



“Towards a European Innovation Ecosystem”
3rd European Innovation Summit

10 - 13 October 2011 | Conference & Exhibition | Warsaw & Brussels

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The Innovation Convention 2011

Seven Key Messages

*from The Third European Innovation Summit
Warsaw sessions, October 10-11 2011*

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Key Message 1

**Regional differentiation is attractive –
but be careful to get it right**

- *Aim for cooperation, not competition, to harness the power of Europe*
- *Confront the need to make hard decisions about what not to do*
- *Build a common understanding of what specialisation means*
- *Grow a lot more skills in (local) policy making and implementation*

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Highlights from the Warsaw sessions

- Regions can build excellence – e.g. Aviation Valley in Poland
- EU level must coordinate and ensure innovation-friendly regulation. Competition between regions is healthy but too easily leads to duplication, fragmentation, low global competitiveness
- National level must support – and be as fast and agile as the regions
- Clarify what Smart Specialisation really means in practice: e.g. by clear metrics for outputs. Fuzzy understanding leads to multiple and conflicting approaches
- Key success factors include visionary leadership; local initiative; and local policy skills

Examples:

- Transformation of the Polish aviation sector and its region (NB: RD&I investment is the last step)
- EADS combining overall corporate strategy with harnessing strengths of regions: e.g. EADS Global Innovation Networks
- New Czech innovation strategy, in line with IU platform: excellence in research; enterprise-academia links; entrepreneurship; people as carriers of knowledge and initiators of change
- Spain proposals for ‘Industrial Capital’: stimulate industry growth by linking large and small firms; use public procurement; build EU single markets in R and I

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Key Message 2

Governance systems have to become smarter

- *Build better connections between States and between regions*
- *Tackle the well known barriers (talent, finance, IP, single market, ...)*





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Highlights from the Warsaw sessions

- Enable Europe to seize opportunities. There are many new opportunities today but Europe does not capture them – e.g. Europe has none of the global ISPs.
- Innovation and creativity depend on competition within Europe and openness to the rest of the world
- Connect the EU, the Member States and the regions more effectively
- Ensure wide participation to build support and shared understanding: e.g. at national and regional levels in Finland
- Harness new models of innovation (open, democratised, crowd sourcing, social)
- Support IU implementation by tackling the key barriers (e.g. the skills shortage, industry disinterest in FP, vagueness of the grand challenges, weaknesses in financing, IP and standardisation)
- Deal with continuing market access problems: e.g. there is no single market for digital services
- Tackle the need for talent. This will become the most important factor for development

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Key Message 3

Policy must focus on innovation – not just on research

- *From linking research programmes and research infrastructures...*
- *... to linking innovation programmes and innovation infrastructures*

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Highlights from the Warsaw sessions

- Match investment in research infrastructure with investment in innovation-friendly environments
- Strengthen the availability of finance for innovation – not just research
- Ensure innovation policies are aligned with economic policies and are tailored to local needs
- Differentiate policies for pre-competitive and competitive innovation
- Tackle the big issues for European innovators: risk aversion, administrative burden, the talent shortage, industry-academia links, knowledge management
- Open Europe to the world: we are not an island but we are too Europe-centric
- Develop the education system to strengthen technical skills and entrepreneurship skills
- Invest only in excellent people – quality rather than quantity
- Encourage greater mobility and technology diffusion, to fill gaps
- Facilitate, do not dictate. Policy is a facilitator, not a prescriptor.

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Key Message 4

Smart policy has to be based on smart evidence

- ***Be hungry for new forms of evidence and new ways to use evidence***
-- “New models need new data”





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Highlights from the Warsaw sessions

- Forget the past, focus on present and future opportunities
- We need a systemic approach that links policies for innovation and fiscal/economic affairs
- ... then the confidence to execute!
- Apply generic EU policies with appropriate local adaptation
- Adopt differentiated strategies to reflect the different national and regional technology maturities
- Emphasise open innovation as a stronger component of regional innovation policy
- Develop new indicators of policy needs and input data for policy development, using wider data than just RD&I





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Key Message 5

An innovative Europe needs innovative leadership

- *Challenge the policies and practices of the past*
- *Re-think the structures of our public institutions*
- *Re-think the ways we design policy*
- *Re-think the ways we implement policy*

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Highlights from the Warsaw sessions

- Challenge is to achieve the essential greater integration of R&I policy when we are in tough times and Member States want a better grip
- Be prepared to make hard choices: e.g. those necessary to implement smart specialisation well
- Improve communications and trust between Brussels and national institutions
- Involve all stakeholders actively and faster: e.g. interactive consultation, new technology
- Innovate the public sector institutions: there is a big opportunity here
- Governance and capacity at regional level needs to catch up with devolution
- Generic and all-inclusive approaches to regional policy will not be sufficient: regions must choose opportunities carefully
- RIM data shows there are groups of regions with distinctive innovation patterns
- Regional innovation policies are mostly recent and raise concerns: e.g. neglect of demand side, too generic imitation of cluster policy
- Move faster: business will not wait
- Go deeper: frameworks are fine but we also need the detail

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Key Message 6

Communication and facilitation are crucial

- *Build a shared vision of success for the ERA and the IU*
- *Explain what smart specialisation means in practice*
- *Help to balance integration/cooperation versus diversity/competition*

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Highlights from the Warsaw sessions

- Successful implementation of the ERA depends on European, national and local administrations working together
- Setting the right priorities depends on excellent communication between EU, national governments and industry, in order fully to understand sectoral and EU-wide issues
- Build better communications amongst actors, to facilitate better alliances and hence more effective technology platforms
- Ensure all actors have the same shared understanding of the many support mechanisms and instruments. EIT and the KICs can be especially effective for this.
- Ensure regions own their own approach, not blindly follow a single model: e.g. start small/local, don't aim to be globally competitive from the start. Accelerate the differentiation between regions
- Help regions to cooperate and find synergies, rather than compete. This implies
 - synergies between policies, at regional, national and EU levels
 - more trust and better communications between and within regions
- Companies should be free to choose how and where to compete, taking account of their local situation. Innovation policy should help them – not tell them what to do.

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Key Message 7

Everything depends on winning the war for talent

- *Grow more engineers ...
and entrepreneurs ...
and local policy people*
- *Harness the education system to the cause of innovation*

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Highlights from the Warsaw sessions

- Build skills in business, technology and market intelligence; and in self-evaluation of strengths
- Develop greater connectedness, e.g. through ICT facilities
- Strengthen local policy skills: regional policy makers are often not well informed or skilled
- Slovakia illustrates common challenges: e.g. coordination across government departments and between central and local administrations; academia-industry links to drive applied research
- Policy makers should be more involved in implementation and evaluation. This needs better skills, awareness of local specificities, responsiveness to demand and indicators/evidence
- Public procurement should be better used to drive innovation: it is effective and needs no new money. But there are barriers: e.g. lack of skills, fragmented demand, difficult access for SMEs
- We must address major weaknesses: e.g. the belief that research = innovation; poor skills and climate for entrepreneurship. Education is critical.
- People matter. Future competition will be heavily based on the ability to attract, build and retain human capital. We depend on having enough skills, the right skills, mobility and lifelong learning: ***"Smart education and smart skills for a smart economy"***

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Seven Key Messages from Warsaw

1. **Regional differentiation is attractive – but be careful to get it right**
2. **Governance systems have to become smarter**
3. **Policy must focus on innovation – not just on research**
4. **Smart policy has to be based on smart evidence**
5. **An innovative Europe needs innovative leadership**
6. **Communication and facilitation are crucial**
7. **Everything depends on winning the war for talent**

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