

## COOPERATION & DEVELOPMENT CENTER – CODEV

Ecole Polytechnique Fédérale de Lausanne – EPFL



UNESCO Chair in Technologies  
for Development



UNESCO Chair in Technologies for Development  
2016 INTERNATIONAL CONFERENCE

# FROM INNOVATION TO SOCIAL IMPACT

2-4 MAY 2016  
EPFL, LAUSANNE, SWITZERLAND

<http://cooperation.epfl.ch/2016Tech4Dev>

### Other Events

Full Program Finalized  
January 2016

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LAVAU  
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ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE

## **[EV01-HUM]**

# **THE Port Humanitarian Technology Related Hackathon – A Showcase**

**Name:** Ines Knaepper  
**Affiliation:** THE Port Association, President & Project Manager

**Brief Bio**  
*Organizer*

Ines is a project manager and entrepreneur. Initially she worked in a corporate environment in the area of business management, sales and customer service. In 2014 Ines co-founded THE Port association, a Swiss based association, which runs workshops to foster need driven technology innovation in the humanitarian sector.

**Abstract**  
*Short description, including alignment with conference themes and objectives*

THE Port association ([www.theport.ch](http://www.theport.ch)) fosters need driven technological innovation in the humanitarian field by bringing together creative minds from CERN, UN, ICRC and other NGOs in interdisciplinary teams to work on humanitarian, technology related topics beneficial to society. During our 60 hours workshops, also known as hackathons, we aim at building tangible prototypes and proof-of-concepts that will allow humanitarian field workers and organizations to reduce the impact on effected people, their workers and their material and helps improving the situation for all of them.

**Description**  
*Proposed discussion focus*

THE Port association would like to showcase the results of their past hackathons in 2014 and 2015. We have been invited to the UN ECOSOC meeting at the Palais des Nations in June 2015, where the results of 2014 have been exhibited and live demo-ed in the market fair during the meeting, please find a picture of the stall here:

For the Tech4Dev Conference we would like to propose a similar set up, where we would like to showcase our hackathon outcome as well as giving some insides on the work we do. We believe, that interdisciplinary collaboration will have a positive impact on our society and will help facilitating the work of humanitarian organizations, but also research laboratories to work more closely together and benefit from a fruitful collaboration.

**Objectives**  
*Justification and expected impact during and after the conference*

During this year's hackathon, a team from EPFL and Essential Tech from CODEV ([www.globalneonat.org](http://www.globalneonat.org)), has proposed a topic for our hackathon, that an interdisciplinary team of hackathon participants has started to work on. The team looks into a new design for baby incubators that shall be used in Cameroon to reduce the child mortality as a priority target of the Millennium Development Goals by UN. Not only the outcome of this topic, but also topics solving pressing humanitarian needs are being worked on during our workshop in early October 2015. We are aiming at giving visibility to the results, that our participants achieved but also to appreciate the openness of IOs and NGOs who proposed their burning issues.

**Target Audience** Interested conference visitors during sessions, workshops, breaks, etc.

**Proposed Program** To be finalized in January 2016.

## Innovative Public-Private Partnerships to Scale-Up Medical Technologies

**Name:** Barbara Bulc  
**Affiliation:** Global Development Impact, President

**Brief Bio**  
*Organizer(s)*

Barbara Bulc is President and Founder of *Global Development – Advising the Leaders* based in Geneva, Switzerland. She has been a driving force in catalyzing and developing transformational global public-private partnerships to improve people's lives in developing and emerging economies. She has over 20 years of leadership and advisory experience in healthcare business and international development. Mrs. Bulc advises leaders in governments, Fortune 500 companies, the United Nations, foundations, NGOs and academic institutions. Areas of work encompass scaling up solutions in global health, education, technology, food security, environment and economic development. She has been a Special Advisor to the World Health Organization, a founding member of Friends Africa and a member of the UN Secretary General's Innovation Working Group. Prior, Mrs. Bulc was Senior Advisor and a founding management team member at the *President Bill Clinton Foundation*. She established Ambassador Richard Holbrooke's European office of *Global Business Coalition* in Geneva, mobilizing the power of Fortune 500 corporations for sustainable economic development. Mrs. Bulc was the CEO of *KRKA Pharmaceuticals U.S.* in New York and has worked in various positions with *Novartis*, *Knoll*, and *BASF*. Mrs. Bulc holds graduate degrees in chemistry and management from Ljubljana University in Slovenia and Columbia University Business School in New York, and has studied leadership of professional services at the University of Cambridge, Judge Business School.

**Abstract**  
*Short description, including alignment with conference themes and objectives*

Over the last two decades, partnerships between the public and private sectors have become an increasingly important strategy to address global public health challenges. While many examples of different public-private partnerships (PPP) have been documented, there is limited understanding about **WHY and HOW successful PPPs in global health reach the scale** necessary to achieve **lasting health and economic impact in support of sustainable development**.

The launch of the Sustainable Development Goals (SDGs), including SDG 3 – *Ensure healthy lives and promote well-being for all at all ages*, calls for new sustainable approaches and collaborations. Furthermore, increasingly complex and rapidly changing health systems in low- and middle-income countries (LMICs) require new strategies and cross-sector partnerships to provide solutions at scale.

This session's key objective is to provide an new thinking and an interactive forum to explore **how have public-private partnerships in global health delivered medical technologies at scale** based on **sustainable business models**. These innovative public- private collaborations have effectively improved quality of life and access to prevention, care and treatment in developing and emerging economies.



## [EV02-MED]

# Innovative Public-Private Partnerships to Scale-Up Medical Technologies

### Abstract (Cont.)

The session will share knowledge to address the following three questions:

- 1) Why and how successful PPPs reach scale?
- 2) Where are needs and opportunities for affordable medical technologies?
- 3) What are emerging trends in PPPs to scale up medical technologies?

### Description

*Proposed discussion focus*

This interactive session will share knowledge and insights to address the following three topics:

#### 1) Why and how successful PPPs reach scale?

Presenters will share transformational examples of PPPs that have accelerated both, development of medical technologies, as well as their access to markets at scale, in low-and middle-income countries.

#### 2) Where are needs and opportunities for affordable medical technologies?

We will highlight opportunities for innovators and entrepreneurs, as well as other private and public partners to get involved and create lasting social and economic impact in support of SDGs and in particular SDG 3. For example, global initiatives like *Innovation Countdown to 2030*, *Grand Challenges* and others will be discussed.

#### 3) What are emerging trends in PPPs?

What kind of cross-sector collaborations across the product innovation cycle are emerging in today rapidly changing global health and development landscape, including new blended financing approaches to accelerate development and markets access to innovative medical technologies in developing countries.

### Objectives

*Justification and expected impact during and after the conference*

This session will **increase understanding and shed new light on successful public-private partnerships** that have effectively improved access to medical technologies and improved prevention, care and treatment in low- and middle-income countries in an effort to attain healthy lives.

It will **bring in cutting-edge speakers from private and public sectors that are leaders in innovative public-private partnerships** and have successfully advanced innovative affordable technologies through development, market launch and /or scale up nationally and internationally.

In this context, the session will act as **a catalyst to share knowledge and raise awareness about opportunities for collaborations.**

In addition to that this session will **establish new collaborations and networking opportunities** with participants during and after the conference.

### Target Audience

Target audience will include diverse stakeholders from private and public sectors, including: innovators, entrepreneurs, academia, both faculty and students, international organizations, multinationals and SMEs from diverse business sectors (in particular medical devices and diagnostics, pharmaceutical, health delivery, financing), industry associations, governments, private foundations, NGOs and social impact investors.

### Proposed Program

To be finalized in January 2016.

## [EV03-DRR]

## Opening Up DRR Dialogue to Increase Resilience

**Name:** Paige Kirby  
**Affiliation:** Development Gateway, Engagement and Partnership Associate

**Brief Bio Organizer(s)** Paige Kirby is an Engagement and Partnerships Associate with Development Gateway. An experienced international development and communications professional, she manages external communications and supports partnership development at DG, and also supports operational work in Uganda, Ethiopia, and South Asia. She holds a Bachelor of Science in Foreign Service from Georgetown University.

**Abstract** What does resiliency look like?

*Short description, including alignment with conference themes and objectives*

Join an interactive discussion with tech, open data, and disaster response leaders about the multi-faceted nature of resilience. Highlighting accessible tools – open source GIS, open data portals, and more – as means to spur national and international resilience, the key topic of this discussion will be around how technology can “open up” the national and international dialogue for more bottom-up, inclusive, and sustainable ownership of disaster risk reduction efforts.

**Description**  
*Proposed discussion focus*

The proposed discussion focus: What does resiliency look like – taking case studies from Nepal, Haiti, and elsewhere, we will examine (i) benefits of preexisting systems and easily-deployable technology in the wake of disaster, and (ii) examples of resiliency – from open data, to citizen feedback, to accountability mechanisms. The central theme will emphasize the importance of open dialogue for bottom-up, sustainable ownership of resiliency efforts.

**Objectives**  
*Justification and expected impact during and after the conference*

*Justification:* Too often as an international community, we focus on the “data” and “technology” behind development, to the detriment of inclusive dialogue for more broad-based (and therefore sustainable) community solutions. Technology is a tool; dialogue and collective ownership are the solutions.

*Impact during and after conference:* Encourage participants to keep the “human” in mind when designing technical interventions for development – whether for DRR or other areas.

**Target Audience** Target audience includes international development implementers (government, donor, NGO officials) as well as DRR stakeholders (citizens, advocacy and grassroots NGOs).

**Proposed Program** To be finalized in January 2016.

## **OER-Based Capacity-Building in the Field of Climate Change and Energy**

**Name:** Franziska Wolf  
**Affiliation:** Hamburg University of Applied Sciences

**Brief Bio**  
*Organizer(s)*

Franziska Wolf (B.A. int, BBA, MIBA), deputy head of the Research & Transfer Centre FTZ-ALS at the Hamburg University of Applied Sciences, coordinates and manages international climate change adaptation, sustainable energy and technology transfer projects in Europe, the ACP region and Asia. Research interests include climate change, adaptation and adaptive capacity, particularly in SIDS and LDCs, and education for sustainable development. Further interests include ICT4Development, i.e. the development of online learning courses and online conferences.

