

"Good innovation is like lifting up the horizon and looking through to see the future."

think • do • change
EUROPEAN YOUNG INNOVATORS FORUM

eyIF

Young Innovators Unconvention 2013: *Mobilising leaders, business, government and youth to foster innovation and employment in Europe*

On 6 and 7 June 2013, the European Young Innovator Forum's unique UnConvention in Brussels will bring together **young Europeans with innovative ideas** and those who will inspire, guide and support them: **world leading innovators and entrepreneurs, investors, business and corporate personalities, academic and industrial experts, opinion leaders, and, policy and decision makers, to immerse into Innovation Inspiration, Policy and Practice.**

These have been tough times for Europe: financial and economic crisis, unemployment, loss of competitiveness and, what is more serious, a loss of confidence in the future, in particular for the young. Although a majority of experts believe that Europe is heading out of the crisis, we, the European Young Innovators Forum, believe a major challenge has not yet been fully addressed: **how to inspire and empower young people to be more risk-taking, innovative, and entrepreneurial**. A sustainable way out of the crisis requires a fundamental change of mindset among young people in Europe that inspires them to focus their efforts on growth and renewal. The UnConvention will address precisely this challenge.

UnConvention 2013 Themes:

- Expand the Horizon, reach out to the Future
- Stimulate innovative ideas generation
- Okay to Fail!
- Show the current state – depict the European reality
- Present success stories and inspiring Innovators from across the world
- Access Innovation and Entrepreneurship across Europe

UnConvention 2013 at-a-glance: Changing the mindset for innovation in Europe:

Inspirational keynotes from successful leaders of world-beating Innovative enterprises and Fortune 500 companies on how to innovate and grow a successful entrepreneurial business from scratch

Panel Discussions with top EU policy and political decision makers on the road ahead for Innovation policy in Europe and what it concretely means for Young Europeans looking to Innovate

Interactive Sessions on four highly trending Innovation practice areas, with leading European and Global experts from companies, international organisations, research labs and academia

Hands-on Workshops with Europe and USA's best-known start-up ecosystem mentors, investors and leaders

Up-Close Networking at InnoCoffees, Luncheons, Cocktails and Dinners with leaders of innovation and entrepreneurship from both Europe and the USA; Investors, Seed-Funders, Venture Capitalists, Accelerators and Incubator leaders, Experts and Businesses owners



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European Young Innovator of the Year chosen through the famous pan-European InnoPitch competition with the final six short-listed pitching live in the European Parliament

Exhibitions and Demonstrations of exciting innovative products, start-ups and companies

The Interactive dedicated sessions on four highly trending Innovation practice areas, with leading European and Global experts in attendance as speakers and participants will be on:

- **Big and Open Data** - processing, analysis and exploitation of large data sets from public and private sources
- **Smart Cities** - intelligent use of urban technology, social and environmental capital for sustainable development and quality of life improvement
- **Digital Social Innovation** - ICT-enabled solutions to societal challenges like ageing, disability, exclusion
- **Space Services for Citizens** - applications of aerospace and satellite systems capabilities, derived from projects like Galileo and Mars Rover, to create personalised services for citizens in areas of transport, safety

Four Key Reasons to participate in the UnConvention:

1. **Meet and Collaborate with**

- Young Innovators and Entrepreneurs
- Investors and Venture Capitalists
- International Leaders, both business leaders of Fortune 100 companies, politicians and officials
- Experts in business and technology, innovation policy and regulations
- Companies supporting and promoting Innovation

2. **Be Inspired to**

Overcome risk aversion, learn why it's Okay to Fail! Take the next bold step forward through personal interactions with those who have succeeded in business, innovation and entrepreneurship across domains, countries and cultures, and with the key stakeholders who drive innovation ecosystems across the world.

3. **Mobilise to**

Raise your voice on how innovation should be done in Europe, share experiences, identify obstacles, and as a community, engage directly with Europe's Leaders and decision makers through specific policy sessions.

4. **Learn about**

Four cutting areas of Innovation Practice that offer plenty of scope and funding opportunities for creating innovative startups, from the leading Global and European experts in those domains, up close and interactive.



