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

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

10:30 — 11:30  Keynote 2: Open Collaborations in the
Emerging World: New Paradigms Coupled with
an Eastward-Shifting Center of Balance for Innovation

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 Pia Marais, Writer-Director, Independent Filmmaker, Berlin, Germany, and Chris Auty, Film Producer, London, United Kingdom in addition to above Speakers

18:30 — 19:00  Film Projection: Award-Winning Short Film ‘Menschen’ (Selected in 17 International Film Festivals)
Filmmaker:  Sarah Lotfi
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**


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**


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