



**GREEN INNOVATION DAYS**  
(SCALE-UP FINAL EVENT)

**Date:** Wednesday 17<sup>th</sup> November to Friday 19<sup>th</sup> November 2021

**Time:** 14:00h – 18:00h; 09:30h – 17:30h; 09:30h – 16:00h (CET)

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**Location:** Blue City, Maasboulevard 100, 3063 NS Rotterdam, Netherlands

**09:30 - 17:30 18<sup>th</sup> November (CET)**

09:30 - 12:00	<p><b>Meet the Buyer (I): Online session*</b></p> <ul style="list-style-type: none"> <li>Johnson Matthey (TBC)</li> <li>Anglian Water (TBC)</li> </ul> <p><i>* The list of corporates will be updated during Sept-Oct.</i></p>	<p><b>(Side activity) SCALE-UP Pilot site visit</b></p> <p>Port of Rotterdam - Visit SCALE-UP pilot site:</p> <ul style="list-style-type: none"> <li>Plastic recycling plant (PRYME Cleantech, under construction)</li> <li>Second city location TBD</li> </ul>
12:00 - 13:00	<p><b>Arrival of corporates at Blue City (registration, light walking lunch, networking)</b></p>	
13:00 - 14:00	<p><b>Corporate roundtable: Engagement with innovative SMEs and sustainable needs in a post-pandemic scenario</b></p> <p>Best practices and open discussion with large transnational buyers</p>	<p><b>Arrival of SMEs and innovators at Blue City (registration, light walking lunch, networking)</b></p>
14:00 - 15:00	<p><b>Opening session of the large Meet the Buyer with attending corporates</b></p> <ul style="list-style-type: none"> <li>Opening by the City of Rotterdam - Wouter van Rooijen, Department of Economy</li> <li>Introduction of the SCALE-UP project</li> <li>Digital platforms as a tool for international business - Yasmin Shmuel, KLEVER Platform</li> <li>Presentations of corporates and current challenges (5 min per buyer)</li> </ul>	
15:00 - 17:30	<p><b>Meet the Buyer (II): Face-to-face session with corporates &amp; entrepreneurs*</b></p> <p><i>Format: Coffee break setup and separate tables for meetings. Previously engaged corporate buyers, i.e.:</i></p> <ul style="list-style-type: none"> <li>Port of Rotterdam (TBC)</li> <li>Vopak (TBC)</li> <li>Eneco (TBC)</li> </ul> <p><i>* More to be added. This list will be updated during Sept-Oct.</i></p>	
17:30 - 19:00	<p><b>Agenda of next day and networking</b></p>	



**09:30 - 16:00 19<sup>th</sup> November (CET)**

09:30 - 09:45 **Official opening session by the City of Rotterdam - TBC**

**Session 1 - Past & present: The SCALE-UP project**

- 09:45 - 10:45
- The SCALE-UP project
    - Results and methodology - *Wouter van Rooijen, City of Rotterdam*
    - As seen by the EU - *Jesper Jönsson, Interreg NSR Joint Secretariat*
    - Corporate/SME experiences:
      - Port of Rotterdam
      - Aguardio (TBC)

10:45 - 11:00 **Coffee break**

**Session 2 - Immediate future: Clean business development post-Covid19**

- 11:00 - 12:00
- Open dialogue: Innovation and digitalisation in business development, post-Covid19
  - Recovery plan: Reactivate the economy (corporate/public affairs views)

12:00 - 13:30 **Lunch**

**Session 3 - Our effects on a longer future: Upscaling sustainability**

- 13:30 - 15:00
- Presentation: Upscaling sustainability & transition - *Jan Rotmans* (<https://www.janrotmans.nl/en/over-jan/>)
  - What's next? Scaling up SCALE-UP, ideas for the future - *Rolf Bastiaanssen, Bax & Company*
  - Wrap up

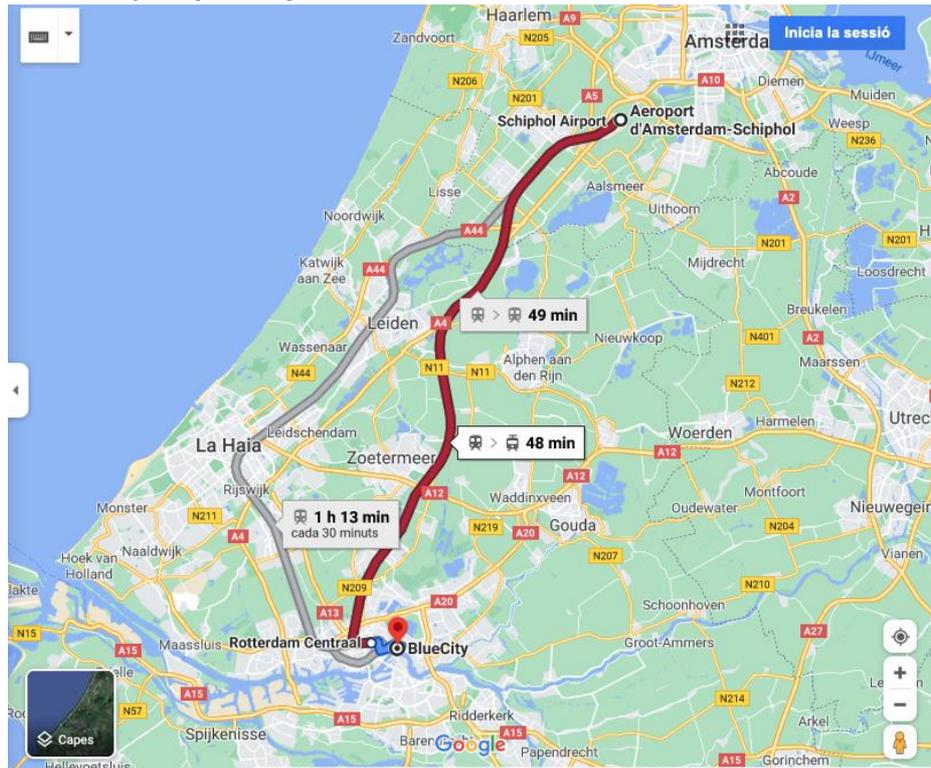
15:00 - 16:00 **Open networking & end of event**

**Annex 1 – How to arrive?**



Location: Blue City, Maasboulevard 100, 3063 NS Rotterdam, Netherlands

From Amsterdam Airport (48 min):



Option A: 48 min. Thalys train to Rotterdam Centraal. Take tram 21/24 to 'Willem Ruyslaan' + 7 min by foot.

Option B: 49 min. Thalys train to Rotterdam Centraal. Take Sprinter train to 'Rotterdam Blaak' + 14 min by foot.