

ANNUAL REPORT

2013


COPENHAGEN


BRUSSELS



FOREWORD

In 2013 the creodK office and partnership celebrated its fifth anniversary. I am delighted to see how the partnership thrives and develops, inspiring other stakeholders to engage in Brussels, which is certainly an international capital for lobbying. The hundreds of representation offices working to inform, network, lobby, liaise and market for their interests have proven useful for their headquarters in the EU policy making process and are permanent fixtures in Brussels. The competition for influence and funds is intense, which is why we are constantly looking for ways to not only develop and engage more of our excellent researchers in EU affairs but also to mobilise innovation. This is the key to influence and results.

2013 was also an eventful year for European research and innovation. Horizon 2020 was finally launched and many of you worked hard to be well prepared from the first call. Although still in its early days, a great deal of effort has already gone into facilitating researcher involvement in Horizon 2020. As a result, I am pleased that our annual report once again shows how our presence in Brussels is making a difference and that interest in European cooperation continues to grow.

Over the past year we have taken multiple steps to implement our 2012-2015 strategy and to meet our 2013 Activity Plan goals. Half way into the strategy period, we are well underway with developing and implementing our advocacy work and our internal cooperation. We have seen excellent results and are building a solid base for the period ahead in both Denmark and Brussels.

This report describes the work we carried out in 2013 and documents our involvement in both the European Research Area and in international cooperation. I trust you will feel inspired! I would like to thank all of you for your support, and especially our Steering Committee and the Contact Group. Our achievements are the result of team work and my dedicated, hardworking staff. Lastly, I am happy to announce that Copenhagen Business School (CBS) will be joining our partnership in 2014, a prospect that we all look forward to with pleasure.



Birgitte Wederking
Head of Office
Brussels, March 2014



THE CREODK TEAM

1: Jonas Bak
EU Adviser (based in Denmark)

2: Ida Heebøll
EU Adviser

3: Anne Petersen
EU Adviser

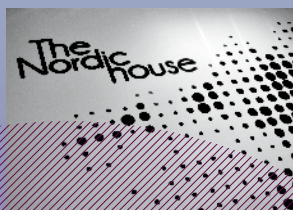
4: Sofie Astrid Jensen
EU Adviser

5: Birgitte Wederking
Head of Office

6: Jonas Mejer
trainee 2013-14

Victoria Fuglsang-Damgaard
trainee 2013





Without our active engagement in EU affairs we might miss out on important opportunities. An example is the European Institute of Innovation and Technology's Knowledge and Innovation Communities. They combine research, innovation and training and our involvement is important for our competitiveness."

Professor Ulla Wewer, Dean, University of Copenhagen



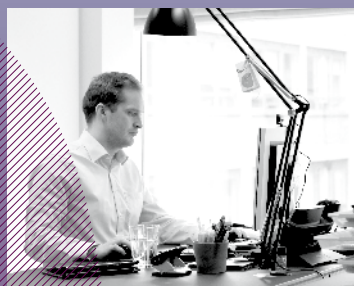
creoDK facilitates contact to researchers who provide useful input on scientific matters. This has proven to be of high value for my committee work in the European Parliament."

Christel Schaldemose, Member of the European Parliament



Horizon 2020 marks a significant change to the European research and innovation landscape with its aim to solve societal challenges through cooperation between researchers and industry. This change makes it even more relevant for research institutions to play an active part on the European stage."

Sofie Carsten Nielsen, Minister for Higher Education and Science



creoDK in Brussels promotes joint advocacy and outreach activities and their support to strengthen our network and visibility is of significant value for us. The way they encouraged us to respond to the innovation agenda has really opened up my eyes to the opportunities available for engaging in Brussels.”

Senior Vice President Marianne Thellersen, DTU



Horizon 2020 is a totally new type of research programme for the EU. It is designed to deliver results that will make a difference to people’s lives.”

EU Commissioner Máire Geoghegan-Quinn, European Commission



Having the right European network is an essential aspect of succeeding in Horizon 2020. Being present in Brussels is crucial to getting involved with the right European networks.”

