

Innovation Union: European priorities for the post-crisis world

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Priorities for innovation to be a driver of economic recovery in Europe

- **Entrepreneurship** across the board and **inherent** to all initiatives
- **Leadership** rather than committees and consensus
- Focus on **today and tomorrow's grand societal challenges** - whilst we still can ..
EU as an emerging market!

Bottlenecks in EU

- **Risk aversion** of political decision makers at both EU and national level
- **Political** rather than **business oriented leadership** limiting the change to entrepreneurship and business driven culture
- **Insufficient funding and competence** for growth of early stage start-ups into full-fledged businesses

Political Climate in EU

What is at odds with Innovation?

- Consensus as a magic bullet
- All balls in the air: Lack of prioritisation
- “navel-gazing” and short term thinking

What do (many, some) political leaders do?

New levers for Innovation in EU

→ **Underpinning: Knowledge Triangle**

→ **Driver: Entrepreneurship** rather than only R&D

→ **Leadership: CEO**

e.g.
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→ **Education: to employer/ entrepreneur** rather than employee only

→ **Orientation: on Output** rather than effort only

→ **Funding/Competence: foster beyond start-up**

In summary:



Thanks!