



ConnectResearch09

New models of innovation for economic growth and sustainability

OECD in Paris

12-13 November 2009

It is our pleasure to invite you to participate in the third edition of **ConnectResearch**, which builds on two previous successful editions held at Cranfield University in 2007 and in Rome in 2008.



This year the focus will be on new models of innovation and on how innovation can be instrumental in the run towards a sustainable system.

The conference is jointly organised by the Science and Innovation Network of the UK Department for Business, Innovation and Skills, Cranfield University, and the Organization for Economic Co-operation and Development (OECD). This two-day event will focus on the following main themes:

New innovation models

- Making innovation happen through networks: promoting connections and stimulating knowledge flows between large companies, SMEs, research institutes and Universities, in opposition to traditional, 'linear' approaches to innovation
- Brokering of innovation: roles and effectiveness of brokers and intermediaries

Innovation for sustainability and green growth

- Sustainability and eco-efficiency as drivers of business performance
- Incorporating sustainability in firms' strategies - encouraging corporate 'intrapreneurs' for sustainability in large firms
- Promoting the sustainability agenda in different industrial sectors
- Driving demand for innovation/sustainable products - through regulation or public procurement mechanisms.

Speakers will be drawn from a wide range of organisations around the world, providing variety in terms of scope, sector, geographical basis, and links between business, research institutes and government bodies.

The event will start on Thursday, 12th November at 12.30pm and closing on Friday, 13th November at 3pm. Attendance is on invitation basis and no payment fee will be required.