



ebn congress **2023**

INNOVATION IN UNCERTAIN TIMES

Responding to new challenges,
seeking lasting solutions

14 & 15 June

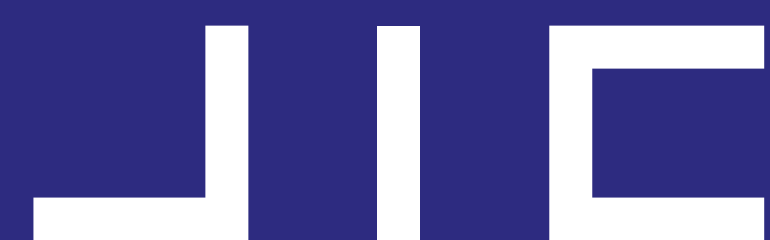
 Brno, Czechia

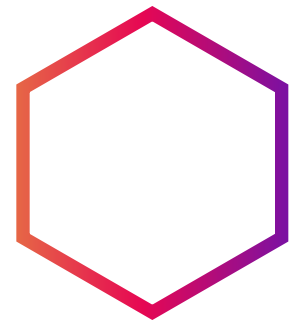
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#EBN2023

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ABOUT EBN AND THE EU|BIC COMMUNITY



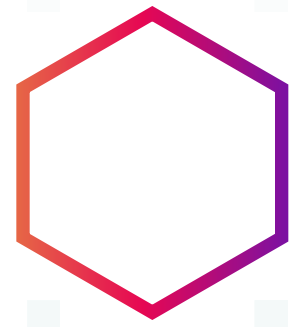
EBN is a not-for-profit organization that serves a pan-European, global community of people using innovative business as a driver for regional (economic, sustainable, and social) development.

EBN's initiatives include EU|BIC certification, development and distribution of quality business support programmes, facilitation and initiation of project collaborations, global networking, and advocacy for excellent business support actors like the EU|BICs. **There are now more than 106 quality-certified EU|BICs and 40+ Associate Members in over 35 countries shaping the global EU|BIC community.**

The EU|BIC community responds to **our mission to use business and innovation as a force for regional development with the best possible actions to create thriving startups and SMEs.**

In other words, EU|BICs take real steps to ensure that their services are the most advantageous to their clients and support greater wellbeing in their regions.





JIC, BUSINESS WITH A PURPOSE

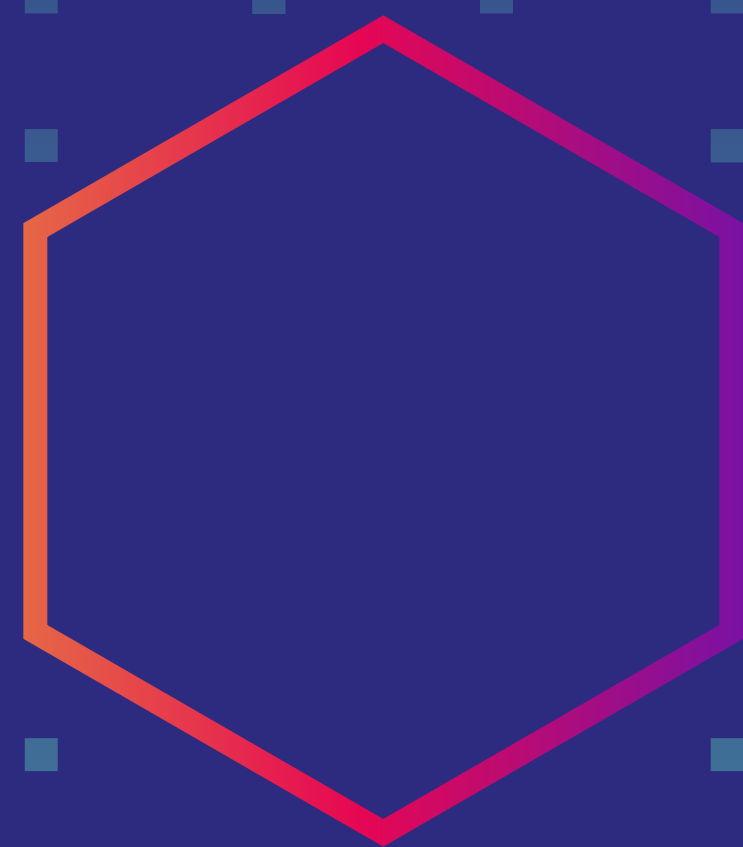
EU|BIC JIC, supports innovative entrepreneurship, creates conditions for a competitive business environment and stimulates skilled-jobs creation in South Moravia, Czechia.

