

INNO-Grips - Innovation Intelligence Studies

DRAFT AGENDA

“Social attitudes toward fostering entrepreneurship and innovation demand”

19 January 2012
Rue d’Arlon 63-67
1040 Brussels

09.00 Registration

Moderation: Astrid Severin, Greenovate!

09.15 Opening words

Katja Reppel, DG Enterprise and Industry, Head of Unit (Acting)

09.25 Setting the scene: entrepreneurship and demand as drivers of innovation

Hugo Hollanders, UNU-MERIT

09.40 Entrepreneurship and innovation determinants: the role of entrepreneurial perceptions and social attitudes across Europe

Bianca Buligescu, UNU-MERIT

10.10 Coffee break

10.40 A policy perspective on increasing demand for innovation: the role of social attitudes in shaping domestic demand

Tina Saebi, UNU-MERIT

11.10 Roundtable

12.00 Lunch