

RECLAIMING THE INNOVATION DREAM

- HLG Innovation Policy Management 2d Meeting - Phase II -

Prof. Dr. Klaus Gretschmann

Amsterdam, 10/11 April, 2014



OUR PURPOSE – RECLAIMING THE 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 to focus on***

WORKING OUR WAY FORWARD...

...the ability to reform

...the ability to learn

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

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

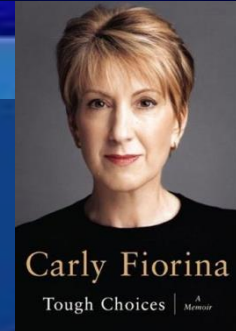
...the ability to sell
(on domestic and foreign markets)

THE WORLD IS DIGITAL, VIRTUAL, MOBILE AND PERSONAL ... AND SO IS INNOVATION!

Carly Fiorina (2004):

The future is digital, virtual, mobile and personal – everything physical and analog can be represented in digital form; anything can move anywhere because it exists in cyberspace and can be networked; virtual reality can be as compelling as physical reality; and individuals can control myriad actions, events and information and knowledge on their own behalf.

This offers new access to production (smart factories), consumption, logistics, health care, education, digital democracy etc. while blurring boundaries between industries.



OBJECTIVE PHASE II: A FRESH EUROPEAN INNOVATION ECOSYSTEM

- 1. Blueprints for reform and new hands-on initiatives**
- 2. Innovation in industry, services, politics & welfare state/society**
- 3. Focus on business-government-academia interface, (i.e. a new governance culture)**
- 4. Tailor-made sector innovation (incentives, structures, regulations, outcomes, attitudes)**
- 5. New methodology to simultaneously capture innovation and foresight**



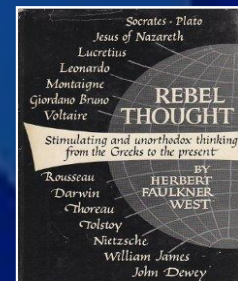
LOOKING BACK TO DUBLIN ...

- *In search of a fresh blueprint : innovation ecosystem 2014.*
- *Political momentum: mid-term review of “EU2020” & new Commission/EP/ EU Council President & rotating Presidencies.*
- *How to make innovation policy tick: from a new approach to hands-on measures.*
- *Background screen: foresight studies.*



WORKING OUR WAY FORWARD I: BASIC RULES

- ❖ *It is better to tailor the analytics to a problem, rather than to tailor problems to available analytical tools.*
- ❖ *It is better to provide an approximately correct answer to a question, rather than give an answer which is precise but wrong.*
- ❖ *Simple questions usually require very complicated answers.*
- ❖ *It is better to ask an important question, rather than to answer an insignificant one.*



WORKING OUR WAY FORWARD II: DRAFT DISCUSSION PAPERS

- ❖ *Reflection on Foresight*
- ❖ *Innovation for Competitiveness*
- ❖ *Innovation for Governance*
- ❖ *Innovation for Sustainability*



WORKING OUR WAY FORWARD III: DESIDERATA

- ❖ *Which new aspects to look out for?*
- ❖ *Which critical gaps in the ecosystem to identify and fill?*
- ❖ *Which important cornerstones to move?*
- ❖ *Which hands-on suggestions to recommend to policy-makers?*



