

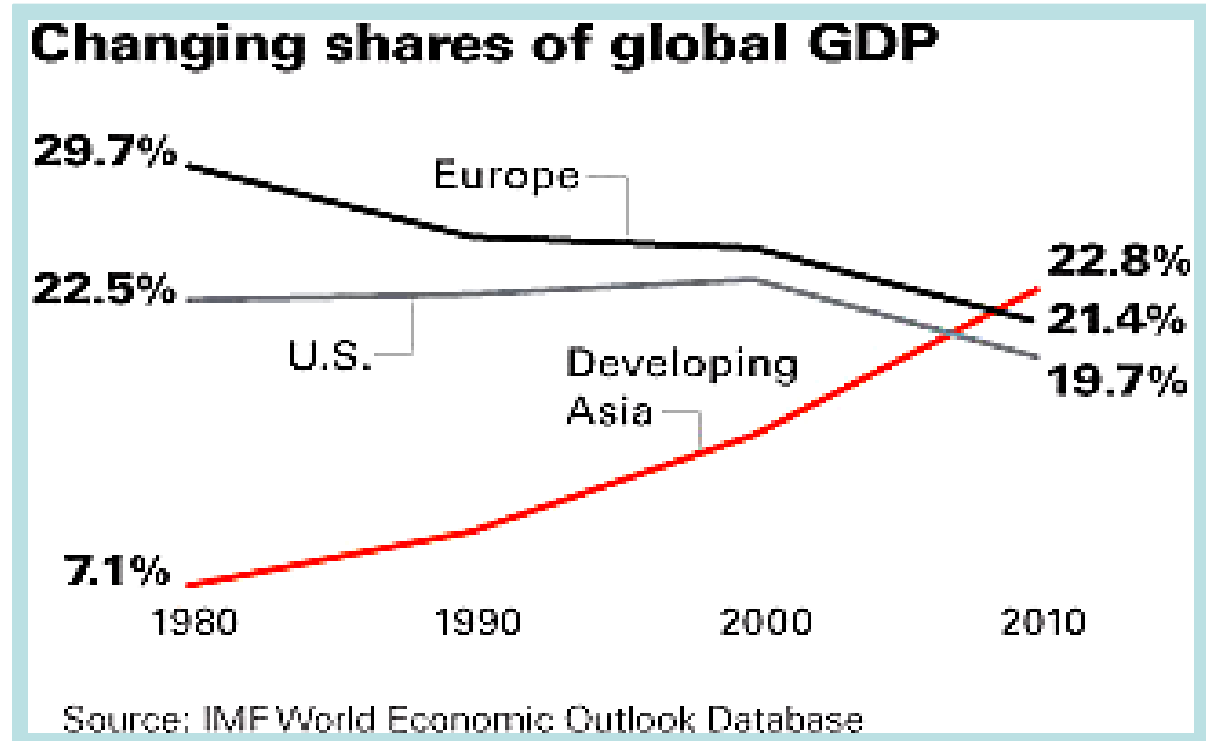
Amplifying the European Eco-System for Innovation: the EIT approach

Dr. Martin Schuurmans
EIT Chairman

EuroCASE Annual Conference - Berlin - 2 December 2010:
"Value Creation through Innovation -
European Best Practice Case Studies"

Europe - a Crisis in Innovation?

- Crisis of Commons of product design and manufacturing
- Environmental and resources crisis
- The BRIC factor



Europe - Opportunities?

- We research and invent well (*but innovate lousily*)
- We know how to work with Asia and its market (*but are slow*)
- We can exploit leadership in Green, Climate and *ICT* (*but note that China and India are taking the lead - energy efficient cars, highly efficient coal energy plants - and most ICT equipment is designed and manufactured in Asia*)
- We educate good people (*but need to do better for innovation*)
- We do not keep alive old cars, technology,... (*but bought by China and put to new live in new markets*)

Innovation is ...

