

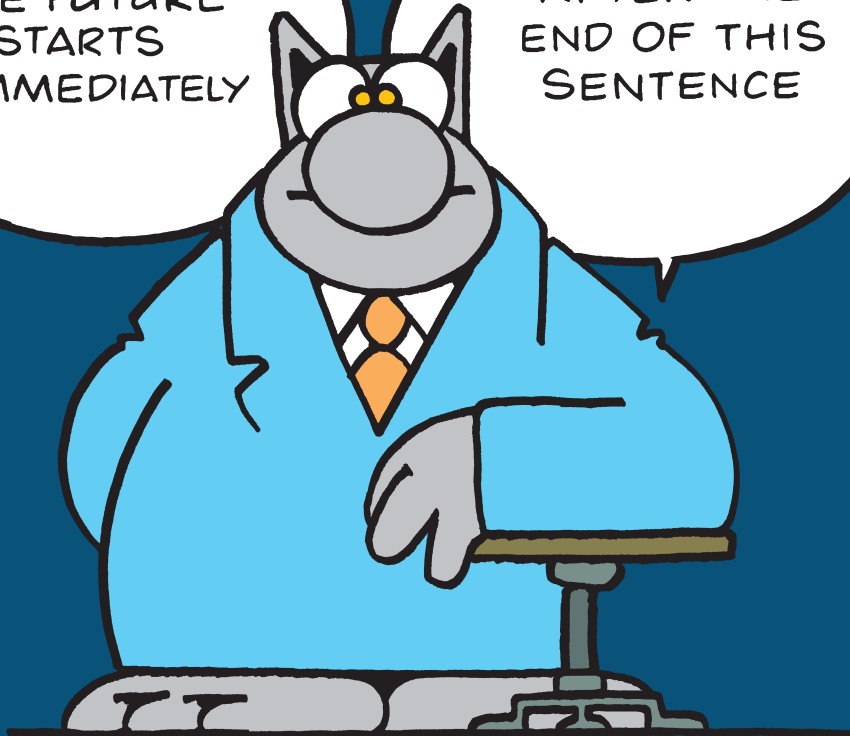
# REINVENT EUROPE

FIVE PROPOSITIONS FROM A BUSINESS PANEL ON FUTURE EUROPEAN INNOVATION POLICY

# THROUGH INNOVATION

THE FUTURE  
STARTS  
IMMEDIATELY

AFTER THE  
END OF THIS  
SENTENCE



# REINVENT EUROPE THROUGH INNOVATION


Innovation has been a central EU priority over the last decade. But the priority has been investing in knowledge rather than utilizing it rapidly and powerfully for societal benefit and development. Innovation is global, with increasing competition for the best ideas and applications, and Europe must stand out. More technology is not the solution. Current European innovation policy fails to:

- Leverage the power of networks and social innovation
- Implement Community level actions orchestrated around major societal challenges
- Invest ambitiously and strategically in the future
- Open up innovation to the creativity of a broad range of people and ideas
- Anticipate the new institutions and processes that will drive future innovation

**“The priority has been investing in knowledge rather than utilising it rapidly and powerfully for societal benefit”**

## FROM A KNOWLEDGE SOCIETY TO AN INNOVATION SOCIETY

The ideas presented here were co-created through many discussions, both in person and virtual, that we held over the last months. We hope that it is only the beginning of a wider movement to reinvent Europe through innovation. Our dream is a new star to the European flag – ‘The Seastar’ – which demonstrates a decentralised, self renewing, and connected innovation policy building on the unique diversity of an enlarged Union. We urge the incoming European Commission to base its new innovation policy on five propositions:



**“We hope that it is only the beginning  
of a wider movement to reinvent  
Europe through innovation”**



THE  
FUTURE  
STOPS HERE,  
DOESN'T IT?

