

# 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
- Start up (t.b.c.)

**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
- **Im3D Clinic.** Pietro Presti, Member of the Board

**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 – Silvia Forno, University of Turin, Research and Third mission

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

## Further information and registration

Participation in the Thematic Workshop is open to any professional working in the field of entrepreneurship promotion (city government, business agencies, development agencies, universities, etc.) as well as teams leading RIS3 strategies and experts and academics interested on smart specialisation.

Participation is free of charge, although registration is mandatory through this online registration form: to be identified

Registration includes participation in all the workshop sessions, site visits, coffee breaks, lunches and group dinners scheduled in the final programme. Accomodation in Turin is not included. Registration may be subject to admission by the organisation team, since the workshop is seized to ease in-depth discussion and capacity is therefore limited.

For any further consultation on the registration procedure, please contact the local organisation team:

CITTÀ METROPOLITANA DI TORINO

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## Accommodation in Turin

We have identified two hotels that are suitable to host the participants to the In Focus thematic workshop in Torino:

- **Hotel Des Artistes.** Via Principe Amedeo 21, Torino
- **Le Petit Hotel.** Via San Francesco d'Assisi 21, Torino

The offer from **Hotel Des Artistes** is:

Single room Euro 80,00 per night  
Double room single use Euro 90,00 per night  
Double room Euro 108,00 per night

The prices include breakfast and wifi internet connection, but you must add Euro 2,80 of tax per day per person. To have these fares applied you have to do your booking by e-mail to the following address: [info@desartisteshotel.it](mailto:info@desartisteshotel.it), communicating that you are a participant to the European project "In Focus programma Urbact III". As it is a small hotel they cannot block the rooms, so – if it is possible – please make your reservation as early as you can.

The offer from **Le Petit Hotel** is:

Single room Euro 80,00 per night  
Double room single use Euro 90,00 per night  
Double room Euro 100,00 per night

The prices include breakfast and wifi internet connection, but you must add Euro 2,80 of tax per day per person. They allow a 10% discount in a restaurant they have an agreement with. To have these fares applied you have to do your booking by e-mail to the following address: [info@lepetithotel.it](mailto:info@lepetithotel.it), mentioning in your reservation "progetto In Focus". We have an option on the rooms until 13th August, but as it is also a small hotel, please make your reservation as early as you can.

## **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

In Focus Lead Partner (Bilbao City Council, Bilbao Ekintza): Eva Salcedo (project coordinator)  
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