



ESOF2012 and Science Foundation Ireland invite proposals for the Science-2-Business Programme

Introduction

From July 11th-15th 2012, international researchers, policy makers, business leaders and global media will gather in the Convention Centre in Dublin, Ireland to take part in the Euroscience Open Forum (ESOF) 2012. The conference will represent the largest convergence of the Sciences, Humanities and Culture in Europe in 2012 engendering an exciting opportunity for an interdisciplinary, pan-European meeting which aims to:

- Showcase the latest advances in science and technology,
- Promote a dialogue on the role of science and technology in society and public policy,
- Stimulate and provoke public interest, excitement and debate about science and technology.

A critical element to the conference is the Science to Business Programme which will offer delegates the opportunity to engage with business experts irrespective of what stage their idea, business or their entrepreneurial career might currently be located.

Science-2-Business Programme

The Science-2-Business Programme will be a multi-level set of activities that will offer delegates the opportunity to follow the voyage from Science to Business. It will incorporate:

- Interactive workshops (which will debate the key issues facing nascent and existing entrepreneurs from a scientific background),



- Advisory booths (companies offering free advice),
- Business speed-dating opportunities,
- Visits to local incubation centres,
- Vibrant market place buzzing with the anticipation of potential collaboration.

The programme is built on the premise that delegates who wish to participate in some elements of the Science-2-Business Programme either are now considering starting, or have already started, their entrepreneurial journey, and so they need to ask themselves three key questions:

1. Where am I personally on my journey of Business Knowledge?
2. Where is my business on the journey from Idea Generation to Exit Strategy?
3. Where is my economic environment on the journey from recession to economic growth?

The Science-2-Business Programme has been designed to enable delegates to engage and learn from the programme, no matter where they are located on their journey. Dependent upon their current business skills and industry comprehension, delegates can choose to select from the menu of knowledge options available to them across a range of presentation platforms. The programme will also allow people of all backgrounds to gather information and to make valuable contacts

Call for Proposals

The Science to Business Programme offers 15 workshops which will be held during the Parallel Sessions. Three of these workshops have been pre-determined and are not open for proposals. These are:

Pre-Determined

1. How can more SMEs engage in *Horizon 2020* projects?
2. Visit to Incubation Centres

3. Science to Business Platform

However, the remaining 12 workshops (each of 90 minute duration) are open to the Call for Proposals and the themes for these workshops are as follows:

Open Call

4. How does the economic environment influence opportunities for Science to Business activity?
5. What do we mean by 'Innovative Entrepreneurship' and why should it become an integral part of government policy?
6. What is required to engender greater entrepreneurial activity amongst SET students / graduates?
7. What should universities do to encourage more spin-outs and licensing arrangements?
8. What actions should be taken to reduce the barriers for innovators to start a business?
9. What is the future of Open Innovation?
10. A 90 minute guide on everything you should consider when starting a business.
11. Why are business clusters beneficial to enterprises and regions?
12. What are the challenges involved in building innovative capability?
13. What are the challenges involved in getting Intellectual Property Protection?
14. Multinationals in search of research output and people?
15. What are 'Exit Strategies' and why should I think about them at the start?

Applicants are invited to submit proposals to host a specific workshop on one of the themes identified. As host, you will be responsible for the full 90 minutes of that workshop in terms of selecting speakers, style of delivery, audience interaction, and fit with the overall programme. It is crucial to note that only one proposal will be selected for each theme and therefore it is important to highlight which theme you are proposing to host.

Guidelines for Submission of Proposals

(international, interactive, imaginative)

1. The closing date for entries is **Monday, 13th February, 2012 at 12h00 GMT**. Submissions should be online at <http://www.esof.eu/hub>. Initial enquiries regarding submissions to the Science-2-Business Programme should be addressed to Dr. Thomas Cooney at thomas.cooney@dit.ie.
2. Only one submission will be selected for each Session. Applicants will need to state clearly what Workshop they are applying to host.
3. The winning submission will be responsible for leading the full 90 minutes of their Workshop and for providing feedback afterwards for inclusion on the conference website and any daily news output.
4. The winning submission must clearly demonstrate the following:
 - a. International – at least 3 partners from 3 countries incorporating a strong geographical and organisational spread;
 - b. Interactive – demonstrate how they will ensure that the sessions will be interactive (having simple Questions and Answers does not count),
 - c. Imaginative – submissions identifying imaginative elements to their workshop will receive favourable attention.

