

**SME support to innovation activities, innovation in
emerging industries and the impact on EU-US
Collaboration**



European Commission
Enterprise and Industry

Do we have the right institutions for transatlantic cooperation in innovation to address societal challenges?

**Or - Why Europe is the best place to live but performs
worse on entrepreneurial innovation ?**



European Commission
Enterprise and Industry

Sven Schade
Support to industrial innovation
DG Enterprise and Industry

Innovation strategies and societal challenges

European Union

- EU 2020 & 'Innovation Union' communication
 - ***European Innovation Partnerships***
challenge-driven, **focusing on societal benefits** and a rapid modernisation of the associated sectors and markets.
 - ***Social innovation***
 - social innovations empower people and create new social relationships and models of collaboration

United States

- A strategy for American innovation (Feb 2011)
 - ***Catalyze breakthroughs for national priorities***
,technological priorities' like renewable energy; clean vehicle; nanotech solutions
 - ***Market based innovation***
 - Entrepreneurship and growth (,individualist')
 - Short section on ,clusters'
- Sep 2009 included:
 - Support to ,community innovation'
 - Harness S&T to address ,Grand challenges of the 21st century.

A Challenge: Clean mobility

US – entrepreneurial solutions

GM Electric Vehicle 1 (1996-99): 1100 cars – individual leasing; stopped because of change of strategy

Tesla (since 2004...) first fashionable electric car – VC funded

Better Place (battery switch system) – VC funded

Stanford university carsharing new in 2009

Europe – systemic solutions

1974-86 Amsterdam car sharing Systems with Electric Car ,Witcar‘ Mobility Systems

Car2go (Daimler; short term rental fleet; ICT enabled)

Deutsche Bahn (long distance rail + local public transport + carsharing + bike rental)

Electricity companies (storage of surplus renewable energy)

PPP – People, Payment, Parking

- Technological problem: Batteries
 - Solution R&D
- Infrastructure problem: Charging
 - Individualisation (Tesla)
 - Business case (Better Place)
 - Communal use / ownership (Europe)
- Infrastructure problem: Parking
 - Business case for public or private companies
- Infrastructure problem: Skilled people for maintenance

PPP – Public-Private-Partnership base on social capital

(Mis-) Matching Institutions – R & D

- Similar structures for public R&D, universities and MNC
- MNC-to-SME – commercial services
- SME-to-SME; SME-to-universities ?

(Mis-) Matching Institutions - Entrepreneurs

US attracts:

- brightest and most ambitious minds
- Capital
- Into an enabling environment for private initiative

+300 Danish researchers and entrepreneurs live in Silicon Valley

The School of engineering in Stanford is led by an Austrian

Are structures in place to create best 'value' from these in Europe?

(Mis-) Matching Institutions - Clusters

- Regional Public-Private-Partnerships as breeding grounds for innovation
- <http://www.clustercollaboration.eu>
- Already memorandums of understanding with organisations in India & Japan

Table

The table below gives an orientation about existing cluster organisations, but only when the cluster organisations register with their own profile, only then we can talk about a real mapping, based the real sectoral and regional classification. We can never assume the responsibility to say this is a cluster in a particular sector and region, just because we identified it through us available different sources. The organisations with a profile are marked in blue, those without profile in red. If you want to see an example of a cluster organisation profile, click here: [>> Example Mechatronics Cluster Upper Austria](#)

- EU
- Baltic
- Danube
- Mediterranean
- Europe (geogr.)

- Sectors
- Countries/Regions

- Chemical
- Construction (incl. equipment)
- Creative
- Electronics, Electrical Equipment
- Energy
- Environment/Green Technologies
- Footwear and Leather
- Health Care/Medical Devices
- ICT

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Name	Sector	Country	Region
Verein Netzwerk Logistik West	Logistics	Austria	
Vienna IT Enterprises	Not assigned	Austria	
Verpackungsland Vorarlberg	Packaging	Austria	
ICT Cluster Burgenland	ICT	Austria	Burgenland
Austrian Water Cluster	Not assigned	Austria	Burgenland
Plastics Cluster Burgenland	Not assigned	Austria	Burgenland
Software Internet Cluster	Not assigned	Austria	Carinthia
Verein me2c - [micro] electronic cluster	Not assigned	Austria	Carinthia
Logistik Cluster Niederösterreich	Logistics	Austria	Lower Austria





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al Form

a department of Clusterland Upper Austria Ltd., a limited company. Clusterland is owned by the Upper Austrian Technology Marketing Agency, the Upper Austrian Chamber of Commerce and the Federation of Upper Austrian Industry. At the same time, our financing structure (35% in average from public sources and 65% from cluster members and projects we have a public-partnership status.

ie(s) of the shareholders of the cluster organisation

land Upper Austria Ltd., which on ist turn is owned by the Upper Austrian Technology and Marketing Agency, the Upper Austrian er of Commerce, the Federation of Upper Austrian Industry

r own definition of geographical focus/area

a radius of around 350 Km, covering all Austria, as well as neighbouring regions in Germany (Bavaria)



Overcoming the mismatch of institutions

1. Entrepreneurial innovation is everywhere and the US its hot spot and magnet

Does Europe have to copy and where are natural limits?
Can it find creative ways to draw best benefit from it?

2. Europe innovates in Public-Private-Partnership like clusters and large scale demonstrators

How can US excellence be better attracted to the PPP-approaches in Europe?