

# Policy workshop

**“Towards enhanced EU-US innovation collaboration  
through policy measures”**

## PANEL DISCUSSION

Presented by **Svetlana Klessova, inno TSD, France**  
Moderated by **Kirsten Rieth, RTI International, USA**

**January 14th, 2015, Brussels, BELGIUM**

<http://www.EuUsScienceTechnology.eu/>



# Structure of the panel session

**Short introduction on recommendations from the policy brief**

**5-minutes statement by each panelist** of a recommendation s/he supports in particular

**Moderated discussion around some key questions**



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## **INTRODUCTION ON RECOMMENDATIONS FROM THE POLICY BRIEF**

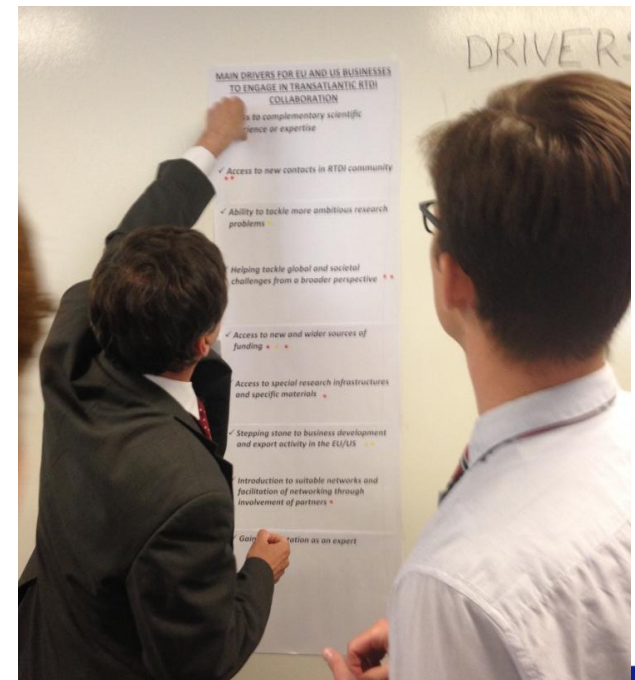


# INTRODUCTION ON RECOMMENDATIONS FROM THE POLICY BRIEF

*(full version available online, summary in your folder)*

## 6 fields of recommendation:

- Awareness of the advantages of collaboration
- Partner search tools
- Funding opportunities
- Administrative procedures
- Intellectual Property Rights
- Market regulations



# 1. Reaffirm commitment to enhance EU-US RTDI collaboration and raise awareness on the benefits of such collaboration

*Notably:*

- ***A more visible political support to transatlantic RTDI cooperation***
- ***Organize **awareness-raising actions**, adapted to businesses and SMEs, about the benefits and opportunities for transatlantic RTDI collaboration - through all relevant channels (clusters, international networks, transatlantic events and summits, etc.).***



## 2. Provide better information, guidance and tools for EU and US entities to identify transatlantic RTDI partners

- *ensure a better **promotion and information** to businesses on the existence and functioning of **international partner search tools** and provide guidance on the establishment of **international partnerships**.*

*NCPs could play a role here. Networks and businesses intermediaries such as **clusters** are also a good medium to address requests to relevant partners.*

- *explore together the idea of developing **common partner search tools** dedicated to EU and US cooperation, with a **special focus on businesses**.*



### 3. Development and promotion of funding opportunities for EU and US businesses in RTDI programs

- *Develop common agreements for **reciprocity** in public funding programs between US and EU*
- *Explore the use of new funding schemes - especially “**exclusive collaboration**” in which each party funds its own project partners.*
  - *Also recommended in the **Evaluation of the EU-US Agreement on S&T (2013)**, ACHESON Helena, LEON Gonzalo, published in 2013*
- *Encourage businesses to participate in RTDI transatlantic cooperation by explicitly requiring participation from businesses in the projects (in RTDI programs)*
- *Introduce **incentive for SMEs** and large businesses to participate in international collaborative RTDI projects*
- *Realize a broader and **business-oriented promotion** of opportunities to get involved in transatlantic collaborative projects and be funded through respective RTDI funding programs.*