- Bringing something “new” successfully to the market
- Innovation is NOT invention
- Innovation is NOT technology
- Innovation is NOT research
 - neither fundamental nor applied research
- With exceptions (bio, food) innovation is not driven by technology or research
- Innovation today is often driven by entrepreneurship and partnership (co-creation), and by global challenges



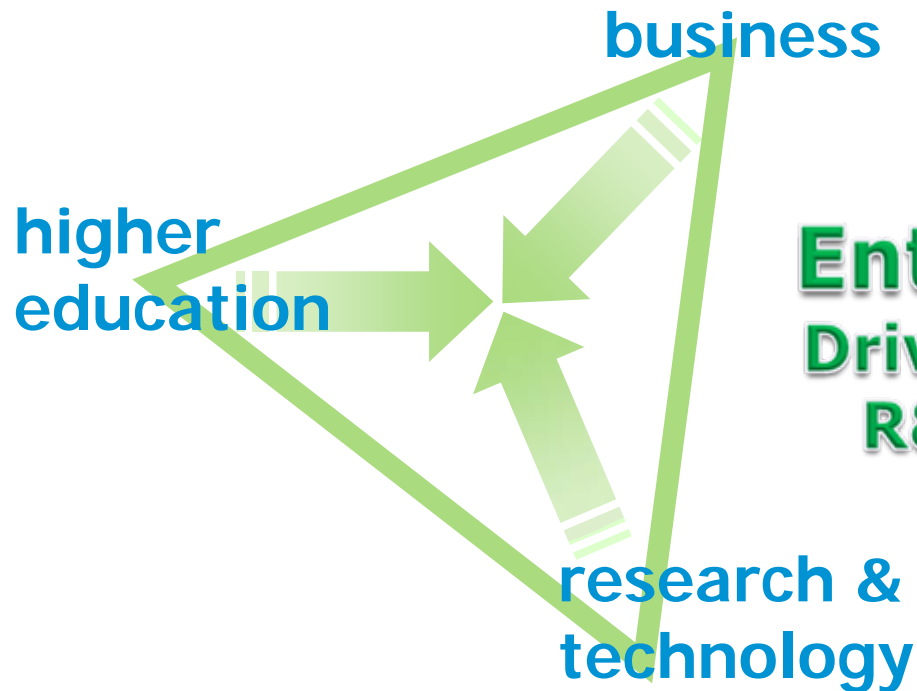
European Institute of Innovation and Technology (EIT)

Mission:

*“To be the catalyst for a step change
in the European Community’s innovation
capacity and impact”*

The knowledge triangle at the core of innovation

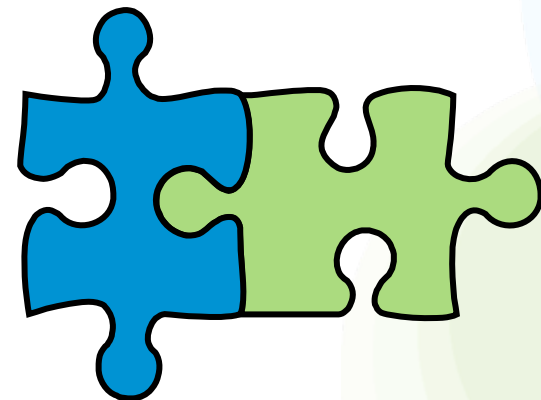
Actors in the knowledge triangle are at the core of the **innovation web**



Entrepreneurship
Driver and 'Replacing'
R&D as sole motor
of innovation

EIT is operating via Knowledge and Innovation Communities (KICs)

- **KICs** =
highly integrated, creative and excellence-driven autonomous partnerships; internationally distributed but thematically convergent partners
- **KIC partners** =
key actors from the knowledge triangle: research, education and business



What the EIT wants to accomplish through the KICs

- ➔ The EIT aims to generate **tangible impact** in the following areas:
1. Addressing key **societal challenges**
 2. Fostering world-class innovation hot spots through **co-location**
 3. Turning ideas into **business creation** through entrepreneurship
 4. Shaping excellent, multi-disciplinary programmes of **education for innovation**

KIC focus on societal challenges:

First 3 KICs selected in December 2009:

- Climate Change Mitigation and Adaptation:
Climate-KIC
- Sustainable Energy:
KIC InnoEnergy
- Future Information and Communication Society:
EIT ICT Labs

Vision: KIC 'challenges/impact'

**Excellence and
leadership in a web of
innovation**



**KICs competitive
on a world scale**



**Acting as a catalyst
for improvements
in curricula and
learning and
teaching methods**



**Strengthen
ongoing
developments
in higher
education**



**Foster
entrepreneurship
education**

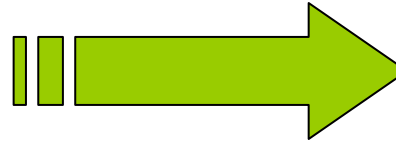


**Deliver top
entrepreneurial
people**



Vision: KIC 'challenges/impact'

