ISPIM *CONNECTS* GLOBAL
Celebrating the World of Innovation

CONFERENCE PROGRAMME

For the full programme, delegates must access through the Eventsential virtual platform.
Times are indicated in Coordinated Universal Time (UTC) and local time for each session.

Special Interest Groups			
SIG AI & Innovation Management	SIG Body of Knowledge	SIG Breakthrough Methods & Skills	SIG Digital Disruption & Transformation
SIG Futures & Foresight	SIG Health & Innovation	SIG Innovation Leadership	SIG Living Labs
SIG Responsible Innovation	SIG Teaching & Coaching	SIG Values-Based & Sustainable Innovation	

SUNDAY, 6 DECEMBER: 12:00 – 13:30 UTC
ISPIM ROCKS – LIVE!
Join us virtually for ISPIM Rocks – Live!, a festival of music and chance to meet up with old and new friends via Zoom. Pour yourself a cocktail, glass of wine or grab a beer, soft drink or your cat and relax. It's time to rock...

SUNDAY, 6 DECEMBER: 13:45 – 16:00 UTC
HEIST OF THE CENTURY
In teams of 4 you and your team will become private detectives and get to the bottom of the events surrounding the theft of diamonds from a German company.
Thieves break into the safe and walk away with diamonds Smells like an inside job? Can you and your team solve the crime? Immerse yourselves into the investigations, examine the clues, and evidence in documents and on websites. Use your logic and powers of deduction as time is of the essence! Capture the culprits before their traces vanish AND, of course, be faster than the other teams!

WHO CAN PARTICIPATE?

Anyone from the ISPIM Community who is interested in solving a crime and wants to meet new people

PRICE:

€ 4* book via https://www.tickettailor.com/events/ispim/428558#

Supported by: Jess Waugh, Niamh Gilbert & Zoe Mallinder |

SUNDAY, 6 DECEMBER: 16:30 – 18:45 UTC
JUNIOR RESEARCHER LAB
Led by Chris Gernreich & Michelle Heber

The ISPIM Junior Researcher Community provides activities and networking for junior researchers from around the world. We offer a variety of workshops to develop yourselves. You will have the opportunity to speak to the Editor-in Chief of R&D Management develop your research ideas with other junior researchers or support them, and learn how to develop and tell a story for your research proposals or paper introductions. Finally, we will have an open discussion on challenges of your PhD after-life in academia as well as industry.

All junior researchers are invited and must sign-up in advance. Price: € 20. More details – Advance booking obligatory

Supported by: Jess Waugh, Niamh Gilbert & Zoe Mallinder

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SUNDAY, 6 DECEMBER: 19:00 – 21:00 UTC

CONFERENCE NETWORKING EVENING

Join one of the hosted tables, either for a discussion around ISPIM's Special Interest Groups, Communities or Projects, or for a more light-hearted evening with one of the more social tables. There should be something for everyone. If you are interested in hosting a table, please contact admin@ispim.org.

Table 1: Innovation Leadership Social Mixer	Table 2: Health and Innovation: Accelerating the Future	Table 3: Minecraft	Table 4: ISPIM Family - Photos & Songs	Table 5: Meet the Journal Editors
Learn about the Innovation Leadership SIG and why we're all about leaders that inspire and drive innovation around the world.	Led by: Matt Halkes, Mona Seyed Esfahani & Pia Hurmelinna-Laukkanen	Led by: Chris Gernreich	Led by: Anna Bessant, John Bessant & Rob Dew	Led by: Stoyan Tanev of *TIM Review*, J. J. Pinto Ferreira of *Journal of Innovation Management*, Paavo Ritala of *R&D Management*, Katharina Hoelzle of *Creativity and Innovation Management*

Table 1: Innovation Leadership Social Mixer

Learn about the Innovation Leadership SIG and why we're all about leaders that inspire and drive innovation around the world.

Our SIG leadership team will welcome you and guide the journey:

> Check out the Innovation Leadership SIG menu and select your idea appetizers

> Bring your favorite leadership energy cocktail and cheer with us

> Join our speed networking session to enjoy new contacts

> Share your innovation leadership stories

Table 2: Health and Innovation: Accelerating the Future

Led by: Matt Halkes, Mona Seyed Esfahani & Pia Hurmelinna-Laukkanen

We will be talking about where good ideas come from and we'd like to chat to you about your experiences and hopefully offer you a few insights.

If you have an interest in innovation in healthcare and whether you are an academic, practitioner, healthcare provider or offer an industry perspective you are very welcome to join what we hope will be a lively, informal and engaging exchange of views. . We look forward to seeing you and although the welcome will be warm, regrettably the coffee and cake will be virtual this time!

Table 3: Minecraft

Led by: Chris Gernreich

Are you a creative nerd? Join the Minecraft: Education Edition table! Before you access our table, prepare and download Minecraft: Education Edition for free at https://education.minecraft.net/ and let us create a world together! If you need help in any way, reach out to Chris Gernreich at gernreich@ispim.org

Table 4: ISPIM Family - Photos & Songs

Led by: Anna Bessant, John Bessant & Rob Dew

ISPIM has always been around – right? Well not quite – though it might sometimes feel that way, even surviving in these troubled Corona-times. Let's have some fun recalling some of ISPIM's long history by sitting round the (virtual) family album, sharing stories that are triggered by some carefully selected photos and in the process bring a few skeletons out of the closet! All liberally interspersed with music courtesy of Rob and John. So, if you're an old ISPIM hand looking to recreate happy times (or preserve your reputation!) or a newcomer interested to learn more about this crazy family you have just joined then come and sit at our table! We are here for fun, good fun, and nothing but fun.

Table 5: Meet the Journal Editors

Led by: Stoyan Tanev of *TIM Review*, J. J. Pinto Ferreira of *Journal of Innovation Management*, Paavo Ritala of *R&D Management*, Katharina Hoelzle of *Creativity and Innovation Management*

We'll be chatting about the latest topics and trends in journal publishing and hope you will bring your questions and comments to this informal table.

MONDAY, 7 DECEMBER: 03:00 – 05:00 UTC (12:00 – 14:00 Japan Standard Time JST)

MAIN STAGE - JAPAN

- 03:00 > **Introduction** by **Koichi Nakagawa**, Associate Professor at Osaka University

- 03:05 > **The Winning Formula for Emerging Stronger from the Crisis: Glocal innovation + Re-wiring the organization** by **Florian Kohlbacher**, Vice President, Strategic Planning & Business Intelligence at Coca-Cola Japan
  This presentation will focus on how the COVID-19 crisis is accelerating innovation and organizational change both globally and locally in Japan. After introducing Coca-Cola's approach to localizing global innovation and globalizing local innovation, the presentation will explain how the current crisis has accelerated and magnified the company's multi-year journey to transform its organization.

- 03:30 > **Harvesting innovation from the interplay of convenience culture and resilience values in the context of a remote mountain village in Japan** by **Adam Fulford**, CEO of Fulford Enterprises
  Shuraku is Japanese for "settlement". Shuraku OS and Shuraku Cloud are tools to harvest innovation from the interplay of convenience culture and resilience values. Shuraku OS facilitates activities that engender community autonomy. Shuraku Cloud facilitates autonomous inter-community action in the direction of greater resilience for all.

