4th European Alliance for innovation Preparatory Meeting
Budapest, 5 November 2009

Meeting Summary Report
Prepared by CREATE-NET

Purpose

The purpose of the one day meeting was to present the European Alliance for Innovation (EAI) initiative to key players and experts of the ICT sector, involved in all aspects of the Innovation Cycle. By building consensus the meeting would enable the participants to take the next steps towards the development of the EAI.

The EAI meeting included presentations by founding member organizations to the participants on the scope and strategy of the EAI. The meeting included working groups on Innovation Dissemination, Education, R&D and Business Innovation came up with key instruments in each of these four main areas of the Innovation Cycle on how the EAI initiative can contribute to foster innovation in Europe.

In summary the main purpose of the meeting was to build recommendations for concrete next steps for the operation of the EAI in its objective towards the consolidation of European Innovation and development of the European Innovation initiative.

Background

The EAI initiative is a pan-European movement which will work as a unique Innovation Society composed of professionals at all levels of the Innovation Cycle[1]. The unique approach of EAI consists of involving active participation of member organisations and empowering their communities through a grassroots paradigm, thus promoting effective technology transfer, entrepreneurial mindset in education, and increased competitiveness of European companies.

The EAI started as a follow-up of a European Commission sponsored meeting which took place in Lyon (ICT2008), in which the idea of forming a European Alliance for Innovation was put forward, consisting of a partnership of ICT key actors[2]. The principal objective is to address the issue of the fragmentation of R&D efforts, and to represent the European ICT sector as one.

The EAI meetings have been ongoing since February 2009 which has been declared "European Year of Creativity and Innovation" of the European Union.

A renewed strategic framework is being established for the EAI by CREATE-NET and ICST which targets a concrete and effective operational approach towards consolidation in Innovation in Europe by establishing the EAI.

The establishment of the Alliance will be the tool to enable European Innovation to move forward in excellence in enterprise, education and scientific community building by building the cooperation from a bottom-up approach where Innovation is seen in the Seed-phase.

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1 Definition of the Innovation Cycle:
• The Innovation Cycle includes many activities in the process that is involved in taking an innovative product to the marketplace. This cycle involves all cross-disciplinary sections of knowledge transfer starting from education to research and all the way to the commercialization.

2 List of ICT key actors in the sphere of innovation:
• European scientific societies, academic and education institutions, standardization and certification bodies, companies and industry groups, public bodies, as well as venture capital and funding organisations.

Objectives

To promote and foster innovation at all steps of the innovation cycle within all technology domains impacted by Information and Communication Technologies (ICT). This should be achieved by combining a Grassroots research approach with effective technology transfer, promoting entrepreneurial mindset in education, and increased competitiveness of the European industry.

The Grassroots paradigm contributes to the European Alliance for Innovation (EAI) Initiative by strengthening civil society by proposing new strategies, ideas and innovative concepts. Through a structured platform the EAI will facilitate the convergence of social innovation outside European national boundaries, mobilising and freeing new innovative creativity and sharing best practices.

The EAI Initiative plans to contribute to the Social Innovation Report of the European Commission in early 2010, aiming to consolidate its role as contributor to the overall strategy of the European Commission's Innovation agenda for Europe.

The EAI meeting took place in the NKTH Building in Budapest in the presence of:

In alphabetical order

	Organisation	Attendant
1	**Association 2020**	S. Meyer
2	**BEPA – EC**	M. Bonifacio
3	**CEIT**	A. Farkas
4	**CISCO**	L. Molnar
5	**COST**	G.M. Maggio
6	**CLUSTER / KTH**	R. Wyss
7	**CREATE-NET**	I. Chlamtac
8	**CREATE-NET**	A. De Luca
9	**CREATE-NET**	M.A. Griffin
12	**EIT**	B. Magyar
10	**EMF**	P. Wacker
11	**Ericsson / eMobility**	F. Williams
13	**EPO**	G. Lord
14	**Gesellschaft für Informatik**	P. Federer
15	**HTE**	P. Nagy
16	**ICST**	M. Mandelbaum
17	**ICST**	I. Rezmuves
18	**ITU**	P. Capitaine
20	**Minister for National Development and Economy Republic of Hungary**	I. Varga
19	**Ministry for National Development and Economy Republic of Hungary**	G. Balla
21	**Nanopolis**	M. Boda
22	**NEM / France Telecom**	P.Y. Danet
23	**NKTH**	K. Sziklai
24	**NKTH**	I. Vass
25	**NKTH**	G. Csopaki
26	**PSCE Forum / University of Luxembourg**	A. Boukalov
27	**Széchenyi Istvàn University**	P.T. Szilasi
28	**University of Edinburgh**	D. Robertson
29	**University of Győr**	C. Toth-Nagy
30	**University of Győr**	L. Kóczy

