

Joint Hearing

The European Institute of Technology

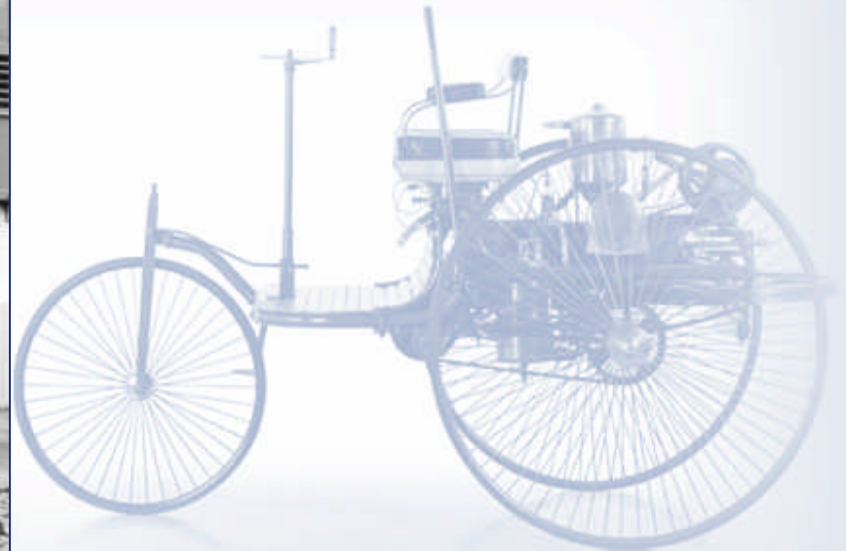
Committee on Industry, Research & Energy
Committee on Culture and Education

May 2, 2007

Horst Soboll
Chairman of EURAB
(European Research Advisory Board)

Europe has often been seen as source and leader in innovation, research and education

The worlds first automobile and fueling station 1886



Europe's research and innovation policy

Lisbon Summit and Strategy 2000

"... to become the world's most dynamic and competitive know-ledge-based economy by 2010 "

Barcelona Target 2002

Increase EU investment in research, technological development and innovation to 3 % of GDP ($\frac{2}{3}$ private, $\frac{1}{3}$ public sector)

The Knowledge Triangle



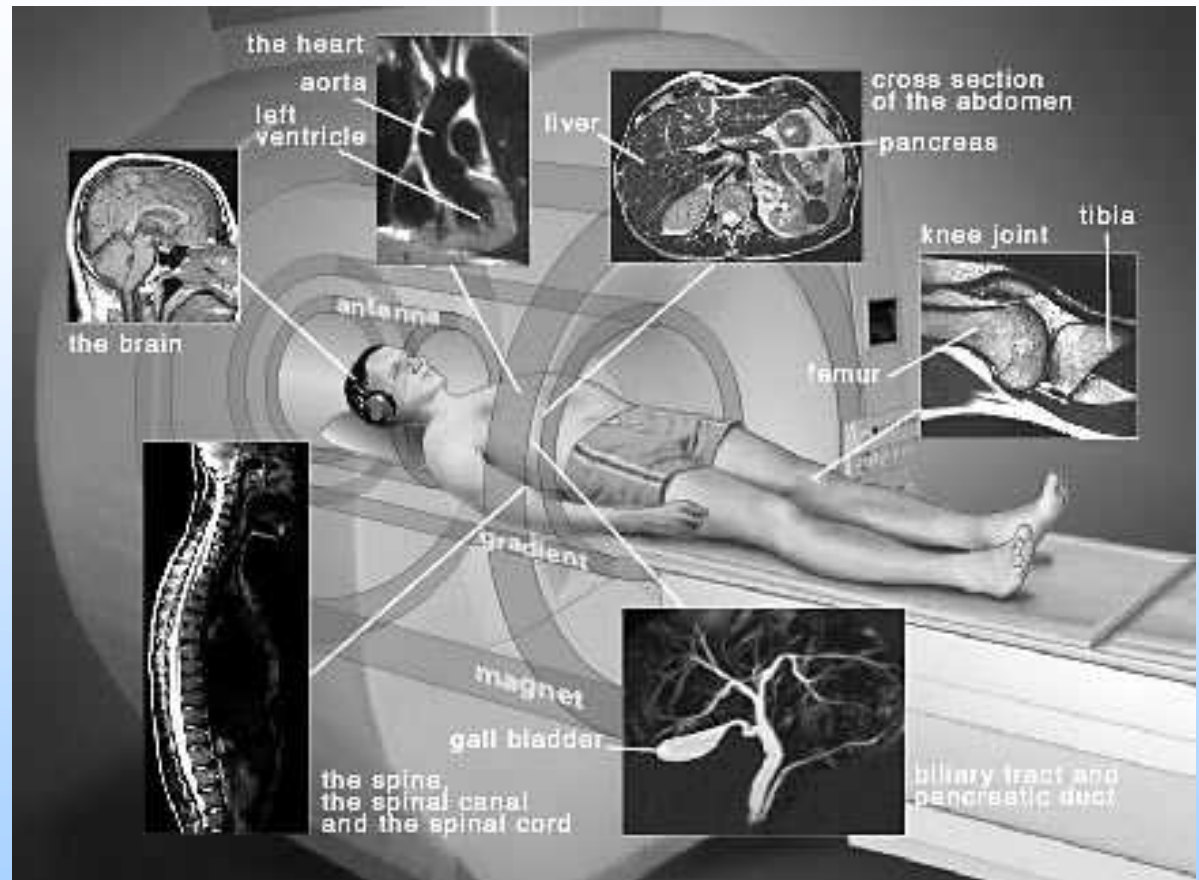
Contribution to the **Lisbon** objectives: economic **growth**, **employment** creation, **environmental** protection, **social** challenges: fight **poverty**, improve human **health** and **quality** of life (GSM, remote working, safe roads, etc.)

