

# Workshop "Happiness, Innovation and Creativity"

Fraunhofer Institute for Systems and Innovation Research ISI, Karlsruhe

8-9 December 2011

## Programme

### Day 1 : Thursday, December 8

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| 12.30-14.00 | Lunch  |
| 14.00-14.20 | Welcome : Emmanuel Muller (Fraunhofer ISI and BETA)  |
| 14.20-15.30 | Session 1: Chairman: Ralf Eichhorn (Wirtschaftsförderung Karlsruhe)<br>Thomas Stehnen / Andrea Zenker (Fraunhofer ISI):<br>Happinomics and Innovation, the Fraunhofer ISI approach<br>Hans-Jürgen Engelbrecht (Massey University New Zealand):<br>Knowledge-based economies and subjective well-being<br>Francis Munier (BETA): The ambiguous trade-offs between Inflation and Unemployment : Evidence from Surveys of Happiness<br>Joachim Hemer (Fraunhofer ISI, ret.): Crowdfunding |
| 15:30-16:00 | Coffee break   |
| 16:00-17:30 | Debate #1 : Moderator Jean-Alain Héraud (BETA)   |
| 19:30       | Dinner (Hotel "Hasen", Gerwigstrasse 47, 76131 Karlsruhe)  |

### Day 2 : Friday, December 9

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| 09.15-11.30 | Session 2: Chairwoman : Coralie Bajas-Schaefer (Région Alsace)<br>Rainer Winkelmann (University of Zurich): Measuring happiness<br>Daniel Jeffrey Koch (Fraunhofer ISI): Challenges and success factors for a creative expert management. Evidence from company case studies<br>Brigit Soubrouillard / Sophie Jacoutot (Open Space) : Happinomics from a psychological perspective<br>Dennis Lotter (Benefit Identity): Corporate Social Responsibility - an entrepreneurial way to happiness?<br>Jean-Alain Héraud / René Kahn (BETA): Happinomics, regional development and innovation policies |
| 11:30-11:45 | Coffee break  |
| 11.45-13.00 | Debate #2 and conclusions : Moderator Emmanuel Muller (Fraunhofer ISI and BETA)   |
| 13:00-13:30 | Departing lunch   |