

IIT Deliverable

D6.4 Workshop documentation and Output paper

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Abstract

The Deliverable 6.4 reports European innovation policy workshops and related dissemination conducted as part of Task 6.3. The aim of the task was to disseminate the IIT project results to the highest level of innovation policy decision makers in EU and also globally.

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1 Introduction

This Deliverable reports European Innovation Policy Workshops related to Task 6.3. The Deliverable describes all the European Policy Workshops that the Industrial Innovation in Transition project has participated by the end of May 2017 and is participating later during year 2017. The European Innovation Policy Workshops target the highest level European and global innovation policy makers.

The aim of the workshops was to share the knowledge gathered in the project but also to get feedback from the audiences to refine the policy brief (D3.2) draft and to write an Output paper. Inputs and feedback from the audiences were collected and synthesized to an Output paper that can be found in the end of this Deliverable. The Output paper outlines specific recommendations for the implementation of Horizon 2020 in general and for the sectors considered specifically.

2 European innovation policy workshops delivered

The first part of the Deliverable describes all European Innovation Policy Workshops where IIT team has participated by the end of May 2017.

2.1 OECD Blues Sky III, 19-21 September 2016

Place of the event: Gent, Belgium

www pages of the event: <http://www.oecd.org/innovation/blue-sky.htm>

Event organizer: OECD

IIT participants: Erkki Ormala

Description of the dissemination: Participants represented high-level policy makers, academics and industry representatives. Previous Blue Sky Conferences were organized 1996 and 2006. The program covered a wide range of issues from digitalization to the need to reform the existing research and innovation policy portfolios to represent the changes in the society. The focus in the IIT presentation was on new concepts and practices in innovation management including wide use of web-enabled innovation tools as well the benefits of big data.

Feedback from the audience: The IIT findings raised a lot of discussion in the event. Different stakeholders focused in their comments particularly on ecosystems, creativity, stronger engagement with academia and the difficulties to analyze the big data collected by companies. New science, technology & innovation (STI) indicators were found important to reflect the changing patterns of innovation. Representatives of many countries indicated interest to learn more about the findings of the IIT study and to explore possibilities to join the study as the tools and data will be made available.

Audience description: scientific community, industry, civil society, policy makers, media

Audience size: all events altogether 400 people

2.2 METS Ignited Thought Innovation Leadership Seminar Series, 12-18 March 2017

Place of the event: Australia (Brisbane, Sydney, Melbourne, Adelaide and Perth)

www pages of the event: https://www.metsignited.org/Story?Action=View&Story_id=38

Event organizers: METS Ignited: the Growth Center for mining and manufacturing industry in Australia

IIT participants: Erkki Ormala

Description of the dissemination: The event series was organized to help the Australian industry to improve its innovation performance and competitiveness in the long term. The events organized in the above-mentioned five cities included a keynote speech by Erkki Ormala followed by a panel discussion, joint lunch and a private discussion with the key stakeholders. The purpose of the seminars was to introduce and learn from the best European experience how improve industrial innovation capacity in Australia.

Feedback from the audience: (Text taken from the official feedback:) ‘The presentations stimulated conversations across industries and will prompt many organizations to add value to the culture by embracing ecosystems, creativity and stronger engagement with research institutions. The feedback received indicates that many organizations have gained confidence to implement a number of concepts you shared with us, particularly around industry ecosystems and open innovation. One of the key takeaways from the presentation, resonating strongly with the METS Ignited team, is the statement regarding the accelerating rate of innovation and the role of METS Ignited in supporting a future driven vision for this sector. It is encouraging to know that through innovation and greater industry collaboration we will see a dynamic sustainable future for the METS sector. We look forward to an ongoing relationship between METS Ignited and your institutions, including the IIT group and Aalto University, with whom we can continue to share best practices and guide a more engaged industry supported by smart public policy.’

Audience description: scientific community, industry, civil society, policy makers, media

Audience size: all events altogether 800 people

Photos: https://www.dropbox.com/sh/e1qjf7nbij47jj/AAAqTO3UmlF0_0zmKCS3pIGxa?dl=0

2.3 RISE -Research, Innovation and Science Policy experts, European Commission. Trickle-down of productivity within inter-firm ecosystem, 30 June 2016

Place of the event: Brussels, Belgium

www pages of the event: n/a

Event organizer(s): RISE

IIT participants: Professor Luke Georghiou

Description of the dissemination: The presentation drew on findings to support advice to Commissioner Moedas on drivers of productivity in Europe. IIT inputs were relevant in considering how firms influence their ecosystem partners.

