

Innovation and policies, towards evidence based policy making

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EUROPEAN COUNCIL CONCLUSIONS 1-2 MARCH 2012

“Creating the best possible environment for entrepreneurs to commercialise their ideas and create jobs and putting **demand-led innovation as a main driver of Europe's research and development policy”**

“the important role played by industry for European growth, competitiveness, exports and job creation and as a driver for **productivity and innovation”**

New in Horizon 2020

- **Commission proposal for an 80 billion euro R&I funding programme (2014-20)**
- **A single programme** *bringing together three separate programmes/initiatives*
- **More innovation**, *from research to retail, all forms of innovation*
- **Focus on societal challenges** *facing EU society, e.g. health, clean energy and transport*
- **Simplified access**, *for all companies, universities, institutes in all EU countries and beyond.*

Evidence-based programme

- Let all ideas be heard..
- More space for **collective intelligence**
- Priorities presented through potential growth, competitiveness and social benefit parameters
- Validated through wider, transparent consultation and decision processes
- Not every idea will be supported ...

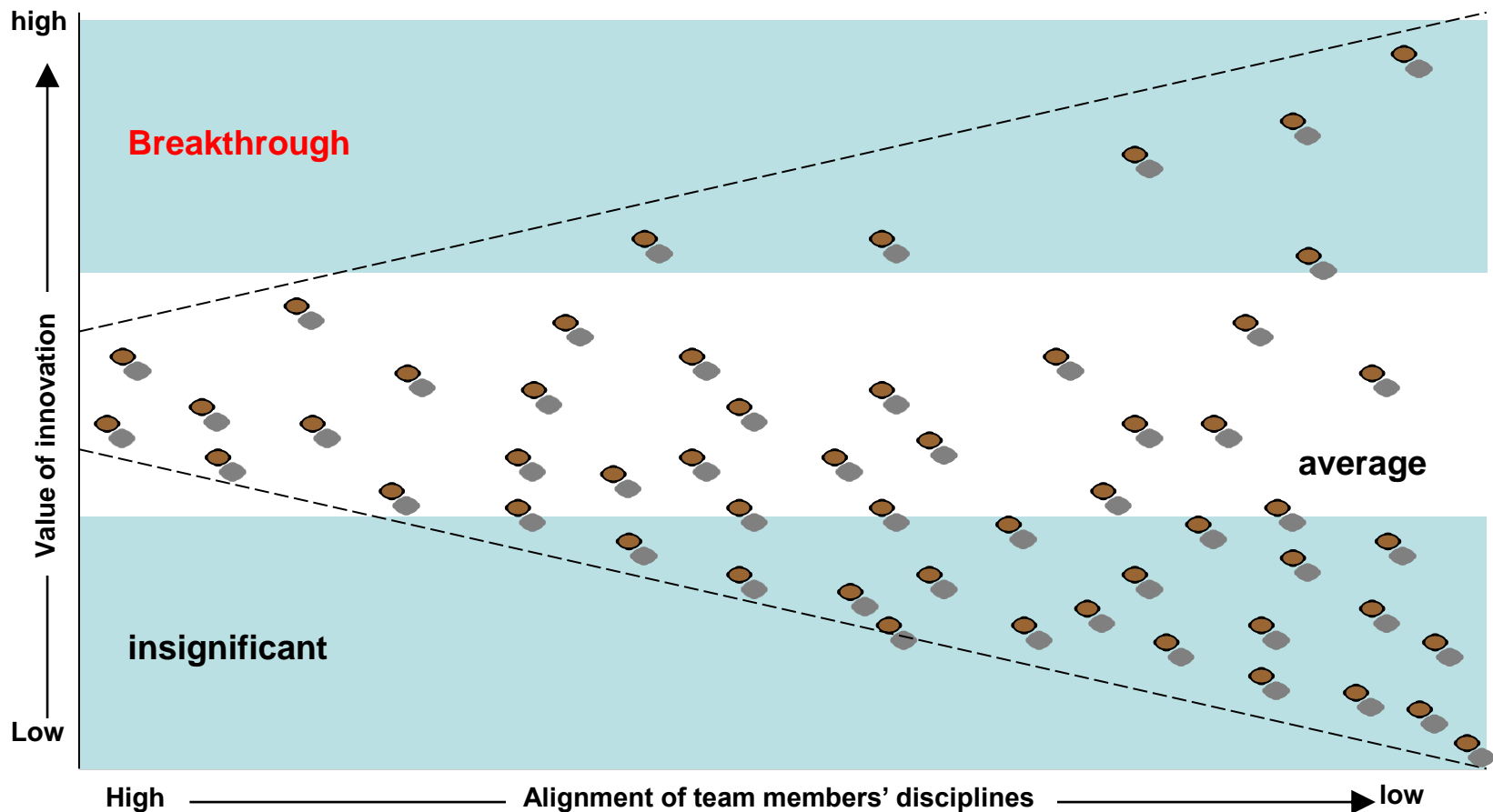
Innovation aspects

- Strengthened support for high-tech SMEs
- More parts **open, light & fast**
- **In DG CONNECT: Open and Disruptive Innovation scheme!**
- Structured and strategic dialogue with Venture Capital
- Innovation training for everyone
- Also for early upstream identification of projects with innovation potential

Experimentation in Horizon 2020

- “We need to ask innovators what conditions they need to pursue their dreams” (Neelie Kroes)
 - **Reaching out to non-traditional actors**
 - **More bottom-up, grass-roots experimentation**
 - **More risk taking**

Diversity means breakthrough probability



Most innovative cities worldwide – Europe well positioned!

Boston
San Francisco
Paris
New York
Vienna
Amsterdam
Munich
Lyon
Copenhagen
Toronto
London
Frankfurt
Hamburg
Berlin
Hong Kong

United States
United States
France
United States
Austria
Netherlands
Germany
France
Denmark
Canada
United Kingdom
Germany
Germany
Germany
Hong Kong