- 04:00 > **Discussion Panel** on **Innovation & Resilience** led by **Adam Fulford**
  A year when ostensibly advanced countries have been brought to their knees by a virus may be an appropriate time to reflect on resilience. How might innovation and resilience be linked? Where might we look for guidance when considering ways to innovate in the direction of greater resilience for all?
  Panel Members:
  ~ **Yukari Hara**, Founder & CEO of SKYAH Co
  ~ **Tamako Watanabe**, Specialist of Impact Business Creation at Japan Research Institute
  ~ **Koichi Nakagawa**

- 04:30 > **Designing Future Society for Our Lives: Preparation for EXPO 2025 Osaka, Kansai, Japan** by **Manatsu Ichinoki**, Vice Secretary General of Japan Association for the 2025 World Exposition
  Expo 2025 is the forthcoming World Expo which will be held in Osaka, Japan. It will take place for six months during 2025, opening 3 May 2025, and closing 23 November 2025. This will be the second time Osaka hosts a World Expo, having previously hosted Expo 1970. The projected visitor count is approximately 28 million. The theme for the expo is "Designing Future Society for Our Lives", with sub themes of "Saving Lives", "Empowering Lives" and "Connecting Lives".

Supported by: Jess Waugh

INNOVATION INSIGHTS

03:00 – 04:00 UTC

Session 1.1: Crisis-driven innovation

Facilitator: Chris Gernriech
Supported by: Steffen Conn

Andrew O'Loughlin: Boundary Spanning Stimulating Regional Innovation

Tomomi Imagawa: Psychological capital for the technology acceptance against COVID-19

Shingen Yamamoto: The influence of innovation in prevalence of plant disease

Makoto Niwa: Optimizing social measures against COVID-19 using system dynamics modeling

INNOVATION INSIGHTS

04:00 – 05:00 UTC

Session 2.1: Innovation & Technology

Facilitator: Chris Gernreich
Supported by: Steffen Conn

Takanori Satou: Algorithms Combined and Utilized MOT-Techniques and Neural Networks

Ruiyang Tang: Factors that influence the continuity of IoT smart home products

Sara Abdalla, Koichi Nakagawa: Reinforcing Digital Transformation's Impact Through Open Innovation: An Ambidexterity Perspective

Koichi Akagi: Digital Transformation of Work Process Information at Manufacturing Site

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WORKSHOP

03:00 – 04:00 UTC

Session 1.2: Inventive Problem-Solving with TRIZ

Led by: Matthias Guertler
Supported by: Annaliese Hesketh

This workshop will introduce you to the basics of TRIZ function modelling and highlight strengths and best practices.

[More details](#)

SIG Breakthrough Methods & Skills

INNOVATION INSIGHTS

04:00 – 05:00 UTC

Session 2.2: Consumers

Facilitator: Michelle Heber
Supported by: Georgia Burrows

Xintao Yu: The Applicability of New Definitions of Advertising in China

Ryoga Miyauchi: Elements that enable luxury fashion brand continuity after founder's death

Takumi Kato: Diversity in product colors and grades: Impact on purchase intention

Yuki Inoue: Influence of brand loyalty on the innovations in platform ecosystems

MONDAY, 7 DECEMBER: 05:00 – 06:30 UTC (13:00 – 14:30 China Standard Time CST)

MAIN STAGE - CHINA	INNOVATION INSIGHTS	INNOVATION INSIGHTS

MAIN STAGE - CHINA

- 05:00 > **From Wuhan: the end was the beginning** by **Javier Fernández**, Education Advisor at Embassy of Spain, China - live from Wuhan!

- 05:10 > **Entrepreneurship Then and Now** by **Richard Robinson**, Clinical Professor Entrepreneurship at Peking University
  Having first come to China in 1993, Rich has been a serial entrepreneur and exec with 9 startups in China since 1996. An exec with 3 companies from private to public and a co-founder of 6 companies, 3 of which exited to publicly listed companies, Rich will share his experiences and anecdotes from a dizzyingly fast-changing Chinese startup ecosystem over the past quarter century.

- 05:30 > **How can technology-based innovation be imported to China?** by **Laura Millán**, Program Manager at SSUI Xiji Incubator
  Discover the key factors and intangibles behind this process. Hear from an insider about the real cases of Polytech University of Madrid building a joint-venture in Nanjing, an incubator in collaboration with Tongji University and several other joint-centers.

- 05:50 > **Applications of AI in China: from Agriculture to Healthcare** by **Sun Wei**, China Chief Product Officer of SingularityNET
  Next Generation Artificial Intelligence Development Plan" is the way China would like to champion the rise of a AI in the world's geopolitics. It is clear step for the emerging superpower for developing AI. Central Government has planned for major national R&D projects including AI projects. The key idea is to issue a three-year implementation period for Internet+ AI. That comes with a series of measures for technology R&D, application and development that will be showcased in this talk.

- 06:10 > **Right Brain in the Era of AI** by **Ling Fan**, Founder of Tezign.com & Director of Tongji University Design and Artificial Intelligence Lab
  The right brain represents more inductive personalities of AI In the machine intelligence era, creativity in business and society has been changing. Tezign is a data intelligence company to empower businesses to create, manage, optimize, and deliver marketing and creative content in the era of AI.

Supported by: Jess Waugh

INNOVATION INSIGHTS

05:00 – 06:00 UTC

Session 3.1: Futures & Health

Facilitator: Bruno Woeran
Supported by: Chris Gernreich

Fumio Teramae: Impact of R&D strategy on pharmaceutical company's performance

Arisa Djurian: Effective Business-to-Business Transactions for Development of Innovative Cancer Drugs

Yuta Hirose: Sustaining Roadmapping Implementation: Lessons Learned from Subsea 7

Fararishah Abdul Khalid: Easing the medical research translation-outcome gap with business acumen

INNOVATION INSIGHTS

05:00 – 06:00 UTC

Session 3.2: Management & Measurement

Facilitator: Michelle Heber
Supported by: Annaliese Hesketh

Tomohiro Maekawa: Changes in IP creation activities after adopting open innovation

Nadezhda Mullina: Are exports an indicator of innovation flows?