THE FUTURE  
DOESN'T  
ACTUALLY STOP,  
YOU MUST  
CATCH IT AS IT  
PASSES  
BY

2010

# 1

## BROADEN THE CONCEPT OF INNOVATION

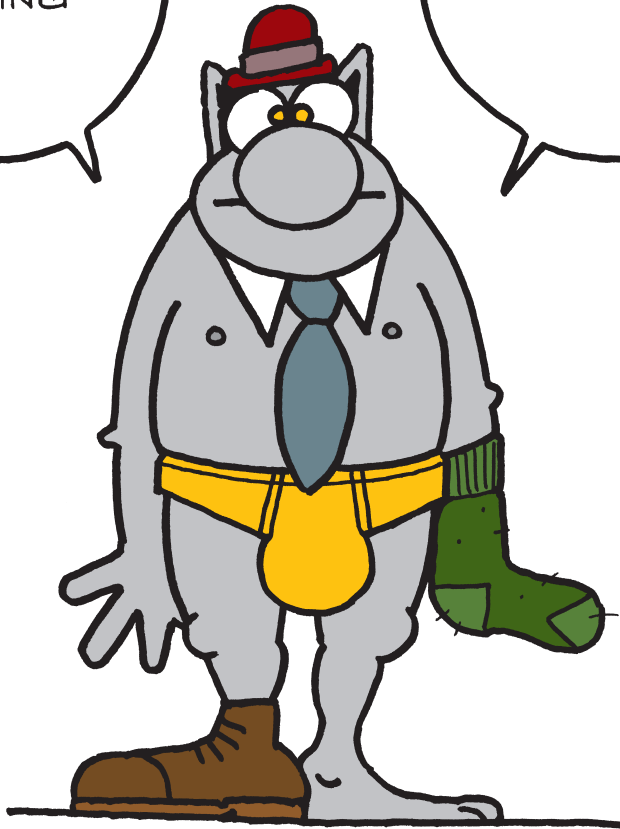
Business innovates mainly for return on investment, society must innovate for social return and transformation. Europe faces unprecedented challenges. This calls for collaborative, cross cutting responses reaching out to business, public policy communities, researchers, educators, public service providers, financiers and NGOs.

We propose to base EU action around compelling social challenges; to finance social innovation funds; to incentivise large scale community level innovations; to transform the public sector with a budgetary innovation target; and to engage the young and the old in new types of partnerships.

**“Europe faces unprecedented challenges”**

SPEED  
IS  
NOTHING

WITHOUT  
SYNCHRONISATION



# 2

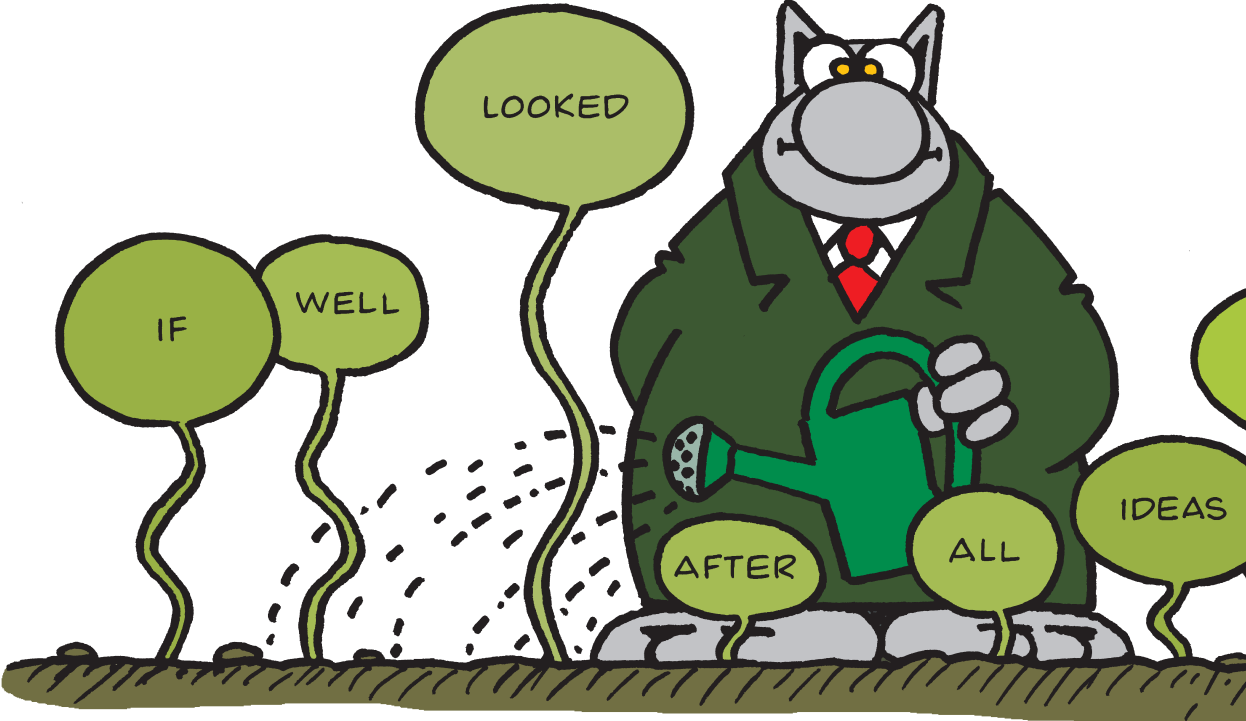
## SPEED AND SYNCHRONISATION

Speed and scale are everything in innovation. More is needed to speed up the uptake of innovative solutions and technologies, especially in the public sector. Funding programmes and innovation support must be synchronised with development of standards, public procurement and regulations.

