



# **EeB-CA<sup>2</sup> Training: Innovation Management**

## Agenda

15th June, 2016, Brussels, Belgium



# Training Agenda – Wednesday, 15<sup>th</sup> June, 2016



9:00	Arrival, Registration
9:30	Presentation EeB-CA <sup>2</sup> project
9:45	Welcome, introduction of participants and agenda overview
10:30	Introduction to innovation management, case study simulation and allocation of roles
10:50	Company life-cycle, vision and innovation audit
11:45	Coffee break
12:00	Evaluation of strengths and weaknesses, identification of trends, definition of the market
13:00	Lunch break
13:30	Evaluation of products and services, definition of innovation fields, identification of potential new business fields, evaluation of chances and risks, organisation landscape (Value chain)
15:25	Coffee break
15:40	Stakeholder analysis, Stakeholders' radar, Innovation roadmapping
16:35	Wrap-up and feedbacks on training
17:05	End of the training

All presented methods will be directly applied by the participants in interactive exercises along case studies of the construction sector

# Training Objectives – Why to participate



- Allow particularly SMEs and research organisations active in the energy-efficient buildings sector and smart cities initiatives to improve and accelerate the market uptake of their innovative technologies
- Give hands-on support on the development of methods and strategies for effective innovation management to enable the further and final development of innovations and successful technology transfer
- Let participants profit from the experience of two trainers with long-term expertise in technology transfer and innovation management
- Great opportunity to get informed and exchange with members of the EeB community

# EeB-CA<sup>2</sup> Training: Innovation Management



**Who can participate?** All organisations having been active in EU-funded energy-efficient building projects and all other interested organisations active in the construction sector

**Participation fees:** 15,00 €

**Register here:** <http://tinyurl.com/hdk3xpf>

**Deadline for registration:** 9<sup>th</sup> June, 2016

**The training is limited to max. 15 participants.**

**Contact person for further questions:**

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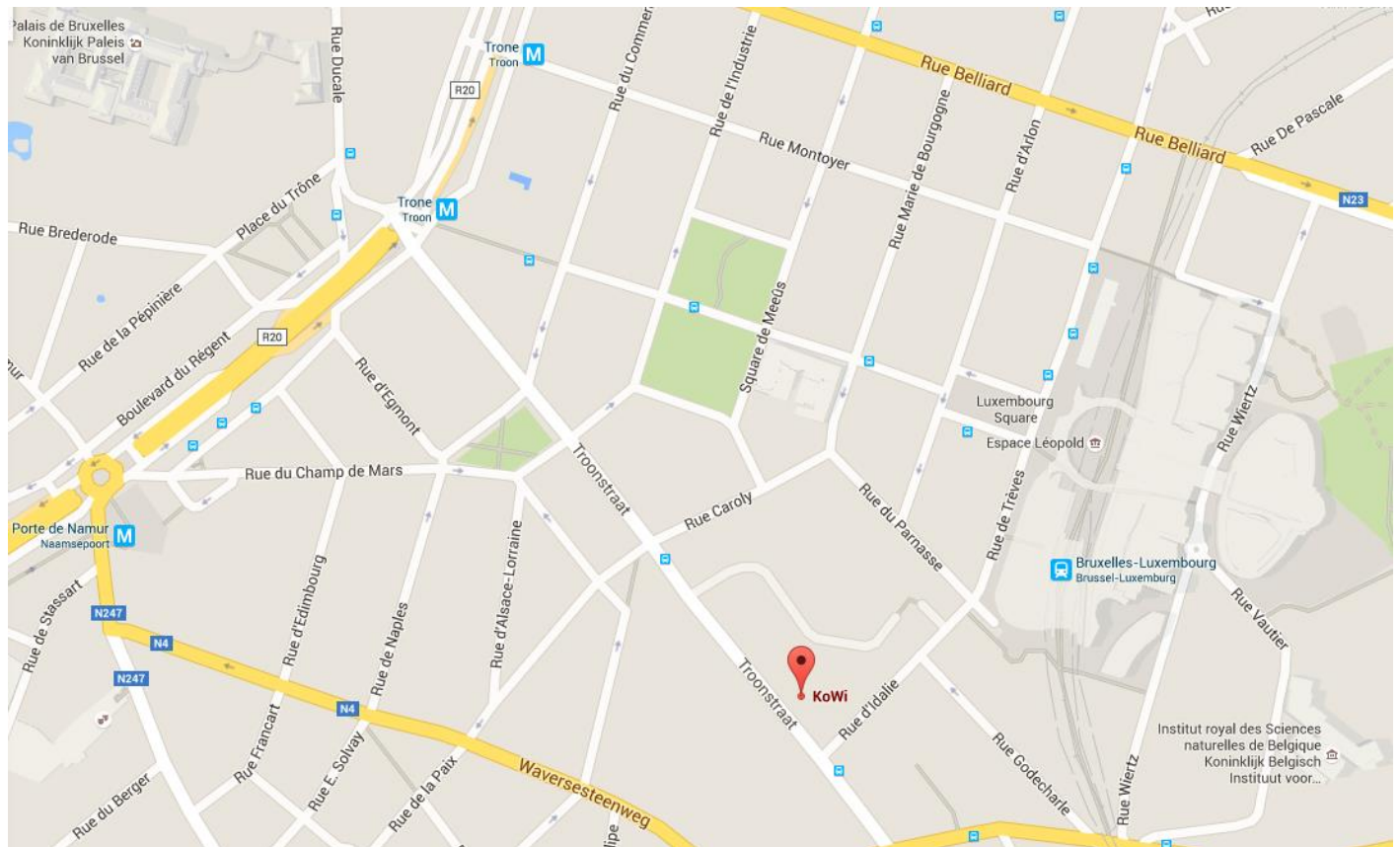
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# Training Location