**Abstract**  
*Short description, including alignment with conference themes and objectives*

Embracing ICT solutions can be a valuable crosscutting measure to raise awareness of climate change and address the lack of human capacity that constrains e.g. a quicker uptake of sustainable energy, especially in Small Island Developing States (SIDS).

This session highlights the need and addresses the opportunities for integrating climate change and energy access/energy security/energy efficiency into lifelong learning initiatives, e.g. by utilizing open educational resources (OER). OER offer free access to knowledge, enable self-determined learning and interaction and facilitate the international transfer of knowledge and skills. Thus, they can play an important role in strengthening and building human capacities in less developed regions of the world, e.g. where awareness of and knowledge about sustainable energy technologies and climate change are lacking.

In particular, the session seeks to present inspiring approaches and examples that involve the use of open educational resources but also further ICT technologies that enable wider dissemination, embrace new learning approaches and foster learning in a development context. Selected strategies, MOOCs and project examples demonstrate how these challenges are addressed and which solutions and sustainable approaches have been developed that may, in the long run, benefit the sustainable socio-economic development of highly vulnerable countries such as SIDS.

**Description**  
*Proposed discussion focus*

Despite the need to reduce the heavy reliance on fossil fuels and the worldwide promotion of renewables and energy efficiency during the UN Decade of Sustainable Energy for All (2014-2020), the adoption of sustainable technologies appears to progress slowly across sectors and governance levels, in particular in the Global South. The reasons for the slow pace relate to the many barriers that hamper development and implementation, e.g. technical constraints, lack of finance and investment, limited knowledge and technology transfer etc. Human resources resemble a crucial bottleneck as a lack of qualified human resources hinders the introduction of renewable and energy efficient technologies as well as the wider application of appropriate technology and, even more importantly, maintenance of those technologies.

## **[EV04-CCI]**

# **OER-Based Capacity-Building in the Field of Climate Change and Energy**

### **Description (Cont.)**

Concerning capacity-building, e.g. in the field of sustainable energy, recommendations include lifelong learning measures such as dedicated capacity-building programs or the extension of curricula to better prepare learners for employment in green economic sectors. These short- and longer-term measures should focus on building interdisciplinary, multidisciplinary skills and knowledge as required in sustainability-related jobs. Interactive online learning, can offer great opportunities, especially for countries that can utilize ICT to cross-existing barriers to gain access to sources of further education.

### **Objectives**

*Justification and expected impact during and after the conference*

It is hoped that the set of compact presentations of current and on-going initiatives trigger a lively discussion about the opportunities, but also constraints of using ICT-based lifelong learning solutions. Strengths and weaknesses of the showcased solutions will be discussed and their replication potential and/or utilization in other learning environments and for further target groups evaluated. Consistent with the need for more cross-sectoral interactions among the various stakeholders working at the interface of sustainable energy and sustainable education, the objectives of this session are as follows:

- to provide the proposed initiatives and projects (plus selected further speakers) with an opportunity to display and present their works in the field of climate change adaptation;
- to foster the exchange of information, ideas and experiences acquired in the execution of energy education projects, especially successful initiatives and good practice;
- to discuss methodological approaches and experiences deriving from case studies of initiatives and projects, which aim to show how OER may be implemented in practice;
- to network the participants and provide a platform so they can explore possibilities for cooperation

### **Target Audience**

Higher education institutions, NGOs, government representatives and further stakeholders engaged in education for sustainability and sustainable technology transfer

### **Proposed Program**

To be finalized in January 2016.

## [EV05-ICT]

# ICTs in TVSD: Promises and Challenges for Inclusive Development Reaching the Poorest Populations

**Name:**

Rao Bhavani and Joost Monks

**Affiliation:**

Amrita University, Director and NORRAG, Managing Director

**Brief Bio**

*Organizer(s)*

**Ammachi Labs** of Amrita University (India) is a multidisciplinary research center of Amrita University with a focus in technological innovation for social impact in the field of computer-human interaction, haptics, multimedia and virtual reality, with application areas in education, health care, defense and disaster preparedness. Ammachi Labs extends Amrita University's unwavering focus on providing effective value-based education to include skill development at all levels and in all disciplines.

**NORRAG** *Network for International Policies for Education and Training* (Switzerland), whose offices are located at the Graduate Institute of International and Development Studies (IHEID) in Geneva, is a multi-stakeholder network of researchers, policymakers, members of NGOs and the private sector seeking to inform, challenge and influence international education and training policies and cooperation. Technical and Vocational Skills Development is one of NORRAG's main thematic areas of work.