INNO-ECO-SYSTEM: PROTOTYPE

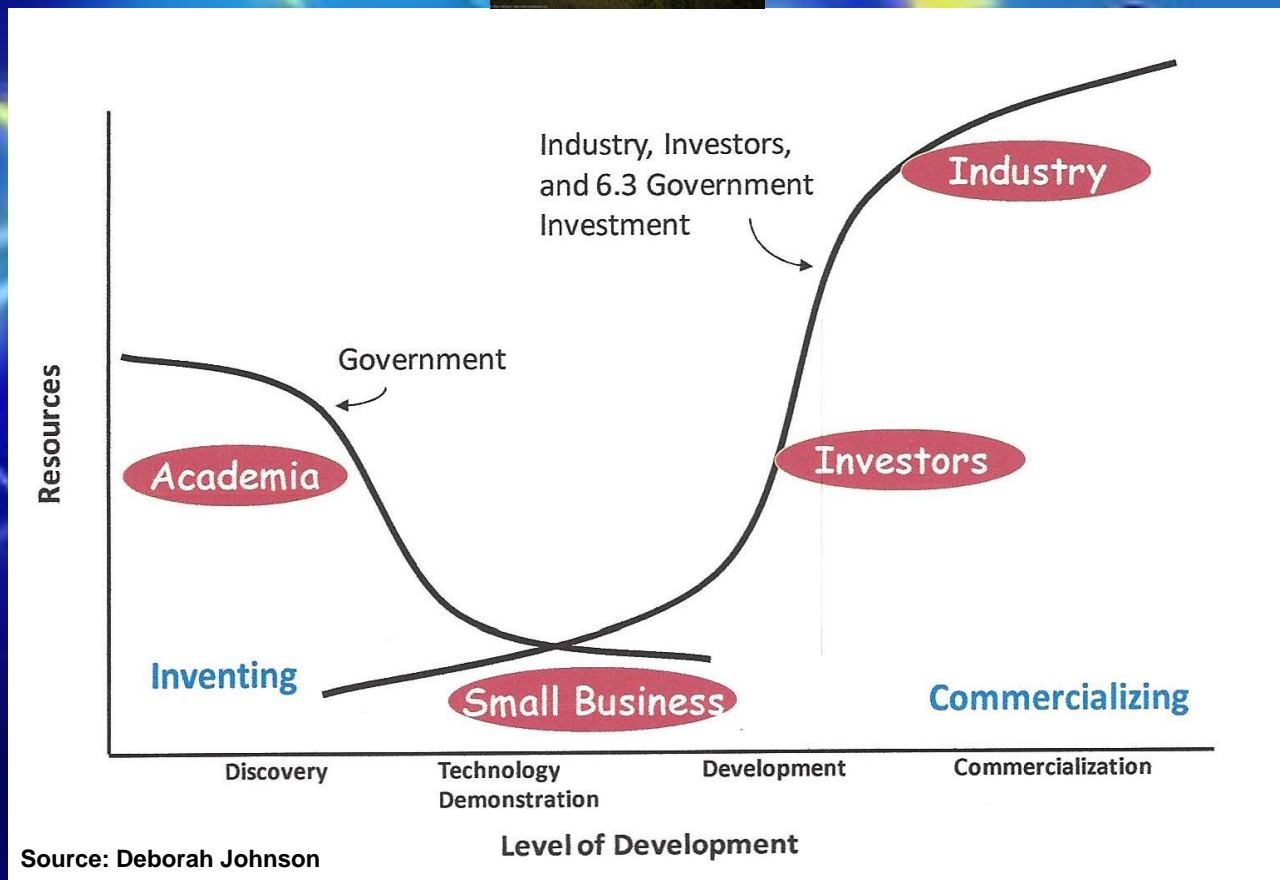


INNOVATION ECOSYSTEMS TO ACCOUNT FOR ...

