



12 October 2009

EUROPE NEEDS A RENEWED INNOVATION STRATEGY

BUSINESSEUROPE today publishes a brochure, *Innovation. Building a successful future for Europe*, which lays the basis for a reinvigorated EU innovation strategy, in view of contributing to the future European Innovation Plan.

A renewed and successful EU innovation policy must be based upon five top priorities:

- **Increase public and private investments in R&D and innovation;**
- **Enhance the efficiency of public support policies;**
- **Nurture future talent**, by adapting education and training systems in response to new competence requirements;
- **Stimulate demand and markets for innovation**, following the promising EU initiatives launched in the field of eco-innovation;
- **Integrate better the EU policies influencing innovation.** Defining selected societal objectives can foster this integration.

The brochure was presented to Commissioner Potočník, responsible for Science and Research.

Philippe de Buck, Director General of BUSINESSEUROPE said: *“The scale of challenges faced by the European economy and society, the context of crisis and a fiercer competition at global level call for further efforts to support research and innovation. Europe must adopt a resolutely offensive profile”.*

The brochure is available upon request or with a click [here](#).

NOTE TO THE EDITOR

BUSINESSEUROPE – the Confederation of European Business represents more than 20 million small, medium and large companies. Active in European affairs since 1958, BUSINESSEUROPE Members are 40 central industrial and employers’ federations from 34 countries, working together to achieve growth and competitiveness in Europe.

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