

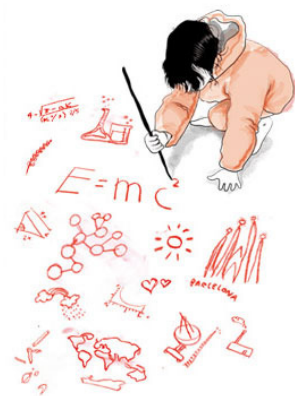
A FORUM FOR LEADING SCIENTISTS, YOUNG RESEARCHERS, POLICY MAKERS, BUSINESS PEOPLE AND JOURNALISTS

# EUROSCIENCE OPEN FORUM

# ESOF 2008

## SCIENCE FOR A BETTER LIFE

## BARCELONA, JULY 18-22



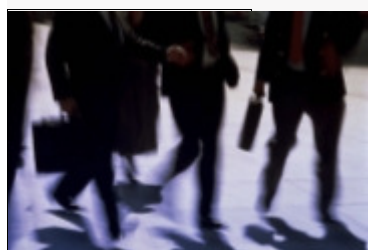
Newsletter - October 2007

### WELCOME TO ESOF2008'S FOURTH NEWSLETTER

EuroScience Open Forums provide the only Europe-wide opportunity for everyone working in or with an interest in research to meet and debate the direction that European research is taking, and the issues that research raises.



### BUSINESS OPPORTUNITIES AND INNOVATIONS PROGRAMME



ESOF2008 team has created a programme new to this third forum, specifically aimed at business opportunities and innovations. This programme will be **a platform to exchange ideas and experiences for delegates from industry and research sectors**, and aimed at understanding better the synergisms lying beyond business opportunities development.

The business opportunities and innovation programme will be supported by ESOF2008 and local partners. The format of this element of the programme will be dynamic and **foster debate among participants and include roundtable discussions**.

Businesspeople interested in participating in this programme are warmly invited to contact Anaïs Le Corvec ([anaïs.lecorvec@esof2008.org](mailto:anaïs.lecorvec@esof2008.org)).

## PROGRAMME UPDATE: ESOF2008 SCIENTIFIC PROPOSALS

During its last meeting, last month, the Programme Committee reviewed all the scientific proposals received and finalised the selection process. The session organizers will receive in brief a letter of acceptance or rejection.

In addition, the Programme Committee decided to create **a new theme, named “Communicating Science”**, to take into account a significant number of proposals submitted on this subject. At the same time, the theme “Demography in an Ageing Europe” was suppressed due to the low number of proposals received.

**More than 50% of the accepted proposals came from Spain, United Kingdom and Germany, reflecting their more active role in submitting proposals.**



## BARCELONA CHAMBER OF COMMERCE



**What are the policies and programmes of your institution regards to industrial research and innovation?**

Innovation cannot be generated by a single policy or set of measures. A range of policies – at EU, national and local level – need to be fine-tuned to support innovation. The entire policy framework must not only allow for innovation but encourage and reward it. Enterprises need to be put in the centre to allow for truly business-driven innovation. Actions are needed across policy areas ranging from the foundations of our education system to the practical exploitation of new ideas.

**From the point of view of your institution, how important are R&D and innovation for the future of Europe's competitiveness?**

For an institution like ours, which represents all companies in Barcelona, innovations come into being and are implemented in various sectors. However, enterprise is in many ways the key to innovation. Competition is the driver for companies to increase their competitiveness and productivity, and to innovate, but only successful and profitable companies can continue to invest in innovation.

**What is your assessment of the current trend of innovation and industrial research in Europe, as well as the critical areas and challenges for the future?**

Industry participation in EU research programmes is a key element in fostering European competitiveness. However, industry participation in the Sixth Framework Programme has declined due to bureaucracy, long procedures, and complicated project management rules.

To achieve the Lisbon goals, around 700,000 researchers are needed by 2010. But Europe faces serious difficulties in producing enough researchers, in retaining researchers and in attracting high qualified scientists from abroad.

## How can ESOF contribute to promoting the links between science, higher education, industrial research and innovation?

There are several initiatives which are high-priority. These include the promotion of interdisciplinary work and mobility, improving evaluation procedures, establishing closer ties between higher education and research, preferential treatment of innovation and technology transfer and development of new technologies, a successful transition to become an information society, and closer links between science, the natural environment and enterprise.

Read more: [http://www.esof2008.org/?id=150#new\\_commerce](http://www.esof2008.org/?id=150#new_commerce)

## ESOF2008 AND BARCELONA CITY COUNCIL

by Jordi Roca i Carles, Director of City of Knowledge, Economic Promotion, Barcelona City Council.

**Barcelona will be the focus of the European scientific world in July 2008.** It will be a great opportunity to promote the city environment, but also research and innovation taking place here.



The City Council sees ESOF2008 as an unique opportunity to **immerse the city with science and research** and to become for a week the focus for disseminating scientific research and is an active supporter of the event. The Department of Economic Promotion has provided the support of both the Inner Economic Promotion department, which supports SMEs in Barcelona, and the City of Knowledge, which promotes knowledge policies. From an operational perspective, we represent part of the Local Organising Committee, and facilitating logistics during the forum.

All the great events that take place in the city are measured in terms of the business volume they generate, such as the number of overnight stays, and the number of euros participants spend on purchases. ESOF2008 will use other measurements, which are more apparent over the middle- and long-term, such as **the benefits of business relationships, curiosity about science, or perhaps an interest in a scientific vocation** after four days immersed in a rich science and research environment.

