

The logo for EUROPE INNOVA, featuring the text "EUROPE INNOVA" in a stylized font with a green and blue dot pattern above it.

EUROPE
INNOVA

The logo for PRO INNO EUROPE, featuring a colorful circular graphic and the text "PRO INNO EUROPE" in a bold, sans-serif font.

PRO INNO
EUROPE

A large, stylized blue graphic of a bird in flight, positioned behind the main text.

European Innovation Policy

Priorities 2007 - 2009

Mette Koefoed Quinn
DG Enterprise & Industry
Oslo, 2 October 2007

cip competitiveness and innovation
framework programme
2007-2013

Europe INNOVA and PRO INNO Europe as flagships of European innovation policy

Europe INNOVA and PRO INNO Europe serve complementary policy objectives:



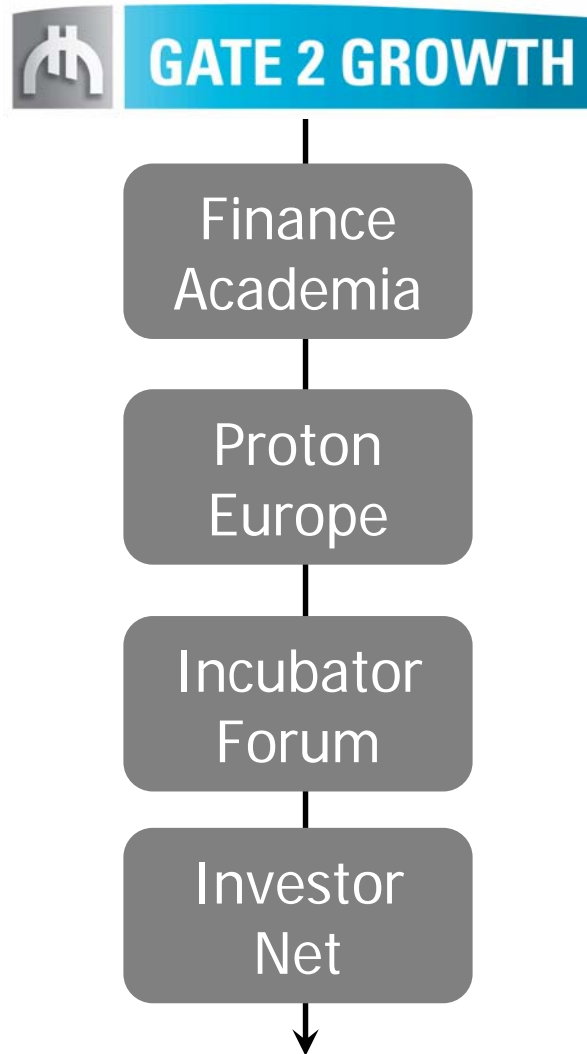
- Addresses innovation practitioners and professionals
- Public-Private Partnerships



- Addresses (regional and national) innovation policy-makers
- Focus on policy analysis, learning and coordination

