Cooperation

**Session 1.2: Networks & clusters 1**  
**1 - Looking Outwards**

Sala B-TRZ Level 3

Facilitator: Paolo Zanenga

Mikko Pynnönen: Delphi-based approach for evaluating capabilities in the future supply networks

Helena Forsman: Networking as an Accelerator of Innovations in Small Enterprises. Fact or Fiction?

Sebastian Nollau: Resolving challenges in subcontracting of R&D: Virtual Technology Development

Jukka Laitinen: Successful partnership and innovation process model for SME's: framework and empirical evidence

**Session 1.3: Business Models & Value 1**

Sala B1 Level 1

Facilitator: Michael Dell

Viatcheslav Dmitriev: Towards a Dynamic Process Model in combining Innovation and Business Model Development

Tapani Talonen: Gravitational Innovation Strategy

Giedrius Jucevicius: Application of TRIZ methodology for business model innovation

Birgitta Bergvall-Kåreborn: The Pioneers of Mobile Application Development - Android and iPhone developers

**Session 1.4: Measurement & Performance 1**

Sala B3 Level 3

Facilitator: Joanne Hyland

Josune Saenz: Measuring Innovation: The Missing Link to Value Creation

Rob Dew: Designing Pragmatic Innovation Measurement Heuristics

Meindert Flikkema: Trademarks as a proxy for innovation: results of an in-depth Benelux study

Claudio Cruz Cázares: R&D Strategies and Firm Innovative Performance: A Panel Data Analysis\*\*

**Session 1.5: People in Innovation 1 - Training**

Sala C1 Level 1

Facilitator: Csaba Deak

Sabine Cullmann: Training for Open Innovation

Milena Ramos: Doctoral training for innovation: Brazilian policy in a global context

Kazuyoshi Ishii: A Development of the Educational Program for Production Manager through ABC-G Network

Davide Mate: Opening the black box: How staff training and development may affect innovation

**Session 1.6: Commercialising & financing innovation**

Sala C3 Level 3

Facilitator: Eric Stevens

Mirjam Knockaert: When do technology intermediaries enhance member firm's innovation speed?

Henri Simula: Commercialization in the context of a radical industrial innovation – case KONE MonoSpace

Mario Gomez Aguirre: Technology Transfer and Financing Innovation at Canadian Universities: A Panel Data Approach

Clara Asmail: Commercializing Government Innovations: SBIR Federal funds Supports Commercialization of Federal Laboratory Technologies

## Monday, 7th June 2010 – Afternoon (continued) & Evening

1530 – 1600 **Coffee Break**

1600 – 1730 **Facilitated Parallel Sessions** (15 minutes per presenter plus 30 minutes group discussion)

<b>Session 2.1: OI &amp; Collaboration 2 - Implementation</b>	<b>Session 2.2: Networks &amp; clusters 2</b>	<b>Session 2.3: Business Models &amp; Value 2</b>	<b>Session 2.4: Measurement &amp; Performance 2</b>	<b>Session 2.5: People in Innovation 2</b>	<b>Session 2.6: Ideas &amp; Crowdsourcing</b>
<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
<i>Facilitator: Michael Bartl</i>	<i>Facilitator: Paolo Zanenga</i>	<i>Facilitator: Marko Seppänen</i>	<i>Facilitator: Helena Forsman</i>	<i>Facilitator: Annick Castiaux</i>	<i>Facilitator: Michael Dell</i>
Luciana Hashiba-Horta: Open Innovation system implementation and its impacts - a cosmetic company experience	André Spithoven: Looking in the Right Place to Innovate: Science Parks and Technology Transfer	Ya-Ti Lin: An Integrated Model for Analyzing the Development of Innovative Products	Jose Albers: RTO Strategies and Performance. A Contingent Model based on Empirical Evidence	Peter Teirlinck: Absorptive Capacity and External R&D: Exploring the Functions and Qualifications of Personnel	Louise Muhdi: Crowdsourcing as an idea generation tool in the early innovation process
Davide Chiaroni: How to Use Pilot Projects to Implement Open Innovation	Benjamin Baumann: A Business Model Framework for Clusters of Innovation	Aija Tapaninen: What is the value for customer of characteristics of innovation?	Fredy Reyes: Modeling the Technological Innovation Capacity in the Software Development Process	Matilde Martinez Casanovas: Improving creativity results in organizations using creative techniques through experiential learning training **	Teemu Santonen: Higher Education Student's Motivation to Participate in Online Mass Innovation: Case Massidea.org
Manuela Dias: Open Innovation Practices in Medical Devices Industry: Insights from a Multiple Case-Study	Juan José Muñoz: Madrid Network. Policy instruments at the service of innovation	Marc Wouters: Customer value propositions in a context of technology commercialization	Minna Pikkarainen: Impacts of Product Development Strategy on Innovation Activities in Software Intensive Corporations	Eva Velasco: Practices Developed by Basque Innovative Companies in Human Resources, Leadership and Culture	Irina Saur-Amaral: Crowdsourcing, Social Networks and Innovation Intelligence
Tuija Luoma: Barriers to Innovating Openly	Jaime Del Castillo: Cluster mapping. Identifying critical mass for innovation	Shenq-Yuan Wang: Considering Customers' Preferences to Analyze the Development of 4G Telecommunications Market	Tatjana Samsonowa: Towards a Systematic Performance Management System for Industrial Research Organizations	Javier Ruiz: Organizational learning and leadership styles in RTOs: A multilevel perspective in Tecnalía	Sally Davenport: "Problemsourcing": IRL's "What's Your Problem New Zealand?" Competition

