

11 July 2011

Dear All,

Welcome to the eight ProActive ThinkTank email Update.

As you may remember, we have held Proactive Law events every second year: 2003 in Helsinki, 2005 in Stockholm, 2007 in Turku, and 2009 in Nancy. It is now time to announce our next event. Please save the date for the

2nd European Proactive Law Conference at Copenhagen Business School

We have been kindly invited by the Law Department of Copenhagen Business School (CBS) to meet at the CBS in Frederiksberg, Denmark, on **1 and 2 December 2011**. This year's **Proactive Law Conference** will focus on the proactive approach in a global business perspective, looking at it through the prism of three main topics: international commercial litigation; new media and IT services; and Proactive Contracting, where proactive contract management plays a key role in preventing contract performance problems. The Conference aims at becoming a forum for exchange between academics and practitioners where discussion about academic theory, practical experience, and best practices can take place.

A Call for Papers will be made available through the IACCM (www.iaccm.com) and will be posted on Copenhagen Business School's website soon. Contributions on experiments, field studies, case studies, and state of the art reviews are welcome. Submissions will be peer reviewed. Accepted papers will be published by a leading Danish legal publisher in a book edited by the Conference Chair, Kim Østergaard, Associate Professor, Copenhagen Business School, and Gerlinde Berger-Walliser, Associate Professor, ICN Business School Nancy-Metz.

IACCM Global Forum and Academic Forum in Tempe, Arizona

We are working closely with the IACCM which is holding its first **Global Forum for Contracting & Commercial Excellence** in Tempe, AZ, on **26-28 October 2011**. This worldwide, cross-industry event with content aimed at the broader contracting and commercial management community is held in conjunction with the 2011 **Academic Forum for Innovative Research & Practice**. The presentations include Proactive Law for Managers: A Hidden Source of Competitive Advantage by George Siedel and Helena Haapio. Contract visualization and many other topics of interest for ProActive ThinkTank participants are on the agenda as well. – For details and registration, see <http://www.iaccm.com/globalforum/>. If you are interested in submitting a paper for the Academic Forum, there is still time to do so: the deadline is 1 August 2011. For the Call for Papers, see <http://www.iaccm.com/globalforum/symposium.php>.

Proactive Law for Managers; Using Proactive Law for Competitive Advantage

Since our last Updates, ProActive ThinkTank participants George Siedel, Thurnau Professor of Business Law at the University of Michigan and Helena Haapio, International Contract Counsel for Lexpert Ltd, have coauthored a book **Proactive Law for Managers: A Hidden Source of Competitive Advantage** (Gower 2011; for Contents, Preface and Chapter One, go to <http://www.gowerpublishing.com/isbn/9781409401001>). The book includes a practical plan that managers can use to achieve business success in a variety of areas, including contracting practices and intellectual property. The plan also provides a framework for linking legal and business issues in training courses. The publisher has offered a considerable discount to IACCM members and ProActive ThinkTank participants and their students. For details, please contact [info\(at\)iaccm.com](mailto:info@iaccm.com) or Helena Haapio at [helena.haapio\(at\)lexpert.com](mailto:helena.haapio@lexpert.com).

The authors recently discussed the book during an IACCM Ask the Expert webcast. For the recording and presentation materials, please go to the IACCM library and click on <https://www.iaccm.com/members/library/?id=3856#top>. – The authors have also written an article entitled ***Using Proactive Law for Competitive Advantage*** published in the American Business Law Journal, Winter 2010, Vol. 47, pp. 641–686. An earlier Working Paper of like title is available at the Social Science Research Network (SSRN) website <http://www.ssrn.com/>.

PRO2ACT, Proactive Contracting Processes in Public Procurement

PRO2ACT is a multi-year research and development project in the SimLab Enterprise Simulation Laboratory (<http://www.simlab.tkk.fi>), part of Aalto University (Finland). The project team has produced its first report analyzing and visualizing three procurement processes in the city of Jyväskylä. The report focuses on internal cooperation, communication, initial consultation of the market, invitations to tender, follow-up of implementation, and procurement as part of the municipal organization. The next case study starting in autumn 2011 will involve two service procurement processes in the city of Espoo. Besides the current as-is models, a to-be model will be produced in order to enhance the development and management of services. PRO2ACT research is based on the SimLab™ process simulation method and on Proactive Law/Proactive Contracting. For more information, see <http://www.simlab.tkk.fi/about+us> and www.simlab.tkk.fi/PRO2ACT_english or contact Katja Koskelainen, Program Manager, e-mail: [katja.koskelainen\(at\)aalto.fi](mailto:katja.koskelainen@aalto.fi).

ERASMUS Curriculum Development Project ProActive Management and ProActive Business Law (PAM PAL)

The aims of the project are to develop a proactive competence chart, core curricula, teaching modules and a teaching handbook on proactive management and proactive business law, and to contribute to the further development of the concept and theory of Proactive Law. The project funded by the European Commission started in October 2009. The working group is in the process of finalizing the handbook. Several piloting courses have been conducted at the participating universities. The project was initially planned to end in September 2011, but the working group has applied for an extension in order to pilot more courses in the upcoming academic year and to further test the handbook material in class. The leader and coordinating institution of the project is Turku University of Applied Sciences (TUAS). After some changes, the current partners of the project consortium are Hogeschool Utrecht (NL), Florida Centre de Formacia (ES), Aarhus School of Business (DE), FerensLegal (NL), ICN Business School (FR), Universidade de Santiago de Compostela (ES), and the University of Turku (FI). The outcomes of the project will be made publicly available on the project website <http://pampal.turkuamk.fi/index.php>.

FIMECC UXUS (User Experience & Usability in Complex Systems)

FIMECC UXUS is a five-year research project funded by Tekes – the Finnish Funding Agency for Technology and Innovation. It includes a multi-disciplinary research team at Aalto University, Aalto Design Factory / MIND (www.mindspace.fi) that looks into contracting in the Finnish Metals and Engineering Competence Cluster (FIMECC), seeking to develop and apply new methods for cooperation, co-creation and interaction. Drawing from research and practices in proactive contracting/law, information design, user-centeredness and other fields, the aim is to develop, prototype, and test new approaches to commercial contracts in order to increase their understandability and usability across cultures and disciplines. The research seeks to pave the way for new directions in the quest for simpler contracting and enhanced ease of doing business. For more information on the team's early experiments with *contract ergonomics*, *contract simplification*, and *contract graphics/visualization*, please contact Stefania Passera, email: [stefania.passera\(at\)aalto.fi](mailto:stefania.passera@aalto.fi) or Helena Haapio, email: [helena.haapio\(at\)lexpert.com](mailto:helena.haapio@lexpert.com).

Please let us know about your news, publications, events, and plans so we can spread the word in our next Update. We look forward to seeing you in Tempe in October and in Copenhagen in December - and to receiving your thoughts, ideas and comments.

On behalf of the Core Team of the ProActive ThinkTank

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PS. We continue to seek possible sources for financial support to our initiatives that would enable the ProActive ThinkTank to bring together many of the concepts, theories and practical tools that we have been developing and are exploring. If you are interested in this, please contact us for more information or to discuss.

If you are interested in our work and have not yet notified us of your interest, please contact one of us, and we will add your email address to our mailing list. If you need to update your contact information or no longer wish to receive updates from us, please let us know.

Watch out for more information. For our Mission Statement and earlier Updates, please go to
<http://www.proactivethinktank.com> or
<http://www.iacm.com/network/coi/?groupid=2>