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THE WORLD IN NUMBERS

The World Is Spiky

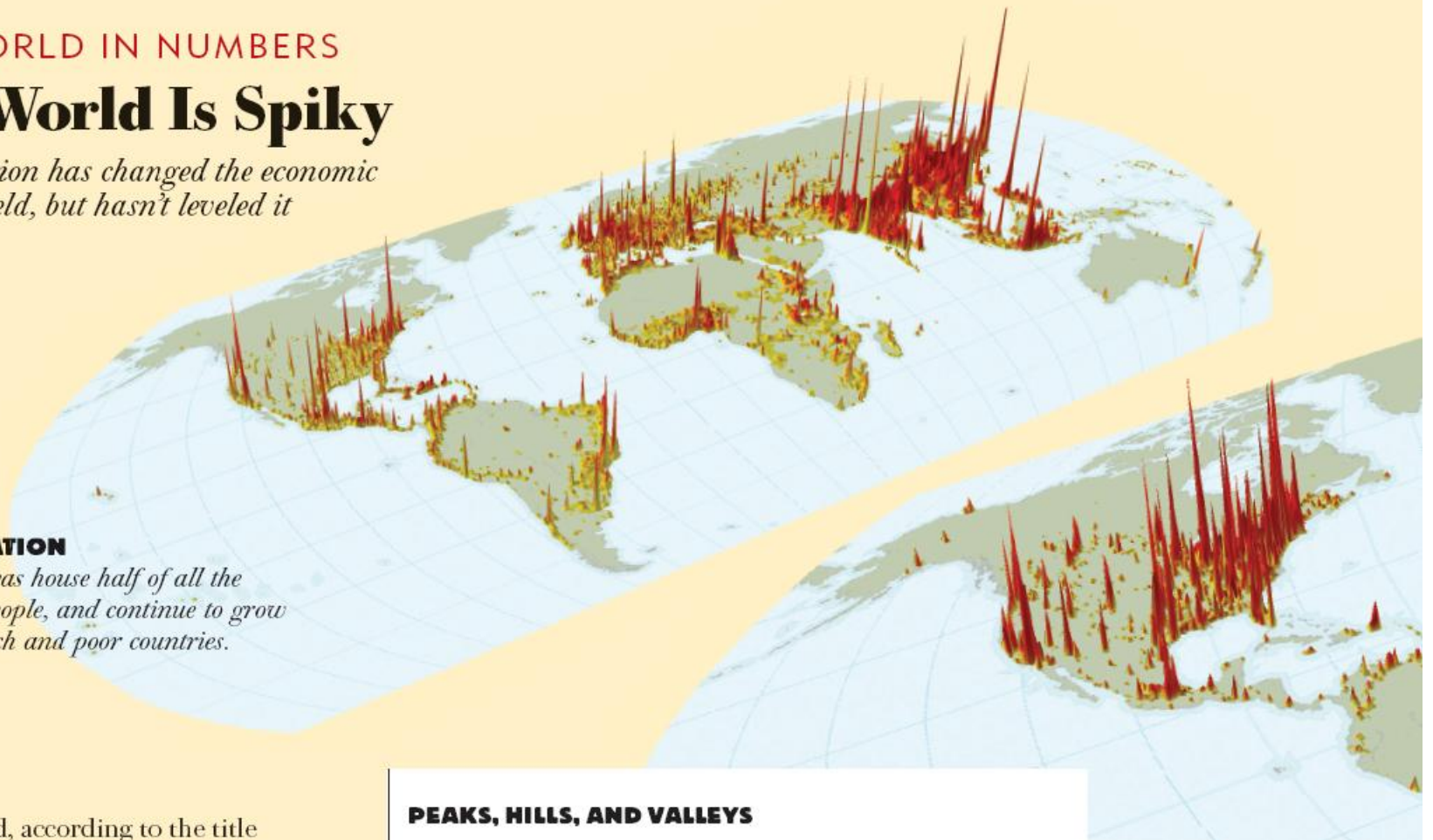
Globalization has changed the economic playing field, but hasn't leveled it

