



PROGRAMME / PROGRAM

Thursday October 7, 2010

8.30 Registration

9. Welcome of participants

- Bernard BELLETANTE (Euromed Management Managing Director)
- Dimitri UZUNIDIS (President of the Research Network on Innovation)
- Blandine LAPERCHÉ and Nadine LEVRATTO (Coordinators of the conference's scientific committee)

10. Opening Round Table - *European Cities Entrepreneurship Ranking*

Enterprise Development and Territorial Sustainability

Chair: Nadine LEVRATTO

- Olivier TORRES (President of the ECER Foundation Association): *What are the approaches and the stakes when we talk about entrepreneurship in metropolises?*
- Nadine LEVRATTO (President of the Scientific Committee ECER, Professor at Euromed Management): *The methodology of a European ranking – What is the place of Marseilles' Metropolis within ECER ranking?*
- Bernard BELLETANTE (Euromed Management Managing Director): *How to promote Entrepreneurship on a territory opened on Europe and the Mediterranean area?*
- Loïc MAHERAULT (Altidiem Consultancy Chairman and Managing Director): *Describing how the ECER approach is in line with the global dynamic of the sustainable territories.*
- PROVENCE PROMOTION, CCIMP, CLUB TOP 20, UPE 13 (the Economic Actors of the territory): *How the economic development and the attractiveness of the metropolises are driven by the companies?*

12. Lunch

13.30 Inaugural Conference – Plenary Session

Chair: Blandine LAPERCHÉ

- Carlota PEREZ (Univ. Cambridge, UK and Tallinn, Estonia), *Making the most of the new paradigm: Shaping the opportunity space for innovation after the crisis*



14. 30 Parallel Sessions

S1 - Theories and politics for a new paradigm

Chair: Dimitri UZUNIDIS

- Benoît DESMARCHELIER (Univ. Lille 1, France) and Faiz GALLOUJ (Univ. Lille 1, France), *Endogenous growth and environmental policy in an evolutionary perspective: is the tertiarisation trend invertible?*
- Nathalie LAZARIC (Univ. Nice Sophia Antipolis, France) and Vanessa OLTRA (Univ. Bordeaux, France), *Sustainable consumption in an evolutionary framework: How to foster change?*
- Dimitri UZUNIDIS (Univ. Littoral, France) and Lamia YACOUB (Univ. Monastir, Tunisia), *Global governance, resources and sustainable economic development. A critical approach of the international economy*
- Patrick MICHELETTI (Euromed Management, France), *Contradiction et créativité : une alliance de raison*

S2- Practices and actors of eco-innovation In France

Chair: Florin PAUN

- Florin PAUN (ONERA), *How to use Aerospace technologies to address sustainable development issues ; partners testimonial and innovation paths within Onera's knowledge based SMEs cluster*
- Philippe GORRY (Réseau CURIE), *Practices and actors of eco-innovation in France*
- Alain QUEVREUX (ANRT), *L'Ecole de l'Innovation et les CIFRE*
- Jean-Yves LONGERE (Pole Pegase), *Le Contrat de Croissance*
- Témoignages de Start-ups / Nheolis et Leosphere

S3- Territorial trajectories and management of natural resources

Chair: Gilliane LEFEBVRE

- Irene SOTIROPOULOU (Univ. Crete, Greece): *How environmental awareness can be practical and funny while puzzling economists: exchange networks, parallel currencies and free bazaars In Greece*
- Anna KANSHIEVA (Univ. Padua, Italy), *Pioneering designs of sustainable rural entrepreneurship: meeting the challenges of countries in transition by exploring innovative experience of modern Europe*
- Alex VAILATI (Univ. Torino, Italy), Carla INGUAGGIATO (Univ. Torino, Italy), Cecilia NAVARRA (Univ. Torino, Italy – Univ. KwaZulu – Natal, Durban, Rep of South Africa), *Grassroot development, innovation and rural producers' organizations: a Mozambican case study.*



- George VALENTIS, Ludivine HOUSSIN (Institut Veolia Environnement), *La prospective à l'interface environnement/société : le cas de l'Institut Veolia*

16.15 Parallel Sessions

S4- Theoretical origin of sustainable development

Chair : Pierre LE MASNE

- Sophie BOUTILLIER (Univ. Littoral, France) and Patrick MATAGNE (Univ. Poitiers, France), *Economic theories, ecology and history*
- Pierre LE MASNE (Univ. Poitiers, France), *Quesnay and Turgot, precursors of sustainable development*
- Dimitri PATELIS (TUC, Greece), *Accumulation of capital, crisis and "return to nature"?*
- Marc-Hubert DEPRET (UHP, France), Abdelillah HAMDOUCH (Univ. Lille 1, France), *Clean technologies and perspectives of the "green economy" in emergent and developing countries: foundations, opportunities and constraints*