**Abstract**

*Short description, including alignment with conference themes and objectives*

Technical and Vocational Skills Development-TVSD (defined as to the acquisition of knowledge, practical competencies, knowhow and attitudes necessary to perform a certain trade or occupation in the labour market) is making a come-back on the international development agenda (in particular in relation to SDG goal 4 and 8). One of the important drivers to this change have been the rapidly advancing ICTs that have transformed the world of work and demanded for new skills development, while offering at the same time new modes of training delivery. ICTs provides hope for equal opportunities and for marginalized groups to access TVSD, both in the formal and informal economic sectors, for instance through open educational resources, massive open online courses (MOOCs) or tablet-based training simulation for vocational training.

Nevertheless the promises of ICTs as a vector for training democratisation, of masses' integration and poverty reduction have to be demonstrated contextually. Indeed, the impact of ICTs in TVSD depends on different contextual factors, such as the infrastructure available (ex. the access of electricity and internet), the quality and relevance of the TVSD programmes providers, the quality of the data collected and its utilization for policy development, the value of certification (formal and non-formal training), the recognition by employers of the skills acquired, the labour & economic markets characteristics (ex. dominance of the informal sector in many developing countries) etc.

In relation to the conference's core thematic area "ICT for Development", this event proposed by NORRAG (Geneva) & Ammachi Labs (Amrita University / India), aims to engage a critical debate and unpack the issue of the promise and challenges of ICTs in TVSD for inclusive development, by building both on the international policy debate and evidence around the topic, as well as the practical experience and insights gained in the Indian context.



## **[EV05-ICT]**

# **ICTs in TVSD: Promises and Challenges for Inclusive Development Reaching the Poorest Populations**

### **Description**

*Proposed discussion focus*

NORRAG and Ammachi Labs will present a critical and applied analysis on ICTs in TVSD for inclusive development. The presentations and discussions will be focused on the following main questions: Where does the international policy debate stand, in particular in relation to TVSD in and for the informal sector? What are good practices and policies on ICTs in TVSD for inclusive development? What is their impact in terms of equal access to TVSD, masses' skills development and integration and poverty reduction and what are challenges and the conditions for success? These questions will be shared with the audience to promote an interactive debate and to collect participants' experience, knowledge and ideas on how to improve ICTs in TVSD for reaching the poorest populations.

### **Objectives**

*Justification and expected impact during and after the conference*

The objectives of this event are: a) to present, share and build a critical analysis and knowledge and practical experience on how to improve ICTs in TVSD for inclusive development, b) to disseminate these analysis and knowledge through publications (ex. NORRAG News, Ammachi/Amrita publications), c) to start developing a joint project (research and policy dialogue) between NORRAG, Ammachi Labs and EPFL on "ICT in TVSD for inclusive development in the post 2015 era: The case of India (provisional title)", d) to disseminate the results of such a joint project.

### **Target Audience**

The target audience will be: researchers, students, practitioners, policymakers, members of NGOs, foundations and the private sector.

### **Proposed Program**

To be finalized in January 2016.

## [EV06-ICT]

## ICT for Professional Education in Developing Countries

<b>Name:</b>	Stefano Riboni
<b>Affiliation:</b>	Yverdon Insurance Consortium
<b>Brief Bio Organizer(s)</b>	Stefano Riboni is active since more than 15 years in professional and academic education. Professor at EPFL and HEIG-VD, and invited lecturer at other Universities and professional training institutions, Stefano founded eBizGames in 2014, to develop and promote the use of innovative online educational solutions, to promote knowledge sharing and capacity building at large scale, with a particular interest for developing countries. Stefano holds a Business Administration degree from University of Geneva, and an Executive Master in Logistics from IML/EPFL.
<b>Abstract</b> <i>Short description, including alignment with conference themes and objectives</i>	Thanks to ICT evolution, new education modalities are appearing (distant or blended learning, online courses, ...), and a variety of tools are developed (eLearning, MooCs, ...). Making rid of time and place constraints, internet-based solutions give an uncompered opportunity for large scale, flexible and cheap knowledge-sharing and capacity building initiatives, which are particularly adapted to developing countries. The purpose of this session is to identify the main professional education challenges developing countries are facing, and to go through the panorama of innovative ICT solutions that could answer those needs.
<b>Description</b> <i>Proposed discussion focus</i>	<p>The idea would be to have a couple of presentations illustrating the professional education needs in developing countries (demand-side), and a couple of other presenting innovative tools (eLearning, MooCs, Simulations, Serious Games, e-Mentoring, ...) that could effectively provide solutions (offer-side).</p> <p>Discussions should focus on designing a double-entry matrix of Educational Needs on one side, and ICT Educational Solutions on the other, to evaluate the match, and point out the gaps. Interactions should bring to establish contacts and collaborations to build and deliver effective ICT-based educational solution for social impact in developing countries.</p>
<b>Objectives</b> <i>Justification and expected impact during and after the conference</i>	<p>The need for professional education in developing countries is constantly growing, as economies grow, and societies evolve. Professional education modes, tools and techniques are fastly evolving, with number of innovations linked to the development of Internet and Mobile technologies. The objective of the event is to make a State of the Art panorama, to:</p> <ul style="list-style-type: none"><li>▪ present to education providers in developing countries what are the latest developments in ICT-supported educational tools and solutions</li><li>▪ illustrate to e-Education tools and services providers the critical educational needs and constraints in developing countries</li><li>▪ initiate and favor dialog and cooperation between the two communities, to orientate research and development toward delivering adapted and effective solutions</li></ul>
<b>Target Audience</b>	<p>The target audience would be composed of:</p> <ul style="list-style-type: none"><li>▪ knowledge and education providers in developing countries (governments, international organizations, NGOs, academics, ...)</li><li>▪ e-Education tools editors (eLearning, Serious Games, Simulations, Wikis, ...)</li></ul>
<b>Proposed Program</b>	To be finalized in January 2016