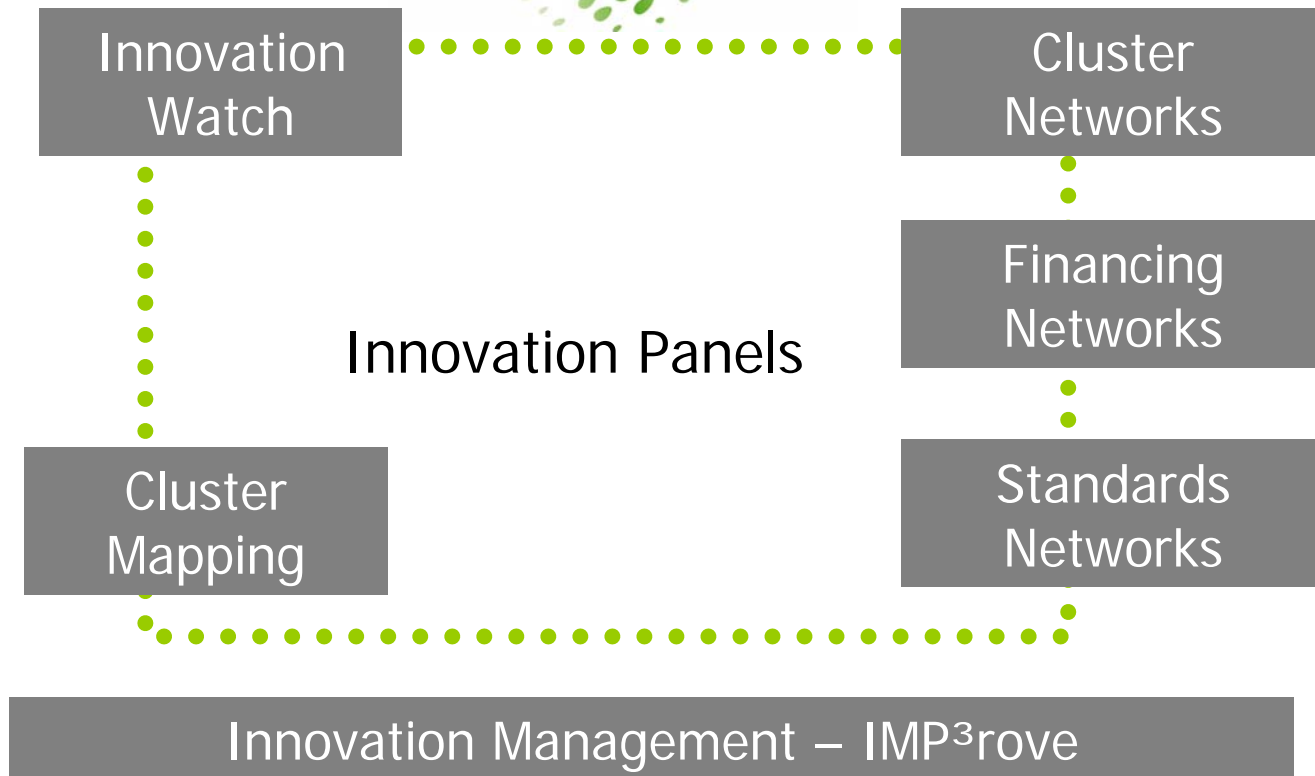
From horizontal networking under Gate2Growth...

2002 - 2006



...to sectoral networking under Europe INNOVA

2006 – NOW



Europe INNOVA: 2007-2009

From sectoral networking to thematic challenges

1) Promotion of innovation in knowledge intensive services

- Support the creation of European innovation champions in services
- Call for proposals May 2007 – 5 Mio Euro

2) Facilitation of lead markets

- Support the European lead market initiative
- Call for proposals 2nd half 2008 - 7.5-15 Mio Euro

