



MINUTES		Date: 17 December 2008 - Brussels
Topic:	Information Day Call for proposal Europe Innova	
Meeting:	European Commission	
Attendants:	Chairperson: Reinhar BUSCHER Head of Unit Support on Innovation DG Enterprise and Industry. Orsola MAUTONE; Casten SCHIERENBECK; Mette QUINN Igor Jelinski (from DG Environment); Tomasz Ostrowski	
RELEVANT ISSUES		
<p><u>Information Session on the Open call for Proposal – Europe INNOVA.</u></p> <p>This call gets the legal basis in the CIP and in particular in the specific programme EIP.</p> <p>The EIP aims at supporting, improving, encouraging and promoting (a) access to finance for the start-up and growth of SMEs and investment in innovation activities; (b) the creation of an environment favourable to SME cooperation, particularly in the field of cross-border cooperation; (c) all forms of innovation in enterprises; (d) eco-innovation; (e) entrepreneurship and innovation culture; (f) enterprise and innovation-related economic and administrative reform.</p> <p>The new generation of Europe INNOVA builds upon this experience by maintaining a sectoral perspective which allows developing more customised solutions. It would be a great advantage to identify and financially support the most promising ventures and prepare them for international expansion, closer links between knowledge creation, incubation, finance and clusters. Investors currently don't seem to have easy access to the European pool of talents (deal-flow) and are mainly operating in a local or regional environment.</p> <p>Mr Buscher underlines more times, that this call is not for research and new tools, is a call to obtain an impact. For the innovation and excellerate the process that was built through the preview call.</p> <p>The call is based on three pillars: ANALYSIS (is a better knowledge for the future) – TESTING (better innovation service for SME) COMMUNICATION.</p> <ul style="list-style-type: none"> • The call will be implemented by three Platforms; European Innovation Platforms (EIP); • Two sectoral partnership which are private and public, and 1 cluster partnership • The Cluster – IP; Eco-IP and KIS-IP, those are complemented by horizontal support service. <p>.The Europe Innova want to develop partnership, and not only networks, define the better practice tools, and leave instruments for the post-project.</p>		



Cluster- IP (STREND 1 AND 2)

Clusters are important drivers for the competitiveness of European enterprises as they offer a favourable business environment that stimulates innovation and growth. With the increasing recognition of clusters as important drivers of economic and regional development, many cluster initiatives have been launched over the last decade. Although the full impact of these initiatives is yet to be seen, it seems that many of them lack critical mass and strategic orientation. Stronger trans-national cooperation is seen as a promising approach to raise the international profile of cluster initiatives and to complement strengths. The **European Innovation Platform for Clusters**

(Cluster-IP) will facilitate such cooperation across borders, in particular with the view to better supporting innovative SMEs to internationalise their business and to engage easier into partnerships with other enterprises and research institutes outside their own territory.

Strand 1 Cluster Partnership

Max 3 projects- 3 partnership – from 3 different countries.

Mandatory Activities:

- Tools in support of the internationalisation of innovative SMEs
- Cluster support services for innovative SMEs
- Trans-national (we intend within the Europe – if we say Inter-national will be out of Europe) partnering between cluster organizations and their businesses

3 Optional Activities, necessary to chose 1 of them.

STRAND 2 Cluster Observatory

Max 1 project selected.

Cluster-IP will be supported by a Phase 2 of the European Cluster Observatory which will be maintained and further developed towards a **full-fledged information service on clusters and cluster organisations in Europe**. The main aim is to provide better and practical Info.

www.clusterobservatory.eu.

Mandatory Activities:

- Update and further improvement of the current statistical analysis of clusters in Europe
- Surveys and analysis of trans-national cooperation of cluster organizations
- Provision of information on cluster case studies
- Provision of detailed information on cluster organisations, outlining their activities, services and their environment in form of an interactive online tool for enterprises.

KIS-IP (Knowledge intensive Service) – STREND 3

Max 2 partnership each partners compose by 3 authorities different country (public\ private)

The KIS-IP addresses the specific needs of innovative service companies in specific sectors through sectoral partnerships and horizontal activities. It brings together public

and private partners from different countries willing to cooperate in developing new forms of support for innovation, taking into account the specific needs of service companies "born global".