## [EV07-ICT]

# Serving Base-of-the-Pyramid Markets and Customers: from Pilot to Scale-Up

**Name:** Violette Ruppner  
**Affiliation:** Swiss Bluetec Bridge, Manager

**Brief Bio Organizer**  
This event would be most likely organized jointly by the Swiss Water Partnership and the Swiss Bluetec Bridge. After a successful event in the Swiss German part (see <http://www.swisswaterpartnership.ch/events/bop/>), we would like to replicate a part of the event to leverage the resources mobilized and insights gained with a Swiss Romande and international audience.

**Abstract**  
*Short description, including alignment with conference themes and objectives*  
The event would showcase several initiatives from around the globe with a strong relation to Switzerland, focusing on water and sanitation services for BoP markets. The participants will be given an opportunity to strengthen their understanding of BoP markets and customers, to learn what it takes to bring projects to scale and to deepen key issues such as marketing, value chains or start-up and project financing (both in Switzerland and locally) in various thematic workshops.

**Description**  
*Proposed discussion focus*  
Through storytelling and workshops, the participants will discover that BoP markets are highly knowledge intensive because of their diversity and volatility. For some criteria, BoP markets are surprisingly similar to affluent markets – for example product desirability – but different for others – for example willingness to pay for (affordable) services. One key success factor is the ability of entrepreneurs to fail and learn fast (“trial and error”). It is difficult to make a business focusing exclusively on the lowest segment of the BoP market. Most successful BoP business models reach out to different market segments. Despite the enormous growth promise (“address at least 100,000,000 people!”), it remains difficult to identify and attract investors. A business model canvas mapping the key issues that companies who wish to serve BoP markets need to address to be able to get beyond the start-up stage to become large-scale actors will be presented.

**Objectives**  
*Justification and expected impact during and after the conference*  
The objectives of the event are threefold:

1. Gain a better understanding of the opportunities and challenges of market-entry and scale-up in base-of-the-pyramid markets
2. Learn from Swiss and international experiences in the water-food-energy ecosystem
3. Network to exchange ideas and forge new alliances and partnerships

During the event organized in the Swiss German part, participants valued the high quality of the content provided and the productive conversations enabled through the mix of presentations and workshops / interaction.

**Target Audience**  
Start-ups, SMEs, social enterprises and NGOs active in the water-food-energy ecosystem who have had a first experience of a BoP market or are considering a BoP market entry.

**Proposed Program**  
To be finalized in January 2016.

**[EV08-HAB]**

## Using Minecraft for Community Participation in Urban Design Projects

**Name:** Pontus Westerberg  
**Affiliation:** UN-Habitat, Digital Projects Officer

**Brief Bio**  
*Organizer(s)*

Pontus Westerberg is coordinator of Block by Block, an innovative partnership between UN-Habitat, the UN programme for sustainable cities, and Mojang, the makers of Minecraft, in which Minecraft is used as community participation tool in urban planning projects. For the last 10 years he has worked with ICT4D, digital technology and communications in Europe, Africa and Latin America and holds an MA in Global Media and International Communication from the School of Oriental and African Studies, University of London.

**Abstract**  
*Short description, including alignment with conference themes and objectives*

Since 2012, UN-Habitat, the UN programme for sustainable cities, and Mojang, the makers of Minecraft, have been collaborating on an innovative private-public partnership in which Minecraft is used as a community participation tool in the design of urban public spaces. Minecraft is one of the world's most popular computer games, with over 100 million users, best imagined as a 'digital Lego', in which players build complex structures or compete against each other in community-designed competitions.

Experiences from projects in Nigeria, Kenya, Somalia, South Africa, Peru, Mexico, Haiti, Nepal, Bangladesh, Solomon Islands and the Philippines show that Minecraft is a useful tool for engaging communities, particularly youth, women and slum dwellers in urban design processes. Through five-day participatory design workshops, UN-Habitat and partners bring people together to visualize their urban design ideas in Minecraft, and present these to city authorities and local government officials.