Feedback from the audience: Positive feedback from RISE chair Prof Soete. Some helpful questions.

Audience description: scientific community, policy makers

Audience size: 35

2.4 Europe’s future: Open innovation, Open science, Open to the world, 27 June 2017

Place of the event: Brussels

www-pages of the event: n/a

Event organizers: Knowledge 4 innovation, DG R&I, RISE HLG

IIT participants: Luke Georghiou, Wolfgang Polt, Erkki Ormala

Description of the dissemination: Wolfgang Polt participated as a speaker in a moderated discussion in Session I: EU’s future R&I policy-Visions and values discussion and Luke Georghiou to

Session II: An innovation driven EU policy-which framework conditions and instruments? Erkki Ormala commented the presentations.

Feedback from the audience: Interest towards IIT results

Audience description: policy makers, academics

Audience size: 35

3 Upcoming European innovation policy workshops

In this part we will present all the European Innovation Policy Workshops where the IIT team will participate during June 2017-December 2017.

3.1 INSySPo Entrepreneurship Symposium, 6-7 July 2017

Place of the event: Sao Paulo/Campesinas, Brazil

www pages of the event: <http://www.ige.unicamp.br/spec/events-july-2017/entrepreneurship-and-the-geography-of-innovation-july-6-7-fapesp-sao-paulo/>

Event organizers: University of Campinas, Sao Paulo (InSysPo). **INSySPo** is a São Paulo Excellence Chair (SPEC) programme funded by the Research Foundation of the State of São Paulo (FAPESP).

IIT participants: Wolfgang Polt

Description of the dissemination: Wolfgang Polt will do a presentation called 'Development of Business Ecosystems in Europe - an empirical investigation from 11 countries'

Audience description: scientific community, policy makers

Audience size: 80-100

3.2 Joint Institute for Innovation Policy (JIIP), September 2017

Place of the event: Brussels

www pages of the event: <http://www.jiip.eu/dweb/news>

Event organizers: Joint Institute for Innovation Policy (JIIP), a joint venture of four renowned Research and Technology Organisations (RTOs) from four different European countries: TNO (The Netherlands), VTT (Finland), Joanneum Research (Austria) and Tecnalia (Spain).

IIT participants: Michael Ploder, Wolfgang Polt

Description of the dissemination: JIIP provides intelligence to support policy-making, with a focus on research and innovation policy. One of the competitive strengths of the partnership lies in the interdisciplinary nature of its parent institutes and the subsequent cross-over and added value for the services JIIP can offer and deliver. On the Summer School 2017 Michael Ploder will present the IIT project and some its findings on ecosystem management. Representatives from all four of the JIIP members, together with the JIIP Brussels team will participated in this event, which has focus on a specific thematic field.

Audience description: scientific community, policy makers

Audience size: 25

3.3 European innovation summit, November 2017

Place of the event: Brussels

www pages of the event: n/a

Event organizer(s): Knowledge4Innovation

IIT participants: The IIT team

Description of the dissemination: There will be a special session in the summit to discuss the IIT findings and their impact on the industrial competitiveness and the improved innovation systems both at the national and European level. The details and content will be specified later.

Audience description: policy makers

Audience size: n/a

4 Output paper

This part of the Deliverable will summarize the feedback and current impact the IIT has received in the European innovation policy workshops.

- IIT project findings have raised a great deal of international interest. **Australia is reforming its industrial structure with the help of the IIT findings. Australian and Norwegian authorities have also made preliminary decisions to conduct similar studies in their countries. Brazil has indicated that they would like to conduct the IIT study.** There is also wide interest in other countries to replicate the study. These wishes will be discussed in more detail during the autumn 2017 for example in the OECD Conference in December.
- We have also had a number of European events, which have contributed to dissemination of our findings. In addition to the scientific conferences, we have had an opportunity to discuss the findings with **European Parliament** and the **European Commission**. In addition, we introduced our results to the **European Roundtable of Industrialists (ERT)** involving 50 largest European companies. **All these institutions have expressed interest to use IIT results to shape the European innovation landscape and design the FP9 to make it more mission oriented and industry relevant.**
- **At the national level**, a great number of events have been organized and the findings have been **extensively used to improve the innovation systems and industrial innovation processes** in those countries. E.g. in Finland we have more than ten events with industry, academia and government to discuss the implementation of the IIT results both in reforming the innovation system as well as improving the innovation performance of the Finnish industries.
- Scientific contributions if IIT consist of **8 conference papers** (abstracts in D 6.3), **one hosted conference track** (in EU-SPRI conference) and **one upcoming book chapter** (Twente), but during the coming autumn there will be a great deal of **interest among the participants to write scientific articles to international journals.**

