

Towards an Internal Market on Research and Higher Education – BUSINESS Europe's Vision 2020

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Bloc I: Connected and Operational Knowledge triangle – a precondition for the achievement of the Vision 2020

Informal Council for Competitiveness, Prague 4. May 2009

**The goal: The connected and operational knowledge triangle
or a high-level of cooperation between (public) academia and
(private) industry**

Obstacles:

- Research institutions not sufficiently in touch with industry's economic requirements
- Industry does not take up each innovation opportunity
- Entrepreneurship not stimulated enough within the education culture
- Young people not stimulated enough to take up research careers

For more than two decades busy with these questions

Themes:

- Common or at least fitting innovation strategies of academia and industry?
(Especially: Energy, Manufacturing, Information, Healthcare...)
- The right qualifications at the right time?
- IPR-questions

For more than two decades busy with these questions: knowledge triangle in policy making

German Science/Industry/Political stakeholders Dialogues:

- **BDI/BDA „Technology Parliament“** - invites Science Organizations
- **Presidential Meetings on Innovation strategies** - BDI, Science Organizations
- **BDA/BDI/HRK-Committee on Academia/Industry Relations**
- **Stifterverband** – business foundations supporting Science System
- **Research Union** – high tech strategy of the federal government

For more than two decades busy with these questions: many papers, two examples

Innovation durch Kooperation –
Maßnahmen für eine effektive Nutzung des
Forschungspotentials von Wissenschaft und Wirtschaft

Positionspapier von
Bundesverband der Deutschen Industrie
Bundesvereinigung der Deutschen Arbeitgeberverbände
Deutsche Forschungsgemeinschaft
Fraunhofer-Gesellschaft
Helmholtz-Gemeinschaft
Hochschulrektorenkonferenz
Leibniz-Gemeinschaft
Max-Planck-Gesellschaft
Stifterverband für die Deutsche Wissenschaft
Wissenschaftsrat



















**Eckpunkte einer
investitionsorientierten
Hochschulfinanzierung**

Ressourcen – Freiheit – Wettbewerb



POSITIONEN

For more than two decades busy with these questions: four conclusions

1. Competition of autonomous institutes is more effective than programmes
2. Programmes will be needed, but are much more effective in an environment of competition and autonomy
3. A real European internal market on research and higher education will be the solution
4. I should go to Prague for this meeting

What is needed for a Market on Research and Higher Education

- **Supply** – not necessarily state driven
 - **Demand**
 - private
 - stimulated by government
(societal returns exceed individual returns)
-

What is needed for a Market on Research and Higher Education

Private (industry's) demand

State driven/influenced Demand on European Research Markets:

- Framework Programme
 - European Research Council
 - Joint Technology Initiatives
- EUREKA
- COST
- EIT – Selection of KICs
- Structural Funds
- Nationale programmes and tax incentives

What is needed for a Market on Research and Higher Education?

Autonomous Knowledge Companies

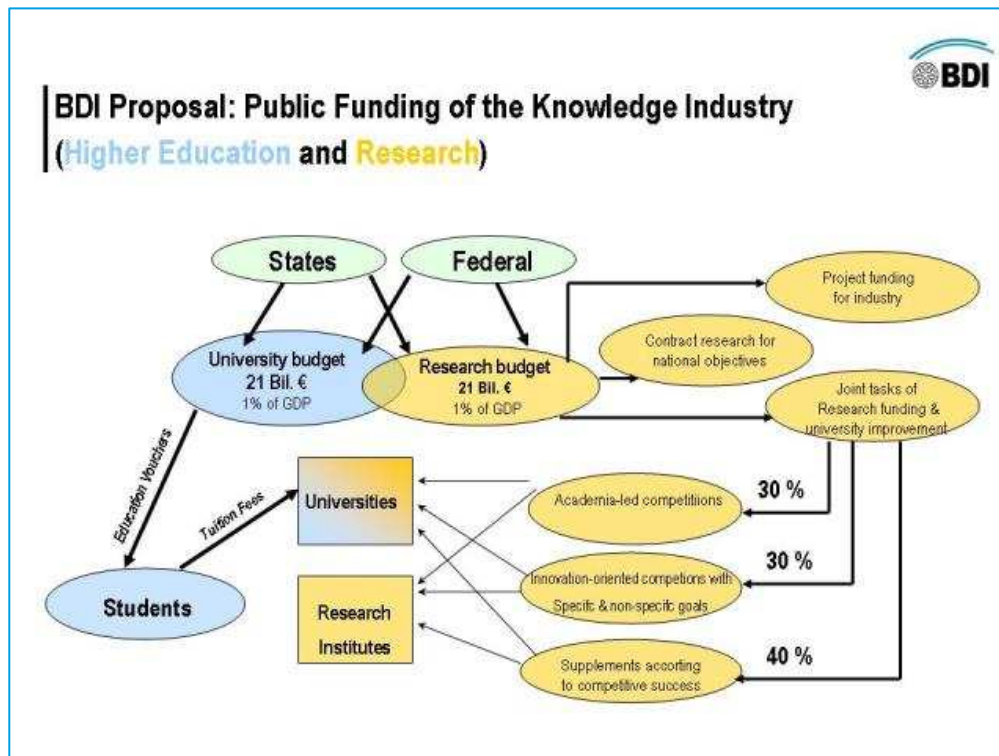
- Industry
- Private Universities
- Private Research Organizations
- State Universities
- Public Research Organizations