A POPULATION

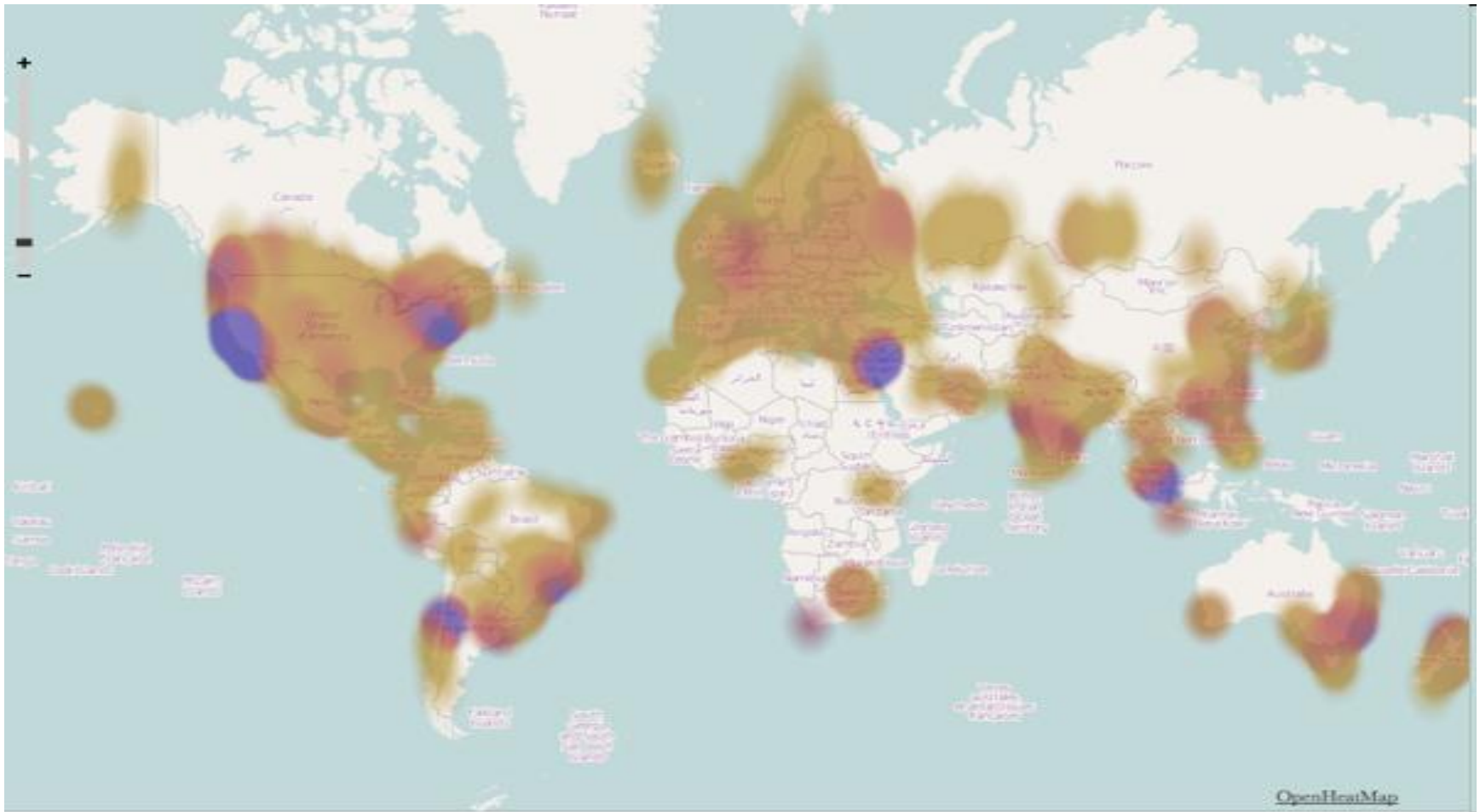
Urban areas house half of all the world's people, and continue to grow in both rich and poor countries.

The world, according to the title

PEAKS, HILLS, AND VALLEYS



New entrepreneurship -> new skills, attitude, talent! Connectivity!