Opening Session & Presentations

The meeting was opened by the Minister for National Development and Economy Republic of Hungary, Dr. I. Varga. The speech focused on the need to improve innovation in the European scenario, and welcomed the EAI initiative and its scope which is inline with the theme of the 2009 "European Year of Creativity and Innovation" of the European Union.

Prof. I. Chlamtac, president of CREATE-NET, and his associate, Andrea De Luca, presented the vision and scope of the EAI. The latter presented an in-depth PowerPoint presentation where the EAI initiative and its mechanisms were outlined in more detail.

The presentation and the message can be summarised as follows:

- EAI can be seen as the 'Catalyst for European Innovation"
- Science and Innovation Business Councils (SIBs) can be seen as the "engines" for bringing about innovation through three main activities;
    1) Dissemination
    2) Online Portals
    3) Summits
- The EAI aims to reach the critical mass needed to influence political agendas

The Executive Director of ICST, Dr. M. Mandelbaum presented the ICST activities related to the EAI. ICST will offer in support of the European Alliance for Innovation, integrated web based (2.0) tools, procedures and concepts which will help to build a modern web based Innovation community, in addition to community building through the SIBs; ICST will establish "Peer Net" an online social network for the scientific community. Dr Mandelbaum also presented the Innovator which will be the EAI mainstream magazine focused on innovation dissemination.

Round table open discussion

During the round table session the participants discussed the EAI initiative, scope and implications and how the EAI could impact the overall European Innovation cycle.

These points have been summarised as follows;

Main Reactions:

- The direction and strategic orientation of the EAI was presented to the EAI participants, in general those who had participated in past EAI events, stated that this offered more clarity on the future position and purpose of the EAI. It was also noted that the objectives of the EAI were in line with current EU policy requirements. In addition, identification of strategic concepts of the EAI for those

organisations who were there for the first time enabled them to clarify the scope of the EAI and its role in the European Union as the discussion proceeded.

- The EAI was recognised as the grass roots movement which can support other European Iniatives such as the EIT. The advantage is that the EAI acting as a pan-European grassroots movement which will ultimately "feed innovation". The main position identified which differentiates the EAI, is that the EAI is essentially a Grassroots approach which puts in motion a momentum towards bringing about improvement in European innovation rather than a Top-down (bureaucratic) model.

- Some participants suggested that the EAI should clearly define which organisation is in charge of the management of the Science Innovation Business Councils (special interest groups focusing on innovation). It was proposed that ICST would be the ideal candidate for the task thanks to its consolidated experience as Scientific Society.

- The structure of the EAI and past resolutions was presented without objection.

- This paradigm of the EAI allows for involvement in;

  1. All levels of the innovation cycle (dissemination, education, R&D, Industry/Business) by gathering of a community of professionals that share knowledge and share resources.
  2. The critical mass will have an indirect impact through the network and a direct impact through its involvement in strategic/policy leadership and advocacy matters, breaking down barriers by being an objective/collective and credible voice for European Innovation.
  3. Consolidation of Innovation in Europe by the elimination of fragmentation and moving Europe towards excellence in Innovation.
  4. The EAI will shape the strategic framework for an Innovation initiative in Europe.

- The participants supported the timely development of a governance model which would enable the membership programme to start effectively.

- Dr. M. Bonifacio, representing BEPA as an observer; identified four aims for the EAI: 1) Generate awareness (of research), 2) Match-making between key players involved in the innovation cycle, 3) Merge views (into a collective) and convey them to policy leaders. 4) Consider the Societal Policy Dimension.

- The participants agreed the structure working committees for the next milestones, prior to February 2010.