Melanie Lewis: Using sustainability transitions theory to navigate complex organisational change

Koichi Nakagawa: The living labs as a means of stakeholder communication

MONDAY, 7 DECEMBER: 06:30 – 07:30 UTC (14:30 – 15:30 Malaysia Time MYT)		
MAIN STAGE - MALAYSIA	**INNOVATION INSIGHTS**	**INNOVATION INSIGHTS**
06:30 > **Telling Innovation Stories - conveying technical info that makes an impact** by **Aziph Mustapha**, Culture Transformation Expert & TEDx Speaker Aziph is a seasoned public speaker and innovation advocate who has suffered through countless presentations by people who are qualified and passionate, but can't present their information in an engaging way. Humans crave stories, and this presentation will outline the key ingredients to tell YOUR powerful innovation story. 07:00 > **Nanotechnology - the future is here** by **Rezal Khairi Ahmad**, Chief Executive Officer of NanoMalaysia Contrary to wide perception, Nanotechnology has been with us for centuries from Salahuddin's carbon nanotube enhanced swords in the Crusade Era to nano-scaled powered sensors, communication devices and advanced energy storage. Rezal leads NanoMalaysia via the venture builder model to congregate researchers, startups, SMEs and users to develop and commercialize homegrown game-changing nanotechnologies towards high tech producer nation. Supported by: Jess Waugh	06:30 – 07:30 UTC **Session 4.1: Learning & Knowledge Transfer** Facilitator: André Renz Supported by: Michelle Heber **Monika Petraite**: Technology learning of SMEs in global networks of innovators **Antonios Livieratos, Yiannis Dimitrakopoulos**: Accelerating technology transfer. The "Develop + Protect + Commercialize" model **Olga Shvetsova**: VR technologies for knowledge transfer process: new perspectives and sustainability **Kuniko Matsumoto**: A validation study of knowledge combinatorial novelty	06:30 – 07:30 UTC **Session 4.2: Sustainable Development** Facilitator: Bruno Woeran Supported by: Georgia Burrows **Keisuke Shinagawa**: Creative thinking for deriving fruitful research themes of SDGs **Meda Andrijauskiene**: Dynamic Socio-Eco-Efficiency: Manufacturing Industry vs Knowledge-Intensive Services **Keigo Ikezoe**: Car-ownership motivation analysis using SEM for sustainable city development **Heba Abbadi**: The Role of Women-Social-Inclusion after COVID-19: A Case-Study in Egypt

MONDAY, 7 DECEMBER: 07:30 – 08:30 UTC (14:30 – 15:30 Indochina Time ICT)

MAIN STAGE - THAILAND	INNOVATION INSIGHTS	INNOVATION INSIGHTS
• 07:30 > **Introduction** by **Aracha Krasae-in**, Assistant Professor at Kasetsart University • 07:35 > **Thailand's Innovation in the Time of Crisis** by **Theresa Mathawaphan**, Chief Strategy Officer of National Innovation Agency This presentation will encompass the current position of Thailand in the Global Innovation Index. The internal factors and components contributed to the status will also be touched upon. The talk will go further to the crisis which effects on the development of National Innovation System and has threatened us all in many and different angles, one point to think, what would be interesting opportunity for innovation and startups to survive through the crisis? • 07:50 > **Deep Tech Startups from University: The Cases of Baiya and Nabsolute** by **Santhaya Kittikowit**, Director of CU Innovation Hub at Chulalongkorn University Deep tech startup is a challenging path for academic. When researchers in the university come up with technology for new product/service, they mostly commercialize these new inventions thru either licensing or startups. The early stage startups face the same failure repetitively, outdated technology leads to business deterioration and less motivation. From these lessons, Chulalongkorn University Innovation Hub (CU-IHUB) has been established to incubate and accelerate entrepreneurship for deep tech academics for higher chance of success. The cases of Baiya Phytopharm and Nabsolute, two deep tech startups from Faculty of Pharmaceutical Sciences, illustrate alternative path of Academic Entrepreneurs that disrupt pharmaceutical and healthcare material industry. • 08:05 > **The community Engagement to Innovation: The Case of Bang Kachao** by **Nikhom Laemsak**, VP, Innovation and Social Engagement at Kasetsart University The community development has driven the innovation in Kasetsart University since the beginning. The university has pulled the efforts from science and technology to social and humanity, dedicated to the development of communities and aimed to balance all aspects of sustainability with the close engagement and commitment to communities. The case of Bang Kachao could demonstrate the effort which required ranges of deep studies from ecosystem to economy, in order to preserve the last green area near Bangkok and developed the master plan for sustainable conservation and development of the Bang Kachao Green Area. This social innovation is now the model which could be adapted to for the future challenge in community developments. • 08:20 > **Wrap up** with **Aracha Krasae-in** Supported by: Jess Waugh	07:30 – 08:30 UTC **Session 5.1: Design, Creativity & Entrepreneurship** Facilitator: Camilo Potocnjak Oxman Supported by: Chris Gernreich **Masami Shimizu**: Applying Design Thinking to Skill Enhancement of Metal Working Industries **Masao Oda**: An approach to antithetical analogy for creativity method with TRIZ **Toshihiko Matsuhashi**: PsyCap in Japanese technology transfer organizations **Antonios Livieratos**: Standardize or customize business acceleration programs? The Archimedes multistage model	07:30 – 08:30 UTC **Session 5.2: Innovation Training, Teaching & Coaching** Facilitator: Rob Sheffield Supported by: Annaliese Hesketh **Tomoka Masuda**: Innovation Through Diversity Management in Practical Education **Edna Pasher**: Adaptive positive deviance in at-risk youth department (education system) **André Renz**: Towards Responsible, and Human-Centered AI in EdTech **Mathias Haas:** Play or Expire: Let's Play with LEGO SERIOUS PLAY (have LEGO bricks to hand to get the most out of this) SIG Teaching & Coaching

MONDAY, 7 DECEMBER: 08:30 – 09:30 UTC (14:00 – 15:00 India Standard Time IST)

MAIN STAGE - INDIA

- 08:30 > Introduction by **Bruno Worean**, Head Research Management & Technology Transfer at Paracelsus Private Medical University

- 08:32 > **Startup & Innovation Landscape in India** by **Avijit Das**, Research & Development Director for Global Pest Control Innovation at RB (Reckitt Benckiser)
  In recent years, the Indian Innovation ecosystem has really taken off and come into focus on its own, driven by factors such as massive funding, consolidation activities, evolving technology and a burgeoning domestic market. The numbers are depicting—from approx. 3000 start-ups in 2014 to a projection of more than approx. 11000 by 2020 this is surely not a passing trend. It's just a revolution. And in India, it will change the way the markets are working today.

- 08:42 > **Innovation for Mental Health Epidemic** by **Shriya Damani,** Founder of Omantara
  The COVID pandemic rages on it has brought forward the mental health epidemic worldwide. Omantara is the first digital platform in the world which curates mental wellness rituals for specific goals of the user. It helps the user to have a variety of activities and routines aligned to the user interest as well as capabilities. It is amalgamation of advanced technologies with ancient wisdom to assist each individual to live a fuller life and contribute to their well-being, ease and joy.

- 09:05 > **Innovation for Water Stress and Sustainability** by **Akash Bhavsar**, Founder of WaterQuest Hydroresources India Management
  WaterQuest is a purpose driven for-Impact startup, focused on addressing physical water scarcity beyond the conventional paradigms of hydrogeology. WaterQuest uses AI, Geospatial Intelligence and Internet of Things technologies to address the critical water issues across the value chains
  1) Water 4 Life: AI-based electromagnetic mapping technology enables us to predict with 98% accuracy presence of perennial water sources
  2) Water Rx: RTM/SCADA system to monitor water quality & discharge parameters on a single screen to control the water infrastructure locally & remotely
  3) WaterQuest Mobile: IoT enabled Vehicle Mounted Mobile Desalination Unit produces from 20 M3 to 100 M3/Day of drinking water suitable to treat all types of water sources

  Supported by: Jess Waugh

INNOVATION INSIGHTS

08:30 – 09:30 UTC

Session 6.1: Innovation Platforms & Ecosystems 1

Facilitator: Eelko Huizingh
Supported by: Michelle Heber

Sander van der Blonk: Scouting startups for collaboration: What's happening? Why does it matter?

