

20th Triple Helix Conference
Florence
2022
27 JUNE
29 JUNE

2nd International Triple Helix Summit
 10th to 13th November 2018
 Dubai, United Arab Emirates

The role of Government/Academia/Industry in Building Innovation-based Cities and Nations

الجامعة البريطانية في دبي
 The British University in Dubai
 www.buid.ac.ae

BARCELONA 2013

TRIPLE HELIX
 JUNE 26-29 XXI CONFERENCE

Entrepreneurial and engaged universities for sustainable development
 Linking education, research and innovation to achieve the SDGs & ESGs

TRIPLEHELIX ACEEU laSalle WORKING TOWARDS SUSTAINABLE DEVELOPMENT GOALS

TRiple Helix
XVII 9th-11th SEPTEMBER 2019
CAPE TOWN

ENTREPRENEURS | TRIPLE HELIX | SOCIAL INNOVATION

2019 XVII International Triple Helix Conference
TRIPLE HELIX - A CATALYST FOR CHANGE
 The Impact of Science & Technology on Regional Innovation & Socio Economic Development

www.triple-helix.co.za

TRiple Helix
Innovation for a Sustainable World

16 to 18, June 2021
São Paulo

Science and Technology to preserve the world for the future generations
XIX Triple Helix Conference

TRIPLEHELIX
 UNIVERSITY INDUSTRY GOVERNMENT ASSOCIATION

South Africa
 Inspiring new ways

TRiple Helix
DESIGNING GLOBALLY CONNECTED REGIONAL INNOVATION ECOSYSTEMS
 Overcoming barriers and opening pathways

2020
III International Triple Helix Summit
Bologna
 24th-26th NOVEMBER 2020

TRiple Helix
2017 15th TRIPLE HELIX International Conference

The Fourth Industrial Revolution, Design Thinking, and the Triple Helix

14-16 September 2017
 EXCO, Daegu, Korea

Organized by ASIALICS TRIPLEHELIX
 Sponsored by CASIOFU DAECU dcvb DAEJU

www.triplehelix-korea.org

TRiple Helix
Conference XVIII
15.-17.6.2020 TAMPERE

Bidding to host the Triple Helix Conference 2024

TRIPLEHELIX

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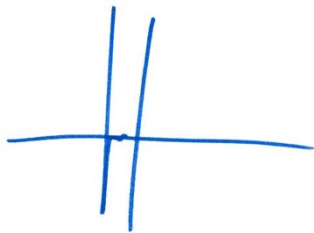
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FOREWARD

Increasingly, global social, economic, and environmental challenges demand greater inclusion, competitiveness, and sustainability from communities, which calls for rapid adaptation to the changes caused by the current situation. Innovation emerges as one of the main tools to respond to these demands through agile ecosystems that provide comprehensive solutions for a sustainable development with Triple, Quadruple and Quintuple Helix strategies and actions.

The Triple Helix Conference aims at providing an international and multidisciplinary venue with outstanding scholars, policy makers and practitioners for discussing and advancing our understanding of challenges and solutions and the relationship between entrepreneurial Universities, smart Governments, efficient Industry and committed Civil Society.

TH Conferences are major events, where the full potential of our dynamic Triple Helix Local and International Agents comes into play.

A handwritten signature in blue ink, consisting of a horizontal line intersected by two vertical lines, forming a stylized cross or 'H' shape.

Dr. Josep M. Pique

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PREVIOUS TRIPLE HELIX CONFERENCE

- 1996 Amsterdam
- 1998 New York
- 2000 Rio de Janeiro
- 2002 Denmark
- 2005 Turin
- 2007 Singapore
- 2009 Glasgow
- 2010 Madrid
- 2011 California
- 2012 Bandung
- 2013 London
- 2014 Tomsk
- 2015 Beijing
- 2016 Heidelberg
- 2017 Nairobi
- 2018 Manchester
- 2018 Dubai
- 2019 Cape Town
- 2020 Tampere
- 2020 Bologna
- 2021 Sao Paulo
- 2022 Florence
- 2023 Barcelona



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WHY HOST A TRIPLE HELIX CONFERENCE

The annual Triple Helix World Conference is the main academic-driven networking event, gathering an ever-increasing number of delegates and speakers from all over the world. Triple Helix World Conference take place in a different country every year, acting as a tool to link innovation leaders around the world and keeping the Society truly global. The Triple Helix conference is set to make a lasting impact, with the expertise of the local host bolstered by their long-standing track record of successful past events.

