

SYMBIOGORA FORUM February 20, 2019, Paris "Combine anchoring and modernity, global and local"

How to develop an innovative ecosystem in a traditional territory?

An ecosystem is all the more powerful as innovative actors bring traditional actors with them.

The ecosystem, often associated with the dynamics of some very innovative companies, makes sense in its capacity to train a large number of actors of the territory: traditional companies, SMEs and ETI, laboratories, schools and universities, carriers of all kinds of human wealth. Should we privilege the power of the radiation outside to attract the best companies and the best talents or privilege the setting in motion of the traditional economy in proximity, that which creates more in depth jobs, wealth and the social vitality? And if it was one by the other?

The Mittelstand: a virtuous ecosystem to combine tradition and innovation?

In each German valley, there is an SME which exports, in each big town, an ETI world leader in its specialty. Did the Germans find a model of ecosystem gnawing tradition and innovation? Is this model specific, cultural, fully operational? How to be inspired by it for our territories?

To apprehend this reality, Claudine Villemot-Kienzle explores this German reality around 3 witnesses present with us: a look at the world of startups, a look at the point of view of mid-sized companies and a look from the point of view of the territories.

09:00 - 09:20 **Opening: Combining anchoring and modernity, global and local**

Tradition and / or Innovation? Should we privilege the power of the radiation outside to attract the best companies and the best talents or privilege the setting in motion of the traditional economy, that which creates more in depth jobs, wealth, social vitality? And if it was one by the other?

This second Forum raises the debate and takes us to different European territories to share inspiring experiences and allow participants to grasp concrete responses to this important issue.

Speakers:

Michel Saloff-Coste, Catholic University of Lille, Director of Foresight
Vincent Gollain, Institute of Urban Planning and Development of the Ile-de-France Region,
Director Department Economics
Olivier Réaud, In Principo Founder & Strategic Facilitator

09:15 - 09:45 **Put in perspective: The strategic challenges of the territorial economy**

Odile Soulard, an economist at the IAU, offers a global perspective on the strategic, operational and cultural challenges facing Paris as an ecosystem of ecosystems.

Speaker: Odile SOULARD, Urban Planning Institute of Ile-de-France, Economist

09:40 – 10:40 Inspiring territories: Mittelstand & Startups at the heart of German success

Claudine Villemot-Kienzle, social architect, founder of the Center for Human Emergence, Germany based for more than twenty years in Munich takes us to the heart of the German Mittelstand with 3 actors emblematic of the vitality of the Mittelstand, a continuum of local ecosystems covering an important part of Germany:

- **Florian Huber**: a look at the world of startups, how their vitality is combined with the ecosystem of traditional businesses?

- **Christine Kienhoefer**: the point of view of the famous German mid-market companies, how do they drive local ecosystems with a global excellence strategy?

- **Claudia Gläser**: the point of view of a territorial manager, how does she manage a rich diversity of actors in a dynamic constantly renewed and still anchored in the reality of territories?

Florian Huber is a German entrepreneur and startup investor based in Berlin and Munich. He is the founder of united-domains (sold to 1&1 group), neubau kompass (Germany's leading real estate marketplace for new residential constructions) and an active angel investor in more than 30 startup companies. He was awarded the title "Business Angel of the Year 2018" in Germany by the German Business Angels Association.

Claudia Gläser CEO of GLÄSER GMBH, a group operating in the USA, China and Mexico, specialized in hydraulic control systems. Claudia Gläser is president of the Chamber of Commerce and Industry of the North Black Forest, a member of the Board of Directors of various companies as well as a member of the Appointment Committee of Teachers for Work-Study Training at the University of Stuttgart. She is an economic advisor to the Federal Commission for Family Enterprises and SMEs. She has received several distinctions, in particular from the Ministry of the Economy of Baden Württemberg.

Christine Kienhoefer

CEO of the FELSS group until 2017, an ETI specialized in precision mechanics, present worldwide with more than 500 employees. She is member of the Board of Directors and advisory board of various companies. She was member of the plenum of the Chamber of Commerce of the North Black Forest until 2017, Vice-President of the VDMA Baden-Württemberg until 2015, Commercial judge at the Chamber of Commercial Affairs of Pforzheim until 2015, Advisor University of Applied Sciences Pforzheim until 2014.

10:40 – 10:50 Core question: How to develop an innovative ecosystem in a traditional territory?

Vincent Gollain, Director Economics Department - Ile de France Institute of Urban Planning, asks the strong question of our Forum N° 2:

How to develop an innovative ecosystem in a traditional territory? In the light of the interventions, compared to the experiences of each one, what are for you, participants of this 2nd Forum, the experiences to share, the practices to be developed, the solutions, to combine the new and existing actors of a territory in dynamics of innovation, dynamics of territorial value creation?

This question will be that of the Open Forum. Participants will be asked to propose 12 initiatives to work in one hour in collaborative dynamics.

11:10 – 15:30 Open Forum: 12 Collaborative Intelligence Workshops to Share and Co-Develop Concrete Peer Solutions

The participants propose and select their theme and treat it in the workshop. What feedback from the dynamics of territorial innovation? What opportunities? What practices to share?

The participants return their workshop in plenary.

What feedback from the dynamics of territorial innovation? What subjects in tension? What practices to share?

Two times of 6 workshops are scheduled in 6 different areas of the IAU.

The participants return their workshop in plenary.

15:45 - 15:55 **Symbiogora: the Learning Community in action**

The Symbiogora Learning Community is in action: first feedback, expectations and developments.

How to contribute? How to develop a concrete utility for a maximum of members involved?

Speakers:

Carine Dartiguepeyrou, Uniqueness, Futurist

Michel Saloff-Coste, Catholic University of Lille, Director of Foresight

Olivier Réaud In Principo Founder & Strategic Facilitator

15:55 - 16:25 **Case study: The mobilization of the imaginary, key of the living ecosystems**

Frédéric Rousseau, an executive in a major construction company and a transdisciplinary master's student at ESTP, brings an innovative perspective to the dynamics of territorial ecosystems by focusing on the emergence of social imaginaries as an activation lever.

Speaker: Frederic Rousseau, ESTP, Special School of Public Works, Building and Industry, Transdisciplinary project management teacher

16:25 - 17:10 **Round Table moderated by Carine Dartiguepeyrou**

Dominique Turcq, Claudine Villemot-Kienzle, Vincent Gollain, Eric Seuillet and Michel Saloff-Coste put their lessons from the Forum into perspective and discuss the expectations of actors in the regions

17:10 - 17:20 **Conclusion: next steps, Symbiogora rendezvous in the Territories**

Feedbacks on the day, practical information on the follow-up initiatives and upcoming dates of the Territories Workshops.

Speakers:

Michel Saloff-Coste, Catholic University of Lille, Director of Foresight

Olivier Réaud, In Principo Founder & Strategic Facilitator

<https://live.eventtia.com/fr/symbiogoraforum2>