WIPO Conference on Open Innovation: Collaborative Projects and the Future of Knowledge

organized by the World Intellectual Property Organization (WIPO)

Geneva, January 22 and 23, 2014
Wednesday, January 22, 2014

8.00 — 9.00  Registration (Room A)
WIPO Headquarters, 34 Chemin des Colombettes,
1211 Geneva

9.00 — 9.30  Welcome addresses and introduction by:
James Pooley, Deputy Director General,
Innovation and Technology Sector, WIPO, Geneva
Johannes Christian Wichard, Deputy Director General, Global Issues Sector, WIPO, Geneva
Ali Jazairy, Senior Counsellor, Innovation and Technology Sector, WIPO, Geneva

9.30 — 10.30  Keynote 1: Creative Collaborations behind Technological Innovations that Work for the Poor
Speaker: Richard Wilder, Associate General Counsel,
Bill & Melinda Gates Foundation, Seattle, WA, USA

Speaker: Samir Brahmachari, Director General, Council of Scientific and Industrial Research (CSIR), New Delhi, India

11.30 — 12.00  Power-Networking Break
SESSION 1
Architectures for a global innovation grid

12.00 — 13.00  **Keynote 3: ICTs as the Enabling Vehicle for a Global Innovation Grid**

Speaker:  **Jean Philbert Nsengimana**, Minister of Youth and Information and Communication Technologies (ICTs), *Ministry of Youth and ICTs*, Kigali, Rwanda

13.00 — 14.00  Lunch Break

SESSION 2
Open innovation best practices for public ventures and future visions for open collaborations

14.00 — 14.30  **Sequencing the Human Genome: The Project Archetype for Collaborative Innovation**

Speaker:  **Tim Hubbard**, Academic Faculty, *Wellcome Trust Sanger Institute*, Hinxton, UK

14.30 — 15.00  **Interoperability: A New Paradigm for Fostering Collaborative Innovation**

Speaker:  **Michael Schrage**, Research Fellow, *MIT Sloan School of Management*, MIT, Cambridge, MA, USA

15.00 — 15.30  **Panel Discussion: Open Collaborative Development Models and their Relevance for Public Policy, Particularly in Health**


Panelists include above speakers

15.30 — 16.00  Power-Networking Break
SESSION 3
Film and innovative collaborations

16.00 — 16.30  Innovation in Early Film: Abel Gance’s ‘Napoléon’ (1927)
Speaker:       Kevin Brownlow, Film Historian & 2010 Academy Honorary Award-Winner, Photoplay Productions, London, UK

16.30 — 17.00  Open Collaborations in Film
Speaker:       Sarah Lotfi, Writer-Director, Independent Filmmaker, Denver, CO, USA

17.00 — 17.30  Collaborations in Filmmaking: ‘The Battle of Algiers’ (Golden Lion Award, Venice Film Festival, 1966)
Speaker:       Zaphira Yacef, Artist & Filmmaker, Algiers, Algeria

17.30 — 18.00  Collaborations in the Charlie Chaplin Museum: A Voyage Back to the Future
Speaker:       François Confino, Museographic Architect and Scenographer, Atelier Confino, French Riviera, France

18.00 — 18.30  Panel Discussion: Collaborative Projects Based on the Constructive Interference of Cinematic Visions
Moderator:     Ali Jazairy, Senior Counsellor, Innovation and Technology Sector, WIPO, Geneva
Panelists include Ms. Pia Marais, Writer-Director, Independent Filmmaker, Berlin, Germany and above Speakers

18.30 — 19.00  Film Projection: Award-Winning Short Film ‘Menschen’ (Selected in 17 International Film Festivals)
Filmmaker:     Sarah Lotfi
Thursday, January 23, 2014

SESSION 4
Large innovation infrastructure projects based on open collaborations

9.00 — 9.30  The Innovation Grid: Open Collaborative Innovation in the Zeekracht Project for Wind Energy from the North Sea
Speaker: Laura Baird, Associate, Office for Metropolitan Architecture (OMA), Rotterdam, Netherlands

9.30 – 10.00  Defining the Future Innovation Grid: Desertec’s Energy Grid Project
Speaker: Thiemo Gropp, Co-Founder, Desertec Foundation, Hamburg, Germany

10.00 – 11.00 Panel Discussion: Challenges and Solutions for Implementing Mega-Scale Innovation Projects
Moderator: Ali Jazairy, Senior Counsellor, Innovation and Technology Sector, WIPO, Geneva
Panelists include above speakers

11.00 – 11.30 Power-Networking Break
SESSION 5
Open innovation best practices for public ventures and private firms

11.30 — 12.00  **Open Living Labs: The European Commission-Sponsored Projects for Collaborative Research**

**Speaker:** Bror Salmelin, Policy Advisor to the Director, Directorate General for the Information Society and Media, European Commission, Brussels, Belgium

12.00 — 12.30 **Africa’s Gift to the Silicon Valley: Ushahidi and its Efforts in Collaborative Innovation for Tracking a Crisis in Real-Time**

**Speaker:** Juliana Rotich, Co-Founder and Executive Director, Ushahidi, Nairobi, Kenya

12.30 — 13.00 **Panel Discussion: Recommendations for Public Ventures and Private Firms**

**Moderator:** James Packard Love, Director, Knowledge Ecology International, Washington, DC, USA

Panelists include the above speakers

13.00 — 14.00 Lunch Break

14.00 — 15.00 **Keynote 4: The Future of Knowledge**

**Speaker:** Rem Koolhaas, Founder, Office for Metropolitan Architecture (OMA), Rotterdam, Netherlands

15.00 — 15.30 Power-Networking Break
SESSION 6
Practical implementation of open innovation in the developing world and tools for open collaborations

15.30 — 16.00 Nairobi’s Innovation Hub: *iHub, an Open Space for the Technology Community

Speaker: Rachel Gichinga, Manager, Tech Community, *iHub, Nairobi, Kenya

16.00 — 17.00 Envisioning the Future of Open Collaborations: WIPO’s Guide on the Strategic Management of Open Innovation Networks

Speaker: Ellen Enkel, Head, Dr. Manfred Bischoff Institute of Innovation Management of EADS, Zeppelin University, Lake Constance, Germany

17.00 — 17.30 Power-Networking Break

SESSION 7
Review and closing session

17:30 — 18.30 Panel Discussion: Open Innovation and its Potential for Regional IP-Based Collaboration in the Development and Transfer of Knowledge

Moderator: Ali Jazairy, Senior Counsellor, Innovation and Technology Sector, WIPO, Geneva

Panelists will include all above Speakers

18.30 Closing Address:

James Pooley, Deputy Director General, Innovation and Technology Sector, WIPO, Geneva