



# VIIth European Mountain Convention

"European Mountain Regions- A spirit of Innovation"

15<sup>th</sup>-17<sup>th</sup> September 2010, Lillehammer, Norway



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NORWEGIAN MINISTRY OF LOCAL GOVERNMENT  
AND REGIONAL DEVELOPMENT



## Innovation - Key driver for sustainable development in European Mountain Areas

Innovation, in conjunction with research, is part of the "EU 2020 strategy" the European Union and its Member States recently chose to respond to the economic crisis and to energize European businesses.

*"The exit from the crisis should be the point of entry into a new sustainable social market economy, a smarter, greener economy, where our prosperity will come from innovation and from using resources better, and where the key input will be knowledge."*  
Source: EU 2020 strategy

Being the main event in the European mountain calendar the 7<sup>th</sup> **European Mountain Convention** will adapt to this focus in order to contribute to the establishment and better understanding of innovation throughout Europe. Entitled "**European Mountain Regions – A spirit of Innovation**", the conference will examine the process of innovation and tools needed in order to innovate. A common understanding of innovation will be achieved through the presentation of innovation theories and practical examples. Furthermore, we will focus on sectors that are essential for the development of sustainable mountain areas. We will examine good practices and knowledge in areas, such as energy, protected areas, tourism, forestry and public sector.

A **statement** regarding the position of the European mountain stakeholders on innovation issues will be released after this event.

## Euromontana – Who we are

Euromontana is the European multisectoral association for co-operation and development of mountain territories. It embraces regional and national mountain organisations throughout greater Europe, including regional development agencies, local authorities, agriculture organisations, environmental agencies, forestry organisations and research institutes.

Euromontana's mission is to promote living mountains, integrated and sustainable development and quality of life in mountain areas.

In order to achieve this, Euromontana facilitates the exchange of information and experience among these areas by organising seminars and major conferences, by conducting and collaborating in studies, by developing, managing and participating in European projects and by working with the European institutions on mountain issues.

### Euromontana

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## Languages of the conference

English, French, Norwegian

## Participation fee

120€ (100€ for Euromontana members)

## Registration

To attend the conference your registration on-line will be required before the 15<sup>th</sup> of August. Please register by using the link on our homepage [www.euromontana.org](http://www.euromontana.org) or on Fjellregionsamarbeidet (The Norwegian Mountain Regions Cooperation) page [www.fjellregionsamarbeidet.no](http://www.fjellregionsamarbeidet.no). If you have a problem please contact us at: [amh@hedmark.org](mailto:amh@hedmark.org) or call the Euromontana secretariat at: +32 2 280 42 83.

## Accommodation

Conference organizers have reserved a limited number of rooms at negotiated rates in Lillehammer at the **Radisson Blu Lillehammer Hotel** and **Birkebeineren Hotel**. Please register as early as possible to benefit from getting a room out of this contingent. When registering online you will have the option to choose the hotel you want to stay in. The room will be reserved after having finished the conference registration. The **hotel reservation will only be validated after having paid the registration fee by bank transfer.**

## How to get to Lillehammer?

### To Oslo by plane

- There are 3 airports close to Oslo, all connected to Lillehammer by train or bus. Conference organisers recommend arriving at **Gardermoen airport**, which is closest to Lillehammer.



### From Oslo to Lillehammer by train/bus

- Travel time to Lillehammer will vary from 1h45 to 4h18 depending on which airport you choose.

### Within Lillehammer by bus/taxi/foot

- **Bus 6** direction **mot Nybu** – get off at **Maihaugvegen** or at **Martin Seipsveg**
- Taxis can be ordered by phone: 0047 61 22 20 20
- Both hotels and the conference room are 20 minutes walking distance from the railway station

*More information available on [www.euromontana.org](http://www.euromontana.org)*

## AGENDA

### Wednesday 15<sup>th</sup> of September - Study trip

- Study visits from 8.30 AM to 4 PM for **Euromontana members attending the Euromontana General Assembly**
- ⇒ **Euromontana General Assembly** from 5 PM to 8 PM
- Study visits from 8.30 AM to 6 PM for **participants not attending the Euromontana General Assembly**
- **8 PM—Dinner at the Radisson Blu Hotel** (not included in the conference fee)



Photos: Statkraft, Valdres Natur og Kulturpark

### Thursday 16<sup>th</sup> of September

#### MORNING — CONCEPTS OF INNOVATION: DEFINITION

**Objectives:** Defining the concept and promoting a broader definition of innovation with high profile representatives communicating their views and perspectives.