Dialogue from Interested Parties

The round table discussions were followed by briefing dialogues from Interested Parties who are some of the key players in the European Landscape;

1. BEPA presented by M Bonifacio, European Commission
2. NEM Networked & Electronic Media, presented by P.Y. Danet, France Telecom
3. ITU presented by P. Capitaine
4. E-mobility presented by F. Williams, Ericsson
5. EPO presented by G. Lord

Workshops

Strategic working groups were established to act on the key points moving forward for the Alliance;

1 – The Innovation Dissemination Working Group
Chair: M Mandelbaum, ICST
The analysis of this working group was that dissemination would best be carried out by high level summits, federated conferences with B2B and scientific elements.

Annual EAI meeting where a synergy of networking would take place and summaries of events in the previous year with next steps prepared for action.

The importance of web based tools (2.0) was highlighted; virtual conferences, community-context based wikis, interactive commenting on papers, RTP for keynotes & lecturers etc…

2 – The Innovation Education Working Group
Chair: R. Wyss, CLUSTER / KTH
This working group identified the importance of Curricula development, sharing and comparability, platform for new models in education with matchmaking between partners.

This would be done via;

1. The EAI acting as the ICT education society by networking academies and virtual entrepreneurial institutes
2. EAI acting as a Facilitator of best practices in Education
3. Promote of life long learning IT tools for the scientific community
4. Analysis of future challenges for Universities of Science and Technology.
5. Helping to shorten the cycles from idea to market.

3 – The Innovation R&D Transfer Working Group
CHAIR: D. Robertson, University of Edinburgh
Here two levels were identified the strategic level and the operational level.

At the strategic level the importance of Lobbying at the EU level with the formation of interdisciplinary groups and the strategic advice on emerging markets and new trends.

At the operational level initiate a bigger pool of potential investors with best practices in European Business Models to scientific experts and research institutes. This would be coupled with market research, mentoring and IP advice.

4 - Business / Innovation Working Group
CHAIR: F.Willliams, E-Mobility / Ericsson
The importance of empowerment the community of entrepreneurs in Europe was highlighted.

A difference should be made between small (owner owned companies) and medium (first professional management) companies in Europe. Access to funding and heightened visibility for the promotion of innovative to multinational is required. Bringing together in one innovative platform such companies would give SMEs the leverage to lobby and enable a platform for SME clusters to develop. SME clusters would act as catalysts and create visibility and promote best practice in excellence in innovation in Europe. Promotion of scaling-up and a contribution to the European Innovation Strategic Framework.

Scope and Limitations

In order to better define the Scope a set of key principles and action items necessary for fostering innovation should be outlined.

Following the meeting's discussions the participants have identified the following scope of activities to address the above issues:

- Increase European research prestige
- Promote outreach and improve research dissemination
- Create rewards and incentives mechanisms for fostering innovation
- Assess professional competencies via standardized certification mechanisms
- Develop coordination instruments
- Establish a critical mass in strategic areas of ICT
- Close the gap between research and standards
- Better leverage testing facilities
- Facilitate access to funding opportunities
- Share best practices at the European level
- Foster career development
- Develop a research and innovation mapping
- Create partnership with the SMEs
- Provide necessary innovation training and education

During the first part of the meeting the partners identified the following main issues that limit innovation in Europe:

- Fragmentation of R&D efforts, resulting in a multitude of agendas and voices representing ICT innovation, but with no critical mass;
- Lack of a unified European-centric professional, grassroots society, resulting in loss of prestige and the absence of effective dissemination and recognition mechanisms for building European research loyalty;
- A lengthy publication processes hindering innovation;
- Lack of an entrepreneurial mindset;
- Absence of effective mechanisms for benchmarking European ICT research quality;
- Inadequate exploitation and investment in the Intellectual Property that is generated from European research;
- Limited exploitation of research results especially through standardization.

The Next Steps

1. Agreeing on the need for an "Alliance Governance and Business Operational Model" that will lead to a coherent and coordinated operation of a critical mass of members under a single umbrella providing the necessary regulations to successfully address the fragmentation issue identified above.

2. Ensuring that the Alliance Framework defines a set of collaborations and divisions of tasks and responsibilities among the members in a way that strengthens each of the Alliance members and empowers them to fulfill their organization's role more effectively.