1730 **End of Sessions - Day One**

1830 – 2000 **Private Viewing (non-guided) at The Guggenheim Museum Bilbao**

Optional - arrive when you like, delegates have private access to freely wander the collections. Viewing takes between 30 and 90 minutes depending on your level of interest.

2000 – 2300 **Conference Gala Dinner at The Guggenheim Museum Bilbao (sponsored by BBVA)**

Cocktail welcome and dinner in the Museum's Atrium, plus **Conference Awards**: The Knut Holt Award for Best Conference Paper, The Best Student Paper Award, Scientific Panel Contribution Award

**Venue**: Guggenheim Museum Bilbao, Avenida Abandoibarra, 2 - 48001 Bilbao. Please make your own way there and don't forget to bring your badges.

**Website**: [www.guggenheim-bilbao.es/secciones/el\\_museo/el\\_edificio.php?idioma=en](http://www.guggenheim-bilbao.es/secciones/el_museo/el_edificio.php?idioma=en) **Dress Code**: Smart casual (i.e. ties not required)



## Tuesday, 8th June 2010 – Morning

0900 – 1030	<b>Facilitated Parallel Sessions</b> (15 minutes per presenter plus 30 minutes group discussion)					
	<b>Session 3.1: OI &amp; Collaboration 3 - Networks</b>	<b>Session 3.2: Service Innovation 1</b>	<b>Session 3.3: Business Models &amp; Value 3</b>	<b>Session 3.4: Measurement &amp; Performance 3</b>	<b>Session 3.5: People in Innovation 3</b>	<b>Session 3.6: Ideas &amp; Initiatives</b>
	<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
	<i>Facilitator: Davide Chiaroni</i>	<i>Facilitator: Helena Forsman</i>	<i>Facilitator: Tobias Müller-Prothmann</i>	<i>Facilitator: Eelko Huizingh</i>	<i>Facilitator: Rob Dew</i>	<i>Facilitator: Jens Leker</i>
	Helle Alsted Søndergaard: Advancing a Holistic Approach to Openness: The Role of External/Internal Spheres	Marc St-Jean: How to stimulate organizational innovation by measuring Service Processes?	Jan Edelmann: SMEs' Perceptions of New Business Development	Borut Likar: Is Innovation and Technology Performance an Optimal Base for Economic Results?	Csaba Deák: Sweet Dream or Nightmare: Innovation Projects Managing by Traditional Project Managers	Sami Alobaid: Idea Management Committee Best Practices in Saudi Aramco
	Krzysztof Santarek: Innovation Management Model - making best use of network structures	Desai Narasimhalu: A Method for Designing the Dynamics of Service Innovations	Nekane Errasti: Proposal of a Strategic Model of Innovation for Medium-sized Industrial Organizations	Colin Cheng: Open innovation to increase innovation performance: evidence from a large survey	Martina Mansfeld: Innovators and Personal Characteristics - An Empirical Study of Roles in Innovation Management	Lasse Sariola: From Ideas to Innovations. Case Study of Creating Company-wide Idea Management System
	Yu-Shin Chi: How to Realize Open Innovation through Disconnected Network Structure and Structural Holes	Eric Stevens: Lead User's theory adapted to services: Towards Service User's Toolkit	David Smith: Business Models in the Biotech Sector: Evidence from UK Biotech Incubators	Jin Hyo Joseph Yun: Geographical Boundary and Location of Open Innovation	Katharina Hoelzle: Designing a career path for R&D project managers	Murk Peutz: Enhancing innovation in SMEs through placement of innovation officers
	Luis Berasategi: Networked innovation in the home appliance sector: the Fagor Group case study	Tor Helge Aas: Implementing a Value Assessment Tool for Service Innovation Ideas **	Shintaro Sengoku: The uptake and diffusion of innovations: a case of stem cell technology	Sunny Chai: The Impact of Modular Design and Innovation on company performance	Guillaume Ferrante: The leader-member relationship at the core of innovation development	Malcolm Dodd: Cultivating Innovation in a Traditional Sector: helping South African fruit exporters innovate