**Exploiting
entrepreneurship
through new and
existing private
companies, SMEs, start
ups, and new business
models/approaches**



**New business
creation**



**Technical and
non-technical
innovation-driven
research and
technology**



**Full exploitation
of innovation
opportunities**



Vision: KIC 'challenges/impact'

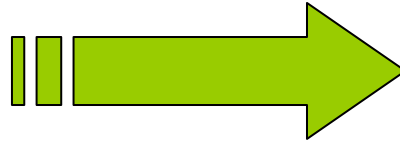
**Bridging local
capabilities**



**Europe wide
Opportunities**



**Apply an IPR
policy motivating
for the
stakeholders**



**Allowing broad use
of IPR in and
outside Europe**



**EIT Brand and
Communication**



**Restoring pride in
Europe's innovation
and international
recognition**



The way forward for the KICs

→ Act as a role model in Europe and beyond:

- Cross fertilization among KICs
- Integration, dissemination, and replication of joint learning from the first KICs, beginning with
 - EIT labeled degrees and diplomas
 - New businesses, business models and businesses processes
 - KIC governance and financial models
- International exposure and benchmark against best international and world-class practices



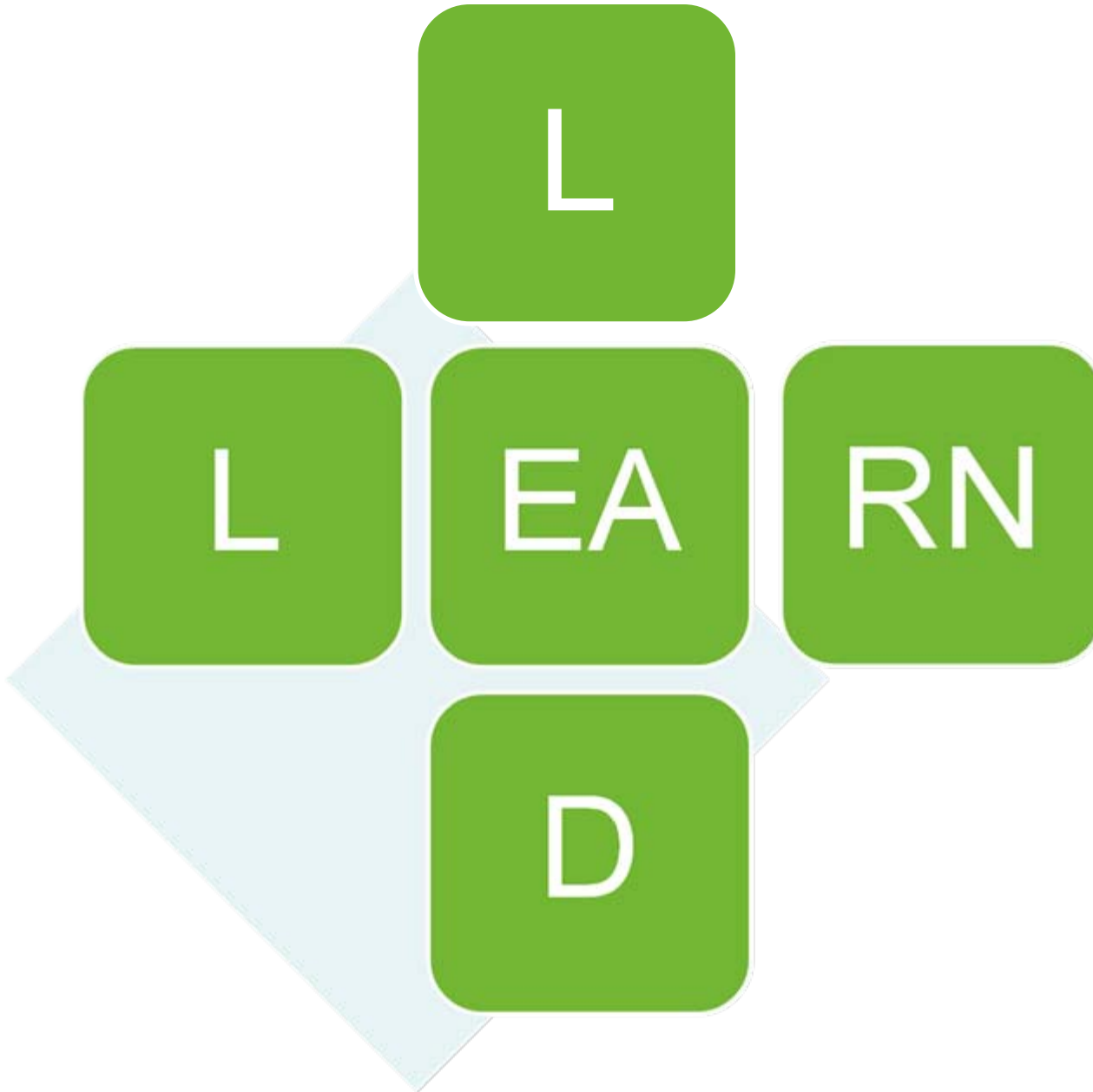
The way forward for the EIT

→ Building and promoting an EIT identity and culture

- Seeking **new ways** of delivering innovation, based on:
 - “Can-do” seizing new and emerging opportunities
 - Clear leadership
 - Entrepreneurship drive
 - Focus on impact: strong economic and societal returns
 - Output driven: Results and tangible deliverables
 - Simplicity
 - Re-balancing risk and control; trust
 - New ways of funding innovation: the EIT Foundation

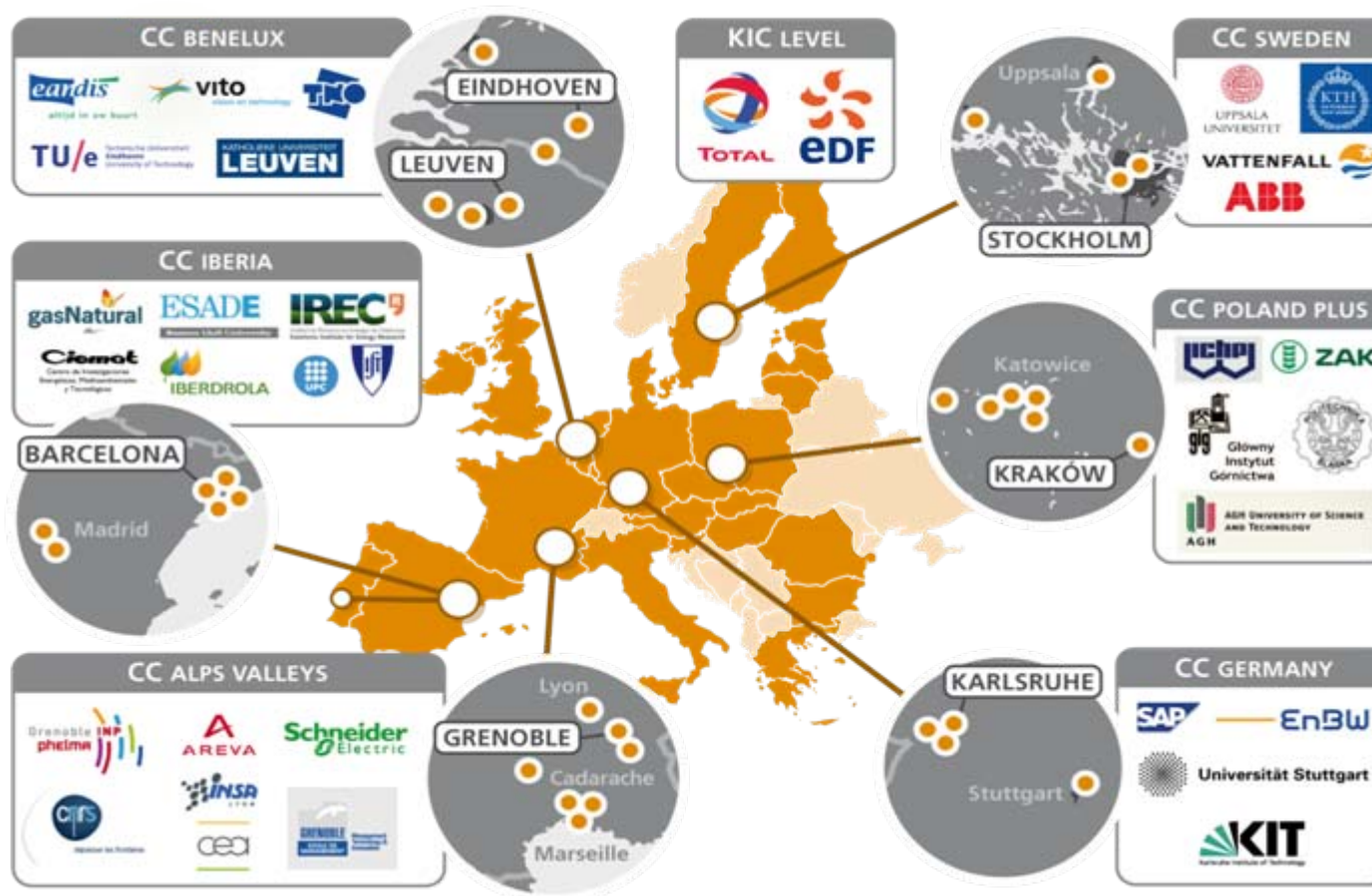
**→ Make best use of EIT as an icebreaker
in the EU innovation landscape**





