

'Launching the KICs - Delivering new solutions to the European innovation landscape'

Barcelona - 2 and 3 June 2010

1) Conference Overview

The event celebrated an important milestone for the EIT: the designation of its first three Knowledge and Innovation Communities (KICs) in December 2009, namely Climate-KIC, EIT ICT Labs and KIC InnoEnergy. The conference also aimed to enable participants to draw initial lessons from the set-up process of the KICs and provided EIT stakeholders from the European innovation landscape with an excellent opportunity to meet with KIC representatives for the first time. Discussions at the conference showed among others the high interest in KICs from both within the partnerships as well as from the wider EU 'innovation ecosystems' to fully understand the opportunities presented by this new kind of integrated knowledge communities.

2) Conference Facts

The objective of the conference was to jointly draw the first lessons from the setting up of the KICs. These first learnings were shared first hand by the three KIC coordinators (Prof. Bert van der Zwaan - Climate-KIC, Prof. Gunnar Landgren - EIT ICT Labs and Prof. Hans-Jörg Bauer - KIC InnoEnergy) as well as by representatives from various KIC partners, thereby emphasising the function of the KICs as role models for the European innovation landscape.

Interest in the conference was very high, with demand for participation heavily exceeding availability. The final audience – around 250 participants from over 20 countries – reflected the variety of actors within the innovation web very well and there was also a good balance between participants representing the three KICs and participants from various stakeholder organisations.

3) Key Outcomes

Event Opening Session

During the event opening session the European innovation landscape was addressed from different perspectives – from an EIT point of view as well as from national (Spanish government) and regional (co-hosting Catalan government) angles. The European Commission's perspective was also represented as the EIT is one of the European initiatives that will give Europe's innovation capacity and its readiness for the knowledge society a much needed boost.

- 'Setting the scene': *Dr. Martin Schuurmans* (Chairman of the EIT Governing Board)
- 'An EIT perspective - exploring innovative ways of collaborating': *Prof. Manuel Castells* (Member of the EIT Governing Board)
- 'A European perspective':
 - 'An Innovation Union': *Jean-Noël Durvy* (Director for Innovation Policy, Directorate General for Enterprise and Industry, European Commission)
 - 'European Research Area - a framework for the future': *Theodius Lennon* (Director, Directorate General for Research, European Commission)
- 'A Spanish Presidency perspective - the future of the innovation landscape': *Juan Tomás Hernani* (Spanish Secretary General for Innovation)
- 'Catalonia – an innovative European region': *Josep Huguet* (Catalan Minister of Innovation, Universities and Enterprise)

Introductory session

The introductory session, with high-level speakers from the European Commission, the European Parliament and the Spanish government placed the EIT in a wider political context.

Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth, highlighted that the KIC launch conference marked an important step, not only in the setting up of the European Institute of Innovation and Technology, but also for Europe's knowledge and innovation landscape as a whole. Moreover, the Commissioner stressed the pioneering role of the EIT and its potential to shape the future knowledge and innovation landscape. Androulla Vassiliou also stated that the KICs' higher education component is one of the novelties and one of the strengths of the EIT. In order to boost innovation, a particular emphasis needs to be put on entrepreneurship education and transferable skills such as creativity, project management and risk assessment.

Herbert Reul, Chairman of the Industry, Research and Energy Committee of the European Parliament, addressed the audience with a video speech and took this opportunity to congratulate the EIT for the setting up of the KICs, saying this was an important and strategic highlight of the European innovation landscape. Herbert Reul emphasised that the EIT has found a new and innovative approach for practicing research policy and stressed that in our globalised world, the secret to a successful innovation policy lies in collaboration across cultures and borders.

Felipe P  triz Calvo, Spanish Secretary of State of Research, highlighted that Europe should make full use of its capacity to produce high-quality research and turn it into innovations, in economic progress and use it for the well-being of the citizens. He emphasised that the EIT as a fundamental tool to meet these objectives is a concept that is shared and fully endorsed by the Spanish government. Felipe P  triz Calvo pointed out that the EIT from a Spanish point of view should also include itself into the general strategy of the EU, especially contributing to the flagship initiatives of the EU2020 strategy and as an actor for the future Research and Innovation Plan. Felipe P  triz Calvo highlighted that the EIT has a huge potential to serve as role model for national, regional and local initiatives in an international context.