3 sectoral partnership (energy –ict –satellite) + two other sectors.

As all the other strands, this call and in the specific each platform and strends, have to based on



the phase 1 and go beyond, to do something concrete not new.

KIS-IP second phase and the new activities will be launched as **partnerships**, in particular **public-private partnerships** that are committed to develop, test and validate new or better tools and instruments in support of innovative service companies. Building on existing experience makes it possible to gear the bundled efforts towards supplying **new or better tools** for supporting the innovation capacity of KIS company.

Mandatory Activities:

- Development and testing of tools to facilitate knowledge transfer for innovative SMEs
- Development and testing of business support services for innovative SMEs
- Formulation and validation of an “exit strategy”

Three Optional Activities (one has to be chosen).

Entr-europe-innova@ec.europa.eu

Eco-IP (STRAND 4-6)

The **European Innovation Platform for Eco-innovation** shall bridge between the demand for and supply of environmentally friendly solutions, by addressing specific market failures that still hamper the wider take-up of eco-innovation.

The LMI (lead market initiative) aims to combine different instruments such as regulation, standardization and public procurement with the view to creating more favourable framework conditions for innovation so as to accelerate the growth of emerging markets.

ECO-IP is not the promotion of eco-innovation, is not dissemination of the activities.

The aim is to help the enterprise to develop in the eco-innovation. And not all the Enterprises because have those status, but the enterprises which have the potentiality.

- Important eco-innovation is part as of KIS as of ECO-IP, so to chose which will be the best programme and platform, look at the definition of your beneficiaries.

STREND 4

Mandatory Activities:

- Development and testing of tools to facilitate knowledge transfer for innovative SMEs
- Development and testing of business support services for innovative SMEs
- Formulation and validation of an exit strategy

Three Optional Activities .

STREND 6

Eco-IP to become the main European focal point for discussion. To make this happen a broader community must be created, involving related initiatives and disseminating the results as widely as possible.

Mandatory Activities:

- Establishment of an Eco-business Club
- Establishment of a Steering Group
- Organisation of meetings, workshops and roundtables
- Provision of information material



So is important to support the companies that have potentiality to grow looking at the instruments aiming to unlocking the potential for the growth and innovations. (make an analysis, which is the market, what is the problem to solve, what are the needs, who it will benefit in the proper way)

STREND 5 in collaboration with DG Environment (main contact point)

Mandatory Activities:

- Collection and analysis of information and data
- Publication and further dissemination of an annual report
- Provision of market and technology intelligence

Strict collaboration with the Eco-Innovation Observatory, and European Cluster observatory, as they want to build up a study, and develop statistic on which are the sectors as challenges. Something which is precise.

STREND 7 is A new pillar of Europe Innova.

Promotion of novel tools and service concepts for innovation support

A large number of novel tools and service concepts has been developed and tested by the first generation of Europe INNOVA projects. The challenge is to leverage them, as widely as possible, into services provided by established innovation support providers in order to maximize their impact.

In order to address the challenge of better promoting and exploiting existing tools and services, it is proposed to establish **a new pillar under Europe INNOVA aiming at the promotion of novel tools and service concepts.** It will provide the necessary support to better exploit the most promising new approaches developed under Europe INNOVA.

Mandatory Activities:

- Repository of novel tools and service concepts in support of SMEs
- Liaising with Enterprise Europe Network innovation experts
- Assistance to the formulation of suitable “exit strategies” for the new generation of Europe INNOVA projects

The concept of exit strategy is not dissemination is not sustainability.

IT MEANS DEVELOP A TOOL THAT SHOULD BE USED BY OTHERS.

The important thing to keep in mind after this presentation is that; all the future activities have to be built on the preview phase of Europe Innova.

There is no volunty to develop new tools, but is necessary to develop the ones that we have and go far.

Is not a call of research, is under the legal priority of the CIP and not of FP7.

Stressed the importance of the clusters partnership for the development of better tolls, and looking at the cooperation transnational, and international.