1030 – 1100	<b>Coffee Break</b>					
1100 – 1230	<b>Facilitated Parallel Sessions</b> (15 minutes per presenter plus 30 minutes group discussion)					
	<b>Session 4.1: OI &amp; Collaboration 4 - Customers</b>	<b>Session 4.2: Service Innovation 2</b>	<b>Session 4.3: User-Focused Innovation 1</b>	<b>Session 4.4: EU-Funded Projects</b>	<b>Session 4.5: People in Innovation 4</b>	<b>Session 4.6: Knowledge Management</b>
	<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
	<i>Facilitator: Sally Davenport</i>	<i>Facilitator: Desai Narasimhalu</i>	<i>Facilitator: Eric Stevens</i>	<i>Facilitator: Yves Boisselier</i>	<i>Facilitator: Csaba Deak</i>	<i>Facilitator: Iker Atxa</i>
	Lea Hannola: Exploitation of agile methods in the innovation process	Pierre-Jean Barlatier: Balancing openness and sustainability: towards new insights of services-innovation management in RTOs	Hannele Lampela: Role of Competence Management in Facilitating Customer Centric Product Lifecycle Management	Bruno Woeran: COSINE2 - Impact on Strategies for Embedded Computing Research Policies	Lena Wagner: How Diversity Management supports the Fuzzy Front End of Innovation	Jaakko Paasi: Innovation Management Challenges of a System Integrator in Innovation Networks
	Christina Oberg: Customer roles in innovations *	Peder Inge Furseth, Richard Cuthbertson: The Dynamics of Value-Driven Service Innovation	Alex Gofman: Consumer Driven Innovation in Website Design: Structured Experimentation in Landing Page Optimization	Tobias Müller-Prothmann, Nora Dörr: ISyProM - Acceleration of Innovation through Model-based Process and Systems Design	Karina Jensen: Optimizing Cross-cultural Team Innovation	Giovanni Mangiarotti: Knowledge Management Practices and Innovation Propensity: a Firm-level Analysis for Luxembourg
	Liisa Hyvarinen: Customers' Participation in Innovation Processes of Inventors and Small Enterprises	Minna Halonen: Crossing the borders of knowledge silos in Service Science and Business Network	Annick Castiaux: How can agent-based simulations support innovation research and practice?	Andrea Rossi: Open Innovation in the Public Sector	Marcos Gomez Jimenez: Importing Innovation Practices: Challenge for Employee Creativity Behaviour in its National Context	Sergey Yablonsky: Cloud Service Innovation Ontology Development
	Ivo Blohm: Accelerating customer integration into innovation processes using pico jobs	Sam Inkinen: Insufficient R&D as a Determinant of Poor Service Competitiveness in OECD Countries*	Gijs van Wulfen: Customer Insights Trigger Attractive Innovative Ideas	Yves Boisselier: oeno-MAC - Decision Making and Collaborative Action-Training for Integrated Business development	Marci Segal: Please help me I'm falling: Managing client innovation expectations	Håvard Aasvoll: Perspectives of knowledge in innovative management. Towards tacit knowing as a framework

## Tuesday, 8th June 2010 – Afternoon

1230 – 1330 **Lunch - Sala Jauregia Level 1**  
**Lunchtime Special Interest Group: *Participating in EU-Funded Projects in Innovation Management*** led by Yves Boisselier, Actif-Europe. - Sala Jauregia (rear section) Level 1 (1240 - 1325)

1330 – 1400 **Luminary Speakers**



**Luminary Session A2: *Managing a global Open Innovation network - the experience of Nokia Research Center*** by **Claudio Marinelli**, Director, Open Innovation and Academic Relations, Nokia Research Center  
 Sala A1 Level -2, Chair: Teemu Santonen



**Luminary Session B2: *Giving people wings at Bombardier Aerospace - from idea generation to implementation*** by **David Wootton**, Project Stress Engineer, Business & Strategic Technologies, Bombardier Aerospace  
 Sala B-TRZ Level 3, Chair: Matt Chapman



