

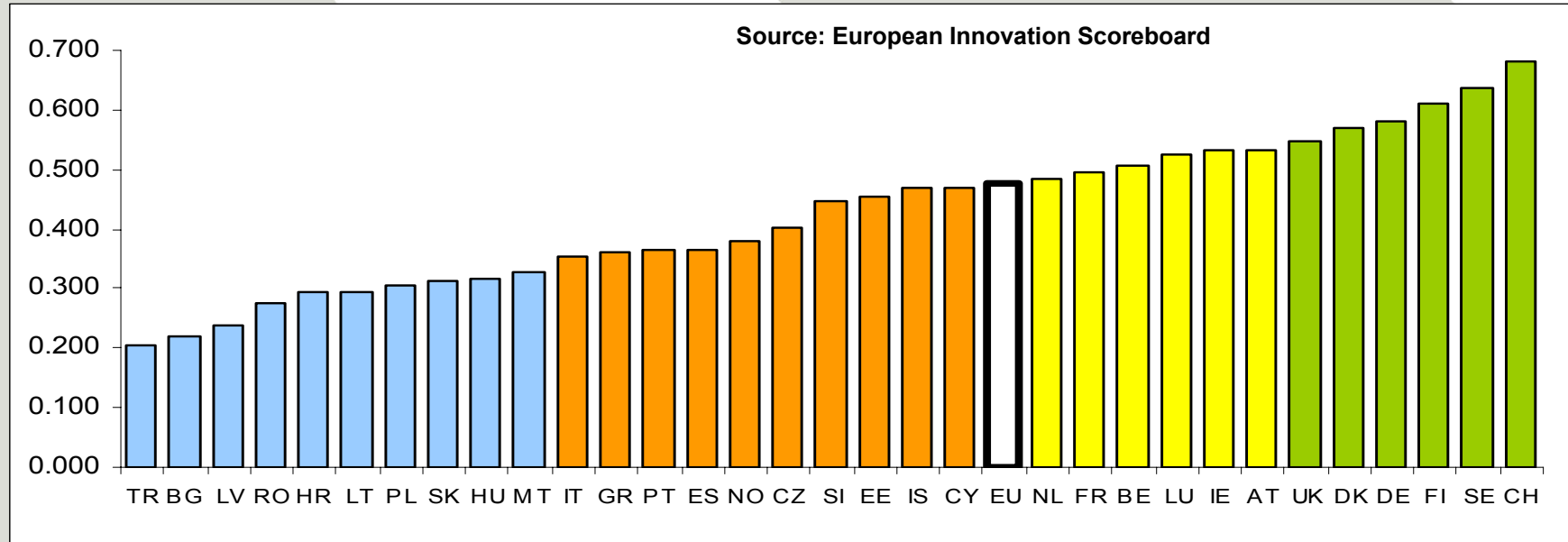
# European innovation policy in a changing world

**SSH Info Day 20-10-2009**

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# Innovation performances vary greatly



**Innovation leaders:** Switzerland, Sweden, Finland, Germany, Denmark, UK

**Innovation followers:** Austria, Ireland, Luxembourg, Belgium, France, Netherlands

**Moderate innovators:** Cyprus, Iceland, Estonia, Slovenia, Czech Republic, Norway, Spain, Portugal, Greece, Italy

**Catching up countries:** Malta, Hungary, Slovakia, Poland, Lithuania, Croatia, Romania, Latvia, Bulgaria, Turkey

## **EU innovation performance lags behind our main competitors:**

**Most European countries are still behind US and Japan in many other areas, e.g: tertiary education, no. of researchers, public private cooperation, international patenting.**

**While Europe's businesses under-invest in innovation:**  
behind USA and Japan in R&D and ICT investment;  
decreasing other innovation expenditures

**Impact of economic downturn could magnify EU weaknesses**

# Effects of the economic downturn on company innovation spending:

	2006-2008	2009 forecast
<b>Increase</b>	<b>35</b>	<b>12</b>
<b>Decrease</b>	<b>9</b>	<b>28</b>
Same	47	59
No innovative activities	6	6
Don't know	4	3

# Targeting Demand and Supply for innovations:

**Demand-side  
measures**

- regulation
- procurement
- standardisation
- clusters

- R&D funding
- Equity support
- Fiscal measures
- ...