The event will explain the methodology, the innovative partnership, showcase examples and case studies from cities in the Global South and give participants an opportunity to experience Minecraft hands-on. It is relevant to both the Habitat and Sustainable Cities and ICT4D thematic areas. In addition, it highlights Experiences from Hands on Models for Engagement and Public-Private Partnerships to Advance Technology for Development

**Description**  
*Proposed discussion focus*

The focus of the event is to generate discussion around the use of information and communication technologies (ICTs), specifically video games, in community participation processes. Participation of citizens in design and decision making, especially of marginalized groups, is often considered a cornerstone of democracy and according to the OECD, governments need to direct special attention towards engaging groups such as women, youth and indigenous communities. ICTs potentially offer new opportunities to engage citizens and improve the quality of political decision-making.



## [EV08-HAB]

# Using Minecraft for Community Participation in Urban Design Projects

### Description (Cont.)

UN-Habitat will show how Minecraft is used in participatory planning processes, Mojang will highlight experiences of working in a public-private partnership for the first time and UN-Habitat's civil society and city partners will share experiences of engaging poor and hard-to-reach communities through the use of Minecraft. The aim is to discuss the role of technology companies and public-private partnerships in contributing to sustainable development, the role of technology in the creation smart cities and the importance of bottom-up approaches to cities and technology. It will also highlight the limitations and risks of using video games in this way, for example by raising issues related to access, gender and capacity.

### Objectives

*Justification and expected impact during and after the conference*

This is a new, innovate approach to urban design and participation, and while sharing learning and experiences from the programme, UN-Habitat and Mojang also hope to learn and receive critical feedback from event participants. Therefore, the event will be designed partly as an interactive session, in which participants are given the opportunity to explore Minecraft models, test the building process and contribute critical thoughts. We hope that an interactive session will help further develop and improve the programme and provide critical insights into the approach of using Minecraft for community participation.

Proposed objectives:

1. Share learning from the programme with event participants
2. Explore the methodology in conjunction with participants
3. Provide a hands-on Minecraft participatory experience
4. Feedback session in which participants help develop the approach and methodology

### Target Audience

- Development and ICT4D practitioners interested in community participation
- Researchers exploring public participation
- Urban planners, architects and engineers working on city level
- Representatives from national and local government

### Proposed Program

To be finalized in January 2016.

[EV09-CCI]

## Attention Innovative Start-ups! Practical Advice to Grow Your Business Globally

*Joint Event hosted by Innovation Insights, Global Innovation Forum, Innovation Forum Lausanne*

**Name:** Jennifer Brant  
**Affiliation:** Innovation Insights, Director

**Brief Bio**  
*Organizer(s)*

Jennifer Brant runs a consulting business based in Geneva. She provides policy analysis and strategic advice to companies, NGOs, and inter-governmental organizations on global market access and regulatory issues, notably in the areas of innovation, public health, technology, intellectual property, and trade. Jennifer is currently the Director of Innovation Insights, a cross-sectoral business initiative that advocates for enabling policy environments for innovation and technology diffusion. Previously she worked for Sidley Austin and Oxfam. Jennifer has graduate degrees in international law, economics and development.

**Abstract**  
*Short description, including alignment with conference themes and objectives*

This participatory breakout session will engage globally-minded startups with experts and practitioners in sectors including medical technologies, clean energy, biotech, and ICT to identify three key practical issues that young companies face as they participate in the international marketplace. The session will consist of discussion and Q&A with experts, followed by hands-on exercises aimed at helping representatives of innovative start-ups evaluate critical issues – global Intellectual Property Rights (IPRs) management, navigating foreign legal risks and regulations, and modifying or “localizing” the brand for different markets. Because collaborative (“open”) innovation is an important trend, the session will emphasize working with partners across borders in the digital age. The session will incorporate lessons learned by the Global Innovation Forum (GIF) from organization of similar workshops in the United States with the U.S. Commerce Department and in Europe. It will be managed such that participants can learn from the session even if their sector(s) are not featured in the discussion, or if they are not themselves inventors.

**Description**  
*Proposed discussion focus*

The session will consider:

- What potential opportunities exist to participate in the global marketplace as a small or early-stage company? What are the benefits?
- What are the key challenges that companies should consider as they engage globally with their products, services, and intellectual assets?
- Does my start-up really need to have a strategy to be global? Can we afford it?
- What are the different tools innovators can use to protect and promote their innovations globally? What resources and actions do these tools require?
- What are the intellectual assets of a start-up? How can a start-up identify and catalog them? What is intellectual property (IP), and how are IP frameworks used by innovators?

[SE09-CCI]

## Attention Innovative Start-ups! Practical Advice to Grow Your Business Globally

*Joint Session hosted by Innovation Insights, Global Innovation Forum, Innovation Forum Lausanne*

### Description (Cont.)

- What factors should I take into consideration when determining my IP management strategy? Where and when should I think about filing for IP protection?
- To what extent does my startup need to localize brand and offerings to fit different markets? How can my start-up effectively identify and collaborate with external partners on a global basis?
- What are the regulatory and legal risks of engaging abroad? How does regulation differ across fields of technology, industry, and geography?

The discussion may also touch on public policy more generally including the features of enabling policy environments that best support innovation and the success of start-ups in particular. Best practices from different jurisdictions may be identified.