**Luminary Session C2: *Reinventing Innovation at Grundfos*** by **Jeff Hovis & Joanne Hyland**, Hovis: Managing Principal, Product Genesis, & Hyland: President, Radical Innovation Group  
 Sala B1 Level 1, Chair: Alex Gofman

1400 – 1530 **Facilitated Parallel Sessions** (15 minutes per presenter plus 30 minutes group discussion)

<b>Session 5.1: <i>OI &amp; Collaboration 5 - Management</i></b>	<b>Session 5.2: <i>Managing Innovation 1</i></b>	<b>Session 5.3: <i>User-Focused Innovation 2</i></b>	<b>Session 5.4: <i>Regional Innovation 1</i></b>	<b>Session 5.5: <i>Foresight &amp; Future 1</i></b>	<b>Session 5.6: <i>Corporate Focus</i></b>
<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
<i>Facilitator: Teemu Santonen</i>	<i>Facilitator: Desai Narasimhalu</i>	<i>Facilitator: Alex Gofman</i>	<i>Facilitator: Ray Oakey</i>	<i>Facilitator: Clive-Steven Curran</i>	<i>Facilitator: Frido Smulders</i>
Francis Bidault, Manfred Lueth: Monitoring Relational Quality	Alexis Jacoby: Product definition throughout the front-end of Innovation: linking strategy to requirements	Ann-Marie Nienaber, Gerhard Schewe: How can "trust communication" make innovation-averse people become lead users?	Marcelo Amaral: Micro-evidences of a Triple Helix in the Brazilian Regional Development	Doris Wilhelmer: A complementary architecture to build foresight	Margret Schuller: Transferring the knowledge from subsidiaries across multinational companies
Keith Bevis: Innovation Readiness: an Online Tool to Introduce an Open Innovation Culture	Ester Val-Jauregi: Products for the future	Torgeir Welo: User-focused innovation methods within a lean framework	Jenny Janhager: Enhancing the business prospects for entering emerging markets	Daniel Koch: Systematic and integrated Foresight in Innovation Management - Methodology and Application	Fabrizio De Pasquale: Harnessing the Global Innovation Potential of Siemens Workforce
Ahmet Cubukcu: Open Innovation Portals	Koichi Hasegawa: The role of design in Innovation process in Japanese firms	Dimitri Schuurman: Identifying and assessing Lead User ideas in order to foster ICT innovation	Irina Savitskaya: Regional innovation policy and innovativeness of SMEs: a study of Northern-European regions	Elna Schirrmeister: Integrating patent and publication analyses in strategic foresight for manufacturing firms	Clemens Casutt: Process and Methodology for Strategic Innovation Alignment in large sized Companies
Tanja Kotro: From Ideas to Outcomes: Managerial Innovations in the Era of Openness	Martin Kirchner, Christos Lecou: The "Corporate Sustainability Map" - Initiating the Front End of Sustainable Innovation	Tobias Müller-Prothmann: Give Lead Users the Lead. Integration of Requirements Engineering into Innovation Processes	Valdis Avotins: Critical Conditions to Establish Efficient Incubation Cycle in Latvia	Michael Dell: Technology Foresight for SMEs - A Good Practice Study	Tiina Mäkitalo-Keinonen, Pia Arenius: Corporate Internal Resource Reconfigurations, Potential Absorptive Capacity and Service Creation