Thanks!

KIC InnoEnergy – A world class alliance of top European players with a proven track record



- 13 companies, 10 research institutes, 13 universities
- ~50% industry partners (incl. associated partners)
- >50% of key research players in Europe
- Covering the whole energy mix
- Knowledge triangle balanced along all dimensions
- Strong connection with VCs and local governments

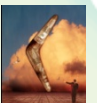


KICs - First Highlights



Climate-KIC Summer School: *Young entrepreneurs find their way into European market for climate change innovation*

KIC InnoEnergy: *From Science to Business Entrepreneurship course*



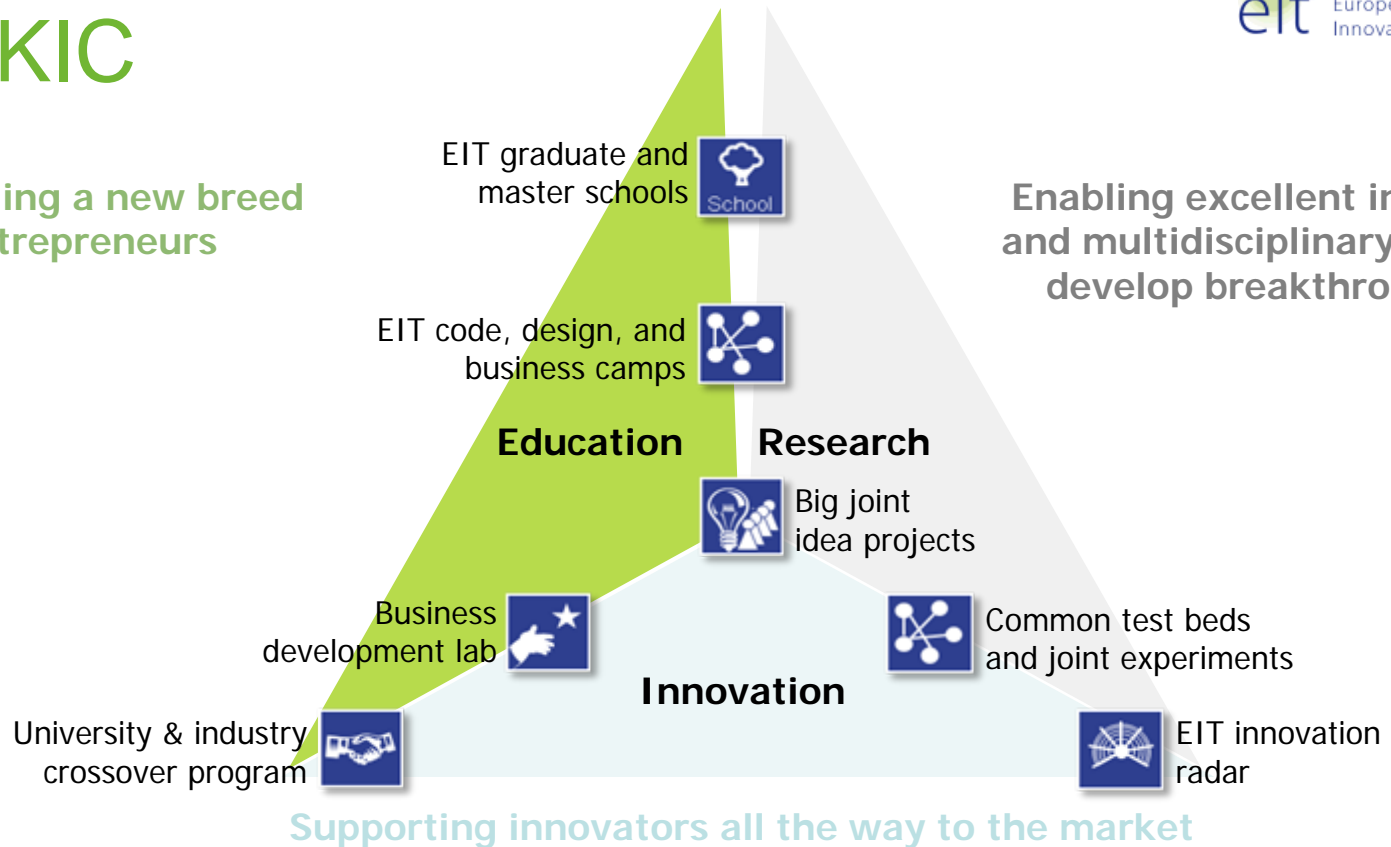
Integration across the knowledge triangle