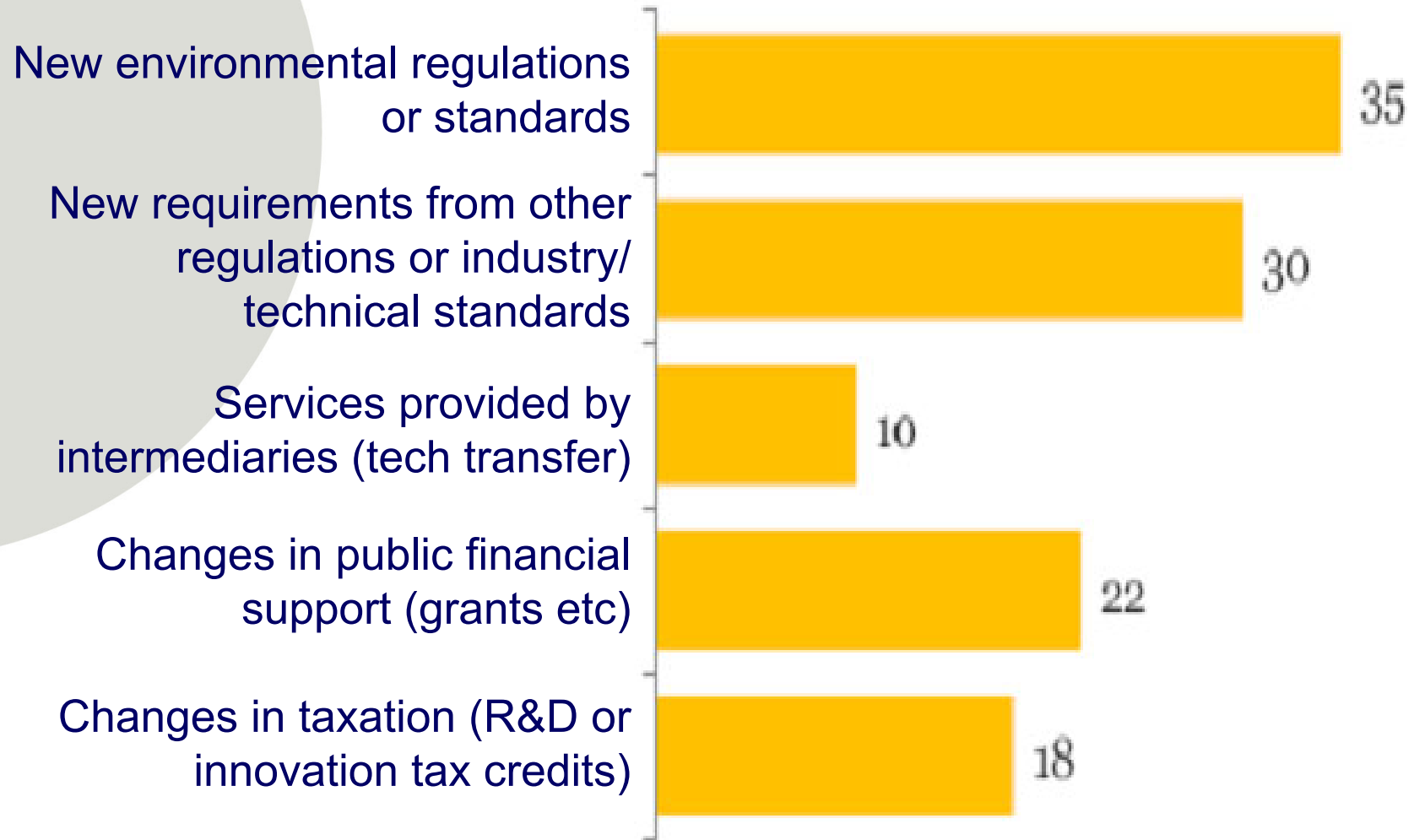
**Supply-side  
measures**



# Where do companies see opportunities for innovation?

1. Increased **demand** for sustainable or energy-efficient products and services: 32%
2. New services and products for older consumers: 15%
3. Emerging export markets: 15%
4. Education, social- or health services: 12%

# What policies have had a positive effect on innovation in your company?





# Policy response by Member States and at the European level

## **New trends in Member State innovation policies:**

- **Increasing focus on:**
  - **Supporting innovation in SMEs**
  - **Innovation to address societal challenges, climate change and resource productivity**
- **Importance of Structural Funds for innovation policies in coherence countries**

## **September 2009: Innovation package:**

### **“Reviewing Community innovation policy in a changing world”**

- **Assessing the achievements** of Community innovation policies
- **Identifying possible policy orientations** in the context of the economic crisis and changing nature of innovation

# Key considerations for future EU innovation policy

- Link to EU political priorities and post 2010 **Lisbon agenda**
- Clear relationship with **Member State and regional policies**
- Focus on European added value and **impact**
  - **Combining different policies domains**
- **Global** economic, environmental and social context:  
How can innovation address **grand & societal** challenges?

## *Next steps*





# **How can the Social Platform on Sustainable lifestyles support Europe's innovation capabilities?**

## **Linking the social platform to innovation policy:**

- Helping to define new policy actions and priorities in societal challenges
- Providing input for measurement and evaluation of policy actions

# How can you shape the future of European innovation?

- Respond to our consultation (till November 16)

[http://ec.europa.eu/enterprise/policies/innovation/policy/future-policy/consultation\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/future-policy/consultation_en.htm)

- Check out our blog:

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

*Because.....*



**THE FUTURE  
STOPS HERE,  
DOESN'T IT?**

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