

Organizing Transatlantic Innovation

Transatlantic evaluation of SBIR programs & stimulation of transatlantic innovation



25 & 26 June 2009
Helsinki, Finland

Organized by:

THE TECHNOPOLICY NETWORK

Global Community for Regional Innovation Policy

NATIONAL ACADEMY OF SCIENCES
THE NATIONAL ACADEMIES



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

SITRA

culminatum



City of Helsinki



Ministerie van Economische Zaken

Program Day One – 25 June 2009

09.00h Registration of participants

09.30h **Opening by chairman**

Charles Wessner

Director of the National Academy of Science, USA

Presenting SBIR programs in Northern America and Europe

Speakers: Senior policymakers responsible for national innovation strategies

09.40h **An introduction to SBIR**

Charles Wessner

10.00h Presentation "Implementing the SBIR program in Finland", TEKES

Presentation "The SBIR program in Sweden; Forska & Väx (Research & Grow)", VINNOVA

10.30h Göran Marklund

Deputy Director General of Vinnova, Sweden

11.00h **Coffee Break**

Presenting North American SBIR programs

11.30h Tony Rahilly

Director General of IRAP, Canada

12.00h Presentation "Small Business Research Initiative: the SBIR program in the UK", Technology Strategy Board

12.30h Presentation "SBIR in the Netherlands", Ministry of Economic Affairs

13.00h **Lunch**

14.00h **SBIR for universities**

Eppo Bruins

Director Technology Foundation STW, the Netherlands

14.30h Presentation "The US SBIR program; overview, results and an evaluation", NAS, USA

15.00h **Trans-national aspects of European SBIR programmes**

Keith Sequeira

Policy Officer, Unit Innovation Policy Development

DG Enterprise and Industry, Directorate Innovation Policy, European Commission

15.30h **Coffee Break**

'What's next?' – Evaluation and Future Developments

16.00h *Moderator Charles Wessner*

Panel discussion on SBIR evaluation moderated by Charles Wessner

- How to define and measure results? Canada:
- Adjustments to the program along the way Finland:
- Legal bottlenecks Netherlands:
- Effects of the current economic crisis Sweden:
- United Kingdom:
- United States:

18.00h Concluding remarks by chairman Charles Wessner

18.30h **End of program**

19.30h **Conference Dinner**

Program Day Two – 26 June 2009

Transatlantic instruments for the growth of high-tech businesses

09.00h Opening by chairman

Roger Stough

*Vice President for Research and Economic Development,
Nova Endowed, Professor of Public Policy, George Mason University, USA
President of the Technopolicy Network*

Defining mutual interest of North American and European innovation policymakers

Speakers: Facilitators and policymakers involved in international innovation

09.10h Perspectives on structural cooperation between innovation policymakers

Roger Stough

European perspectives on Transatlantic cooperation

09.30h Mauri Pekkarinen*

Minister of Trade and Industry

10.00h Forum discussion: "General perspectives on transatlantic innovation"

Moderated by Charles Wessner

10.30h Coffee Break

Ted Carr*

11.00h

Massachusetts Office for International Trade and Investment (MOITI), Boston, USA

"Matching innovation programs"

11.30h Johannes Larsen, NRC-IRAP, Douglas Robertson, ACOA, Canada

12.00h Finland, Sitra

12.30h Lunch

Balancing benefits: "Successful Transatlantic Cases"

14.00h To-be determined

14.30h Interregional transatlantic innovation

Ronald Vuijk

Vice-mayor for Economic Affairs, City of Delft, The Netherlands

Chairman of the TPN Transatlantic Steering committee

15.00h To-be determined

15.30h Coffee Break

16.00h Forum discussion: "Lessons and suggestions to take home"

16.30h Final debate on a transatlantic innovation agenda

17.00h Concluding remarks by chairman Roger Stough

18.30h End of program

* Speakers have not yet confirmed

Background

The Small Business Innovation Research Program (SBIR) has been thoroughly evaluated in the USA by the National Research Council in 2008. At the same time, four European countries (UK, Holland, Finland, Sweden) either have programs underway (e.g. Vinnova and TEKES) or have pilot programs underway.

The results of the NRC evaluation have given new insights in the effectiveness of the SBIR at a broad range of agencies such as the Departments of Defense, Energy, and Health. This event will share these insights with the European institutions and seek the perspective of those governments that have their own SBIR-type programs. The second day of the event will mainly focus on the policy instruments that stimulate transatlantic innovation.

Goal of the event

The event will focus on the challenge of early stage finance and research commercialization in the context of different national innovation systems. The main focus of the event will be threefold:

- **Making SBIR work**
Exchanging experiences in running SBIR type programs between the US and Europe;
- **Best practices in evaluation**
Exchanging evaluation methods between the US and Europe, stressing the importance of evaluation and the necessity of setting clear, measurable goals prior to the implementation of SBIR type programs;
- **Transatlantic cooperation**
As this will be a meeting of innovation policymakers in Europe, the U.S. and Canada, the meeting will also focus on the needs, opportunities and effectiveness of instruments to stimulate transatlantic innovation.

Target group

The targeted participants of this event will be:

- Policymakers that are responsible for national innovation policies;
- Institutes and governmental parties involved in the SBIR program;
- Facilitators and policymakers on transatlantic innovation
- Small business associations.

Target countries

Regarding the target countries the event should focus on countries that already have implemented SBIR type programs, either fully or in a pilot phase. These countries will be approached to provide the funding for the event. In return they will be provided the opportunity to showcase their knowledge and experiences with SBIR type programs during the event via presentations and active participation in panel discussions. The following countries are proposed:

- Finland
- Canada
- Sweden
- United Kingdom
- Netherlands
- United States of America