Professor Jens Lundgren, Rigshospitalet and the University of Copenhagen

RESEARCH PROJECTS AND FUNDING

In 2013 we worked on 28 different projects with relevance for Horizon 2020 and that related to the first 2014-2015 work programme. Several of these projects are expected to result in European partnership applications for EU funding. In the last call of the Seventh Framework Programme, our efforts provided the basis for EUR 3.1m in funding for our partners in 2013. The creoDK strategic target for 2012-2015 is EUR 5.3m. Since its establishment in 2008, creoDK has been involved in attracting EUR 10.4m in research funding.

Our strategic focus comprised four thematic areas: synthetic biology, obesity, biomedical engineering and water management. In addition, we dedicated substantial resources to prepare for Horizon 2020. All the thematic areas fit the new challenge-driven approach and several opportunities have been created in relation to influence, funds and network.

In addition to the areas mentioned, we have supported and promoted the following projects and initiatives with significant resources:

- The European Institute of Innovation and Technology's (EIT) Knowledge and Innovation Communities on Healthy Living and Active Ageing, Raw Material and Food4Future – involves the University of Copenhagen, DTU and the Capital Region of Denmark.
- Global Microbial Identifier – a Technical University of Denmark (DTU) lead international project
- FOSCO – food research cooperation between DTU and the University of Copenhagen
- Arctic research – research and innovation cooperation between DTU, the University of Copenhagen and other Danish players.

A BRUSSELS PRESENCE – WHAT DIFFERENCE DOES IT MAKE?

ACTING ON THE BIG TRENDS
Understanding the EU's general political agenda is essential in order to take advantage of opportunities in its research and innovation programmes. With its presence in Brussels, creoDK has direct access to information on EU trends and priorities. The development of the new Framework Programme Horizon 2020 has played a pivotal role in this

context. A big game changer in the new framework programme is the additional emphasis put on the impact of innovation and public private partnerships. This trend led creoDK to initiate an ambitious project to help prepare our partners for the new initiatives. The project has resulted in a tailor made training course for support staff at funding offices and technology transfer units in order to

create a common ground for improved cooperation to optimise our Horizon 2020 proposals. Related initiatives are already being planned as follow-up activities to pursue this agenda to further increase our competitiveness.

FACILITATING INFLUENCE
In 2013, the first call for independent experts for the Advisory

POLICY MATTERS AND VISIBILITY

In order to be well positioned for the preparation of future priorities in Horizon 2020, we have promoted and encouraged participation by Danish Advisory Group members and other experts in the European Commission. This has contributed to a good representation of our interests in various expert groups.

Together with the Permanent Representation of Denmark to the European Union and the Danish Local, Regional and Research Co-op Brussels (DAcoB), we co-organised the European Danish Innovation Round Table in Brussels with the presence of the Danish Minister of Science, Innovation and Higher Education, Morten Østergaard, and other keynote speakers for a large audience in the European Parliament. In general, we have facilitated alliances and opportunities for our partnership through our extensive network in Brussels and our engagement in networks like DAcoB, the European Regions Research and Innovation Network (ERRIN) and the Informal Group of RTD Liaison Offices (IGLO).

In order to promote specific research areas and visibility for our researchers, we arranged nine seminars and workshops in 2013. Moreover, we gave 37 presentations on creoDK's work and on our preparation for Horizon 2020.

HIGHLIGHTS OF CREODK'S PREPARATION FOR HORIZON 2020:

INFORMATION SERVICES AND THE INTEGRATED CONSULTANCY

A vital precondition for creoDK activities is our close cooperation with EU consultants at the University of Copenhagen, DTU and the Unit for Research and Innovation in the Capital Region of Denmark. Together we offer researchers a comprehensive integrated consultancy service on EU matters. In 2013, the cooperation between the partners has grown in terms of coordination, planning and joint initiatives.

To ensure the flow of up-to-date information on EU research policy and opportunities, creoDK published 10 issues of the newsletter creoDK Update in 2013, distributed directly to 272 individuals. In 2013, creoDK also created a LinkedIn profile in order to share relevant news on a more day-to-day basis.