1530 – 1600 **Coffee Break**

## Tuesday, 8th June 2010 – Afternoon (continued) & Evening

1600 – 1730	<b>Facilitated Parallel Sessions</b> (15 minutes per presenter plus 30 minutes group discussion)					
	<b>Session 6.1: OI &amp; Collaboration 6 - Knowledge</b>	<b>Session 6.2: Managing Innovation 2</b>	<b>Session 6.3: Industry &amp; Technology 1</b>	<b>Session 6.4: Regional Innovation 2</b>	<b>Session 6.5: Foresight &amp; Future 2</b>	<b>Session 6.6: Innovation &amp; the Web</b>
	<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
	<i>Facilitator: Jeff Hovis</i>	<i>Facilitator: Joanne Hyland</i>	<i>Facilitator: Joe Tidd</i>	<i>Facilitator: Leona Fitzmaurice</i>	<i>Facilitator: Jan Edelmann</i>	<i>Facilitator: Sally Davenport</i>
	Joachim Hafkesbrink, Janina Evers: Trust Management in Open Innovation Processes	Markus Ringhofer: R&D Cooperations: Do Project Management and Alliance Management Capability matter?	Birgit Stelzer: TIM method - technology and innovation management from a business process perspective	David Phaho: What drives innovation among South African automotive component suppliers?	Katrien De Moor: Future-oriented user involvement in living labs drawing on innovation foresight	Stefan Hallerstedde: Do you know where you go? A taxonomy of online innovation contests
	Petra Turkama: Knowledge management framework to drive efficiency in collaborative innovation networks	Anne-Laure Mention: How to assess organizational innovation: A multidimensional framework for quality approaches	Mikel Sorli: Innovative Methodology to develop a company's Technology Plan	Daria Podmetina: Regional Innovations and Competitiveness in Emerging markets. Case Russia	Nico Thom, Michal Dunaj: Innovation instruments for translating future insights into managerial actions	Michael Bartl: Netnography for Innovation
	Andreas Braun: Knowledge flow at the fuzzy front-end of inter-firm R&D collaborations	Pablo Coca: UNE166002: a pilot experience in Europe for standarizing the management of innovation	Christophe Deutsch: Measuring Technology Readiness to improve Innovation Management	M. Azucena Vicente Molina: Organizations in a Social Innovation Culture Framework : Proposal of Explicative Factors	Adam Mazurkiewicz: Determining the priority research directions and key advanced technologies using foresight methods	Maximilien Kintz: A Comparative Study of Publicly Accessible Web-Based Idea Portals
	Igor Santos: Managing the Fuzzy Front-end of Innovation within Cooperatives through Social Web Applications	Dieter De Smet: Facilitating Organizational Innovation through an improved Performance in the Governance of Projects	Silvia Haudek, Axel Gomeringer: A Multi-level, Process-based Approach for the Management of Technology Development	Jon Charterina: Moderators of the innovation-competitiveness relation. A study with Basque industrial firms	Beata Poteralska: Setting future research directions with the use of foresight methods	Gorka Varela: Collective Intelligence & Web 2.0, how to face information overload

### 1730 End of Sessions - Day Two

### 1900 – 2400 Basque Evening at the Azurmendi Restaurant & Txakoli Wine Cellar

Azurmendi is the atelier of Michelin star chef Eneko Atxa and is set fifteen minutes from the centre of Bilbao. Dinner will include classical Basque cuisine refined by Atxa's creativity, live contemporary music, and introductions to the Basque culture, cuisine and Txakoli white wine (pronounced cha-coe-lee) which is produced onsite.

**Venue:** Azurmendi Restaurant, Legina Auzoa - 48195 Larrabetzu. Coaches will leave from in front of the conference venue (Palacio Euskalduna) at 1900 and don't forget to bring your badges. Coaches will return at approximately 2200, 2230, 2315, 2400.

