

# Regional Stakeholders Forum

24 & 25 November 2022

St. Pölten University Of Applied  
Sciences, Austria

**Event Information & Program**

Last updated: 23 November 2022

**WELCOME TO THE**

## **E<sup>3</sup>UDRES<sup>2</sup> REGIONAL STAKEHOLDERS FORUM**

**24 & 25 November 2022 | St. Pölten UAS, Austria**

E<sup>3</sup>UDRES<sup>2</sup>, the Engaged and Entrepreneurial European University as Driver for European Smart and Sustainable Regions, promotes and supports small and medium-sized cities and their surrounding rural areas to bridge innovation gaps, strengthen regional innovation ecosystems, enable co-creation and empower interaction across the knowledge square (industry, university, administration and engaged citizens). The long-term strategic alliance has been formed as a part of the European University Initiative and brings together universities and universities of applied sciences from 9 European countries.

**The first E<sup>3</sup>UDRES<sup>2</sup> Regional Stakeholders Forum brings together experts, policy- and change-makers, enthusiasts from industry, universities, administration, development agencies and other relevant stakeholder groups from nine regions all across Europe as well as acknowledged keynote-speakers to exchange good practices and experience, to discuss about frameworks for further collaboration and to co-create innovative ideas for (future) projects supporting the relevant regions and their communities transformation into European Smart & Sustainable Regions.**

### **What to expect from this event**

- ⇒ Discussion of opportunities and challenges of non-urban/rural regions as regards innovation, research, (higher) education, entrepreneurship, and sustainable development, and identification of potential similarities and synergies
- ⇒ Bridging innovation gaps between urban/metropolitan centers and non-urban/rural regions
- ⇒ Raising awareness of regional actors about the expert potential of universities (of applied sciences) in their regions and enhanced capacity due to the E<sup>3</sup>UDRES<sup>2</sup> alliance across Europe
- ⇒ Specification of the (potential) role of universities within regional ecosystems, with focus on quality of life in non-urban areas, smart solutions, entrepreneurship and innovation with emphasis on sustainability, digitalization, and well-being
- ⇒ Learning about opportunities of mutual collaboration of regional authorities, actors, entrepreneurs and civic society initiatives, including potential EU funding
- ⇒ Allowing E<sup>3</sup>UDRES<sup>2</sup> partners to learn even more about challenges of their respective regions and reflect these in the E<sup>3</sup>UDRES<sup>2</sup> strategy and activities

# EVENT PROGRAM

## Thursday, 24 November 2022

All times given in CET.

- 08:50 - 10:25** **OPTIONAL**  
**St. Pölten UAS International Week – Morning Session:  
 The Students of the Future Universities**  
 Panel discussion with students who participated in various E<sup>3</sup>UDRES<sup>2</sup> formats  
 → *Future Lab (Ground Floor, Building B)*
- 12:00 - 13:00** **Registration & Get-Together**  
 Snacks provided!  
 → *Lounge (Ground Floor, Building A)*
- 13:00 - 13:05** **Official Event Opening**  
**Hannes Raffaseder**, E<sup>3</sup>UDRES<sup>2</sup> Lead Coordinator  
 → *Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)*
- 13:05 - 13:25** **VIRTUAL KEYNOTE**  
**Regional Innovation Valleys – The European Innovation  
 Agenda and the Role of Regions**  
**Isidro Laso Ballesteros**, Expert at EU-Cabinet of Innovation, Research,  
 Education, Culture and Youth of EU-Commissioner Mariya Gabriel  
 → *Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)*
- 13:25 - 13:45** **Welcome Words by Stakeholders**  
**Hannes Raffaseder**, E<sup>3</sup>UDRES<sup>2</sup> Lead Coordinator  
**Harald Ludwig**, Vice-Mayor of St. Pölten  
**Guna Japiņa**, Ambassador Extraordinary and Plenipotentiary of the Republic  
 of Latvia to the Republic of Austria  
 → *Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)*
- 13:45 - 14:20** **Introducing E<sup>3</sup>UDRES<sup>2</sup>: Our Vision to Promote Smart  
 & Sustainable Regions**  
**Gatis Krūmiņš**, Member of the E<sup>3</sup>UDRES<sup>2</sup> Executive Board  
**Michal Karpíšek**, E<sup>3</sup>UDRES<sup>2</sup> Senior Policy Expert  
 → *Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)*