KoWi  
98, Rue du Trône  
1050 Brussels,  
Belgium

Near Trône  
Metro Station



# Trainers



## Valerie Bahr

Is project manager since 2004 and team manager since 2011 at Steinbeis-Europa-Zentrum, an independent economic entity within the Steinbeis Foundation. She provides consultancy in business development and innovation strategies to SMEs in the field of energy technologies. She supports organizations in international cooperation, cross-border technology transfer, conception and coordination of project proposals, IPR advisory services, and ensures the process of exploitation towards market deployment in EU projects, including technology-related analyses such as technology watch, market surveys, and feasibility studies - currently in EU Smart Cities and Communities projects R2Cities, CITYFiED, SmartEnCity and REMOURBAN.

From 11/2010 to 01/2014 Ms Bahr has coordinated the accompanying measure CONCERTO Premium that was assessing the results of the 22 projects covered by the EU initiative CONCERTO. The main goal was to market the CONCERTO sites as role models for using renewable energy sources, polygeneration and energy efficiency measures all over Europe. From 05/2005 - 05/2011 she has been the co-coordinator of the EU project POLYCITY, an Integrated Project (FP6) on renewable energies and energy efficiency. Ms Bahr is an active member in the sector group Sustainable Construction Energy of the Enterprise Europe Network (<http://een.ec.europa.eu>). Ms Bahr was trained in Biology at the Eberhard-Karls-University in Tübingen and at the Duke University in USA, where she obtained a Diploma in Biology.

## Eduardo Herrmann

Eduardo Herrmann is team leader and senior project manager at Steinbeis-Europa-Zentrum. He has gathered valuable experience by working in the SMEs sector as well as in the research area. Eduardo delivers consultancy services to enterprises and applied research organisations since more than 10 years aimed at supporting them to improve their innovation capacities.

He is an experienced bid writer used to accompany consortium partners and customers alike all over the proposal preparation process: from proof of concept to structuring and writing, up to contract negotiations and, ultimately, implementation and coordination of project activities.

Eduardo has been involved in different construction and energy efficiency related initiatives over the last years, ranging from strategic projects focused on the definition of future research priorities to RTD and innovation projects concentrated on demonstration activities. Eduardo has experience on moderating expert panels, planning and implementing technology roadmapping workshops as well as on delivering trainings on technology transfer and innovation management.

# EeB-Ca2 in a nutshell



- **EeB-Ca2** initiative provides the right set of instruments supporting technology-clustering and geo-clustering upon the whole set of EeB PPP EC-funded projects related to energy efficiency in the built environment, with the following primary ambition: to enhance and rationalise coordinated and broader dissemination, technology transfer and future exploitation activities of clustered projects, so as to help them better promoting and marketing their achievements and deliverables. The projects are clustered along the value-chain approach used in the EeB PPP Roadmap.
- Coordination and Support Action, co-financed under the Energy-Efficient Buildings cPPP
- EeB-CA2 Consortium members:

