

Triple Helix Conference, London, July 2013.

Abstract for Strand 6.  
(possibly strand 7)

EMMIA: European Mobile and Mobility Industries Alliance - Policy Learning Platform: the impact of governmental, academic and industrial interventions in new company formation.

#### Abstract/Summary

Of all the technologies that have overcome traditional wealth creation modes in the economies of the world, the penetration of mobility-based services and products into traditional markets, and functions may signal the most rapid change - inducing forces that impact on the Triple Helix of industry, government and academia. Faced with fundamental change, each of the strands in the Triple Helix seeks to optimise its position with respect to the other strands and to develop new functions and means to better the position of its stakeholders. This causes constant revision of programmes and processes for those whose responsibilities are to encourage adoption and application of innovation. Their work is to identify and capitalise on the opportunities thrown up by the new technological capabilities for instant and “almost” ubiquitous communication of position, information, and finance.

These market demand changes provide great opportunity but they impact on the policies of all three players, and on the concerted actions of the larger trading blocks, such as the European Union. The Union has endeavored to act as a unifying force in Europe bringing together actors and organizations in member states in programmes (such as Framework, innovation etc.) designed to share analyses, information, particularly in the fields where industrial opportunity by the actions of researchers, technologists and investors is opened up. But it is clear that only certain European regions or clusters have advanced capabilities in this field

that will move them ahead of less well prepared regions. EMMIA is an initiative of the European Union's Competitiveness and Innovation Programme, to analyse the present situation, identify those regions where policies and practises are consistently and successfully creating new companies utilising mobile and mobility technologies. EMMIA faces the question of how exactly do regions develop innovation in services in these fields, what kind of programmes have they developed to organise finance, and how are they deploying and delivering the services that are succeeding in markets around the world EMMIA is charged with collecting information of the most successful hotspots, comparing the environments in which they have been nurtured, identifying those policies that are conducive to successfully enabling new company formation to harness the technological capabilities in many spheres of industry, education and government-provided services. The end-purpose is to guide European-level and nation states as well as regional cluster interventions to keep Europe competitive. The three principal activities of EMMIA centre on identifying and analysing the more successful and coherent regional Business Innovation Support measures, their measures for Access to Finance for Innovation, and their programmes in favor of Large-Scale Demonstrators and Interoperability.

It is anticipated that the outputs will guide interventions to maintain European industrial competitiveness as the uptake of new services converges on the use of a limited number of platforms which may become commodity level instruments and therefore the competitive advantages will lie in the infrastructure for communications, and the customisation of the services and products offered, at the highest level of sophistication and discrimination.

The outcome of this work is expected to improve the ability of regions to identify their competences and weaknesses. It should give technology transfer agents, entrepreneurship educators and trainers, seed and venture capital companies, and government policy makers clearer understanding of how the new technologies offer business and employment possibilities in a period where despite widespread use of mobile technologies among the younger cohort, traditional employment and particularly youth employment is increasingly problematic. In addition it should provide a clearer focus for much work on translating a more substantial fraction of the results of publicly funded European research into direct economic activity. It is anticipated that the outputs will guide interventions to maintain European

industrial competitiveness as the uptake of new services converges on the use of a limited number of platforms which may become commodity level instruments and therefore the competitive advantages will lie in the infrastructure.

Member organizations of the EMMIA - Policy Learning Platform are currently in 14 European regions. The initiative is open to applications of new regions engaged in mobile services and mobility. For more information and contacts, please see:

Bibliography:

[www.mobilise-europe.mobi](http://www.mobilise-europe.mobi)

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