

## iEER Interreg Europe interregional learning – Final event 15<sup>th</sup> & 16<sup>th</sup> September 2022, Helsinki, Finland

### Day 1: THURSDAY, 15 SEPTEMBER 2022

Venue: Vanha ylioppilastalo, Mannerheimintie 3, 00100 Helsinki  
Event language: English  
Type of event: On site

### Scaling European regional innovation ecosystem for deep-tech startups and impact-driven entrepreneurs

*This workshop is dedicated to defining challenges and opportunities of developing regional entrepreneurial ecosystem for impact driven entrepreneurs.*

09.00 – 09.30	Coffee and registration
09.30 – 10.00	<b>Welcome words</b> <b>Mr. Markku Markkula</b> , President of the Board, Helsinki-Uusimaa Regional Council “European Entrepreneurial regions implementing European Innovation agenda”
10.00 – 10.30	<b>Fireball keynotes</b> <ul style="list-style-type: none"> <li>- <b>Mr. Santtu von Bruun</b>, Director of Innovation Ecosystems, University of Helsinki. Building a World-renowned Innovation and Entrepreneurship Ecosystem for Impact-driven Entrepreneurs</li> <li>- <b>Dr. Breda O Dwyer</b>, Director, Centre for Economic and Entrepreneurial Development, Munster Technological University. Crossing the chasm for scale-up.</li> <li>- <b>Mr. Harri Haapaniemi</b>, Senior Manager, and <b>Mr. Mikko Julin</b>, Senior Lecturer, Laurea University of Applied Sciences. Taking stock of iEER Interreg Europe collaboration and proposal for future actions.</li> </ul>
10.30 – 12.30	<b>Workshop part I: Scaling entrepreneurship and innovation ecosystem – impacts for impact driven entrepreneurs</b> <ul style="list-style-type: none"> <li>- Working towards joint projects– <b>Ms. Christine Chang</b>, Head of iEER Interreg Europe, Helsinki-Uusimaa Regional Council following the workshop facilitated by <b>Ms. Aletta Purola</b>, Laurea University of Applied Sciences</li> </ul>
12.30 – 13.30	Lunch
13.30 – 14.30	Workshop part II and conclusion of the day
14.30 – 15.00	Coffee and networking

## Partner meeting (For iEER partners only)

15.00 – 16.30	<p><b>iEER partner meeting (for partner representatives only)</b></p> <p>Venue: Vanha ylioppilastalo, Mannerheimintie 3, 00100 Helsinki Event language: English</p> <p>Agenda</p>
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## Evening programme and Dinner (For iEER partners and stakeholders)

18:00 – 19:30	<p><b>Informal programme: Private city tour by tram</b></p> <p>Let's mingle and see the city! <u>Spårakoff</u> will pick us up near the hotel Scandic Grand Marina. Possibility to buy drinks onboard. Drop-off by the restaurant at 19.30 the latest.</p>
19:30 – 21:30	<p><b>Reception Dinner</b> Restaurant Savotta, Aleksanterinkatu 22</p> <p>Hosted by <b>Mr. Ossi Savolainen</b>, Regional Mayor, Helsinki-Uusimaa Regional Council and <b>Dr. Mari Vuolteenaho</b>, Vice President, RDI, Laurea University of Applied Sciences, Finland</p>

## Day 2: FRIDAY, 16<sup>th</sup> SEPTEMBER 2022

### European Entrepreneurial Regions achieving sustainable and inclusive recovery

*This is the final peer-learning event of the [iEER Interreg Europe project](#) where European regions share their good practices in driving green, digital and inclusive recovery through entrepreneurship and innovation.*

Venue: Musiikkitalo, Mannerheimintie 13 A, 00100 Helsinki  
 Event language: English  
 Type of event: Onsite

