



EUROPEAN
COMMISSION

Community research

Innovation in the EU context – strengthening the links between industry and universities



Dr Bernd Reichert
Head of Unit
Small and Medium-Sized Enterprises
Research Directorate General
European Commission

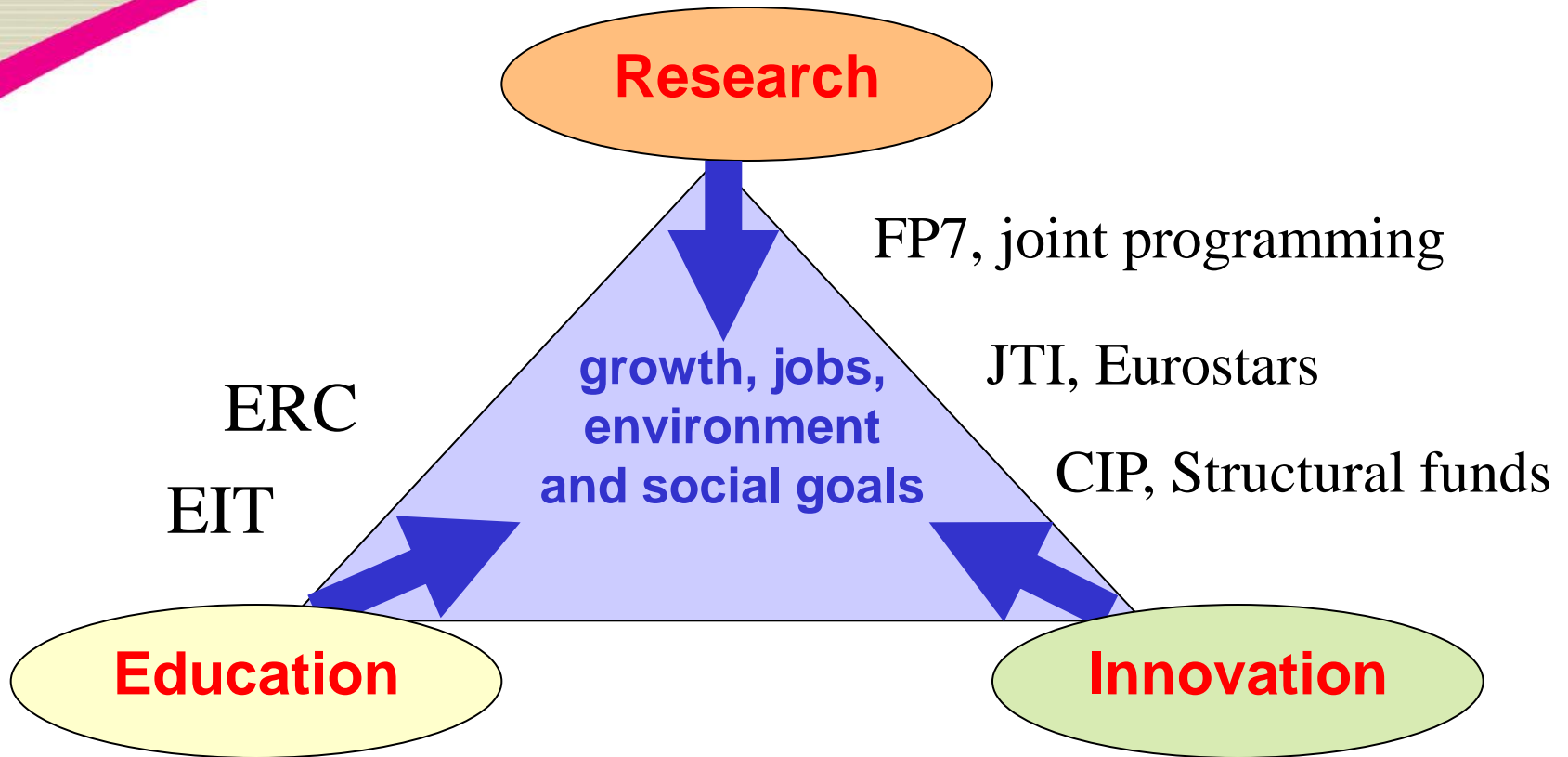
Meeting of French Universities
Brussels, 2 June 2010





Barroso II on Research and Innovation

- The next Commission must take **EU Research policy** to a new level [...]. The United States draws great benefit from its continental scale in research, from a long tradition of close university-business co-operation [...].
- more **industry-driven applied R&D**,
- a bigger focus on spreading R&D capacities to the regions.
- a much greater emphasis on **innovation** as a cross cutting way of equipping all sectors of our economy to be more competitive [...]
- Innovation is about the way we do business, the way we work, the options we choose as consumers and citizens. The next Commission will work to bring together [...] Community funds and instruments to promote innovation.



