

# The EIT as a driver of European innovation

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# What is the EIT all about?

**„To be the catalyst for  
a step change in the  
European Community's innovation  
capacity and impact.“**



# EIT – basic facts

- Established by Regulation (EC)294/2008 of 11 March 2008
- An independent Community Body
- Addresses all 3 sides of the knowledge triangle in the innovation web: higher education, research and business/innovation
- Has a light two-level structure:
  - a) Strategic decision making: Independent EIT Governing Board (18 Members) supported by EIT Headquarters in Budapest
  - b) Operational implementation: Knowledge and Innovation Communities (KICs); first 2-3 KICs to be designated by December 2009

# EIT: our main working principles

## The EIT

- has a strong focus on leadership (vs loose networks)
- puts simplicity, light processes and structure, and 'can do' first
- is impact oriented focusing on broad societal output in terms of
  - education of people and brain gain
  - new business and new job creation
  - societal impact in sustainable energy, climate change and future information and communication society
- and thrives on synergies with other EU and national actions

# State of Play

- EIT Governing Board started work on 15 September 2008
  - Call for KICs closed on August 27<sup>th</sup> 2009
  - First 2-3 KICs will be chosen in December 2009
  - KICs with 7 year simple framework contracts on the way in Q2 2010
- All of this is ahead of schedule

# More and better innovation is urgently needed in Europe NOW

- Communities / Commons
    - creation and preservation of commons of product design and manufacturing in Europe (*ex. electronic paper*)
  - Shortened Supply chains
    - prohibitive cost, congestion, pollution require shortened (to Europe) supply chains (*ex. congested harbours*)
  - Energy, demography, environment
    - crises offer new opportunities, but others act fast (*ex. China*), agility and focus a must for Europe
- *Challenges = opportunities we cannot afford to miss*

# Stronger Innovation

- Requires knowledge capacity build up through European and National/Regional programs: from 2% to 3% R&D (Lisbon)
  
- Impact of the knowledge that has been built up in terms of output will be strengthened through EIT:
  - new business and new job creation
  - education of people and brain gain
  - societal impact in sustainable energy, climate change and future information and communication society (e.g.)

# Innovation Impact (EIT) requires

- A complete web of innovation
- An integrated knowledge triangle, innovation/business - research – higher education, in the innovation web
- Co-location of people for free flow of knowledge through the innovation web
- Simple and light structures and processes
- A CAN DO attitude, stipulating empowerment and enabling people
- The involvement of key Industries, leading Universities and research centres in Europe
- Leadership and output orientation

# Knowledge and Innovation Communities (KICs)

- EIT through KICs is creating a new European way to deliver essential economic growth through innovation by
- challenging vital few tough challenges towards European world-class innovation impact in the knowledge triangle

KICs as innovation test beds addressing critical questions:

- What makes people and teams innovative?
- What makes an innovative place?
- What builds entrepreneurship?
- How do we educate and train entrepreneurs?
- How can open innovation work for advanced industry?
- How can we measure innovation?

# KICs – testing the knowledge triangle in practice

- KICs = collaborative partnerships, legally and financially structured entity of internationally distributed but thematically convergent partners
- KIC partners = key actors from the knowledge triangle: research, education, and innovation-entrepreneurship-business
- KIC co-location = people from diverse backgrounds (industry, SMEs, academia, nationality, gender, discipline...) working together across the innovation web

*→ KICs build innovative webs of excellence across the knowledge triangle: Innovation can start at any place in the web*

# KIC deliverables and focus

- **New Business Creation**
  - For existing industry
  - For new endeavours
- **Education and development of entrepreneurial people**
- **Job creation, brain gain and other societal impact**
- **Current focus**
  - Climate Change Mitigation and Adaption
  - Sustainable Energy
  - Future Information and Communication Society

# Our vision: KIC 'challenges/*impact*'

- Excellence in a web of innovation leading to KICs *competitive on a world scale*
- Contribute to ongoing developments in higher education and acting as a catalyst for *improvements in curricula and learning and teaching methods*
- Entrepreneurship education *delivering top entrepreneurial people*
- Exploiting entrepreneurship through new and existing private companies, SMEs, start ups, and new business models/approaches leading to *new business creation*

## KIC 'challenges/ *impact*' (2)

- Technical and non-technical research and technology leading to *full exploitation of innovation opportunities*
- Bridging local capabilities to *Europe wide opportunities*
- Working in co-location centres encompassing the larger part of the innovation web with face-to-face contact, thus leading to *great mobility of knowledge and underpinning the bridging*
- With an IPR policy motivating for the stakeholders *allowing broad usage of IPR in and outside Europe*
- With a strong EIT brand *restoring pride in Europe's innovation and international recognition*

# KICs-essential challenges for impact

- CEO type leadership *leading to drive and focus*
- A monitored business plan around deliverables with targeted investment returns and drivers identified upfront *leading to relentless focus on results/deliverables*

# The Way Forward

- Consolidation and learning from KICs
- Building a culture of performance oriented innovation and new business creation through
  - highly interactive physical and virtual communication
  - recognition of exceptional performance
  - an entrepreneurship academy
- Help universities build innovative new curricula and education
  - targeting strong multi-disciplinary and entrepreneurship skills
  - branding through EIT labeled degrees and diplomas
  - an entrepreneurship award

# The Way Forward (2)

- Foster new business creation through
    - New business and innovation models
    - New ways of financing: business buy-in and EIT Foundation
    - Bringing in best practices through the Entrepreneurship Academy
  - Deliver world-class impact measured through
    - Simple benchmarking on a world scale ('reference')
    - Simple performance balanced score cards ('output')
  - Shape the EIT agenda and KICs for the future (SIA of EIT)
- for all actions: EIT will work with all actors of the knowledge triangle and in a context of other EU and national initiatives

# EIT will help shape the future of innovation in Europe



- Help existing industry (small and large) build new businesses and strengthen existing business
- Build new businesses and new supply chains across the whole of Europe
- Create Jobs
- Improve Higher Education and better educate people
- Contribute to big societal challenges such as climate change and energy

# Provided ...

- we recognise and accept the challenges
- we build entrepreneurship as the 'glue' of the innovation web
- we learn from success and failure
- we give the kics the time (7-15 yrs) and the means (continued funding) to grow to world-class innovation centres
- we build as appropriate new KICs (food, health, ...)
- we act and deliver