



# 200 SME CHALLENGE

Join us for our final project event

## Open Innovation Contests for SMEs: a Deep Dive

How to design and launch initiatives supporting user-centered open innovation in SMEs

7<sup>th</sup> October 2021, 9:00-13:00 CET, online

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200SMEchallenge, the H2020 project piloting an Open Innovation contest on User Experience design across Europe

For more information visit

[www.200smechallenge.eu/final-event](http://www.200smechallenge.eu/final-event)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

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Moderator: Louis Zezeran

09:00-9:15 CET	<p><b>Welcome messages</b> Robert Gohla, <i>Head of Department at Steinbeis-Europa-Zentrum</i> Luca Mion, <i>Head of Innovation and Techtransfer at Hub Innovazione Trentino</i></p>
09:15-9:45 CET	<p><b>SME innovation support in Horizon Europe</b> Daniel Gassmann, <i>Head of Sector Innovation Ecosystems, EIC Prizes and Procurement at European Innovation Council and SMEs Executive Agency</i></p>
09:45-10:15 CET	<p><b>Learnings from 200SMEchallenge project</b></p> <p><b>The UX Challenge - fostering innovation through an innovation contest for User Experience</b> Nicola Doppio, <i>Hub Innovazione Trentino</i></p> <p><b>How the UX Challenge impacted European SMEs: results from a randomized control trial study</b> Davide Azzolini, <i>Fondazione Bruno Kessler IRVAPP</i></p>
10:15-10:55 CET	<p><b>UX Challenge international testimonials roundtable</b> Testimonials from participants to local UX Challenges (companies, mentors, students, organizers)</p>
11:00-12:00 CET	<p><b>Parallel sessions - experience European innovation trends</b></p>
Workshop 1	<p><b>Design Sprint as an inspiration - how we can include Design Sprint aspects in everyday practice</b> Sabrina Goerlich, <i>DesignSprintStudio</i></p>
Workshop 2	<p><b>Social Innovation: How can innovation agencies support their ecosystem?</b> Iuliana Nichersu, <i>Steinbeis Europa Zentrum</i></p>
Workshop 3	<p><b>A Canvas to design open innovation contests</b> Nicola Doppio, <i>Hub Innovazione Trentino</i> Simone Franzò, <i>Politecnico Milano School of Management</i></p>
Workshop 4	<p><b>Challenge- based learning: an opportunity for universities</b> Roberto Napoli, <i>University of Trento</i> Niina Karvinen, <i>University of Oulu</i></p>
Workshop 5	<p><b>How can you evaluate the impact of your programs?</b> Davide Azzolini, <i>Fondazione Bruno Kessler IRVAPP</i> James Phipps, <i>Nesta IGL</i></p>
12:00-12:15 CET	<p><b>Wrap-up and closing remarks</b> Official launch of the UX Challenge playbook</p>
from 12:15 CET	<p><b>Networking</b> Meet other innovation actors from across Europe on wonder.me</p>

### Workshop 1: Design Sprint as an inspiration - how we can include Design Sprint aspects in everyday practice

The Design Sprint method has shaped the innovation world since the publication of Jake Knapp's groundbreaking Sprint book. This workshop will showcase what a Design Sprint is and how it works, through hands-on exercises and insights on where it can support companies and organizations in their innovation process.

**Sabrina Goerlich** is a Design Strategist and Design Sprint expert from Germany. She is also the founder of the global "Beyond Design Sprint" Community.

### Workshop 2: Social Innovation: How can innovation agencies support their ecosystem?

This workshop will integrate information regarding Innovation and Social Innovation tools, offering opportunities to Innovation agencies to improve their innovation schemes for the SMEs, towards increased competitiveness. The work prepared in the frame of Horizon 2020 DepoSIt project will support the integration of these tools based on a comprehensive Methodology for Innovation Agencies.

**Dr. Iuliana Nichersu** is a project manager at Steinbeis-Europa-Zentrum with a focus on EU-funded projects in the fields of social innovation, SME support and regional development.

### Workshop 3: Learn how to set up an Open Innovation Challenge

The workshop will present a practical tool (Canvas) and a method that can be used by innovation and development agencies and intermediaries to design and set up open innovation contests connecting companies with researchers, students and startups, in given industries or technology domains. The presented tools and methods are based upon current practice at Hub Innovazione Trentino and state of the art design and innovation management approaches at the School of Management of Politecnico di Milano.

**Nicola Doppio** works as Innovation Officer at Hub Innovazione Trentino and is in charge of research-industry open innovation programs, both regionally and EU-wide.

**Simone Franzò** is an Assistant Professor at the School of Management of Politecnico di Milano where he is Member of the Core Faculty. His research interests are in the fields of innovation management, energy management and circular economy.

### Workshop 4: Universities engaging in innovation

The workshop will present and discuss experiences from two innovative European universities in adopting programs and schemes for advancing innovation competences in Higher-Education Institutions. Roberto Napoli from University of Trento will share his 10 years experience in organizing open innovation contests and entrepreneurship experiential programs for students; Niina Karvinen from University of Oulu will share her experience on how to build capacity in academic staff to successfully apply to innovation and commercialization grants.

**Roberto Napoli** works at the University of Trento. He is in charge of industry open innovation programs and internalization.

**Niina Karvinen** is a Business Development Specialist at the University of Oulu Innovation Centre. She coaches students with their business ideas and helps researchers in social sciences to commercialize their research work.

### Workshop 5: How can you evaluate the impact of your programs?

200SMEChallenge is part of a select group of projects that are pioneering the application of an experimental approach to innovation policy. But why should innovation policymakers and practitioners be more experimental, how can this approach be applied and what are we learning?

**Davide Azzolini** is a research fellow at Fondazione Bruno Kessler IRVAPP with a particular interest in evidence-based policy making and program evaluation research.

**James Phipps** is the Head of Economic Analysis and Policy Development at the Innovation Growth Lab at Nesta IGL.