



**EUA launch event**  
**Open innovation ecosystems:  
universities connecting the dots**

Representation of the Free State of Bavaria to the European Union

Rue Wiertz/Wiertzstraat 77

1000 Brussels

08 March 2019

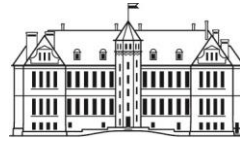
08.30 - 11.00

**EVENT DESCRIPTION**

Innovation is key to tackling today's challenges, and it is a main driver for economic and societal development locally as well as globally. Innovation capacity is also an important element for regional competitiveness. To find innovative and sustainable solutions that benefit society at large, empower citizens, protect the environment and fuel the economy, we need a strong knowledge base through research and education, and we need highly skilled people with different talents willing to work together in a creative way. Co-creation is becoming more important due to open innovation and the intense collaboration between various actors. Universities can play a unique role in this regard. They contribute to regional capacity building and competitiveness by delivering the evidence base stimulating innovation in companies and public organisations and by producing adaptable high-skilled graduates, facilitating entrepreneurship, and the circulation of knowledge. Often, they also provide the international talent pipelines needed to nourish and sustain a local or regional innovation ecosystem.

This breakfast event will be an occasion to share and discuss the results of an EUA project about the role of universities in regional innovation ecosystems, building on in-depth case studies of nine universities in different regional contexts, with a different history and approaches to innovation. The event will showcase the various ways in which universities react to societal and technological change and contribute to innovation processes, identify challenges and opportunities and provide a basis for a European-wide exchange on the topic.

In the middle of the negotiations on the future EU funding programmes and two months ahead of the European elections, this is also a timely opportunity to reflect about the role and the interplay of various actors at local, regional, national and European level in fostering innovation and create a regulatory and funding framework enabling universities and their partners to fully unleash their innovation potential.



## PROGRAMME

08.30 - 09.00 Registration and welcome coffee

09.00 - 09.15 Welcome and introduction

Barbara Schretter, Director of the Representation of the Free State of Bavaria to the European Union

Lesley Wilson, Secretary General, European University Association

09.15 – 09.45 Presentation of key finding from the EUA study

Dr. Sybille Reichert, Reichert Consulting, Bamberg/Berlin, Germany

09.45 - 10.45 Panel discussion

Prof. Dr. Dr. h.c. mult. Wolfgang Herrmann, President, Technical University of Munich (TUM), Germany

Prof. Dr. Ilkka Niemelä, President, Aalto University, Finland

Jean-David Malo, Director, Open Innovation & Open Science, Directorate-General for Research & Innovation, European Commission

Jean-François Buggenhout, Head of the Flagships Unit, Directorate General for Communications Networks, Content and Technology, European Commission

Moderation: Dr. Thomas E. Jørgensen, Senior Policy Coordinator, European University Association (EUA)

10.45 - 11.00 Closing

Dr. Thomas E. Jørgensen, Senior Policy Coordinator, EUA