We propose that the EU sets clear innovation targets; launches ambitious European initiatives with synchronised actions around major challenges; ensures EU directives and regulations support innovation; changes public procurement to support innovation; and opens up government owned data to facilitate a knowledge infrastructure, where European citizens can help transform public services.

**“We propose that the EU sets clear innovation targets; launches ambitious European initiatives with synchronised actions around major challenges”**

“We propose that the EU commits to universal access to ultrafast broadband and smart grids”

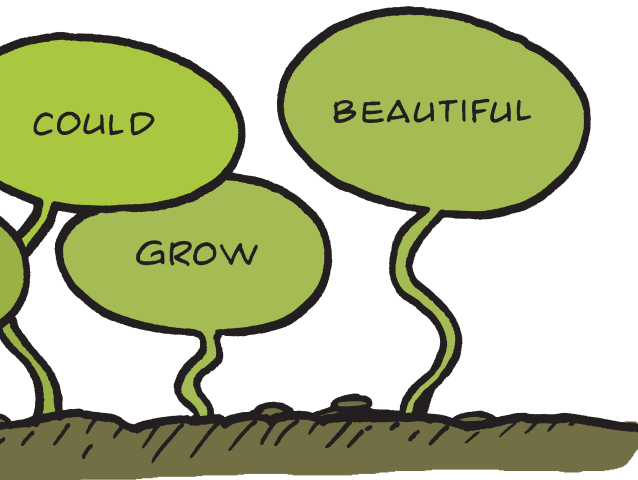


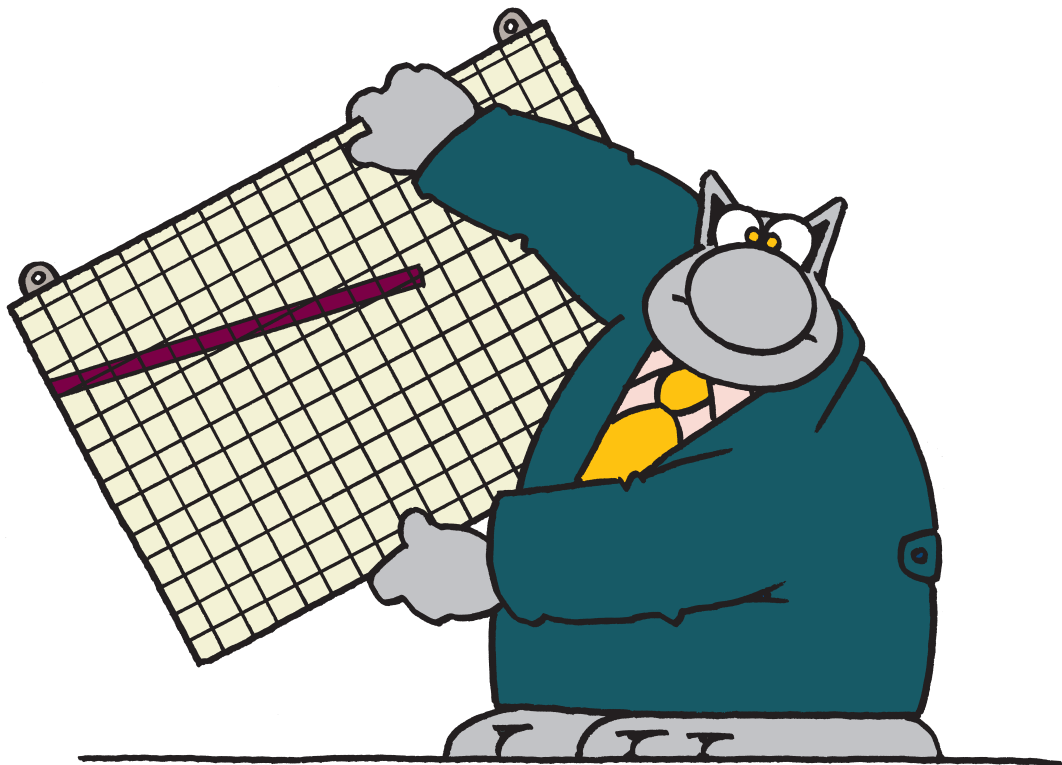
# 3

## INVEST IN FUTURE INFRASTRUCTURE AND UNLOCK ITS POTENTIAL

Europe needs to create and unlock the potential of new digital and energy infrastructure. Every household, business and public building should have ultrafast broadband and smart energy grid connections.