In the dissemination events the following themes have raised most discussion: different stakeholders in ecosystems, creativity, stronger engagement with academia, difficulties to analyse big data of companies, STI indicators, open innovation, lack of engagement with academia and performing the same study elsewhere. Next we will elaborate what has been discussed about each of these themes in more detail:

- **Different stakeholders in ecosystems**
 - The ecosystem concept has been widely recognized in the meetings. Discussion about the ecosystems has mainly focused on **who are the critical stakeholders in ecosystems and what are the rules of the game**. In particular, the **change in ecosystems** seems to raise a great deal of interest. The rapid changes in the markets have forced many companies to change the ecosystem and adapt their organization as well their practices to reflect the realities of the new ecosystems. These issues will remain interesting and the experiences we have collected in our IIT study will in this discussion play an important role.
- **Creativity**
 - The issue of creativity in the innovation teams was considered **critical** in many discussions. It is not only a question of finding creative people but also **how the company culture and**

management practices support continuous development of creativity and strengthen the absorptive capacity of firms.

- **Stronger engagement with academia**
 - **Companies indicated clearly that they had difficulties to utilize external knowledge.** In the discussions it was concluded that this is related both to the **absorptive capacity of the company and the difficulties among academic communities to collaborate with industry.** Collaboration is a complex issue and requires time to develop **trust and confidence** that collaboration with industry can also stimulate scientific excellence when the rules of the game are right. There is a great prior evidence that scientific excellence and industrial collaboration are not conflicting ambitions but mutually reinforcing action. This issue was also considered relevant in the context of the policy reform. **New forms of collaboration** can make significant contributions to stimulate public/private partnerships. **Collaboration platforms, joint mission oriented programs and ecosystem concepts** are examples of these new tools.
- **Difficulties to analyse big data of companies**
 - It was clearly shown that companies have difficulties to analyse big data even though they collect huge amounts of data from the customers, delivered hardware performance, etc. The main difficulties seemed to be the **lack of competent people and sufficiently sophisticated algorithms to analyse the data.** This was considered as a global challenge. It is closely linked with the **need to reform the education systems** so that they can more proactively react on the future skill requirements industrial innovation is facing. **A better dialogue between education institutions and industry is required to improve the situation.**
- **Science, technology and innovation (STI) indicators**
 - STI indicator issue was widely discussed in the OECD Blue Sky conference. It is important to recognize that industry in its business environment analysis is a big user of all public data published on the technology, policy, markets, etc. **The indicator development should better reflect the needs of industry.** Secondly, public data does not include much information about **how the industrial innovation is changing in reality.** **Therefore, the IIT process and findings can play an important role to show what are the most critical changes and practices in the industrial innovation to help the innovation policy designers to have better understanding how the policy portfolio should be developed to serve best the industrial innovation.**
- **Open innovation**
 - Open innovation is a widely debated topic today. The IIT findings clearly show that companies are adapting their innovation processes to integrate open innovation into the portfolio. At the same time, it was quite clear that there is a wide **confusion about what open innovation means in practice and what are the rules of the game.** Some concerns were raised about companies' possibilities to manage their intellectual property appropriately in the context of open innovation. Clarification of the concept and the rules of the game are clearly needed.

IIT was able to reach better results through the feedback. The IIT project findings have benefitted from the discussions with the stakeholders. These discussions have also indicated many interesting issues that can be studied using the existing data, but they have also indicated a number of **new issues that should be covered in the future studies. These include among others the issue of the absorptive capacity of companies, the practical rules for open innovation, improvement of the innovation policy portfolio including the FP9 to reflect better the changing practices of industrial innovation.**

Broader themes that were related to the HORIZON 2020 recommendations were discussed in Helsinki meeting and in the ERT meeting as well as in the informal discussions with the EU Commission. This dialogue will continue in the autumn 2017 with the industry and the EU Commission. Some of the first conclusion raised in these discussion were:

- **Too slow process of EU projects (from application to the execution of the research)**
- **No incentives for academics to work with the industry**
- **Too separate projects (system integrators needed)**
- **Insider-outside system (that is self-reinforcing)**

5 Summary

The objective of this Deliverable 6.4 was to report dissemination of the IIT policy conclusions to the highest level of policy makers in EU but also globally and to deliver an Output paper that will summarize the discussions in these events and offer some recommendations for the future.

The IIT project has presented/will present its policy outcomes in seven dissemination events aimed for the highest policy makers in Europe and globally. An Output paper, at the end of this Deliverable, summarized the feedback, conclusions and future recommendations related to these events.