EAI | European Alliance for Innovation

Empowering the Innovation Community

About EAI

The European Alliance for Innovation is a dynamic eco-system for fostering ICT enabled innovation to improve European competitiveness and for the benefit of society**. EAI model is based on grassroots** collaboration among all relevant actors, from organisations to individuals, to stimulate community driven innovation. Through active participation, organisations find ideas and talent, and individuals find organisations for their ingenuity and craft.

EAI's activities are centred on the **Innovation Cycle**, a framework for classifying the different stages and stakeholders related to the development of innovation. In addition to the Innovation Cycle, EAI has thematically focused **Science, Innovation and Business (SIB) Councils**. These structures, supported by EAI's platform of online tools, innovation-centred events, and community-driven portals, allow participants to leverage the **power of crowd-sourced innovation** and engage where it is most relevant to them.

EAI Mission and Vision

The EAI mission is to promote a distinctive approach to building a unified innovation landscape through:

Assembling a collective voice for European Innovation

EAI aims at bringing together key European organisations involved in different steps of innovation, including education, research, industry, business, investors, and governmental and regulatory bodies.

Each member organisation is essential to EAI, as it provides top expertise and a significant contribution in one or more stages of the innovation cycle. By sharing their assets and communities, every member organisation **can contribute** to steer innovation by providing **EAI with insight that will be shared at institutional level.**

Improving the pace of innovation and market formation

The very nature of innovation is transforming. It has become increasingly open, collaborative, multi-disciplinary and global. This shift means that the truly revolutionary innovations of our time— the ones that will create new markets, redefine old ones, and even change the world for the better — require participation and investment across multiple constituencies.

EAI fosters an **open innovation framework**, connecting industry, research labs, open infrastructures, and technology start-ups in the same loop. EAI activities are formulated to simultaneously appeal to all these components, to strengthen their ties and to create new opportunities for transferring science-based technologies to the corporate level.

What is EFI?

EFI is the European Alliance for Innovation annual event aimed at those who are curious about the future and see innovation as the unique tool to make it bright and prosperous for all.

EAI's mission is to drive innovation in emerging ICT-enabled areas by decreasing fragmentation between key participants in the innovation cycle and by facilitating communication, engagement and collaboration from the grassroots. From education to business to government, EAI provides a bottom-up, grassroots forum for participants to contribute knowledge, communicate views, and collaborate together to advance their respective innovation initiatives.

A three day event, EFI will provide a chance to share wisdom with some of the world's most renowned innovators various areas.. Side events will provide the chance for spontaneous meetings, conversations, networking and exchanges of ideas that normally come up when people with common interests get together. Although, it does not happen often: come to EFI and help us **DEFINE INNOVATION.**

"Serious play is not an oxymoron; it is the essence of **innovation**." Michael Schrage

EFI 2011. Defining Innovation
Rome, Nov 30 - Dec 2

Where is EFI 2011

Besides being in one of the world's greatest cities, this year's EFI is going to be at Telecom Italia's **Opificio** (Via dei Magazzini Generali, 20A). Located **in the heart of Rome**, and Wifi enabled, the Opificio represents the meeting and conference space of the future. By inspiring contact and networking between presenters and the audience, the Opificio offers the entire community of attendees to connect, collaborate and exchange ideas – bringing the conference content to life. It is the model of **innovative space** for conferences, meetings and events.

Who attends EFI?

EFI attracts a global audience from a wide range of sectors.

Attendees include researchers, academics, creatives, scientists, designers, marketers, (new) media experts, government leaders, programmers, investors, lawyers, entrepreneurs, freelancers, inventors, technology providers, students and professors just to name a few.

EFI attendees have one thing in common: they are all curious **minds eager to find innovation solutions** for the challenges we face today and tomorrow.

Defining Innovation.

"Defining Innovation" is the theme of this year's event, where we will be welcoming people from around the world to convene, listen, share and participate in the beautiful city of Rome. It will be the event related to innovation this year.

This event will be a timely opportunity to provide new direction and impetus for European innovation. EFI will include updates on the latest best practice and, bringing together the key players from the entire innovation spectrum, foster the commitment to invest, reduce fragmentation, leverage creativity and facilitate the technology transfer that is urgently needed in Europe.

Keynote speeches, engaging panels and extensive networking sessions will be structured around the Innovation Cycle over the three days.

Agenda

DAY 1 - NOVEMBER 30th

MORNING	Keynote speeches from recognized visionaries in the fields of policy, business and society.
AFTERNOON	Hear from and engage with panel(s) discussing and deliberating the morning's information.

Panel 1 Innovation Policy	**Panel 2** Business Innovation		**Panel 3** Social Innovation

AFTERNOON PARALLEL SESSION	EAI Community Board Chair Round Table

Corporate	Affiliated	Institutional	SME

NETWORKING COCKTAILS (upon reservation)	Join the day's speakers and event attendees in a relaxed, conversational networking event

DAY 2 - DECEMBER 1st

MORNING	**EAI Strategic Forum:** Discussion and voting on the priorities for innovation in Europe, based on positions provided by EAI members
	EAI Advisory Board: High level roundtable providing reflections and vision for innovation, Presentation of results and next steps
	Internationalization for Innovation: Exploration of what it takes for small and regional innovators to have an impact on an international scale. How EAI can help its members internationalize.
AFTERNOON	**Innovation Cycle Panels:** members from EAI's Innovation Cycle Working Groups will participate with innovators representing relevant stages of innovation to discuss the things that matter most to them.

