



Innovation Thought Leaders Forum

Economic Diversification
Through Bio Industrial Innovation



February 7 – 9, 2012

Delta Calgary Airport
2001 Airport Road NE
Calgary Alberta, T2E 6Z8



Innovation Thought Leaders Forum

Economic Diversification
Through Bio Industrial Innovation



February 7 – 9, 2012 Delta Calgary Airport, 2001 Airport Road NE, Calgary Alberta, T2E 6Z8

Technical Agenda – Highlights Only

Tuesday February 7, 2012

- 7:30 pm** **Welcome and Introductions**, Stan Blade, CEO Alberta Innovates BioSolutions
- 7:40 pm** ***Data, Information and Knowledge – Enabling Innovation***, Mike Kennedy, Chief Executive Officer, Green Analytics and Bob Morton, Chairman of Silvacom Group

Wednesday February 8, 2012

8:30 am **Introducing the BioE Initiative: Alberta Context and Realities**

- Purpose of this forum
- Objective of this initiative
- Defining Alberta's bio-industrial sector
- Current State of Alberta's bio-industrial sector – industry, communities, government
- Investment to date
- Key features of Alberta's innovation system

10:30 am **Growing Alberta's Bio-Industrial Sector**

- Summary of process: research, consultation, and evidence based analysis
- Overview of strategy to move forward

- 12:40 pm** ***Elements of a Successful Economic Diversification Strategy for Alberta From a Broad Perspective***, Robert Brawn, Chair of Alberta Economic Development Authority, (AEDA)

Innovation Thought Leaders Forum

Economic Diversification
Through Bio Industrial Innovation



February 7 – 9, 2012 Delta Calgary Airport, 2001 Airport Road NE, Calgary Alberta, T2E 6Z8

1:15 pm Innovation (Models)

1:20 pm *Critical Success Factors for Innovation Systems*, Marv Fritzler, Chair of Alberta Research and Innovation Authority (ARIA)

1:40 pm **Moderator:** Jack Saddler, University of British Columbia
Panel Members: Tom Corr, Manfred Kircher, Alfredo Aguilar-Romanillos
Questions addressed to panel members:

- In order to diversify within Alberta's core engine, what would you see as the next best steps? What should be avoided?
- In order to diversify away from Alberta's core engine, what would you see as the next best steps? What should be avoided?
- What is the level of importance of collaboration and strong networks in achieving innovation? How is it best achieved, and what are the pitfalls?
- How do we best achieve alignment and avoid duplication when so many stakeholders and innovation support organizations are involved (with many having overlapping mandates)?
- What other jurisdictions have had success diversifying their economies that we should be looking to for advice?
- How do we know that we're making progress? What kinds of metrics have been effective in measuring progress?

3:30 pm Policy (and Fiscal and Instruments)

3:30 pm *Policy Development Process and Policies as Enablers*, Bill Werry, Deputy Minister of Advanced Education and Technology

3:50 pm **Moderator:** Ken Chapman, Executive Director, Oil Sands Development Group (OSDG)
Panel Members: Matt Machielse, Doug Hooper, Greg Luoma
Questions addressed to panel members:

- What are examples of policies that have been effective in stimulating economic diversification, broadly or regionally, in the short and long term?

Innovation Thought Leaders Forum

Economic Diversification
Through Bio Industrial Innovation



February 7 – 9, 2012 Delta Calgary Airport, 2001 Airport Road NE, Calgary Alberta, T2E 6Z8

- From those, are there good examples of any public policies that are integrated and aligned across sectors and issues?
- What are examples of policies, instruments and programs that have been effective in enabling the development of technology-oriented businesses (especially based on bio-industrials) and associated rapid deployment of technology?
- What are examples of strategic policy approaches that ensure intellectual property generated with public investment is used effectively to generate economic diversification?

7:30 pm *The New Entrepreneurs: Building a Green Economy for the Future*, Andrew Heintzman, President, Investeco Capital

Thursday February 9, 2012

8:00 am Markets/ Economics (Drivers)

8:00 am *Alberta's Jurisdictional Advantage*, Jeremy Heigh, Principle, Sift Every Thin

8:30 am **Moderator:** Stephen Lougheed, Board Member, Alberta Innovates Technology Futures
Panel Members: Stephanie Clendennen, Linda Beltz, Ray Miller

Questions addressed to panel members:

- Is focusing on those bio-industrial opportunities associated with Alberta's core engine, the energy sector, an adequate strategy for developing a vibrant bio-industrial sector in the longer term?
- Is a focus on diversifying through the bio-industrial sector the right approach as compared to a focus on increased competitiveness of agriculture and forestry sectors? How effective is this approach?
- What would be the best first steps in taking advantage of the specific opportunities identified (in the Jurisdictional Advantage) to supply environmental services and biosolutions to the energy sector as a way to grow Alberta's bio-

Innovation Thought Leaders Forum

Economic Diversification
Through Bio Industrial Innovation



February 7 – 9, 2012 Delta Calgary Airport, 2001 Airport Road NE, Calgary Alberta, T2E 6Z8

industrial sector? In the long-term how can growth of bio-industrial sector translate into growth of agriculture and forestry sectors?

- What might be some ways to effectively target medium size companies to support them in playing a leadership role in developing the bio-industrial sector?

10:30 am Environment (Entrepreneurship)

10:30 am ***Economic Diversification through Environmental Products and Services***, Paul Clark, President, VisionGain Consulting Inc.

Moderator: Joerg Goetsch, Manager of External Affairs, Daishowa-Marubeni International Ltd.

Panel Members: Annette Hester, James Chepyha, Kirk Andries

Questions addressed to panel members:

- How does demand for environmental integrity created opportunities for economic diversification?
- What solutions can the bio-industrial sector offer to the energy sector to mitigate climate change and GHG's issues in Alberta and Canada?
- How can the goal of reducing GHG's (or other environmental goals) create an economic opportunity? Can models of development be designed which involve economic growth and diversification and environmental responsibility? What are the risks?
- What are good examples of protocols, standards or certification being used effectively by industry that help to ensure the environmental validity and integrity of bio-industrial products and services?

1:00 pm Wrap-Up

- Summary of key insights and feedback over past two days
- Overview of next steps for this initiative