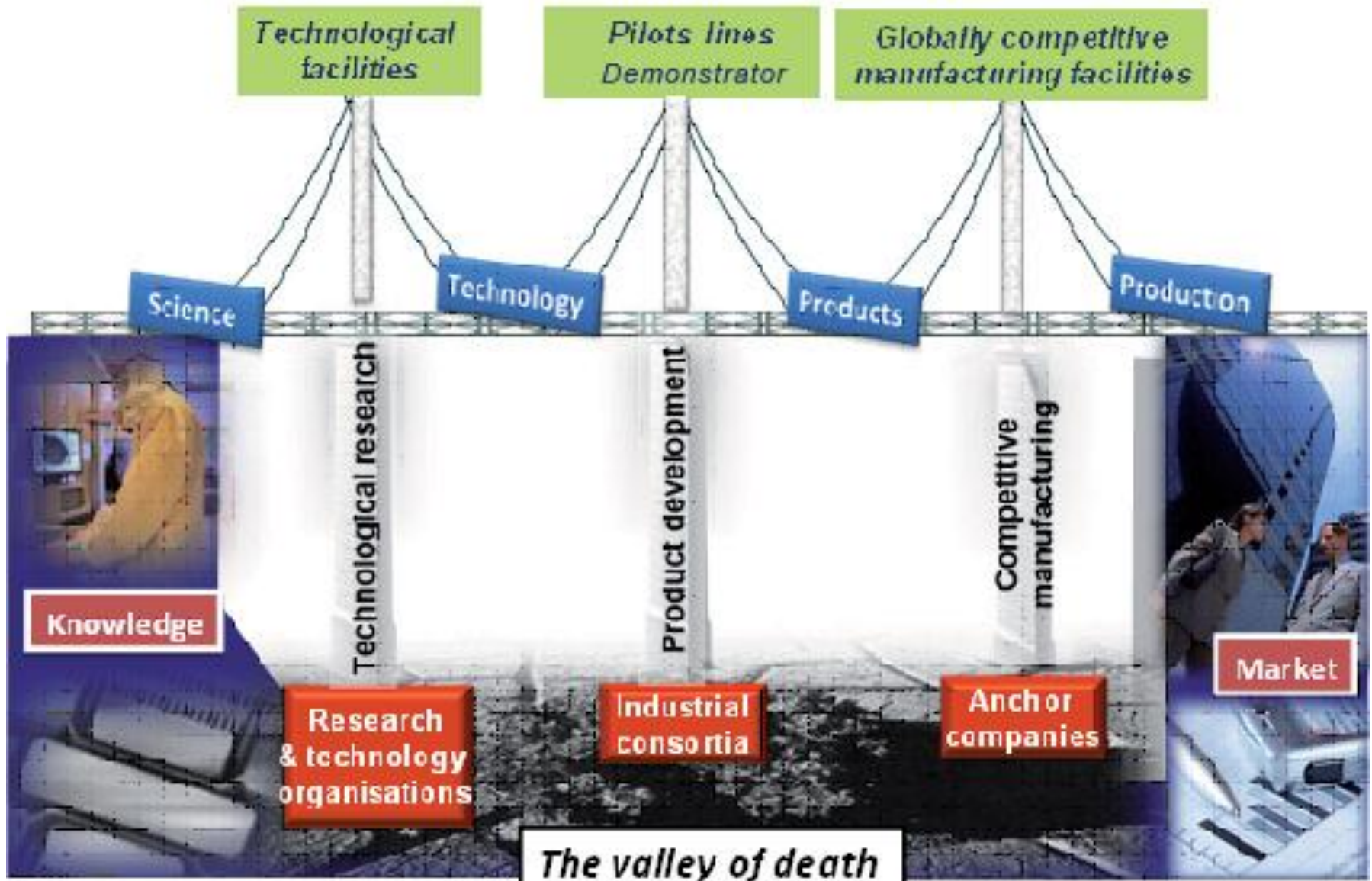


Maslow 2.0 for organisations





European
Commission



Innovation as



parallel activities

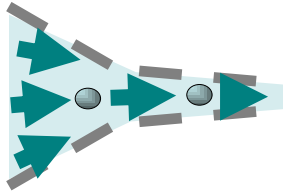
Knowledge



Markets

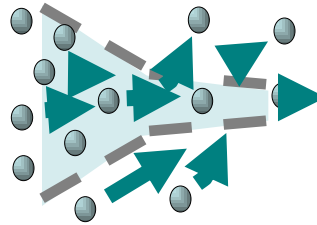
Each activity collects knowledge about product/market fit

Innovation moving out of the Lab



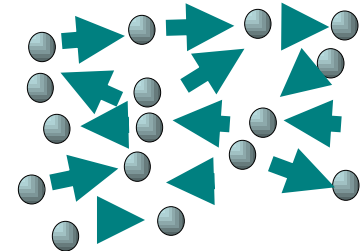
***Centralized
inward looking
innovation***

