
Innovation policy in Germany & Europe

Hans-Jörg Bullinger
Senator der Fraunhofer-Gesellschaft
www.fraunhofer.de



The new High-Tech Strategy

Five pillars of innovative strength

- 1. Prioritising future challenges relative to prosperity and quality of life:** The digital economy and society, the sustainable economy and energy, the innovative workplace, healthy living, intelligent mobility, civil security.
- 2. Consolidating resources and promoting transfer:** New instruments for a better regional, national and international networking of science and industry.
- 3. Strengthening the dynamism of innovation in industry:** Better support of SME's as well as innovative start-ups to participate in public funded programmes.
- 4. Creating favourable conditions for innovation:** Optimization of essential framework conditions of the German innovation system.
- 5. Strengthening dialogue and participation:** Expanding and improving science communication, to strengthen the openness of all people to societal and technological innovations and changes.



**Faster from
ideas to
innovations!!**

Horizont 2020

New paradigms to keep Europe at the forefront of knowledge

- 1. Fokussing on challenges Europe urgently needs to adress:** The digital economy and society, the sustainable economy and energy, the innovative workplace, healthy living, intelligent mobility, civil security.
- 2. Research and innovation is grouped under just three broad headings:** Excellent science, industrial leadership and better society with knowledge and the power to improve lives.
- 3. Fostering of key enabling technologies:** Micro-/ Nanoelectronics, Nanotechnology, Photonics, Materials science, Industrial biotechnology and Advanced manufacturing techniques will be promoted in a central program line.
- 4. Coupling science and innovation:** Focussing on innovation from cradle to grave and shaping a real innovation union.



**It's all about
innovation
and impact!!**

<https://ec.europa.eu/programmes/horizon2020/h2020-sections>

Good Practice: Horizon 2020 SME Instrument

Looking for Europe's next innovation leader

Phase 1; Concept & Feasibility Assessment-Idea

to concept: The EU will provide **€ 50 000** in funding, and carry out a feasibility study to verify the viability of the proposed disruptive innovation or concept. The SME will draft an initial business proposal.

Phase 2; Demonstration, Market Replication, R&D Concept to Market-Maturity:

Further development of the proposal through innovation activities, such as demonstration, testing, piloting, scaling up. The SME will also draft a more developed business plan. The EU will provide between **€ 0.5 mio and € 2.5 mio**.

Phase 3; Commercialisation-Prepare for Market

Launch: SMEs will receive extensive support, training, mentorship and facilitating access to risk finance as the project is further polished into a marketable product.

