

Innovation Initiative of Universities
in the context of the Oder-/Odra Partnership
Kick-off-Meeting May 27th, 2010



Possible Funding by EU

Eckhard Behrendt, Co-ordinator Enterprise Europe Network Berlin-Brandenburg

Director Business Unit European Union, Berlin Partner GmbH
Member of EARMA (European Association of Research Administrators and Managers)

Preliminary remarks:



- **Universities in the Oder/Odra-Partnership Region want to reinforce co-operation**
- **Important is the co-operation between science and economy**
- **We will consider the whole innovation process from the innovative idea to the product on the market**
- **That means: R&D-, market access-, regional development-programmes will be considered**
- **No detailed participation rules will be presented**
- **Recommended will the close contact with the information and advisory network of the European Commission: the Enterprise Europe Network**

Content



R&D Framework Programme

Competitiveness and Innovation Programme (CIP)

Eco-Innovation

ICT Policy

Intelligent Energy Europe

Interreg IV (Innovation related)

Support by Enterprise Europe Network

FP7 overview – structure and programmes

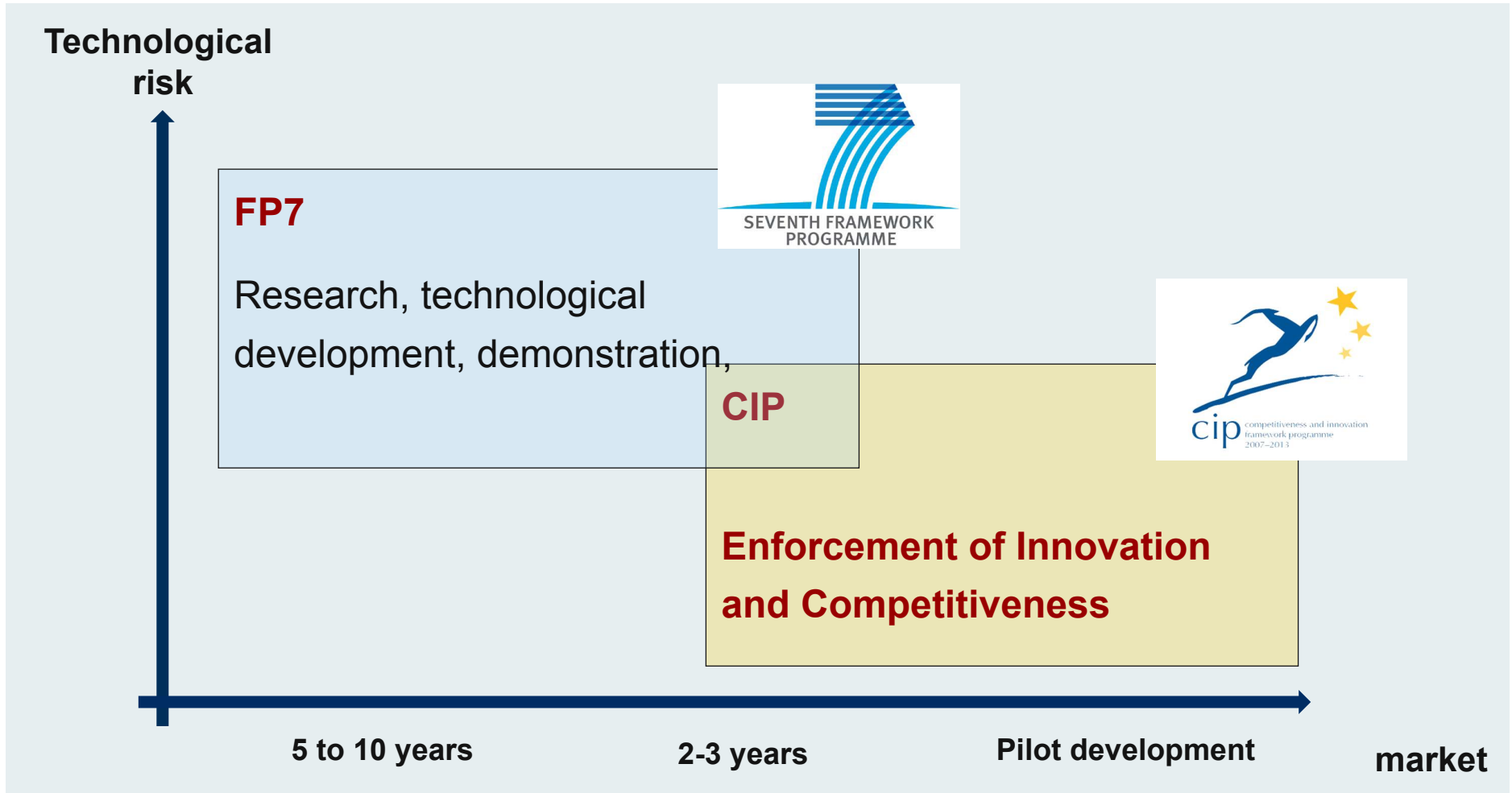
- FP7 is the main instrument of the European Union in the field of research (2007 – 2013)
- Programme for multilateral transnational co-operation

