Open Innovation 2.0
Dublin Convention Centre, Ireland.
June 12 2014

The inaugural Open Innovation 2.0 Conference held last year under the Irish Presidency of the EU was an outstanding success and resulted in the adoption of *The Dublin Innovation Declaration!* The conference gathered together high-level decision makers, leading innovation experts and practitioners from across the globe. Together they co-created a document to pave the way for future innovation policies and actions to increase prosperity and wealth, and to create more jobs and growth in Europe.

Another milestone during the two day event was the adoption of the *Open Innovation 2.0 paradigm* (OI2) formulated in an integrated way and respectively published in a whitepaper. The OI2 paradigm consists of twenty building blocks which will be thoroughly discussed at this year's conference.

This year's Open Innovation 2.0 Conference will take place on June 12 at the Dublin Convention Centre and is jointly organised by the European Commission / Open Innovation Strategy and Policy Group - OISPG, Intel Labs Europe, and Dublin City Council. It will be a whole-day conference fully devoted to inspiring sessions and interaction on OI2 business models and ecosystems.

The European economy is showing its first promising signs of recovery. However an accelerated recovery can be achieved with a stronger OI2 approach to boosting job creation, driving a better entrepreneurship environment and deliver innovations for global challenges. The OI2 approach takes on board the full spectrum of potential in the economy and society for common objectives. Based on the principles of shared vision and shared value, it creates a fair win-win situation for all stakeholders and creates entirely new market opportunities. To achieve full impact, both the open innovation space and the ecosystems within it need to be fluid and frictionless in order to support innovation experimenting and prototyping. And this requires a systemic innovation approach with courage!

The OI2.0 conference is organised around the concept of short speeches, strong interaction and further development of the ideas, so that the outcome has an impact beyond the event. Leading innovation thought leaders will present their latest insights; European policy leaders will contribute to the design of the European Innovation ecosystems; and the first feedback from the new European research and innovation framework, Horizon 2020, will be presented.

The Open Innovation 2.0 conference will jointly work out action points to be taken up in the public and private sectors, at all levels, to foster modern quadruple helix innovation based on the OI2 paradigm. The morning session will elaborate the issues on a more conceptual level whilst the afternoon sessions will delve into the practical details, sharing real world experience on how to deliver success in rapidly changing innovation environments. Themes covered in the afternoon session will include Smart Cities, Smart Citizens as well as the Internet of Everything.

Confirmed speakers include Henry Chesbrough, Richard Straub, Ronan Stephan, Dan Marom, Jim Jagielski, Stefan Schepers, Martin Curley, and Bror Salmelin.

We hope that you will join us for this leg of the Open Innovation 2.0 journey and we are looking forward to welcoming you to Dublin!

Open Innovation 2.0 2014 Steering Committee:
Prof. Martin Curley   *Chair EU OISPG. Vice President Intel Labs, Director, Intel Labs Europe*
Mr. Bror Salmelin   *Advisor, Innovation Systems, DG Communication Networks, Contents and Technology, European Commission*
Mr. Peter Finnegan   *Director of Research and Internationalization, Dublin City Council*
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