3. With the goal of implementing the following proposed initiatives:

   a) Define a common European framework for assessing Innovation.
   b) Access and share the EAI Society, the founding members should agree to work their networks for joint name building, broadening and promotion of activities, and dissemination.
   c) Develop further common SIBs under the management of ICST for building the community. The community of EAI would be organised in technology differentiated SIBS. Create-Net will support the SIB portals.
   d) Adopt and contribute to the development of Alliance SIB portal(s), to be supported by CREATE-NET, which integrate potential members, and include interfaces and cross-references to existing websites/portals of the various Alliance members.
   e) Establish a direct dialogue with the relevant European authorities and Member States in order to provide advice and define programs and funding opportunities to support a European grassroots action.
   f) Define and promote Alliance recognition of research excellence.

It should be emphasized that these potential initiatives and collaboration opportunities will be open to all additional organizations which join the Alliance.

5. Action Items

   a) Submit a report to all participants as well as to interested parties and certain key players identified by the participants as potentially benefiting the Alliance effort.
   b) Present the Alliance initiative, to the European Commission,
   c) Confirm the date for the next working meeting.
   d) Follow up on the Action Items agreed at the meeting close (Committee activities).

In Summary

Participants in the meeting agreed to share recommendations with key players in Europe including such as the European Commission, Organizations and Institutions expressing interest and other key actors in Europe. An action plan of next steps needs to be outlined.

The fourth meeting of EAI has resulted in concreted recommendations regarding the next steps; it included workshops which came up with specific recommendations in the key areas of dissemination, Education, R&D and Business Innovation.

In addition, three committees were established to cover the following;

1. Governance and Strategic Framework Committee:
    i.   M. Bonifacio (BEPA, as expert advisor)
    ii. I. Chlamtac (CREATE-NET)
    iii. P. Wacker (European Multimedia Forum)

2. Technology Scope Committee
    i.   G.M. Maggio (COST)

3. EAI Activities Committee
    i.   A. Farkas (CEIT) *
    ii. M. Mandelbaum (ICST)

4. Interim Ad Hoc Advisory Board
    i.   P.Y. Danet (NEM/France Telecom)
    ii. P. Federer (Gesellschaft für Informatik)
    iii. F. Williams (Emobility/Ericsson) *

Please note, the Committees are still at an initial stage and new members who wish to join are encouraged to do so by writing to secretariat@european-alliance.eu.

The governance model will be presented to the EAI meeting participants by the end of 2009.

*To be confirmed

Working Groups' Topic Index

WG titles are linked to the presentations

Working Group I – Dissemination, chaired by Dr. M. Mandelbaum (ICST)
- Conferences and publications: How to increase the prestige and leverage on the EAI network?
- Dissemination via Web 2.0: Identify/suggest ways to improve Web-based dissemination while
  creating incentives for 'prosumers' participation
- Tools and review procedures expected to speed up the publication process

Working Group II – Education, chaired by Dr. R. Wyss (CLUSTER)
- Towards including an entrepreneurial curricula in education: Best practices and suggested concrete steps
- Contributing to a Life Long Learning process and assuring better accessibility to digital content
- How can new IT tools (e.g. Web 2.0) help in educational activities? What are the expectations of educational organizations?

Working Group III – Research & Technology Transfer, chaired by Dr. D. Robertson (University of Edinburgh)
- How to organize a workflow within the EAI partners in order to close the gap between research and standardization?
- How to integrate and retain European intellectual property rights (IPR) in the innovation cycle?
- Instruments to get researchers involved in TT issues (e.g. a regular section in "Innovator" that describes a successful
  TT, RSS feeds on the SIB Portal from entrepreneurship-related sites, etc.)

Working Group IV – Business/Innovation, chaired by Dr. F. Williams (Ericsson)
- How to utilize the EAI framework to bridge the gap between research and business/innovation? How to get SME involved?
- Suggestions on what the EAI online Portals and the Summits should include to promote entrepreneurial spirit
- Which EAI-related initiatives (e.g. B2B events) may benefit business?

