

ScaleUp Europe

A manifesto for change

PRESS RELEASE

STRICTLY EMBARGOED
15H00 CET 29 SEPTEMBER 2016

Scale Up Europe

Hard-Hitting Manifesto Sets New Agenda for Change and Empowerment in the Digital Age

(BRATISLAVA, Slovakia, 29 September 2016) – “Tell me what I need to do to help startups scale up in Europe, and together we will do it,” Günther Oettinger, European commissioner for digital economy and society, told an audience of top entrepreneurs and startup-association leaders at CeBIT, the global event for digital business, in Hanover, Germany. The result – six months later – is a hard-hitting manifesto of 49 recommendations – the first of its kind in Europe – intended to serve as a comprehensive roadmap for making Europe not just the best place in the world to start a business, but the best place to grow one to scale as well.

Says Günther Oettinger, European Commissioner for digital economy and society: “Europe has fantastic entrepreneurs – with great imagination and tremendous technical skills. We need to come together around a common agenda which puts the strength of the digital single market behind our entrepreneurs for global success. This is a powerful beginning. I look forward to working with European startups and scale ups to drive progress in the weeks, months and years ahead.”

The manifesto was formally presented to Commissioner Oettinger at Digital Assembly 2016, hosted by the European Commission and the Slovak Presidency of the Council of the European Union, in Bratislava, Slovakia. Additional copies are available for downloading – and for signing by the general public – at www.scaleupeuropemanifesto.eu.

The manifesto was written as part of a unique six-month experiment in crowdsourcing advanced, eco-system-based research and policy proposals. The project was led by the **European Digital Forum** – a one-of-its-kind platform managed by the **Lisbon Council** (a Brussels-based think tank), **Nesta** (the London-based innovation foundation) and **Open Evidence** (a Barcelona-based research institute). Among the organisations taking part in the debates and discussions that produced the manifesto were the **European Startup Network**, **Allied for Startups**, **Beta-i** (Portugal), **Factory**, the **German Startup Association**, **1000startupsEU**, **Startup Cyprus**, **SAPIE** (the Slovak Alliance for the Internet Economy), **Hub358**, the **Scale Up Institute** (United Kingdom) and many more. In the end, 14 leading startup experts joined as Founding Signatories and agreed to serve as Scale Up Europe ambassadors-at-large. Visit <http://www.scaleupeuropemanifesto.eu> for more.

The manifesto has 49 recommendations and includes a comprehensive to-do list, which assigns tasks to key stakeholders in the startup/scale up ecosystem. The recommendations are themselves divided into six thematic chapters, each built around a verb:

1. *Complete* the single market
2. *Mobilise* capital
3. *Activate* talent
4. *Power* innovation
5. *Broaden* education
6. *Monitor, measure* and *evaluate*

The manifesto will be monitored – with regular status reports and naming-and-shaming follow-up studies issued on a regular basis. The process will be driven by groups of startup associations in EU member states, working together with leading European organisations. Among those given urgent tasks to fulfill are the European Commission, European Council, European Parliament, European Investment Bank; national governments (and especially post-Brexit EU members); the startups and scale ups themselves; as well as other key “startup

and scale up eco-system players,” including financial institutions and local governments, whose activities have a crucial impact on Europe’s ability to think even bigger and take our best ideas global.

Says Paul Hofheinz, director of the European Digital Forum and co-founder of the Lisbon Council: “We hope the project will resonate far and wide, and invite all patriots and dreamers to join our community, to share your wisdom and help us make the ‘next big idea’ right here in Europe. We’re delighted to respond to Commissioner Oettinger’s call to action – and delighted as well to commit, alongside of him, to do what it takes and make these changes happen. And we hope you will join us too. Join the Scale Up Manifesto movement, open to all and ready for many. Sign the manifesto yourself – and check back at www.scaleupeuropemaneifesto.eu for additional information.”

About the European Digital Forum

The European Digital Forum is a think tank dedicated to empowering tech entrepreneurs and growing Europe’s digital economy. The initiative is led by the Lisbon Council, a European think tank based in Brussels; Nesta, the United Kingdom’s innovation foundation; and Open Evidence, a Barcelona-based research consortium in collaboration with the European Commission’s Startup Europe initiative.

www.europeandigitalforum.eu

About the Lisbon Council

The Lisbon Council for Economic Competitiveness and Social Renewal asbl is a Brussels-based think tank and policy network. Established in 2003 in Belgium as a non-profit, non-partisan association, the group is dedicated to making a positive contribution through cutting-edge research and by engaging political leaders and the public at large in a constructive exchange about the economic and social challenges of the 21st century.

www.lisboncouncil.net

About Nesta

Nesta is an innovation foundation with a mission to help people and organisations bring great ideas to life. It is dedicated to supporting ideas that can help improve all our lives, with activities ranging from early-stage investment to in-depth research and practical programmes.

www.nesta.org.uk

About Open Evidence

Open Evidence is a research firm that combines robust scientific methods with open web tools to support evidence-based policymaking.

www.open-evidence.com

For media enquiries, contact:

Stéphanie Lepczynski

The Lisbon Council

T. +32 473 331 375

Email: stephanie.lepczynski@lisboncouncil.net