“The EUREKA Initiative”
An Opportunity for Industrial Technology Cooperation between Europe and Japan

Brussels, 12 March 2014

Susanne Madders
Senior International Cooperation Advisor
EUREKA Secretariat, Brussels
What is EUREKA?

- **EUREKA** is a European public network supporting market-driven industrial R&D performed by businesses.

- Since 1985, over **34 BILLION EURO** of public-private investment has been mobilised to support over **5,000 EUREKA projects** including more than **17,000 organisations**.
• **Bottom-up:** Consortium initiates a project, reacting on market demands

• **Market oriented:** objective is to develop a product, a process or a service

• **No restriction** on topics, content, size, level of participation, no calls; **fast** (minimum bureaucracy) and interactive

• Financed using national and regional **public and private funding**, each partner brings its own funding, Eureka helps to coordinate
What is Eureka?

- Participants: 68% private companies, mainly SME’s
- Participants from MS, AS, third countries (those from associated countries can lead projects and participate in Eurostars 2)
SMEs are the European growth engine:

- More than 99% of all companies being either small or medium-sized
- 85% of all jobs created over the last years are in SMEs

Benefits of internationalisation:

- Internationalised SMEs create more jobs
- Internationalised SMEs are more innovative
- Internationalised SMEs are more competitive
EUREKA members and affiliates

EUREKA has 41 full Members:

Austria  Belgium  Bulgaria  Croatia  Cyprus  Czech Republic  Denmark  Estonia  European Union  Finland  France  FYR Macedonia  Germany  Greece  Hungary  Iceland  Ireland  Israel  Italy  Latvia  Lithuania  Luxembourg  Malta  Monaco  Montenegro  The Netherlands  Norway  Poland  Portugal  Romania  Russian Federation  San Marino  Serbia  Slovakia  Slovenia  Spain  Sweden  Switzerland  Turkey  Ukraine  United Kingdom

2 National Information Points (NIP, Transitional status):
Albania, Bosnia-Herzegovina

3 Associated Countries:
South Korea (2009), Canada (2011), South Africa (tbc, 2014)
EUREKA participants

- **EUREKA member country**
- **Associated country** (may lead projects but it must include a full EUREKA member; 1+1 rule)
- **Country has participated as a ‘third’ country** (may contribute to projects with two EUREKA members; 2+1 rule)
Third countries cooperating with the EUREKA Network

Top five:
1. China
2. India
3. Brazil
4. USA
5. Republic of South Africa
Main bodies:

- High-Level Group Representatives (HLR)
- National Project Coordinators (NPC)
- National Information Points (NIP)
- EUREKA Secretariat (ESE)
- Eureka Chair (currently NOR)
EUREKA three pillars

1. EUREKA individual projects

2. EUREKA Clusters & Umbrellas

3. Eurostars joint Programme
EUREKA individual projects

> Small, shorter-term projects

> Involve participants from at least two EUREKA member countries or 1 full member + 1 associated country

> Result in a product, process or service with a significant advance in their sector
EUREKA Clusters

- Medium-term, strategically-significant industry led initiatives

- Large number of participants, including the major companies from across and beyond Europe.

- Develop generic technologies of key importance to European competitiveness
EUREKA Clusters

> Average:

- 20 million euro
- 20 participants
- 40 months duration
EUREKA Clusters

> Pre-competitive research projects lead by Europe’s biggest companies
EUREKA Clusters figures since 1987

Total project costs for Clusters projects: 14.9 B€
Public funds: 7.4 B€
E! budget portfolio: 70%

Leverage effects of € 1 million of public funds:
On additional turnover generation: 9.5M €
Estimated effect on direct jobs: 37.1

Total leverage effect of Eureka cluster projects:
Estimated jobs saved & created: 270,000
Estimated additional turnover generated: 70 B€
EUREKA Umbrellas

- Thematic networks focussing on a specific technology area or business sector

- Promoted by at least five national agencies in order to facilitate the generation of E! projects in a target area

- Umbrellas organize expert meetings, brokerage events for industry and research and promote new projects
EUREKA Umbrellas

> Total Projects: 724
> Total Budget: 2 316 M€
> Organisations participating: 3882
The EUREKA Network supports SMEs with specific funding instruments!

- Joint EUREKA-EU funding and support programme for R&D-performing SMEs, part of H 2020

- Small, short-term projects, involving participants from at least two Eurostars participating countries

- Consortium leader is an R&D-performing SME
Eurostars project

Small projects:
- 3 to 4 participants
- 2 to 3 countries
- 29 months duration
- 1,4 Million euros of total costs

Type of consortium

- SMEs only: 37%
- SMEs with more than 1 Research organisation or University: 28%
- SME with Large companies & other type of organisation: 20%
- SME with 1 Research organisation or University: 15%
### Typical EUREKA projects

<table>
<thead>
<tr>
<th></th>
<th>EUREKA Clusters projects</th>
<th>EUREKA Individual projects</th>
<th>Eurostars projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average costs per project</td>
<td>20 M€</td>
<td>1,7 M€</td>
<td>1,4 M€</td>
</tr>
<tr>
<td>Average number of participant</td>
<td>20</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Average project duration (months)</td>
<td>40</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Consortium Leader (as most frequently observed)</td>
<td>Large Company</td>
<td>SME</td>
<td>R&amp;D SME</td>
</tr>
</tbody>
</table>
EUREKA impact

These figures are based on participant self-reporting. To be confirmed with econometric studies to be conducted at EUREKA level.

1 M€
Public Funds

2 M€
Private Funds

Turnover achieved during project
(1 M€)

Anticipated turnover after project completion
(9 M€)

25 Jobs created
South Korea in Eureka

- Associated member since 2009, renewed in 2012
- Active in 42 projects
  - 20 individual projects (4 Korean lead)
  - 20 Cluster projects (information and communication technologies)
  - 2 Eurostars projects
- Confirmed participation in EUROSTARS 2 (as Eureka associated country) with a yearly committed budget of 4M €
- Yearly Eureka - South Korea Information Days: 26 - 28 May 2014, Oslo
Objectives:

- Developing innovative market-oriented R&D projects together with like-minded European partners in mutual benefit, national funding
- Getting access to markets
- Strengthening both Japanese and European economies

Possibilities:

- Participation in projects (Clusters, Umbrellas, indiv. projects) with high flexibility, fast-to-market, nationally funded
- Partnership Agreement (Association), enabling industry to lead projects
Thank you!

For more information:
susanne.madders@eurekanetwork.org

Infos & latest news on
WWW.EUREKANETWORK.ORG

EUREKA Network Group
EUREKA @EUREKA-NETWORK
EUREKA Network