**Website:** [www.azurmendi.biz/ing/index02.htm](http://www.azurmendi.biz/ing/index02.htm)

**Dress Code:** Casual



## Wednesday, 9th June 2010 – Morning

0900 – 1030	<b>Facilitated Parallel Sessions</b> (15 minutes per presenter plus 30 minutes group discussion)					
	<b>Session 7.1: OI &amp; Collaboration 7 - Intermediaries</b>	<b>Session 7.2: Managing Innovation 3</b>	<b>Session 7.3: Industry &amp; Technology 2</b>	<b>Session 7.4: Regional Innovation 3</b>	<b>Session 7.5: Technology Transfer 1</b>	<b>Session 7.6: Programmes &amp; Policy</b>
	<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
	<i>Facilitator: Kevin McFarthing</i>	<i>Facilitator: Iker Atxa</i>	<i>Facilitator: Christophe Deutsch</i>	<i>Facilitator: Sam Garrett-Jones</i>	<i>Facilitator: Markus Schroll</i>	<i>Facilitator: Manfred Lueth</i>
	Erik Van Vulpen, Frido Smulders: Open Innovation for Micro & Small Enterprises. Roles enacted by an intermediary organization	Tom Moore: Adapting the Innovation Value Chain for the Third Sector	Samuli Kortelainen: Creating scenario based system dynamic models	Norriin Halilem: The knowledge value chain as an SME innovation policy instrument framework	Moira Decter: The Shaping of Knowledge Transfer from UK Universities: An Exploration of Influences	Yi-Ching Yang: Incentives to Accelerate Foreign Enterprises' Collaborative Innovation with Taiwan: The Technology Development Program
	Chia-Han Yang: The Typology of Innovation Intermediaries in the Context of Technology Anatomy	Patrizia Hongisto, Petra Turkama: Pre-commercial procurement for innovation	Andreia Cardoso: Does R&DI Commitment Pay Off in Traditional Industries?	Chihyuan Wang: Innovation Systems and International Specialisation	Caroline Hussler: Why do academic inventors choose to perform patentable versus non-patentable research?	Juan Vicente García Manjón: A proposal of indicators and policy framework for innovation benchmark in Europe
	Hannu Haapala, Irma Jaakkola: Food Province - Creating Food for Life	Alvaro Gómez Vieites: Factors that contribute to the development of innovation activities within industrial companies	Nina Preschitschek: Are Plastics turning Organic? Antecedents of Convergence in the Chemical Industry	Arvind Upadhyay: Strategic Innovation & Global Competitiveness	Phil Cooper: A contextual framework for knowledge transfer at a UK national research laboratory	Antti Pelkonen: Future-oriented Impact Assessment in Strategic Management of Innovation and Technology Programmes
	Claudia Hunziker Keller: Fatronik Tecnalía's nodes model for successful innovation partnerships	Eva Lovén: Understanding initiatives for innovation - reactive or proactive?	Tzameret Halal-Rubin: Innovation in the Services, Manufacturing and Mining Industries: Evidence from Australia	Jose M Barrutia: Social capital-innovation relationship in the European regions *	Leona Fitzmaurice: University Technology Transfer Under Fire	Israel Griol-Barres: Comparative Analysis of Seven Competitiveness Indexes. A Proposal for Simplified Unification
1030 – 1100	<b>Coffee Break</b>					
1100 – 1230	<b>Facilitated Parallel Sessions</b> (15 minutes per presenter plus 30 minutes group discussion)					
	<b>Session 8.1: OI &amp; Collaboration 8 - Approaches</b>	<b>Session 8.2: Managing Innovation 4</b>	<b>Session 8.3: Industry &amp; Technology 3</b>	<b>Session 8.4: Regional Innovation 4</b>	<b>Session 8.5: Technology Transfer 2</b>	<b>Session 8.6: Entrepreneurship</b>
	<i>Sala A1 Level -2</i>	<i>Sala B-TRZ Level 3</i>	<i>Sala B1 Level 1</i>	<i>Sala B3 Level 3</i>	<i>Sala C1 Level 1</i>	<i>Sala C3 Level 3</i>
	<i>Facilitator: Jeff Hovis</i>	<i>Facilitator: Keith Bevis</i>	<i>Facilitator: Eelko Huizingh</i>	<i>Facilitator: Leona Fitzmaurice</i>	<i>Facilitator: Joachim Hafkesbrink</i>	<i>Facilitator: Jesper Vej</i>
	Elke Den Ouden, Rianne Valkenburg: Value Models in Social Open Innovation	Hannu Karkkainen: The Effects of the Exploration-Exploitation Balance to Firm's Competitiveness	Arho Suominen: Analyzing a Emerging Technology with a Growth Curve: Case Titanium Nanotubes	Juan Ignacio Igartua: Innovation management in Basque Firms: An empirical holistic approach	Roberto López-Martínez: Innovation strategies of Mexican pharmaceutical firms	Smile Dzisi: Innovative Networking and Business Success: The Case of Women Entrepreneurs in Ghana
	Artur Steinerowski, Sarah-Anne Munoz: Bringing social innovation and value creation through community social enterprise	Alireza Khorakian: Developing a Conceptual Framework for Integrating Risk Management in the Innovation Project	Simon Minderhoud: Understanding the Shifting Paradigms in Innovation Processes	Valentina Ferrari, Marco Combetto: Trentino as a Lab Innovation Reference Model	Nathalie Sick, Christos Lecou: Assessing Technology Diffusion in Energy Markets. Moderating Effects of Raw Material Prices	Seppo Laukkanen: Entrepreneurial behavior in the innovation projects as driver of contextual ambidexterity
	Simon Philbin: Value for Money Model for Industrial Investment in University Research	Glenn Brophey: Prioritizing Innovation Practices in a Context that is "Controllable" by the Firm	Marko Seppänen: Order of Appearance of Technology Lifecycle Indicators for Three Case Technologies	Hanna Kuitinen: The changing role of RTOs in Europe towards the Global Knowledge Economy	Cindy Millman: Innovation, Exports and Technology-Imports: Evidence from Chinese High-Tech Firms	Filip Ledent-De Smet: Insight in the changing profile of entrepreneurs: A report from a Delphi study
	Maebh Coleman: An exploration of Open Innovation in University Technology Transfer	Claudia Kaefer: The Ethnography of Innovation	Rianne Schouten: Assessing the viability of emerging technologies	Sam Garrett-Jones: Collective Learning in the Development of Innovative Local Organizations and Regions	Bertrand Grégoire: Practices in Technology Transfer across Cultural Borders	Rafael Garcia Escarre: Business and Entrepreneurial Prior Knowledge: Complementary Role in Opportunity Identification