Felix Bloch and Edward Purcell first demonstration of nuclear magnetic resonance in 1946.

Physics in 1952

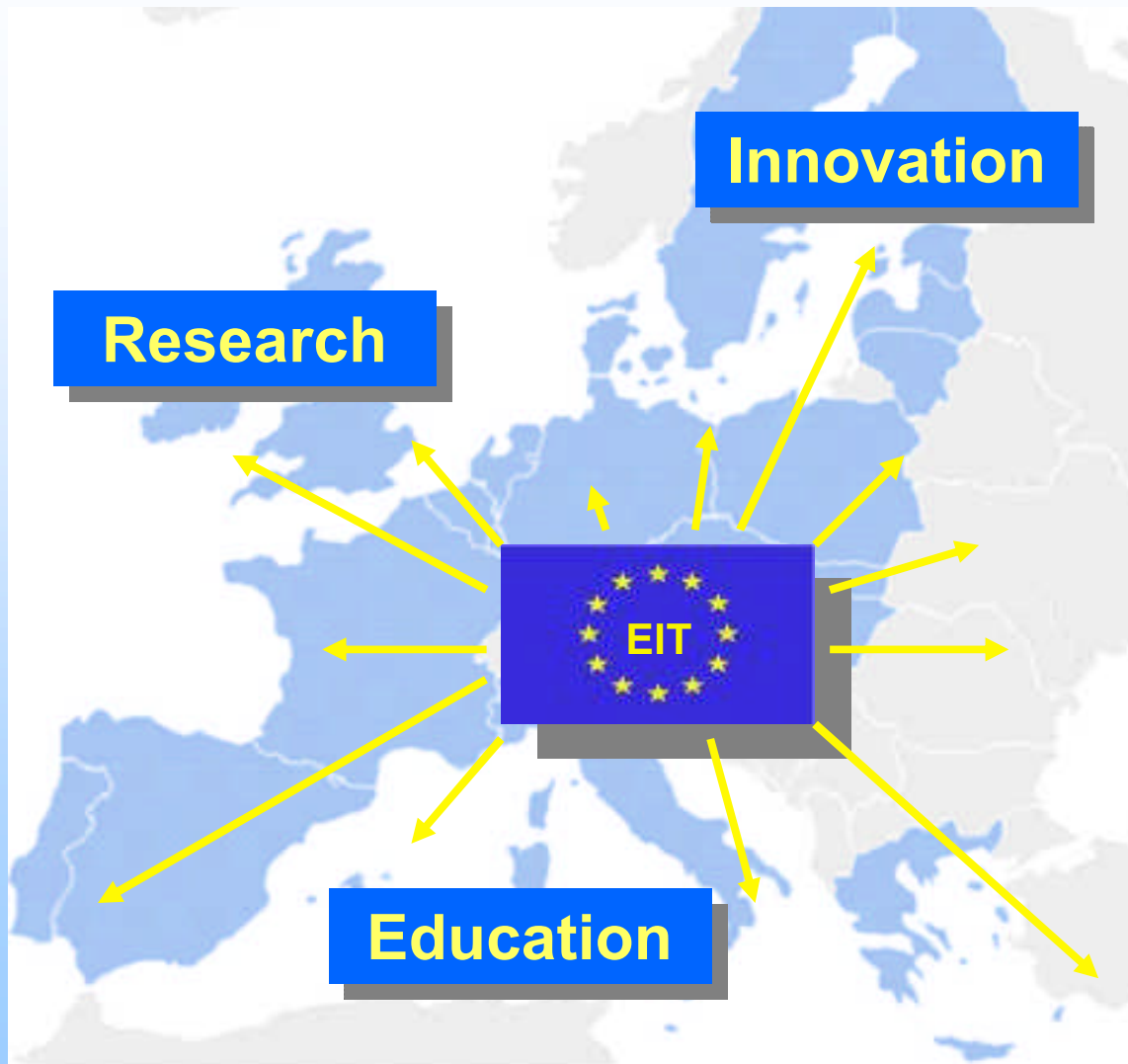


Medicine in 2003



Paul Lauterbur and Peter Mansfield demonstration of NMR imaging in early 70ties

EIT - Mission and Goals



- To perform postgraduate education and research and convert them into commercial opportunity
- To develop research and innovation management skills
- To attract researchers and students world wide
- To show that new organizational and governance models can work

