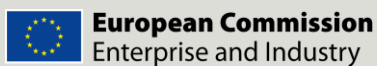


# European Union Innovation Policy: Towards a new European Innovation Act



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## Political context

- New European Commission, new EU Treaty..
- New overall strategy
  - Lisbon strategy (2000): ***“The EU to become the most competitive knowledge based economy”***
  - President Barroso (speech to European Parliament, September 2009) ***“We will invest in new sources of sustainable growth, in smart green growth”***
- New EU Innovation strategy



## New drivers for innovation

From your companies perspective, which of the following trends to you consider will provide the greatest opporutnities for innovation in the next 2 years?

- Increased demand for **sustainable or energy-efficient** products and services: 32%
- New services and products for older consumers: 15%
- Emerging export markets: 15%
- Education, social- or health services: 12%

## New policies for innovation: The Lead Market Initiative (LMI)

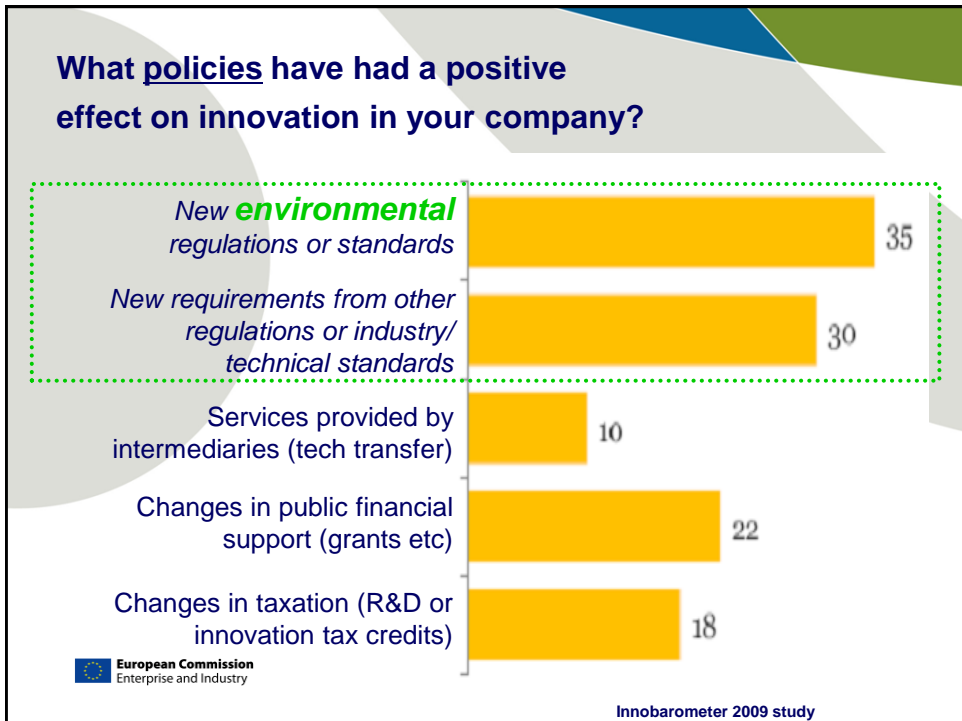
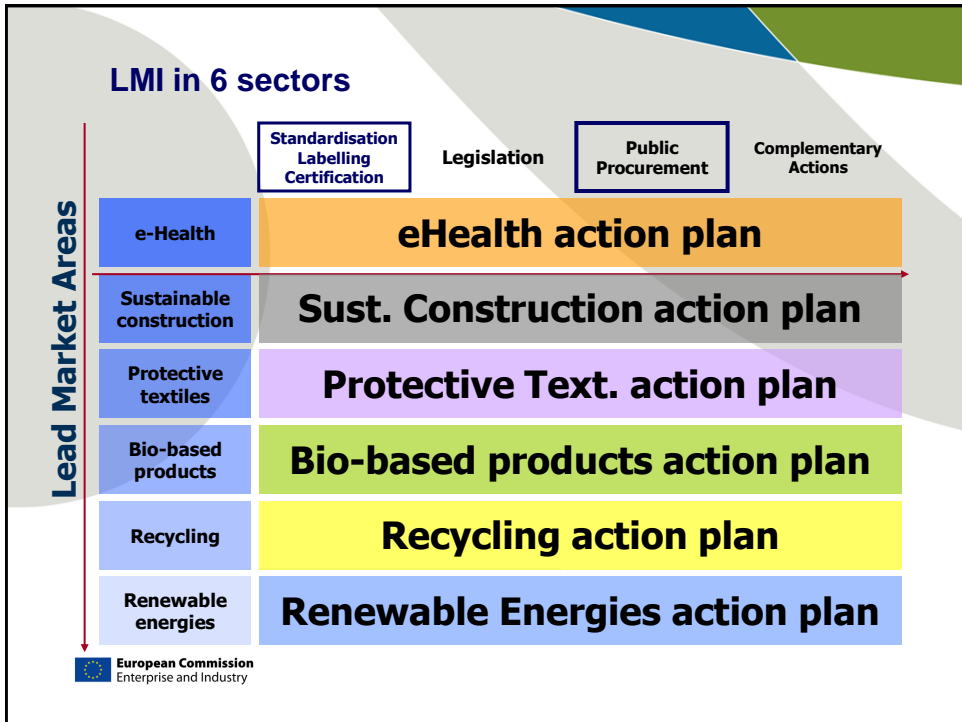
### Demand-side measures

- regulation
- procurement
- standardisation
- clusters

Package  
= LMI

- R&D funding
- Equity support
- Fiscal measures
- ...