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

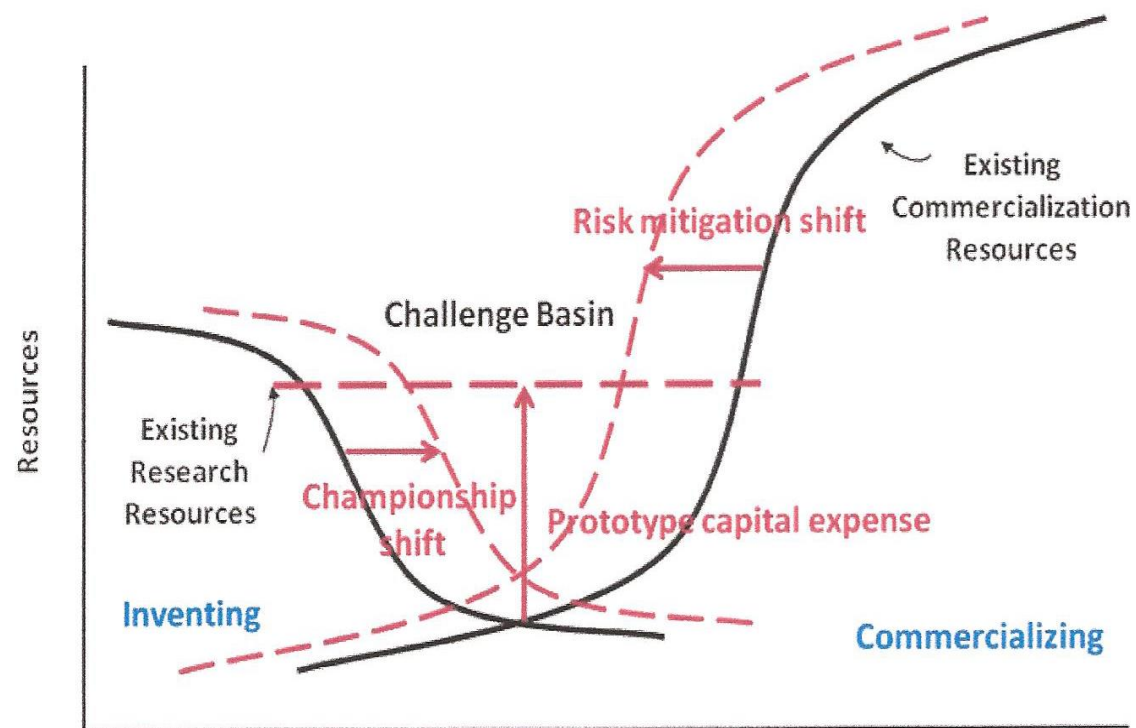


FROM THE VALLEY OF DEATH ...



... TO THE OPPORTUNITY BASIN

Source: Deborah Johnson



AGENDA SECOND MEETING PHASE II

High Level Group on
Innovation Policy Management



Ministerie van Economische Zaken

Agenda 2nd meeting Phase II 10-11 April 2014, Amsterdam

10 April

The EYE Film Institute

- 18:00** **Welcome**
Bertholt Leeftink, Director General for Enterprise and Innovation, Ministry for Economic Affairs, Netherlands
- 18:30** **Opening: summary of the results of the Dublin meeting; objectives of the second meeting**
Chairman Klaus Gretschemann
- 19:00** **Discussion on the draft foresight paper**
Secretary General Stefan Schepers
- 19:30** **Canal boat tour to the residence of the Mayor of Amsterdam for dinner**
Address by Anneke Grummel, Director Manager Amsterdam Science Park
- 20:00** **Dinner**
Welcome by Maarten van Poelgeest, Vice Mayor City of Amsterdam & Wim Saarloos, Director Dutch Foundation for Fundamental Research (FOM)

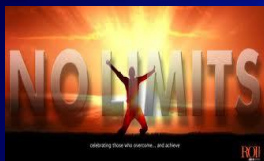
AGENDA SECOND MEETING PHASE II

11 April

Amsterdam Science Park

- | | |
|--------------|---|
| 08:20 | Welcome
<i>Vinod Subramaniam, Director FOM Institute AMOLF</i> |
| 08:30 | Session I: Draft recommendations on Innovation for Competitiveness
<i>Group discussions</i> |
| 09:30 | Plenary Discussion & Summary |
| 10:15 | Coffee break |
| 10:30 | Session II: Draft recommendations on Innovation for Sustainability
<i>Group discussions</i> |
| 11:30 | Plenary Discussion & Summary |
| 12:15 | Lunch
<i>Address by Erik Boer, Director ACE Venture Lab</i> |
| 13:00 | Session III: Draft recommendations on Governance Innovation
<i>Group discussions</i> |
| 14:00 | Plenary Discussion & Summary |
| 14:45 | Next steps: preparing the final recommendations |
| 15:15 | End |

CONDUCTIVE FRAMEWORK, PERMISSIVE LEEWAY, ATTRACTIVE INCENTIVES!



- 1. Turn the valley of death into a basin of opportunity**
- 2. Protect and safeguard innovation and prevent the digital syphoning off of knowledge**
- 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 tax incentives and tax credits.**
- 5. Find a new equilibrium between competition and co-operation.**
- 6. 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.**