

“To raise the productivity and competitiveness of Europe's industries and to boost national economies on the world market, and hence strengthen the basis for lasting prosperity and employment.”

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# Enhancing pan-European innovation



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## Enhancing European competitiveness

EUREKA is committed to enhancing the competitiveness of European industry through the promotion of cross-border, market-oriented innovation. This pan-European inter-governmental initiative was established in 1985 and now enables industry and research institutes from 37 member countries and the European Union (EU) to collaborate in a **bottom-up** and **market-oriented** approach to developing and exploiting innovative technologies.

Over 24 billion euro of public and private funding has been mobilised to support research and development (R&D) carried out within the EUREKA framework. On-going projects are attracting investment of some 4 billion euro. Together with other actors in the European Research Area (ERA) — such as COST and the EU Framework Programme — EUREKA is working towards the Barcelona goal of increasing investment in R&D to 3% of national GDP by 2010.

### Since 1985, EUREKA has involved:

- 13,400 partners from industry — the majority from small and medium-sized enterprises (SMEs) — as well as research centres, universities and national administrations;
- 1,840 individual projects completed for a budget of more than 9.9 billion euro;
- 186 Cluster projects completed for a budget of 10.9 billion euro;
- 700 ongoing individual projects with a budget of 1.7 billion euro; and
- 126 ongoing Cluster projects with a budget of 2.3 billion euro

On average, public funding invested in EUREKA projects is returned less than two years after project completion.



## Bottom-up and market-oriented

Despite their technological or scientific diversity, EUREKA projects are unique in that their results are market oriented. The project consortium — generally comprised of SMEs, research centres and large companies — not EUREKA, dictates the way the project comes together, its duration and the amount of money invested in it. This 'bottom-up' strategy, as it is known, along with its flexible approach to pan-European co-operation, stands EUREKA apart from its counterparts in the ERA.

EUREKA projects fall into three broad categories:

- **Individual projects** have ready-to-market results, representing a significant advance in their particular sector. The average European encounters the results of EUREKA innovative projects every day: navigation systems in cars; key components to make high-speed trains safer; multifunction smart cards; film special effects; improved diagnoses for heart disease; and novel technologies to replace environmentally damaging batteries.
- **Umbrellas** are thematic networks of public authorities and national experts. They aim to enhance competitiveness in a particular area. Umbrellas define scope and encourage the generation of new projects. There are currently 10 Umbrellas, in areas such as manufacturing, transport and environment.
- **Clusters** are long-term, strategically significant industrial initiatives. They usually have a large number of participants and aim to develop generic technologies of key importance for European competitiveness, primarily in information and communication technologies (ICT), but also in energy. Through the MEDEA+ microelectronics Cluster, for example, three European companies are now ranked in the world top 10 chip manufacturers - previously there were none.

		€ million
MEDEA+	Microelectronics	3,708
ITEA	Software-intensive systems	1,351
CELTIC	Telecommunications	150
EURIMUS II *	Microsystems technology	118
PIDEA+ *	Packaging and interconnections	42
EUROGIA	Sustainable energy	6

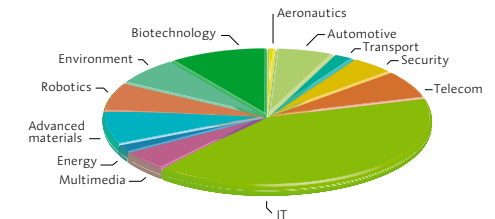
\* In June 2006, EURIMUS II and PIDEA+ merged to form a single Cluster - EURIPIDES.

## Local access

National project coordinators (NPCs) — usually based in the relevant ministry or government agency of each member country — provide market knowledge, scientific expertise, general information and support, and facilitate access to national funding. As all EUREKA projects must involve partners from at least two EUREKA member countries, national offices also ensure information exchange between the national offices concerned and help projects find partners, sometimes through locally organised brokerage events.

National offices welcome project ideas throughout the year, although, as funding is provided on a local basis, seasonal calls may apply. NPCs meet regularly and propose projects to the High-Level Representatives, who, on behalf of their ministers, decide which project applications can be endorsed — and receive the internationally-recognised EUREKA label.

### EUREKA market areas



### Member country participation in ongoing projects