Based in Brno, **it helps people develop businesses that can change the world for the better.** JIC envisions an open innovation ecosystem that is home to globally successful entrepreneurs and inspires the world. It helps, guides, inspires, teaches, and believes that only people who find meaning in their work and entrepreneurship can be successful while enjoying life.

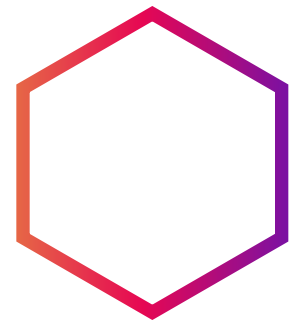
Approximately one hundred companies from South Moravia go through its programmes each year, ranging from aspiring entrepreneurs with a new idea to established companies. Thanks to this, it has also contributed to the creation of one of the most innovative ecosystems in Central Europe. Since its foundation in 2003, **JIC has helped more than 400 companies with a turnover of more than €1,2 billion and almost 6,500 employees**

JIC





INNOVATION IN UNCERTAIN TIMES



INNOVATION IN UNCERTAIN TIMES

The urgency for innovation is rising. The uncertainty of our times, caused by back-to-back global crises and existential challenges, must be tackled through innovation. The development of new technologies, business models, and tools is required at a pace never seen before. The innovation community needs to adapt its business, innovation practices (IR&D), structures, and talents to face incoming challenges, new markets, and society's needs.

New methodologies are needed. More than ever, tailoring your organisation to specific focuses became a prerequisite in innovation, from digitalisation and systemic design to sustainability.

Innovation is the beginning of new possibilities and can be a solution to crises. The 2023 EBN Congress will explore how the innovation community should approach uncertainty as an opportunity. How to tackle it, what solutions to seek, and how to make decisions in the face of instability?

How can the European innovation community act under uncertainty in an agile and effective way?

How can we support innovation to create solutions to instability?

Powered by the EU|BIC community and co-hosted by EU|BIC JIC, the 2023 EBN Congress will gather innovation experts, business incubation executives, corporate leaders, and senior-level government officials in Brno, Czechia. Together, **#EBN2023** will find solutions, envision futures, and foster international collaborations for stability, prosperity, and well-being through innovation.



WHY PARTICIPATE?

-  Meet future partners - develop a global network of innovation leaders, experts, and decision-makers
-  Debate, co-learn, and design strategies to navigate your business through the instability of our times
-  Develop new strategies, business models, and collaborations – mitigate risks and re-position your company
-  Create opportunities - repurpose knowledge, resources, practices, and technologies to face adversity
-  Tap into a cultivated and curated network of business support actors and business multipliers

LEADING QUESTIONS

- ◻ How should innovation deal with uncertainty while tackling the complex problems we face nowadays?
- ◻ How do you incorporate new tools and develop partnerships to your business support and your clients' activities to meet sustainability & digitisation goals, and a higher quality of living?
- ◻ How to increase the capacity for rapid innovation and response to new challenges—every day, not just in a crisis. How, where, and what existing knowledge, resources and technology can we repurpose? What skills are necessary to stimulate rapid innovation?
- ◻ Transversal themes:
 - ◆ Green Economy & sustainability
 - ◆ Digital Transformation
 - ◆ Cultural and Creative Industries
 - ◆ Space
 - ◆ Cybersecurity



