

## About UnBla – the Facilitation Factory

UnBla conferences provide the interaction platform for companies, organisations, communities and the like across Europe who need to solve complex problems that require radical innovation, network and community building, and the production of numerous and diverse solutions.

UnBla offers a different form of conferencing. This includes pre-event, event and post-event care for activities that lead to a tangible result for the host organisations. An UnBla conference typically does not exceed 100 delegates who will have to demonstrate their own interest in the topic.

The topics of the UnBla conferences are a set of real-life problems, set by the host organisations of the conference. The hosts act as experts of their problems. As 'locals', they provide the context of the conference; they are 'knowledge seekers'.

Guests from outside – 'the travellers' – act as 'knowledge carriers', as catalysts and fertilizers. They bring their own local knowledge from other parts of Europe and the world. In the conference, this knowledge is brought together, assembled, and applied to the problem. Thus, UnBla is also integrating the local, 'sticky' and the global 'ubiquitous' knowledge. It opens the often positive view from the outside.

Typical topics or problems addressed at an UnBla conference could be policy development, personal, organisational, or regional development, or innovation.

UnBla builds on the legacy and the spirit of 'KM Fringe' at KCC Europe (Amsterdam, November 2005) and 'Contactivity' (Greenwich/London, April 2006). These were held under the auspices of Knowledgeboard. They explored how a conference could be productive, instead of reproductive, and how participants could not only listen, but also start talking to each other. Ever since, UnBla is collecting, exchanging and developing methods that support these goals.

### The UnBla Team

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**24 - 26 January 2007**

**Lucerne, Switzerland**

<http://2007.unbla.org>

**ZENTRALSCHWEIZ  
INNOVATIV**  
Innovation ist Zukunft – RIS

**RIS – Central Switzerland**

RIS – Regional Innovation Strategy for Central Switzerland

**HSW**  
LUZERN

**Lucerne School of Business**

Institute of Management and Regional Economics

**ETH**

**Swiss Federal Institute of Technology Zurich**

Center for Organizational and Occupational Sciences

**Knowledge  
BOARD**  
your global community

**Knowledgeboard**

Media partner of UnBla.07

## **Regional Innovation**

Regional Innovation is the main theme of the UnBla.07 conference; and Central Switzerland is the field of application. This region is currently developing a Regional Innovation Strategy. The strategy will help making this dynamic, visible region more competitive and an even better place to live in.

The questions that UnBla.07 addresses are centred around this Regional Innovation Strategy. They cover three main areas:

### **1. Supporting a whole region to remain innovative**

Supporting a region means including a whole range of stakeholders with different roles and from a substantial variety of groupings and backgrounds. How is it possible to foster the desire to innovate? How much attachment to their home region do people need to become innovators – or how little? Is it always easier to attract outsiders to generate innovation?

### **2. Telling the stories of regional innovators**

Every region has its innovators. Telling their stories we see as an important contribution to maintain the spirit of innovation. Particularly since regions shouldn't ignore traditional, even mature local industries that may have equally good if not better growth prospects than high-tech industries, according to Michael Porter .

### **3. The positive effects of disturbing innovation processes**

Disturbances can be stopping an innovation process. Yet sometimes disturbances help people breaking out of conventional lines of thought and accepted knowledge and thus can lead to innovation. How could this innovation be actively enabled? Can we plan the unexpected, can we 'Un-plan Innovation'?

## **Schedule**

UnBla.07 will take place on 24th to 26th January 2007 in Switzerland. The conference will be preceded by a facilitated online discussion of the conference theme and the questions to be asked, discussed and answered.

### **Day 1 – Wednesday, 24th January 2007 (afternoon)**

Arrival of the delegates, check-in, lunch and initial networking – getting to know each other.

Introduction to the theme and to the local context of the conference.

Confirming the common understanding of the key questions to be addressed during UnBla.07

### **Day 2 – Thursday, 25th January 2007**

Conference sessions working on the questions set out. The sessions will use different formats and facilitation methods as deemed suitable by the hosts, the delegates and the organisers.

Day 2 will also include a reception and a conference dinner where delegates can ponder over topics in a more relaxed atmosphere.

### **Day 3 – Friday, 26th January 2007**

Day 3 will specifically address the question of disturbing innovation processes and the consequences thereof – 'un-planning innovation'.

The results of the conference will be made available to the delegates and a wider public. The publication will consist of two parts; a 'content' part will cover the topics discussed and the answers suggested, and a 'method' part will illustrate the facilitation methods applied during the conference.

To register your interest please visit <http://2007.unbla.org>