S5- Territorial trajectories and sustainable development

Chair: Anne MUSSON

- Claudia IONESCU (Univ. Bucharest, Romania), *Sustainable development as result of the cohesion policy in the European union regions*
- Denis CARRE (Univ. Nanterre, France), Nadine LEVRATTO (Univ. Nanterre, France), *Les effets locaux dans la dynamique des départements français : mesure et interprétations*
- Anne MUSSON (Univ. Pau, Univ. Bordeaux, France), *Firms local public strategy and sustainable development: can the sustainable development be a component of the attractiveness of territories? An analysis by a survey conducting with French CIOs*
- Benabbou SENOUCI (Univ. Oran, Algérie), *Etude comparative sur les stratégies de 3 pays exportateurs de GNL*

Evening: Conference dinner



Friday October 8, 2010

9h00 –Parallel Sessions

S6- Theory and applications of political aspects of innovation

Chair: Stefan KESTING

- Jerry COURVISANOS (Univ. Ballarat, Australia), *Political aspects of innovation in an ecologically unsustainable world*
- Pranoto EFFENDI (Univ. Ballarat, Australia), Jerry COURVISANOS (Univ. Ballarat, Australia), *Examining Renewable Energy in Australia from a Political Aspects of Innovation Perspective*
- Stefan KESTING (Univ. Technology, Auckland, New Zealand), Philippa K WELLS (Univ. Ballarat, Australia), Jerry COURVISANOS (Univ. Ballarat, Australia), *Political Aspects of Innovation in the New Zealand Dairy Industry*
- Philippa K WELLS (Univ. Ballarat, Australia), Jerry COURVISANOS (Univ. Ballarat, Australia), Stefan KESTING (Univ. Technology, Auckland, New Zealand), *Political Aspects of Innovation in the Australian Dairy Industry*

S7- Socially responsible SMEs

Chair: Leïla TEMRI

- Leïla TEMRI, (Univ. Montpellier 1, France), *The environmental dimension in socially innovative enterprises projects*
- Aljona SANDGREN (Univ. Stockholm, Sweden), Görel Husen STRÖMQVIST (Univ. Stockholm, Sweden), *Green enterprising – a necessary component of environmental management studies*
- Chiraz GHOZZI – NÉKHILI (ISCAE, Manouba), Souad KAMOUN – CHOUK (ESC Tunis, Tunisie), *Vers une stratégie intégrale et intégrative des dimensions de RSE dans des entreprises tunisiennes labellisées BIO : cas des secteurs de l'huile d'olive.*
- Fafani GRIBAA (Univ. Montpellier 1 and Sousse), Azzedine TOUNÉS (ESC Chambéry, France), Karim MESSEGHEM (Univ. Montpellier 1, France), *An exploratory model of the environmental intention of Tunisian managers*



S8 – Ecopolis - Laboratory for sustainable cities

Chair: Sophie BOUTILLIER

- Céline PATOUILLARD (Univ. Lyon, France), Jean – Yves TOUSSAINT (Univ. Lyon, France), Joëlle FOREST (Univ. Lyon, France), *Du mode d’existence des environnements urbains alternatifs*
- Muriel ALLAERT DEGUNST (Ecopolis), Sophie BOUTILLIER (Ecopolis, Univ. Littoral, France), Blandine LAPERCHÉ (Ecopolis, Univ. Littoral, France), Dimitri UZUNIDIS (Ecopolis, Univ. Littoral, France), *Crise et renouveau économique des milieux industrialo-portuaires ou comment faire face aux routines accumulées : l’exemple de Dunkerque (France).*
- Arnaud DIEMER (Univ. Clermont – Ferrand, France), *Industrial Ecology: back to the myth of Innovation?*
- Francis KERN (Univ. Strasbourg), Francis MUNIER (Univ Strasbourg), *L’écotourisme : une innovation de service aménitaire dans la valorisation des ressources spécifiques du territoire*

10h45 Parallel Sessions

S 9- Corporate strategies and eco-technologies

Chair: Faïz GALLOUJ

- Blandine LAPERCHÉ (Univ. Littoral, France), Gilliane LEFEBVRE (Univ. Nanterre, France) and Denis LANGLET (Research Network on Innovation), *Green business: what impacts on innovation and R&D strategies of industrial groups?*
- Jean-Pierre BIRAT (Arcelor Mittal), *ULCOS, or how siderurgy is preparing to reduce its CO2 emissions*
- Hiroki YOKOTO (Univ. Paris 13, France), *The strategy of innovations for the corporate growth: in the case of Honda.*
- Moon Jung KANG (TU Berlin and KIST Europe Institute), Ki Cheol KIM (KIST Europe Institute), Knut BLIND (TU Berlin), *A literature review on strategic carbon process management based on inter-firm cooperation: potential, limit and prospect*



