



New Approaches to Innovation

Ener2i Training Workshop Minsk, 15 October 2014



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Centre for Social Innovation – Zentrum für Soziale Innovation (ZSI)

- ZSI is one of the largest social scientific research institutes in Austria with high international reputation
- Established in 1990
- employees ~60
- ZSI's key areas of activities: Work and Equal Opportunities; Research Policy and Development; Technology and Knowledge





Centre for Social Innovation – Zentrum für Soziale Innovation (ZSI)

- ZSI has been one of the most successful Austrian organisations in the EU's FP7
- involved in 45 projects FP7 projects, in 12 of them as coordinator
- research & policy advice for many customers: Austrian and foreign Ministries/governments, European Union (EU), Organisation for Economic Co-operation and Development (OECD), UNECE, etc.







Centre for Social Innovation – **Zentrum für Soziale Innovation (ZSI)**

- ZSI core competencies:
 - social innovations;
 - analysis of innovation systems & policies;
 - international management of S&T;
 - evaluations & impact assessment;
 - project management & project implementation

- Methods: foresight studies, surveys, qualitative & quantitative social science research methods;

- thematic fields: social issues (e.g. migration, ageing, labour market), ICT, nanotechnologies, energy, etc.





What is Innovation? – the implementation of

• a new or significantly improved product - good or service (e.g. Mobile phone, new financial service – money transfer via mobile phone)

• or process (e.g. electronic air-ticketing),

• a new marketing method (e.g. Website presentation of a company), or

• a new organisational method in business practices, workplace organisation or external relations (e.g. new business unit within firm, acquisition of a firm)

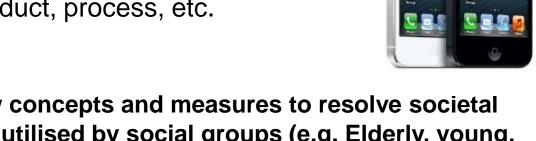


Source: Organisation for Economic Co-operation and Development (OECD) & EUROSTAT (Statistical Office of the European Union), Oslo Manual – Guidelines for Collecting and Interpreting Innovation Data, Paris 2005 ⁶



Technological & business versus Social Innovation

• Technological and services innovation: a new technology or product, process, etc. Example: mobile phone



• Social Innovation: new concepts and measures to resolve societal challenges, adopted and utilised by social groups (e.g. Elderly, young, unemployed, migrants, etc.) concerned.

Example:

Societal challenge: ageing - In almost every country, the proportion of people aged over 60 years is growing faster than any other age group,

Social group: elderly people, retired











Combined Technological and Social Innovation

• Mobile Phone – modern smartphone



• Mobile Phone for the specific social group of elderly people. Specific features required: easy to use, big buttons, emergency button, etc







Social Innovation – bycicle renting

- Example Austria
- **Citybike Vienna** Cost free for 1hour

• Societal Challenge: Mobility, Reduce car traffic and congestion, reduce energy consumption emissions and pollution

New to society & market



http://www.citybikewien.at/





citizen's solar power stations

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- Example Austria
- Citzen solar power stations
- Societal Challenge: Renewable Energies, Financing of power stations through citizens participation (e.g. Sale & lease back)



New to society & market

Power Station: Wien Mitte

http://www.buergerkraftwerke.at/





Social Innovation - recycling

- Example Croatia, city of Koprivnica
- Cargo bicycles collecting paper with bicycles
- Societal Challenge: resource efficiency, energy saving (bicycle use), bringing unemployed into the labour market

New to society & market



http://www.uzorhrvatske.hr/aktivnosti/113-program-teretnimbiciklom-do-odrzive-zajednice





Social Innovation – combating

fuel poverty

 Example Hungary, Told village (at the Romanian border)

Biobriquettes

producing biobriquettes from straw, woodwaste, etc. University know-how

Societal Challenge:

combating energy poverty



creating employment for unemployed and minorities (Roma)







Open Innovation

- Opening up the innovation process of companies: - seeking knowledge from suppliers, customers and
 - users of products/services
 - cooperation with research organisations/universities
 - in-placements of researchers in companies /intersectoral mobility
 - building active linkages among these actors
- Not relevant for all companies of course, but it can open a way to improved competitiveness and leads usually to higher growth of companies. 14





Open Innovation – EU Innovation Policy

• How relevant is this approach?

