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

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Meeting of French Universities
Brussels, 2 June 2010
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.
Research

FP7, joint programming
JTI, Eurostars
CIP, Structural funds

growth, jobs, environment and social goals

ERC
EIT

Education
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
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
SME Technology need

Search for existing technology: - Transnational Technology Transfer

Development of the required technology: - Transnational Research Partnership

Who’s doing what? And why actually?

Prototype-validation

Commercialisation
Marketing-business plan-business partners – venture capitalists
Suggestion for an integrated SME R&D&I Programme

- Market opportunity
- Concept definition
- Analysis of Feasibility (technical + market)
- Support Network
- R&D
- Demonstration
- Mobility & training
- Knowledge transfer/IPR
- Towards commercialisation & access to finance
Open questions

• Governance

• Interaction between EU, national and regional activities

• Innovation and the big social challenges vs. industry sector policy
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