Panel 1: Education & Professional Enhancement How this phase of innovation is fundamental to innovation and	**Panel 2: Dissemination & Personal Recognition** Trends in how information is	**Panel 3: Funding & Business Development** The shape of funding is changing. Driven by

	how you can make the most of the opportunities that exist today, and help create the opportunities of tomorrow.	disseminated are changing the face of how research is done, how innovation is defined, and how careers are made. Are you ready for them?	budget cutbacks and market jitters, innovative new deals are the order of the day. Learn what is happening and how your idea can get funded.
SIDE EVENTS	**Elevator pitch competition** Students and entrepreneurs compete to present the best innovation ideas in a brief, "elevator pitch" format, to a panel of experienced judges.	**Guided tour to Centrale Montemartini** This outstanding museum space was originally a thermoelectric centre, an extraordinary example of industrial archaeology converted to a different use.	

DAY 3 - DECEMBER 2nd

MORNING	Innovation Academy Special Award Session. Who will win this year?		
AFTERNOON	**Innovation Cycles Panels**, continued from day 2:		
	Panel 4: **Intellectual Property & Standards** Mapping the next generation's intellectual-property framework: has "copyfight" for a public domain of information only just begun?	**Panel 5:** **Research & Technology Transfer** What's the missing link? From policy to tools, how to implement effective strategies.	**Panel 6:** **Market Trends & Society** How small is our world? Are we thinking BIG enough in terms of just how many trends are going to impact your future? Who, what and how will be dominating the innovation list?

Invited Speakers

Sergio Arzeri	OECD
Prof. Ward Hanson	Stanford University
Nicola Zingaretti	President - Provincia di Roma
Lorenzo Dellai	President – Provincia Autonoma di Trento
Marc Luycks Ghisi	Former member of the "Foresight Studies Unit" of European Commission's President
Son Ming	National Science Foundation
Emille Normann	EAI Strategic Forum
Andrea Granelli	Kanso
Massimo Egidi	Fondazione Bruno Kessler
Peter Moar	RMIT University
Prof. Gianni Orlandi	Universita' La Sapienza
Prof. Csaba A. Szabo	Budapest University
Prof. Guillermo Cisneros	Madrid University
Prof. Paolo Bellavista	Bologna University
Steve Wright	EAI Advisory Board Chair
Eliezer Dekel	IBM

Chemi Peres	Pitango Venture
Cristiano Paggetti	EAI Working Group Chair
Gianluca Dettori	Dpixel Venture Capital Advisory
Anton Theuma	Paragon Europe
Prof. Maurizio Decina	Politecnico di Milano
Avi Leghman	ICST
Paolo Anselmo	INSME/IBAN
Andrea Valle	ADOBE Systems inc
Andrea Guarise	Innova
Luca De Biase	Fondazione AHREF
Cees J.M.Lanting	CSEM s.a
Renata Guarneri	Politecnico di Milano
Gianmario Maggio	CREATE-NET
Fabien Petitcolas	Microsoft Research Europe
Willie Donnelly	Waterford Institute of Technology
Prof. Tiziana Catarci	Universita' La Sapienza
Prof. Petra Turkama	Aalto University
Prof. Teresa Gaspar	Instituto Tecnologico de Aragon
Paolo Foa	N&G Patent
Michela Michilli	Filas
Prof. Maurizio Decina	Politecnico di Milano
Laura Rovizzi	OpenGate Italia
Prof. Tom Borsen	University of Copehnagen
Amb. Uri Savir	Peres Centre of Peace
Eliezer Dekel	IBM
Bosco Fernandes	Huawei

Accomodation, and Fieldtrips

Take advantage of the following discounted accommodations, exclusive for World Innovation Forum attendees. These recommended hotels are conveniently located within walking distance to the Opificio Telecom and many city attractions:

- **Hotel AbitArt**, Via Pellegrino Matteucci 10, RATE: DUS 119 €
- **Hotel Villa San Pio**, Via Santa Melania 19, RATE: doppia 150 €, DUS 135 €
- **Hotel Pulitzer,** Viale G. Marconi 905, RATE: DUS 110 €
- **Hotel St. Paul**, Via Vito Volterra 43, RATE: doppia 109 €, DUS 89 €
- **Hotel Ripa,** Via degli Orti di Trastevere 3, RATE: doppia 130 €, DUS 100 €
- **Lungotevere Suite**, Lungotevere degli Artigiani 20, RATE: doppia 110 €

Please mention EFI when making your reservation.

EFI 2011 is also an exclusive opportunity to visit Rome and explore it at your own peace before and after the conference.
Should you wish to exploit this opportunity, please consider visiting the following websites:
www.060608.it and www.turismoroma.it for cultural, historical and practical information about visiting Rome.

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www.eai.eu