



# How to support business innovation to improve competitiveness?

Eastern Partnership

8th Business Development Panel, Yerevan, 25 October 2016

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# What will we discuss?

1. *Models of innovation and innovation ecosystem*
2. *Evidence base for the innovation policy and why we need it*
3. *Barriers and challenges to innovation and policy response*

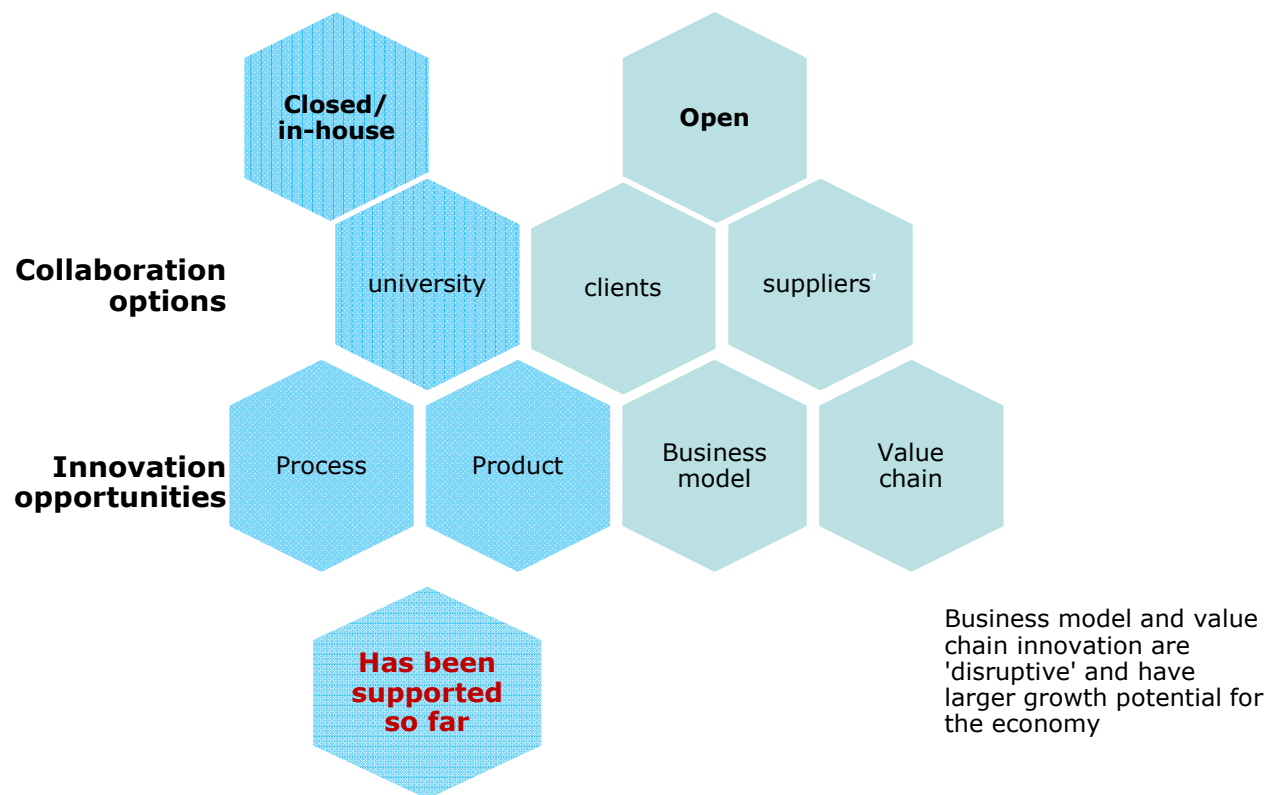




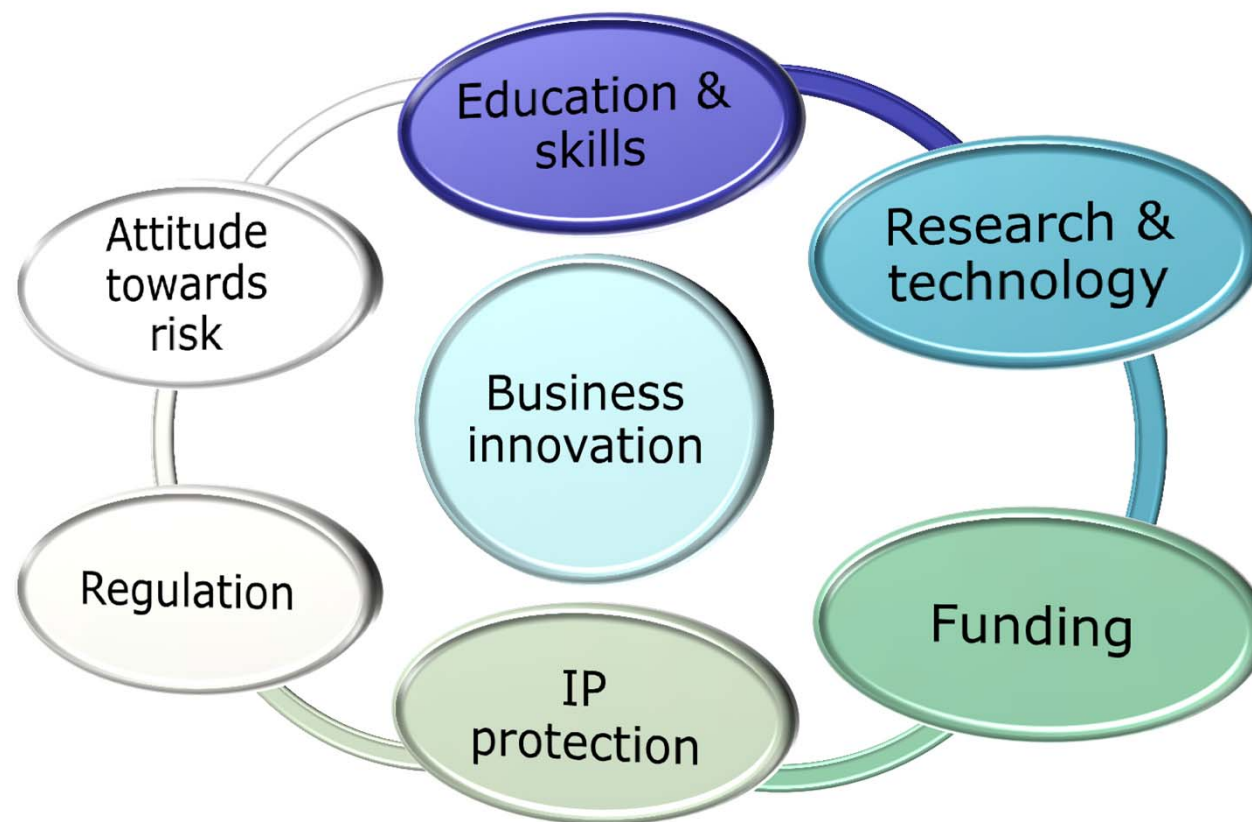
# **MODELS OF INNOVATION AND INNOVATION ECOSYSTEM**



# SMEs' options to innovate – and build 'competitiveness'



# Building blocks of an innovation ecosystem



# Which focus for the innovation ecosystem?

*'Commercialisation of research' - centred*

*Entrepreneur-centred*

## EXIST – University-Based Business Start-Ups

EXIST is a support programme of the German Federal Ministry for Economic Affairs and Energy (BMWi).

This programme aims at improving the entrepreneurial environment at universities and research institutes. It also aims at increasing the number and success of technology and knowledge based business start-ups.

EXIST Programme,  
[http://www.exist.de/EN/Home/home\\_node.html](http://www.exist.de/EN/Home/home_node.html)



Founder Institute Startup Ecosystem Canvas (<https://fi.co/canvas>)



