

EBN 19th Congress
BURGOS 2010 → BICs 2020
Smart entrepreneurship: challenging the recession
30 June -1 July 2010

within the frame of



The global recession affecting European economies requires macroeconomic reforms together with policies which create conducive environments for wealth & job creation, without jeopardizing the European social model, while developing sustainable territories, and adapting Europe to a multi-polar world. What a program: **it's about searching new economic & social models**, a core objective of the EU Spanish Presidency's priorities for 2010.

Actually, these challenging economic times present extraordinary opportunities for enhancing the competitiveness of organizations through innovation. In short, it's urgent **deploying new innovation models** by all means, by all, for all.

Only true innovators and entrepreneurs will be able to make it. Those who have the ability to be responsive to changes, to question their certainties, to adjust their mindset and re-orientate activities, etc. It's a people story, a story of continuous adaptation, a story of human evolution where **new Darwinian entrepreneurs are urgently needed**.

It's all about entrepreneurship-oriented DNA, which can be cultivated through combinations of various disciplines and competences, by increasing bio-diversity. But it's also a question of vital skills acquisition such as the capacity to observe, to experiment, to accelerate, to engage and of course to collaborate and network. **Wanted: new true innovators**.

Beside spontaneous generation of entrepreneurial microorganisms, the ecosystem should be favorable for birth & growth with enablers who can really and significantly improve the flows of ideas, projects and investments. Enabling intermediaries such as BICs, known as credible, engaged and pragmatic support mechanisms, should however evolve themselves, and adjust their strategy, positioning, competences and services. **Becoming smart(er) BICs!**

During two days **25 smart innovative entrepreneurs**, will be show-casing their models and innovations, their passions, with BICs that have been contributing to their success. The discussions will be organized around five topics: business, collaborative, digital, socially responsible and total services models; with a zoom on inspiring non-European practices from Israel and Québec.

A smart entrepreneurship festival, during which smart people share smart ideas in open discussions in a collaborative mode. Be an actor of a smarter Europe, feed the “Europe 2020 strategy” with your inputs, learn from living success stories, pick-up new ideas, travel to Burgos EBN 2010 congress and meet **smart BICs, BICs 2020!**

Programme overview

30 June - Congress day 1	
09.30 -10.00	Registration
10.00-17.00	EBN EU projects dissemination workshops Quality workshop (time tbc) Internal projects meetings
13.00-15.00	EBN Board of Directors Meeting - restricted to board members (time tbc)
17.30-19.00	AGM – EBN Members General Assembly (time tbc)
19.30-21.30	Welcome cocktail
1 July - Congress day 2	
09.00 09.30	Registration
09.30-10.30	<p style="text-align: center;">Opening Ceremony “Smart policies for innovative territories”</p> <p>The civil society expects that public institutions and governmental agencies take their responsibilities in designing and implementing pragmatic and determined policies, capable to challenge the recession by addressing both macro and micro-economic issues.</p> <p>As indicated in the future “EU 2020 strategy”, the EU need to further promote the incubation and growth of small innovative firms, across smarter economies & territories, with smart specialization, thanks to smart people and networks. This should be done quickly by:</p> <ul style="list-style-type: none"> • synchronizing policies, programs and operators, • creating a more favorable regulatory and higher education environment, • enabling cross-border mobility, by integrating Research & Innovation policies • injecting more Entrepreneurship into Research, • stimulating the demand, securing critical mass of finance, providing better support to SMEs, ensuring openness and engagement <p>Besides the welcoming addresses, the opening ceremony will give the floor to policy-makers representing the European, National, Regional & Local levels. A perfect occasion at the cross-road of the Spanish and Belgian EU presidencies.</p>

