



# New Approaches to Innovation

**Ener2i Training Workshop**  
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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





# Technological & business versus Social Innovation

2



- **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 – bicycle 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/>



# Social innovation – citizen's solar power stations

<https://www.buergersolarkraftwerk.at>

**BürgerInnen Solarkraftwerk**  
Solarenergie für Wien. Und alle machen mit.

WIEN ENERGIE

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**Neue Solarkraftwerke Hietzing und Liesing II**

**Jetzt voranmelden für weitere Projekte**

**Es geht weiter.** Der Ausbau der BürgerInnen Solarkraftwerke wird mit **zwei neuen Solar-Anlagen** vorangetrieben. Die neuen Kraftwerke entstehen in **Hietzing beim Umspannwerk West** und in der **Rosiwalgasse in Liesing**, wo sich bereits eine Bürgerbeteiligungsanlage im Bau befindet. Die Anlage **Wien Mitte**

**Jetzt anmelden für weitere Kraftwerke!**

in Kooperation mit Gemeinde Wien **StaDt:Wien**

[www.socialimpactaward.net](http://www.socialimpactaward.net)





# Social innovation – citizen's solar power stations

- Example **Austria**
- **Citizen 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-teretnim-biciklom-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 /inter-sectoral 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.







# Open Innovation – EU Innovation Policy

- How relevant is this approach?

**RESEARCH & INNOVATION**  
Participant Portal

European Commission > Research & Innovation > Participant Portal > Opportunities

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### Other EU Programmes 2014-2020

Research Fund for Coal & Steel

COSME

3rd Health Programme

Consumer Programme

### ED7 & CID Programmes

## NEW FORMS OF INNOVATION

H2020-INSO-2015

<b>Planned Opening Date</b>	10-12-2014	<b>Deadline Date</b>	28-05-2015 17:00:00 (Brussels local time)
<b>Publication date</b>	11-12-2013	<b>Main Pillar</b>	Societal Challenges
<b>Total Call Budget</b>	€13,670,000	<b>OJ reference</b>	OJ C 361 of 11 December 2013
<b>Status</b>	<b>Forthcoming</b>		

**Topic: Innovative schemes for open innovation and science 2.0 INSO-4-2015**

Topic Description | Topic Conditions & Documents | Submission Service

**Specific Challenge:** The specific challenge addressed by this topic is, in the context of open innovation and science 2.0, to assist universities to become open innovation centres for their region in cooperation with companies, realising the ERA priorities, and to enable public administrations to drive innovation in and through the public sector.

Goal: The actions under this topic will help universities, companies and public authorities to enhance their capacity to



# EU Innovation Policy

- How does this fit into other EU Innovation Policy Initiatives? - <http://www.kic-innoenergy.com/>

The screenshot shows the homepage of the KIC InnoEnergy website. At the top left is a search bar with the text "Enter" and a "Search" button. Below the search bar is a navigation menu with four items: "Innovation Projects", "Business Creation Services", "Education", and "About us". The main content area features a large background image of a man in a red shirt and safety glasses working on solar panels. Overlaid on the left side of this image is a circular logo for "eit Knowledge & Innovation Community KIC InnoEnergy". Below the logo, the text "KIC InnoEnergy" is displayed in a large font, followed by the tagline "The European company for innovation, business creation and education in sustainable energy." and a button that says "Read about our company".

Pioneering change in sustainable energy



Our Partner Network





# EU Innovation Policy

- **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.



# EU Innovation Policy

- **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**





# EU Innovation Policy

- **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



# EU Innovation Policy

- **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)
- [http://cordis.europa.eu/technology-platforms/home\\_en.html](http://cordis.europa.eu/technology-platforms/home_en.html)



# EU Innovation Policy

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



# EU Innovation Policy

- **Example: European Wind Energy Technology Platform**



*A dedicated voice for Technology and Policy R&D, speaking for the wind energy sector and its stakeholders.*

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## Home

The European Technology Platform for Wind Energy (TPWind) is sponsored by:

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## News

### Strategic Research Agenda and Market Deployment Strategy

The new Strategic Research Agenda and Market Deployment Strategy developed by TPWind has been launched at EWEA 2014 in Barcelona.

Please download the pdf version [here](#).

## Introduction to the European Technology Platform for Wind Energy (TPWind)



The European Technology Platform for Wind Energy (TPWind) is the indispensable forum for the crystallisation of policy and technology research and development pathways for the wind energy sector, as well as an opportunity for informal collaboration among Member States including those less

## Search this site

Search

## Strategic Research Agenda / Market Deployment Strategy



Strategic Research Agenda / Market Deployment Strategy (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.

[http://ener2i.eu/related\\_projects/r2i\\_cluster\\_east](http://ener2i.eu/related_projects/r2i_cluster_east)





# ener2i measures to connect research and business



- **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: research 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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