

SCIENCE, MEDIA AND DEMOCRACY CITIZEN-CENTRED APPROACHES TO SCIENCE

25 - 26 September 2014
European Parliament, Brussels

IN COOPERATION WITH:

THE ITALIAN PRESIDENCY OF THE COUNCIL OF MINISTERS OF THE EU
THE EUROPEAN COMMISSION
THE EUROPEAN PARLIAMENT



Mr. V. Giscard d'Estaing and Mr. M. Baracchi Bonvicini, Honorary President and President of AC, Mr. Jerzy Buzek, then President of the European Parliament, and Mrs. Máire Geoghegan-Quinn, European Commissioner for Research, Innovation and Science present the Report on European Research and Innovation - 2020.



ATOMIUM CULTURE

BRINGING EUROPE TO THE FOREFRONT



Atomium Culture brings together some of the most authoritative universities, newspapers and businesses in Europe in the first intersectoral platform to promote knowledge sharing and “out of the box” thinking on issues regarding the development of a European knowledge society.

AC focusses on initiatives that aim to engage the public at large with science and innovation issues. Activities launched by the platform include the Special Initiative for Citizen Engagement in Science (SpICES), REsearch – Research Excellence Innovation Network, the eighteen months programme on “The Future of the Information Ecosystem” and the EISRI Summits.

The AC Platform has the strongest active network of leading European newspapers as well as one of the most important active networks of leading European universities and businesses. It brings together 26 universities, over one hundred thousand researchers, over one million students, seventeen newspapers, around ten million European readers per day, and some of the most important businesses in Europe with a total turnover of 720 billion Euro.

Atomium Culture is organised under the Law of Belgium as an International Non-Profit Organisation (Association International Sans But Lucratif).



Mr. F. González, Mr. M. Baracchi Bonvicini and Mr. V. Giscard d'Estaing, Chairman of the Board, President and Honorary President at the Opening Session of the EISRI Summit in Dublin 2013.

EISRI

EUROPEAN
INTERSECTORAL
SUMMIT ON
RESEARCH AND
INNOVATION

The third edition of the European Intersectoral Summit on Research and Innovation will be held on the 25 - 26 September 2014 at the European Parliament in Brussels. Organised by Atomium Culture together with the European Commission, Parliament and the Italian Presidency of the Council of Ministers of the EU, the 2014 edition will assess the relationship between science, media and democracy.

In 2010, the EU launched Europe2020: a growth strategy for the EU for the coming decade. Europe 2020 placed research and innovation at the centre the European growth strategy dedicated one of the five flagship initiatives to innovation, the Innovation Union, as well as outlining a clear focus for the Digital Agenda for Europe and the research programme Horizon 2020.

Four years on and with both the Parliament and Commission set to change in 2014, it is timely to assess how Europe has progressed in relation to the objectives set and what are the key challenges and opportunities.

The III EISRI 2014 entitled **Science, Media and Democracy** focuses on the importance of citizen-centred approaches to science and innovation in the European Union and is designed to create a unique opportunity for intersectoral and interdisciplinary discussion between leading stakeholders to:

- Create a debate at the level of heads of state and leading thinkers on the role of knowledge in the digital age reflecting the challenges and opportunities of the new media environment;
- Showcase global best practices and assess the most efficient ways how different stakeholders can contribute to this endeavour;
- Support intersectoral dialogue with the public at large on these themes and engage the public through the participation and cooperation of the European newspapers engaged in the Permanent Platform of Atomium Culture;
- Present concrete solutions and recommendations on the discussed problems and challenges having in mind both short-term and long-term perspectives.

The European Intersectoral Summit on Research and Innovation is the first European meeting for research and innovation designed to bring together top political leaders from Europe and key representatives from media, businesses and research institutions.

The dedicated workshops are designed to reflect the key issues in this area and to promote "out of the box" thinking and participatory processes.



Intersectoral Expert Committee of the EISRI Summit



Prof. Jean-Pierre Alix

Member of the Governing Board of Euroscience, CNRS



Prof. Jerzy Buzek

MEP, Chair of the ITRE Committee, former President of the European Parliament, former Prime Minister of Poland, Member of the Advisory Board of Atomium Culture



Mr. Luca De Biase

Chief Science Editor of Il Sole 24Ore



Prof. Soumitra Dutta

Dean of the Samuel Curtis Johnson Graduate School of Management at Cornell University



Mr. Bernd Halling

Head of EU Liaison Office of Bayer



Dr. Gernot Klotz

Executive Director Research and Innovation Programme of CEFIC



Dr. Jan-Marco Mueller

Head of Cabinet of the Chief Scientific Advisor to the President of the European Commission



Dr. Vladimír Šucha

Director-General DG Joint Research Centre of the European Commission



Mr. Xavier Prats Monné

Director-General for Education and Culture, European Commission



Mr. Nils Torvalds

Member of the European Parliament



Chaired by:

Ms. Erika Widegren
Executive Director Atomium Culture



Opening Session of EISRI Summit in Krakow.



