

# AGORADA 2014

## Dialogue on Eco-Innovation

Brussels, 16/17 June 2014

Greater Birmingham and West Midlands Brussels Office  
22/28 Avenue d'Auderghem  
B-1040 Bruxelles

Monday 16 June 2014	
13.00 – 13.30	Registration of the participants and welcome coffee
<b>Benefitting from Innovations for Greening the Value Chain</b>	
13.30 – 13.45	<b>Setting the Scene</b> Dick VAN BEERS – Collaborating Centre on Sustainable and Consumption and Production (DE)
13.45 – 14.45	Keynote speakers <ul style="list-style-type: none"> <li>• <b>The Business Case of Greening the Value Chain</b> Carlos PEREIRA – CD2E Acteur de l'Eco-Transition (FR)*</li> <li>• <b>Value chain eco-innovation and the EU</b> The EU perspective of value chain innovation - Speaker from the EC tbc</li> <li>• <b>Our Success Story and Lessons learnt for Eco-Innovation along the Value Chain</b> Example of a specific cross sectoral eco-innovation – Speaker tbc</li> </ul>
14.45 – 15.30	<b>Value chain actors and perspectives</b> A panel discussion will focus on different stakeholder perspectives within the value chain. Topics will cover supplier/procurer relationships, the role of policy incentives, triggers for change and examples of cooperation in different sectoral value chains. <ul style="list-style-type: none"> <li>• <b>The supplier perspective</b> – Panel member tbc</li> <li>• <b>The end users/procurer perspective</b> – Panel member tbc</li> <li>• <b>A public authority/Regional development agencies perspective</b> – tbc</li> </ul>
15.30 – 16.00	<b>Coffee Break</b>
16.00 – 16.30	<b>World Café – Session 1</b> Sectoral approach for each table: Construction/renovation industry, agro-food, tourism, manufacturing, textiles/clothing etc. The list of sectors will be defined based on the interests of participants. They will be asked to indicate that during registration. <p><b>Questions for debate on each table:</b></p> <ul style="list-style-type: none"> <li>• What are the key opportunities and drivers for eco-innovation along the value chain?</li> <li>• What are the main barriers for eco-innovation along the value chain?</li> <li>• What are the collaborations enabling eco-innovation along the value chain?</li> </ul>

16:30 – 17.00	<b>World Café – Session 2</b> Same subjects. Participants will rotate on tables or continue to discuss the same topic for another 30 minutes.
17.00 – 17.30	<b>Reporting of World Café fact findings and recommendations</b>
17.45 – 18.30	<b>General Assembly of EURADA</b>

<b>Tuesday 17 June 2014</b>	
<b>Policy Dialogue: Take up of Eco-Innovation in Regional Strategies</b>	
9.30 – 9.45	<b>Setting the Scene</b> Emmi KAIPIO – Lahti Region Development LADEC Ltd (FIN)
9.45 – 10.45	Keynote speakers <ul style="list-style-type: none"> <li>• <b>Involvement of Regions in the Climate Knowledge and Innovation Community</b> Manuel IRUN – Climate KIC</li> <li>• <b>How do US Economic Development Organisations deal with Eco-Innovation?</b> Bill SPROULL – International Economic Development Council (USA)</li> </ul>
10.45 – 11.15	<b>Coffee Break</b>
11.15 – 12.00	<b>World Café – Session 1</b> <ul style="list-style-type: none"> <li>→ <b>Eco-Innovation Clusters</b></li> <li>•</li> <li>•</li> <li>→ <b>Support eco-innovative start-ups and SMEs</b></li> <li>•</li> <li>•</li> <li>→ <b>Eco-Innovation and RIS<sup>3</sup></b></li> <li>•</li> <li>•</li> <li>→ <b>Public procurement of innovation</b></li> <li>•</li> <li>•</li> </ul>
12.00 – 12.45	<b>World Café – Session 2</b> Same subjects. Participants will change tables.
12.45 – 13.15	<b>Reporting of World Café fact findings</b>
13.15	<b>Networking lunch around a sandwich buffet</b>