

ECO-INNOVATION: HARNESSING R&D FOR A GREEN ECONOMY

LIVE WEBCAST WITH COMMISSIONER POTOČNIK

ORGANISED BY



AGENDA - 26 SEPTEMBER 2012

LIVE WEBCAST WITH EU ENVIRONMENT COMMISSIONER POTOČNIK

In late 2011 the Commission launched its 'Eco-Innovation Action Plan', a roadmap for new R&D funding, demonstration projects, regulations, technical standards and international cooperation.

AGENDA

- 15:30** Welcome coffee and registration
- 16:00** Welcome by His Excellency Mr. Atle Leikvoll, Norway's Ambassador to the EU
- 16:05** Introduction of the panel by *Richard L. Hudson*, CEO & Editor, Science|Business
 - *Janez Potočnik*
Commissioner for the Environment,
European Commission
 - *Edward Astle*
Pro-rector (Enterprise),
Imperial College London
 - *David Eyton*
Group Head of Technology, BP
 - *Tore Land*
Director Ecomagination, GE
 - *John Vassallo*
Vice President EU Affairs, Microsoft
- 16:10** The Eco-innovation Action Plan: Janez Potočnik, European Commissioner for the Environment
- 16:25** Panel discussion
- 16:50** Questions from the floor, and the Internet audience
- 17:30** Networking reception

A green economy is more than a dream; already, the industries operating in this field – clean water, sustainable construction, materials recycling, electric cars, and much more – generate €319 billion in revenue and represent 2.5 per cent of EU GDP, according to the European Commission.

But greater progress requires more innovation. To stimulate it, European Commissioner for Environment, Janez Potočnik, the plan's architect, will discuss how industry and universities can benefit from the plan in a discussion that can be followed live online.

The Q&A will be broadcast live across Europe on **www.sciencebusiness.net** and will be open to questions from the audience at live@sciencebusiness.net and on Twitter #EcoActionLIVE

THE COMMISSIONER



Janez Potočnik

*Commissioner for the Environment,
European Commission*

Dr Janez Potočnik (1958) graduated from the Faculty of Economics at the University of Ljubljana, Slovenia (Ph.D. degree 1993). After a successful career starting in 1989 in Slovenia as a researcher at the Institute of Economic Research, Director of the Institute of Macroeconomic Analysis and Development (1994).

He was appointed Head of Negotiating Team for Accession of Slovenia to the EU (1998). He was also Director of Government Office for European Affairs (2000), Minister Councillor at the Office of the Prime Minister (2001) and Minister responsible for European Affairs (2002). In 2004 he joined the European Commission, first as shadow Commissioner for Enlargement and then as Commissioner responsible for Science and Research. In 2010 Dr Potočnik became Commissioner for the Environment.

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Edward Astle

*Pro Rector (Enterprise),
Imperial College London*



Edward Astle is currently Pro-Rector (Enterprise) at Imperial College London where he leads major international business development and project opportunities in the UK and internationally for the University. He was Executive Director of National Grid plc from 2001 to 2008 where he led their Non-Regulated Business Division. He was a Managing Director at the BICC group from 1997 to 1999 and an Executive and Regional Director at Cable & Wireless plc from 1989 to 1997. Previously he held senior business strategy positions in the UK and France. Edward is also currently Non-Executive Director of Intertek Group plc. Edward Astle graduated with a MA degree from Queen's College, Oxford. He also holds a Master of Business Administration from INSEAD.



Will Cardwell

*Senior Advisor of Global Alliances,
Aalto University*



Will Cardwell was appointed Senior Advisor for Global Alliances in September 2012 at Aalto University. Previously he ran the Aalto Center for Entrepreneurship and Finland's largest Technology Incubator, with over customers large and small around Finland as well as St. Petersburg and Estonia. Will has spent 15 years in the Finnish high-tech environment, as CEO of a startup (Valimo Wireless, sold to Gemalto in 2010, 3 years) venture capitalist (Eqvitec Partners, Conor Venture Partners, 7 years), CEO of Finland's largest incubator chain Technopolis Ventures (2 years) investment banker (Robertson Stephens, 2 years), researcher and lecturer (Aalto School of Economics, and Aalto University of Technology, 3 years). Mr. Cardwell holds a B.Sc. in Mathematics from Davidson College, an International MBA from the Helsinki School of Economics & Business Administration.



David Eyton

Group Head of Technology, BP



David Eyton was appointed BP's Group Head of Technology in April, 2008. He is accountable for technology strategy and its implementation across BP and conducting research and development in areas of corporate renewal. In this role, David also oversees the technological capability of the company. Prior to this, David was BP's Exploration and Production (E&P) Group Vice President for Technology. In this role David was responsible for research and development, technical service work, digital and communications technology and procurement and supply chain management for BP's upstream business. David joined BP in 1982 from Cambridge University with an engineering degree and has held upstream general manager roles in Australia, the UK, Trinidad and the Gulf of Mexico.



Rouget F. (Ric) Henschel

Partner, Foley & Lardner LLP



Rouget F. (Ric) Henschel is a partner with Foley & Lardner LLP. He is co-chair of Foley's Life Sciences Industry Team and is also a member of Foley's Chemical, Biotechnology & Pharmaceutical and IP Litigation practices. Dr. Henschel's practice focuses on counseling clients in patent matters, representing clients before the U.S. Patent and Trademark Office (USPTO), litigation, and licensing. Specifically, his practice includes validity and freedom-to-operate opinions, due diligence investigations, negotiating and interpreting patent licenses, procuring domestic and foreign patents, litigation in federal and state trial courts, and appeals before the USPTO Board of Patent Appeals and Interferences and the U.S. Court of Appeals for the Federal Circuit. Dr. Henschel served as law clerk to Judge R. Rader of the Federal Circuit.