We propose that the EU commits to universal access to ultrafast broadband and smart grids; implements an integrated, cross-border investment strategy; and combines infrastructure projects with support for innovative services and open access.





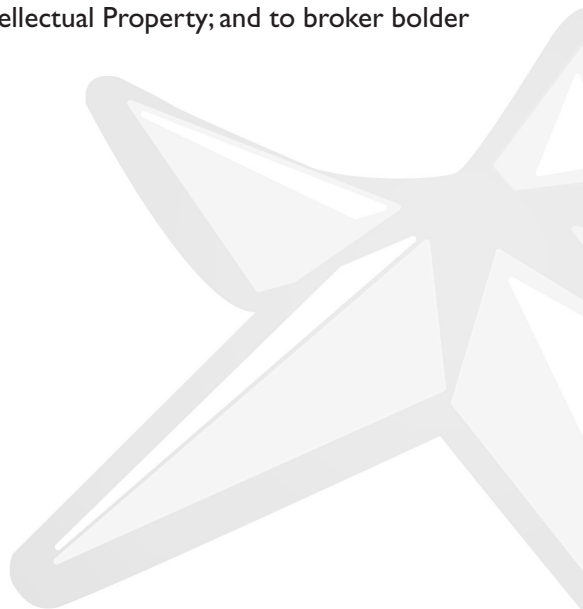
# 4

## INNOVATIVE FINANCING MODELS

Europe needs a radical new approach to financing innovation with new partnerships to share risk and more intelligent ways to combine funding between instruments. Innovation should be core to financial institutions, with the European Investment Bank (EIB) becoming a European Innovation Bank.

We propose a major development of the European Investment Fund (EIF) to create a pan-European Innovation Fund; to develop an EU wide market for trading and sharing Intellectual Property; and to broker bolder investment readiness initiatives.

