

IncredibleEurope Summit 2010

“Re-learn to lead. Re-learn to create.”

gathers some of the most influential innovative and creative changemakers
of today and tomorrow with the goal to think Europe 2049 – Act now!

AGENDA 2010: RE-LEARN TO LEAD. RE-LEARN TO CREATE.

Date: 9. – 11. June 2010

Venue: Kursalon Vienna, Johannesgasse 33, 1010 Vienna

Wednesday, 09 June 2010 - Workshops / on invitation only

Thursday, 10 June 2010

09:30 am Registration

10:00 am Opening – Welcome to Vienna

Selma Prodanovic (CEO Brainswork, Initiator IncredibleEurope)

Brigitte Wolf (Director, Austrian Broadcasting Corporation, Austria)

10:15 am Inspirational introduction

Edward de Bono (Author, global leading authority in the field of creative and conceptual thinking, Malta)

10:30 am Envisioning Europe in 2049 - anybody out there?

*Scenario building - looking at the future of Europe in global context.
Which role will creativity and innovation play?*

Gerald Bast (Rector, University of Applied Arts Vienna, Austria)

Edward de Bono (Author, creative mastermind, Malta)

Maja Lalic (Organisation Director, Mikser, Serbia)

Patricia Mussi (MD, European Forum Alpbach, Austria)

Manfred Reichl (Senior Advisor, World Economic Forum, Austria)

Chair: **Alfred Strigl** (CEO, Plenum, Austria)

11:30 am Coffee break

12:00 pm Inspirational introduction

Cameron Sinclair (CEO, Architecture for Humanity, GB/USA)

12:15 am **How responsible is creativity?**

Interactive plenary session - Whom are creators responsible to?

Michael Conrad (President, Berlin School Creative Leadership, Germany)

Mirko Ilic (Star graphic designer, Bosnia-Herzegovina/USA)

Sandra Luzia Schafroth (MD, Swiss Architecture Museum, Switzerland)

Cameron Sinclair (CEO, Architecture for Humanity, GB/USA)

Chair: **Martina Fineder** (Senior Researcher, University of Applied Arts, Austria)

01:15 pm Lunch

02:30 pm **If my voice was to make a difference, I would...**

Open session

03:00 pm **How creative is innovation?**

Interdisciplinary plenary session - Where is the connection between creativity and innovation?

Nikolaus Franke (Professor, Vienna University of Economics, Austria)

Ranja Reda (Research Fellow, Nuclear Physics & Business Maths, Austria)

Johan Stael von Holstein (Co-Founder, dot-com companies, Sweden)

Felix Thun-Hohenstein (CEO 3M, Initiator Zukunft Innovation, Austria)

Gentry Underwood (Director of Knowledge Sharing, IDEO, USA)

Chair: **Jillian de Beer** (CEO, de Beer Communications, New Zealand)

04:00 pm **Demonstration/Presentation of innovations, products/projects** (**garmz**)

04:10 pm Coffee break

04:40 pm **Innovation in creativity financing**

Interdisciplinary plenary session - Are there innovative ways of financing?

Doris Agneter (CEO, AVCO/CEO, tecnetcapital, Austria)

Stefan Glänzer, (CEO & Founder, Whitebearyard, RJDJ and Mendeley / Founder of last.fm, UK)

Rudi Kobza (CEO, LOWE GGK, Austria)

Niko Slavnic (Business Angel, Slovenia)

Chair: **Muhamed Mesic** (Consultant, Brainswork, Bosnia-Herzegovina)

05:40 pm **STARTEurope pitches**

Presentations of best ideas from STARTup Live)

- 05:55 pm **Informal open space (optional)**
with Incredible Angels and selected speakers
Incredible Angels: Mirko Ilic, Jillian de Beer, Ab Kuijer
- 07:00 pm **"Brainswork - Make a Difference-Awards"**
Awards for outstanding people employing their unique creativity & vision to enable change and encourage others to make a difference.
(Winners to be announced on location)
- 07:30 pm **After work lounge with DJ (Radio Wien)**

Friday, 11 June 2010

- 08:30 am **Morning waltz** (registration needed)
Heike Paul (CEO, Heike Paul Studios, Austria)
- 09:00 am **Eat your creativity (introductory note)**
The importance of food rituals & culture for identity -
If we started the day with more creativity, would the day be more creative?
Martina Hörmer (CEO, Ja! Natürlich, Austria)
Martin Hablesreiter & Sonja Stummerer (CEO, Honey&Bunny, Austria)
- 09:15 am **Business as (un)usual**
Interactive plenary session - already known businesses but with another approach, another point of view
Julia Cassim (Research Fellow, Royal Art College, Inclusive Design, UK)
Gabriele Gottwald-Nathaniel (CEO Anton Proksch Institute and CEO gabarage upcycling design, Austria)
Lisa-Elena Hampel (CEO, DanklHampel, Austria)
Friedrich Wille (CEO, Frey Wille, Austria)
Chair: **Ab Kuijer** (CEO, JuniorSenior, The Netherlands/France)
- 10:15 am **Demonstration/Presentation of innovations, products/projects (Hypersphere)**
- 10:25 am Short coffee break

10:40 am **Industry needs (no) creativity?**

Interactive plenary session - How much creativity does the industry need to be successful?

Antonija Pacek (Representative, Centre for Creative Leadership, Austria)

Eric Pötttschacher (CEO, Shapeshifters, USA)

James Skone (Professor, University of Applied Arts Vienna, Austria)

Christoph Thun-Hohenstein (CEO, departure, Austria)

Chair: **Rudolf Greger** (Managing Partner, GP designpartners, Austria)

11:40 am **Eat your creativity** (brunch)

01:00 pm **Connecting creatives** (*Open session*)

Harald Katzmaier (CEO, FAS.research, Austria)

Eric Pötttschacher (CEO, Shapeshifters, USA)

01:45 pm **The 2010 charter - towards IncredibleEurope 2049**

Workshop - Every participant will be able to voice his/her opinion and shape the vision of Europe.

Claus Bindslev (Bindslev AS, organizer C40 cities, Denmark)

Toyah Hunting (Consultant and producer, Bindslev AS, Denmark)

03:15 pm Soft closing

Beginning of entrepreneurship weekend **STARTup Live** (in cooperation with **STARTeurope**)