WG I

EUROPEAN ALLIANCE FOR INNOVATION

DISSEMINATION WORKING GROUP

Conferences

- High level Summits, federated conferences with B2B and scientific elements
- Conferences where EU-funded projects are presented
- Collocated events
- Annual EAI meeting collocated with major conferences (after the name has been established)

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Publications

- The Innovator: the binding dissemination force
- IEEE scientific journals
- Feeding EAI-related information into the IEEE Region 8 Newsletter
- Reciprocating publication content between EAI member organizations
- Mutual agreement on access to documents
- Reviewing papers based on not only technical criteria, but also from an innovation perspective

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Web 2.0

- Wikis
- Tools for interactive commenting on papers
- e-Scripts as a tool for speeding up the publication process
- RSS feeds at conferences
- Online tutorials
- Real-time streaming of keynotes, lectures, etc.
- Virtual participation during Q&As
- Virtual conferences

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Role for the alliance for education

- Not implementation BUT
- Curricula development, sharing quality parameters, standardisation – comparability

- Teaching methods – systemic approaches
- Matchmaking between partners; supply and demand
- Platform for new business models for education

Faciliator of best practices

- Summer schools in innovation
- Young scientist competition – venture cups at the EU scale
- Innovation competitions – think about standards (IP rights....)
- Linking different societies – e.g. the ict societies to universities – to sme's
- Future projections: 'The ict society'
- Disseminations though prestigious publications in EU

Life long learning – it tools

- Cisco networking academy
- Cisco entrepreneurial institute
- Model for globally integrated programme –
  e learning tools
  conferences on innovation

- Training teachers – teaching pack by EPO
  (quality assurance via certification by the office)
- Shorten the cycles from idea to product

Challenge for universities of Science and Technology

- Culture of risque taking
- Involvment of business schools and innovation actors
- Crossing borders – provide contact with non university actors
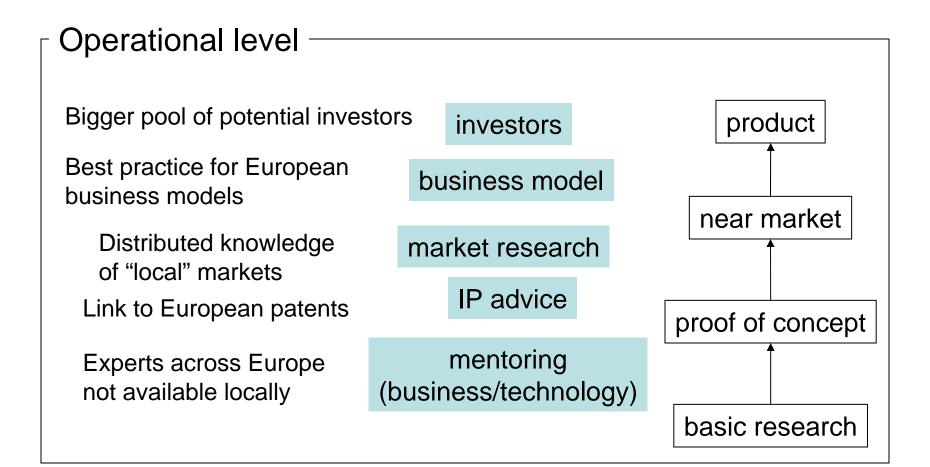- Open education model for innovation

WG III

Strategic level

Lobbying at European level

Forming interdisciplinary groups

Strategic advice on emerging markets

Operational level

Bigger pool of potential investors

Best practice for European business models

Distributed knowledge of "local" markets

Link to European patents

Experts across Europe not available locally

investors

business model

market research

IP advice

mentoring (business/technology)

product

↑

near market

↑

proof of concept

↑

basic research

Business innovation

We focussed on the large scale actions needed!

Definitions

- S = owner owned
- M= first professional management

- **S companies have different needs to M companies**
- In Europe, there are not many examples of S companies that made it to multinationals
- Bringing together SMEs and big companies in clusters to help innovators works as an idea (Germany)

SMEs are there but …

- The gap between research and market introduction is big
- SMEs don't have the leverage to lobby to make their needs visible or to work with universities or influence policy
- Access to international markets is very difficult
- Commission programmes are fragmented
- **Most job creation and business is done by SMEs!**

Scaling up the programmes for SMEs and innovation is needed

- Lots of good local programme
- Clusters act as catalysts
- **Fragmentation of programmes** and markets is a big problem!
- Connect regions to each other
- **Create visibility of best practice**

- The alliance could promote scaling up

An SME innovation strategy is needed at European level

- A European Innovation Strategy is needed
- Where are the blockages ?
- Attach the entire cycle and how to solve all the problems
- The alliance could analyse this cycle and identify how to address the blockages