- 14:20 - 14:50 KEYNOTE**  
**Technopols, Clusters, Platforms and the House of Digitalization in Lower Austria**  
 Claus Zeppelzauer, CEO of ecoplus Digital GmbH
- Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)
- 14:50 - 15:10 Coffee Break**
- Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)
- 15:10 - 15:45 European Smart & Sustainable Regions**  
 Short impulses to set the scene for Workshops & Idea Labs
- **Smart Regions & Regional Innovation Ecosystems**  
 Arno Meerman, CEO of UIIN (University Industry Innovation Network)
  - **Creative Regions – Unfolding the potential of creativity and culture**  
 Reanne Leuning, AUSSENWIRTSCHAFT AUSTRIA, Deputy Chairwoman KAT – Kreativwirtschaft Austria
  - **Sustainable Regions – Towards a climate neutral St. Pölten by 2030**  
 Carina Wenda, Department for City Development, St. Pölten
- Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)
- 15:45 - 17:00 Workshops & Idea Labs**
- 1) **Smart Regions & Regional Innovation Ecosystems**  
 with impulses by **Arno Meerman**, CEO of UIIN (University Industry Innovation Network), and **Malgorzata Goraczek**, Coordinator of E.I.N.S., the E<sup>3</sup>UDRES<sup>2</sup> Entrepreneurship and Innovation Network for Smart and Sustainable Regions
  - 2) **Sustainable Regions – Towards a climate neutral St. Pölten by 2030**  
 with impulses by **Carina Wenda**, Department for City Development, St. Pölten, and **Alexandra Anderluh**, Senior Researcher Carl Ritter von Ghega Institute for Integrated Mobility Research
  - 3) **Creative Regions – Unfolding the potential of creativity and culture**  
 with impulses by **Reanne Leuning**, AUSSENWIRTSCHAFT AUSTRIA, Deputy Chairwoman KAT – Kreativwirtschaft Austria, and **Hannes Raffaseder**, CEO St. Pölten UAS and Lead Coordinator of E<sup>3</sup>UDRES<sup>2</sup>
- Workshop 1: Room A.2.08 (2<sup>nd</sup> Floor, Building A)  
 → Workshop 2: Room A.2.11 (2<sup>nd</sup> Floor, Building A)  
 → Workshop 3: Room A.2.12 (2<sup>nd</sup> Floor, Building A)

**17:00 - 17:20 Coffee Break**

→ *Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)*

**17:20 - 18:00 PANEL DISCUSSION**

**Learning by Example – Open Space for Smart & Sustainable Regions**

Discovering best practices from various European Regions; facilitated by Hannes Raffaseder

- **Sem van der Linden**, Project Manager Oost NL (The Netherlands)
- **Anne Sandelin**, City of Jyväskylä (Finland)
- **Ruben Latcau**, Vice-Mayor of Timișoara (Romania)
- **Laila Gercāne**, Vidzeme Planning Region (Latvia)

→ *Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)*

**18:00 Group Picture**

→ *Main stairs St. Pölten UAS (Ground Floor, Entrance Building B)*

**19:30 E<sup>3</sup>UDRES<sup>2</sup> Regional Stakeholders Dinner**

→ **Rendl Keller**, *Rendl-Keller-Gasse 6, 3100 St. Pölten*

## Friday, 25 November 2022

All times given in CET.