THEMATIC BLOCKS

- ◆ **Orchestrating regional innovation ecosystems**

Building lasting partnerships for malleable, reactive, and responsive ecosystems
Systemic design and frameworks for tackling local-global challenges

- ◆ **Business support innovation**

The best actions possible for business support organisations to make sure their clients have scalable success?
Latest trends and best-practices in supporting innovative business

- ◆ **Access to finance**

Innovative funding methods for the full life cycle of an innovative company
Building networks of local and external investors (BA networks, VCs, and regional, national, and EU funding, for example)

- ◆ **Build to scale**

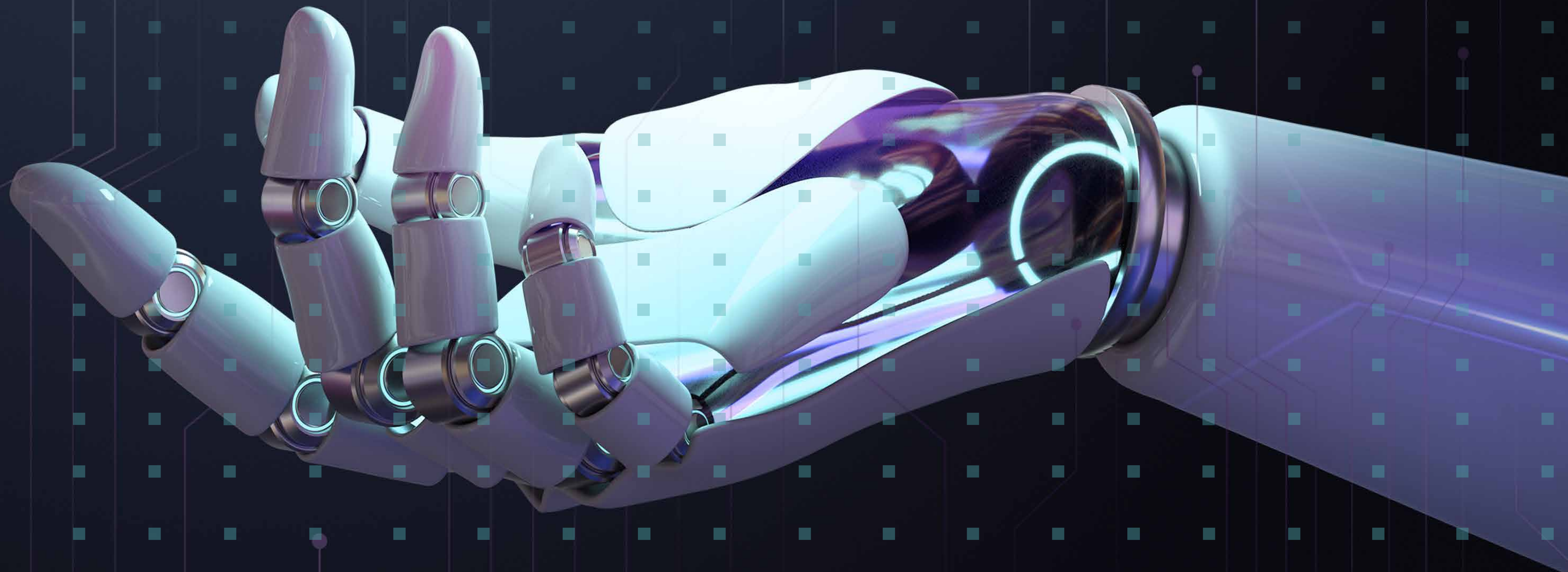
Actions that foster EU/BIC clients to have scalable (international) success from the start
Best tool and methodologies for supporting organisations to scale sustainably

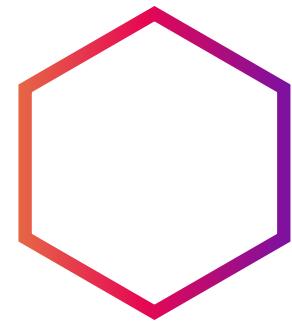
- ◆ **Ukraine**

How can we support Ukrainian Innovation actors and SMEs

“In these uncertain times, we must react in an agile way. Respond to new challenges and seek solutions. We were working on this collaboration for a few months when Russia invaded Ukraine. Seeing the human despair and all consequences of war, we felt that the 2023 Congress would be a great forum to address how innovation can progress us through our uncertain times.”