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Richard L. Hudson

CEO & Editor, Science|Business



Richard co-founded Science|Business in 2005 with Peter Wrobel and Malcolm Laws. He has been a leading science and technology journalist in Europe for more than 30 years. As managing editor of The Wall Street Journal Europe from

1997 to 2003, he helped lead a redesign of the title in 2000. He is a graduate of Harvard, a former Knight Fellow at MIT.

In 2004 he co-authored a book with Yale/IBM "fractal" mathematician Benoit Mandelbrot: *The (mis)Behavior of Markets: A fractal view of risk, ruin & reward*. Basic Books 2004.



Tore Land

Director Ecomagination, GE



Tore Land is currently serving as Director Ecomagination of GE International. He has responsibility for the Ecomagination initiatives of GE in Europe as well as for the global Ecomagination innovation challenge. Before joining GE, Tore Land has been serving as President & CEO of PEMEAS Fuel Cell Technologies, a leading alternative energy company created by him in 2004 through a venture capital backed spin-off. PEMEAS was acquired by BASF SE in December 2006 and Dr. Land integrated the business into the global operations of BASF. His previous experience includes senior management positions at chemical and life science companies like Celanese, Aventis and Hoechst. Dr. Land obtained a Ph.D. in chemistry from the Philipps University of Marburg (Germany).



Atle Leikvoll

Norway's Ambassador to the EU

Atle Leikvoll is, since September 2011, the Ambassador of Norway to the European Union – Norway's largest foreign mission. Before this he served as Deputy Secretary General of the Norwegian Ministry of Foreign Affairs for six years. He was Consul General in New York from 1999 to 2003. Ambassador Leikvoll has held several management positions in various departments in the Ministry of Foreign Affairs, among these Director General of the Department for European Affairs and bilateral relations with North America. In the beginning of the 1990's Atle Leikvoll participated in the membership negotiations between the European Union and Norway, with in particular the responsibility for the environment chapter. He graduated from the School of Economics and Business Administration in Norway.



Bill Magill

Associate Director of Science Entrepreneurship, INSEAD



Bill is the Associate Director of Science Entrepreneurship at INSEAD, where he also teaches courses in technology commercialisation, fundraising, and private equity. Bill has been working with technology companies internationally for more than 25 years. As a partner in the Silicon Valley venture fund TeleSoft Partners, Bill has invested in photonics-enabled companies in the US, Europe and Israel. He has also been a senior equities analyst with Banc of America Securities and market analyst at RHK. Bill started his career building laser systems at TRW and later Livermore National Labs. He runs VentureScout, an advisory firm for cross-Atlantic venture investing. Bill received an M.B.A. from San Francisco State University and a B.A. in economics from the University of California, Davis. He also has a degree as an associate of applied science in lasers and electro-optics from Texas State Technical Institute.

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John Vassallo

Vice President, EU Affairs, Microsoft



John Vassallo is Microsoft Vice President EU Affairs as well as Associate General Counsel for the company. He leads Microsoft's EU Corporate Affairs and Regulatory team. His position was created to help advance the company's dialogue with the EU policy and regulatory community. Vassallo is also Chair of AmCham EU, the organisation in Brussels that represents 140 companies of US parentage at the European Institutions and EU governments. From 1993 to 1997 Vassallo was Ambassador of Malta to the European Union, NATO's Partnership for Peace and Belgium, where he negotiated the timing of his country's accession to the EU and NATO Partnership for Peace. He then became General Electric's Senior Counsel & Director of the European Affairs Office, based in Brussels, a post he held until he joined Microsoft in 2008.



Jonathan Wareham

Vice Dean of Research, ESADE Business School



Jonathan Wareham is a Professor of Information Systems at ESADE - Ramon Llull University. His research has been published or forthcoming in over 80 refereed journals and proceedings as MIS Quarterly, Decision Sciences, Decision Support Systems, IEEE Transactions on Engineering Management, IEEE Computer, Journal of Medical Internet Research, Journal of the American Society for Information Science and Technology, International Journal of Medical Informatics and numerous others. He has held/holds editorial positions at Information Systems Research, Journal of Information Technology, Journal of the Association for Information Systems, Information & Organization and is the General Conference Chair of the 20th European Conference on Information Systems - ECIS 2012. He currently serves as Vice Dean of Research at ESADE, Director of the ESADE Institute for Innovation and Knowledge Management. He also sits on advisory boards for a number of academic institutions, NGOs, and social entrepreneurs.

SCIENCE|BUSINESS INNOVATION BOARD - THE LEADERSHIP FORUM TO HELP EUROPE INNOVATE

To encourage public dialogue about innovation policy in Europe, the Science|Business media group, along with INSEAD and ESADE business schools, have established The Science|Business Innovation Board AISBL, an independent, blueribbon panel of leaders in industry, academia and policy making that meets twice a year to review and make recommendations on important aspects of European innovation policy, and to formulate recommendations for policy action.

The aim: to use the collective experience of the board members to improve the climate for innovation in Europe. The Innovation Board also names the winners to the annual ACES awards. Organisation and reporting of the Science|Business Innovation Board's work is managed by Science|Business.

www.sciencebusiness.net/innovationboard



Androulla Vassiliou, EU Commissioner for Education & Culture, presents an award at the 2012 edition of Science|Business' Academic Enterprise awards ceremony

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