*Closed
Innovation*



***Externally
focused,
collaborative
innovation***

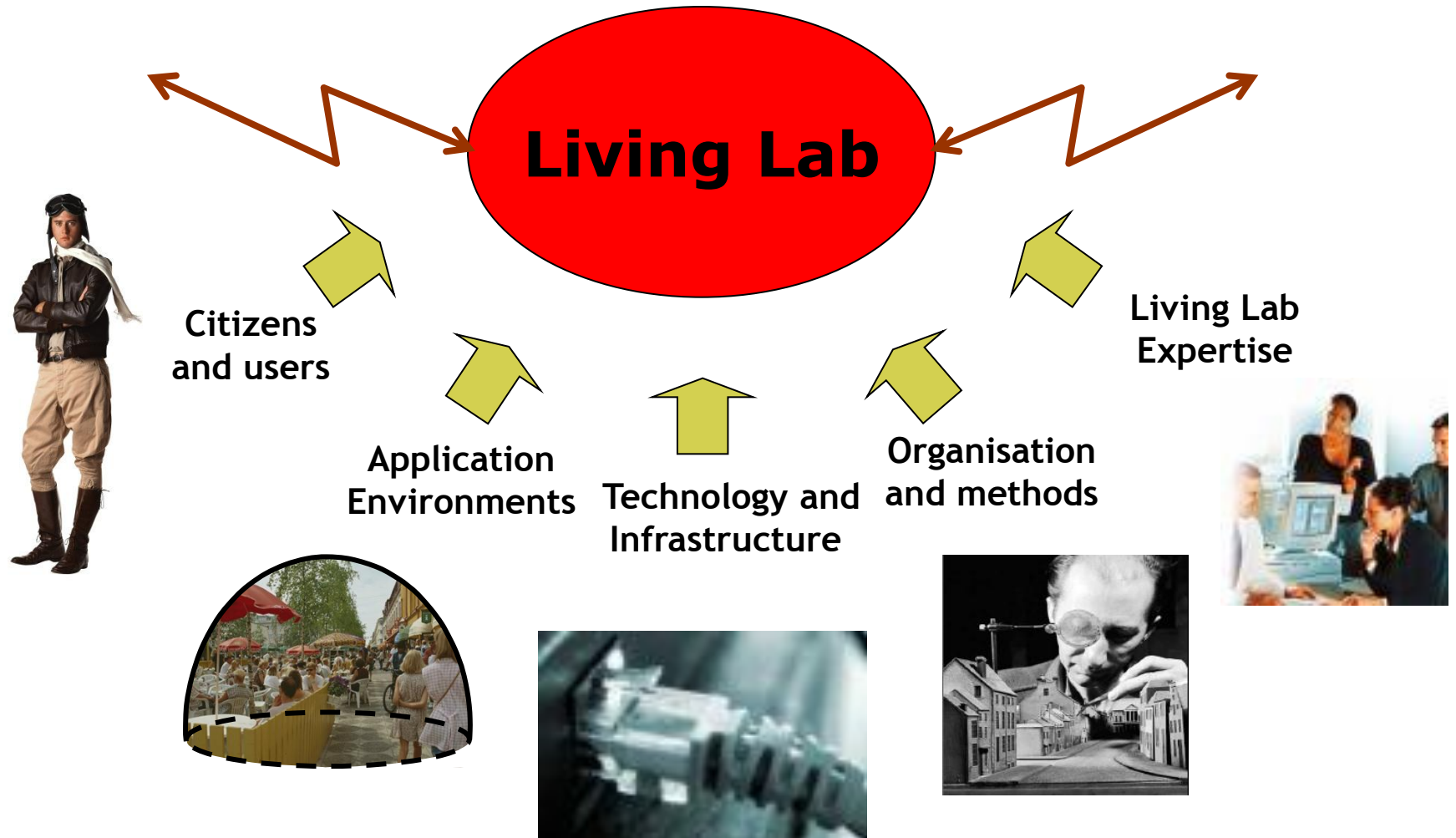
Open Innovation



***Ecosystem
centric, cross-
organizational
innovation***

*Innovation
Networks*

Innovation includes all stakeholders (PPPP)



Essential drivers for modern innovation policy

connectivity

open

interaction

"organic" (OrganicCsations..)

crowd resourcing

catalytic IPR

*NON-controllable, **only catalyzing possible***

Important considerations

Cost of NOT doing something?

How to make innovation space fluid?

How to move from control to encouragement?

Rules of the game clear, ex post control

Rules to share and build value

Experimentation mentality (fail fast in small things, not in the big one)



More information

www.ec.europa.eu/research/horizon2020

<http://ec.europa.eu/digital-agenda/>

www.openinnovation-platform.eu

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