



**STRATEGY CANVAS**

# INTRODUCTION

In November 2019 Taftie incoming Chairman announced the goal to revise the ideology of Taftie to better reflect changes in the society and the new goals of Taftie members.

The work was run through the entire 2020 by 4 members – ANI Portugal, Luxinnovation, Innosuisse, and SIEA with continuous support by all other members. In November 2020 the Board accepted the work and approved Our Mission and Vision.

The ideology of Taftie articulates overarching values, define concrete principles, the core purpose of existence and vision for next 3 to 5 years.

The new ideology will facilitate management of the organisation, its activities and promote unified direction of our organisation as innovation ecosystems are getting more and more important across the regions, states, and continents.

As outlined below, our ideology consists of three core elements – the Taftie Mission, Vision, and Core values.

The members of Taftie have a shared commitment to the Taftie ideology, which promotes a common direction for all the members and employees. Members aim to contribute and enhanced the Mission of Taftie and to the well-being of the global, national, regional, and local communities and innovation ecosystems.



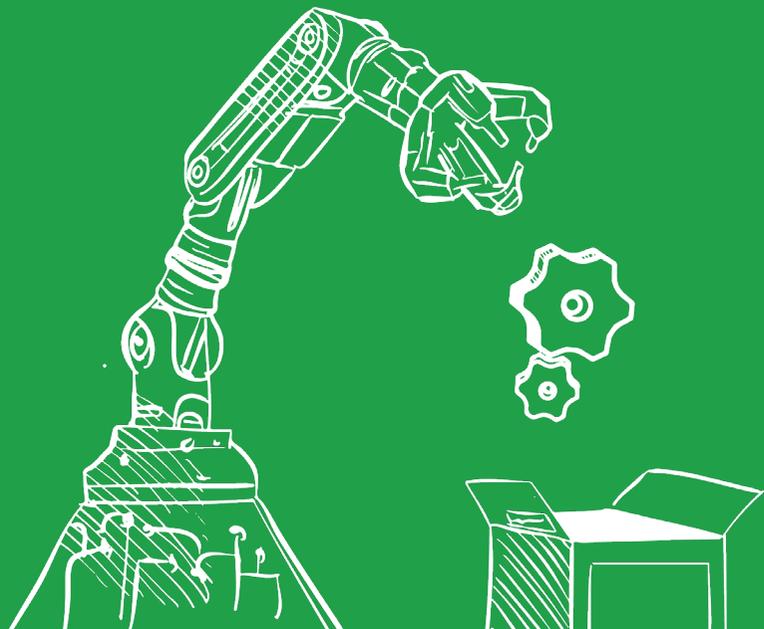
# MISSION

The Taftie Mission embodies the reason of the Taftie existence as well as the role it should fulfil.

**Taftie is a network aiming at supporting its members to fulfil their respective mandates in the RTI policy implementation by providing supranational training, access to expert knowledge, peer learning, and benchmarking.**

## We do so by

- **Being** a forum for the exchange of knowledge and experience, for benchmarking and mutual learning between our members- innovation agencies in Europe, and with our International Partners;
- **Serving** as a platform for groups of members to gather for joint action, such as providing access to experiences, knowledge and opinions on implementation practices to serve as input for discussion with national authorities and the European commission and activities to enhance the impact of the members´ activities according to their respective mandate.
- **Acting** as an access point to external partners for collaborations and exchanges with interested groups of its members
- **Fostering** actively exchanges and collaborations with international innovation agencies



# VISION

The Taftie vision is a clear, specific, and compelling picture of what the Taftie will look like in years time - it defines the expected impact to our stakeholders.

**Supporting our members in shaping the future of innovation ecosystems, improving effectiveness, and efficiency of public innovation support.**



# CORE VALUES

The Core Values encompass a set of values important for realising the Taftie vision and articulate rules to which we should adhere in accordance with our Mission

- **Voluntary participation (e.g. in Taskforces, Taftie Academy)**
- **Encompassing the heterogeneity that the EC needs to address in the EU R&I landscape**
- **Trust**
- **Cooperation in information sharing and exchange**
- **Facilitation of effective and efficient interaction on specific topics between our member agencies – first contact for a specific topic for easier access to knowledge**
- **No Brussels office**
- **No decision-taking sub-authority**
- **Taftie does not strive to achieve common positions (single voice) on innovation policy and related matters**
- **Taftie does not strive to organize, provide or subcontract any operational activities in the field of direct innovation support**



# CONCLUSION

Taftie has been established to help improve the innovation ecosystems across its members' countries. Since the beginning the clear view of cooperation, benchmarking, open and trustworthy discussions have been incorporated in the operational ideology.

After decades of existence the time to look back, and look forward, think about our values, our purpose of existence and our vision came and we managed to find a new narratives for our Taftie.

**We know that what we aspire to become, to achieve, to create**, requires continuous change and progress to attain.

Our Vision is **vital and concrete**, a piece of reality but at the same time a picture of the future where dreams and hopes are reflected. **It is like a star in the horizon**, the goal incorporated in it **is the mountain to be climbed**. Once we have reached the summit we move to another mountain. But before that, let us live our Mission and fulfil our Vision!

