

Digital Single Market

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Translating research and innovation into jobs and growth

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Digital innovation in the market place: how can we win the race?

Posted by the organizing team in DG CONNECT for the Digital Agenda Assembly Workshop "Translating research and innovation into jobs and growth"

Welcome to the Digital Agenda Assembly blog post of [workshop 3](#) [1] addressing the crucial issue of translating research and innovation into growth and jobs.

"Boosting competitiveness needs to be at the heart of everything we do. Including, especially our innovation agenda. For every part of the ICT ecosystem, let's map out how to achieve global competitive success, and then let's tailor our research to fit that" - [Speech of Vice-President and Commissioner Neelie Kroes](#) [2]

This is why innovation is one of the main priorities in EU policy agenda for economic growth. The new EU research and innovation program - [Horizon 2020](#) [3]- has been designed to boost innovation in Europe, in particular by increasing the capacity to bring the results of research to the market.

The [Digital Agenda Assembly](#) [4] (Dublin, June 19th/20th) is the opportunity to gather key representatives of industry, academia and government, and identify what will make a difference for Europe. [Join the discussion](#) [5] in the dedicated forum for this DAA workshop.

The focus on innovation for this workshop is to discuss :

- effective models of technology transfer in ICT
- what it takes to be a successful high-tech company in Europe.

Share your insights in the ongoing [workshop 3 online discussion](#) [6]: how can ICT be a driver to accelerate the adoption of research products or services in the market. Which are the new ways to innovate that enable to bridge the "Valley of Death" highlighted by the [report on Key Enabling Technologies](#) [7] or the gap between research and market adoption? Which innovation models have so far helped in the early adoption of research results in the market? How to crack the nut of the entire

value chain and innovation chain in Europe? Reviewing public-private partnerships, clusters of excellence, regional dimension and smart specialization, how can we identify the current gaps in innovation or the missing links in Europe of industry sector within a value chain and take concrete actions all together –industry, academia, national deciders, EU?

And how can Horizon2020 best take advantage of these opportunities?

You can also use #da13innov on Twitter to participate in the discussion!

Last but not least, this year it's not only about discussion: we want to gather inspiring high impact initiatives that help achieving the goals of the DAE. If you're carrying out a project in the field of Innovation, [put your initiative on the map of the DAE!](#) [8]

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