Mr. O. Quintana Trias (European Commission), Ms. E. Widegren (Atomium Culture), Mr. O. Vlasak (Member of the European Parliament), Prof. T. O'Shea (University of Edinburgh), Dr. V. Cahill (Trinity College Dublin) at the Closing Session of EISRI II.

EISRI Summit - Format

DAY 1 - Thursday 25 September 2014

- 14:00 - 16:30 **Registration and Welcome**
- 14:30 - 16:00 **Working Session**
- 16:30 - 17:00 **Welcome Address**
- 17:00 - 17:30 **Science, Media and Democracy - a Challenge for Europe**
- 17:30 - 17:50 *Coffee Break*
- 17:50 - 19:00 **Expert Panel Discussion**
- 20:00 - 22:30 *Gala Dinner*

DAY 2 - Friday 26 September 2014

- 09:00 - 11:00 **Parallel Breakout Sessions**
- 11:00 - 11:30 *Coffee Break*
- 11:30 - 13:00 **Plenary Session**
- 13:00 - 14:00 *Standing Lunch*
- 14:00 - 15:30 **Closing Session**

The *opening* and *closing sessions* of the Summit are dedicated to the development of the broader issues that need to be tackled and the development of a shared perspective on the direction to be taken in the coming years in order to achieve this (long-term actions).

The *parallel* and *plenary sessions* look more in detail at certain key areas that need to be addressed (short-term actions and concrete projects). The parallel working sessions include smaller discussion groups and workshops that are participative and very interactive, giving the possibility to citizens across Europe to testify and learn from the conference.



Working Session - 25 September 2014 - 14:30-16:00

Changing Paradigm: Developing Innovative and Sustainable Health Systems for the 21st Century

Healthy citizens are the greatest asset any country can have.

Winston Churchill

The current situation with changing demographics and cutting in public spending has precipitated the need to redefine the European healthcare system to suit the needs and challenges of the 21st century.

In the light of the changes that will be necessary for the coming decades the debates need to shift the paradigm. As Dr. Margaret Chan, Director General of the world Health Organisation states "All ministers are health ministers". In order to address behaviour modification across the value chain, different approaches and thinking are needed.

The current discussion at the EISRI Summit intends to pose the issue from a new perspective by bringing together leading thinkers from different backgrounds and interests to think about to create the necessary environment to be able to push through such an ambitious agenda. The roundtable will encourage "out of the box" thinking and rethinking on the current structures and interactions between the different stakeholders.

- **Prof. Elias Mossialos, *Brian Abel-Smith Professor of Health Policy at the Department of Social Policy at the London School of Economics and Political Science, and Director of LSE Health***
- **Prof. Annette Grüters-Kieslich, *Dean of Charité - Universitätsmedizin Berlin***
- **Mr. Boris Azais, *Director Public Policy Europe Canada of MSD***
- **Dr. Andrzej Rys, *DG SANCO***

Moderated by:

- **Ms. Erika Widegren, *Executive Director of Atomium Culture***



Mr. Esko Aho, former Prime Minister of Finland at EISRI II in Dublin.

Opening Session - 25 September 2014 - P1A002

DAY 1 - Thursday 25 September 2014

16:00 - 16:30 Registration and Welcome

16:30 - 17:00 Welcome Address - P1A002

- Mr. Valéry Giscard d'Estaing, *Honorary President of Atomium Culture, former President of France*
- Mr. Michelangelo Baracchi Bonvicini, *President of Atomium Culture*
- Mr. Jerzy Buzek, *MEP, Chair of the ITRE Committee, former President of the European Parliament, former Prime Minister of Poland, Member of the Advisory Board of Atomium Culture*
- Ms. Neelie Kroes, *Vice President of the European Commission responsible for the Digital Agenda*

17:00 - 17:30 Science, Media and Democracy: Connecting Science in Europe

- Ms. Erika Widegren, *Executive Director of Atomium Culture*

17:30 - 17:50 Coffee Break

17:50 - 19:00 Expert Panel Discussion - P1A002

- Prof. Anne Glover, *Chief Scientific Adviser to the President of the European Commission*
- Mr. Ron Mobed, *Chief Executive Officer of Elsevier*
- Prof. Lena Barbara Kolarska-Bobinska, *Minister of Science and Higher Education of Poland*
- Dr. Gernot Klotz, *Executive Director Research and Innovation Programme of European Chemical Industry Council (Cefic)*

Chaired by:

- Mr. Nils Torvalds, *Member of the European Parliament, journalist and writer*

20:00 - 22:30 Gala Dinner

- Prof. Sir Timothy O'Shea, *Principal and Vice-Chancellor of the University of Edinburgh*
- Mr. Guy Eiferman, *Senior Vice-President, Healthcare Services and Solutions of MSD*