#### 9.00 Welcome and opening

- \* **Audun Tron** - President of Oppland County council
- \* **André Marcon** - President of Euromontana
- \* **Synnøve Brenden** - Mayor of Lillehammer

#### 9.30 Innovation at the centre of European policies for tackling economic crisis: what perspectives for mountain areas?

Agnes Hubert, European Commission, Bureau of European Policy Advisors (BEPA) (tbc)

#### 9.50 Liv Signe Navarsete, Norwegian Minister for Local Government and Regional Development

"Promising examples of innovative development in Norwegian Mountains"

#### 10.05 Jonas Gahr Støre, Norwegian Minister for Foreign Affairs (tbc)

#### 10.50 Jose Pacheco, Massachusetts Institute of Technology

"Taking world class innovation and making it real in mountain areas"

#### 11.35 Jacqueline McGlade, Director, European Environment Agency

"Mountains as a laboratory for a new model of green growth"

Launch of the report "**Integrated study of the European mountain areas**"

#### 12.10 Lunch at Radisson Blu Hotel

#### AFTERNOON — DEFINITION, THEORIES, METHODS OF INNOVATION

**Objectives:** Creating a mutual understanding of innovation through the presentation of innovation theories and examples. What are the differences between innovation in the mountain regions and innovation in general? Are there special theories and methods we may use in mountain areas?

#### 14.00 Michel GODET – Professor-Doctor Paris Sorbonne 4

*Introduction: Territorial creativity and innovation: lessons to be learnt for rural and mountain areas*

#### 14.30 Parallel sessions I: how to innovate in mountain areas?

**Workshop 1:** Relations between businesses, research and universities in the development of new ideas

**Workshop 2:** Education and training possibilities to stimulate development in mountain areas

**Workshop 3:** Involving mountain actors in clusters: how to foster innovation in a bottom-up approach?

**Workshop 4:** Developing innovation through multinational cooperation

#### 16.30 Presentation of conclusions from the workshops—comments by innovation experts

#### 17.30 End of the second day of the conference

#### 20.00 Dinner at Radisson Blu Hotel

### Friday 17<sup>th</sup> of September

#### MORNING — INNOVATING IN KEY SECTORS OF MOUNTAIN AREAS

**Objectives:** Exchanging good practices and knowledge on innovation created in sectors that are key for the sustainable development of mountain areas.

#### 9.00 Parallel sessions II:

**Workshop 5:** Innovative processes in energy saving and renewable energies in mountain areas

**Workshop 6:** Innovating in the governance of rural protected areas and the relation with sustainable tourism

**Workshop 7:** Forestry and wood-based products from mountain areas

**Workshop 8:** Innovating in the public sector in mountain areas

#### 11.00 Presentation of conclusions from the workshops

#### 11.30 Round table discussion: Building an action plan for the development of innovative initiatives in European mountain areas

Which improvements of the policy framework? Which action plan for cooperation and partnership in mountain areas?

**Introduction** by **William Roe** - National Endowment for Science, Technology and the Arts (NESTA) - United Kingdom: **Opportunities in rural innovation: key findings from the NESTA study**. Participation of European and national political representatives of mountain areas, OECD, European Commission and European Parliament, NGOs and businesses.

#### 13.00 Concluding remarks:

**André Marcon** - President of Euromontana

**Svein Borkhus** - President of Fjellregionsamarbeidet (The Norwegian Mountain Region Cooperation)

#### 13.20 Lunch and end of the conference

The updated agenda is available on [www.euromontana.org](http://www.euromontana.org)

We suggest you may take the opportunity to stay the weekend in Lillehammer. You will find more information about what you can visit on: <http://www.lillehammer.com/index.php/en.html> (Tourist Information website)