

## Agenda Workshop 1: 20<sup>th</sup> April 2023

Istituto Italiano di Cultura a Tirana, Tirana Albania

### Developing Technology and Knowledge based Products and Services

9.00	<b>Registration</b>
9.15	<b>Welcome, introductions and briefing</b>
	<b>Session 1: Introduction to Innovation</b> <b>Content:</b> <ul style="list-style-type: none"><li>• Recognising and understanding different types (product/ service, process, way of doing business) and levels (incremental/ radical/ disruptive) of innovation</li></ul> <b>Group exercise: “5 digital innovations that are changing the maritime industry”</b>
10.45-11.00	Coffee
	<b>Session 2: Developing Technology and Knowledge based Products and Services</b> <b>Content:</b> <ul style="list-style-type: none"><li>• Introduction to NPD (New Product Development)</li><li>• Main steps</li><li>• Use of Stage-gating</li></ul> <b>Group exercise: Defining stage-gates</b>
12.30-13.30	Lunch
	<b>Session 3: Ideal Generating and screening</b> <b>Content:</b> <ul style="list-style-type: none"><li>• Introduction to ‘Ideation’ – methods and approaches</li></ul> <b>Group Exercise: Ideation for the Blue Economy</b> <ul style="list-style-type: none"><li>• Initial screening – using a risk matrix to chose between ideas</li></ul> <b>Group exercise: Using a Risk Screening</b> Feedback and discussion
15.00-15.15	Coffee
	<b>Session 4: : Using cross functional teams and embedding IP review into NPD</b> <ul style="list-style-type: none"><li>• The role of cross functional teams at different stages of NPD</li><li>• Group exercise – stages, functions and tasks</li><li>• Example: IP</li><li>• Case study IP review</li></ul>
	Roundup and discussion. Briefing on the planned Workshop II
16.30	<b>END</b>