3) Promotion of practical trans-national cluster cooperation

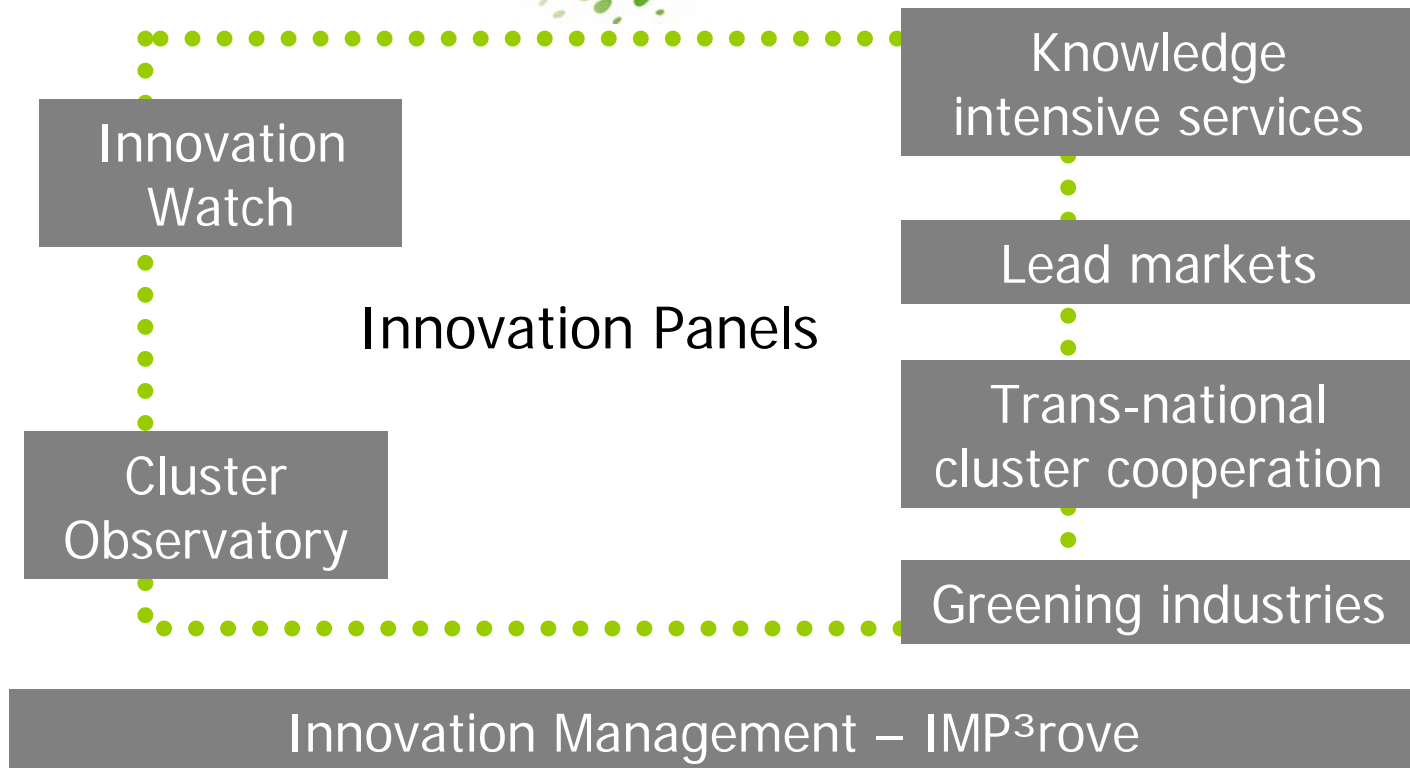
- Strengthen European clusters and make them world-class leaders
- Call for proposals 2nd half 2008 - 7.5-15 Mio Euro

4) Promotion of the greening of industrial sectors

- Support the creation of innovative goods, processes, systems, services and procedures with a life cycle minimal use of natural resources and environmental impact
- Call for proposals 2nd half 2008 - 7.5-15 Mio Euro