## Discussion

*Which **model of innovation** dominates in your country's policies?*

*What is your innovation ecosystem's focus?*



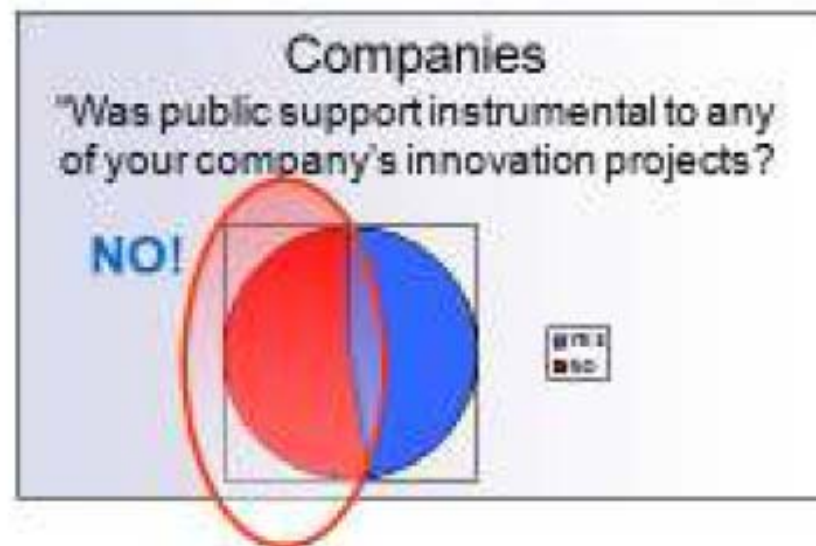
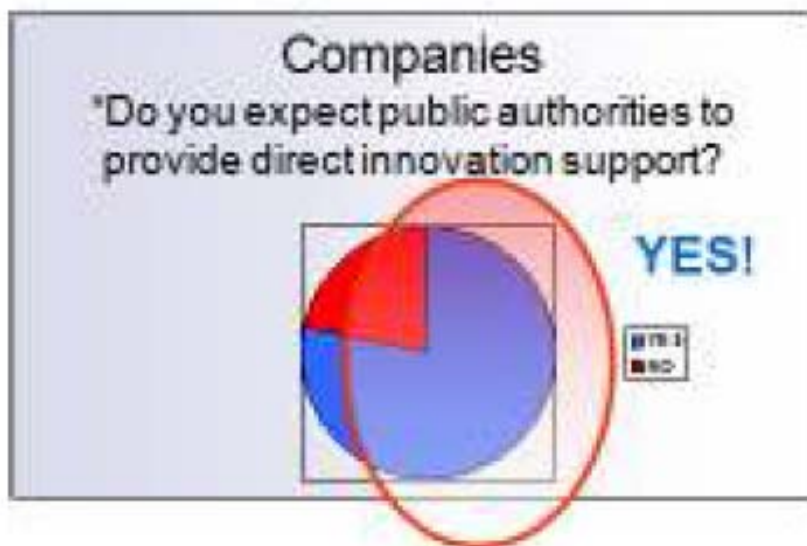


# **EVIDENCE BASE FOR INNOVATION POLICY AND WHY WE NEED IT**





# Does innovation support live up to expectations? (1)

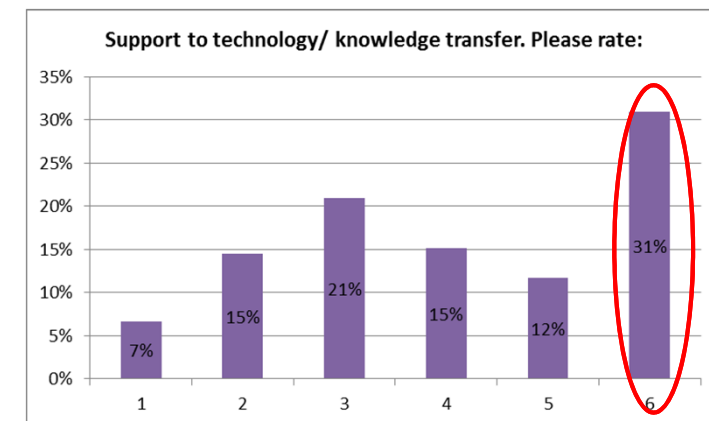
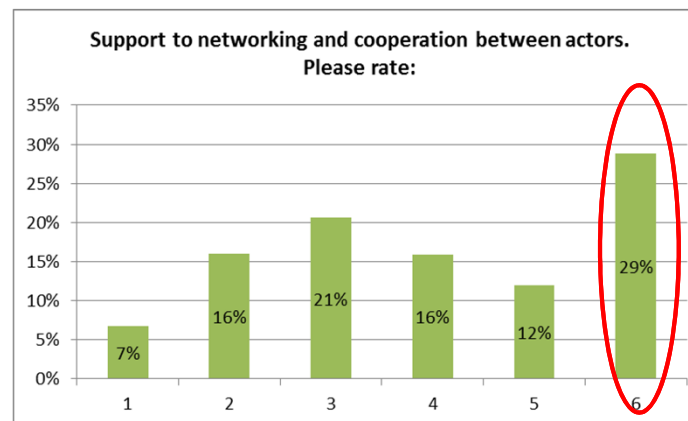
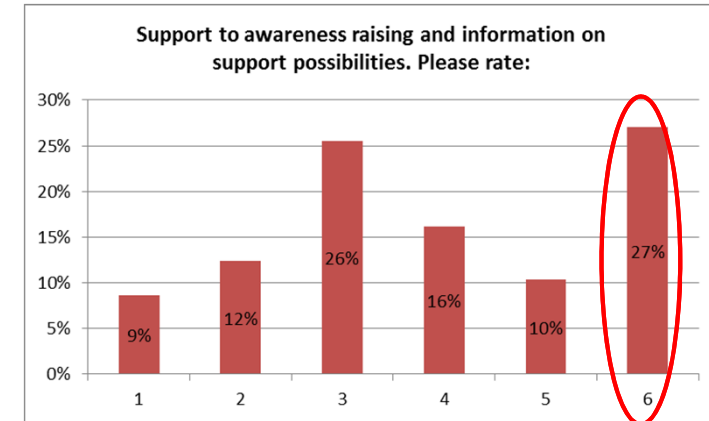
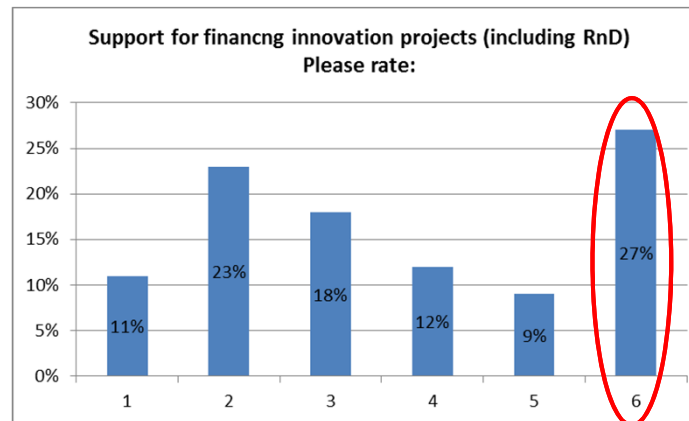


