



SHIFT Final Workshop  
13 January 2016, 10:00 - 16:00 h  
Stockholm Region EU Office  
Avenue Marnix 28,  
1000 Brussels, Belgium



## SHIFTing the Support of Entrepreneurship in Eco-Innovation

The Roles of Universities, Incubators, Business Development Organisations,  
Design Service Providers, Funders and Interagents

Research project within the ECO-INNOVERA Network

*for additional information, please refer to*  
**[www.shift-project.eu](http://www.shift-project.eu)**

SHIFT-PARTNERS: BORDERSTEP INSTITUTE (DE), AALTO UNIVERSITY (FI) & LINKÖPING UNIVERSITY (SE)

### PROGRAMME

9:00 – 10:00	<b>WELCOME COFFEE</b>
10:00 – 11:00	<b>Introduction to the SHIFT project: Entrepreneurial support systems and their impact</b> Klaus Fichter, Borderstep Institute, Coordinator SHIFT project  <b>The role of SHIFT in ECO-INNOVERA</b> Holger Gruenewald, Project Management Jülich, ECO-INNOVERA, Berlin, Germany  <b>Sustainable innovation in Europe: Trends and emerging topics</b> Martin Charter, Director The Centre for Sustainable Design, University for the Creative Arts, Farnham, UK  <b>The new Circular Economy Package and the Eco-Innovation Action Plan</b> Lana Žutelija, Policy Officer, DG Environment, Eco-Innovation & Circular Economy  <b>The Green Action Plan For SMEs</b> Eva Revilla, Policy Officer, DG GROW, Clusters, Social Economy and Entrepreneurship
11:00 – 12:00	<b>Highlights and key findings of the SHIFT project</b> Speed presentations on each actor investigated in the support systems for eco-innovation
12:00 – 13:00	<b>LUNCH &amp; NETWORKING</b>
13:00 – 14:45	<b>INTERACTIVE DIALOGUE SESSION – PARALLEL WORKING GROUPS</b>

	<p>Results, recommendations, Q&amp;A, feedback</p> <p><b>Working group 1: THE ROLE OF UNIVERSITIES</b>  Presenter: Klaus Fichter, Borderstep Institute, Facilitator: Linda Bergset, Borderstep Institute</p> <p><b>Working group 2: THE ROLE OF INCUBATORS</b>  Presenter: Magnus Klofsten, Linköping University, Facilitator: Wisdom Kanda, Linköping University</p> <p><b>Working group 3: THE ROLE OF DESIGN SERVICE PROVIDERS</b>  Presenter and Facilitator: Alastair Fuad-Luke, Aalto University, Facilitator: Olof Hjelm, Linköping University</p> <p><b>Working group 4: THE ROLE OF BUSINESS DEVELOPMENT ORGANISATIONS</b>  Presenter and Facilitator: Olof Hjelm, Linköping University, Facilitator: Wisdom Kanda, Linköping University</p> <p><b>Working group 5: THE ROLE OF INVESTORS AND PUBLIC FUNDING PROGRAMMES</b>  Presenter: Linda Bergset, Borderstep Institute, Facilitator: Klaus Fichter, Borderstep Institute</p> <p><b>Working group 6: THE ROLE OF INTERAGENTS AND UNUSUAL COLLABORATIONS</b>  Presenter: Alastair Fuad-Luke, Aalto University, Facilitator: Magnus Klofsten, Linköping University</p>
14:45 – 15:00	<b>COFFEE BREAK</b>
15:00 – 16:00	<p><b>CONCLUSIONS &amp; WRAP-UP</b></p> <p><b>Learnings for EU action plans on eco-innovation and green entrepreneurship</b>  Alastair Fuad-Luke, Aalto University and Magnus Klofsten, Linköping University</p> <p><b>Conclusions for EU Eco-Innovation and Circular Economy Policy</b>  Lana Žutelija, Policy Officer, DG Environment, Eco-Innovation &amp; Circular Economy</p> <p>Facilitator: Olof Hjelm, Linköping University</p>
16.00 – 17.00	<b>COFFEE &amp; NETWORKING</b>

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