

First Annual Leiden Workshop on OPEN INNOVATION

INVITATION

UITNODIGING

Dear Madam, Sir,

Free Discovery (Hogeschool Leiden) and Living Lab Leiden are very pleased to invite you to the **First Annual Leiden Workshop on Open Innovation**, which will take place **November 29th, 2007** (from 10.00H to 17.00H). This event, which will be held at Hogeschool Leiden, will convene many interesting people, such as local and regional SMEs, other companies, participants from the Free Discovery projects and the Living Lab IPC project, local and regional policy makers, academics, the European Network of Living Labs and many others.

The Workshop on Open Innovation will be a very interesting chance to meet all these people working on the same topics. And together share, discuss and work on concrete projects that happen in the Leiden region and on capabilities for open innovation. Many interesting speakers are invited as well. This event will provide you an exceptional opportunity to learn more about and take part in innovative activities taking place in The Netherlands and particularly in the region of Leiden.

Come to Leiden the 29th of November and see what Free Discovery and the Living Lab Leiden can do for you!

Please find below the concept program below and register through www.livinglab.mobi. The number of places is limited so please register before November 15. You will receive more information together with the final program during November.

We hope to welcome you in Leiden the 29th of November!

*Peter van der Wijden, Joke Bruining, Ben van Hamersveld (Free Discovery, Hogeschool Leiden)
Prof. Bernhard Katzy, Jan-Marc Verlinden, Benoit Dutilleul, Karen Sikkema (Living Lab Leiden)*

Geachte heer/mevrouw,

Free Discovery (Hogeschool Leiden) en Living Lab Leiden nodigen u van harte uit voor de **'First Annual Leiden Workshop on Open Innovation'**, op **29 november aanstaande** (van 10.00 tot ongeveer 17.00 uur). Voor dit evenement, dat plaatsvindt op de Hogeschool Leiden, is een groot netwerk van interessante partijen uitgenodigd: lokale en regionale MKBers en andere (nationale en internationale) bedrijven, deelnemers in de Free Discovery projecten en het Living Lab IPC project, lokale en regionale beleidsmakers, wetenschappers, het Europese Living Labs netwerk en vele anderen.

De 'Workshop on Open Innovation' geeft u de kans al deze mensen, die werken aan dezelfde onderwerpen, te ontmoeten. En met hen te discussieren over en werken aan concrete projecten die in de Leidse regio (en daarbuiten) worden uitgevoerd en over vaardigheden voor open innovatie. Ook zijn er verschillende interessante sprekers uitgenodigd uit binnen- en buitenland. Dit evenement geeft u een unieke kans om te zien hoe innovatie werkt in de Leidse regio.

Kom naar Leiden op 29 november en ontdek wat Free Discovery en Living Lab Leiden voor u kunnen doen!

Hieronder vindt u het voorlopige programma, praktische informatie en een link naar de registratie. Geef u op vóór 15 november aanstaande, via www.livinglab.mobi. Meer informatie en het definitieve programma ontvangt u in november.

Tot ziens in Leiden op 29 november!

At the Workshop on Open innovation, we will share and discuss what is happening in the fields of a.o. Health Care, Work spaces and Culture & Tourism. We will convene the actors involved from regional, national and international networks: a range of entrepreneurs, academics and many others will be there.



Concept programme

9.30 Registration and coffee

10.00 Opening plenary

Chair: Robert Bierwolf, IEEE EMS Benelux Chapter

10.00 Welcoming words by Mr. Filip van As, Wethouder of Economic Affairs, Gemeente Leiden

10.10 Living Lab and Open Innovation by Prof. Bernhard Katzy, CeTIM and Living Lab

10.20 Free Discovery, by Peter van der Wijden

10.30 Speeches by company representatives (a.o. Joost, Hewlett-Packard, LogicaCMG)

10.55 Plan of the day and housekeeping, by Karen Sikkema, cluster manager Living Lab Leiden

11.00 COFFEE

11.30 PARALLEL SESSIONS 1: What is a Living Lab?

- Collaboration and networking (chaired by Peter van der Wijden, Hogeschool Leiden)
- Incubation (chaired by ESA)
- Importance of policy maker involvement and funding instruments (chaired by Karen Sikkema, Living Lab)
- Technology and innovation for people and the environment (chaired by Benoit Dutilleul, Living Lab)

13.00 LUNCH

(during lunch: running presentations and videos of several Free Discovery and Living Lab projects, such as Marathon, Linnaeus touristic walk and others)

14.00 PARALLEL SESSIONS 2: What will we do next?

- Innovation in Health Care (chaired by Jan-Marc Verlinden, ZorgGemak)
- Innovation in Work Spaces (chaired by Burak Sari, CeTIM)
- Innovation in Culture and Tourism (chaired by Henk Uittenbogaard, AnyWi)

15.30 COFFEE

16.00 CLOSING PLENARY

Chair: Prof. Bernhard Katzy, CeTIM and Living Lab

16.00 Feedback from the parallel sessions

16.30 Speeches by international representatives, a.o. Nokia Finland, European Network of Living Labs, European Commission

16.55 Housekeeping and farewell by Karen Sikkema

17.00 DRINKS (closing at around 19.00h)

Practical information and registration

Practical information

Date: November 29, 2007
Time: Registration from 9.30 AM, start of the programme at 10 AM
Location: Hogeschool Leiden, Zernikedreef 11, 2333 CK Leiden, the Netherlands
Travel directions: <http://www.hsleiden.nl/aems/home/routebeschr.2005ENG.doc>

Accommodation

You can arrange your accommodation through Leiden University's Visitors Office and benefit from discounted rates. If you wish to do so, please download and fill-in this form:

http://www.livinglab.mobi/Projects/477/Events/20071024_Letter_Of_Guarantee_LU_VO.doc

We have also short-listed hotels in the center for you if you want to book your hotel yourself:

<http://www.livinglab.mobi/apps/recview.asp?Q=132&T=Articles&P=Article&back=self>

Registration and contact persons

Please register online through www.livinglab.mobi before November 15th 2007.

For more information, please contact:

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