### Objectives

*Justification and expected impact during and after the conference*

This session relates to Tech4Dev cross-cutting themes (scaling by technology for development entrepreneurs, public-private partnerships, collaborative innovation, learning from hands-on models for engagement) and sectoral themes (health, energy, ICT).

Thanks to global supply chains and online networks, startups and small businesses can participate effectively in the global economy for the first time in history, often alongside or in partnership with major multinational corporations, universities, and NGOs as partners. Yet innovators and entrepreneurs have scarce resources to devote to maximizing international opportunities, finding partnerships, and promoting and protecting their innovations on a global basis.

While corporations have legal and financial resources to devote to developing partnerships and protecting their intellectual assets, small and young companies are often left to fend for themselves, hoping that they do not run afoul of global laws or get taken advantage of in foreign markets.

Through this session, innovators will gain a better practical understanding of how to scout partnerships, learn about and comply with foreign regulations, and manage and protect their IP globally.

Participants will leave the session with new, practical knowledge that they can apply to their innovative activities.

### Target Audience

Inventors, innovators, and globally-minded entrepreneurs, together with anyone else interested in learning more about the factors taken into consideration when taking their products, services, and intellectual assets global. Interested participants may include people who have established or work for innovative start-ups, plus representatives of technology transfer offices, NGOs, and researchers.

### Proposed Program

To be finalized in January 2016.

**Event**  
**Cross-Cutting**

2016 UNESCO Chair International Conference – Technologies for Development  
Tech4Dev@epfl.ch | <http://cooperation.epfl.ch/2016Tech4Dev>

## Unleashing Scientific Entrepreneurship: How To Turn Risks Into Opportunities

*Event proposed by Innovation Forum Lausanne, in collaboration with The Global Challenges Foundation and Innovation Insights*

**Name:** Manuel Fankhauser  
**Affiliation:** Innovation Forum Lausanne, President

**Brief Bio Organizer(s)**  
Besides doing his thesis research in tumor immunology at EPFL, Manuel is passionate about innovation and entrepreneurship. Being on the biology advisory board of the EPFL based startup Nanolive, he has gained insight in how a startup is evolving from vision to market. Furthermore, he has been a Founding Member and President of Innovation Forum Lausanne, an EPFL association that aims at unleashing the potential of scientific entrepreneurship to solve tomorrow's problems.

**Abstract**  
*Short description, including alignment with conference themes and objectives*  
A recent report by the global challenges foundation names 12 risks that have the potential to end human life. Some of these risks, such as extreme climate change and nuclear war, are well known amongst the broad public. However, others, such as global system collapse, artificial intelligence, or bad global governance are only rarely part of the public debate. The aims of this event are threefold: first, to raise awareness about the existence and the nature of the 12 risks. This will be achieved by a keynote lecture given by one of the authors of the global challenges report, as well as by an interactive networking session where participants can brainstorm about the different risks. Second, we will be exploring how scientific entrepreneurship could be used to turn some of these risks into opportunities. Third, we will identify key ingredients and action points that are needed to foster an environment that would allow entrepreneurial minded scientists to tackle these risks in real life. The latter two aims will be discussed during a roundtable debate, featuring all stakeholders needed to create a fertile ecosystem for innovation.

**Description**  
*Proposed discussion focus*  
There will be three main focuses for discussion:

- 1) Create awareness about the 12 risks
  - How was this list generated?
  - What is the scientific rationale behind each risk?
  - What do the risks have in common?
  - Why do we want to take action to mitigate these risks?
- 2) Understand which of the 12 risks could be solved by scientific entrepreneurship
  - Which risks offer potential for a solution driven by scientists?
  - Which risks need global collaboration?
  - Which risks offer potential for a solution driven by a single visionary innovator?



## [EV10-CCI]

# Unleashing Scientific Entrepreneurship: How To Turn Risks Into Opportunities

*Event proposed by Innovation Forum Lausanne, in collaboration with The Global Challenges Foundation and Innovation Insights*

### Description (Cont.)

- 3) Identify specific ingredients needed to turn the risks into entrepreneurial opportunities
  - How can applied research in all “risk areas” be increased?
  - How should this research be funded? By governments? By a global entity?
  - How can the results of the research most efficiently be translated into actionable products that are able to mitigate individual risks?
  - Could it be a solution to cluster all resources in one ecosystem?
  - What would be the advantages and disadvantages of establishing a “Global challenges Institute” where all efforts would accumulate?
  - How can you convince investors to put money in this type of venture?

