

**DECISION 17/2019
OF THE GOVERNING BOARD OF
THE EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY (EIT)**

ON THE STRATEGIC FRAMEWORK FOR EIT COMMUNITY GLOBAL OUTREACH ACTIVITIES

THE GOVERNING BOARD OF THE EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY,

Having regard to Regulation (EC) No 294/2008 of the European Parliament and of the Council of 11 March 2008 establishing the European Institute of Innovation and Technology¹, as amended by Regulation (EU) No 1292/2013 of the European Parliament and of the Council of 11 December 2013² (hereinafter ‘EIT Regulation’);

Having regard to the Decision of the EIT Governing Board of 5 June 2014 adopting the Rules of Procedure of the Governing Board and the Executive Committee³;

WHEREAS

(1) According to the amended EIT Regulation and to the Statutes annexed:

1. In order to contribute to the competitiveness and to reinforce the international attractiveness of the European economy and its innovation capacity, the EIT and the KICs should be able to attract partner organisations, researchers and students from all over the world, including by encouraging their mobility, as well as to cooperate with third-country organisations;
2. Article 5(j). EIT will promote the KICs as excellent innovation partners inside and outside the Union;

(2) According to the EIT Strategic Innovation Agenda 2014-2020⁴

1. The EIT has been mandated to address societal challenges via innovation in the knowledge triangle;

¹ OJ L97 of 09.04.2008, p.1.

² OJ L347 of 20.20.2013, p.174

³ 01688.EIT.2014.I

⁴ Decision No 1312/2013/EU of the European Parliament and of the Council of December 2013 on the Strategic Innovation Agenda of the European Institute of Innovation and Technology (EIT): the contribution of the EIT to a more innovative Europe



2. The EIT will significantly contribute to promoting the framework conditions that are needed to realise the innovative potential of Union research and to promote the completion of the European Research Area (ERA);
3. The EIT has a clear role to play in attracting talent from outside the Union. By creating a strong brand and forging strategic relations with key partners from around the globe, the EIT can add to the attractiveness of the partners within the KICs.
4. In close cooperation with the KICs, the EIT should develop a strong international strategy, identifying and liaising relevant interlocutors and potential partners.

(3) According to the EIT Single Programming Document (SPD) and Annual Work Plan (AWP) EIT, where under the section *Enhancing the EIT's Impact* EIT sets its priorities related to *Relations with Third Countries and International Organisations*.

HAS DECIDED AS FOLLOWS:

Sole Article

Entry into force

The 'Strategic Framework for EIT Community Global Outreach Activities' is hereby adopted.

This decision will enter into force on the day of its signature.

Done in Dublin on 5 June 2019

For the EIT

Dirk Jan van Den Berg

Chairman of the EIT Governing Board



Strategic Framework for EIT Community Global Outreach Activities

June 2019

I. Definitions related to EIT Global Outreach activities

1. For the purpose of this document the following categories are identified as Global Outreach countries (*hereinafter 'Outreach countries'*):
 - i. Third countries that are Associated (AC) to the EU Framework Programme for Research and Innovation;
 - ii. Third countries, that are not Associated to the EU Framework Programme for Research and Innovation;
2. For the purpose of this document the following activities are identified as Global Outreach activities (*hereinafter 'Outreach activities'*):
 - i. Individual EIT KICs activities in Outreach countries, if included to the annual Business Plan of the KIC (KAVA project), therefore funded by EIT;
 - ii. Cross-KIC activities in Outreach countries between different KICs, either in coordination with and participation of EIT (e.g. EIT Outreach beyond Europe cross-KIC project) or without, if included to the annual Business Plan of the respective KICs (KAVA project), therefore funded by EIT;
3. The Outreach activities of the EIT and the KICs should be complementary to other outreach schemes of the EIT, such as the EIT Regional Innovation Scheme (RIS). In particular the Outreach activities should aim to ACs that are not covered by the EIT RIS⁵;
4. The KICs' Outreach activities that fall under the remit of this document should aim to third countries, Associated or not, that do not directly benefit by other KIC activities;

⁵ EIT RIS eligible Associated Countries are the following: Albania, Armenia, Bosnia & Herzegovina, Faroe Islands, North Macedonia, Georgia, Moldova, Montenegro, Serbia, Turkey, Ukraine



II. Objectives of EIT Global Outreach

1. The specific objectives driving the EIT Outreach activities are the following:
 - i. position EIT's innovation model among other successful innovation initiatives at an international level, enabling European innovation to reach major markets worldwide;
 - ii. showcase EIT supported innovation and activities and attract support for EIT innovators;
 - iii. strengthen the EIT's innovation ecosystems by attracting partners, organisations and students from all over the world to contribute to the EU's competitiveness and reinforce its attractiveness;
 - iv. contribute to enhancing Europe's leadership in addressing the world's major challenges by building bridges to and forging synergies with global innovation leaders;
 - v. provide a high brand profile leading to investment in European and EU-outreach country collaborative innovation;
2. The EIT Outreach activities should contribute to the overall objectives of the EIT, as identified in its SIA;