### Supply-side measures



## Ongoing challenges of existing EU

### Framework conditions

- IPR system in EU still **costly and fragmented**;
- Standardisation **not synchronised** with research/market needs

### Supply side

- **Fragmented VC market**; low **equity** funding
- **Complex EU programme landscape** & need for simplification
- **Complementarity** with Member States? **Critical mass** as regards support?

### Demand side

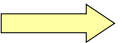
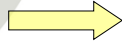
- Link between **supply and demand** side
- Take-up of LMI at **national level**

SO...

Preparatory work so far towards a  
future EU innovation strategy

## Development of a European Act for Innovation

Stakeholder consultations, workshops, supporting studies and analysis



- **Commission Communication** “*Reviewing Community innovation policy in a changing world*” COM(2009)442. Reviews of:
  - lead markets initiative,
  - innovation support for services,
  - efficiency of innovation support,
  - financing innovation in SMEs
- **EU Competitiveness Council** discussions under Swedish Presidency (to December 2009)
- **European Act for Innovation** (Spring 2010), linked to future Lisbon strategy

## Business panel on future EU innovation policy



**REINVENT EUROPE**  
FROM A KNOWLEDGE SOCIETY TO AN INNOVATION SOCIETY  
**THROUGH INNOVATION**

*“We propose to base EU action around compelling social challenges, to finance venture and social innovation funds, to incentivise large scale community level innovations, to transform the public sector and to unlock the potential of new infrastructure and new types of partnerships”*

- **Established**  
February 2009
- **Web 2.0 consultation** July – August
- **Final report**  
October 2009

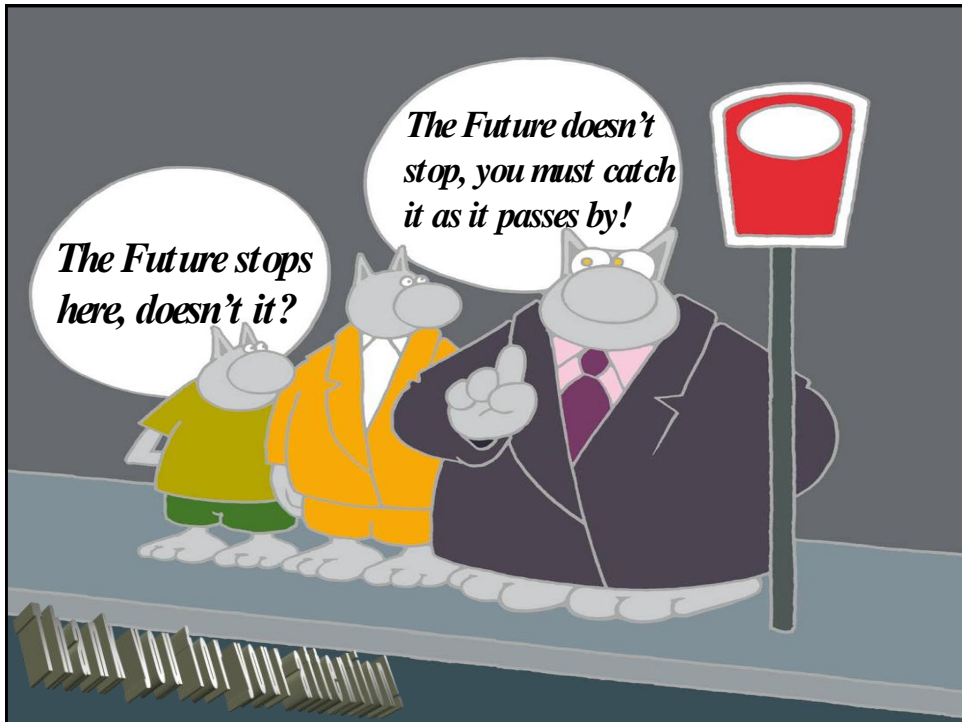
<http://blogs.ec.europa.eu/innovationunlimited/>

## Key considerations for future EU innovation policy

- Clear relationship with **Member State** policies
- Focus on European added value and **impact**
- **Global** economic, environmental and social context

## Key topics for debate

- **Orientating innovation policy around societal challenges?**
  - Prioritisation and alignment of support?
  - Stronger demand side (e.g. public procurement, standards, regulations)
- **Broadening innovation policy?**
  - Non-technological innovation?
  - Innovation in public services?
- **Improving finance and support for innovation?**
  - Use of financial instruments (equity, loans, guarantees)?
  - Better support for innovative SMEs
- **Better governance and simplification?**
  - Thematic governance across knowledge triangle?
  - Cross-cutting initiatives which combine support across innovation cycle?



**More information & participation in the debate:**

Future EU Innovation Policy page on the  
EU Innovation Policy Portal:

[http://ec.europa.eu/enterprise/policies/innovation/policy/  
future-policy/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/future-policy/index_en.htm)