Tian-Tian Ho: Redesigning National Tax Payment System (NTPS) in Taiwan

Alexandra Elena Carst: Complementors as Ecosystem Actors: A Systematic Review and Research Agenda

Jonas Heimicke: Agile Development in different Organizational Structures: Potentials and Challenges

INNOVATION INSIGHTS

08:30 – 09:30 UTC

Session 6.2: Innovation Leadership

Facilitator: Stephanie Kaudela-Baum
Supported by: Georgia Burrows

Anu Vanska: One Size Does Not Fit All: Leader-Member Exchange and Innovativeness

Jenny Elfsberg: Unlocking the full value of a corporate innovation hub

Rob Sheffield: Leadership learning: helping leaders improve team climate for innovation

SIG Innovation Leadership

MONDAY, 7 DECEMBER: 09:30 – 10:00 UTC (13:30 – 14:00 Gulf Standard Time GST)		
MAIN STAGE - UAE	**INNOVATION INSIGHTS**	**WORKSHOP**
09:30 > **Introduction** by **Oussama Jousou**, Senior Enterprise Data Architect and Knowledge Management Lead at Dubai Customs 09:32 > **innovation Success Stories from Dubai Customs (with major influences on trade activities through the adoption of advanced technology)** led by **Oussama Jousou** Presentations: ~ **Building an Innovation Powerhouse for Competitive Advantage** by **Omar Alqaryouti**, Lead IT Planning, Innovation Strategist, Senior Business Architect at Dubai Customs Value creation supported by advanced technology and employee upskilling. Embarking on the journey towards leading customs innovations globally. ~ **The 4th industrial revolution in government sector** by **Ahmed Fayed**, Lead Technology Architect at Dubai Customs Driving Digital Transformation at Dubai Customs and building successful business outcomes that shape the industry and increase competitive advantage. Supported by: Jess Waugh	09:30 – 10:30 UTC **Session 7.1: Innovation Platforms & Ecosystems 2** Facilitator: Monika Petraite Supported by: Chris Gernreich **Johannes Veile**: How Digital Platforms Innovate Business Models in Industry 4.0 **Daniel Hasler**: Understanding Digital Platforms in B2B: Literature Review and Case Studies **Ioana Stefan**: Lessons from entrepreneurial ecosystems in Togo during the pandemic **Teemu Santonen**: Living labs and Circular Economy: A multiple case study	09:30 – 10:30 UTC **Session 7.2: Innovation now happens virtually** Led by: Christian Buchholz Supported by: Annaliese Hesketh How digital tools help to facilitate remarkable innovation projects and achieve even better results than in the physical world More details

MONDAY, 7 DECEMBER: 10:00 – 10:30 UTC (12:00 – 12:30 Israel Standard Time IST)		
MAIN STAGE - ISRAEL	**INNOVATION INSIGHTS**	**WORKSHOP**
10:00 > Conversation on **Tel-Aviv Smart City - Lessons Learnt from the Startup City in the Startup Nation** with **Edna Pasher**, Founder and Chair of Israel Smart Cities Institute, **Lee Sharir**, Research Project Manager at Israel Smart Cities Institute and **Shmuel Ben-Tovim**, Chairman of The Fintech Community of Israel – City TLV In this session, we present Tel Aviv as a case study to demonstrate the municipality's role in creating an ecosystem that encourages innovation and how through strategic processes and engagement of all stakeholders, innovation can be implemented in the city and make it attractive to the residents. Supported by: Jess Waugh	**Session 7.1 continued**	**Session 7.2 continued**

MONDAY, 7 DECEMBER: 10:30 – 11:00 UTC (14:30 – 15:00 Mauritius Time MUT)

MAIN STAGE - MAURITIUS	INNOVATION INSIGHTS	WORKSHOP
10:30 > **Introduction** by **Preetam Heeramun**, Innovation Provocateur and **Theesan Bahorun**, Executive Director the Mauritius Research and Innovation Council 10:35 > **Overview of the Mauritian Innovation Ecosystem** by **Madhvee Madhou**, Research Coordinator at the Mauritius Research and Innovation Council A bird's-eye overview of the Mauritian ecosystem touching on the National Innovation Indicators, Global Innovation Index and initiatives for entrepreneurs. 10:45 > **Mauritian Innovation Projects and Innovation Showcase Tour** ~ **Faraaz Shamutally**, Researcher and Aerospace Engineer at the Mauritius Research and Innovation Council and **Ziyaad Soreefan**, Researcher and Aerospace Engineer at the Mauritius Research and Innovation Council will give us an insight into the national project to develop the first Mauritian satellite MIR-SAT1 expected to be launched in 2021. ~ **Nitin Gopaul**, Research Coordinator at the Mauritius Research and Innovation Council will share how the Mauritius Research and Innovation Council has been responding and supporting research and innovation based actions addressing COVID-19. 10:58 > **Closing** by **Preetam Heeramun** Supported by: Jess Waugh	10:30 – 11:30 UTC **Session 8.1: Entrepreneurship, Start-Ups & SMEs** Facilitator: Daniel Schallmo Supported by: Michelle Heber **Christopher Williams**: How SMEs digitally mature: Conceptual research framework and initial findings **Ephraim Daka**: Entrepreneurship and Innovation Ecosystem: A Case of Post-Conflict Somalia **Patrick Brecht**: Business Model Validation: How B2B Startups can use Business Experiments **Ruth Cherrington**: Innovation in the periphery: the case of SMEs in Cornwall	10:30 – 11:30 UTC **Session 8.2: Gamification for service design and Innovation: ideaChef® method and tool** Led by: Rui Patrício Supported by: Georgia Burrows In this session, we share gamification methods in training for innovation. Join us to get new insights into the combination of methods and tools to service design ideation. [More details](#) SIG Teaching & Coaching