David Uhlíř, Chief Strategy Officer & RIS Manager at JIC

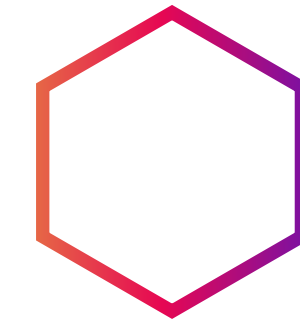




WHAT TO EXPECT?

Partners of 2023 EBN Congress gain:

- Direct access to 106 quality certified Business and Innovation Centres (EU|BICs) in 35+ countries worldwide
- Access to 36,000+ entrepreneurial innovators (startups and scale-ups) working on Europe's most challenging issues, operating in areas ranging from Digital Innovation, Sustainability, to Agri-food, Industry 4.0, Advanced Materials, and New Space
- Brokerage networking with business support executives working with Europe's future highly-skilled talents, among others active in European Digital Innovation Hubs, ESA Business Innovation Centres and leading university entrepreneurship centres



WHY SPONSOR?

Shaping future innovators

- Meet a curated audience of public and private innovation leaders and expand your global network of decision-makers and future innovators
- Gain exclusive access and discover how your organisation can best connect with Europe's largest innovation incubation network
- Hear from thought leaders from across the world, engage in debates, share your ideas and co-design futures for innovation support
- Help set the agenda for how the innovation and business support sector may be transformed by this period of crisis

“The past years have shown how creative and innovative – reactive, responsive, and unafraid to adopt new methodologies and tools – the EU|BIC community is, especially when facing adversity and uncertainty.

By nature, the EU|BIC community is collaborative and its members are always willing to rely on others, trust and listen, to co-design a better future. That is what congress is all about.


