



*This document aims at presenting a synthesis of Lisbon Strategy, in order to provide some input to all person interested to participate in **Europe based on Innovation and Knowledge** Photo Competition. The competition focuses on Knowledge and Innovation, and the candidate pictures have to perform those themes. The photo subject can also include other Priorities of Lisbon Strategy as set out by the European Commission in 2005 and listed below.*

## **LISBON STRATEGY IN A NUTSHELL.**

At the beginning of the new millennium, the European Union leaders, meeting in Lisbon to respond to news challenges of globalization and technologic revolution, set a new and ambitious goal for the Union: to become, by 2010, “*the most competitive and dynamic knowledge-based economy in the world, capable of sustainable growth with more and better jobs and greater social cohesion*”.

Since 2000 the Lisbon Agenda was implemented. The Strategy involves a whole set of policy areas and cross-initiatives, which represent the action plan to improve the EU competitiveness towards major global players.

The Lisbon Strategy launched structural reforms in the fields of employment, innovation, economy, social cohesion and environment through direct actions promoting the scientific research, education, vocational training, ICT accessibility, jobs improvement and environmental sustainability.

In 2005, The Commission proposed a new start for the Lisbon Strategy, focusing efforts around two principal tasks, **growth and jobs: delivering stronger, lasting growth and creating more and better jobs**. The Europe’s growth and jobs challenge is the key to unlock the resources needed to meet wider economic, social and environmental EU ambitions and, finally, to reach Lisbon achievements. The EU economy needs to be more competitive and less prosperous regions need to catch up with the others. Those goals require more investements on research, education, transport subsystem, renewable energies, employability.

The renewed Lisbon Strategy includes an action program (Lisbon Action Plan) based on **three priority** set out in ten intervention areas:

### **1) Europe is a more attractive place to invest and work**

- Extend and deepen the internal market;
- Improve European and national regulation;
- Ensuring open and competitive markets inside;
- Expand and improve European Infrastructure.

### **2) Knowledge and innovation are the beating heart of European growth**

- Increase and improve investment in Research and Development;
- Faciliate innovation, the uptake of ICT and the sustainable use of resources;
- Contribute to a strong European industrial base.

### **3) We shape the policies allowing our businesses to create more and better jobs**

- Attract more people into employment and modernise social protection systems;
- Improve the adaptability of workers and enterprises and the flexibility of labour markets;
- Investing more in human capital through better education and skills.



## SOME CLARIFICATIONS

### What means the European Union by “Knowledge - based economy”?

The “Knowledge – based economy” can be explained as a set of *Research, Innovation* and *Education*: “the triangle of Knowledge”.

In advanced economies such as the EU, knowledge, meaning R&D, innovation and education, is a key driver of productivity growth. Knowledge is a critical factor with which Europe can ensure competitiveness in a global world where others compete with cheap labour or primary resources.

In this field, the EU need a greater focus on strengthening **investment and the use of new technologies, particularly ICTs**, (Information and Communication Technologies) by both the private and public sectors. Information and Communication technologies provide the backbone for the knowledge economy. They account for around half of the productivity growth in modern economies.

Lasting success for the Union also depends on addressing a range of **resource and environmental challenges** which if left unchecked will slacken future growth

The Commission will step up its promotion of environmental technologies. It will also take necessary steps to promote the development of approaches and technologies that allow the EU to make the structural changes needed for long term sustainability, for example in the areas of sustainable resource use, climate change and energy efficiency.

### What means the EU by Innovation?

In order to give a concise definition of the European idea of Innovation, it's possible to say that innovation means “the successful production, assimilation and exploitation of novelty in the economic and social spheres”.

Innovation can be reached through renewal and enlargement of the range of products and services, associated markets included, or through the establishment of new methods of production, supply and distribution. Since it is through enterprises that the economic benefit of the successful exploitation of novelty is captured, the enterprise is at the heart of the innovation process. While research is a major contributor to innovation, if there is no entrepreneurial action there is no value creation. It is the enterprise which creates value.

In addition to the term *technological innovation*, covering innovation derived from research, further classifications may be identified. *Organisational innovation* reflects the recognition that new ways of organising work in areas such as workforce management, distribution, finance, manufacturing, etc. can have a positive influence on competitiveness. This term may also include *business model innovation*. *Presentational innovation* is beginning to be used as a comprehensive term to cover innovation in areas such as design and marketing.

### What means the EU by “sustainable growth”?

EU aims at economic growth funded on production and consumer models respecting the environment. Lisbon Strategy promotes the crucial concept of sustainable development, referred to a form of development which meets present-day needs without compromising the ability of future generations to satisfy their own requirements. It aims to improve individuals' living conditions whilst preserving their environment in the short, medium and -- above all -- long term. The objective of sustainable development is threefold: development that is economically efficient, socially fair and environmentally sustainable.