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UNCONVENTION

Topic 1	Big and Open Data
Topic 2	Smart Cities
Topic 3	Space Services for Citizens
Topic 4	Digital Social Innovation

Agenda

Thursday, June 06, 2013 *INNOVATION POLICY and INSPIRATION,*
European Parliament, Brussels

8:30 am - 9:30 pm	InnoCoffee
10:00am - 12:00am	Big Data workshop
10:00am - 12:00am	3D printing workshop
10:00am - 12:00am	Social Innovation workshop
10:00am - 12:00am	Mentoring Workshop for InnoPitch finalists
1:30 pm - 2:00 pm	Registration (EP Place Luxembourg entrance)
2:00 pm - 3:15 pm	<p>High level political panel: Innovation, Youth Unemployment, Growth - does Europe have a plan? Is the US still a model? (EP JAN 4Q1)</p> <p>A distinguished panel of leading EU and US Politicians and Officials on Innovation Policy will debate the direction Europe needs to take with respect to the Innovation policies and models necessary to address rising Youth Employment and Growth and interact with the Young Innovators community assembled.</p>
3:15 pm - 4:15 pm	Coffee Break
4:15 pm - 4:45 pm	<p>InnoPitch preview (EP JAN 4Q1)</p> <p>Six pan-European finalists chosen through a highly competitive online competition, the InnoPitch, will introduce their start-ups.</p>
4:45 pm - 6:00 pm	<p>Technical Panel: Innovation ecosystems in Europe - beyond good intentions: the implementation plan</p> <p>Technical panel with leading Experts from the EU and US on building a concrete roadmap for creating pan-European innovation Ecosystems.</p>
6:00 pm - 7:00 pm	Networking Cocktail (MEP Salon)
7:00 pm - 9:00 pm	<p>Speakers and Leaders Dinner, Science14 Atrium (http://www.science14.com/)</p> <p>Dinner with the unconvention Speakers and Leaders from Government, Industry and Academia.</p>



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Friday, June 07, 2013 INNOVATION INSPIRATION and INNOVATION PRACTICE HANDS-ON, SQUARE Meeting Centre (<http://www.square-brussels.com>)


8 : 3 0 a m - 9 : 0 0 a m	Registration	
9 : 0 0 a m - 1 0 : 3 0 a m	Big and Open Data	Digital Social Innovation
1 0 : 3 0 a m - 1 1 : 3 0 a m	Coffee Break and Innovation Showcase	
1 1 : 0 0 a m - 1 2 : 3 0 p m	Smart Cities	Space Services for Citizens
1 2 : 3 0 p m - 1 : 3 0 p m	Networking Lunch and Innovation Showcase	
1 . 3 0 p m - 3 . 0 0 p m	<p>Innopitch</p> <p>The much-awaited session where six pan-European finalists chosen through a highly competitive online competition, the InnoPitch, will pitch to a panel of Europe's leading Venture Capitalists, competing for these prestigious awards. This will be followed by a panel discussion amongst the eminent judges</p>	
3 . 0 0 p m - 4 . 3 0 p m	<p>Closing session</p> <p>Plenary session where the feedback from the young Innovator community on their views and needs on policy, regulatory and governmental changes, innovation practice, discussed and debated interactively through-out the two days as a community and with the policy makers present will be consolidated and presented to a top European Union Official as well as an Overseas Expert on Innovation from Silicon Valley in an inspiring and interactive format</p>	
4 . 3 0 p m - 5 . 3 0 p m	Networking cocktail and Innovation Showcase	

Selection of speakers for Young Innovators UnConvention 2013

UnConvention 2013 speakers, mentors, judges and workshop leaders include:

POLICY AND DECISION MAKERS

- Marin SCHULTZ, **President of the European Parliament, Official High-Patronage**
- Neelie KROES, **Vice-President of the European Commission and Commissioner for Digital Agenda**
- Richard Bruton, **Irish Minister for Jobs, Enterprise and Innovation**
- Martin Bruncko, **Senior Director Europe, World Economic Forum**
- Maria da Graça CARVALHO, MEP, **Member of the Industry Technology Research and Education (ITRE) committee and Rapporteur for the entire framework programme of the Horizon2020**



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EXPERTS, INNOVATORS, ENTREPRENEURS, BUSINESSPEOPLE

- Jan MUEHLFEIT, **Chairman Europe, Microsoft**
- Harry van DORENMALEN, **Chairman, IBM Europe**
- Harri Koponen, **COO Rovio**
- Derek Holt, **Managing Director Startup America**
- Jon Bradford, **Managing Director Techstars**
- Matthias UMMENHOFER, **Head of Equity and Risk Finance, European Investment Fund**
- Carlos Eduardo ESPINAL, Partner, **Seedcamp**
- Anne GLOVER, Co-founder and Chief Executive of **Amadeus Capital Partners**

EYIF ECOSYSTEM

EYIF's community of currently encompasses almost all Member states and some neighboring countries. This international audience representing EYIF's ecosystem consists of the following types of actors:

- ❑ **Potentials:** Younger potential Innovators (18 to 24-year-old students, recent graduates, junior researchers and professionals), curious about innovation, interested in developing their ideas,
- ❑ **Innovators:** 24 to 36-year-old innovators, entrepreneurs, researchers, professionals who are pioneers in their fields and developers. The backbone of the organisation, they have been involved in pan-European and international collaborative studies, projects and clusters
- ❑ **Experts:** senior professionals, respected academics, consultants who mentor Innovators and Potentials to succeed by leveraging expertise and new technologies
- ❑ **Opinion Makers and Leaders:** thought leaders, journalists, bloggers inspire Innovators and Potentials, guiding and supporting the community on innovation horizons, trends and practices
- ❑ **Businesspeople:** world leading business Leaders, corporate executives, investors, venture capitalists, successful entrepreneurs from Fortune 100 and other companies, who are inspirational personalities for EYIF
- ❑ **Decision Makers:** senior politicians, policy makers, EU and Government officials, advisors whose policies and programmes play a key role in defining the future direction of innovation in Europe both from laws, regulations,



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policy perspectives as well as marketplace dynamics like growth and competitiveness to support the community's change of mindset for innovation


EYIF REACH AND GROWTH STATISTICS

EYIF's Reach and Growth statistics demonstrates that there was a **continuous increase of baseline traffic at the average rate of 132% per month** with peaks due to InnotourUSA traffic and the *UnConvention*. We have hosted more than **1000 young innovators** at our different events. All our activities have a strong online coverage and social media outreach.

During the two months of the UnConvention 2012 alone, EYIF achieved more than **3 Million Unique Impressions**.

Our Twitter account **@EYIF has over 900 followers, and over 2000 tweets** to its credit. At the UnConvention on Twitter, we reached **nearly 500.000 views**.

Our Facebook page (www.facebook.com/eyif.eu) has over **3000 subscribers** ("Likes"). In the run-up to the UnConvention, over **375.000 unique individuals** were reached through Facebook. Our most popular social media post was seen by more than **58,000 unique visitors**.



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Young Innovators Unconvention 2012

Last year, EYIF organised the UnConvention 2012 for the first time, hosted under the Official High Patronage of the President of the European Parliament, Martin SCHULZ. The widespread recognition of the success of the UnConvention both offline and online was a key milestone in EYIF's continuing engagement of Young Innovators.

To complement the more than 250 hand-picked participants in Brussels, 350,000 online and EYIF achieved more than **3 Million Unique Impressions** on our social media channels during this period.

At the UnConvention, we welcomed high-level keynote speakers from Europe and the USA including:

POLICY AND DECISION MAKERS

- Alexander ALVARO, Vice-President of the **European Parliament**
- Alec ROSS, Senior Advisor on Innovation to US Secretary of State **Hillary CLINTON**
- Neelie KROES, Vice-President **European Commission** and Commissioner for Digital Agenda
- William E. KENNARD, **US Ambassador** to the European Union
- Dr. Anneli PAULI, Deputy Director-General for Innovation and ERA, **European Commission**
- Maria da Graça CARVALHO, MEP, Member of the Industry Technology Research and Education (ITRE) committee and Rapporteur for the entire framework programme of the **Horizon2020**
- Karen WILSON, Structural Policy Division, Directorate for Science, Technology and Industry, **OECD** and member of the European Leadership Council for Harvard Business School
- Dr. Burton Lee, Lecturer, European Entrepreneurship and Innovation, **Stanford Engineering**

EXPERTS, INNOVATORS, ENTREPRENEURS, BUSINESSPEOPLE

- Jan MUEHLFEIT, Chairman Europe, **Microsoft**
- Harry van DORENMALEN, Chairman, **IBM Europe**
- Marne LEVINE, Vice-President, **Facebook**
- Matthias UMMENHOFER, Head of Equity and Risk Finance, **European Investment Fund**
- Sheila MARCELO, Founder and CEO, Care.com and Young Global Leader, **World Economic Forum(WEF)**
- Anne GLOVER, Co-founder and Chief Executive of **Amadeus Capital Partners**
- Carlos Eduardo ESPINAL, Partner, **Seedcamp**



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In defiance of the deepening economic and financial crisis, of lagging innovation, and of record youth unemployment in Europe, the Young Innovators UnConvention clearly demonstrated that business and government leaders were prepared to join hands with young innovators in Europe, offering them the inspiration, resources and mentorship to help them turn their talents, energy, enthusiasm, and ideas into innovative, job-creating projects and businesses.



The photos of the UnConvention may be viewed on: [UnConvention 2012 photos](#)

The videos of the UnConvention may be viewed on: [UnConvention 2012 videos](#)