Much of the information distributed in 2013 focused on Horizon 2020. Besides the ongoing direct information given to our partners on the progress of Horizon 2020, we developed an extensive package of guidelines and information on Horizon 2020, including a Q&A, roadmaps on selected thematic areas and a collection of good advice on EU projects and lobbying for researchers and support staff. All information is accessible on creodk.eu, which had 3,924 unique visitors in 2013. A significant increase compared to previous years.

“Navigating Horizon 2020” – grand kick-off seminar, October 2013, Copenhagen, +100 registered participants

Facilitator for master class on “Innovation in Horizon 2020”

7 articles on Horizon 2020 and EU research policy in local Danish newsletters

25 public Horizon 2020 presentations at universities and hospitals in the Copenhagen area

Groups under Horizon 2020 was published. Through timely information, direct advocacy and a coordinated effort at national level, creoDK facilitated the promotion of selected candidates. By the end of the year, eight of the 18 Danish members of the 15 permanent Advisory Groups came from the creoDK partnership. In addition, we received several inquiries through our excellent

network within the EU institutions on scientific input for different policy areas, which we subsequently matched with relevant experts from our three partners. This also provided the researchers with an opportunity to influence the European Research Area.

ALLIANCES AND NETWORKS – FOR WHAT PURPOSE?
creoDK participates in relevant

PREPARING FOR THE WORLD’S LARGEST RESEARCH PROGRAMME

Well begun is half done and preparing for a good start in Horizon 2020 has been an essential task for creoDK. Throughout 2013 the partnership cooperated on preparation for the new programme in various ways. Drawing on the collective knowledge and competences of two universities and a capital region, the creoDK partnership extended awareness on Horizon 2020 via workshops, widespread communication and face-to-face dialogue with researchers and administrators at all levels in a variety of departments, faculties and hospitals. We have proactively engaged in setting up an up-to-date support system with a grand kick-off seminar, mutual learning workshops in Brussels and Copenhagen, an innovation master class and an online Horizon 2020 toolbox on creodk.eu.

Furthermore we have carefully covered every aspect of Horizon 2020 with an elaborate communication strategy. For example, the framework programme has been a permanent subject in our newsletter creoDK Update and it has frequently featured in creoDK articles posted in local newsletters with an audience of several thousand colleagues in the Copenhagen area.

Following these efforts the creoDK partnership feels ready to engage in all three pillars of Horizon 2020 in the years to come.

Online toolbox on EU research politics – designed for newcomers and veterans (in Danish)

8 experts from the creoDK partnership selected for the permanent Advisory Groups

Ongoing distribution of early intelligence sent directly to more than 500 subscribers

Co-author of an elaborate Q&A on Horizon 2020 – distributed widely across Europe.

alliances and networks in Brussels. The value of these efforts often has a long-term perspective. The ERRIN network provides us access to many other European regions and universities of interest to our partners. Furthermore the network facilitates valuable project collaboration, knowledge sharing and matchmaking. In 2013, our ERRIN membership also resulted in invitations to our partners to present

their work in Brussels, giving them new platforms for visibility and networking. The high-level European Danish Innovation Roundtable in December 2013 organised by DAcoB in cooperation with the Permanent Representation of Denmark to the EU is a prime example of what can be achieved when working together on a common agenda.

CREODK IN 2013

28

PROJECTS TARGETING THE FIRST HORIZON 2020 CALLS

PROJECT FINANCING:

EUR 3.1M

IN 2013

TOTAL EUR 10.4M

SINCE 2008

9

WORKSHOPS AND SEMINARS IN BRUSSELS AND COPENHAGEN

37

LECTURES AND PUBLIC PRESENTATIONS

8

VISITS FROM HIGH-LEVEL DELEGATIONS

10

CREODK UPDATE NEWSLETTERS

ALMOST

4,000

UNIQUE VISITS ON CREODK.EU

FP7 PERFORMANCE (2007-2012)