1.2	RES	SEARCH & INNO	OVATIO	N							
European Commission	Part	articipant Portal									
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 How does this fit into other EU Innovation Policy Initiatives? - <u>http://www.kic-innoenergy.com/</u>



Pioneering change in sustainable energy



Our Partner Network





- Knowledge and Innovation Communities KIC, financed by the European Institute of Technology (EIT)
 3 such KICs: KIC-Innoenergy, ICT-labs, Climate-KIC
- KIC-Innoenergy: European company

- promotes innovation, entrepreneurship and education in the sustainable energy field

 brings together academics, businesses and research institutes

- EIT funding of €30mio per year, overall KIC-Innoenergy budget in 2014 €300mio

- 27 partners, including ABB, Karlsruhe Institute of Technology, CEA, GDF-SUEZ, etc.





- Knowledge and Innovation Communities KIC, Innoenergy
- Activities

- acceleration services to start-ups and ventures, supporting entrepreneurs with their business ideas, providing access to finance

- support for **innovation projects**
- Master's and PhD educational programmes

Linking the knowledge triangle: education, research and innovation





- Knowledge and Innovation Communities KIC, Innoenergy
- Topics
 - Clean Coal Technologies
 - Energy from Chemical Fuels
 - Energy Efficiency
 - Electricity Storage
 - Renewable Energies
 - Smart and Efficient Buildings and Cities
 - Sustainable Nuclear and Renewable Convergence
 - Smart Electric Grid





- European Technology Platforms (ETPs)
 - industry-led stakeholder forums (business, research, public actors)
 aim of defining medium to long-term research and
 technological objectives and developing roadmaps to
 achieve them (Strategic Research Agendas)
- <u>http://cordis.europa.eu/technology-</u> <u>platforms/home_en.html</u>





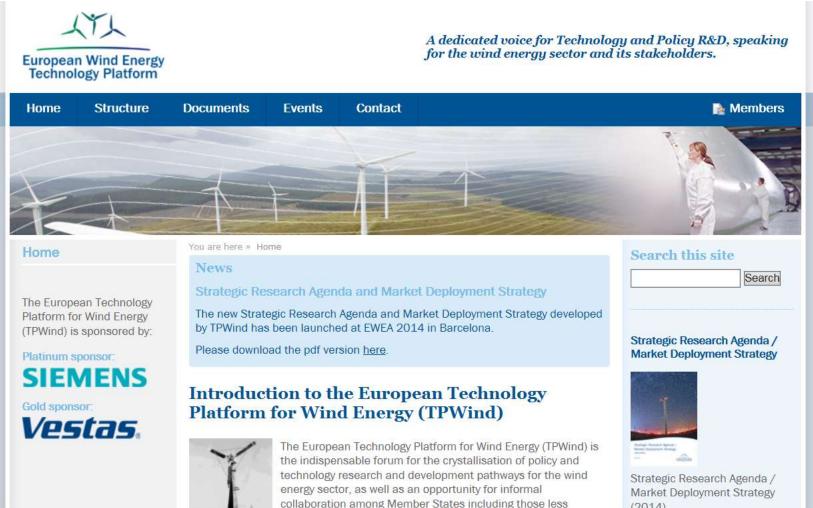
- European Technology Platforms (ETPs)
 - European Biofuels
 - European Wind Energy
 - European Photovoltaic
 - Zero Emissions
 - Smart Grids
 - Sustainable Nuclear
 - Renewable Heating & Cooling







Example: European Wind Energy Technology Platform



(2014)





R2I cluster

ENER2I is one project of a **cluster of EU funded projects supporting the link between research and innovation (R2I)** in Eastern Partnership Countries, and with EU partners. <u>http://ener2i.eu/related_projects/r2i_cluster_east</u>







- Brokerages to stimulate contacts between research and business
- **24 innovation vouchers** of €4,000 each, 6 vouchers per each EaP country (AM, BY, GE, MD)
- allocated to SMEs, including start-ups, in the EaP countries as a result of a merit-based competition
- Bring businesses and research organisations in direct contact – SME will have to cooperate with research organisation





ener2i Innovation Vouchers

- Candidates apply for vouchers by submitting a EE / RES problem to be solved with research support
 - Consortium description (SME & research partner) (1/2 page)
 - Problem description, innovative idea and solution (1 pages)
 - Implementation and financial plan on voucher usage (1 1/2 pages)
- Evaluation of proposals by a jury composed of experts from the EU and local partners (4+2)

IV award ceremony at ener2i brokerage & training events in each EaP country





Innovation in EaP countries

- Strong science base inherited from the times of the Soviet Union, but significantly downsized over the last 20 years
- Tradition of solid education, however some problems with quality (e.g. because of overload of faculty with teaching obligations, etc.)







Innovation in EaP countries

- R&D disconnected from the business sphere; perception that there is a lack of demand for R&D, and that state and companies give orders for R&D
- Often the approach is the following: resarch results are generated, which need then to be transferred to the companies – not enough consideration, what the local companies need in terms of R&D







THANK YOU FOR YOUR ATTENTION!

More information: http://www.ener2i.eu/

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