- The Specific Programmes constitute the five major building blocks of FP7:
 - Co-operation
 - Ideas
 - People
 - Capacities
 - Nuclear Research

FP7 – co-operation

- Health
- Food, agriculture and fisheries, and biotechnology
- Information and communication technologies
- Nanosciences, nanotechnologies, materials and new production technologies
- Energy
- Environment (including climate change)
- Transport (including aeronautics)
- Socio-economic sciences and the humanities
- Space
- Security

From idea to market



Aim of CIP



support of first applications and market uptake of innovative technologies and practices

help to bridge the gap between research & development and the business world;

help to overcome the residual market barriers that currently hamper the success of products and services,

All project ideas are close to the market

Competitiveness and Innovation Programme – CIP –



Duration 2007-2013

Three operational programmes



Entrepreneurship
and Innovation
Programme (EIP)

2,2 Mrd. €



Information- and
Communication
Technologies (ICT-
PSP)

750 Mio. €



Intelligent Energy
– Europe (IEE)

750 Mio. €

CIP I – Entrepreneurship and Innovation Programme (EIP)



Access to finance

Enterprise Europe Network

Innovation policy

Eco-innovation

all forms of innovation reducing environmental impacts and / or optimising the use of resources

new production processes,
new products or services, and
new management and business methods

CIP II – Programme to support the ICT-Policy (ICT-PSP)



- **ICT for health, ageing and inclusion;**
- **Digital Libraries;**
- **ICT for improved public services;**
- **ICT for energy efficiency and smart mobility;**
- **Multilingual web and Internet evolution.**

CIP III – Intelligent Energy – Europe (IEE)



➤ **Energy efficiency**

-Buildings, Industry, Products

➤ **Renewable energy sources**

-Electricity, Biofuels, Heating and cooling

➤ **Energy in transport**

- Alternative fuels and clean vehicles, Energy efficient transport

➤ **Integrated initiatives**

- Bio business, Energy services

Interreg IV: Co-operation areas



Cooperation Area A –

Cross-border co-operation between neighbour regions
(Brandenburg-Lubuskie,
Mecklenburg/Vorpommern-Zachodnopomorskie)

Cooperation Area B –

Transnational co-operation
(Baltic Sea, Central European Space)

Cooperation Area C –

Interregional cooperation
Regions across Europe without geographical limitations

Interreg IV: Thematic Priorities



Development of knowledge based economy by using innovation capacities

Efficient use of natural resources, considering of climate change

Improvement of mutual links and accessibility, support of sustainable solutions (transport, ICT,...)

Increase of sustainability and dynamic of natural habitats

Opportunities for the Oder/Odra partnership?



Thematic priorities are also the main aspects of the Oder/Odra partnership.

Therefore: Good chances for application of joint projects

But: Geographical area of Oder/Odra partnership is not identical to Interreg-Area

Solution: Harmonisation and synchronisation of applications by using of target-2 budgets (structural funds) → Contact with EEN in the region

Tasks of Enterprise Europe Network



1) Support of business process

- Funding Programmes of EU
- Regulations of the Internal Market
- Business Co-operation

2) Support of the Innovation Process

- Transnational Technology- und Knowledge transfer
- Technological co-operations (matching of technology offers and requests)

3) Support of R&D

Participation of SMEs at FP7



Integrates activities!



Partner in Enterprise Europe Network (EEN) and EU Net Oderpartnership (EUNOP)



West Pomeranian University of Technology (Szczecin)
University of Szczecin
University of Zielona Gora
Koszalin University of Technology
Poznan University of Technology
Wroclaw University of Technology

Berlin Partner GmbH
TSB Technologiestiftung Innovationsagentur
IHK Ostbrandenburg (Frankfurt/Oder)
ZAB ZukunftsAgentur Brandenburg GmbH



A one-stop shop for all your business needs

Contact:



<http://www.enterprise-europe-network.ec.europa.eu>

The screenshot shows the 'Poland' page of the Enterprise Europe Network website. The page features a navigation menu with 'Home', 'About', 'Services', 'Events', 'Success stories', and 'News & Media'. The 'About' section is active, displaying a list of 'Poland' branches. A search box and a world map are also visible on the page.

City	Branches
Białystok	1
Gdańsk	2
Kalisz	1
Katowice	2
Kielce	2
Konin	1
Kraków	2
Lódź	1
Lublin	2
Olsztyn	2
Opole	1
Poznań	1
Rzeszów	3
Szczecin	2
Toruń	1
Wałbrzych	1
Warszawa	3
Wrocław	1
Zielona Góra	1

Thank you for your attention!



Contact: www.eu-service-bb.de

Eckhard Behrendt

Berlin Partner GmbH

(Co-ordinator EEN-BB)

email: eu-beratung@berlin-partner.de