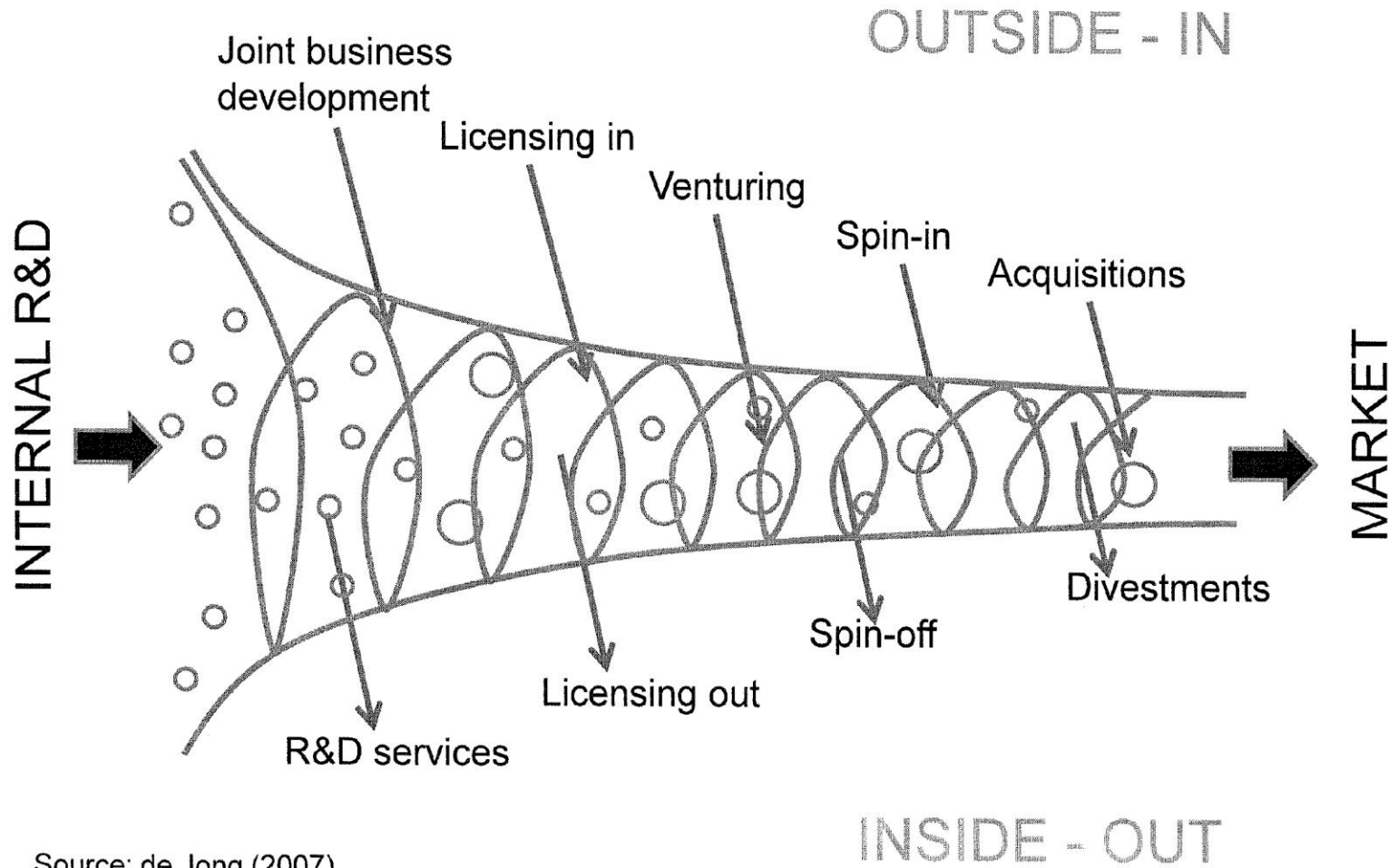
Entrepreneurial Education
« Industry-Academia Pathways and Partnerships »



