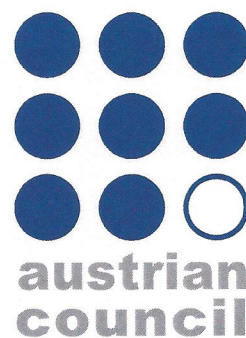


Meeting of the Chairs of the National Advisory Councils for S&T of the EU

6th – 7th November 2014, Vienna

AGENDA



| | |
|--------------------------------|---|
| 6th November | |
| | Österreichische Nationalbibliothek - Palais Mollard, Herrengasse 9, 1010 Wien |
| 18:00 | WELCOME |
| 19:30 | DINNER |
| 7th November | |
| | Palais Daun-Kinsky, Freyung 4, 1010 Wien |
| 09:00 – 09:10 | Opening of the Meeting Welcome speech, Chairman of the Austrian Council |
| 09:10 – 10:00 | Introductory presentations/Keynotes: <ul style="list-style-type: none"> ➤ Christian Keuschnigg, Professor of Economics ➤ Klaus Gretschmann, former Director General for Competitiveness, Research, Industry, Internal. Market, Energy, Info Society and Transport |
| 10:00 – 10:20 | <i>Tea/Coffee</i> |
| 10:20 – 13:00 | National and international speakers (ERAB) Presentations of the Councils <ul style="list-style-type: none"> • Gerd Folkers, Switzerland • Antje Boetius, Germany • Thomas Bech Hansen, Denmark • Tuomas Parkkari, Finland • Jan Marek, Czech Republic • Wijnand van Smaalen, Netherlands • Danielle Raspoet, Belgium • Peter Skalicky, Austria |
| 13:00 – 14:00 | <i>Lunch</i> |
| 14:00 – 15:00 | Discussion and summary |
| 15:00 – 15:20 | <i>Tea/Coffee</i> |
| 15:20 – 15:45 | Closing remarks |

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PALAIS DAUN-KINSKY WIEN



Palais Daun-Kinsky Das Glanzstück der barocken Baukunst

Direkt an der Wiener Freyung liegt das Palais Daun-Kinsky. Es wurde in den Jahren 1713 bis 1719 vom Architekt Johann Lukas von Hildebrandt errichtet und ist bis heute eines der kunsthistorisch beeindruckendsten Gebäude der Stadt. Das Palais mit seinem großartigen Stuckdekor, Deckengemälden und Skulpturen bietet einen exklusiven Rahmen für festliche Bankette, Cocktailempfänge, Tagungen und Seminare, Presse-Events oder private Feste. Der prunkvolle Ovale Festsaal ist das Herz des Palais. Der Herren- und Damensalon, sowie der Gelbe Salon sind einzeln oder in Kombination buchbar.

5 Räume 20 – 180 Personen

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High Road or Thorny Trail?

