



OECD INNOVATION STRATEGY

Workshop on Taking Account of Hidden Innovation

London, 29 October 2007

**Conference Centre
Department of Business, Enterprise and Regulatory Reform
1, Victoria Street, Westminster
London SW1H 0ET**

- 09:00 Arrival and Coffee
- 09:20 Welcome by Vicky Pryce, Director General Economics and Joint Head of the Government Economic Service and David Rawlins, Head of Innovation Policy, Department for Innovation, University and Skills (DIUS)
- 09:30 Presentation by Richard Halkett, Executive Director, Policy and Research Unit, NESTA
- What is Hidden Innovation?
 - What do case studies tell us about the extent of innovation in ‘low innovation sectors’?
 - How do the firms “find” the hidden innovation?
 - What policy recommendations flow from NESTA’s analysis?
- 10.15 Presentation by Professor John Bessant, Professor, Imperial College, London
- What are the drivers of innovation in services?
 - How is innovation organised and managed in services?
 - How can we measure these innovation processes?
- 11.00 Coffee
- 11.15 Presentation by Jørgen Rosted, Director, FORA
- What do case studies and other analysis tell us about emerging trends in innovation: concept innovation, partnership innovation and user-driven innovation?
- 12.00 Lunch
- 13.00 Paal Smith-Meyer, Creative Director, LEGO
Christian Madsbjerg, Partner, Red Associates
- Case study in how LEGO addressed an innovation challenge.
- 14.00 Michael Winnick, Managing Partner, Gravity Tank
- Case study in how UNILEVER addressed an innovation challenge.



- 15:00 Tea
- 15.20 John Dryden, Deputy Director, DSTI, OECD: key points that have emerged during the day.
- 15:30 Policy Round Table
- Ken Warwick, Chair, OECD CIIE, Deputy Chief Economist, BERR
Jorgen Rosted, Director, FORA
Chris Francis, Government Programmes, IBM
José Dos Santos, Adjunct Professor of International Management, INSEAD
Gianluca Salvatori, Minister for Planning, Research and Innovation,
Autonomous Province of Trento
- 17.00 Closure of Workshop

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