Our understanding on innovation has changed

- from 'closed' to 'open'
- from "technology/product" to all forms of changes, including new business models
- innovation in services and in combination between services and production.
- Public sector innovation
- customer-driven innovation
- Stronger focus on applied research (or better application of research results)

Open Innovation



Source: de Jong (2007)



Our understanding on innovation has changed (2)

Regional Cluster

- Collaboration between industry, SMEs and research organisations/universities
- Structural funds
- Possible problem areas:
 - the regional infrastructure of clusters
 - Duplication of activities and support
 - Quality issues, benchmarking, best practices



EUROPEAN
COMMISSION

Community research

R&D-Collaboration with industry (SME): 1. communication

- Problems in the communication between research organisations and industry
 - Absorption capacity of European SME
- Mentoring and coaching

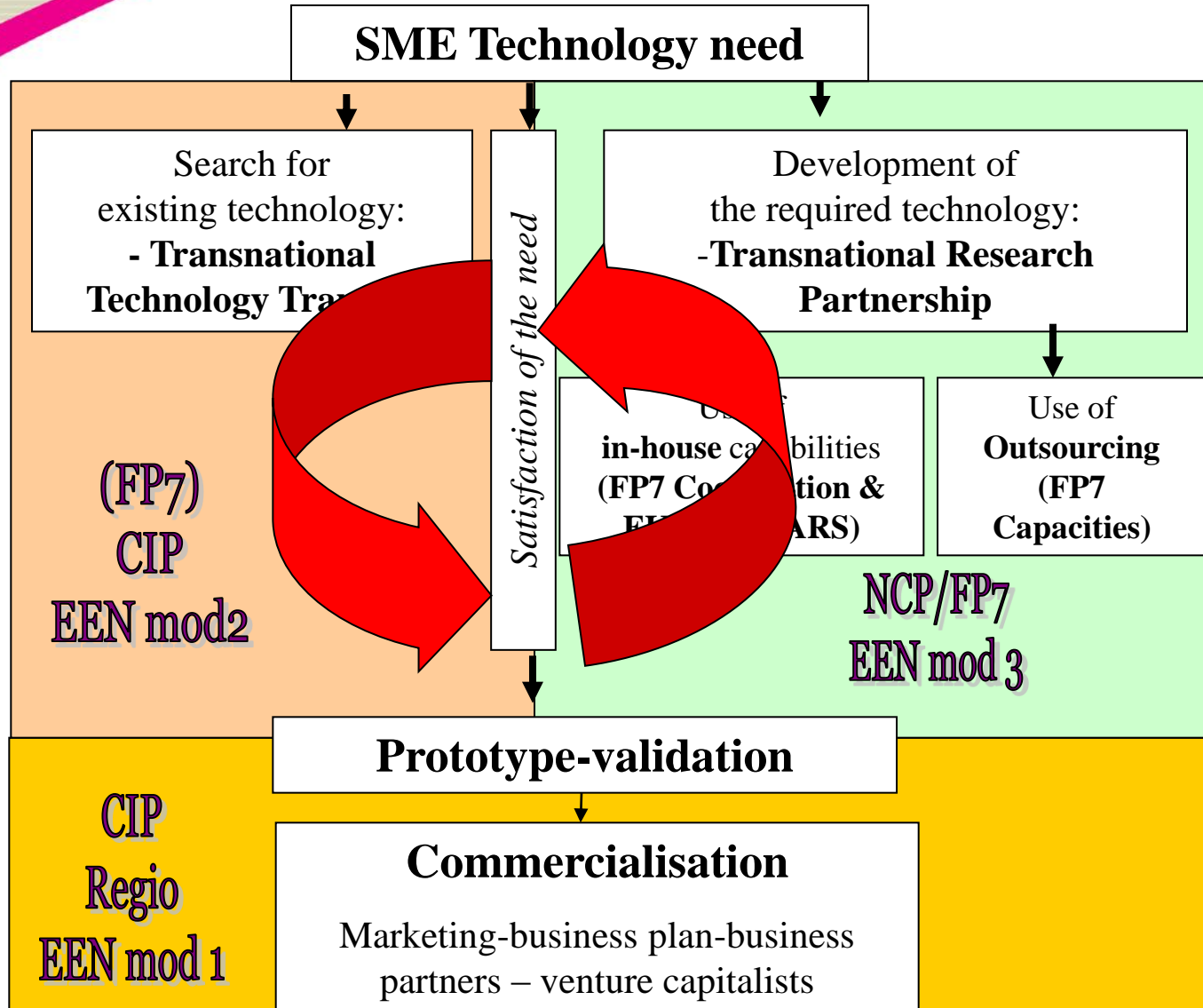