Read more: [http://www.esof2008.org/?id=150#new\\_barcelona](http://www.esof2008.org/?id=150#new_barcelona)

## ESOF2008 AND CIDEM (CENTER FOR INNOVATION AND BUSINESS DEVELOPMENT)

by Mrs Carme Botifoll, General Director of Innovation and Internationalisation, Government of Catalonia.



The current economic situation is characterized by **strong and increasing competitiveness in the market** and in this context, economies such as the Catalan are exposed to a process of constant and intense change. The introduction of new economies in the world's macroeconomic scene is reflected by the increase of high-potential competitors which have low production costs, which, in turn, affect open and advanced economies such as the European and the Catalan ones.

This context involves **important challenges for Catalonia**, but it also gives us the great opportunity of carrying out changes in the productive base of our economy while developing our knowledge economy, research, development, innovation and new technologies.

**Remaining competitive requires a strong investment in science and technology**, which significantly contribute to economic growth, the creation of high-quality jobs, prosperity and quality of life, therefore improving the welfare state. This is a major test for the EU. Overall, R&D investment as a share of GDP accounted for 1.84% in 2005. This was a lower rate than in the US or Japan. On current trends, moreover, China will be closing its gap with the EU by 2009.

Read more: [http://www.esof2008.org/?id=150#new\\_cidem](http://www.esof2008.org/?id=150#new_cidem)

## EUROSCIENCE PRESIDENT PRESENTS PLANS FOR ESOF2008 TO EUROPEAN PARLIAMENT COMMITTEE - PROF. ENRIC BANDA AT EU ITRE HEARING ON 2 OCTOBER

Plans which will bring together cutting-edge research issues from across European science, at ESOF2008 in Barcelona, were presented to the **ITRE European Parliament Committee on 2 October 2007**. Professor Enric Banda, President of Euroscience and co-chair of ESOF 2008, made the presentation and engaged in an exchange of views with the Committee.

**The role of ESOF 2008 was described by Professor Banda: "The EuroScience Open Forum is a multidisciplinary meeting of scientists, policy makers, and journalists and science communicators, plus business people, teachers and students and individuals in general. This range of audiences makes ESOF unique."** The event will bring together thousands of scientists across all disciplines, and members of the public, to participate in events on cutting-edge science dealing with European science issues ranging from the health of the human mind and body to energy security and climate change. Dr Banda sees ESOF as making a clear



Centre right: Professor Enric Banda presents to the EP ITRE hearing

contribution to European integration and collaboration.

The hearing was held by the European Parliament's Industry, Research and Energy Committee (ITRE) chaired by Angelika Niebler of Germany. ITRE's responsibilities include the European Union's policy on research and its exploitation. The ESOF 2008 session, held at 15:00hrs on 2 October, was followed at 16:00 by a press conference on 'European science and technology and its links to wealth and social progress', attended by Dr Enric Banda and Mrs Teresa Riera Madurell.

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## EUROSCIENCE CELEBRATES ITS TEN-YEAR ANNIVERSARY



Euroscience, the pan-European association representing European scientists of all disciplines, will celebrate its tenth anniversary on 10 November at a formal ceremony at the Palais Universitaire of Strasbourg.

**Highlights include presentations from Ingrid Wüning, co-chair of ESOF2008, a roundtable with Catherine Trautmann MEP, who is the vice-chair of the Committee on Industry, Research and Energy (ITRE) and the 2006 Rammal Prize winners, Gérard**

**Lefranc and Dr. Majed Chergui.**

Dr Enric Banda, President of Euroscience, will welcome distinguished guests at the ceremony and at an evening reception hosted by the City Council at the Hotel de Ville of Strasbourg.

The history and highlights of Euroscience's activities during the last ten years is documented in a publication 'Euroscience's next objectives:100 years'. It is available free of charge by contacting the Euroscience office at: [office@euroscience.ws](mailto:office@euroscience.ws).

Read more: [http://www.esof2008.org/?id=150#new\\_euroscience](http://www.esof2008.org/?id=150#new_euroscience)

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## ESOF2008 PLAYS ITS PART AT EUROPEAN RESEARCH MEDIA RELATIONS SEMINAR IN DUBLIN

Why is public relations important to the European research community? How is it handled across Europe? What is the scale of the problem caused by poor media relations across Europe?

These were some of the questions discussed at a **seminar on European research public relations** organised by the Irish Research Council for Science, Engineering & Technology in association with AlphaGalileo Foundation at The Royal Irish Academy in Dublin on 17 October.

ESOF2008 representatives Jaume Urgell, Communications Director, and Isabelle Bonhoure described how **delegates could take the debate further at ESOF2008, Europe's only multidisciplinary forum, to be held in July 2008.** Read more: [http://www.esof2008.org/?id=150#new\\_media](http://www.esof2008.org/?id=150#new_media)



From L-R: Jaume Urgell and Isabelle Bonhoure both of ESOF 2008, with Wesley Forsythe, Irish University Association and Martin Hynes, Executive Director of IRCSET

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## HELP PROMOTE ESOF2008



As someone involved in the research community, you can contribute to the success of this important event by **promoting ESOF2008 through your institution, colleagues, students, network of contacts and friends**. Please feel free to forward this email and ask them to register online in order to become members of the ESOF community. You can register using this link.

For more information, contact:  
[jaume.urgell@esof2008.org](mailto:jaume.urgell@esof2008.org).

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## LINK TO PREVIOUS ESOF2008 NEWSLETTERS

- <http://www.esof2008.org/?id=108>
- <http://www.esof2008.org/?id=123>
- <http://www.esof2008.org/?id=137>

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