What are the benefits of hosting a Triple Helix Conference?

Triple Helix Conferences are a unique chance for scholars, practitioners and policy makers to network and build relationships in some of the world's most emblematic and successful innovation and academic ecosystems. As host, you will play a key role in highlighting your local innovation community and building international connections, putting both your institution, the ecosystem of innovation and your city world stage. By hosting the global Triple Helix Conference, you also help opening doors and creating opportunities for international meetings and connections facilitated by the event.

A Triple Helix Conference makes the host highly visible, both internationally and within its own local and regional context: the local host will receive global visibility in promotional actions carried out by TH movement before, during and after the event, and will enjoy a significant presence in this international forum. Experience shows that the key stakeholders behind the organizers (such as national and regional government, city authorities and private developers or PPPs) appreciate the opportunity to showcase their role in these projects.

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Who attends Triple Helix Conferences?

TH Conference brings together an average of 300-400 experts from Universities, Government and Industry, together with managers of ecosystems of innovation.

This wide variety of innovation actors all make contributions to TH Conference and come together to discuss and debate the latest trends research and innovation.

Can my organisation/city host a Triple Helix Conference?

Our call for candidate destinations is an open call for any university or entity that would like to host the Triple Helix Conference. A host organization would typically be a university, research organization, or organizer of events in cities active in strengthening their innovation and academic ecosystem, can bid to host the Triple Helix Conference. Also, convention bureaus and convention centers that can prove close links to the local innovation and academic ecosystem are welcome to apply.

In summary, those who can apply and sign the host agreement are preferably:

- Universities and research organizations
- City councils, agencies depending on the city council such as the economic development office.
- Convention bureaus, convention centers

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TH World Conference name: city as brand

The official name of the annual conference is Triple Helix Conference. This name is preceded by the respective ordinal number of the conference and is followed by the year in which it is held, and its respective theme for example:

Triple Helix Conference XXI Barcelona 2023 “Entrepreneurial and engaged universities for sustainable development.”

Example of the Triple Helix Conference Barcelona flyer:



However, in marketing material the name is commonly abbreviated to THC+ city name, for example TH Conference Barcelona. This is also the hashtag for each conference, i.e., #THCBarcelona, thus making the host city the cornerstone of all promotional activity and ensuring maximum visibility for it as an innovation destination.

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WHAT ARE THE KEY ELEMENTS OF THE THC?

The Triple Helix Conference consists of a scientific program, social events, and technical tours define by the host.

1. **Scientific program:** The scientific program is decided by the conference Steering Committee and based on papers received in response to a Call for Contributions. This part of the conference is handled by TH Steering Committee, but the local host is a key member of the Steering Committee and actively engaged in making suggestions of relevant topics under a main conference theme.
2. **Social elements:** The social program usually includes a coffee break, networking lunch and a gala dinner. The evening program is where the local host has a key role to play, inviting international peers to experience local venues that reflect both their city's history and its innovation ecosystems well as entertainment and other activities typical of the conference destination. TH Steering Committee can share insights on formats that have worked over the years, also the local host can propose what best match the local settings.
3. **Technical tours:** Another moment to highlight local locations is in connection to our industry, as the host oversees to find hotspots in their city and use their connections to supply tours that offer an outstanding delegate experience.

With their local knowledge and connections to the innovation ecosystem, the local host plays a key role in assuring a quality event for delegates. Drawing on many years of experience, the local host can count on TH Steering Committee guidance in all aspects related to their role and duties, of which we list examples in random order below.

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THE ROLE OF LOCAL HOST INCLUDES:

- Assign staff as key contacts for TH Steering Committee during the distinct stages from bidding to delivery of the event.
- Promotion of conference to attract delegates from the host city and country, drawing on your own database of contacts.
- Supply suggestions on main venue, local suppliers, tours, local transportations, and other
- Support the TH Steering Committee in negotiations with local suppliers.
- Work with TH Steering Committee in negotiations with local suppliers
- Work together with the Steering Committee to secure sponsorship
- Cover and deliver the evening program, comprised of three dinners and related venues, entertainment, and catering.
- Develop, coordinate, and cover technical tours of the local innovation ecosystems.
- Support logistic
- Supply local volunteers to support during the conference days.
- Attend earlier TH Conferences to promote yours and provide promotional materials about the future THC.
- Define the Layout of the conference.
- Mapping of possible speaker
- Support TH Steering Committee communications team to spread news related to the conference.