**“Innovation should be core  
to financial institutions”**

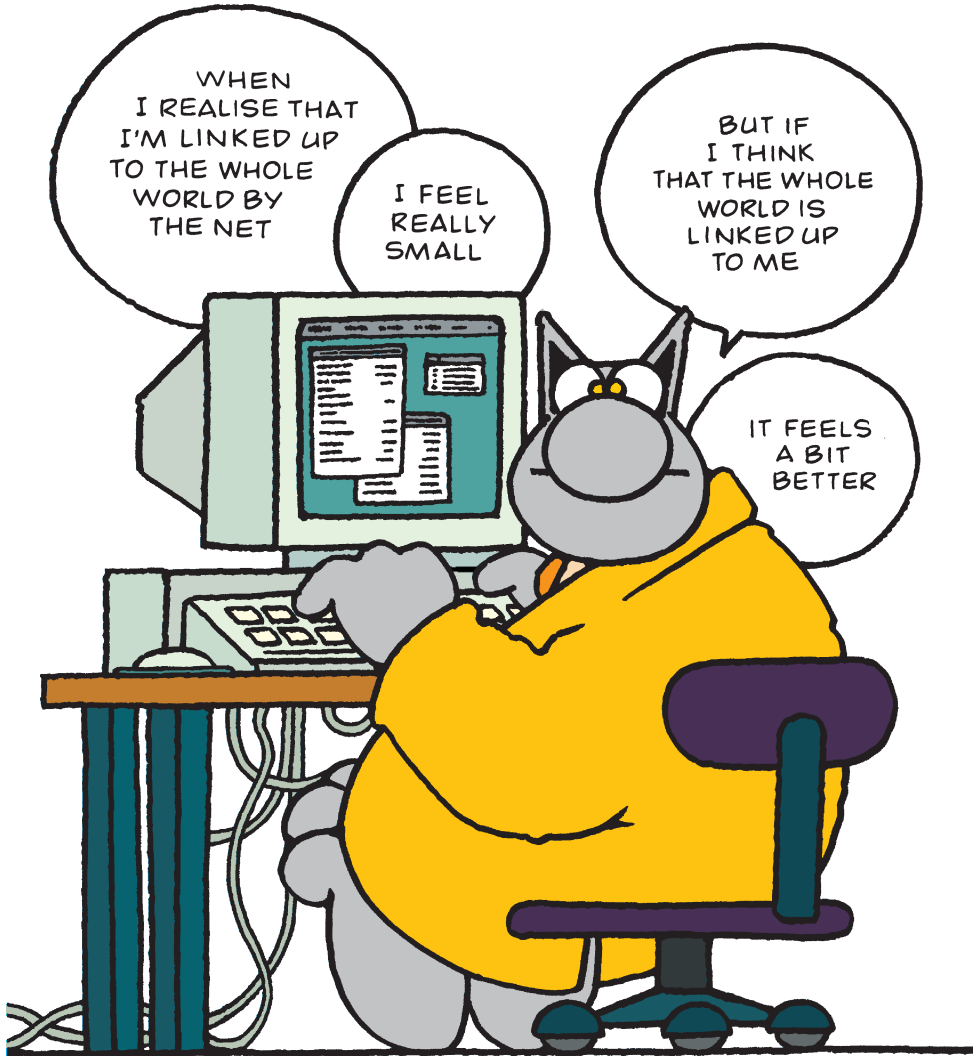


WHEN  
I REALISE THAT  
I'M LINKED UP  
TO THE WHOLE  
WORLD BY  
THE NET

I FEEL  
REALLY  
SMALL

BUT IF  
I THINK  
THAT THE WHOLE  
WORLD IS  
LINKED UP  
TO ME

IT FEELS  
A BIT  
BETTER



# 5 NEW PLACES FOR NEW TYPES OF COLLABORATIONS

Innovation feeds on collaboration, the spark and confrontation of different ideas, perspectives and experiences. Information technologies and web 2.0 tools are transforming how people interact. Open innovation is based on the power of networks and access to knowledge across Europe and globally.

We propose to create and network innovation labs; invest in cultural and creative institutions, organisations and networks; reinforce the role of brokers and intermediaries; develop a major prize for innovative localities; and stimulate universities and public research centres to be more open and international.

**“the spark and confrontation of different ideas, perspectives and experiences”**

# BRUSSELS, OCTOBER 2009

The ideas in this report were co-created through a series of meetings by the panel and involved external thought leaders, as well as an online consultation:

“Innovation unlimited” at <http://blogs.ec.europa.eu/innovationunlimited/>.

These discussions were an inspiration for us, and we encourage the Commission and the community of all those who contributed, to continue this debate.

Our proposals require urgent action and we call on the European leaders to start this process with rapid agreement on ambitious, concrete and timely measures within the proposed new European Innovation Act and in the Spring 2010 European Summit.

**“We call on the European leaders  
to start this process with rapid agreement  
on ambitious, concrete and timely measures”**

Diogo Vasconcelos, Gianfranco Corini, Rüdiger Iden, Jan Lamser, Anne Stenros

## ABOUT THE PANEL

The Business Panel on Innovation was established by DG Enterprise to provide inputs from a business perspective on priorities for future EU innovation policy.

THE MEMBERS ARE:

**DIOGO VASCONCELOS** (Chair), Distinguished Fellow, CISCO Systems International

**GIANFRANCO CORINI**, President, NEXT-Ingegneria dei Sistemi S.p.A

**JAN LAMSER**, Member of Board of Directors and Senior Executive Officer, CSOB BANK (MEMBER OF KBC GROUP)

**PROFESSOR RÜDIGER IDEN**, Senior Vice President, BASF SE

**DR ANNE STENROS**, Design Director (Vice President, Design), KONE Corporation

Rapporteur: **PROFESSOR MAUREEN MCKELVEY**, Professor of Industrial Management, School of Business, Economics and Law, University of Gothenburg.

# REINVENT EUROPE THROUGH INNOVATION

This report and the work of the panel were supported by DG Enterprise and Industry as part of the preparations for a new European innovation policy.

The views expressed in this report, as well as the information included in it, do not necessarily reflect the opinion or position of the European Commission and in no way commit the institution.

## TO FIND OUT MORE VISIT:

The Innovation Policy homepage:

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

The Innovation Unlimited online debate:

<http://blogs.ec.europa.eu/innovationunlimited/>



**European Commission**  
Enterprise and Industry