

# Open Public Consultation on the European Institute of Innovation and Technology (EIT)<sup>1</sup>

## METAINFOSECTION

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## Who are you?

I am answering as...

Other

My/my organisation's country of location is...

Germany

My/my organisation's main activity is...

Research

The name of my organisation is

KDM German Marine Research Consortium

Have you or do you intend to submit a separate written response to this consultation?

Yes

## A. EIT mission, objectives and added value

### EIT mission

*1. How do you perceive the mission of the EIT in the EU context?*

We view the EIT's role as providing a mechanism to kick-start business in new and established economic sectors and public investment in cutting-edge activities of commercial, educational and RTID interest.

## Core objectives of the EIT

**For the achievement of its mission, how relevant is it for the EIT to deliver on the following issues?**

2. <i>New business creation through innovation</i>	highly relevant
3. <i>The transfer and valorisation of higher education, research and innovation activities in a business context</i>	highly relevant
4. <i>Cutting edge and innovation-driven research in areas of key economic and societal interest</i>	highly relevant
5. <i>Development of talented, skilled and entrepreneurial people through education and training activities</i>	highly relevant
6. <i>Dissemination of best practices and systemic knowledge sharing</i>	highly relevant

**7. Are there any OTHER key areas in which the EIT should aim to achieve impact**

No, the ones mentioned seem to be the most important

## EIT added value

**In terms of added value, how relevant are the following characteristics of the EIT in pursuing its objectives?**

8. <i>The balanced approach to the knowledge triangle, addressing education, research and innovation simultaneously and integrally, i.e. connecting stakeholders who would otherwise not meet.</i>	highly relevant
9. <i>The focus on excellence</i>	relevant
10. <i>The co-location model, bringing people</i>	highly relevant

*together in an innovative environment and connecting regional strengths to a global scale.*

*11. The focus on people as the main driving force for innovation*

highly relevant

*12. The business-like approach to funding*

highly relevant

*13. The creation of new funding and organisational models for innovation*

highly relevant

*14. Are there any OTHER characteristics the EIT should embrace in order to achieve its objectives?*

No, if it can achieve the ones listed it can already be deemed a success.

## B. Synergies with other EU initiatives

*15. Within the Common Strategic Framework, the EIT has a distinctive role to play, as it links up all three sides of the knowledge triangle.*

fully agree

*16. The 'societal challenges' approach will facilitate the creation of synergies and interconnections with other EU and national initiatives.*

fully agree

*17. The EIT should seek to actively generate synergies with other initiatives in the area of education, research and innovation, thereby creating additional value.*

fully agree

*17b. Which ones? And how can strategic coherence be achieved between them and the EIT?*

When deciding on "major societal challenges" the EIT should follow the EU Council, notably on the Joint Programming Initiatives, etc. E.g., the MarineKIC Initiative is being developed with the JPI Healthy Seas & Oceans, identified by the Council as a major societal challenge.

*18. By bridging world-class excellence and regional outreach, KICs co-location centres will contribute to the formulation and implementation of smart specialisation strategies.*

fully agree

## C. Knowledge and Innovation Communities (KICs)

<p>19. How relevant is the bottom up approach of the KIC model, i.e. autonomy and flexibility in defining the governance model and structure in order to adapt to specificities of the priority theme and the market linked thereto?</p>	highly relevant
<p>20. How relevant is the participation of the private sector to the success of the KICs?</p>	highly relevant
<p>20b. What are the main preconditions for high private sector participation in a KIC?</p> <p>High levels of investment are a factor of business interest in the services a KIC offers. KIC topics should be chosen by their ability to identify concrete services/products. E.g., the MarineKIC Initiative will collaborate with KPMG to identify services that it could offer the maritime economy.</p>	
<p>21. How relevant is the focus on measurable deliverables for the success of the KICs?</p>	highly relevant
<p>22. Are there any OTHER features the EIT should embrace in order to further enhance the KIC model? If yes, which ones?</p> <p>The EIT should be as innovative about choosing topics as KICs themselves are expected to be innovative. Topics should be chosen in a bottom-up manner according to clear criteria, e.g. do they address a recognized grand challenge and can they define services &amp; products of commercial interest.</p>	

## Co-location

<p>23. How relevant are the co-location centres to the success of the KICs?</p>	highly relevant
<p>24. What can be the potential benefits of co-location centres for the country/region in which they are located?</p> <p>KICs can massively benefit from drawing on diverse regionally-specific expertise. E.g., the MarineKIC Initiative will cooperate with regions to draw on their specific strengths in fisheries/aquaculture, energy, environment, ICT, mining, etc. to provide integrated commercial services across Europe</p>	
<p>25. Are there any OTHER measures the EIT should promote in order to maximise the benefits of co-location across Europe?</p> <p>We believe that the current policy of making co-location a core principle of the EIT is sufficient, though it could be strengthened taking best-practices with clusters into account.</p>	

