



BSR InnoReg Transnational Training Module 1:

Preconditions for Successful Innovation Processes

21–23 October 2009 in Seinäjoki, South Ostrobothnia, Finland

Wed 21st

Arrival (train, bus or plane) to Seinäjoki and accomodation in Sokos Hotel Vaakuna

Thu 22nd

Venue: Kuortane Sports Institute

8.15

Bus collects participants from the hotel in Seinäjoki

8.15 – 8.45

Bus to Kuortane Sports Institute (<http://www.kuortane.com/en/>)

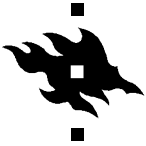
9.00 – 9.20

Welcome to South Ostrobothnia region

Jaakko Hallila, Project Manager, Regional Council of South Ostrobothnia

Welcome to Kuortane Sports Institute (tbc.)

Session 1	9.20 – 9.50	<p>Introduction to BSR InnoReg project</p> <p><i>Johanna Leino, Project Manager, the Baltic Institute of Finland</i></p> <p>Introduction to the WP4 process – what is expected from the participating regions and aims of the TTMs,</p> <p><i>Marja-Riitta Mattila-Nurmi, Senior Officer, Regional Development, Council of Tampere Region</i></p>
	9.50 – 10.15	<p>WP4 processes in the regions - an overview of the current situation</p> <p><i>Marja-Riitta Mattila-Nurmi, Senior Officer, Regional Development, Council of Tampere Region</i></p>



	10.15 – 10.45	New waves of regional innovation activities - new challenges of business development organisations <i>Jari Kolehmainen, Research Manager, SENTE, University of Tampere</i>
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10.45 – 11.30 **Coffee and fruits & discussion in groups:**
Your region's / organisations approach to BSR InnoReg?

Session 2	11.30 – 12.15	Lecture 1: New innovation environments as a tool for implementing open innovation processes <i>Petri Räsänen, Development Director, Digibusiness Cluster Programme, Technology Centre Hermia</i>
	12.15 – 12.30	Case 1: Demola – an open innovation environment for students to contribute real-life innovations <i>Petri Räsänen, Development Director, Digibusiness Cluster Programme, Technology Centre Hermia</i>
	12.30 – 12.45	Case 2: Kuortane Testing lab - An example of user-driven test and innovation activities <i>Ari Puro-Aho, Project Manager, Kuortane Sports Institute / Seinäjoki Technology Centre Ltd.</i>

12.45 – 14.00 **Lunch**

Session 3	14.00 – 14.30	Lecture 2: Knowledge workers as a key asset for successful innovation processes <i>Timo Suutari, Reseacher, University of Helsinki, Ruralia Institute</i>
	14:30 – 15.00	Case 3: Foodwest – National Centre of Expertise in Food Development <i>Salme Haapala, Programme Manager, Foodwest Ltd</i>
	15.00 – 15.30	Case 4: An innovative enterprise from the food sector <i>Maria Vaissi, Project Manager, Vaissi Ltd</i>



15.30 – 16.00 **Introduction to the Nordic Walking and living lab -activities offered to participants**

16.00 – 16.30 **Concluding discussion on programme of the first day**
Coffee and sandwiches

Possibility to try Nordic Walking in the nature and take part in a user driven walking test (be prepared with proper shoes&clothes) and/or swimming and sauna.

18.30 **Dinner together in Kuortane**
Bus leaves back to hotels at 20.30

Fri 23rd **Venue: Seinäjoki Technology Centre, lecture room**

9.00 - 9.20 **Welcome to Seinäjoki Technology Centre** (<http://stoy.fi/en/>)
Hannu Kantonen, Managing Director

Seinäjoki Technology Centre approach to BSR InnoReg: development of Living Lab concept
Sanna Kankaanpää, Project Manager

Session 4	9.20 - 10.15	Lecture 3: Efficient use of Internet and social media tools in innovation processes <i>Mikko Ahonen, Researcher, University of Tampere, Department of Computer Sciences</i>
	10.15 - 10.45	Introduction to social media platform for professionals, LinkedIn

10.45 - 11.15 **Coffee and fruits (feedback forms)**

Session 5	11.15 – 12.15	Group work: what did we learn, how will we disseminate and utilise it in our region?
	12.15 – 12.30	Conclusions of the first TTM and next steps of WP4 <i>Marja-Riitta Mattila-Nurmi, Senior Officer, Regional Development, Council of Tampere Region</i>
	12.30 – 13.30	Lunch together