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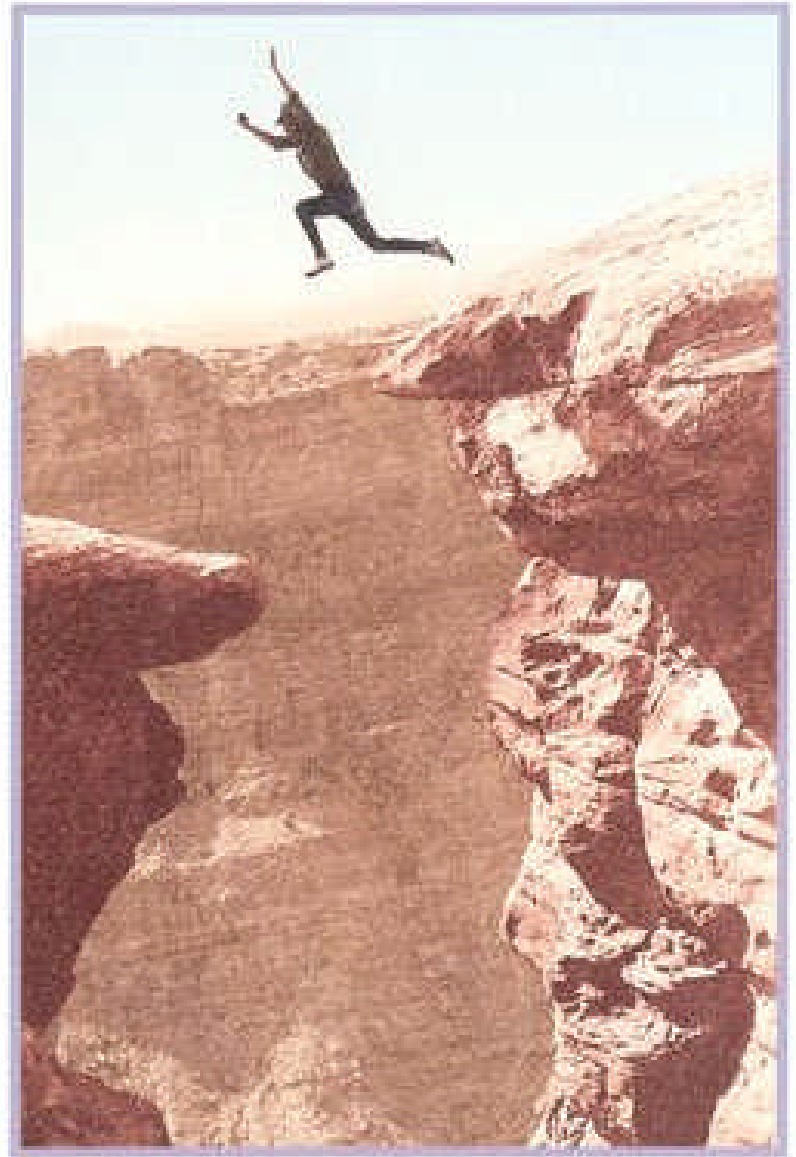
How to strengthen the knowledge triangle ?

How to attract private funds ?

How to generate brand, image, reputation ?

What to do now ?

The greatest risk
for
research and innovation
is
to stop taking risks !



*"The great pleasure in life is doing what
people say you cannot do."*

- Walter Dill Scott

Trial and Error

Most learning, especially most organizational learning, occurs through trial and error. Error is clearly not in short supply.

Trial, on the other hand, is quite scarce, especially in some organizations.

People mistakenly believe that one way to successfully avoid error is to avoid trial. We need more trial.

(Seth Godin)

Lisbon has had the chance to recognize great visions twice in the past

- 1484 Christoph Columbus was rejected by Lisbon with his idea to find a sea passage to India. In 1492 he discovered America for another nation.
- 1517 Ferdinand Magellan requested more money from the Lisbon authorities and was turned down. He went on to be the first man ever to sail around the earth - under the Spanish flag.
- 2010 Europe fails to meet the Lisbon targets.

Where will Europe's brightest heads turn to ?
Let's seize the opportunity this time !

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