What means Autonomy in Higher Education and Research?

- Autonomy in shaping **supply**
(education, research, further education, spin-off companies – innovation, more new actors)
- Autonomy in **recruiting** and **payment**
- Autonomy in **pricing**
- Autonomy in **investment**
- Autonomy in **cooperation** and **fusion**

Autonomy needs Competition - even for Public Resources

Market / Competition governed instead of state governed



Reduction of institutional financing by:

- Project/Programme Competition
 - academic-led (ERC)
 - innovation-, business-, programme led
- Education Vouchers
- Tuition Fees

Competitive Financing of Higher Education

EDUCATION VOUCHER



Janez Potočnik
Commissioner
for science and research
European Commission



Ondřej Liška
1. místopředsedou
strany zelených

The Value of this voucher will be refunded
to each certified University in the European Union for one University place
from the Ministry of Education of...

Improve Cooperation of Science and Industry

The Research Premium for Public Research Organisations and Universities (contract research) in Germany:

25 Prozent of the contract volume (restricted to SME-Contracts)

- gives greater consideration to the needs of Industry
- increases their relevance for innovation
- encourages companies to approach Universities and PROs with their questions

ERA as European common market for research (as for goods, services and finance)!

EU: a research premium for cross-border contracts vitalises the European Research Area

Outcomes / Requirements for the Ljubljana Process (1)

Autonomy of institutions leads to competition-based cross border recruitment of contracts, students and researchers/teachers and requires among others

- working contracts according to private law (no officials)
- Portability of social security benefits

Mobility not only across countries, but also sectors (science and industry).

Outcomes / Requirements for the Ljubljana Process (2)

A Community legislative framework is necessary

- not only for large infrastructures
- but for all knowledge companies

Outcomes Requirements for the Ljubljana Process (3)

IPRs:

Guidelines are very good – the market position counts!

Outcomes / Requirements for the Ljubljana Process (4)

Joint Programming -

wherever appropriate overcomes fragmentation in EU R&D-demand!

National Research Programmes

Framework Programme, Structural Funds, ERC, JTI, EIT

Industry seeks research excellence wherever

Focus on:

Global challenges - highest potential of value added?

Outcomes / Requirements for the Ljubljana Process (5)

Reciprocity remains important!

Towards an attractive hub / area for research on the global stage –

European research institutions competitive on global markets for researchers!

Important aspects (1): Better linkage between the European Research Area and the challenges European society is facing

Example health/aging population:

Remove the obstacles for an international market for goods, services and insurances in this sector; boost growth by freedom of information on goods and services.

⇒ The demand for research will increase

Important aspects (2): Autonomy and competition make collaboration easy

State aid rules for collaboration of companies and Research Institutions/Universities are no longer needed, because they all are companies.

Finally:

Academia and Industry are no longer „seperated worlds“ – in spite of the produced goods and services are very different

- There are no longer specific obstacles to get in touch!
- Universities and other educational institutions do not only teach the spirit of enterprise – they live it by their own nature!
- The knowledge triangle of education, research and innovation (business) is functioning!