Strategic Road-mapping Workshop

22 February 2011
M-Brussels Village, 44 rue des Palais, B-1030 Brussels

"Efficiency of European Innovation Programmes
& recommendations for future implementation"

10.30 Introduction and Context

❖   The Innovation Union – 10 priorities for the future
❖   Presentation of Survey and Interview results
❖   Outline of Road-mapping methodology

11.00 Strategic road-mapping session (1) - The Broad Landscape

Group activity in which the participants will populate a wall chart customized to examine the efficiency of innovation programmes, any gaps within the programmes and suggestions for improvement. This will essentially be a time versus activity matrix breaking down the current and future issues into broad layers.

12:30 Lunch Break

13:00 Strategic road-mapping session (2) - The Dominant Priorities
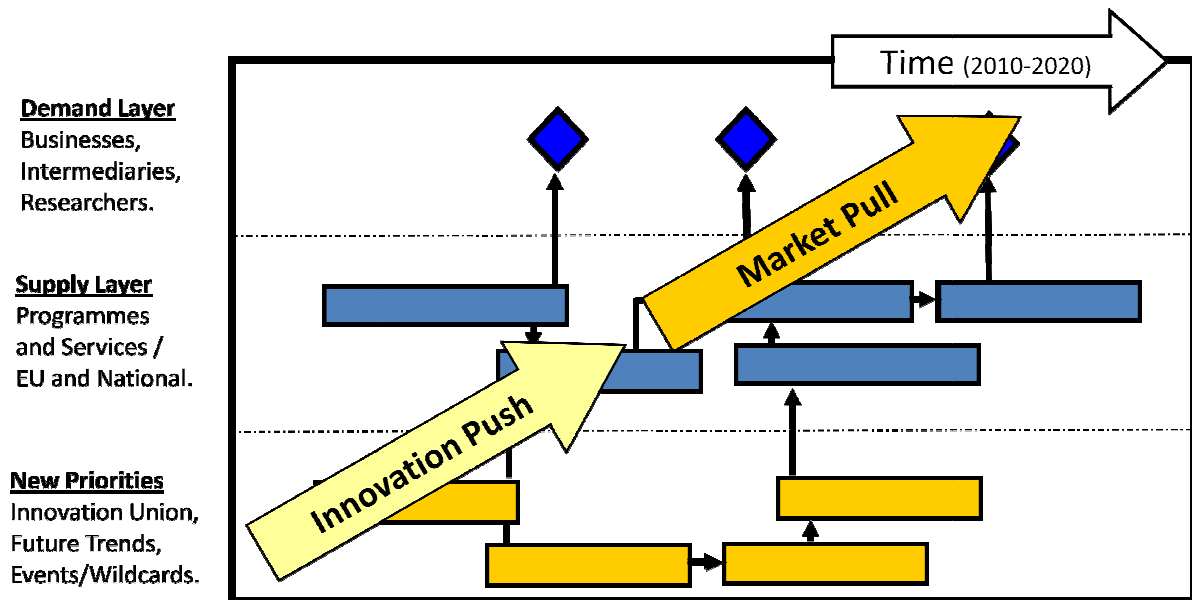
A facilitated session to review the wall chart and achieve consensus and identify key issues resulting from the earlier road-mapping exercise. The most important topics can then be isolated and analysed (time permitting) by using "Single Issue" maps.

14:00 Feedback and Next Steps

Wrap up session summarising workshop results and framing recommendations to the EU about how Innovation programmes can be made more efficient and effective in the future.

14:15 Close

The Roadmap Framework

Demand Layer
Businesses,
Intermediaries,
Researchers.

Supply Layer
Programmes
and Services /
EU and National.

New Priorities
Innovation Union,
Future Trends,
Events/Wildcards.

Time (2010-2020)

Market Pull

Innovation Push

The discussion within the strategic road-mapping sessions will focus around 3 particular layers:

1) **Business priorities** – what will be the main economic drivers (by sector) over the next 10 years and what priorities will companies have (short, medium and long term)

2) **Knowledge based services** – how will research and innovation service providers adapt in response to the needs of actors and players (SMEs, R&D organisations etc)

3) **Innovation Union** – what effect will the proposed changes in policy have on the landscapes described above. Are they well aligned?