

FORUM PROGRAMME

timeschedule is based on CET (Central European Time) – local time on the European continent

for more detailed information about **Vital Rural Area**: www.vitalruralarea.eu

International Policy Forum on Regional Development BILLUND 2010 in the framework of the European project **Vital Rural Area**

*central theme: **innovation and involvement***

dates: October 7th and 8th, 2010 (with pre-meetings on October 6th, 2010)

venue: LEGOLAND HOTEL (with free parking)

Aastvej 10

DK-7190 BILLUND

Denmark

Tel.: 0045 7533 1244

Fax: 0045 7535 3810

E-mail: hotel@legoland.dk

Internet: www.hotellegoland.dk (in Danish, German and English)

The Legoland Hotel is situated in close proximity of the Legoland Billund Resort (www.legoland.dk), Denmark's most famous and popular amusement park for families and children of all ages. Billund is also the town where since decades the famous Lego bricks are manufactured.

conference language: English

The forum has an open structure and character, with enough time and opportunity for networking, exchange of opinions and expertise, and to make new contacts.

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day 1 – Thursday, October 7th, 2010

09:00 am **registration and coffee**

09:30 *PLENARY SESSION*

09:30 * *welcome*
by Mr **Marcel Bullinga** as the professional chair of the Policy Forum

09:35 * *special picture storm on innovation and involvement*
by Mr **Marcel Bullinga** - independent European futurist and trendwatcher from The Netherlands

09:55 * *opening*
by Mr **Egon Fraehr**, mayor (borgmester) of Vejen Kommune (DK)

day 1 – Thursday, October 7th, 2010 (continued)

- 10:05 * *Vital in five minutes – philosophy, facts, figures and ambitions of an European project*
by Ms **Marga Waanders**, mayor (burgemeester) of the Municipality of Dongeradeel and chair of the Steering Committee **Vital Rural Area** of leadpartner NOFA, NL
- 10:10 * *keynote speech*
by Prof. Dr **Philip McCann** – professor at the University of Groningen (NL)

title: to be received
- 10:35 **coffee break** (coffee, tea, refreshments, biscuits)
- 11:05 * *keynote speech*
by Dr **Henrik Vejre** – associate professor at the University of Copenhagen (DK)

*preliminary title: multi-functional landscape related to the project
philosophy: from brawn to brain*
- 11:30 * *political discussion* between (local) politicians (Ms Marga Waanders, NL and Mr Egon Fraehr, DK) and the keynote speakers conducted by Mr **Marcel Bullinga**
- 12:10 * *preview of the workshop sessions in co-operation with the workshop facilitators*
by Mr **Marcel Bullinga**
- 12:30 **lunch**

day 1 – Thursday, October 7th, 2010 (continued)

14:00 PARALLEL WORKSHOP SESSION 1

workshop 1.1 (60 minutes) by Prof. Dr **Flemming Just**, head of the Danish Institute of Rural Research and Development of the University of Southern Denmark at Esbjerg (DK)

title: knowledge, innovation and entrepreneurship

workshop 1.2 (60 minutes) by Prof. Dr **René J. Jorna** and Dr Ir **Niels Faber** of the Fryske Akademie, centre for scientific research and education in and about Fryslân and its community, its language and its culture at Leeuwarden (NL)

title: to be received

workshop 1.3 (60 minutes) by Mr **Peter White**, founder, YTKO Ltd, the European economic and enterprise development company in Cambridge, Norwich, Leeds and Truro (UK)

title: turning academic invention into commercial innovation: an open workshop

workshop 1.4 (60 minutes) by Mr **Guust van Liere**, general director of Unitron Systems BV at IJzendijke (NL)

title: to be received

*Each workshop facilitator will be assisted by a **rapporteur** from Vejen Kommune to present the results of the workshop in the form of one (major) statement which will be presented on the central screen and discussed in an interaction with the chair*

15:00 **coffee/tea break** (coffee, tea, refreshments, biscuits)

day 1 – Thursday, October 7th, 2010 (continued)

15:30 PARALLEL WORKSHOP SESSION 2

workshop 2.1 (60 minutes) by Mr **Bart Noels** project manager of the Interreg IVB North Sea Programme **Smart Cities** on citizens' participation and communications officer of Intercommunale Leiedal (B)

title: customer profiling and developing a service channel strategy for rural areas

workshop 2.2 (60 minutes) by Prof. Dr **Stephan Raimer**, head of department & professor for business informatics at the College of Co-operative Education of the Wirtschaftsakademie Schleswig-Holstein at Kiel (FRG)

*preliminary title 1: innovation and involvement – the SME perspective
preliminary title 2: innovation and involvement – user driven approaches*

workshop 2.3 (60 minutes) by Prof. Dr **Jacques Boersma**, emeritus professor knowledge management at the University of Groningen, NL, and Drs **Pim van der Kleij** and Mr **Harry Bippes** of Merkator BV, geospatial IT-solutions at Groningen (NL)

title: to be received

workshop 2.4 (60 minutes) by Dr **Dag Jørund Lønning**, rector of the Norwegian University College for Agriculture and Rural Development (HLB) at Klepp Stasjon, Rogaland (N)

title: the countryside as an innovation commons? rural public goods, local mobilization processes and place-based innovation

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day 1 – Thursday, October 7th, 2010 (continued)

- 16:30 **coffee/tea break** (coffee, tea, refreshments, biscuits)
- 17:00 **plenary session** (workshop facilitators present their statements of their workshop and discuss them in an interaction with the chair)
- stage interview** about the **Rural Power Pack**, key deliverable of **Vital Rural Area**
- conclusions and their importance/relevance for Vital Rural Area**
by Prof. Dr **Nikolaos Tzokas**, member of the Scientific Group of **Vital Rural Area**, in an interaction with the chair
- 17:50 end of Day 1
- 19:00 **reception**
dress code: smart casual
- 19:30 **formal dinner**
with the compliments of Vejen Kommune (DK)
- dress code: smart casual

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day 2 – Friday, October 8th, 2010

- 08:30 participants assemble in the hall of the hotel
- 09:00 **start of study visit** (with coffee break) to the village of Hovborg: development projects by local citizens, and the village of Roedding: an innovation house created by local citizens
- 12:00 **Danish lunch**
- 14:00 **end of study visit and forum**
return to the hotel and departure