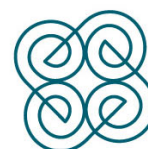
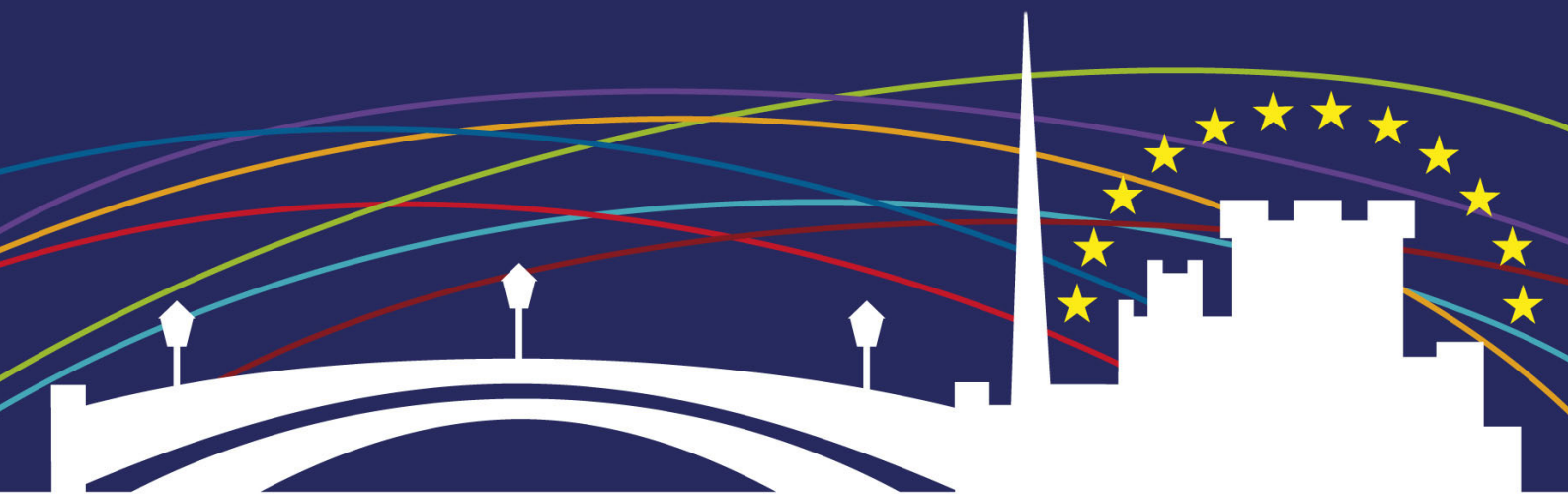


Digital Agenda Assembly 2013

Europe – Digitally Alive in Dublin



Uachtaránacht na hÉireann ar
Chomhairle an Aontais Eorpaigh
Irish Presidency of the Council
of the European Union
eu2013.ie

Workshop 3:

Translating research and innovation into jobs and growth

Results from online exchanges and activities

Discussions on the online platform highlighted the following topics:

- most of the products and services produced in European research and innovation are designed without taking into consideration the real needs, preferences and desires of the final customers/users; better market knowledge is needed;
- when talking about transfer of technology to the market, a big challenge highlighted and discussed is the disconnection between industry and academia and the need to give the same weight to innovation and tech transfer as papers in one's academic file;
- ICT as a driver for fast tech transfer: yes digital tools are offering possibilities to connect people and ideas that change the nature of innovation.

Key points from the discussion at the workshop

The discussions took place around innovation as commercialisation in order to translate research and innovation into growth and jobs.

- To bring research and innovation to the market, need to change the model. The gap is not the availability of money, but **connectivity** among the right persons in different roles: small and big industry entrepreneurs, accelerators, angels, institutional investors, corporates and funding research programmes at regional, national and EU level.
- There is a need **to link financing, ideas and experienced people**. The accelerators play this role to combine experience, ideas and funding in a dynamic process for getting good ideas to the market. **Researchers are not necessarily business people**. In Europe, there is a need to create opportunities for business people to access great research and to improve the mutual understanding between researchers and businesses.
- Favouring the **emergence of partnership** around specific sectors, with a strategy and along a value chain from material to integrators to solution providers helps creating the right ecosystem around an innovation chain. The initiatives in the domain of electronics, photonics, robotics and networks are part of the solution for connecting the various actors.

- **Market understanding** on application of technology and experience in opportunity assessment based on clear customers' needs is what makes widespread adoption possible, and therefore generates value.
- There is a need to be more flexible in the innovation programmes in order to generate more innovative breakthrough, and to be focused towards **results**.
- Innovation is about **ideas, implementation and execution**: EU is performing well in R&D and need to improve on innovation realisation and deployment. Specificities of EU such as a fragmented market were mentioned as a parameter to take into account as it is a *cost of not having a digital single market*.
- Given the huge network effects in ICT, innovation financing should create the conditions for **getting adoption faster**, allowing platforms to go beyond the tipping point of adoption. Tipping point in Europe is higher than Asia or US, given the lack of single digital market in Europe. There is a high value in funding key enabling platforms to create a new industry, especially in the latest stages of innovation.
- Creating **ecosystems of talents**, e.g. excellent research centres and their linking, in clusters with industry, is a sensible strategy for public actors in a world of global expanding supply chains.
- Move from **open innovation** to **innovation networks** to get innovation out of labs, building a cross-organizational innovation and innovation ecosystem. People are central in the commercialization process. We should get over the cliché of demand pull and technology push: both are needed. Need to carry out the adoption and development of innovation together with customers. There is no one size fits all. The **entrepreneurial "flair"** needs to be developed and valorised, a change is happening in some spots in Europe, but there is a need to accelerate entrepreneurial spirit in Europe at large scale. Becoming an entrepreneur should become a recognized carrier option.
- **Pre-commercial public procurement** is a powerful instrument to boost commercialization of innovation. The EC support to promoting harmonization of pre-commercial procurement rules in the different Member States is highly welcome.
- Funding programmes should allow "think out of the box" for **disruptive innovation**, as hinted by the open schemes of the next Commission R&D&I programme.

Actions and commitments mentioned in the workshop

- To translate research and innovation into growth and jobs, policy makers, VC, corporate ventures, etc. should **support the connectivity** between actors of innovation ecosystem, where there is a gap. There is a need to link innovative ideas, experience of business/commercialization and funding sources, all crucial ingredients for successful tech transfer.
- Accelerators play this role of connecting people, as well as the Commission in a role as facilitator (i.e. **using ICT technology** to facilitate and accelerate the connectivity and knowledge of different

types of actors of innovation; **create networks of talents** (i.e. the PPP robotics to build up connectivity across Europe).

- The speed of response shortens the time-to-market; Commission should simplify access and make **funding more flexible** (i.e. innovating into the structure of Horizon 2020, administrative simplification of programmes). In an innovation context, getting results matter and unsuccessful projects should be stopped early on.
- In counterpart, there is a need for **clarity on the priorities from the sector actors**: where we are strong and want to continue to be so, where are weak and want to challenge the position.
- **People** are central to deployment – culture, credibility, incentive, trust, understanding of customer needs, market knowledge. Europe should make more for giving a positive image of entrepreneurs and to open the way to more entrepreneurial attitude in Europe.

Annex

- Workshop programme <http://ec.europa.eu/digital-agenda/en/workshop-3-translating-research-and-innovation-jobs-and-growth>