ICT Labs KIC

- 1 Goals
- 2 Co-locations
- 3 **Innovation instruments**
- 4 Management & governance
- 5 Business plan
- 6 Impact
- 7 Support

Creating a new breed of entrepreneurs

Enabling excellent individuals and multidisciplinary teams to develop breakthrough ideas

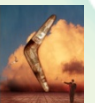


KPIs

- EIT labeled graduates and PhDs
- Mobility of students and researchers

- ERC grants
- Patents granted
- Scientific impact
- Awards

- Start-ups
- Cross-licensing
- Value created by transfer projects



Climate KIC

From programme to innovation

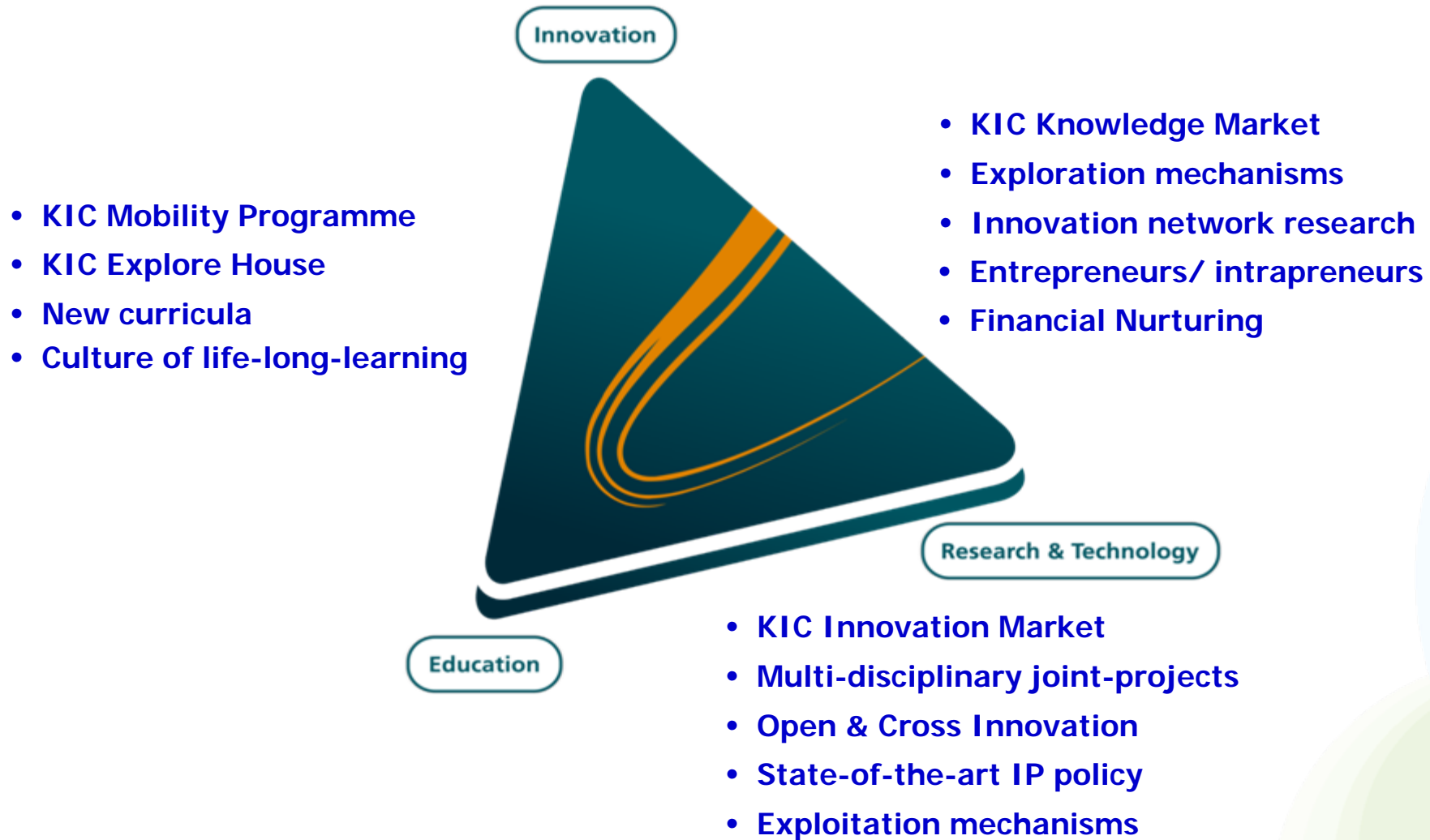
Example – The 40 M ha Project

Zero Carbon Production Systems Programme

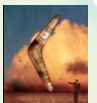
- **Targeting** 0.3 G tonnes of Carbon per year
- **Leadership** from the Dutch co-location centre
- **Partnership** across 5 corporations, 9 academic institutions and 2 regional innovation centres
- **Integrated across disciplines**: from plant biology to systems engineering and from climate modelling to economics and policy development
- **Community** of young researchers and innovators, experienced scientists and policy makers and entrepreneurs and implementers
- **Open innovation** via free movement of IP within the KIC
- **Designing the entrepreneurial space** through the synergies between research and innovation activities
- **Catalysing implementation** through piloting: crop and integrated biorefinery trials and demonstrations



Inno-Energy: Integration of the knowledge triangle – to boost innovation in Europe



WHY WHO **WHAT** HOW WHEN



EIT ICT Labs

Complete and complementary world class innovation hotspots

- 1 Goals
- 2 Co-locations
- 3 Innovation instruments
- 4 Management & governance
- 5 Business plan
- 6 Impact
- 7 Support

Berlin	Eindhoven	Helsinki	Paris	Stockholm
  	 High Tech Campus Eindhoven 	TECHNOPOLIS Otaniemi Science Park  	 Alcatel-Lucent  	 