NUMBER OF PARTICIPATIONS
CREODK PARTNERSHIP
PERFORMANCE: 778

31.5%

OF TOTAL DANISH
PERFORMANCE



EUROPEAN COMMISSION CONTRIBUTION
CREODK PARTNERSHIP
PERFORMANCE: EUR 365M

37.8 %

OF TOTAL DANISH
PERFORMANCE



NUMBER OF FUNDED ERC PROJECTS
CREODK PARTNERSHIP
PERFORMANCE: 37

53.6 %

OF TOTAL DANISH
PERFORMANCE



DID YOU KNOW THAT? FACTS ABOUT DENMARK AND OUR PARTNERS:

THE UNIVERSITY OF COPENHAGEN AND DTU RANK AMONG THE TOP TEN OF HIGHER EDUCATION INSTITUTES (HES) IN FP7 FOR PARTICIPATION FOR 2007-2012.

NIELS RYBERG FINSEN INVENTED THE CURE FOR SKIN TUBERCULOSIS AT RIGSHOSPITALET, THE DANISH NATIONAL HOSPITAL, FOR WHICH HE WAS AWARDED THE NOBEL PRIZE IN MEDICINE.

DTU RESEARCHERS INVENTED A HYDROGEN STORAGE CAPSULE THAT MAY ALLOW A CAR TO DRIVE 600 KM IN THE FUTURE ON A POWER SOURCE THE SIZE OF A VITAMIN PILL WITHOUT POLLUTING.

THE WORLD FACTBOOK STATES THAT THE COASTLINE OF THE CAPITAL REGION OF DENMARK IS LONGER THAN THE COMBINED COASTLINES OF BELGIUM, ISRAEL, SLOVENIA AND LITHUANIA.

THE CAPITAL REGION OF DENMARK'S DOCTORS AND HOSPITALS SERVE MORE THAN 3M PATIENTS ANNUALLY.

WITH A GRANT FROM THE EUROPEAN RESEARCH COUNCIL, DORTHE DAHL FROM THE UNIVERSITY OF COPENHAGEN CARRIED OUT AN EU-FUNDED PROJECT TO DRILL 3 KM BELOW THE SURFACE OF THE POLAR ICE CAP IN GREENLAND TO RETRIEVE 130,000-YEAR-OLD CLIMATIC DATA.

ABOUT THE PARTNERS IN 2013

SCIENTIFIC PERSONNEL
APPROX.

7,000

TECHNICAL AND
ADMINISTRATIVE PERSONNEL
APPROX.

6,500

STUDENTS
APPROX.

49,000

PHD STUDENTS
APPROX.

3,700

ANNUAL RESEARCH
PUBLICATIONS
APPROX.

15,000



CREODK IN BRUSSELS AND DENMARK

creoDK's strategic objective is to promote the interests of our now four partners vis-à-vis the European Union. We work with advocacy for research projects and policy making through a wide range of services. These include consultancy, matchmaking, network building, events and information. Close cooperation with our EU consultants at our headquarters is key to our ability to motivate, inform and cooperate with a large network of top-level researchers. Moreover, our presence in Brussels facilitates alliances and opportunities for our partnership and has resulted in increased engagement in EU-related matters. The creoDK partnership comprises:

UNIVERSITY OF COPENHAGEN

With over 39,000 students and more than 9,000 employees, the University of Copenhagen is the largest research and education institution in Denmark.

TECHNICAL UNIVERSITY OF DENMARK (DTU)

The leading centre of engineering education and research in Denmark, DTU is one of the largest technical universities in Northern Europe with 10,000 students and 5,000 employees.

THE CAPITAL REGION OF DENMARK

The Capital Region of Denmark provides health care and regional development for 1.7 million people. It employs more than 36,000 people. With 10 hospitals and more than 60% of all clinical research activity nationwide, the region is by far the largest clinical research and innovation environment in Denmark.

COPENHAGEN BUSINESS SCHOOL (CBS)

Copenhagen Business School (CBS) was established in 1917. Today, with 20,000 students and 1,500 employees, CBS is one of the largest business schools in Europe.

UNIVERSITY OF
COPENHAGEN



Technical University
of Denmark



The Capital Region
of Denmark



COPENHAGEN
BUSINESS SCHOOL
HANDELSHØJSKOLEN

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