## 4. Simplify and harmonize administrative procedures in EU and US RTDI programs to reduce administrative burden



*Often mentioned by businesses*

- *Reduce and simplify administrative procedures of project building and public financing through basic common rules, towards a harmonization of financial provisions in EU and US RTDI programs*
- *Create common and globally-agreed standard documents to facilitate international procedures (agreements, matchmaking, project consortium, and mentoring...) especially in the cases of transatlantic exchange involving US or EU businesses.*
- *Create samples of administrative documents for each program to be filled in and adapted by partners (e.g. agreements)*





## 5. Harmonize and clarify Intellectual Property Rights regulations and requirements

- *Work on **the harmonization of IPR regulations and systems** to help project partners finding mutually acceptable solutions*
- *Provide clear information and an **“official overview” of differences** so partners can have concrete information on the subject*
- ***Each participant should retain their foreground IP**, and any joint ownership of IP, due to complicated rules, should be avoided*



## 6. Harmonize and clarify differences in terms of market regulations

- *Provide transparent information on potential differences in rules between the US and EU markets to facilitate cooperation; official guidelines for the specific case of transatlantic cooperation*



*Recommendation highly supported by businesses*

*“Transparent information on potential differences in rules is important so as to find a solution among collaboration partners to tackle with this divergence. “*

*Dr Kate Torchilin, CEO of Novaseek Research*

- *Continuously work towards harmonizing EU and US regulatory, standard, and customer requirements for different markets*
- ***Facilitate activities** that would help businesses to better understand the nature and regulations of each market, e.g. through clusters’ international missions, transatlantic interclustering, ...*



## The idea of a Transatlantic Innovation Chamber, addressing different barriers...

*Various objectives mentioned:*

- *acting as a **foundation for transatlantic harmonization of research and development policies**, and developing activities related to cost-sharing or Intellectual Property Rights*
- *improving **transatlantic technology transfer** between academia and industry through a single structure to make the link*



- **What recommendation do you support?**
- **Do you have other recommendations to make to policy-makers?**

**Let's discuss!**



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## **PANEL DISCUSSION**

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## PANELISTS

- ✓ **Ms. Lori Cooper**, Senior Policy Advisor, Office of European Union, U.S. Department of Commerce, USA
- ✓ **Mr. Wolfgang Crasemann**, Head of Unit, Innovation Policy, Federal Ministry for Economic Affairs and Energy, Germany
- ✓ **Mr. Cole Donovan**, Foreign Affairs Officer, U.S. Department of State, USA
- ✓ **Mr. Wojciech Sopinski**, Policy Officer, Internationalisation of EU SME policy, DG Enterprise and Industry, European Commission



## SHORT STATEMENTS

**Which policy recommendation/policy measure would you most strongly support and why?**



## Panel discussion:

- What do you think should be the **next operational steps** for the **implementation of the recommendations** [you and other panelists made]?
- Could you **share a good policy practice** [at any level] that can encourage businesses to involve in transatlantic RTDI cooperation?
- In five years time, **what should have changed / what do you expect to have changed** regarding EU-US RTDI business collaboration?





## WRAP UP/CONCLUSION:

**THANK YOU!**

Main presentation elements

Main discussion points

Main recommendations supported

Next steps



## Main presentation elements

- Facts& figures:** important exchanges between the two regions in terms of RTDI
- Challenges:** a lot is done but there is still room for action
- Business view:** there is a will to cooperate and there are barriers – businesses have ideas on how to overcome those!
- Panel discussion:** interesting recommendations supported



## Main discussion points

**Main recommendations supported**



## **NEXT STEPS:**

**UPDATE OF THE POLICY BRIEF WITH ELEMENTS FROM THIS  
WORKSHOP EXCHANGE**

**DISSEMINATION OF THE POLICY BRIEF TO A NUMBER OF  
RELEVANT POLICY-MAKERS**

**AND FOR ALL OF US CONTINUE TO ENCOURAGE EU-US  
BUSINESSES' COOPERATION IN RTDI PROJECTS!**

# Thanks for your attention!



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