*Dr. M. Bichsel, Project and Technology Director of Shell,
Mr. S. Sherlock, Minister of State for Research and
Innovation of Ireland and Dr. P. Prendergast, Provost of
Trinity College Dublin*

Working Sessions - 26 September 2014

DAY 2 - Friday 26 September 2014

09:00 - 11:00 Breakout Sessions: The breakout sessions will focus on four pivotal issues for the development of a competitive European research area in the coming years:

Science, Decision Making, and the Future of European Policy Making Room A1E201

Never before in human history has so much scientific knowledge been available and so easily accessible. We have the means to understand the challenges we face and to make effective policies. Nevertheless the record in delivering truly evidence-based policy is mixed, at best and is a cause of considerable frustration to scientists. Why science sometimes succeeds in shaping and influencing the policy agenda and why it fails is poorly understood. A better understanding of the policy process by scientists and of the scientific process by policymakers would surely help. Recognising the democratic drivers behind policymaking also calls for more public engagement in science and policy, now much more possible in the digital age. This session will hear from practitioners of science advice to policy who will highlight current best practices and identify the challenges still to be addressed.

- **Ms. Síle Lane, Director of Campaigns of Sense About Science**
- **Mr. David Mair, Head of Unit, Science Advice to Policy, EC Joint Research Centre**
- **Dr. Jean Pierre Alix, Member of the Governing Board of Euroscience**
- **Prof. Jos van der Meer, President of European Academies Science Advisory Council**

Moderated by: Mr. Bernd Halling, Head of EU-Liasion Office at Bayer AG

Entrepreneurial Europe: Strengthening Innovation Systems for a more competitive Innovation Union Room A7F387

Research and innovation play a pivotal role in the EU 2020 Strategy. This session will look at how Europe can strengthen its innovation networks by presenting global best practices, understanding the perspective of industry and the need for new tools for empowering European innovation including the importance of innovation acceptance.

- **Mr. Luca De Biase, Chief Science Editor of Il Sole 24Ore**
- **Prof. Soumitra Dutta, Dean of the Samuel Curtis Johnson Graduate School of Management at Cornell University**
- **Mr. Hossein Moiin, Chief Technology Officer (CTO) of Nokia Solutions and Networks**
- **Mr. Wolfgang Burtscher, Deputy Director-General, DG RTD**

Moderated by: Mr. Hans van der Loo, Advisor to President of the World Business Council for Sustainable Development, Member of the Consultative Committee of Atomium Culture



Working Sessions - 26 September 2014

DAY 2 - Friday 26 September 2014

Digital Science: Transforming Science through ICT Tools, Networks and Media Room A1E1

The internet is the single most powerful force of change in the world of knowledge that we have seen in at least the past 600 years. How will this change the way we do science and how science relates to all other aspects of life? This session will build on the ongoing discussions on Digital Science for Europe and assess what the challenges and opportunities will be in the coming years.

- Mr. Joachim Mueller-Jung, *Science Editor of Frankfurter Allgemeine Zeitung*
- Mr. Martin Hynes, *Chief Executive of the European Science Foundation*
- Dr. Natalia Manola, *OpenAIRE*
- Ms. Erika Widegren, *Executive Director of Atomium Culture*

Moderated by:

- Mr. José Cotta, *Head of Unit for Digital Science, DG CONNECT, European Commission*

11:00 - 11:30 *Coffee Break*

11:30 - 13:00 Plenary Session Room P4B001

Overview of the discussions of the working sessions and group discussion.

- Ms. Erika Widegren, *Executive Director of Atomium Culture*
- Mr. Bernd Halling, *Head of EU-Liasion Office at Bayer AG*
- Mr. Hans van der Loo, *Advisor to President of the World Business Council for Sustainable Development, Member of the Consultative Committee of Atomium Culture*
- Mr. José Cotta, *DG CONNECT*

Chaired by:

- Mr. Nils Torvalds, *Member of the European Parliament, journalist and writer*

13:00 - 14:00 *Standing Lunch*



Closing Session - 26 September 2014

14:00 - 15:30 Closing Session:
Room P4B001

- Dr. Patrick Prendergast, *Provost of Trinity College Dublin, Member of the Governing Board of the EIT*
- Mr. Xavier Prats Monné, *Director-General for Education and Culture, European Commission*
- Mr. Carlo d'Asaro Biondo, *President of Southern & Eastern Europe, Middle East and Africa Operations of Google*
- Prof. Pavel Kabat, *Director General and CEO of the International Institute for Applied Systems Analysis (IIASA)*

Chaired by:

- Mr. Nils Torvalds, *Member of the European Parliament, journalist and writer*

From previous EISRI Summits



A special thanks for their help and support:



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