<p>10.30 -13.00</p>	<p style="text-align: center;">Plenary Session “Smart Enablers for Boosting Open Entrepreneurship”</p> <p>The fight against recession and the challenge to build a more competitive & inclusive Europe will be more difficult, and maybe impossible to achieve without:</p> <ul style="list-style-type: none"> • enhancing entrepreneurship, • more and better start-ups & spin-offs, • engaged entrepreneurs, • non-technologically based-innovators, • business & market-oriented applications developers, • a collaborating & open mindset, • IT-aholics serial players, and early-stages efficient support mechanisms <p>It’s therefore vital to incorporate “innovation-based incubators” (BICs) within Innovation Systems, where all core competences & stakeholders collaborate smartly along the various value chains with engagement, pragmatism, credibility and efficiency.</p> <p>This session will have a look to the newest theories on open innovation & entrepreneurship, it will explore new models of individual & collective support mechanisms for small innovative firms, and will zoom on a selection of non-European fascinating experiences.</p>		
<p>14.30 -18.00</p>	<p style="text-align: center;">Parallel workshop 1 Business Models</p> <p>Business models describe the business logic on how an organization delivers and captures values. The process of business model design is at the core of business strategy and essentials for early-stage economic situation. It consists of four components: a customer value proposition, the profit formula, key resources & assets, and processes. Business Models is reshaping - sometime reinventing - existing industries as well as it is stimulating the emergence of new companies, ready for capturing new market segments.</p> <p><i>Key-note introduction followed by four start-ups & gazelles cases</i></p>	<p style="text-align: center;">Parallel workshop 2 Collaborative Models</p> <p>Standing alone is not an option anymore, neither for entrepreneurs nor for researchers. Open Source & Open Innovation Movements, Social Networks, Clusters, joint project-based international initiatives, shared technology platforms and application facilities, Living labs communities, Creativity blogs, Co-creation and Concurrent enterprising, Collaborative software: there is an incredible number of collaborative initiative and tools, an incredible change in the entrepreneur’s behavior, and a fantastic growth of open & collaboration-based new ventures.</p> <p><i>Key-note introduction followed by four start-ups & gazelles cases</i></p>	<p style="text-align: center;">Parallel workshop 3 Digital Models</p> <p>The EU has recently adopted an ambitious action plan for the future of the digital economy placing consumers at the centre, and aiming at creating a genuine consumer-friendly single-market for on-line services. What is new is the rapid and massive growth of web-creative class & digital class heroes! Web-entrepreneurs, Media-tech masters, gaming young innovators, satellite navigation & geo-localization new usages, e-government & e-procurement systemsetc: the sky is the limit of this true entrepreneurial horizon.</p> <p><i>Key- note introduction followed by four start-ups & gazelles cases</i></p>
<p>9.00 -18.00</p>	<p>Exhibition</p>		
<p>20.00 -23.00</p>	<p>Gala dinner</p>		

2 July - Congress day 3

09.00 -09.30	Registration	
09.00-15.30	Exhibition	
09.30-13.00	<p style="text-align: center;">Parallel workshop 4 Socially Responsible Models</p> <p>Not just for profit! This probably summarizes very clearly the current trends in Corporate Social Responsibility. The triple bottom line “People, Planet & Profit” adds an environmental dimension, which brings all this back to “sustainable development”. A quiet revolution is also in progress here, bringing back ethics, respect, transparency, better governance, gender/racial equality, engagement in continuous education, investment in human capital, attention to social inclusion, etc. It’s good for people and for the planet, as well as for entrepreneurs because it improves human resources and team’s engagements, it explores new sources of talents and it helps building a favorable ecosystem and a network of well-connected stakeholders. Socially responsible leaders/entrepreneurs are good for the others and for themselves as they are better business developers and jobs & growth accelerators.</p> <p><i>Key-note introduction followed by four start-ups & gazelles cases</i></p>	<p style="text-align: center;">Parallel workshop 5 Total Services Models</p> <p>Fostering innovation in the services sector seems another obvious strategy to follow to tackle recession, because indeed services are fast, flexible, users-centric jobs generator, but they are also more & more knowledge intensive, technology adopters, skills enhancers, productivity quality enablers, etc.. The services industry is the “next big thing” as recently stated by Business Week magazine. Service innovation can be everywhere: a new customer interaction channel, in a novel application of technology, in new forms of operation with the supply chain.</p> <p><i>Key-note introduction followed by four start-ups & gazelles cases</i></p>
13.00-15.30	Networking lunch Best Champion Entrepreneurs Award Ceremony & Closing Session	

3 July - Social Programme (optional)