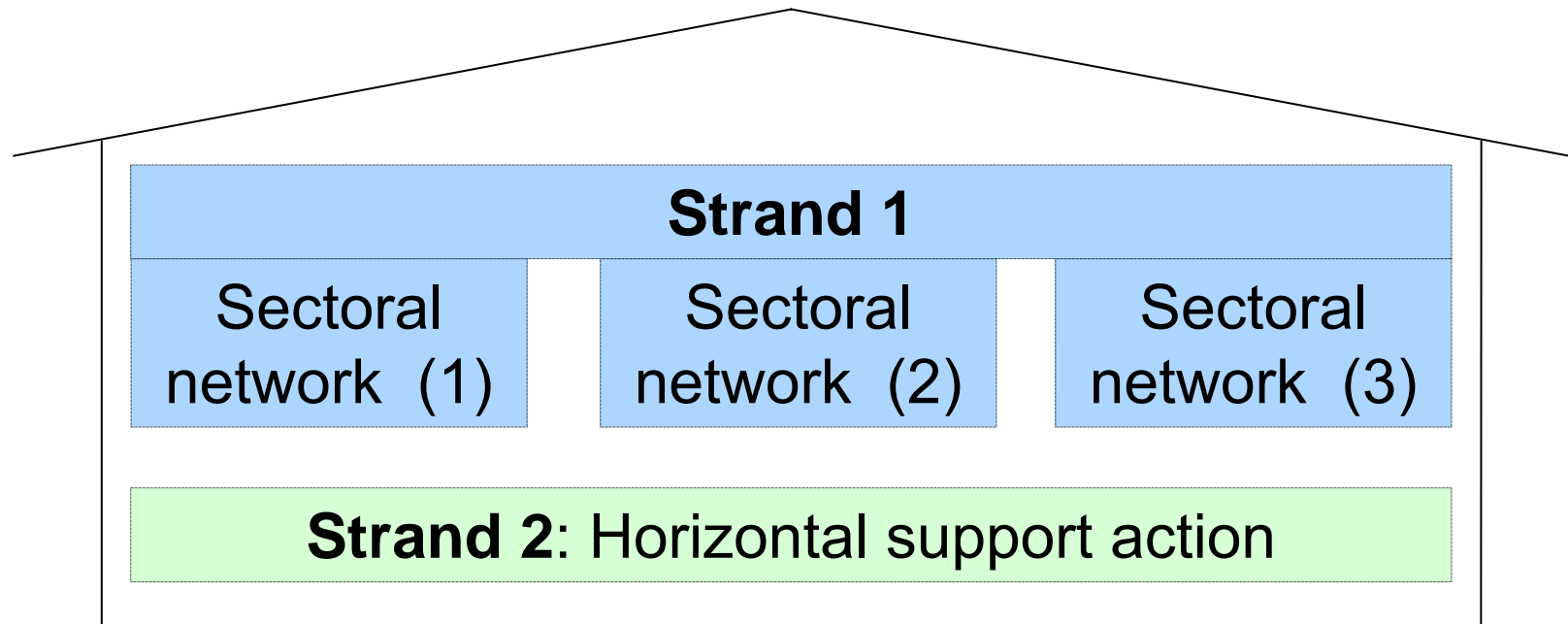
Europe INNOVA – thematic approach

2007 – 2009



Call for proposals: European Innovation Platform for Knowledge Intensive Services

*Supporting the creation of more European Innovation **growth champions** in the field of services*



STRAND 1: Sectoral Networks

- Scope: promote innovation in knowledge intensive service areas
- Objective: develop and test improved business support mechanisms for **knowledge intensive service companies** with **high growth potential**
- Sectors: **Innovative industries** with a high proportion of knowledge intensive service activities
- Knowledge intensive services: **research-intense** activities with a strong **technological dimension**

STRAND 1: Activities & Deliverables

1. Assess the **research and skills needs** of high growth KIS enterprises and establish links with relevant research and business partners
→ *voucher scheme, business plan competitions at university level, workshops and roundtables, etc*
2. Develop and test **integrated and tailored support packages** (training, advice, networking, etc.) through a one-stop-shop (pick and mix) approach
→ *Tested support packages with at least 250 KIS enterprises with a high growth potential*
3. Offer info packages or toolboxes to other public and private innovation intermediaries and develop an **exit strategy**
→ *Dissemination and exploitation activities, dissemination websites are excluded!*
4. Participate in a horizontal steering group

STRAND 2: Scope and Deliverables

Offer general support and ensure consistency between the sectoral networks

1. European repository of innovation in services measures
2. Guide on the facilitation of organisational innovations in services
3. European business community of min. 100 young innovative service companies with high growth potential
4. Annual partnering events, annual European Venture Contests, service innovation award
5. Common marketing and communication tools (website, promotional material, etc) & Annual reports
6. Horizontal steering group

The PRO INNO Europe initiative



Building Blocks

■ INNO-Metrics

Analyses and benchmarks on innovation performance in Europe, with a view to identifying innovation strengths and weaknesses at European and National level and measuring progress over time. This module builds upon the European Innovation Scoreboard (EIS) which is a widely recognised tool to benchmark innovation performance in Europe.