EU Innovation and Research Policy Behind the Curve

Vienna, 7 November 2014



PROF. DR. KLAUS GRETSCHMANN

FORMER DIRECTOR-GENERAL, COUNCIL OF THE EU &

CHAIRMAN OF THE HLG ON „HOW TO INNOVATE EU INNOVATION POLICY“

Reports and Recommendations



JUNE 2013

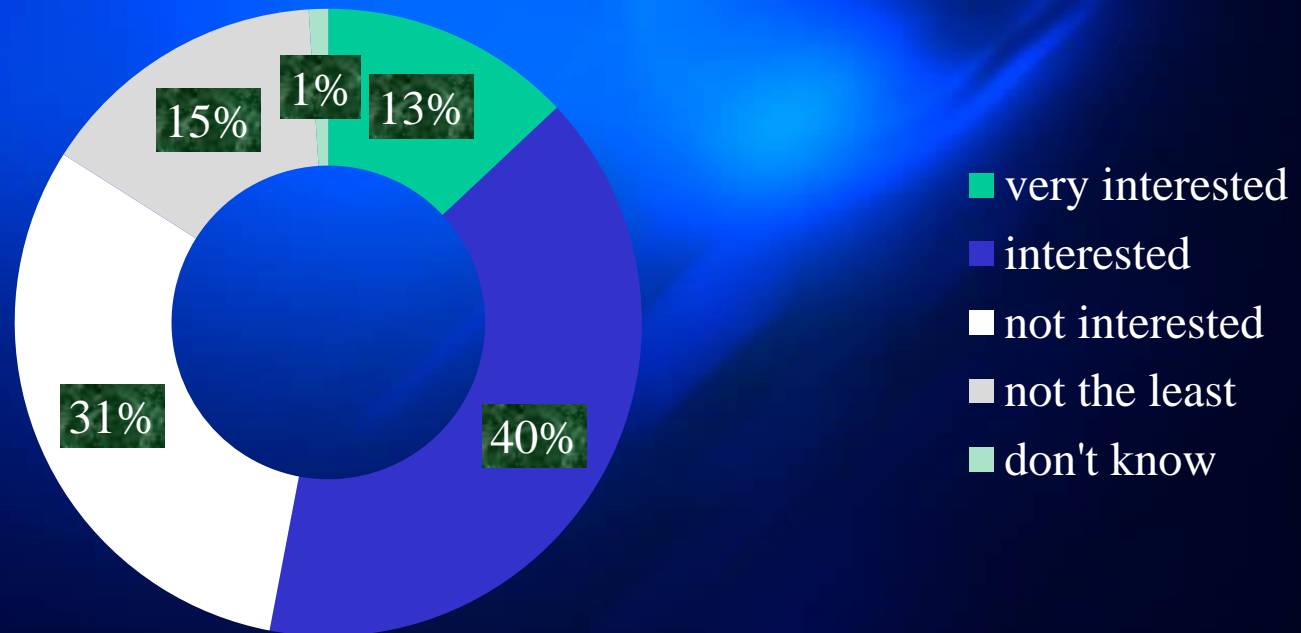


September 2014

Citizens' Interests and Preferences

Science and Technology Survey 2014 – 27 MS – 28 000 respondents

Answers %



OUR PURPOSE – RECLAIMING THE EU INNOVATION DREAM

- Innovation to serve the European Common Good
- Need for unfolding an Innovation Ecosystem – to be defined in detail and strategic parameters to determine
- “European Decade of Innovation” – Beyond the Single Market & Common Currency
- Innovative governance and regulatory innovation
- Imperativ: facilitate and enable, but do not steer

Badly needed: a fresh approach

- **Focus on innovation ecosystems:** unfold, re-arrange and complete the entire social and economic fabric in which innovation is embedded. Foster and facilitate the complex interplay between the diverse arrays of actors, institutions, organizations, rules and resources whose interactions are decisive for the evolving, adapting, reinventing, creating and utilizing new ideas. Deeper involve scientists, entrepreneurs, investors, universities, business and politics to cooperate closely in order to bring growth and employment by means of innovative thinking.
- **Innovate governance mechanisms:** improve EU and national policy coherence, align key stakeholder objectives, enhance impact assessments, ensure better science communication.
- **Innovate policies for competitiveness:** reduce regulatory rigidities, favour mutuality and co-creation between public and private sectors, end silo thinking in the research-innovation-market access value chain, broaden the public funding approach, use of public procurement, take an inclusive view of IPR.
- **Embrace social innovation,** insufficiently researched in comparison to innovation in business, science and policy. Zoom in on the social processes and factors in which innovation has been embedded beyond state and market and innovate welfare systems in order to address social inequalities and other social problems. Promote education via continuous learning, digital education and a revamped polytechnic education and apprenticeships. Incentivize researchers and strengthen bottom-up innovation. Deploy SI as a means to inspire innovation processes and bolster unintended side-effects of innovation and to make citizens more open towards innovation.



