



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

prepared by the International Bureau of WIPO

Provisional program



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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**

Moderator: **Peter Beyer**, Senior Advisor, *World Health Organization (WHO)*, Geneva and **Katy Athersuch**, Medical Information and Access Policy Adviser, *Médecins Sans Frontières (MSF)*, Geneva

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**

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

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