R&D-Collaboration with industry (SME): 2. Towards a successful project

- Intellectual Property Rights
 - Who owns foreground (ownership vs. (non)exclusive licenses)
 - Who shall exploit the results and how
 - Who wants to use the results and how
 - Which background rights are involved and at which costs
- Exploitation should be taken care of already in the project idea
- Important is the engagement of enterprises: Involvement in the decision making processes of the projects

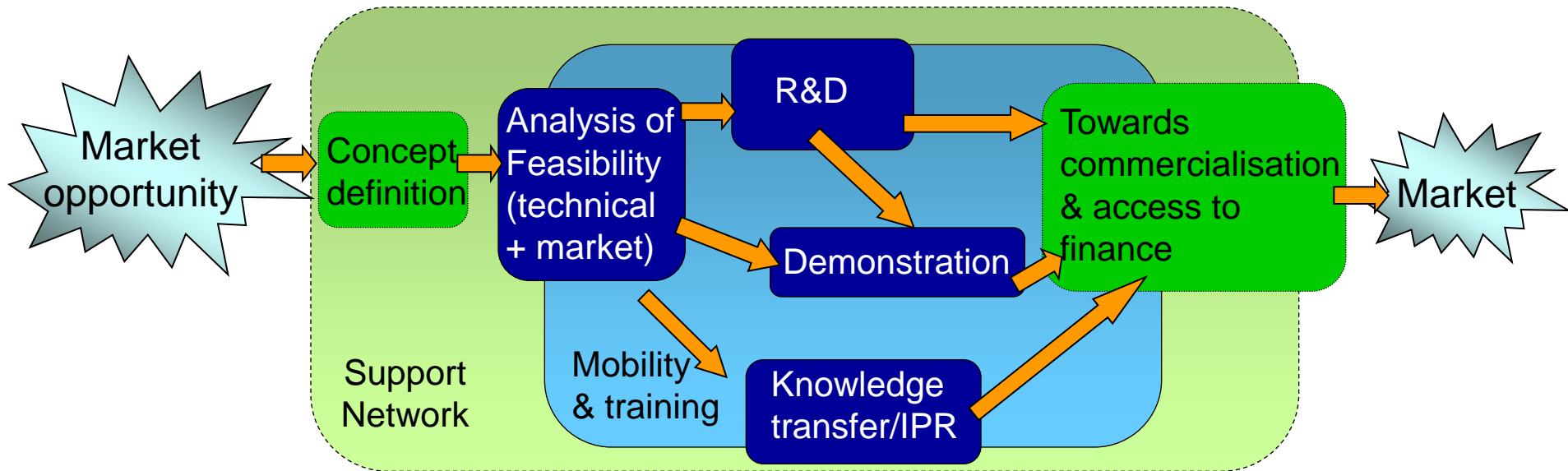


Who's doing what? And why actually?





Suggestion for an integrated SME R&D&I Programme





Open questions

- Governance
- Interaction between EU, national and regional activities
- Innovation and the big social challenges vs. industry sector policy



EUROPEAN
COMMISSION

Community research

More information

EU SME Portal

http://ec.europa.eu/enterprise/entrepreneurship/sme_policy.htm

EU innovation policy

<http://ec.europa.eu/enterprise/policies/innovation/>

SME TechWeb:

<http://ec.europa.eu/research/sme-techweb>