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FINANCIAL PICTURE

The Triple Helix Conference is self-funding and relies on registration fees, sponsorships, local host fee and support. It is an important source of revenue organizational responsibility for delivering the conference sits with TH Steering Committee who manages the conference accounts, collects registration fees, negotiates with suppliers, and handles contract commitments and bookings related to the main venue, accommodation management and services related to the day program of the conference.

The evening program and tech tours are the responsibility of the local host, who may look for financial or sponsorships to cover these parts of the program TH Steering Committee is always happy to join you for a conversation on past editions and format examples that can guide you in the process. In addition to the mandatory items, the local host is encouraged to offer more support to help secure a high-quality event if selected to host the 2024 edition.

What should the host offer?

Below are some indications of the sort of characteristics and facilities that TH Steering Committee is looking for in a conference destination. Please include information on these points in your bid application.

The destination city

Many factors contribute to a successful conference. The proposed city is key, as are travel times from major global hubs and travel times from the local airport(s). While several innovation projects may join efforts to host the Triple Helix Conference, ideally only one city should be proposed as conference destination. Make delegates feel welcome is also crucial: any subvention, public transportation discounts, free entrance to museums, etc, that the host city can offer to conference delegates enhance its attractiveness as a destination.

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THE CONFERENCE VENUE:

Responsibility for choosing and securing the conference venue lies with TH Steering Committee, but when deciding to bid, potential hosts should check if their local venue(s) meet the requisites of the Triple Helix Conference. If more than one could be a good fit, the candidate can show their preferred venue(s) and reason the pros & cons of each in the bid package, as well as including a list of any added options for the TH Steering Committee explore. Accurate preliminary information should be included in the Bid Proposal, as well as direct contacts to easy the TH Steering Committee follow up during the assessment of bids. The conference venue is the place where delegates will spend most of their time during the conference. As well as conference sessions, networking and business meetings also take place here, and it is thus of vital importance that the venue satisfies the requirements of space, access, and infrastructure for holding a quality conference and provide the best experience for the delegates.

Meeting room requirements:

The conference venue of any Triple Helix Conference must have, approximately up to 400-500 people. Additional smaller rooms for breakout session, networking meeting and other. The TH Steering Committee can also join you for a conversation about your proposed venue to decide the options that best meet TH Conference requirements.

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EXHIBITION

Triple Helix Conferences are knowledge-sharing events, and the focus is on the scientific program. As standard in many conferences, lunches and coffee breaks often take place in the exhibition area, easing networking as well as offering visibility for exhibitors, so the exhibition space should be large enough to also accommodate catering areas.

Social program- evening events

The aim of the social program is to offer delegates the opportunity to meet in a setting different from the day program, and have some valuable time to network and connect with colleagues. These are the moments that enhance

The delegate experience, standing for an excellent occasion for the local host to be seen and acknowledged by innovation and academic peers by selecting unique venues.

The following evening events are an integral part of the conference, indicating tentative capacity that may differ depending on local attendance:

- Coffee break
- Lunch network
- Gala dinner

The proposed evening program is subject to TH Steering Committee approval and the most accurate information as possible must be included in the bid. Should venue availability or suitability change, alternative options of similar quality must be provided.

When considering whether to bid for an Triple Helix Conference, make sure with your local convention bureau and city administration that venues for the conference and the social events are both available on the proposed dates and have sufficient capacity.

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APPLICATION PROCESS FOR FUTURE HOST

MAY 5 2023

1

APPLICATION

- Application letter
- Bid information package
- Source of contact



LISTING

2

The Steering Committee of the Triple Helix Conference evaluates the bids and selects a maximum of 3 official candidates



JUNE 5 2023

ELECTION

3

The Steering Committee of the Triple Helix Conference elects the host from the shorlisting and contacts them.



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CONTACT:

info@triplehelixconference.org