KEY RECOMMENDATIONS

- Unfold the embryonic European innovation ecosystem
- Improve policy coherence (EU&MS + inside COM)
- Reduce regulatory complexity and rigidity
- Eliminate obstacles & provide new funding to innovation
- Facilitate industrial cooperation & relax EU competition law
- Take an encompassing and inclusive view of intellectual property (beyond patents)
- Work for a quantum leap in simplification
- Establish an Independent Impact Assessment Institute

RISK AVERSE SPIRIT & ROLE OF SCIENCE COMMUNICATION & MEDIA



**„You have to risk going too far –
to discover how far you can go“**

- ***Risk understood as social trend, not as entrepreneurial risk***
- ***Risk management culture vs. risk avoidance culture***
- ***Risk aversion reflected in EU's precautionary principle, creating obstacles to innovation***
- ***Lack of science communication and information related to interests***
- ***Reflect arguments to overcome innovation reticence and outbalance unintended side effects***

CONDUCTIVE FRAMEWORK, PERMISSIVE LEEWAY, ATTRACTIVE INCENTIVES (1)



1. *Turn the valley of failure into a basin of opportunity! ("Ever tried ever failed. No matter. Try again, fail again. Fail better" (S. Beckett))*
2. *Clarify whether EU priority is research excellence or wider participation. Search for potential and recognise those who will be excellent tomorrow.*
3. *Reduce regulatory rigidity and allow for thinking the unthinkable, as real innovators reject the standard option box and cultivate an appetite for thinking "wrong".*
4. *Facilitate innovation by means of innovation bonds, tax credits etc.*
5. *Mind that many innovations are inspired not by market opportunities or consumer demand but by people who are "supremely pissed off" by the way things are.*

CONDUCTIVE FRAMEWORK, PERMISSIVE LEEWAY, ATTRACTIVE INCENTIVES (2)



- 1. Do not sideline the amateurs and drop-outs: “amateurs” are significant. Google, Facebook etc. were developed by college dropouts, known for intuitive and unconventional thinking.**
- 2. Our current education may be overly geared to narrowly defined academic subjects and analytical rigor which may stifle creativity.**
- 3. Steve Jobs was not particularly smart but a genius: his instinctive, imaginative leaps were sparked by intuition.**
- 4. Think different is the tall order of the day. Imagination is more important than knowledge (Paul Feyerabend - Against Method: Outline of an Anarchist Theory of Knowledge 1975 . Prop: Epistemological Anarchism)**

WITHOUT INNOVATION WE LACK ...



...the ability to reform

...the ability to learn

...the ability to adapt
(to new challenges)

...the ability to attract
(capital, knowledge, human resources)

...the ability to sell
(on domestic and foreign markets)

GOOD TIMES FOR BREAKING NEW GROUND ...

- Start new ecosystem approach by 2015
- Make use of political momentum: mid-term review of 2020 Strategy & new Commission & EP & rotating Presidencies
- From a new concept to operational measures: make innovation tick
- Expectations: growth, competitiveness & job creation in times of crises

INNOVATION ECOSYSTEMS TO ACCOUNT FOR ...

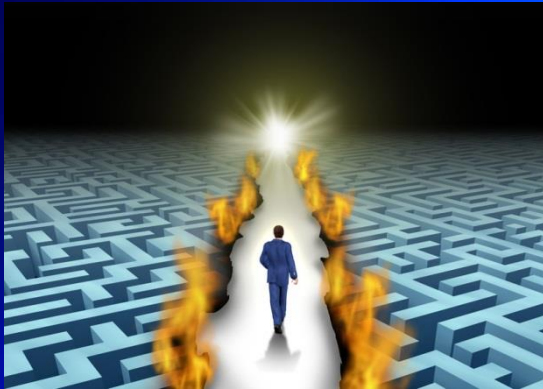
1. Ideas come from the unexpected or from a structured problem.
2. Linking of existing knowledge in a new way can be a starting point.
3. Individuals often play a more important part than whole teams.
4. Technical problems make for a long delay from idea to implementation.
5. Market pull and technology push are equally valid trigger points.
6. Outside sources of help are required both in tech problem-solving and marketing.
7. Competition as innovation driver is indispensable, but should be commensurate.
8. Risks (investors' & society's) can be high, but should not be prohibitive.
9. Some innovations attack existing markets, others open up completely new ones.



INNOVATION ECOSYSTEMS - MULTIPLE INTERACTIONS AND ALIGNMENTS ARE IMPERATIVE!



TRAILBLAZING THE FUTURE



„YOUR TASK IS NOT TO FORESEE
THE FUTURE, BUT TO ENABLE IT“

Antoine de Saint-Exupéry