



Policy Learning event on research & innovation and SME competitiveness

Milan, 19-20 October 2017, Palazzo Lombardia

DAY 1 – 19/10/2017 – RESEARCH AND INNOVATION

09.00 – 09.30	Registration and welcome coffee
09.30 – 09.45	Welcome by the Policy Learning Platform & host region & moderator Andrea Di Anselmo , Interreg Europe Policy Learning Platform Regional Minister for University Research and Open innovation - Regione Lombardia Erwin Siweris , Interreg Europe Joint Secretariat
09.45 – 10.45	Plenary session: interview style with key EU Actors Alison Hunter , Joint owner and Director, Economic and Public Policy Consultancy Anna Giorgi , Professor, University of Milan Annamaria Zonno , Policy Officer, European Commission's Directorate-General for Research and Innovation Arnaud Senn , Policy Officer, European Commission's Directorate-General for Communications Networks Nicholas Harrap , Researcher, S3 Platform Moderator: Christian Saublens , Former Executive Director at European Association of Development Agencies
10.45 – 11.15	Coffee break
11.15 – 13.00	Breakout sessions: Policy instruments explained. Topic: <i>How to find common objectives and remove obstacles to facilitate use of R&D results.</i> Team A: How to use R&D and synergies between the Horizon 2020 Programme and the European Regional Development Fund. Moderated by Andrea di Anselmo Team B: In search of the money – how to effectively engage with private sector to find funding in the early stages of the R&D projects. Moderated by Luigi Amati Team C: The more the merrier – how clusters and large companies can benefit open innovation. Moderated by Marc Pattinson The teams will consider, as part of the overall context of each of the three breakout sessions: the Smart Specialization Strategies for growth and jobs, public-private partnerships and programs such as the Seal of Excellence.
13.00 – 14.00	Lunch



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14.00 – 15.30	<p>Back to breakout sessions: Learning from the latest trends and practices.</p> <p>Thematic Experts/European Commission representatives will present some selected tools and instruments. Inputs for Policy Learning Platform will be then discussed.</p> <p>Team A: How to use R&D and synergies between the Horizon 2020 Programme and the European Regional Development Fund.</p> <ul style="list-style-type: none">▪ DG RTD “Common Exploitation Booster Service” - Andrea Di Anselmo▪ The Seal of Excellence - Annamaria Zonno - DG RTD▪ Moderated by Andrea di Anselmo <p>Team B: In search of the money – how to effectively engage with private sector to find funding in the early stages of the R&D projects.</p> <ul style="list-style-type: none">▪ Co-investment Financial instruments for Proof of Concept - Luigi Amati▪ Peter Lalvani - EUREKA▪ Moderated by Luigi Amati <p>Team C: The more the merrier – how clusters and large companies can benefit open innovation.</p> <ul style="list-style-type: none">▪ Angelo GATTO - Finlombardia▪ Alison Hunter - Economic and Public Policy Consultancy (EPPC)▪ Moderated by Marc Pattinson
15.30 – 16.30	<p>Plenary session: How policy improvements contribute to R&D results implementation.</p> <p>Discuss with rapporteurs from the breakout sessions and select challenges for policy instruments for R&D&I to define future priorities for the Policy Learning Platform.</p>
16.30 – 17.00	Coffee break and registration for Day 2 participants
17.00 – 18.00	<p>Speed dating on the Policy Learning Platform: Find out about our services & tips from the experts.</p> <ul style="list-style-type: none">▪ <i>What to expect from the knowledge hub?</i>▪ <i>How to submit a Good Practices in the data base?</i>▪ <i>How to use the helpdesk?</i>▪ <i>How to be active in the community?</i>
18.00 – 19.30	Cocktail & networking



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DAY 2 – 20/10/2017 – SMEs COMPETITIVENESS

