

The Hidden Treasures Conference, Brussels, September 12, 2019

The way forward: the Hidden Treasures Program by Donald Kalff

Best practice in open innovation requires that after this morning the book is no longer ours it is yours.

You are cordially invited to add other Hidden Treasures and to think of policies and initiatives to make those more visible and to increase their impact

Regarding the 10 Hidden Treasures in the book, we hope that you will scrutinize our recommendations, refine some, advice against others and add new ones

In developing the Hidden Treasures Program, Andrea and I seek to make the following contributions

First, we will personally engage in follow up projects. Andrea is already working on the incorporation of ethics and sustainability in digital technology.

I am writing a book with “The European Enterprise” at center stage, the first corporate design that avoids the serious flaws of both the shareholder and the stakeholder model.

Second, we will act as honest brokers to bring parties together whose cooperation is required to take some of our most crucial recommendations further.

We hope of course that politicians, policymakers, regulators, companies and academics feel inspired to hijack yet other recommendations.

In those cases, we will record what is being achieved and we will distribute lessons learned.

The website that we launch today, hiddentreasuresprogram.eu will play a crucial role

Over time we see the emergence of portfolio of initiatives in different stages of development ranging from interesting but loose ideas that need to be tested, all the way to a specific Commission proposal ready for Parliamentary approval. We seek to increase the value of this portfolio in breadth and in depth. Options to be exercised when conditions for proper implementation are full filled. This form of innovation management is part of our alternative approach to policy making.

In working on the program, we will strongly defend our independence and be guided by the European principles of fairness and reasonableness.