## Wednesday, 9th June 2010 – Afternoon & Evening

1230 – 1315	<b>Closing Panel Discussion: <i>Sustainability in Innovation: Innovation Management Challenges</i></b> Moderated by: <b>John Bessant</b> , Director of Research and Knowledge Transfer, University of Exeter Panel Members: <b>Ard-Pieter de Man</b> , VU University Amsterdam/Atos Consulting, <b>Cornelius Herstatt</b> , Technical University of Hamburg, <b>José Carlos Caldeira</b> , INESC Porto, <b>René Rohrbeck</b> , EICT
1315 – 1330	<b>Invitation to attend the XXII ISPIM Conference: <i>Sustainability in Innovation: Innovation Management Challenges</i></b> Hamburg, Germany, 12-15 June 2011, Hosted by The Technical University of Hamburg <b>Invitation to attend The 3rd ISPIM Innovation Symposium: <i>Managing the Art of Innovation: Turning Concepts into Reality</i></b> Quebec City, Canada, 12-15th December 2010, Local Partner: INO, The National Optics Institute of Canada <b>Awards for Outstanding Contributions</b>
1330 – 1430	<b>Lunch - Sala Jauregia Level 1</b> <b>Lunchtime Special Interest Group: <i>Sustainability in Innovation</i></b> led by John Bessant, Exeter University - Sala Jauregia (rear section) Level 1 (1340 - 1425)
1430 - 1600	<b>Conference Workshops</b> <b><i>From Ideas to Opportunities</i> led by Jeff Hovis, Product Genesis &amp; Joanne Hyland, Radical Innovation Group</b> Sala B1 Level 1 While idea generation is an important part of an organization's innovation program, ideas alone are insufficient to generate meaningful growth. Breakthrough innovation that produces lasting value requires the identification of opportunities that go beyond ideas to opportunities that include meaningful new business concepts that fuel organizational growth and renewal. This workshop focuses on a research-based tool set with a real-world track record of success in identifying the meaningful growth opportunities in a sea of innovation ideas. Tools such as the Opportunity Discover Framework, the Opportunity Recognition Tool and the Value Pitch are introduced. Exercises allowing hands-on experimentation with the use of the tools will be provided. <b><i>People Based Management Models</i> led by Carlos Peña, Innobasque</b> Sala C1 Level 1 This workshop presents Innobasque's reflection about the organizational models and management principles that will characterize, in our opinion, the businesses of the 21 <sup>st</sup> century, if they want to take advantage of relational and creative capabilities from all of their people. These reflections go beyond a theoretical framework and some related principles, but are based on practical experiences from 9 industrial companies from the Basque region of Spain. Following the introduction and conceptualization of 'People based organisation models' will be given, including the emotional learning needed to deploy cognitive work. This includes practical cases from industry and the session will conclude with collective learning and discussion.
1600 - 1730	<b>Conference Workshops</b> <b><i>Understanding the grammar of creative thinking</i> led by Matti Hemmi, inKNOWation</b> Sala B1 Level 1 We often complain about the lack of innovation in our organizations, or in our teams, without really understanding that beyond identifying the right focus on which to innovate, people need to lead themselves, and be led, in such a way it allows them offer their best creative talent. By understanding how personality is structured and how it functions, we can help teams and customers tap into their Creative Thinking skills. I will present, and you will experience, the following: <ul style="list-style-type: none"><li>• Contracting for creativity - How to ensure expectations are taken into account.</li><li>• Ego States, structure and function - How they work, and which ones I normally act upon.</li><li>• Creative Thinking vs Logic Thinking areas - What goes on when I work in each area.</li><li>• Personality drivers - Which behaviours I might activate when feeling under stress.</li><li>• The 3P model - Why is Protection, Permission, and Potency required and how to provide them.</li></ul> You can take the EGOGRAM test before the session: <a href="http://conference.ispim.org/files/EGOGRAM.pdf">http://conference.ispim.org/files/EGOGRAM.pdf</a> <b><i>Systemic approach in innovation</i> led by Iban Lizarralde, T-Evolu</b> Sala C1 Level 1 Evolu is a new hybrid vehicle, halfway between bicycle and motorbike, developed by IPG Araba, an engineering Basque company. Evolu involved the development of a new urban mobility system, which made use of a systemic approach to complex problem solving. This is the story of how Evolu was conceived and designed as a sustainable solution, the emerging needs behind it and the process of creating a new company for this specific purpose, T-Evolu. There is an ever increasing need to satisfy the diversity of demand for products and services from consumers/customers. This diversity is influenced by social, cultural, political, technological, aesthetic, environmental and time factors. Yet, current approaches and philosophy to problem solving are based on unitary or compartmentalised knowledge, skills and competences. The workshop will introduce an approach in order to handle complexity and generate solutions that reflect multiple perspectives, including the creation of the company, the funding and business model, the design process of a sustainable product/service in the frame of an urban mobility system, etc.
1730	<b>Close of Conference</b>
2000 - 2300	<b>Optional Post Conference Dinner</b> Meet at Hotel Abba Parque at 1930. Walk to Old Town for Pinchos (Basque tapas). It's informal and everyone pays for themselves. Please sign up at reception before Tuesday 1730.