■ INNO-Actions

Provide incentives for joint actions of different innovation agencies and other not-for-profit organisations in areas relevant to innovation policy.

■ INNO-Nets

Stimulate trans-national cooperation among different national or sub-national innovation programmes.

■ INNO-Policy Trendchart

Describes and analyses in an independent manner major innovation policy trends at national and regional levels across Europe, in order to contribute to policy assessment and identifying good practice examples.

■ INNO-GRIPS

Compiles and further analyses existing studies world-wide as well as information on innovation policy making, business innovation, and academic discussions.

■ INNO-Appraisal

Contributes to the creation, consolidation and strengthening of an evaluation culture in Europe, through the collection, analysis and further dissemination of evaluation results and impact assessments of innovation programmes.

■ INNO-Views

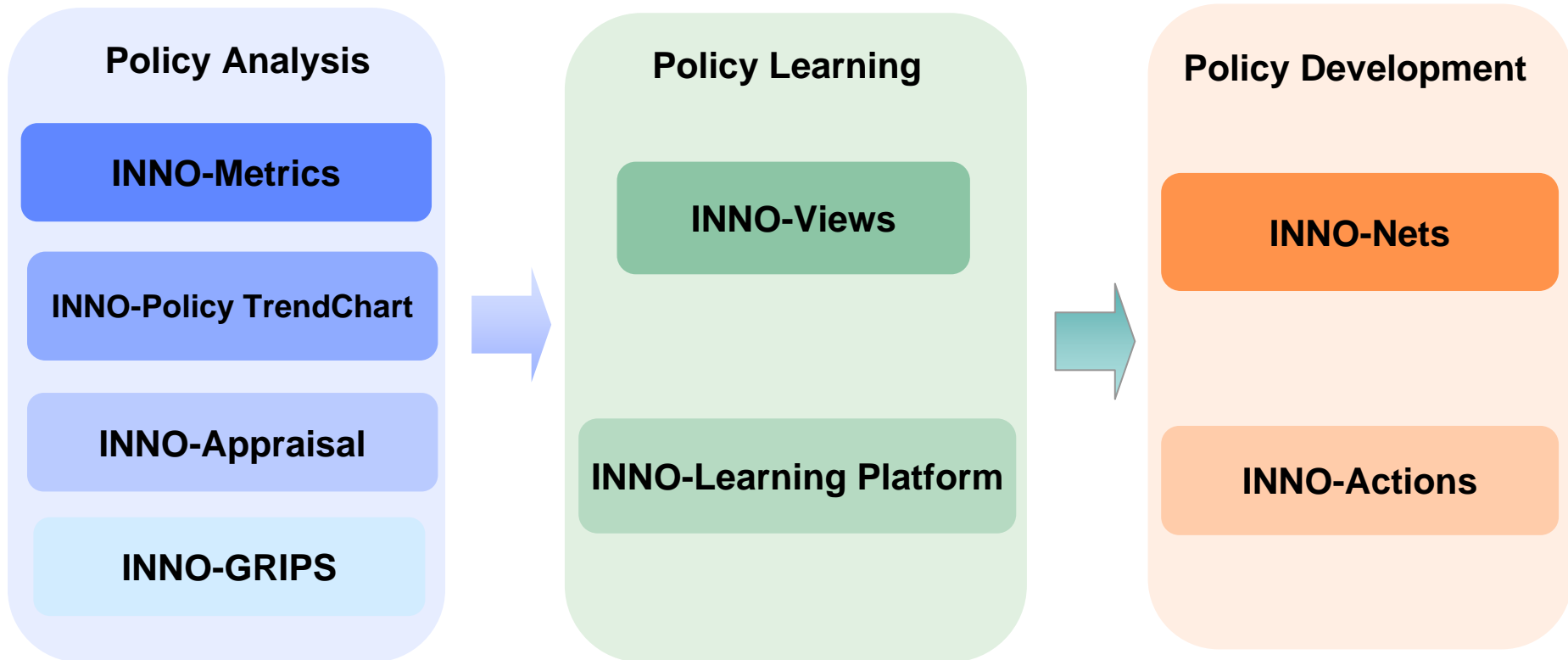
Explores new or better innovation policy instruments, by establishing a dialogue between public authorities, analysts, industry and academia on innovation policy matters.