III. Contributing to EU objectives, being Open to the World and Serving the EU Interests

1. The EIT and the KICs should ensure that their Outreach activities contribute to achieving the objectives of the current Horizon 2020 and future Horizon Europe framework programmes for research and innovation and of the Europe 2020 strategy to strengthen competitiveness;
2. The EIT and the KICs should ensure that their Outreach activities contribute to the achievement of the Sustainable Development Goals and are aligned with the 2030 Agenda;
3. The EIT and the KICs should ensure that the EU interests are preserved and EU values are promoted through their *Outreach activities*;
4. The EIT and the KICs should ensure that bilateral EU-Outreach country (international) agreements are respected and their Outreach activities are aligned with the EU priorities and strategy for the respective Outreach country in particular those stemming from the Joint Research Committees under the Horizon Europe Association Agreements, and the Joint Steering Committees under the Science and Technology agreements between the EU and third countries; moreover, EIT Community/KIC Outreach activities should aim to contribute to European Leadership on the global stage;



5. EIT Community/ KIC Outreach activities should contribute to fostering international cooperation in research and innovation, by being open to the world and maintaining the EU's presence at the highest level of international scientific endeavour, in line with the overall research and innovation strategy and priorities set within the Horizon Europe Association Agreements and the Science and Technology agreements between the EU and third countries;
6. EIT Community/ KIC Outreach activities should facilitate collaboration of European companies and innovators with leading players aiming to provide access to global value chains. Internationalisation opportunities provided through the KICs' network could support European companies prospering in fast-growing international markets, a success that will deliver more and better jobs for the EU citizens;

IV. KIC's Global Outreach Strategies

1. A KIC must develop and implement a strategy on Global Outreach and Roadmap on implementation. This will be part of its Strategic Agenda, while the KIC will report on progress to the EIT on an annual basis;
2. All global outreach-related KIC Added Value Activities (KAVA) will be reported to the EIT, both individual and at cross-KIC level;
3. The global outreach-related KAVA's must demonstrate that EU (EIT) funding is used on the benefit of EU entrepreneurs, innovators and students; Compliance with EU funding rules will be ensured through the annual reporting to EIT;
4. Wherever possible, KICs shall coordinate their Outreach activities and aim for synergies and efficiency gains (similarly to the cross-KIC activity on Outreach Beyond Europe – to be renamed Global Outreach);
5. EIT will provide continuous guidance and support to the KICs in the context of point (I.2.ii);

V. Expected Results of EIT Global Outreach activities

1. The EIT and KICs' Outreach activities, either individually or coordinated, are expected to bring the following results:
 - i. Increase the number of European start-ups and scale-ups that attract investment for their operations in Europe;
 - ii. Facilitate market access for the products and growth of European start-ups at international level;
 - iii. Attract students and talents for EIT education programmes;
 - iv. Increase the number of innovative products and services as well as business creation resulting from EIT-outreach country cooperation;



- v. Learn and exchange knowledge and know-how with the world's most advanced innovation ecosystems and create networks and synergies beneficial to the EIT Community;
- vi. Support cross-KIC innovation in the outreach location, by creating a landing pad and launch pad for innovative ideas;
- vii. Find suitable partners that can advance the implementation of strategies of EIT KICs to address societal challenges;
- viii. Offer innovation support services for EU Member States present in outreach locations through the EIT Community;
- ix. Create synergies with key European bodies and organisations in the outreach country, such as EU delegation, Member State Embassies and Consulates, EU Chamber of Commerce and its national and regional entities;
- x. Develop a collaborative innovation ecosystem in partnership with local organisations in the outreach country based on knowledge triangle integration for mutual value creation of the EIT community and local stakeholders, including for the EU Member State representations in the countries;
- xi. Contribute to the financial sustainability of EIT KIC activities;

VI. Ensuring a stronger EU impact through synergies

1. The EIT and KICs will ensure that their Outreach activities are in line with the overall strategy set by the Commission for innovation support and cooperation in the third countries and in synergy and complementarity with existing EU initiatives in the respective location such as ENRICH projects; to ensure appropriate coordination of the EIT Community outreach efforts the following measures will be taken:
 - i. The EIT will inform the Commission via its SPD and AWP of the global outreach priorities of the EIT;
 - ii. The EIT in coordination with the KICs will invite once per year the Commission as observer to the cross-KIC Global Outreach Working Group;
 - iii. The KICs will inform EU Delegations in Outreach countries of their (operational) activities, in particular if they are EU (EIT)-funded;
 - iv. The EIT will provide continuous guidance to the KICs based on the political guidance received from the Commission concerning Outreach countries of their interest;
2. Synergy activities of the EIT and KICs' with other EU initiatives and programmes in Outreach countries should be realised on the basis of mutual interest, contribute to avoiding duplication of efforts and enhance the efficiency and impact of their activities in the interest of the EU citizens;



VII. Promoting the EIT branding on Outreach locations

1. The KICs will ensure that through their Outreach activities the EIT brand will be strongly promoted and clearly visible to stakeholders in the respective outreach location, reflecting in such a way the concrete impact of EU investments through the European Research and Innovation Framework Programme.