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Thema +++Preparatory material for meeting with EC 10.06.05

+++ Meeting: 10.06.05 in Brussels

+++ Main target: Ranking of research topics in the 7th framework programme (FP7)

+++ This eMail provides background information on displays RTD and on FP7 in general

+++ Attachments: List of attendees, unranked list of research topics, action alternatives from the displays white paper, FP7 summary+budget, information on "technology platforms" and "joint technology initiatives", organisational structure of DG-INFSO

Dear Madam, dear Sir,

you have been invited by the European Commission to join a "consultation meeting on the subject of visualisation and large area electronics". This means you belong to a "high-level group" which will decide on the final version of a strategy paper for

displays and large area electronics

that is intended to lobby the Commission future research programme (7th framework programme -- FP7) in this area. The first version of this "white paper" was presented to the Commission on Christmas 2004, an updated version has been presented directly to Commissioner Viviane Reding on 19.05.05.

+++ Why an extra meeting after the comprehensive discussion that has already taken place?

The last important step to the finalization of the paper is the ranking ("priorisation") of research topics! The original list of research topics that has been compiled from ca. 100 individual inputs from the community has been excluded from Annex 1 of the paper, because it was not ranked -- the Commission sees that as a "wish list" and wants the ranking to accept it. However, for obvious reasons neither the adria secretariat nor myself can do this alone. On the other hand it is also hard to do this with 100 individuals -- so the idea was to let a balanced "club of experts" do this job in a democratic way by reviewing, completing and endorsing the topics and finally voting on the ranking. We will apply a so-called "metaplan-technique" as ranking mechanism. Please find the unranked list in the attachment.

Apart from the presentation of the current version of the white paper and the proposed action alternatives to strengthen our industry, presentation for individual views were allowed, too. For example, the current roadmapping efforts of the adria network and the views for a specific OLED

strategy discussed on an EPIC workshop on 06./07.06. in Cambridge will be presented.

+++ What do we expect / demand from the Commission and why did we write a strategy paper in the first place?

You will need a little bit of background on EC FP7 policy and budgets to follow the discussion on this. I want to give a brief introduction:

FP7 will run from 2007-2013 with a initially proposed budget of 70 bn EUR (10 bn EUR per year) which doubles the budgets spent in former programmes. For us, the thematic priority will again be "Information Society", the respective Directorate General (DG) INFSO, unit G2, will remain our "home" (see organisation structure in attachment). Allocated budget for INFSO is 11,200 MEUR. However, when it comes to budget decisions, DG Research will play a decisive role! That means, oversimplified, Commissioner Reding (DG INFSO) has to back our case towards Commissioner Potocnik (DG Research) (see http://europa.eu.int/comm/commission_barroso/index_en.htm) As you can imagine, there are a number of other industries, within and outside the DG INFSO area who ask for money... Plus, the overall budget is far from being settled: reductions down to 43 bn EUR were reported lately.

The displays area has already been funded for a long time, so it was essential to broaden the scope: "large area electronics", "systems approach", "intelligent environments", "organic electronics" were introduced in the paper to make our industry appealing. It was reported that budget cuts will affect entire sectors and not "a little bit here and there", so we face tough competition.

+++ The structure of FP7

Since there will be an extra "European Research Council" for basic research ("Ideas programme") we will concentrate on the collaborative research ("Cooperation programme") which has been promised to have "more focus than in the past on developing research that responds to the needs of European industry, through the work of **Technology Platforms** and the new **Joint Technology Initiatives**. These will be projects in fields of major European public interest on subjects identified through dialogue with industry, in particular in the European Technology Platforms." (see document fp7 summary+budget)

+++ What is meant by "European Technology Platforms (ETP)" and "Joint Technology Initiatives (JTI)"?

EC says: "In the case of subjects of industrial relevance in particular, the themes for collaborative research have been identified relying, among other sources, on the work of different "European Technology Platforms" set up in fields where Europe's competitiveness, economic growth and welfare depend on important research and technological progress in the medium to long term. European Technology Platforms bring together stakeholders, under industrial leadership, to define and implement a Strategic Research Agenda. FP7 will contribute to the realisation of these Strategic Research Agendas where these present true European added value."

We want to be accepted as such a "Technology Platform", the white paper shall serve as a "strategic research agenda"! We were late in the process, there are already some 25 Technology Platforms defined (see <http://www.cordis.lu/technology-platforms/summaries.htm>) All of them have issued strategy papers like ours...

Besides the (basically unchanged) collaborative projects and networks there is a new instrument in the cooperation programme called "Joint Technology Initiatives (JTI)": They will implement the strategic research agendas of the technology platforms. A big emphasis here is "public-private partnership", i.e. gather industry, research institutions, public authorities and involve public and private funding, that means also involvement of VC, banks etc. (e.g. loans from EIB). We believe that our sector should have a bigger overall impact through big measures like that rather than "having a few displays projects here and there..."

You can of course "dive deeper" into the papers provided by the Commission on FP7 strategy. A comprehensive overview is given at www.cordis.lu/fp7

You should be aware that we have some common ground with the photonics area. They have also published a strategy paper which is distributed by EPIC (www.epic-assoc.com). We have companies which were involved on both sides on the meeting and ADRIA is also in close collaboration with EPIC on this.

Hope this helps you to understand the background a little better...

I am looking forward to a very fruitful meeting on Friday!

Best regards

Eric Maiser



List of attendees 100605.pdf FP7 White paper 231204 draft RTD agenda.pdf FP7 White paper 190505 action alternatives.pdf



FP7 Summary+budget April 05.pdf European Technology Platforms Recomm.pdf IST organigram 0205.pdf

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