

Workshop: Innovation, territories and policies

January 22, 2014, 14.00-18.00

Venue:

Amphi commun
Faculté des Sciences Économiques et de Gestion
Pôle Européen de Gestion et d'Économie (PEGE)
Université de Strasbourg
61 avenue de la Forêt Noire - STRASBOURG

12.30-14.00 Informal sandwich lunch (Salle commune, next to Amphi commun)

**Session I:
14.00-16.00**

Introduction: *Emmanuel Muller* (BETA, Université de Strasbourg & Fraunhofer ISI)
Moderation: *Jean-Alain Héraud* (BETA, Université de Strasbourg)

The transformative power of service innovations at regional level: lessons from ESIC
Hugo Hollanders (MERIT, University of Maastricht)

VERA – Forward Visions on the European Research Area – Insights into a European project on ERA scenarios
Cheng Fan (Fraunhofer ISI) & *Andrea Zenker* (Fraunhofer ISI)

Happinomics, innovation and cities
Thomas Stehnen (acatech, Brussels) & *Francis Munier* (BETA, Université de Strasbourg)

Smart specialization strategies – the Fraunhofer ISI survey(s)
Henning Kroll (Fraunhofer ISI) & *Emmanuel Muller* (BETA, Université de Strasbourg & Fraunhofer ISI)

16.00-16.30 Coffee break

**Session II:
16.30-18.00**

Moderation: *Andrea Zenker* (Fraunhofer ISI)

Unveiling Creativity for innovation in Europe - The Cre8tv.eu project
Mickael Benaim (Manchester University)

Service innovation in relation to a region's economic and societal challenges - Four approaches for developing systemic policy mixes
Matthijs Janssen (Dialogic, Utrecht)

Creative class and metropolises – The case of France
Jean-Alain Héraud (BETA, Université de Strasbourg)

Concluding words: *Emmanuel Muller* (BETA, Université de Strasbourg & Fraunhofer ISI)

19.00 Dinner (place to be confirmed)