Call for Science to Business Programme Session Proposals

EuroScience Open Forum 2020 Trieste (IT), 5-9 July 2020

Freedom for Science, Science for Freedom

The EuroScience Open Forum (ESOF) is a biennial, interdisciplinary, pan-European, general science meeting and debate involving researchers, politicians, innovators, industry, science journalists and the media. ESOF 2020 will take place in Trieste, a port since Roman times and a free port since the 18th century. The free port, located at the crossroads between Europe and Asia, is the symbol and embodiment of our motto "Freedom for science, science for freedom", which encourages the cross-border exchange of ideas, people and new inventions: just like trade in a harbour, science can only flourish in openness and diversity.

ESOF 2020 will comprise several distinct programme tracks:

- A **Science Programme** of seminars, workshops and debates on the latest research and related policy issues, structured around a programme of keynote speakers and the hot topics.
- A **Science-to-Business Programme** to explore the major issues for research within business and industry and the role of universities for business.
- A **Career** programme showcasing career opportunities across Europe and beyond for researchers at all stages of their careers.
- An **Exhibition** that showcases the best of European academic, public and private research and business excellence.
- A public engagement programme, the **Science in the City Festival**.
- A **Forum** to host other meetings, satellite events and networking opportunities (e.g. science policy advisers and science media).

The Science to Business Programme

The Science to Business program is a staple of ESOF 2020, aimed at fostering interaction between the worlds of public and private R&D, as well as public institutions and private enterprise. Now more than ever, it is of fundamental importance that efficient and mutual

knowledge, expertise and technology transfer between these actors is in place, in order to not only ensure innovation, but to make sure that innovation is sustainable.

The creation of collaborative relationships between all stakeholders involved, from academia to private enterprise and policy makers is essential to ensure sustainability across all domains, economic, environmental and social, so that no one is left behind.

In order to do this, ESOF 2020 is launching a call for innovative session proposals aimed at fostering interaction between players in innovation management and tech transfer, researchers, entrepreneurs and policy makers.

This heterogeneous group can include everyone from CEOs, CTOs, entrepreneurs, applied and industrial scientists, academia and public research institutions, IP managers and organizations, corporate R&D communications, HR and careers managers, technology parks, regional/European innovation authorities, science to business students, technology transfer organizations, business angels, venture groups, trade associations, incubators, banking institutions.

A. Science to Business themes

Proposals are welcome that focus on 4 main themes:

- The 4th Industrial Revolution
- Value-Driven Innovation
- Public-Private Partnerships
- Innovation Ecosystems

The 4th Industrial Revolution

In his 2017 book Prof. Klaus Schwab, founder of the World Economic Forum, described the ongoing transformation of our social and economic system as the "4th Industrial Revolution'. This phenomenon is characterized by a range of new technologies that are "fusing the physical, digital and biological worlds, impacting all disciplines, economies and industries, and even challenging ideas about what it means to be human". These disruptive technologies extend from artificial intelligence and machine learning to gene editing, brain enhancement, ubiquitous IT infrastructure and sensors to widespread automation. The disruptions created by this wave of novelty affect all sectors from industry and the job market to education. Consequently, there is an urgent need to re-imagine and transform our knowledge generation and education systems to effectively ensure that we are

prepared for the society of tomorrow and to drive change instead of having to suffer through it.

<u>Suggested issues to explore</u>: retraining and personnel obsolescence; challenges and opportunities in automation; artificial intelligence; human augmentation and bio-enhancement; internet of things; remote sensing and control; blockchains and decentralization; opportunities in the space economy.

Value-Driven innovation

Innovation is commonly defined as the process of translating an idea or an invention in a good or a service that creates value. We usually link innovation with economic value because that is the notion that gets more exposure in our society, but while return on investment is an important element, we should broaden the definition of what we intend as value and how we measure it.

An alternative way of looking at innovation is by taking the needs of people as the main point of reference: the value generated by the execution of novel ideas then is more than a technical or economic concept, as it becomes linked to its social impact and transformative effect both in the short and long term.

Value-driven innovation is concerned with and gives priority to the bigger picture and, in bringing new or improved ideas, products, processes and services to market addresses a broad range of aspects including environmental, societal, cultural, educational and health-related ones. This approach calls for a re-thinking of the ways in which to incentivize and support enterprises, especially start-ups, social enterprises and entrepreneurs in taking up projects and initiatives in this challenging area.

<u>Suggested issues to explore</u>: the present and future of value-driven innovation in Europe, the Mediterranean and beyond; the role of value-driven innovation in addressing current and emerging societal challenges; the enabling environment for promoting more valued-driven innovation; case studies of existing and ongoing initiatives; new types of value-driven evaluation and impact assessment processes and metrics; value-driven finance.

Public-Private Partnerships

Under the umbrella terms of Joint Undertakings, Joint Research Initiatives and Public-Private Partnerships (PPPs), the European Commission counts almost 100 such large-scale

partnerships funded through in its Framework Programme for Research and Innovation in sectors including health, energy, the bio-Economy. ITC …. PPPs are in a transition phase and their relevance might significantly change in the near future.

