



The Innovation Principle

“Stimulating innovation, jobs and growth”

Open Letter to Mr. Jean-Claude Juncker
President of the European Commission
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Rue de la Loi 200
1049 Brussels

Copies to :

Mr. Frans Timmermans, First Vice-President of the European Commission
Mr. Jyrki Katainen, Vice-President of the European Commission

04 November 2014

Dear President Juncker,

Innovation has always helped to shape civilization and the way we live. Indeed, without innovation we would not be able to benefit from technologies which society now takes for granted, such as medicine, mobile phones and the Internet. We write to address the impact which legislation has on innovation and to propose that you include the Innovation Principle in the work programme of your new Commission.

Together our companies invest 30 billion Euros in innovation and employ 1.5 million people globally. As major investors in innovation, we greatly value Europe's internal market, skilled workforce, scientific institutions and technological capabilities. However, we also need a regulatory environment which inspires the long-term confidence to invest in European innovation. For this reason, a number of us wrote to Presidents Barroso, Schulz and Van Rompuy on 9 October 2013, introducing the concept of the Innovation Principle as a key pillar of EU policy making.

We took this initiative because of our deep concern about a regulatory environment - covering a range of technologies and different industrial sectors - that increasingly appears to rely on risk avoidance rather than risk management. Innovation is by definition a risk taking activity. These risks need to be recognized, assessed and managed but they cannot be avoided without impacting innovation. We were therefore pleased that the October 2013 Competitiveness Council recognized the adverse impact which “excessively burdensome regulation” and “red tape” have on innovation. We also welcomed your recent statement that,

“Jobs, growth and investment will only return to Europe if we create the right regulatory environment and promote a climate of entrepreneurship and job creation. We must not stifle innovation and competitiveness with too prescriptive and too detailed regulations.”

In this context, we were also pleased to see the nomination of Vice Presidents in your new Commission with clear accountability for Better Regulation and for Jobs, Growth, Investment and Competitiveness. These nominations are an important and welcome signal that the delivery of a sustained economic recovery will be at the core of EU policy for the next five years and beyond.



The Innovation Principle represents a new and positive policy contribution and, we believe, can provide a vehicle for achieving your vision for European economic recovery. The principle requires that whenever policy or regulatory decisions are under consideration, the impact on innovation should be fully assessed and addressed. This new approach will boost confidence and thereby contribute to a genuine resurgence of innovative activity, job creation and economic growth in Europe.

To be absolutely clear, we fully recognize and endorse the need for EU institutions and member states to put in place effective risk management regulations and practices for European society and the environment. Policy making based on evidence and good science, within a well-designed and implemented regulatory framework, will provide the means to achieve both social and environmental protection and productive innovation.

Your strong political leadership is required for innovation to thrive in Europe, combined with concrete steps, including positioning the Innovation Principle as an overarching priority for the new Commission's mandate and work programme.

As a first step, we would propose the inclusion of the Innovation Principle within the initial work programme of the Commission in the areas of Better Regulation and Impact Assessment, and the development of practical steps to apply it in regulatory and legislative processes. This would send an important signal of intent and provide a platform to incorporate the Innovation Principle in other key areas of Commission activity over the full five-year term.

We would be pleased to meet with you or Vice Presidents Timmermans and Katainen, in order to contribute to the process of working out how best to take this forward.

Please be assured of our full support in the core task of delivering a sustained economic recovery in Europe.

Yours sincerely,

Dr. Helga Rubsamen-Schaeff
Chief Executive Officer
AiCuris GmbH

Dr. Thomas Enders
Chief Executive Officer
Airbus Group



Ignacio Garcia Alves
Chief Executive Officer
Arthur D. Little



Peter Willbrandt
Chief Executive Officer
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Chairman of the Board of Executive Directors
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Chairman of the Board of Management
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Pedro Miro
Vice-Chairman & Chief
Executive Officer
Compania Espanola de Petroleos S.A.U.



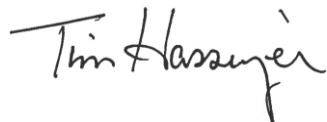
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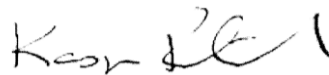
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