Keynote speech: What the EIT wants to accomplish

During his keynote speech, [Dr. Martin Schuurmans](#), EIT Chairman, gave an overview of the current state-of-play of the EIT and the KICs and conveyed as a key message that the aim is to make best use of the institute as an icebreaker for other European initiatives. Dr. Martin Schuurmans outlined the main areas were the EIT aims to generate tangible impact: Addressing key societal challenges; fostering world-class innovation hot spots through co-location; turning ideas into business creation through entrepreneurship and shaping excellent, multi-disciplinary programmes of education for innovation, topics which were addressed in more depth during the conference's breakout sessions. Dr. Martin Schuurmans outlined that the way forward for the EIT would be building and promoting an EIT identity and culture and constantly seeking new ways of delivering innovation. The way forward for the KICs would be to act as role models in Europe and beyond by creating impact in their respective fields.

KICs' presentations: KICs at a glance

Prof. Bert van der Zwaan (Climate-KIC Coordinator), *Prof. Gunnar Landgren* (EIT ICT Labs Interim CEO) and *Prof. Hans-J  rg Bauer* (KIC InnoEnergy Coordinator) presented their respective KICs and gave an overview of the status-quo and the first KIC activities in place and planned for 2010.

[Prof. Bert van der Zwaan](#) outlined that Climate-KIC will contribute to Europe's agenda by aggressively tackling climate change mitigation and adaptation concurrent with high and sustainable economic growth. Regarding its educational programmes Climate-KIC will have its first summer school in July 2010.

[Prof. Gunnar Landgren](#) highlighted that EIT ICT Labs will turn Europe into the global leader in ICT Innovation. EIT ICT Labs aims at the radical transformation of Europe towards a knowledge-based society and turning ICT innovation into quality of life.

[Prof. Hans-J  rg Bauer](#) outlined the status-quo of KIC InnoEnergy's setting up of educational programmes. A Master of Science in Sustainable Energy will already start in autumn 2010. More supporting innovation activities like a Clean Tech Venture Day are planned.

KICs as role models for innovation

Four different breakout sessions addressed the key features of the KICs and thus outlined their potential as role models for innovation:

Breakout session I: Addressing societal and economic challenges through the KICs

This breakout session allowed the KIC representatives to outline how each KIC is addressing the societal challenges in its field through a multidisciplinary approach. The session was led by *Dr. Karen Maex*, EIT

Governing Board member, and 'KIC challenger' *Prof. André Sapir* (Professor of Economics - Solvay Brussels School of Economics & Management, ULB, and Senior Fellow – BRUEGEL). Climate-KIC was represented by *Jan van der Eijk* (Climate-KIC CEO), EIT ICT Labs by *Prof. Michel Cosnard* (President-General Director of Inria) and KIC InnoEnergy by *Yves Fanjas* (Deputy Vice President Research and Innovation of AREVA). A key outcome of the session was that a change of mind-set is urgently needed.

→ **The different speakers highlighted the importance of new incentives, young people, setting standards and staying open to other (emerging) countries in order to efficiently tackle societal and economic challenges. Moreover, the panellists discussed how the success of a KIC could be addressed (How well has it succeeded in reaching young people? How many entrepreneurs have come out of it? How many businesses have they set up?). Participants welcomed the EIT's efforts to seek new ways of delivering innovation; based inter alia on strong leadership, results-driven approach, simplification of procedures and focus on generating impact and European added value. Both in terms of governance and finance, the KIC model offers the opportunity to test out entirely new ways, fully adaptable to the needs of the rapidly changing challenges of a knowledge and innovation society. Furthermore, the speakers pointed out that stakeholder should be aware that the timelines to launch innovative products and services in the fields of ICT, climate change and energy vary significantly. They also emphasised that although Europe might be lagging behind on some innovation sectors, Europe is a global leader in important high-tech areas, such as green technology and telecommunications.**

Breakout session II: Co-location centres as test beds of world-class innovation

This breakout session focused on how world-class co-location centres are being set up and on how the work flow within and among co-location centres is organised. The session was led by *Prof. Julia King*, EIT Governing Board member, and 'KIC challenger' *Diogo Vasconcelos* (Distinguished Fellow - CISCO Systems International). Climate-KIC was represented by *Jon Bloomfield* (Head of European Policy at Advantage West Midlands), EIT ICT Labs by *Prof. Tatu Koljonen* (Vice President Strategic Research of VTT, Finland) and KIC InnoEnergy by *Prof. Dr. Hans-Jörg Bauer* (Head of Institute of Thermal Turbomachines at KIT).