MONDAY, 7 DECEMBER: 11:00 – 11:30 UTC (14:00 – 14:30 Eastern Africa Time EAT)		
MAIN STAGE - KENYA	**INNOVATION INSIGHTS**	**WORKSHOP**
• 11:00 > **Discussion Panel** on **Healthcare Innovation in Kenya** led by **Kerri Jones**, Trustee (Chair), Future Health Africa Presentations: ~ **Promoting quality healthcare in Kenya** by **Lydia Kinyuru Okutoyi**, Director of Health Care Quality (HCQ) at Kenyatta National Hospital The sustainable development goal of Universal Health Coverage is meaningless unless quality of care is improved. This requires action at all levels in the system. Dr Okutoyi introduces new organisations in Kenya that will show the way to better care. ~ **New ways of tackling patient safety** by **Frank Wafula**, Senior Lecturer and Academic Director, Healthcare Management at Strathmore University Many patients are damaged or die because of unintended errors in their care. Dr Wafula describes work to reduce these incidents in Kenya including the Kenya Patient Safety Impact Evaluation (KePSIE) work funded by the World Bank. ~ **Digital Innovations in challenging environments** by **Pratap Kumar**, Founder & CEO at Health-E-Net Digital ≠ Paperless, and how starting with paper can enable a range of innovative health services, both digital and non-digital, and deliver huge impact in low-resource settings. • 11:25 > Summing up with **Kerri Jones** Supported by: Niamh Gilbert	**Session 8.1 continued**	**Session 8.2 continued**

MONDAY, 7 DECEMBER: 11:30 – 12:30 UTC (13:30 – 14:30 South Africa Standard Time SAST)		
MAIN STAGE – SOUTH AFRICA	**INNOVATION INSIGHTS**	**WORKSHOP**
• 11:30 > **Discussion Panel** on **Lessons in Innovation from South Africa** led by **Jansie Niehaus** Award winning scientists in green energy, water quality, fire prevention, and mining gear design tell of their work. A business woman in DNA analysis: research to business outside of a research institution. The head of SA Research and Innovation Management Association reflects on strengths and challenges of innovation in institutions. Panel Members: ~ **Andrew Bailey**, Senior Manager: Innovation at University of Cape Town ~ **Nickey Janse van Rensburg**, Manager, Process, Energy & Environmental Technology Station at University of Johannesburg ~ **Vhahangwele Masindi**, Principal Research Scientist at Council for Scientific and Industrial Research (CSIR) ~ **Antonel Olckers**, CEO of DNAbiotec ~ **Richard Walls**, Associate Professor, Fire Engineering Research Unit at Stellenbosch University ~ **Lindiwe Zungu**, Executive Dean of the College of Graduate Studies at University of South Africa (UNISA) Supported by: Niamh Gilbert	11:30 – 12:30 UTC **Session 9.1: Business Models** Facilitator: Luciana Maines Supported by: Chris Gernreich **Elzo Aranha**: Exploring Business Model Connections in the Brazilian Context **Sara Moqaddamerad**: Visioning Business Model Innovation for Emerging Disruptive Technologies **Vern Glaser**: Innovation Through Analogies: A Business Models Lens **Daniel Schallmo**: Crisis-Driven Business Model Innovation - Decision Making Under Stress	11:30 – 12:30 UTC **Session 9.2: Start with Gamification Principles: Learn from the world's most popular games** Led by: Nelson Javier Mejia Supported by: Annaliese Hesketh - Principles of gamification - The "gamification tricks" that work in a business context and the ones which do not! - Practical ways to apply gamification in an innovative and engaging way More details

MAIN STAGE – FINLAND	INNOVATION INSIGHTS	LUMINARY SPEAKERS

MAIN STAGE – FINLAND

- 12:30 > **Ecosystem Session: From Finland with care** led by **Sari Kola**, Advisor & Researcher
  Ecosystems are a powerful way to solve problems that a single company or organization cannot solve alone. They are about becoming faster, stronger, more resilient and innovative. And by doing that creating value for all ecosystem partners and broader society and economy.
  Panel Members:
  ~ **Erja Turunen**, Executive VP, Smart Industry & Energy Systems at VTT Technical Research Centre of Finland
  ~ **Tuuli Ahava**, Director, Application Program, Digital Automation at Nokia
  ~ **Markku Heino**, Principal Consultant, Ecosystem Leader at Spinverse
- 13:00 > **Educating the best product developers - visit to Aalto Design Factory** with **Kalevi Ekman**, Design Factory Director at Aalto Design Factory
  Aalto Design Factory (ADF) is Aalto University's interdisciplinary learning platform. ADF focuses on applying engineering, design and business education in real life problems with companies. By applying theory to practice, students become the best product developers with advanced project skills, leadership, communication, team working and development skills.

  Supported by: Niamh Gilbert

INNOVATION INSIGHTS

12:30 – 13:30 UTC

Session 10.1: Design & Creativity

Facilitator: Teemu Santonen
Supported by: Michelle Heber

Kari Mikkelä: Urban Mill: Ambidextrous place-based Innovation orchestrator colliding Creatives and Startups

Christoph Gerling: Exploring Boundary Objects in Creative Projects

Thomas Haskamp: Implementing Design Thinking for Non-Designers

Daniel Schallmo: Design Thinking in Higher Education Approach and Case Studies

LUMINARY SPEAKERS

12:30 – 13:30 UTC

Session 10.2: Innovation Leadership

Facilitator: Alex Booth
Supported by: Georgia Burrows

Innovation Readiness in a Changing World by **Karina Jensen**

Are you ready to lead innovation? How can leaders and teams ensure readiness for the new world of innovation? A framework and a recent global survey will show you what it takes to lead innovation, from concept to market.

Generative Leadership by **John Metselaar**

Leaders must focus on their people rather than themselves to generate engagement, innovation, and growth Generative Leadership illustrates how a culture of learning can lead to better work, life and results.

More details

MONDAY, 7 DECEMBER: 13:30 – 14:30 UTC (14:30 – 15:30 Central European Time CET)		
MAIN STAGE – EUROPE 1	**INNOVATION INSIGHTS**	**WORKSHOP**

MAIN STAGE – EUROPE 1

- 13:30 > **Virtual Visit to CERN IdeaSquare - Connecting our Science with Society** with **Markus Nordberg**, Head of Resources Development at CERN
  IdeaSquare is a dedicated building at CERN devoted for experimentation on how science can connect with society. Housing scientists and visiting students from many different fields, IdeaSquare focuses on early stage of innovation processes – better known in the literature as the "Fuzzy Front End of Innovation". Inspired by the research and technologies developed at CERN, the students focus on Sustainable Development Goals. Serendipity in this process is acknowledged. In this virtual visit, Markus Nordberg, the Head of Innovation Resources, will walk you through the building and show you one student project that took everyone by surprise.

- 14:00 > **How to be innovative when you are scared to death?** by **Ladeja Godina Košir**, Founder & CEO of Circular Change
  Nowadays, in times of COVID-19 crisis, there is even bigger urge for sustainable innovation. But how can we drive innovation if we fear for our social and economic well-being? Ladeja will introduce you to different showcases of circularity and innovation in the European field - from Slovenia to Netherlands to Nordic countries. She will also address the importance of so called "Circular Economy Roadmaps" and why they play crucial role in circular transition on national and nevertheless global level.

