

## European Concept

Tampere meeting, May 25-26, 2011

### Motive to participate

European Concept is a **community of companies, people and research organizations** interested in taking proactive actions, aiming at identifying and dealing with new needs for products and services continuous innovation in today globalized markets.

Today, the community is actively participated by more than 100 companies and research centers which represent the leaders in the field.

By participating to the 3rd Annual Meeting, your organization will benefit for exchanging information, needs and trends with leading companies. Furthermore, medium-term strategic alliances can be formed. If your company is present, it can be taken into account in alliance forming.

### Target of the meeting

Serious commitment of the industry to carry out joint research & development implementations (80% of the focus)  
Industry's message regarding how to formulate FP8 (20% of the focus)

### Result to be taken home

A clear list of companies with whom and topics on which to carry out joint projects and implementations, either with the help of applying for public funding or without public funding.

### Can you pass the following

In August 2010, NewsWeek promoted Finland to be number 1 on the list of "Best countries in the World" as follows: (By Tara A. Lewis / News Week)

With such a huge range of nations in the world, the question of whether there is a best place to live seems both simple and elusive. With that idea in mind, NEWSWEEK offers this list of best countries. Given that there are so many ways to measure achievement, we chose the five we felt were most important - health, economic dynamism (the openness of a country's economy and the breadth of its corporate sector), education, political environment, and quality of life. And because it's easier to improve quality of life if you're tiny and rich like, for example, Finland, the list also accounts for income and size with rankings by sub-categories.

Despite the long winter, Finland is a pretty great place to be - the best, actually. It ranked the highest overall and also comes in as the best small country, the best high-income country, and the best country for education. Its students scored first in science and second in both reading and math in the 2006 (the most recent one for which data are available) Program for International Student Assessment, a test of 15-year-olds' education skills by the OECD.

Have an experience: How nature can support innovativeness?  
<http://www.gotampere.fi/eng>



### Contacts

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#### Tampere meeting 2011:

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#### Practicalities regarding Tampere meeting 2011:

Ms. Marika Moilanen, Executive assistant, FIMECC Ltd  
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#### Free WLAN available in the congress room:

Username: Tampere2011  
Password: congress



## Program – Wed May 25<sup>th</sup>

Chairman of the meeting: Dr. Harri Kulmala, CEO, FIMECC Ltd.

### Morning 9-12

*Welcome address from the local organizers*

Mr. Juha Koski, Director, Tampere Chamber of Commerce

*Welcome address from the platform*

Prof. Alessandro Sciolari, Platform leader, Assoknowledge

*KONE People Flow - Expanding innovation opportunities*

Mr. Jukka Salmikuukka, Platform manager, KONE Corporation

*The structural renewal of Finnish innovation practices – from large companies to entrepreneurship*

Mr. Petri Räsänen, director, Protomo

*Ethnographic perspective on user studies – how to really understand users' reality*

Mr. Johannes Suikkanen, CEO, Gemic Oy

### **Short break**

*Towards a common strategic framework for research and innovation for supporting manufacturing in Europe including comments on NMP & ICT 2011 calls*

Mr. Andrea Gentili, EC - DG Research and Innovation

*What is European Concept and why should companies be active? The history, statistics, achievements and benefits of EC networking*

Prof. Alessandro Sciolari, Platform leader, Assoknowledge

### **Discussion**

### Networking lunch 12-13:30

### Afternoon 13:30-16:30

Company presentations & benchmarking discussions (15min/case)

*Strong identity, flexible innovation*

Mr. Giancarlo Addario, Research Manager - Technology Network, Barilla G & R F.Ili S.p.A.

*Human centred product innovation for the quality in life*

Mr. Guido Chiappa, Head of the innovation strategy unit, D'appolonia S.p.A

*Title not confirmed*

Mr. Schröder, Managing Director of German Service Professionals Association, KVD

*Cooperative development at BTicino*

Mr. Ernesto Santini, R&D Manager, BTicino/Legrand

### **Coffee break 30min**

*High-tech SMEs in traditional industrial sectors towards a servitised economy*

Mr. Antonio Collado, Senior consultant on product innovation, CARSA

*RWTH Aachen Campus - new ways of cooperation with industry.*

*Case Service science Innovation Lab*

Prof. Dr. Volker Stich, FIR/RWTH Aachen

*An extremely interesting crowd sourcing innovation case*

N.N., Philips Corporation

### National EC coordinators' country reports 16:30-17:30

Short introduction to the industry, activities and challenges of the countries (5min/case)

Mrs. Silvia de la Maza, Innovalia Association, Spain

Dr. Harri Kulmala, CEO, FIMECC Ltd., Finland

Mr. Thierry Gidel, Université de Technologie de Compiègne, France

Dr. Gerhard Gudergan, FIR/RWTH Aachen, Germany

Prof. Alessandro Sciolari, Scientific director, Assoknowledge, Italy

Mr. Jose Sampaio, Executive Board, Adjunct Director for R&D, Innovation and Technology Transfer, INEGI, Portugal

Mr. Johan Stahre, Chalmers University of Technology, Sweden

Mr. Fred Voorhorst, SUPSI, Switzerland

### Evening 19-23: Non-formal dinner

(A dining cruise on a lake, please do not wear a suit or a tie but take warm pullovers and jackets with.)

## Program – Thu May 26<sup>th</sup>

### Morning 9-12

EU-proposal planning through idea proposals: A program idea & discussion session (20min/case)

*FIMECC UXUS program - User experience wins in the market*

Mrs. Seija Junno, Business development manager, Rautaruukki Oyj

*InnoThinking: Research, development and application*

Mr. Adriano Scaburri, Senior Principal Technologist, Whirlpool Co.

*Makexperience – method for mental leap (Sweden)*

Mr. Jan Sjögren, Swerea IVF

*Digital media services for life experience storing*

Mr. Ilkka Tiainen, Managing director, Oppi.fi Ltd.

*New, simple, and convenient method to measure customer and personnel satisfaction*

Mr. Ville Levaniemi, Co-founder, HappyOrNot Ltd.

*Computer tools to support in product and process innovation (Fashion industry cases)*

Mr. Fred Voorhorst, University of Applied Sciences and Arts of Southern Switzerland (SUPSI)

*Solar hydrogen-methane mixture production*

Mr. Marcello De Falco, University of Rome, Campus Bio-medico

*Lean product development and sustainability*

Mr. Endris Kerga, Politecnico di Milano

*Product Lifecycle Simulations*

Prof. Marco Taisch, Politecnico di Milano

*A management cockpit for developing product-service solutions*

Prof. Sergio Cavalieri, University of Bergamo

### Networking lunch 12-13:30

### Afternoon 13:30-16:00

EU-proposal planning through facilitated face-to-face fast-dating, each participant meets all others in 5-10min session (2nd part)

### **Farewell words 16:00**

### E C national coordinator meeting 16-17

By invitation only