09.00 – 09.30	Registration and welcome coffee
09.30 – 09.45	<p>Joint welcome by Interreg Europe joint secretariat, host region & Policy Learning Platform</p> <p>Erwin Siweris, Programme Director, Interreg Europe Joint Secretariat</p> <p>Representative from the regione of Lombardia</p> <p>Philippe Delearde, Thematic Manager, Interreg Europe Policy Learning Platform</p>
09.45 – 10.45	<p>Plenary session: interview style with 4 speakers</p> <p>Moderator: Christian Saublens, Former Executive Director at EURADA (European Association of Development Agencies)</p> <p>Andrew Gibson, Executive Member - Culture, Recreation & Countryside Hampshire County Council, United Kingdom and Vice President - Equal Opportunities, Assembly of European Regions</p> <p>Laila Gercane, Head of Development and Project Department, Vidzeme Planning Region, Latvia</p> <p>Ariane Lecerf, Project Officer, European and contractualisation Department, Pays de la Loire, France</p>
10.45 – 11.15	Coffee break
11.15 – 13.00	<p>Breakout sessions: Policy instruments explained.</p> <p>Topic: <i>How to find common objectives and remove obstacles to foster SMEs competitiveness, especially by dealing with innovation.</i></p> <p>Team A: Creative and cultural industries</p> <p>This industry knows a significant growth due to the development of the digital economy, the potential of innovation and the interest from the public for this activity.</p> <p>Cinzia Lagioia, Project Manager, Distretto Produttivo Puglia Creativa</p> <p>Alessandro Chiesa, Project manager, Finlombarda, Italy</p> <p>Christina Koch, RCIA, Interreg Europe project, Austria Wirtschaftsservice Gesellschaft</p> <p>Monika Ptak-Kruszelnicka, Design4Innovation, Interreg Europe Project, Marshal's Office of Silesia Region, Silesian Government, Poland</p> <p>Team B: Support of SMEs in the rural territories</p> <p>Innovation services and other support to SMEs are often available in urban area where the main stakeholders are located. The cohesion and inclusive initiatives must help for a better territorial coverage.</p>



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Jackie Brierton, GrowBiz, CEO, Perthshire, Scotland

Ben L.J. van Os, RuralGrowth, Interreg Europe project, Province of Drenthe, Netherlands

Ricardo Pizarro Villanueva, Rur@I SMEs, Interreg Europe project, Society for the Development of the Province of Burgos, Spain

Carlo Palazzoli, RUMORE, Interreg Europe project, Lombardy region

Team C: Access to appropriate skills by the SMEs.

The education and training ecosystem must adapt to new trends and technologies in order to match the needs of the SMEs.

Maria Beck, Director, SME Competence Centre 4.0 Dortmund, Germany

Ariane Lecerf, CLIPPER, Interreg Europe project, Pays de la Loire, France

Marcin Podgórski, SME ORGANICS, Interreg Europe project, Lodzkie Brussels office, Poland

Elzbieta Ksiasek, ESSPO, Interreg Europe project, Adam Mickiewicz University Foundation, Poznan Science and Technology Park, Poland

Team discussion agenda:

- *Introduction presentation* to give an overview on the sector (15 minutes)
- *TedTalk* style presentation on challenges and objectives for policy instruments by 2-3 managing authorities (10-15 minutes each);
- *Throw a mic*: sharing experience and expectations (30 minutes);
- Working together on access to innovation: find topics that require future Policy Learning Platform support (30 minutes).

13.00 – 14.00

Lunch

14.00 – 16.00

Plenary session: How policy improvements contribute to R&D results implementation and access to innovation by SMEs

- Our Policy Learning Platform Thematic Expert, **Pertti Hermannek**, will present the Small Business Act and how regions can help its implementation through Europe
- Presentation of the Seal of Excellence initiative by **Annamaria Zonno**, European Commission, DG RTD
- Feedback from the breakout sessions by the rapporteurs and interview with the moderator to tell others what you have come up with
- Vote for the top priorities via online survey to define future priorities for the Policy Learning Platform

16.00 – 16.30

Wrap up by moderator and concluding remarks

Philippe Delearde, Thematic Manager & **Andrea di Anselmo**, Thematic Manager