Supported by: Niamh Gilbert

INNOVATION INSIGHTS

13:30 – 14:30 UTC

Session 11.1: AI & Digital Innovation

Facilitator: Eelko Huizingh
Supported by: Chris Gernreich

Diane Isabelle: A machine-learning Analysis of Videos on Entrepreneurial Fear of Failure

Stoyan Tanev: AI empowered value propositions of new globally driven companies

Regina Lenart-Gansiniec: Crowdsourcing Science - A Bibliometric Review and Research Agenda

Carlos DaSilva: Digitally Driven Innovation: The GPS Navigation Industry in France

WORKSHOP

13:30 – 14:30 UTC

Session 11.2: Innovation Leadership across Cultures

Led by: Stephanie Kaudela-Baum, Claus Schreier & Ingo Stolz
Supported by: Annaliese Hesketh

In this interactive session we will discuss the cultural influence on innovation and creativity, how divergent understandings of creativity affect leadership in cross-cultural teams and what the challenges and opportunities of everyday leadership work across cultural borders are.

More details

SIG Innovation Leadership

MONDAY, 7 DECEMBER: 14:30 – 15:30 UTC (15:30 – 16:30 Central European Time CET)		
MAIN STAGE – EUROPE 2	**INNOVATION INSIGHTS**	**WORKSHOP**
14:30 > **Looking into the crystal ball: Innovation is everywhere and nowhere - how do we change this? Magnus Karlsson**, National Expert & Chairman at SIS Swedish Institute for Standards & RISE Research Institutes of Sweden and **Joanne Hyland**, President and Founding Partner of rInnovation Group The word innovation is everywhere yet it means different things to different people. How do we change this to get everyone on the same page? How critical is professionalizing innovation management to disrupting the status quo? What is the future state of innovation management? How can it change the world in ways never imagined? This session will be an interactive discussion with Magnus Karlsson and Joanne Hyland, two thought leaders, passionate about ensuring innovation management finds its rightful place in the world. The format will be a talk show, with questions from the audience. 15:00 > **Can private sector innovation help the UN save the world?: How will connecting innovation eco-systems accelerate impact investment? Jonas Svensson**, Head of Global Innovation and Technology at UNOPS and **Johan Grundström Eriksson**, Founder & Chairman at aiRikr Innovation Jonas and Johan will share the story of establishing the first UNOPS Global Innovation Centers, (in Antigua & Barbuda, Sweden and Japan) How can we innovate to make a difference? How can Multinational Corporations and Industry Partners build and use capacity for innovation to collaborate and solving real world problems, previously reserved for nations to address? How can private sector and mobilize together with United Nations for purposes beyond their current Corporate Social Responsibility promises and current product planning horizons. Supported by: Niamh Gilbert	14:30 – 15:30 UTC **Session 12.1: Ecosystems, Start-ups & Agility** Facilitator: Ioana Stefan Supported by: Michelle Heber **Jasmine Shaw**: Ecosystem design and glocalization: A multi-level study of Technovation **Dariya Dementyeva**: Switzerland: Understanding the Local Start-up Ecosystem For Innovation and Growth **Pavan Kumar Sala**: Investigating the Entrepreneurial Pivoting Experience of UK-based Technology Start-ups **Tibor Mellert**: Performance Evaluation of Agility in Product Development using targeted KPIs	14:30 – 15:30 UTC **Session 12.2: Innovation Leadership in 2020 and beyond: a framework for practice** Led by: Rob Sheffield, Russell Ward & Alex Booth Supported by: Georgia Burrows During the workshop members of the innovation leadership community will share the structure of our innovation leadership framework. We will illustrate the framework with relevant examples from current leaders of innovation around the world, as they reflect on their practice. More details SIG Innovation Leadership

MONDAY, 7 DECEMBER: 15:30 – 16:30 UTC (15:30 – 16:30 Greenwich Mean Time GMT)

MAIN STAGE – UK	INNOVATION INSIGHTS	WORKSHOP
• 15:30 > **Conversation** on **Ten Major Global Shifts for 2030** - **Tim Jones**, Founder and Programme Director of Future Agenda with **Michael Dell**, Chief Disruptor, Warp-Innovation Drawing from the latest Future Agenda global open foresight project undertaken throughout 2020, this interactive session explores ten issues that experts from around the world think will be driving most change over the next decade. • 16:00 > **Conversation** on **Immersive Technologies in Healthcare: Bringing the outside in and the inside out** - **Nick Peres**, Head of Digital Technologies at Torbay and South Devon NHS Foundation Trust (TSDFT) with **Matt Halkes**, Clinical Director of Innovation and Digital Transformation, Torbay and South Devon NHS Foundation Trust (TSDFT) Our use of immersive technologies has led to the creation of the VR Lab, one of the first to be set up embedded within the NHS, which now helps inform national strategy. Most importantly however is the impact this space has had on our journey for the past five years - attracting co-design development, creative processes and outputting the learning. In this interview, we will cover some of the case examples of immersive technologies in healthcare and the affordances during the COVID 19 pandemic. We will share the influence of the outside has had in improving the healthcare journey for patients and staff and how what we have learnt inside healthcare can be taken outside into our communities. Supported by: Niamh Gilbert	15:30 – 16:30 UTC **Session 13.1: Responsible & Sustainable Innovation** Facilitator: Antonis Livieratos Supported by: Chris Gernreich **Nural Janho, Sarah Ranjana Güsken**: Local Retail Endangered by Extinction - Counteracting with Omni-Channel Strategies **Diego Hernando Florez Ayala**: Urban Living Labs: Sustainability Transitions towards Circular Cities **Luciana Maines Silva**: RI Canvas as a tool for the development of SDG **Julia Wolny**: Responsible Customer Experience Innovation in Retail	15:30 – 16:30 UTC **Session 13.2: How Can You Use Gamification to Boost Innovation?** Led by: Philippe Delespesse Supported by: Annaliese Hesketh In this session, we share gamification methods to foster innovation through trainings and workshops. Join us to get insights into how gamification can help at different phases in the innovation process. More details SIG Teaching & Coaching

MONDAY, 7 DECEMBER: 16:30 – 17:30 UTC (17:30 – 18:30 West Africa Time WAT)		
MAIN STAGE – WEST AFRICA	**INNOVATION INSIGHTS**	**INNOVATION INSIGHTS**
• 16:30 > **Introduction** by **Grace Akinosun**, Partner at InnovationHub Africa • 16:35 > **Most Innovative Startups To Watch in Nigeria** introduced by **Grace Akinosun** • p16:45 > **Electric Vehicles for Africa** by **Spencer T. Korankye**, Founder of EV4 Africa EV4Africa is an electro mobility accelerator and we are on a journey to lead and advance the transition to a smart and efficient automotive future for Africa. By creating an ecosystem for mobility innovators to accelerate their innovations across Africa. The world sees just e-mobility, we see more in Africa. • 16:55 > **Discussion Panel** on **Innovation in West Africa** led by **Grace Akinosun** Long seen as a backwater and den of mounting challenges, Africa's nascent talent is fast shifting its landscape through innovation. A growing breed of young minds are now embracing the most daunting problems of the continent, translating them to unique challenges and building befitting solutions, with Ghana and Nigeria at the forefront. Panel Members: ~ **Kenneth Omeruo**, CEO at InnovationHub Africa ~ **Tony Ajah**, Managing Partner at TA Strategic Solutions ~ **Spencer T. Korankye** Supported by: Niamh Gilbert	16:30 – 17:30 UTC **Session 14.1: Education & Learning** Facilitator: Joanne Hyland Supported by: Michelle Heber **Payal Ghatnekar**: Technology enhanced learning solutions for COVID-19 **Elzo Aranha**: The Innovation Law and Business Model in Brazilian Higher Education **Philippe Delespesse**: How Gamification can help to foster innovation in Covid times? **Ingrid Kihlander, Åse Lundh Gravenius:** Innovation management system implementation at a university hospital	16:30 – 17:30 UTC **Session 14.2: Methods, Engagement & Responsibility** Facilitator: Eelko Huizingh Supported by: Georgia Burrows **Arabella Stock**: Usage of bibliometric tools in foresight and technology scouting **Arushi Sharma**: Topic modeling of the literature on patent evaluation **Mika Westerlund**: Citizen acceptance of mass surveillance? Identity, intelligence and biodata concerns **Mirei Rioux**: Enhancing engagement in remote collaboration: A case study