8.30 – 9.00	Registration and coffee
9.00 – 9.30	<b>Opening: Entrepreneurship for a sustainable and green recovery</b> <ul style="list-style-type: none"> <li>– <b>Mr. Ossi Savolainen</b>, Regional Mayor, Helsinki-Uusimaa Regional Council, iEER Interreg Europe Lead Partner, Finland</li> <li>– <b>Mr Erwin Siweris</b>, Program Director, Interreg Europe, France (Online)</li> </ul>
9.30– 10.00	<b>Entrepreneurship policy for resilient and sustainable Europe – regions’ response for a sustainable, digital and inclusive recovery—findings of iEER Interreg Europe</b> <ul style="list-style-type: none"> <li>– <b>Dr. Breda O Dwyer</b>, Director, Centre for Economic and Entrepreneurial Development, Munster Technological University, Ireland</li> </ul>
10:00 – 11.00	<b>Panel: Driving green, digital and inclusive transition from policy to action – challenges and opportunities</b> <p>How have European local and regional authorities used different instruments driving green, digital and inclusive transition through entrepreneurship? What worked and what not? What are lessons learned for future development?</p> <ul style="list-style-type: none"> <li>– <b>Ms. María Teresa García</b>, Director General for Entrepreneurship and Cooperativism Generalitat Valenciana, Spain. Regional policy supporting social entrepreneurship and sustainability – experience of Valencia Regional Government.</li> <li>– <b>Mr. Paweł Szeremet</b>, Head of Innovation and Smart Specialization Office, West Pomerania, Poland. Regional policy achieving sustainability goals – case of West Pomerania Innovation Strategy.</li> <li>– <b>Mr. Mauro Terzoni</b>, Head of Social Policies, Labour, Education and Training Department, Marche Regional Authority, Italy. Regional policy fostering entrepreneurship through the European Social Fund.</li> </ul>

	<ul style="list-style-type: none"> <li>– <b>Ms. Lisa Beers</b>, Senior Social Value Advisor, Social Value Unit, Strategic Investment Board, Northern Ireland, United Kingdom. Co-designing economy policy for values.</li> <li>– <b>Mr. Heikki Kallasvaara</b>, Senior Advisor, Coordinator of Industrial modernisation, Regional Smart Specialization Strategy, Helsinki-Uusimaa Region, Finland. Supporting green and digital modernisation – experience of Helsinki-Uusimaa Region.</li> </ul> <p>Moderator: <b>Ms. Annukka Mäkinen</b>, Association of Finnish Local and Regional Authorities</p>
11:00 – 11.30	<i>Coffee break</i>
11.30 – 12.40	<p><b>Panel: Scaling European innovation and entrepreneurship ecosystems for impact-driven business – inspiration for future actions</b></p> <p>What are functional models and support to sustainable and impact-driven entrepreneurs? What can we learn from those to replicate and scale the growth of impact-driven business in the EU?</p> <ul style="list-style-type: none"> <li>– <b>Ms. Sarah Flaherty</b>, External Services Manager, Munster Technological University and Chair of Kerry Hub Network, Ireland. Role of the Hub Network for startup growth in green, digital and social.</li> <li>– <b>Mr. Vicent Diego</b>, President of Federation of Housing and Rehabilitation Cooperatives of the Valencian Community (FECOVÍ) and <b>Ms. María José Vanyó</b>, Director, IUDESCOOP, Social housing cooperative model.</li> <li>– <b>Dr. Martin Wrobel</b>, Professor of Business Administration and Entrepreneurship, University of Applied Sciences Brandenburg, Germany. Scaling for social, green and digital entrepreneurship.</li> <li>– <b>Ms. Sabrina Dubbini</b>, ISTAO Business School, Italy. Entrepreneurship and education: the role of the Community for the economic and social inclusiveness in the regional ecosystem.</li> </ul> <p>Moderator: <b>Dr. Mari Vuolteenaho</b>, Vice President, RDI, Laurea University of Applied Sciences, Finland</p>
12.40 – 13.00	<p><b>Closing remarks</b></p> <ul style="list-style-type: none"> <li>– <b>Ms. Marie-Claire Neill-Cowper</b>, Head of Unit, Directorate for Legislative Work 2, ECON-Commission for Economic Policy, EU Committee of the Regions, Belgium (Online)</li> </ul>
13:00 -14.00	<i>Farewell networking lunch</i>

Event facilitator: **Ms. Christine Chang**, Head of iEER Interreg Europe project, Helsinki-Uusimaa Regional Council, Finland