

# The EIT

## **Sustainable Growth and Competitiveness through Innovation**

Yrjö Neuvo  
EIT Governing Board

# Our Dream, Vision and Ambition

---

EIT is recognized as a key driver of  
sustainable economic growth and  
competitiveness across Europe:

*through  
stimulation of world-leading innovation*

# Stakeholders

---

- Business
- Entrepreneurs, including SMEs
- Research and Technology Organizations
- Education
- Local, regional and national governments
- Investment communities (private investors and venture capital)
- Research funders, including charities and foundations

# Mission

---

*To be the catalyst for a step change in the European Community's innovation capacity and impact through the delivery of major new actions.*

*The first of these is the creation of the Knowledge and Innovation Communities, KICs.*

# Strategic Objectives: focus of the EIT Governing Body

---

1. EIT Strategic Innovation Agenda (SIA) :
  - ideas / plans
  
2. KICs with unique impact :
  - KIC topics, format, selection
  
3. Sustainable mobilization of additional funding:
  - including EIT Foundation
  - tools

## KICs will:

---

- **build innovative ‘webs of excellence’**
  - integrating education, technology, research, business and entrepreneurship
  - driving effective “translation” between partners: ideas, technology, culture, business models...
  
- **create new business**
  - for existing industry
  - for new endeavours
  
- **educate and develop entrepreneurial people**
  - able to work across stakeholder boundaries
  
- **have societal impact**

## A KIC

- **is a high-profile, collaborative consortium**
  - a “legally and financially structured and managed entity”
  - of geographically distributed but thematically convergent stakeholders
  - open to international participation
  
- **will become a world leader in its field**
  - encompassing the whole innovation chain from education to economic impact
  
- **will deliver a measurable impacts on society**
  - economic, scientific, educational and entrepreneurial
  
- **will have a minimum life of 7 years**

# Ingredients for a KIC with impact

---

- Geographically distributed people
  - across the European Community and linking to centers of excellence in other parts of the world
  
- Working in networks focussed on typically 4 – 6 major nodes
  - which are “co-location centers” where staff from different stakeholders come to work together, face-to-face
  - and which link other partners, such as local clusters of SMEs
  
- Each co-location center should encompass a significant part of the innovation chain

# Ingredients for a KIC with impact

---

- **Co-location of people is critical**
  - it is the key to achieving knowledge transfer and ‘translation’ between stakeholders and between science, research and business
  - effective translation is fundamental to delivery of KIC goals
- **Mobility of people is therefore a pre-condition**

# KICs and people

---

*Innovative European entrepreneurs are a major output of every KIC*

- Business people, entrepreneurs, researchers, technologists, educators, working together in **world class** KIC programmes
- Talented and committed academics from Europe and beyond, flexible, mobile and eager to innovate
- An environment which catalyzes movement of people between industry/business and academia
- Top quality leadership, engendering a highly developed team culture/spirit across the KIC

# KICs and people

---

## *People management :*

- Incentive schemes to attract excellent partners from across the innovation chain
- An environment which stimulates working/studying together in diverse teams in collocation centers
- Recognition of people and pride in the EIT brand: eg. “EIT” label for students

# KIC Selection Criteria 1

---

## **An internationally distributed collaborative consortium which :**

- is composed of elite centers from business, entrepreneurship, technology, research and education
  - each with a track record in excellence, international cooperation, knowledge dissemination and translation to business
- allows collaborative people to work together in “co-location centers”
- is a legally and financially structured entity with a motivating intellectual property rights policy
- has top quality leadership, governance, structure and accountability
- attracts public and private funding, tripling the EIT funding over time
- can include excellent partners from non-EU countries

# KIC Selection Criteria 2

---

## Compelling, innovative proposals with future potential

- Addressing important topics for Europe
- With (new) business and societal impact
- Making innovation an integral part of Higher Education
- A strong research and technology base, all of which is relevant and critical to the success of the KIC (including non-technological research)
- Going beyond research and technology: translation to new and existing businesses
- Key performance indicators (KPIs), targeted investment returns and drivers identified upfront
- Short, medium and long-term milestones
- Builds up continuous, self-sustaining activities
- Has broad public outreach

# Size and life of a KIC

---

- 50-100 M Euro total spending per year
- Life 7-15 years
- Funding:
  - EIT 25%
  - Others 75% (leverage factor 3)
    - European programs
    - European Structural Funds
    - Industry (also in kind) investment
    - Foundation
    - VCs
    - Investment banks

# First call of Proposals

---

- Sustainable energy
- Mitigation and adaptation of climate change
- Future information and communication society
  
- Proposals have to indicate the primary field
- Trans–or interdisciplinary and drawing on existing European programs and projects
- Number of KICs to be selected 2 or 3
  
- Future Call : Health care? Others?

# Call, Selection and Monitoring

---

- Call for proposals for KICs by April 2009, submission August 2009
  - Based on KIC format and selection criteria, finalized by end March 2009
- Selection of the first 2-3 KICs by January 2010
  - Strong teams with the best chance of success
  - Proposals recognized as innovative, ambitious and coherent
  - Extensive publicity for the selected KICs in order to support them by all appropriate means
- Evaluation and monitoring of KICs starting by August 2010
  - Recognized as fair, simple and effective
  - Consistent and clearly derived from the original selection criteria
  - Rewarding good performance and achievement
  - Recognizing and communicating the EIT brand

# Conclusions

---

- The EIT capitalizes on European innovation potential by adopting a new way of working between research, education and innovation
- Long-term commitment by business from the outset is essential to the EIT's success
- Education and entrepreneurship must be integral parts of innovation partnerships
- Opportunity for cross-fertilization and co-funding with other European and national programs and funds

# Some discussion topics

---

- ▶ How can the KICs contribute to optimizing the innovation chain within the ICT sector?
- ▶ How to address open innovation, public domain, open source, and IPR control issues?
- ▶ How will the co-location centres and the question of co-locating people apply in the ICT field?
- ▶ What kind of entrepreneurial education is needed in the ICT sector?

# Discussion topics continued

---

- ▶ What are the most attractive areas for investment in the area of the Future Information and Communication Society? And what are the most likely sources for such investment?
- ▶ What are the challenges for building the Future Information and Communication Society?
- ▶ How to achieve cross-fertilization with the other two KIC themes, i.e. sustainable energy and climate change mitigation and adaptation?