# Does innovation support live up to expectations? (2)

1 = met perfectly our expectations

6 = did not meet our expectations at all

*Large dissatisfaction with existing SME support!*



Source: "Making public support for innovation in the EU more effective" (EU, 2009)



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# EU policies for innovation – providing the evidence base



IMPROVE

academy





## Discussion

*How do you assess **strengths/weaknesses/needs** of the innovation system in your country?*

*What is your biggest **challenge** in this respect?*

*Are you using any of the **tools** just presented or similar resources?*

*Would you be interested to **replicate** any of these initiatives in your country or join the EU initiative?*





# **BARRIERS AND CHALLENGES TO INNOVATION AND POLICY RESPONSE**

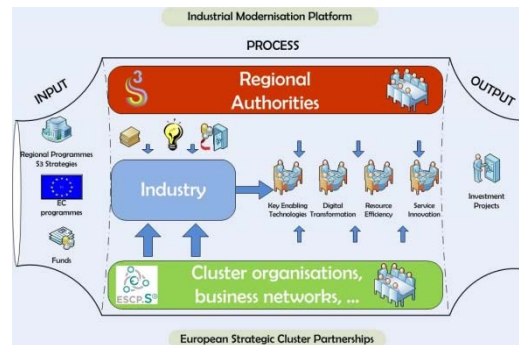


# EU policies for innovation – investment, value chains, regulation

## Investment



## Value Chains



## Regulation





## Barriers/challenges to SME innovation\*

1. Shortage of **financial resources** and access to finance
2. Shortage of **innovation management** skills
3. Exploiting **public procurement** opportunities  
(concerns both procurers and SMEs)
4. Shortage of **intellectual assets management** skills
5. Weaknesses in **networking and co-operation** with external partners

\*"Feasibility study on new forms of EU support to Member States and regions to foster SMEs innovation capacity" (2011)







# EU instruments strengthening company (SMEs) innovation capacity

**InnovFin**  
EU Finance for Innovators

Erasmus for Young  
**Entrepreneurs**

Horizon 2020's  
**SME Instrument**  
Looking for Europe's next innovation leader



**Cluster facilitated projects for new industrial value chains**



*Business Support on Your Doorstep*







## Discussion

*What is the main **challenge/barrier to innovation** that businesses face in your country and how do you address it?*

*(Please give an example of one concrete programme/action)*

*Would you be interested to **replicate** any of the just presented EU initiatives in your country or join the EU initiative?*





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**THANK YOU!**