Two other criteria will also be used to evaluate the proposals:

- d. Quality – excellence of the proposal and calibre of speakers;
 - e. Gender balance of speakers.
5. All submitted proposals will be evaluated by the ESOF 2012 Science-2-Business Programme Committee. The decision of the Committee will be final. Proposals may be accepted conditionally, subject to specified modifications being implemented.
 6. Participants are responsible for the organisation of their sessions and speakers. The usual set of conference facilities will be available. Proposed sessions must be entirely

self-financing: this includes contributors' travel, accommodation and any organisational expenses. Neither Euroscience nor Dublin City of Science ESOF 2012 can provide financial support towards the cost of organising sessions. However, contributors will be exempted from paying the conference registration fee.

Detailed Submission Procedure

To submit a proposal, go to the ESOF database at www.esof.eu/hub. Create your free user account by registering with the database. Once you have completed your registration, log on to the system using your username and password. On your profile page, scroll down and click “**add a proposal**”.

1. Title of Proposed Session

Please limit the length of title of the proposal to 150 characters. Bear in mind that it is important to attract an audience, so the title should be descriptive, interesting and/or provocative.

2. Choose an ESOF Meeting

Please select “ESOF 2012” from the drop down menu.

3. Choose Programme Stream

Please select “Science-2-Business Programme” from the drop-down menu.

4. Choose a Session Format

Please choose a format for your session. Listed below are a number of suggested session formats but you are encouraged to choose innovative and creative formats for your proposal.

- Interactive round table(s): a flexible format with brief presentation and space for questions, answers and reactions.
- Pro and con debate on a controversial topic.
- Interview: proposers will provide an experienced interviewer and interviewee(s).
- Workshop: a flexible format, led by a speaker experienced in stimulating exchanges of views and using practical exercises.
- Traditional panel discussion: maximum 3-4 speakers (maximum 15 minutes each) followed by extended discussion with audience.
- Other: it is also possible to propose another format that suits your proposal, such as: Pecha Kucha (20 slides, 20 seconds per slide, followed by discussion), fishbowl session, lab sessions (computer-based workshops), “unconference” sessions (facilitated, participant driven event with an informal approach), ‘silent disco’ format. Please explain why you have chosen your format and why it is preferable to those listed above.

Ensure that your proposal leaves sufficient time for questions and debate. *The session should be chaired by an experienced moderator nominated by you.*

5. Abstract

Provide a clear, succinct abstract detailing the proposed activity (maximum 1,500 characters). Highlight the relevance of the proposed subject and the objectives. Please do not list the speakers or summarise their presentations here.

6. Scheduling

Sessions will last for 90 minutes. While it is envisaged that much of the workshop will be interactive, the final 30 minutes should be reserved for questions and discussion.

7. Special Needs and Remarks

Please specify if you have any non-standard technical needs, or if you need a special room configuration (e.g. multiple round tables, theatre style setting etc.).

8. Session Organiser

Please provide details of the session organiser who will be responsible for all organisational matters relating to the proposal. The Session Organiser must be present in Dublin. Please fill in all of the following fields:

- First name
- Surname
- Institution/organisation
- Address
- Telephone number
- Email

9. Speakers

Please provide a list of confirmed speakers. Please note that the Committee reserves the right to re-assess proposals if the final list of contributors differs substantially from the initial proposal. Please fill in all of the following fields for each speaker:

- First name
- Surname
- Gender
- Discipline / field of expertise
- Institution/organisation
- Country
- Contact details (address, telephone number, email)
- Brief explanation of why he/she has been chosen (maximum 1,000 characters)

If you have any questions or comments relating to the submission process contact the project team at info@esof2012.org.