■ INNO-Learning Platform

Facilitates innovation policy learning and prepares for trans-national cooperation, by drawing lessons from good practice examples and bringing together key innovation policy actors.



The building blocks



Objectives:

- **Better focus**
 - Concentrate on improving innovation policies
 - Transfer public-private partnerships to Europe INNOVA
- **Better targeting**
 - Select 2 promising mega themes
- **Efficiency**
 - Promote openness and transparency in shaping the call
 - Identify in advance what will be the impact of new actions



Objectives

- To explore the scope for transnational cooperation (2 themes /year)
- To coordinate the results and extract lessons from the on-going INNO-Nets and INNO-Actions
- To be a catalyser for identifying future INNO-Nets

Main outputs

- Annual Innovation Policy Learning Reports (Dec. 2007)
- Annual Innovation Policy Learning Conference (Jan / Feb. 2008)

The next PRO INNO Europe Call



Mission

A European focal point for promoting policy learning and trans-national policy co-operation in the field of innovation

Mandate

- To provide advice on the strategic orientation of the different policy cooperation projects under PRO INNO Europe
- To drive the innovation policy learning process under the INNO-Learning Platform project and to provide recommendations for the establishment of future INNO-Nets

Members

- 16 representatives of national and regional innovation agencies

✓ Czech Invest (CZ)	✓ Brandenburg Economic	✓ PAED (PL)
✓ TEKES (FI)	Development (DE)	✓ ADI (PT)
✓ VINNOVA (SE)	✓ IPI (IT)	✓ JAPTI (SI)
✓ OSEO Innovation (FR)	✓ LIDA (LV)	✓ CDTI (ES)
✓ Enterprise Ireland (IE)	✓ SenterNovem (NL)	✓ TTGV (TK)
✓ Scottish Enterprise (UK)	✓ Innovation Norway (NO)	

- **Better innovation policy governance – a toolbox for policy makers**
 - How to use the new state aid rules
 - How to use public procurement to stimulate innovation
 - How to raise awareness on creativity and innovation
 - How to design and valorise innovation vouchers
 - How to establish a European approach towards third countries' participation in knowledge transfer
 - How to assess ex-ante impact of new regulation on innovation

- **Society-driven innovation – Promotion of innovation for people**
 - To establish a transnational “think-tank” on future innovation policy strategies to address the challenges of a “service oriented” society
 - To establish transnational cooperation on cluster policies in specific new fields by making optimal use of the best talents across regions
 - To establish a transnational “think-tank” in view to develop a European strategy to foster non-technological innovation by leveraging all talents
 - To establish a European platform to improve transnational policy cross-fertilisation in the areas of eco-innovation and sustainable development

Practical information

- Call publication: Fall 2008
- Start of action: Mid 2009
- Budget: € 10 - 22 M
- 3-4 INNO-Net contracts foreseen per theme



For more information:

http://europa.eu/index_en.htm

<http://www.proinno-europe.eu/>

<http://www.europe-innova.org/index.jsp>

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