- 09:00 - 09:30 Registration & Morning Get-Together**  
Coffee provided!  
→ Lounge (Ground Floor, Building A)
- 09:30 - 10:00 KEYNOTE**  
**Digital Communities & Extended Regions – The Success Story of Ars Electronica**  
Gefried Stocker, CEO & Artistic Director Ars Electronica  
→ Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)
- 10:00 - 10:25 KEYNOTE**  
**Universities of Applied Sciences as Regional Innovation Ecosystem Orchestrators**  
Otto Bruun, Deputy Head of Office & Senior Advisor for Innovation, SwissCore, Member of the Organizing Committee, UAS4EUROPE  
→ Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)
- 10:25 - 10:30 Introduction to World Café Group Discussions**  
Michal Karpíšek, E<sup>3</sup>UDRES<sup>2</sup> Senior Policy Expert  
→ Medium Assembly Hall (Mittlerer Festsaal) (Ground Floor, Building A)
- 10:30 - 10:50 Coffee Break**  
→ Lounge (Ground Floor, Building A)
- 10:50 - 12:10 World Cafés**  
**The Stakeholders' Perspective: Higher Education, Research and Innovation for Smart & Sustainable Regions**
- 1) Attract Talent**  
facilitated by **Giuliana Sabbatini**, Consultant to the Management Board at St. Pölten UAS
- 2) Re-Skilling, Up-Skilling & Life-Long-Learning**  
facilitated by **Ronja Pralle**, E<sup>3</sup>UDRES<sup>2</sup> Coordinator at Fulda UAS

**3) Supporting Innovation Capacity with Regions**

facilitated by **Roger Heijmans**, lead E<sup>3</sup>UDRES<sup>2</sup> work package “Learners & Educators”, UC Leuven-Limburg UAS

**4) European Added Value & Impact for Regions**

facilitated by **Gatis Krūmiņš**, Member of the E<sup>3</sup>UDRES<sup>2</sup> Executive Board and Board Member at Vidzeme UAS

→ World Café 1: Room A.1.10 (1<sup>st</sup> Floor, Building A)

→ World Café 2 & 3: Room A.1.12 (1<sup>st</sup> Floor, Building A)

→ World Café 4: Room A.1.13 (1<sup>st</sup> Floor, Building A)

**12:10 - 12:50 A European University Alliance as Driver for European Smart & Sustainable Regions**

Wrap-up of the World Cafés;

Panel discussion with facilitators, moderated by Michal Karpíšek

→ Lecture Hall 2 (Hörsaal 2) (Ground Floor, Building A)

**12:50 - 13:00 Closing Remarks**

→ Lecture Hall 2 (Hörsaal 2) (Ground Floor, Building A)

**13:00**

**OPTIONAL**

**Joint lunch at St. Pölten UAS Canteen**

→ Ground Floor, Building B

**14:00 - 16:30 FOR AVAILABLE E<sup>3</sup>UDRES<sup>2</sup> INSTITUTIONAL MEMBERS  
 E<sup>3</sup>UDRES<sup>2</sup> Project Planning Meeting**

→ Room A.1.07 (1<sup>st</sup> Floor, Building A) & online

## Optional further activities

**TO BE ORGANIZED INDEPENDENTLY**

SATURDAY, 26 NOVEMBER 2022

### Visit to **Ars Electronica Center**

→ **Linz (Upper Austria) - approx. 40 minutes from St. Pölten**

Guided tour by museum director Mr Andreas Bauer.

Tickets: € 11,50/person

#### Opening Hours

Sa 10:00 – 17:00

#### Suggested itinerary:

Train: Westbahn 906 → Salzburg Main Station

- 09:08 – St. Pölten Main Station
- 09:55 – Linz Main Station

## FOLLOWED BY

SATURDAY, 26 NOVEMBER 2022

### Visit to **Tabakfabrik Linz**

→ **Linz (Upper Austria) - approx. 40 minutes from St. Pölten**

Guided tour through Tabakfabrik Linz with Community Manager Chris Sennlaub. Tour starts at 13:00 (CET) at Entrance B1, Haus Casablanca.

#### Suggested itinerary:

Train: ICE 91 → Vienna Main Station

- 15:27 – Linz Main Station
- 16:14 – St. Pölten Main Station



# E<sup>3</sup>UDRES<sup>2</sup>

Engaged and Entrepreneurial European University as Driver for European Smart and Sustainable Regions



UC Leuven  
Limburg  
MOVING MINDS



VIDZEMES  
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