### Objectives

*Justification and expected impact during and after the conference*

The idea that we face a number of global challenges threatening the very basis of our civilization at the beginning of the 21st century is well accepted in the scientific community, and is studied at a number of leading universities. However, there is still no coordinated approach to address this group of challenges and turn them into opportunities. There is no doubt that tackling these risks will need require disruptive solutions that are coordinated on a global scale. At Innovation Forum, we believe that entrepreneurial grassroots scientists can tackle these types of issues. However, in order to turn their disruptive ideas into actionable products, an enabling ecosystem consisting of favorable policy, knowhow, talent, and investment frameworks is required. The aim of this event is to identify which of the risks could be mitigated by scientific entrepreneurship, and pin down the specific ingredients of an innovation ecosystem that would be able to turn these risks into entrepreneurial opportunities. Furthermore, we will discuss the feasibility, advantages and disadvantages of establishing a “Global Challenges Institute” in which all global resources would be accumulated to achieve a common goal: to mitigate the 12 risks that threaten human civilization.

### Target Audience

Innovation Forum events feature a diverse mix of participants from different backgrounds and generations. This ensures cross-fertilization of experiences and ideas, breaking down traditional silos. We are mainly targeting:

- Anyone interested in a more sustainable world
- Entrepreneurs
- Entrepreneurial minded scientists
- Students
- Policy makers
- Investors

### Proposed Program

To be finalized in January 2016.

## Efficient Public-Private Partnerships: Lessons Learned from Two WIPO Multistakeholder Consortia

*Joint Session hosted by World Intellectual Property Organization – Global Challenges Division in partnership with select Consortia Members*

**Name:** Anatole Krattiger  
**Affiliation:** World Intellectual Property Organization, Director

**Brief Bio Organizer(s)**  
Anatole Krattiger is Director of Global Challenges at WIPO, dealing with intellectual property (IP) and climate change, global health, and food security. Originally a farmer from Switzerland, he holds a PhD in molecular genetics from Cambridge University, worked at one of the CGIAR centers, led ISAAA, a global nonprofit broker of agbiotech applications for developing countries, served as Executive to the Humanitarian Board for Golden Rice, and was Editor-in-Chief of the IP Management Handbook of Best Practices ([www.ipHandbook.org](http://www.ipHandbook.org)).

**Abstract**  
*Short description, including alignment with conference themes and objectives*  
This session will discuss opportunities, challenges and strategies to consider while building and sustaining technology transfer and capacity building through effective public-private partnerships (PPP).

WIPO manages the two multistakeholder consortia, WIPO Re:Search in health and WIPO GREEN in environment. WIPO Re:Search, established in 2011 in collaboration with BIO Ventures for Global Health (BVGH), catalyzes research and development (R&D) for neglected tropical diseases (NTDs), malaria and tuberculosis (TB) through innovative research partnerships and knowledge-sharing. The WIPO Re:Search consortium comprises 98 Members, including pharmaceutical companies and other private and public sector research organizations globally. WIPO GREEN, launched in 2013, is an interactive marketplace that promotes innovation and diffusion of green technologies. The WIPO GREEN Network is constituted of 62 Partners that include regional development banks, public and private entities, climate innovation centers and the Climate and Technology Centre and Network.

A PPP can be an effective vehicle for accelerating the development and deployment of technologies. They aim to involve a wide range of stakeholders and engage them in substantive collaborations that advance R&D and/or the transfer and diffusion of technology. This can be a challenging undertaking. WIPO will share its experiences, lessons learned, and insights gained from creating and managing these two public-private partnerships.

**Description**  
*Proposed discussion focus*  
The session will be based on a presentation about the two consortia to provide the foundation for discussion with attendees on how to establish and manage a successful PPP, including on useful metrics for measuring progress. The session will focus on:

- What are the main challenges faced by WIPO in building and maintaining multi-stakeholder consortia?
- What constitutes success, what challenges have been encountered, and what lessons can be learnt?

## **[EV11-CCI]**

# **Efficient Public-Private Partnerships: Lessons Learned from Two WIPO Multistakeholder Consortia**

*Joint Session hosted by World Intellectual Property Organization – Global Challenges Division in partnership with select Consortia Members*

### **Description (Cont.)**

- How can organizations from different sectors (private, government, public sector research institutions, universities, finance institutions, etc.) identify value in joining and contributing to PPP consortia?
- What tools are used to actively engage in a sustainable manner consortia members?
- How can divergent objectives of different members be reconciled, including and especially those from developing countries?
- What is the importance of clear objectives and meaningful, measurable metrics?

### **Objectives**

*Justification and expected impact during and after the conference*

This session relates to Tech4Dev cross-cutting theme of public-private partnerships and sectoral themes (health, energy ...). WIPO Re:Search and WIPO GREEN are two consortia; the first aimed at accelerating R&D for medicines, vaccines and diagnostics for NTDs, malaria and tuberculosis, and the second aimed at connecting green technology providers and seekers and thus accelerate technology transfer and diffusion.

Through this presentation, the WIPO Global Challenges Division will share its experience with the audience in the building of PPPs and in managing multistakeholder platforms. Select members of the consortia will also be invited to share their experiences.

Participants will gain a better understanding of key factors to consider in the development and management of, and participation in, PPPs.

### **Target Audience**

Inventors, innovators, representatives of technology transfer offices, NGOs, researchers... Anyone interested in the creation, participation or coordination of a PPPs to advance technology for development.

### **Proposed Program**

To be finalized in January 2016.