## Themes

**26. How relevant are the following criteria for selecting KIC themes with a true innovation potential?**

<i>26a. Address major societal challenges which Europe faces today, to contribute to the delivery of the EU 2020 Agenda</i>	highly relevant
<i>26b. Economic and societal relevance, expressed for example in % of the EU GDP (gross domestic product), or the research intensity</i>	relevant
<i>26c. Bring about sustainable and systematic impact; measured i.a. in terms of new educated entrepreneurial people, new technologies, new business creation and/or social value creation</i>	highly relevant
<i>26d. Blend a critical mass of excellent research, education and innovation stakeholders; which would not otherwise unite in new, long-term configurations</i>	highly relevant
<i>26e. Address the European paradox - i.e. select themes where Europe has a strong research base but a weak innovation performance, to boost market translation</i>	relevant
<i>26f. Be able to mobilise investment and long-term commitment from the business sectors; have an existing market for its products or services or be able to create new ones</i>	highly relevant
<i>26g. Require trans-disciplinary approaches and the development of new types of education across the boundaries of disciplines</i>	highly relevant
<i>26h. Offer potential for impact on the global scale and engaging in international</i>	highly relevant

*co-operation with excellent partners from third countries*

**27. Are there any OTHER criteria you would consider relevant for selecting the KIC themes?**

The above seem appropriate, though a special effort should be made to consider the regional dimension of KICs, e.g. the contribution to % of regional GDP (compare Question 26b)

**28. How suitable are the following themes to be treated in a KIC?**

<i>28a. Health</i>	highly relevant
<i>28b. Ageing population</i>	relevant
<i>28c. Healthy childhood</i>	highly relevant
<i>28d. Food</i>	relevant
<i>28e. Sustainable cities</i>	irrelevant
<i>28f. Natural resources</i>	highly relevant
<i>28g. Biotechnology</i>	relevant
<i>28h. Safe societies</i>	don't know
<i>28i. Added value manufacturing</i>	of little relevance
<i>28j. Human learning and learning environments</i>	highly relevant

**29. Are there any OTHER themes you would suggest to be treated in a KIC?**

With the support of over 40 partners from over 10 European countries, the MarineKIC Initiative believes "Marine Resources" should be included in the list of KIC topics - possibly under the category of natural resources. Please see position paper sent via e-mail link.

**30. What is the ideal scope of a KIC theme? How much leeway should KICs have in defining the specific topic within a broader theme?**

There is no ideal scope for a KIC theme - important is the commercial relevance of the services that are being offered. A MarineKIC should be considered under the broader title of "natural resources" as this could offer a clear framework for offering high value-added services and products

*31. Would it make sense to establish several KICs in one and the same theme?*

No a priori decision should be made on this. Themes and topics are perhaps not as important as clear services and products - this is what defines a successful KIC. Competition should be promoted, however, where overlap exists, efforts should be made to realize synergies.

## D. Impact, dissemination and outreach

### Impact on people - nurturing talent through education

*32. How relevant is it for the EIT to promote entrepreneurial attitudes and creative thinking?*

highly relevant

*33. How relevant is it for the EIT to generate new educational programmes that create new profiles of entrepreneurial and knowledgeable talent?*

highly relevant

*34. How relevant is it for the EIT to promote EIT labelled degrees and diplomas?*

highly relevant

*35. Are there any OTHER elements the EIT should foster in order to unleash the innovative and entrepreneurial potential of people?*

In the pre-selection process, the EIT should foster innovation and competitiveness in the way topics are chosen, much as it expects from KICs.

### Dissemination

*36. The EIT should actively promote excellence and new models of knowledge sharing and open innovation, and ensure this knowledge remains accessible over time.*

fully agree

*37. The EIT should provide a number of concrete support measures for the dissemination of results from its activities to European innovation stakeholders.*

fully agree

<i>37b. What could these support measures be?</i>	
In the maritime sector, a MarineKIC could play an invaluable and unique role in pooling expertise from across Europe - e.g. through a MarineKIC Consulting Service - to support specific investment activities or growth areas of the maritime economy.	
<i>38. The EIT should actively foster the creation of learning communities across the EU.</i>	fully agree
<i>38b. How could the EIT do so?</i>	
In the maritime sector, the MarineKIC Initiative in cooperation with the JPI Oceans in planning means of pooling expertise through a "think-tank capacity" for long-term strategic planning in support specific investment activities or growth areas of the maritime economy.	

### Outreach beyond Europe

<i>39. The EIT should support European stakeholders in enhancing their international competitiveness.</i>	fully agree
<i>40. The EIT should support European stakeholders in their quest for attracting international talent.</i>	fully agree
<i>41. Which OTHER measures should the EIT take in order to enhance international competitiveness and attractiveness?</i>	
In the maritime sector, the JPI Oceans is planning foresight activities to support long-term strategic planning in support of marine RTID. The MarineKIC Initiative supports this and will cooperate with this process if implemented.	

### E. Organisation

<i>42. How relevant are autonomy and flexibility for the EIT to fulfil its mission and have an impact on the EU innovation landscape?</i>	relevant
<i>43. Flexibility is essential for the KICs to attract participation from the private sector.</i>	fully agree

### F. Funding model

<i>44. The concept of EIT funding to KICs that acts as leverage should be maintained.</i>	fully agree
<i>45. Are there any OTHER incentives the EIT shall put forward to KICs in order to achieve growth, impact and sustainability?</i>	
In order to maximize the interest in the EIT, new topics and consortia should be encouraged. This unique process of promoting bottom-up suggestions for KICs and KIC topics would encourage growth and competitiveness in potentially as of yet "undiscovered" areas of economic activity.	