MONDAY, 7 DECEMBER: 17:30 – 19:00 UTC (14:30 – 16:00 Brasilia Time BRT)

MAIN STAGE – BRAZIL	INNOVATION INSIGHTS	DISCUSSION
17:30 > **Introduction** by **Marcelo Amaral**, Associate Professor at Universidade Federal Fluminense, **Kadígia Faccin**, Professor at Universidade do Vale do Rio dos Sinos & **Luciana Maines da Silva**, Head of Executive Programs at Unisinos 17:35 > **Conversation** on **Brazilian S&T&I outlook** - **Fernanda De Negri**, Director at Instituto de Pesquisa Econômica Aplicada (IPEA) with **Marcelo Amaral** This is a brief introduction to the creation and evolution of the national innovation system, and the country's S&T performance. We review the successes, challenges and global leadership in certain sectors that Brazil provides. 17:50 > **Conversation** on **Industry context: Innovation in Brazilian Pharmaceutical Industry** - **Julia Paranhos de Macedo Pinto**, Associate Professor at Federal University of Rio de Janeiro with **Marcelo Amaral** This presentation discusses the development of the Brazilian Pharmaceutical Industry and compares the innovative efforts of large national (GEFNs) and transnational (GEFTs) pharmaceutical companies operating in Brazil. 18:10 > **Conversation** on **Innovation Ecosystems in Brazil - The movement of incubators and techparks in the country** - **Francisco Saboya Albuquerque Neto**, President of ANPROTEC with **Luciana Maines da Silva** Despite structural difficulties, the country has been a storehouse of startups and innovation environments for the past 30 years. We will present the Brazilian ecosystem that has 363 incubators, 57 accelerators, and 90 technology parks as wellas the environment to support innovative entrepreneurship, venture capital and corporate ventures in Brazil. 18:30 > **Conversation** on **INOVA RS: an experience of economic development based on innovation** - **Luís Lamb**, Secretary of Innovation, Science and Technology of State of Rio Grande do Sul with **Kadígia Faccin** We present INOVA RS, which is a program that aims to put Rio Grande do Sul on the global innovation Map based on the construction of strategic partnerships between organized civil society, business, academic and government sectors. 18:50 > Closing Supported by: Niamh Gilbert	17:30 – 18:30 UTC **Session 15.1: Mixed: Celebrating Innovation** Facilitator: Antonis Livieratos Supported by: Chris Gernreich **David Francis**: Innovation comes of age **Mareike Schütt**: Crisis as a Chance: How did COVID-19 catalyze Innovation? **Leandro Bitetti**: Cognitive Processes Between Jobs-to-be-done and Business Model Innovation	17:30 – 18:30 UTC **Session 15.2: Activating Communities Around the Climate Crisis: A Fireside Chat with EIT Climate-KIC** Led by: Austin Schwinn of Exaptive and Carys Boyle of EIT Climate-KIC Supported by: Analiese Hesketh Gather around the virtual fireplace to chat about topics ranging from art to pandemics and how we can activate global communities to address climate change. Bring a warm drink as you listen in or join the discussion. Compelling stories, innovative ideas, and thought-provoking questions will be provided.

MONDAY, 7 DECEMBER: 19:00 – 19:30 UTC (14:00 – 14:30 Colombia Time COT)

MAIN STAGE – COLOMBIA

- 19:00 > **Digital Activism, Co-creation and Design Thinking** by **Nelson Reyes**, CEO at Project Colombia
  During Covid 19 a group of Colombian activists decided to cocreate and co design the new Colombia. Using agile methodologies to create meaningful impact in Colombian communities.

Supported by: Zoe Mallinder

MONDAY, 7 DECEMBER: 19:30 – 21:30 UTC (14:30 – 16:30 Eastern Standard Time EST)
MAIN STAGE – CANADA

- 19:30 > Part 1: **Innovation thought leadership: How might we innovate?** moderated by **Andrew Maxwell**, Associate Professor at Lassonde School of Engineering

  ~ **How might we ask better questions?** by **Min Basadur**, Founder of Basadur Applied Creativity. Min is the first innovator to use How Might We to frame problems and he will share insights on the origin of the statement and how to use it to better define problems in order to develop innovative solutions.

  ~ **How might complex organizations innovate?** by **Peter Primdahl**, VP of Emerging Business Models at The Co-operators Group. Peter is a corporate leader accountable for developing and implementing innovation practices within a large and complex financial services company. He shares insights and learnings gained from his experiences of integrating innovation structure and processes into a traditional company and industry.

  ~ **How might we make innovation and change happen?** by **Jeremy Gutsche**, CEO of Trend Hunter. Trendhunter is a global foresight organization that crowdsources future trends allowing us to have a view of likely futures and opportunities. Jeremy will be sharing insights from his new book Create the Future.

- 20:30 > Part 2: **Innovation in Practice: Collaborate to Innovate** moderated by **Andrew Maxwell**

  ~ **Digital Main Street: linking academia and the high street to stimulate recovery** by **Chris Carder**, Executive Director, Innovation and Entrepreneurship at Schulich School of Business. Chris shares his experiences with Digital Main Street project, where 50 Schulich students joined local high street companies (supported by Shopify, Google, Facebook, Microsoft, eBay, Mastercard) to aid in recovery.

  ~ **Fostering True Intrapreneurialism: Area 631** by **Karel Vredenburg**, Director, Global Design Leadership at IBM. Karel will share the experience of building a project-based innovation lab 631 (6 people, 3 months, 1 project) empowered by design thinking and replicated in 10 IBM facilities around the world.

  ~ **Super Clusters and Transforming how a Country Innovates** by **Jayson Myers**, Chief Executive Officer of Next Generation Manufacturing Canada. Jayson will be sharing insights from running one of Canada's five innovation Superclusters – (NGen), and especially how they are helping 3000 member organizations develop their people and identify opportunities for innovation and collaboration.

  ~ **Transforming how we Educate Employees and Students** by **Alison Evans Adnani,** Dev Degree, Program Lead at Shopify. Alison will share how Shopify is transforming employee education, leveraging this experience to the broader community, and breaking down traditional academia/work boundaries through digital badges and work integrated learning.