Laura Lecci, Chief Executive Officer at EBN




SPOTLIGHT, LEAD, STEER

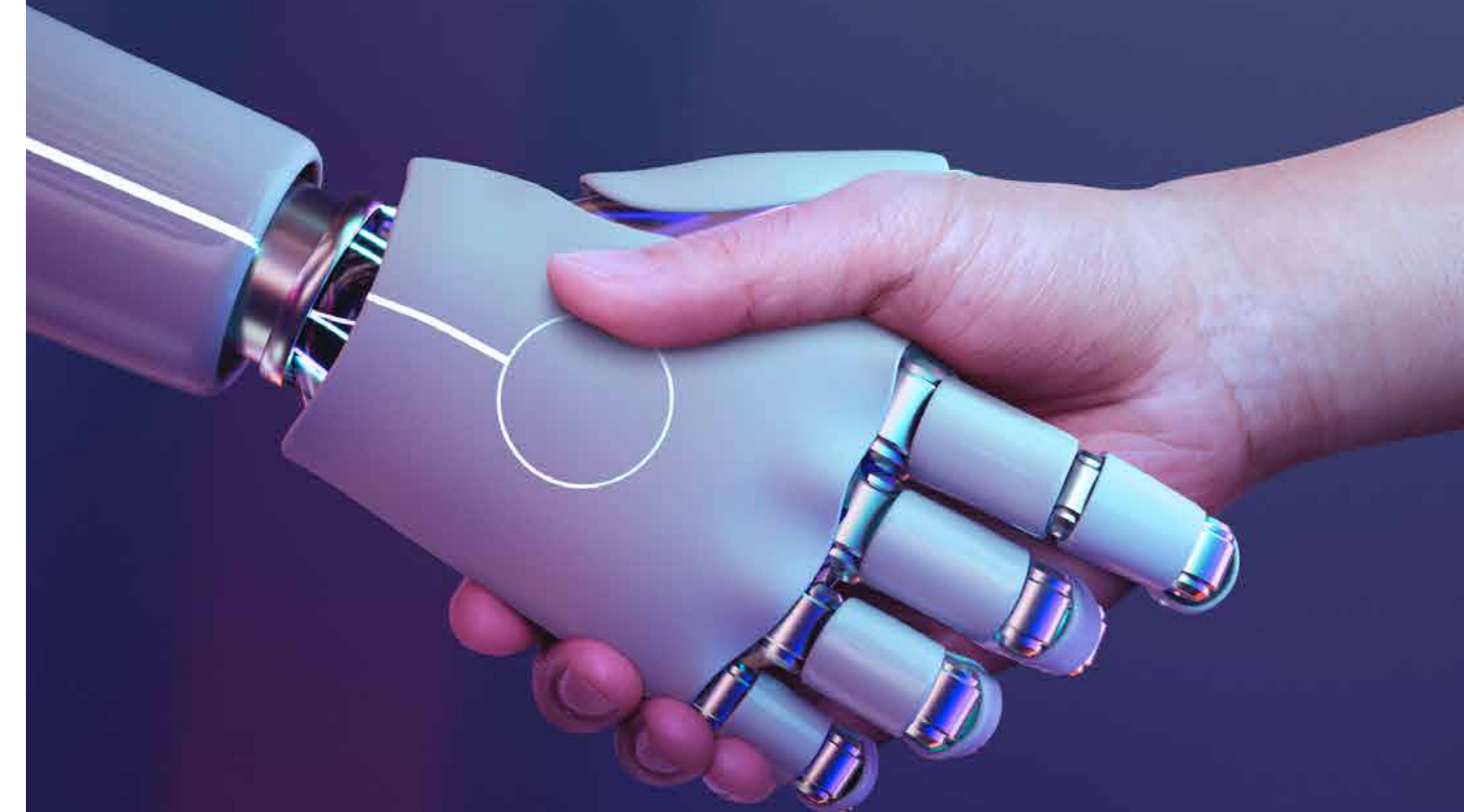
Due to the many synergies, corporate innovators and the EU|BIC community are well-positioned to realise sustainable solutions for existing and future challenges companies face. New models for collaboration that builds on our shared research, science and business acceleration capacities are key to scale Europe's breakthrough innovation.

 **Spotlight:** position your organisation as the lead partner of 2023 EBN Congress & as a future partner.

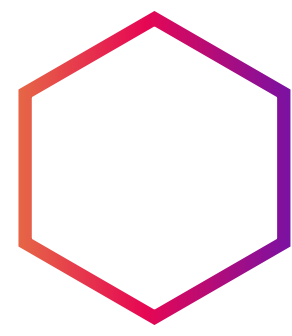
 **Lead discussions:** demonstrate your unique value and connect with Europe's leading community of business innovation leaders

 **Steer:** Set the agenda. Your organisation and your solutions will be highlighted pre-, during and post-conference event as cutting-edge drivers of European innovation.

-  Extended visibility and promotion
-  Facilitated and curated Network
-  On-site and/or online demos of your services, solutions, or tools



Together with the community of EU|BICs, our corporate, and institutional partners are shaping cultures of entrepreneurship and collaboration - between corporates and startups, for employees and innovators, from academia to investor - boosting Europe's capacity for ingenuity. At the EBN Congress, partners will be able to make their mark in the community.






SESSIONS BEING DEVELOPED

13 June 2023

-  Keynote: Innovation and leadership in times of uncertainty
-  Interactive workshop: Orchestrating regional innovation ecosystems - systemic design and frameworks for tackling local-global challenges
-  Interactive workshop: Business model innovation - latest trends and good practices in business innovation

14 June

-  Keynote: Build for scale: How to tackle design challenges for new technology applications?
-  Interactive workshop: How to design EU|BIC services to support and stimulate high-growth potential companies
-  Fireside chat: How to transform innovation funding methods to accommodate new challenges & markets