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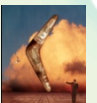
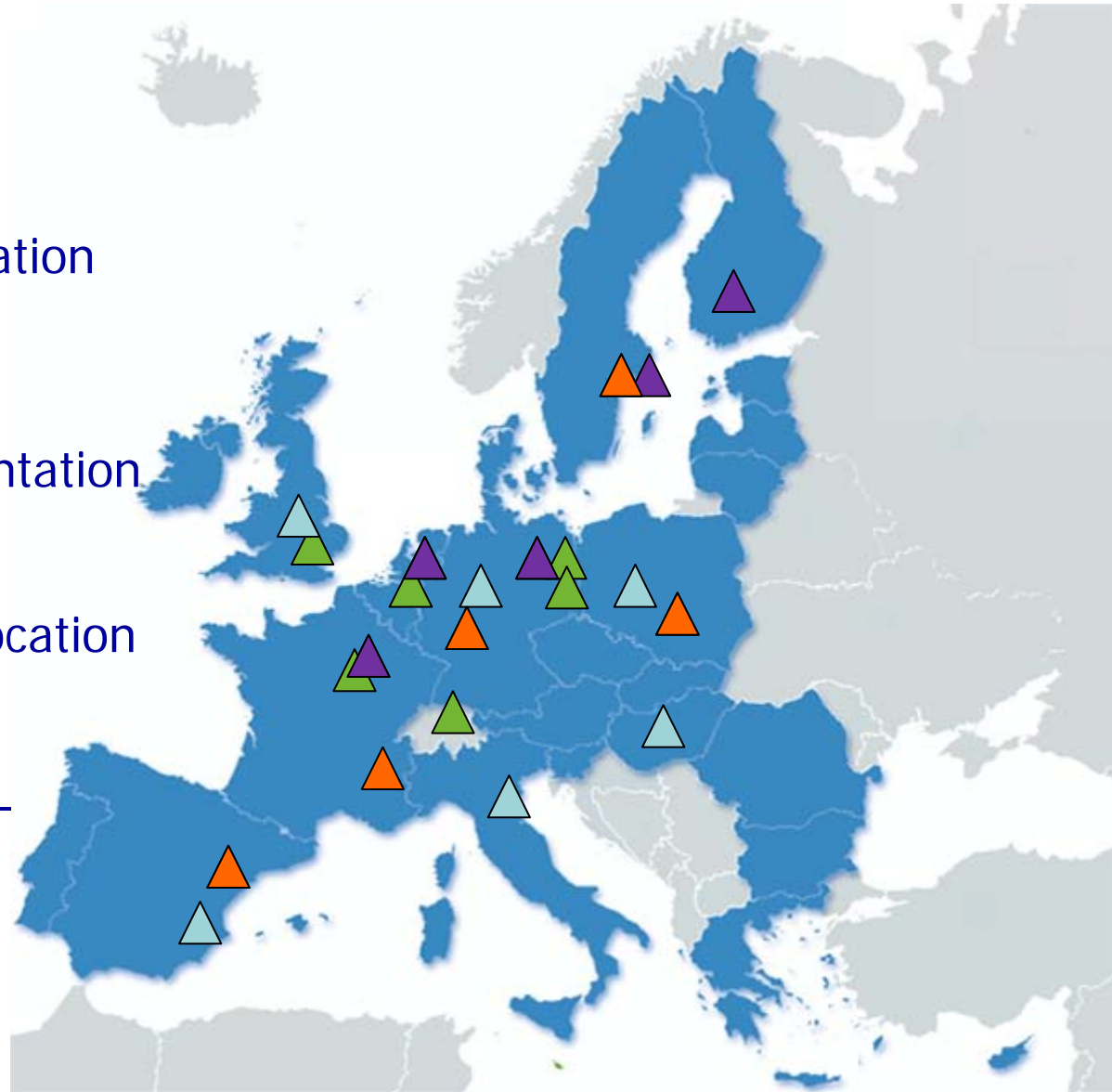
Associate clusters in Budapest, London, Trento
Systematic build-up of innovation hot-spots outside our initial nodes

► Each Co-location features at least:

- One strong research institute
- One major university
- One European-based multinational company
- Active regional network of SME
- Full national and regional support

KICs - European Impact Potential

- ▲ Climate KIC Co-location Centres
- ▲ Climate KIC RICs: Regional Implementation Centres
- ▲ EIT ICT Labs Co-location Centres
- ▲ KIC InnoEnergy Co-location Centres



ICT Labs: Commitment building trust

- 1 Goals
- 2 Co-locations
- 3 Innovation instruments
- 4 Management & governance
- 5 **Business plan**
- 6 Impact
- 7 Support

Ramp-up phase (2 years)

Maximum business potential

- IPR policy for utilization of IP beyond current practice, recognizing that voluntary means are more effective than mandatory licensing
- Attractive venture capital links, including own seed fund (€ 100 M)
- Regional outreach for full European impact

Growth phase (5 years)

Self-sustaining innovation motor

Attraction by trust and performance

- World leading ecosystem built on trust for value growth
- Sustainable business for partners
- New global players emerging from a flow of > 200 high quality start-ups /year

Partner commitment

- Trusted team of 5 nodes and 23 major organizations as signatory core partners
- Full commitment by each core partner to align their co-funding activities to the KIC goals
- Undisputable credibility based on track records and financial strength

▶ Creating a world leading innovation ecosystem



Climate-KIC: European leadership in climate change innovation

Vision

- **Catalyse** climate change innovation
- Create a **community** for climate change innovation
- Deliver **integrated** climate change innovation
- **Transform** Europe's response to climate change

