2012 Entrepreneurial Universities Conference, Munster

Opportunities for innovators and entrepreneurs in Europe and what support is available for you?

Dr. Henriette van Eijl
European Commission, DG Enterprise and Industry
Industrial innovation
Some data on entrepreneurship and innovation:

- Only 45% of EU citizens would like to be self-employed, 55% in the USA and 71% in China
- 75% of EU exports come from manufacturing firms, who also undertake 80% of industry R&D.
- 64% of EU companies innovate
- 60% of company turnover is from new (<2 years) products/services
You have full support of European leaders:

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”
Some trends in innovation policy:

1. Strategically connecting research/innovation policies and industry policies

2. New types of partnerships to develop and deliver:
   - Results and solutions for grand challenges, including jobs!
   - Public sector services

3. Expand to all forms of innovation:
   - Both funding and market-uptake actions (demand-side)
   - design, workplace, social, open, etc
Some trends in innovation policy:

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Linking industry-innovation policy: opportunities for European manufacturing

This week’s Economist:

Game-changing shifts in manufacturing:

- Convergence of technologies
  - Key Enabling Technologies
- Customised production
  - integrate services
- Production near customer
  - workplace innovation

EC Communications on KETs (May) and Industry policies (September)
Some trends in innovation policy:

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Linking innovation to grand societal challenges: innovation to ensure secure access to critical materials
Proposal for a European Innovation Partnership in ‘raw materials’

- Sustainable mining and recycling technologies
- Substitution, alternative functionalities and materials
- Improving EU geological knowledge base
- International cooperation: geology, research, trade, investment conditions

*Public-private partnership, start 2012/3*
How can universities and companies help the public sector to innovate?

• 2/3 of public organisations in the EU introduced a new or significantly improved service in the last 3 years.

• Public procurement is responsible for 30% of innovations in the public sector
Connecting innovation with public procurement

“LCB-HEALTHCARE” = Low carbon Hospitals

Consortium from UK, Netherlands, Norway, Poland and European Health Property Network EuHPN

Example:
"Ultra Efficient Lighting for Future Wards" in Rotherham hospital (UK)
Targets: reduce energy consumption of 30% for 40 beds over 10 years, and maintenance cost by 88%
Rotherham Ultra Efficient Lighting FCP (€2M)

Sweden
Fagerhult – Luminaires
Ecophon – Acoustic Tiles

Sweden
Lund University

United Kingdom
Cundall – Lighting Designers
Austin Smith Lord – Interior Designers
Wandsworth – Nurse Call Systems
EX-OR – Lighting Control

UK
Kings College London,
De Montfort University

Germany
OSRAM – LED’s, Lamps, Control Gear

Rotherham Hospital is a 500 bed acute unit in the North East of England
Some trends in innovation policy:

1. Integrate research/innovation policies and industry policies

2. New types of partnerships to develop and deliver:
   • Results and solutions for grand challenges, including jobs!
   • Public sector services

3. Policies target all forms of innovation:
   • Both funding and market-uptake actions (demand-side)
   • design, workplace, social, open, etc
Increasing supply and demand for innovations

Demand-side measures

- regulation
- procurement
- standardisation
- fiscal incentives for buyers
- consumer awareness
- clusters

Supply-side measures

- R&D funding
- Equity support
- Fiscal measures for R&D
Actions to stimulate deployment of innovations in energy technologies in Europe:

ENERGY B Competition

ELENA – European Local ENergy Assistance
How are these new requirements reflected in the Horizon2020 (EU funding) proposal?

- Fund all forms of innovation:
  - stimulating demand for innovation by public procurement, standards, regulatory screening
  - social innovation, design, services, pilots, prizes
  - + clusters, tech transfer, demo, IPR etc
- Focus on societal challenges: e.g. health, clean energy and transport
Proposal for 2014-2020 EU Cohesion Policy to invest 360 billion EUR in:

- Transport
- Renewable energy
- Research and innovation
- Training
- Support for SMEs
- Energy efficiency
- Cooperation between regions
Concluding: this is an exiting time for entrepreneurs and innovators in Europe!

- Markets and societal changes create opportunities:
  - New jobs, innovation in companies and public sector
  - AND meeting policy targets in climate, inclusion and environment

- New funding schemes can help you: tell your governments, politicians what you need!
Quote from Pascal Finette, from Cologne, director at Mozilla Open Innovation

idea + execution = value

Thank you for your attention, and hope to see you again in Brussels in May