Supported by: Zoe Mallinder

MONDAY, 7 DECEMBER: 21:30 – 22:00 UTC (15:30 – 16:00 Central Standard Time CST)
MAIN STAGE – MIDWEST USA

- 21:30 > **Introduction** by **Austin Schwinn**, Director of Strategic Relationships at Exaptive

- 21:35 > **Recreating Innovative environments during the time of COVID-19** by **David King,** CEO at Exaptive
The density of cities, with their diversity, complex social dynamics and ability to bring people face-to-face, tends to provide the basic ingredients for the kind productive friction that can serendipitously result in innovative ideas. Dave King will present stories of recreating the same innovative potential of real world cities in virtual environments using knowledge graphs, facilitated conversations, and tools to break out of our filter bubbles.

Supported by: Zoe Mallinder

MAIN STAGE – WEST COAST USA	WORKSHOP

MAIN STAGE – WEST COAST USA

- 22:00 > **Introduction** by **Tamara Carleton**, CEO of Innovation Leadership Group

- 22:02 > **Discussion Panel** on **Regional Success** led by **Tamara Carleton**
  Three different innovation leaders from California will offer complementary perspectives on a panel about views of local success.

  Panel Members:

  ~ **Louise Kyhl Triolo**, VP of Global People Development at VMware is passionate about human potential and building talent within organizations

  ~ **Dave Weekly**, CEO of Medcorder and Chairman of Hacker Dojo builds and invests in pioneering new technology solutions

  ~ **Tara Chklovski**, CEO and founder of Technovation has a mission to empower changemakers in underrepresented communities

- 22:45 > **Silicon Valley Success Stories**

  ~ **Google Area 120** - **Jackie Bernhelm**, Partner at Google Area 120 will discuss the work and processes at Area 120, Google's in-house incubator. Many of Google's best ideas begin as experiments or passion projects, and at Area 120, teams work on 20% projects 100% of the time.

  ~ **The Neuva School** - **John Feland**, Educator at The Neuva School will highlight the pioneering educational work of The Nueva School, which was established in 1967 in Silicon Valley to promote social emotional learning and gifted education for children in grades K-12. He will discuss the impact of the school over time and Neuva's recent Innovation Labs as a mentored collaborative environment, where 72% of the student body spend their time in a given week.

  ~ **Microsoft Immersive Reader** - **Mike Tholfsen**, Principal Product Manager at Microsoft will share the story behind Microsoft's Immersive Reader set of products, which provides literacy as a service – specifically helping students with dyslexia, dysgraphia, and ADHD, as well as non-native speakers and emerging readers in education, health, and other fields – serving well over 23 million monthly active users across all apps and platforms.

  ~ **Electronic Arts - Jennifer Fell**, Senior Director of IT Business Management at Electronic Arts will give an insider's peek into how EA – known for its video games of FIFA, The Sims, and Tetris worldwide – turned itself around and became a top selling entertainment company by approaching problems from a "player first" perspective.

  Supported by: Zoe Mallinder

WORKSHOP

22:00 – 23:00 UTC

Session 16.1: What does an intentionally innovative conversation look like?

Led by: Terri Gilbert of Exaptive
Supported by: Austin Schwinn

The Cognitive City platform facilitates innovation by implementing a framework for augmenting human intelligence to solve complex "wicked" problems. We will bring this process to the community in an engaging and fulfilling demonstration involving people committed to the understanding and development of innovative conversations.

TUESDAY, 8 DECEMBER: 00:00 – 01:30 UTC (13:00 – 14:30 New Zealand Daylight Time NZDT)

MAIN STAGE – NEW ZEALAND

- 00:00 > **Introduction** by **Enrico Tronchin**, Commercialisation Development Manager at Callaghan Innovation

- 00:05 > **Challenging Research: From Competitions to Missions** by **Sally Davenport**, Director of Science for Technological Innovation (SfTI)
  The way most nations fund research teams is through highly competitive processes that select winners from a plethora of 'bottom-up' project proposals. Mission-led research programmes have become a new, prominent way to try to align researchers with important grand challenges. But how do you change an innovation system to form multi-disciplinary mission-led teams? One approach is that designed by the 'Science for Technological Innovation' (SfTI) National Science Challenge (NSC) in New Zealand, which appears to be changing research capacity to work in very diverse teams to address important missions.

- 00:40 > **Funder-side Facilitation of IP Commercialisation** by **Enrico Tronchin, Kevin Sheehy**, Commercialisation Manager at The MacDiarmid Institute and **Seumas McCroskery**, Commercialisation Manager at Kiwi Innovation Network (KiwiNet)
  The creation and commercialisation of deep technology works best when drawing from multiple disciplines and entities working in collaborating with one another, with the aim of economic impact set early on in the process. Over the last decade in New Zealand this has given rise to national-level groups that fund and support research, development and commercialisation activities, like Kiwinet, the MacDiarmid Institute and the Science for Technological Innovation National Science Challenge. During this session, Commercialisation Managers from these aforementioned organisations will discuss the opportunities and challenges posed by funder-side commercialisation facilitation.

- 01:05 > **Visit to LevelTwo Technology Incubator** in Parnell in Auckland led by **Imche Fourie**, Co-Founder and Chief Executive at LevelTwo NZ
  LevelTwo is a co-location space, incubator and venture investment firm that has aided in the genesis of two unicorn companies, Rocketlab and Lanzatech. They specialise in growing deep tech start-ups from early-stage to global impact. Over the years, LevelTwo has created over $1 billion in economic growth for New Zealand. Its resident companies and alumni have raised over $600 million in investment and filed over 300 patents. In the session, you will learn how LevelTwo has evolved over time, how it currently operates and get an introduction to some of its resident companies.

Supported by: Zoe Mallinder

TUESDAY, 8 DECEMBER: 01:30 – 03:00 UTC (12:30 – 14:00 Australian Eastern Daylight Time AEDT)

MAIN STAGE – AUSTRALIA

- 01:30 > **Introduction** by **Anne-Laure Mention**, Director, Global Business Innovation Enabling Capability Platform at RMIT University

- 01:40 > **Discussion Panel** on **What's next? Reimaging the New Normal** led by **Anne-Laure Mention**
  As Churchill put it, "never let a good crisis go to waste". The current pandemic certainly qualifies as a "good crisis", as an overwhelming part of the world is currently struggling through the second wave of deadly infections. So now is the time to reimagine the "post covid" world. Panellists will share their initial provocations and will then debate on what this new world could be, covering topical issues such as the role of digital technologies, as well as the ethical and social implications of their accelerated uptake, the subsequent reshaping of human and social interactions, the new ways of working for organisations, as well as the opportunities to restart with a fairer societal model.

  Panel Members:

  ~ **Sami Mäkeläinen**, Technology Insights Principal at Telstra Corporation

  ~ **Tara Anderson**, Head of Marketing and Communications at Social Traders

  ~ **Duncan Cameron**, Senior Consultant at Capgemini Invent

  ~ **Alexander Kaiser**, Managing Director of Vicenda Australia

Supported by: Zoe Mallinder