A new, growing notion of transfer between industry and the public sector encompasses a combination of knowledge, skills, values and attitudes. It puts 'people' at the heart of the process and emphasizes collaboration, experimentation and co-creation instead of a unidirectional push. It emphasizes mindset and the capacity to shape, not just responding to the changes and transformations surrounding us.

Suggested issues to explore: lessons learned, both in terms of best practices and failures; benefits in PPPs for large companies, SMEs, universities, research institutes and governments; current disincentives to enter PPPs and possible solutions; metrics to measure the success of these new forms of interaction and engagement; intellectual property management in PPPs; the impact of PPPs on future careers in research and business; public-private interaction in smart specialization.

Innovation Ecosystems

In today's world, private enterprise lives in a dynamic environment that extends beyond their core business, market and value chain. Companies rarely possess the required infrastructure and competences to manage this complexity on their own. A strong innovation ecosystem which brings together actors along and beyond the current value chain provides the knowledge base, network, and resources to fill this gap.

Such a system ideally comprises a broad range of participants: public research bodies and academia, investors, providers of infrastructure, regulators, consultants and policy makers. The management of such a diverse set of stakeholders is not trivial, given the need to align interests, find a common definition of success and provide means to make the partnership profitable for all those involved. At the same time, with technological advancement and innovation often requiring large up-front investments and specialized skillsets, such ecosystems could be an important part of the future of business.

Suggested issues to explore: popularity of the ecosystem concept in different industries and countries; partners of ecosystems and their roles; managing the innovation ecosystem; roles of the systems integrator(s); the value of ecosystems to SMEs; geographical location of ecosystems; regional innovation clusters; integration of new

partners; role of public policy to support ecosystem; public R&D in the ecosystem game; stability of ecosystems; theoretical and empirical findings; technology vs knowledge transfer; IP management in innovation ecosystems.

B. Connecting to the Science Themes – A Business Perspective

We encourage all actors from the worlds of finance, innovation and entrepreneurship to actively contribute to the Science themes as well. From case studies to perspectives including, but not limited to, the imminent REDII (the European Renewable Energy Directive) and Horizon Europe framework, the focus of these proposals should be on present and future commercial, economic and social opportunities that a new solution to a specific challenge could create: that is approach the challenge closer to your core business or corporate identity from a practical, business-oriented point of view, rather than a purely academical or policy perspective.

Guidelines

Please read the following information about the scientific themes and guidelines carefully. **The submission is open from April 5th, 2019 at 00:00 CET and the deadline for session proposals is June 15th, 2019 at 23:59 CET.**

All submitted proposals will be reviewed and assessed by the ESOF 2020 Trieste Programme Committee. **Please note that the Programme Committee reserves the right to request modifications to proposals prior to acceptance and to make minor modifications to titles and abstracts when compiling the final programme.**

When assessing proposals, the ESOF 2020 Trieste Programme Committee will take the following criteria into account:

1. **Content**
   - Relevance to Careers Programme Call. *
   - Relevance to conference themes.
   - Quality, originality and topicality in order to attract delegates and ensure they benefit from insights and discussion. *
2. **Participants**
   - International perspective (the proposed speakers/participants within sessions should come from multiple countries. Overall geographical balance will be sought in the programme). *

• Diversity (panels will be expected to aim for an appropriate balance of age and gender and maximize inclusivity).

3. **Format**

• Interactive sessions are required to maximize opportunities for discussion and dialogue. Innovative formats will be particularly welcome.

* Essential criteria: where possible proposers should address each of these criteria. At its discretion, the Programme Committee may accept sessions which vary from the criteria.

Prior to submitting a proposal, applicants are advised to consider the duration and format of their session. Each session will last for 1 hour and 30 minutes.

You are encouraged to make your session as interactive as possible. There are several presentation formats available, and you are encouraged to develop your own innovative and creative formats. Examples of formats are:

• Traditional panel discussion: maximum 3-4 speakers (maximum 15 minutes each) followed by extended discussion with the audience.

• Interactive round table: a flexible format with brief presentation and space for questions, answers and reactions.

• Workshop: a flexible format, led by a speaker experienced in stimulating exchanges of views and using practical exercises.

• Pro and con debate on a controversial topic. Innovative formats (hackathons, Ted-type talks, 3-minute Thesis style sessions) will also be welcome.

Proponents are responsible for the organization of their sessions. To facilitate interactivity, proposed sessions are expected to balance the number of speakers per session and the time available for discussion. The full range of conference facilities will be available.

Thank you for submitting a proposal to ESOF 2020 Trieste.

Prof. Stefano Fantoni
Champion ESOF 2020
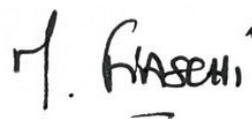
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