→ **One of the key outcomes of the session was that high-quality people and trust between co-locations are of utmost importance for the success of a KIC. Moreover, panellists agreed that the same vision across a KIC needs to be shared and that their diversity should then be used as an asset. Strong links between co-location centres in a KIC are crucial as well as embedding co-location centres in the respective region. KIC representatives also emphasised that a geographical and physical representation, bringing together people, is as important as the logical and ICT-assisted features and facilities of co-location centres for an efficient work-flow between the co-location centres.**

Breakout session III: Fostering entrepreneurship and new business creation

In this breakout session, the KICs outlined the role entrepreneurship plays within their respective strategy and how it is expected to lead to new business creation. The session was led by *Dr. Bertrand Collomb*, EIT Governing Board member and 'KIC challenger' *Prof. Kenneth Morse* (Visiting professor at ESADE Business School; Chair in Entrepreneurship, Innovation and Competitiveness at DUT and founding MD of MIT Entrepreneurship Centre). Climate-KIC was represented by *Prof. Peter Chen* (Professor of Physical-Organic Chemistry at ETH Zürich), EIT ICT Labs by *Dr. Udo Bub* (Vice President Innovation Development Laboratory of Deutsche Telekom) and KIC InnoEnergy by *Elena Bou* (Associate Professor of the Department of Operations Management and Innovation - ESADE).

→ **A key outcome of the session was that inventors need to team up with entrepreneurs to "bring their inventions from the cool comfort of the laboratory to the cruel crucible of the marketplace" (Ken Morse). The panellists praised the added value of the KIC concept as an effective tool to quickly bring solutions to the market and thus foster new business creation. Moreover, KIC representatives stressed the benefits of participating in a KIC and the importance of equipping people with an entrepreneurial mindset through educational programmes that integrate the elements of the knowledge triangle.**

Breakout session IV: Shaping educational programmes through new partnerships

In this breakout session, the KICs explained how they are shaping educational programmes within their higher education institutions. The session was led by Prof. Anders Flodström, EIT Governing Board member and 'KIC challenger' Prof. Frans van Vught (President of the European Center for Strategic Management of Universities (Esmu) and member of the European Commission's Group of Societal Policy Advisors). Climate-KIC was represented by Prof. Richard Templer (Hofmann Professor of Chemistry - Imperial College London), EIT ICT Labs by Prof. Peter Apers (Director of 3TU NIRICT) and KIC InnoEnergy by Prof. Ramon Wyss (Vice President International Affairs at Kungliga Tekniska Högskolan; Secretary General CLUSTER network).

→ **The panellists agreed that the education aspect in the knowledge triangle has to be strengthened. Education programmes must help to overcome barriers between the triangle sectors, must be inter- and transdisciplinary and foster mobility at all levels. Moreover, one of the key outcomes of the session was that students' perspectives must be taken into account and that specific excellence-driven quality criteria are necessary for the EIT brand.**

Panel discussion – Participation in the KICs: Fully exploiting opportunities

The panel discussion focused on how KICs attract and work with partner organisations and top-class talent from around the world, fully exploiting the opportunities offered by this new type of cross-cutting cooperation. The discussion was moderated by Paul Hofheinz (President of the Lisbon Council). Speakers represented a complementarity of sectors within the 'participation in the KICs' theme in order to provide different angles on the subject matter. Panellists were Doug Richard (founder of the School for Startups), Prof. Alfons Sauquet (Dean of ESADE Business School), Dr Jan J.H. van den Biesen (Vice President Public R&D Programmes of Philips Research) and Dr Vivek Tandon (founder of Aloe Private Equity). The discussion also addressed the KICs' potential in stimulating innovation in large - existing - firms as well as creating new spin-offs and start-ups and supporting SMEs. Moreover, the panelists discussed in what ways KICs could become attractive targets for venture capital funding and other types of investment and which added values KICs can bring to businesses and vice versa.

Wrap up – First learning from the KICs and concluding remarks

In this session the first learnings from the KICs were shared and the outcomes of the four breakout session were presented either by the 'scene-setter' or the 'KIC challenger' of the session. The EIT Director, Gérard de Nazelle, moderated this final panel. Jan Truszczyński, Director General of DG Education and Culture, European Commission, highlighted the great potential of the EIT and the KICs and stressed entrepreneurship as an important aspect in delivering new solutions to the European innovation landscape. Jan Truszczyński encouraged the EIT and the KICs to continue in their exercise of learning from each other, of seeking exchange with other partners and of continuously working towards new ideas for the benefit of a more innovative Europe. Dr. Alexander von Gabain, EIT Governing Board member, outlined the next steps in integrating the knowledge triangle and energising the EIT and emphasised that the learning process which started with the KIC launch conference will continue over the coming months and even years. Please find here some important upcoming milestones for the EIT and the KICs:

Staying informed: Next steps

- By summer: Signature of 7-year Framework Partnership Agreements with KICs
- By summer: Signature of Annual Grant Agreements with KICs
- 31st August 2010: EIT thematic day at Shanghai Expo 2010
- September 2010: Official establishment of the EIT foundation
- Second half 2010: consultations on the Strategic Innovation Agenda (SIA) and new KIC themes
- December 2010: conference on education under Belgian Presidency in Leuven

All information regarding these milestones and future EIT events will be published on the EIT website: <http://eit.europa.eu>