## Lunchtime Special Interest Groups

### Monday: 1240 - 1325 - Sala Jauregia (rear section) Level 1 - *The ISPIM Knowledge Network: Business Led Research Programme* led by José Carlos Caldeira, INESC Porto & ISPIM

Introduction (12.40-12.55)

The main objective of this Business Led Research Programme is the creation of a network of people capable of identifying, defining, implementing, managing and funding research projects, studies or other activities, relevant for an individual company or organization or for a group companies or organizations. This network and the related activities will be supported by ISPIM and will promote research projects funded by companies and executed by grant holders, coordinated by senior researchers belonging to the ISPIM community.

*Project ideas and capabilities "speed-dating" (12.55-13.15)*

- initial ideas for proposed subjects
- developed ideas or consortia looking for partners
- existing projects looking for more test-partners

*Next Steps (13.15-13.25)*

- summary of capacities and ideas for future steps
- sign-up (optional) to the ISPIM Business Led Research Programme Working Group for next steps.

### Tuesday: 1240 - 1325 - Sala Jauregia (rear section) Level 1 - *Participating in EU-Funded Projects in Innovation Management* led by Yves Boisselier, Actif-Europe

Introduction (12.40-12.50)

- examples of existing innovation management projects: Programme, scope, funding, results.
- what funding lines are suitable for innovation management: Name, deadlines, scope and funding
- examples of what is and is not suitable for EU programmes

*Project idea and capabilities "speed-dating" (12.50-13.15)*

- initial ideas for proposed subjects
- developed ideas or consortia looking for partners
- existing projects looking for more test-partners

*Next Steps (13.15-13.25)*

- summary of ideas for projects
- sign-up (optional) to the ISPIM EU-Project Working Group for next steps.

### Wednesday: 1340 - 1425 - Sala Jauregia (rear section) Level 1 - *Sustainability in Innovation* led by John Bessant, Exeter University

*Context:* 'Sustainability' is a word on everyone's lips at the moment – and it is clearly going to be a major and growing driver of business change. Its implications for innovation are clear – living and working in a world of 7, 8 or 9 billion people with rising expectations, providing energy, food and resource security, dealing with climate change, tackling pollution and a host of other issues will require massive change in products, service, processes, marketing approaches and the underlying business models which frame them. But what does this mean for how we organize and manage innovation? Are our current models for handling the process sufficient – or will the nature and pace of change be so disruptive that it requires radically new approaches? What kinds of innovation ecosystem might emerge and how will current players position themselves within it? What opportunities exist for entrepreneurs and how can they best frame their activities to ride the waves of radical change? What new skills will we need within – and between – our organizations? What tools, techniques and approaches will help equip established players and aspiring new entrants to manage effectively? Whilst a great deal has been written – and blogged, video-ed, podcast and twittered – about sustainability we still don't have a clear handle on the underlying challenges for innovation management. With the exception of a few 'lighthouse' papers which are beginning to illuminate the path ahead (like last year's ISPIM Conference Best paper) there isn't much material or focus around this question.

*The SIG session:* The purpose of this lunchtime session is to develop ideas and plans for a research programme aimed at mapping the landscape and identifying and framing the key innovation management challenges involved in sustainability. In the face of radical change, what do we need to do more of, less of, and differently in the ways we manage innovation? The idea is to run a programme of work, identifying resources and ideas, mobilising interest and creating a community of practice around the theme – and building a research and practice network across the IPSIM community which can help approach the sustainability challenge. We will present results at next year's Hamburg conference where we may also run a special track which will bring together the emerging community of practice.

To help frame this we are inviting interested parties:

- researchers who have ideas, frameworks and interest in becoming part of our networked research programme, and
- practitioners who can help shape the challenges, and provide access, resources and support for the research and hopefully make use of the emerging results.