

BOOSTING THE ENTREPRENEURIAL LOCAL SCENE: MAXIMIZING THE ECOSYSTEM APPROACH

THEMATIC WORKSHOP
TORINO, 13-14 SEPTEMBER 2017

FINAL AGENDA



Target audience

Professionals who work in the field of entrepreneurship promotion; these can be from city government, business agencies, development agencies, universities, etc.

Problem statement

How to boost the local entrepreneurial scene: Maximizing the ecosystem approach. Entrepreneurship and new firms do not emerge in isolation: it is very much embedded in the local economy & culture. How do we play on that? And how can city and region collaborate?

September 13 (Wednesday)

VENUE: Università degli Studi di Torino – Dipartimento di Scienze Agrarie, Alimentari e Forestali, Largo Paolo Braccini 2, Grugliasco (TO)

08:00 Meeting at the hotels - Transfer by private bus to the venue - Registration

09:00 – 09:20 OPENING

Welcome by Ivo Zoccarato, Head of the Department of Agricultural, Forest and Food Sciences of the University of Turin

Welcome speech. Dimitri De Vita, Metropolitan City Councillor

Introduction to the workshop. Eva Salcedo, In Focus project coordinator, Bilbao Ekintza, City of Bilbao

9:20 – 10:30 SESSION 1: SETTING THE SCENE

Entrepreneurship & smart specialisation: the importance of the entrepreneurial discovery process (EDP). Willem van Winden, Amsterdam University of Applied Sciences and In Focus ad-hoc expert (10')

How to make the entrepreneurial discovery process operational: the case of Bilbao. Speaker from Bilbao Ekintza (10')

The ecosystem model and its dynamics. Paola Pisano, Councillor for innovation of the City of Turin (20')

Discussion in small groups and Q&A

10:30 – 11:00 Coffee break

11:00 – 13:00 SESSION 2: SUPPORTING STARTUPS: WHAT IS THE BEST POLICY?

A critical review of startup support measures. Willem van Winden, Amsterdam University of Applied Sciences (10')

The MIP programme of the Metropolitan City of Turin. Tessa Zaramella, Responsible for the programme, Metropolitan City of Turin (10')

Examples from Turin - Discussion with two startup companies (20'):

- **Agri New Tech**, Massimo Pugliese, Managing Director
- **Sherlock bike**, Matteo Stoppa, Chief Technology Officer

Discussion in small groups and plenary feedback

The Bilbao experience: Big Bilbao Programme, Auzo Factory initiative. Eva Salcedo, Bilbao Ekintza (5')

The Grenoble experience. Mathilde Gandon, French Tech in the Alps (5')

Q&A and discussion time

Moderator: Willem van Winden, Amsterdam University of Applied Sciences

13:00 – 14:00 Lunch break

14:00 – 15:30 SESSION 3: FOSTERING A CULTURE OF ENTREPRENEURSHIP

Introduction to the topic. Willem van Winden, Amsterdam University of Applied Sciences (10')

How to develop a culture of entrepreneurship. Rui Couto, Founders Founders, Porto (15')

Q&A and discussion time

Sharing in groups: how do we promote a culture of entrepreneurship in the schools and universities? What are the main challenges?

Experiences from the City of Turin to boost entrepreneurship & innovation: The experience of Torino Social innovation, Torino Living lab and Start up in Residence Fabrizio Barbiero, City of Turin (15')

Buzz groups: can we do the same back home?

Moderator: Willem van Winden, Amsterdam University of Applied Sciences

15:30 – 16:00 Coffee break

16:00 – 17:00 SESSION 4: STARTING, SCALING, GROWING?

Introduction to the topic. Willem van Winden, Amsterdam University of Applied Sciences (10')

Interview with scale up from Turin: what did they need to scale up and grow?

- **Device and Technologies Torino.** Vanessa La Rosa, Business Development manager
- **AGrisù.** Marco Ivaldi, Chairman

How to support companies to scale up. Mr. François Baffou, Director General, Bordeaux Technowest (10')

Sharing in groups: what is needed to support scaling? What policies do we have in place?

Moderator: Willem van Winden, Amsterdam University of Applied Sciences

17:00 – 18:00 SITE VISIT

Visit to Agroinnova Competence Centre for Innovation in the Agroenvironmental Field (<https://www.agroinnova.unito.it/en>). Maria Lodovica Gullino, General Manager, and Andrea Masino, Communication Manager.

18:00 Transfert to the hotels

20:30 Dinner at Pizzeria Tre da Tre, Via Giuseppe Verdi 33/c, Torino

September 14 (Thursday)

VENUE: 2i3T – Incubatore di Imprese e per il Trasferimento Tecnologico dell'Università di Torino, Via Nizza 52, Torino

08:30 – 09:00 Meeting at the hotels – Transfer by public transport to the venue

INFOCUS STEERING COMMITTEE MEETING

09:00 – 10:30 **Steering Committee meeting – Part I.** Only for In Focus partners. Check side agenda for this meeting

10:30 – 11:00 Coffee break

11:00 – 12:30 **Steering Committee meeting – Part II.** Only for In Focus partners. Check side agenda for this meeting

12:30 – 13:30 Lunch break

13:30 – 15.30 SITE VISIT

Visit to the Incubator of the University of Turin – 2i3T (<http://www.2i3t.it/en/>)

- 2i3T Incubator, Entrepreneurship and TT - Giuseppe Serrao, Manager of 2i3T
- Start up course – Cecilia Casalegno, University of Turin, Department of Management
- Entrepreneurship program for students and the Business Club – Dario Peirone, University of Turin, Department of Economics and Statistics “Cognetti de Martiis”
- Network development – Francesca Natale, University of Turin, Research Support Services

15.30 – 16.00 **Wrap up and conclusions.** Willem van Winden, Amsterdam University of Applied Sciences

16.00 – 16.30 Transfer by public transport to the hotels

18:30 – 20:30 City tour

20.30 Dinner at La Monachella restaurant, Via Santa Croce 2, Torino

In Focus

Within the framework of the URBACT programme, In Focus is a pioneering transnational network aimed at boosting the urban/metropolitan agenda on economic development by means of smart specialisation as overarching approach, while at the same time articulating better with RIS3 at regional level. Led by the city of Bilbao, In Focus is also joined by Bielsko-Biala, Bordeaux, Bucharest, Frankfurt, Grenoble, Ostrava, Plasencia, Porto and Torino.

The In Focus agenda is also supported by the Smart Specialisation Platform created by the European Commission and placed at the Joint Research Centre.

Key contacts

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