S10 - Social responsibility: case studies

Chair: Céline MERLIN-BROGNIART

- Céline MERLIN-BROGNIART (Univ. Angers, France), *The integration of sustainable development in for-profit public service networks in France: a conventionalist and evolutionary perspective.*
- Giusto BARISI (Univ. Littoral, France), *Les systèmes de travail soutenable, une composante souvent négligée mais fondamentale du développement durable*
- Béatriz CASTILLA RAMOS (Univ. Yucatan, Mexique), *FALCO Electronics dans l'état du Yucatan (Mexique): le cas d'une multinationale américaine socialement responsable*
- Abdelaziz SALEM (Univ. Oran, Algérie), Mohammed Amine Mehdi KHELLADI (Univ. Oran, Algérie) *Quel engagement environnemental pour les entreprises algériennes? Cas des entreprises industrielles de la ville d'Oran*

12. Lunch

14. Parallel Sessions

S11 – Methodological and financial tools for sustainable development

Chair: Abdelillah HAMDOUCH

- Ingrid STJERNQUIST (Univ. Stockholm, Sweden), Peter SCHLYTER (Univ. Stockholm, Sweden), Lucas DAWSON (Univ. Stockholm, Sweden) *System analysis as a tool for analysing complex environmental issues.*
- Paris PITTAKARAS (Univ. Manchester, UK), Rodger EDWARDS (Univ. Manchester, UK), *Weather data sets for simulation of the performance of zero energy buildings in Cyprus*
- Yves JÉGOUREL (Univ. Bordeaux, France), Samuel MAVEYRAUD (Univ. Bordeaux, France), *New trends in European socially responsible investment: assessing the financial performance of « green » investment funds.*
- Kelly Tatiana GIRALDO PARDO, *Construction of a methodology to assess the sustainability of innovation investments*



S12 - Management of natural resources in agro industry

Chair: Jerry COURVISANOS

- Jerry COURVISANOS (Univ. Ballarat, Australia), Colin RICHARDSON (Imperial College, London, England), *Towards a model of eco – sustainable agricultural production in a regulated river basin*
- José Vitor BOMTEMPO (UFRJ, Rio de Janeiro, Brasil), Flavia CHAVES ALVES (UFRJ, Rio de Janeiro, Brasil), *Innovation dynamics in biofuels: in search of a new industry*
- Adeline UGAGLIA (INRA GAIA, Gradignan, France), Bernard DEL’HOMME (INRA GAIA, France), Maryline FILIPPI (INRA GAIA, Gradignan, France), *Organic farming, a new technoeconomic paradigm in agriculture?*

15.45 Conclusive Conference – Plenary Session

With the US Embassy Paris

Chair: Sylvie VACHERET

- Anne SENGÈS (Journalist), *The clean-tech revolution in California and in France*



Saturday October 9, 2010: Tour proposals in Provence

Visit 1 : 10-12 am : LE QUARTIER DU PANIER ET SES ARTISANS /THE PANIER DISTRICT AND ITS CRAFTSMEN (2 hours on foot)

Sur la rive Nord du Vieux Port, promenade dans le vieux Marseille, de l'Hôtel de Ville à l'Hôtel Dieu, en passant par la montée des Accoules et la Vieille Charité. De nombreux artisans vous ouvrent leur porte pour vous montrer leur savoir-faire / On the North Side of the Old Port, a walking Tour in the Old Marseille from the townhall to the Hotel Dieu, climbing up La Montée des Accoules to the Vieille Charité Museums. Lots of Craftsmen welcome you to show their know-how

Visit 2 : 14-16 pm : LA RIVE SUD DU VIEUX PORT /OLD PORT SOUTH SIDE (2 hours on foot)

De l'Arsenal des Galères Royales à l'Abbaye Saint Victor, parcours dans le quartier de rive neuve, à la découverte du Marseille de Louis XIV/ From the Arsenal to Saint-Victor Abbaye, walking tour on the Rive Neuve of the Old Port.

More information on the Conference website: <http://innovation.univ-littoral.fr>

Conference supported by:

Innovations, Cahiers d'économie de l'innovation <http://www.cairn.info/revue-innovations.htm>

Journal of Innovation Economics <http://www.cairn.info/revue-journal-of-innovation-economics.htm>

American Journal of Economics and Business Administration http://www.scipub.org/scipub/c4p.php?j_id=ajeba

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Emerald's Environmental Journals: <http://www.emeraldinsight.com>