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Commission

## Post-Lisbon Strategy

The powers and limits of European  
policies: soft factors as benchmarks



## Europe...

- the world's
- most competitive
- knowledge-based

... economy by 2010?



**Sure...?**



## Measurable benchmarks – statistics, performance



### Economic data

- Productivity
- GDP growth
- Public sector perf.
- Sustainability



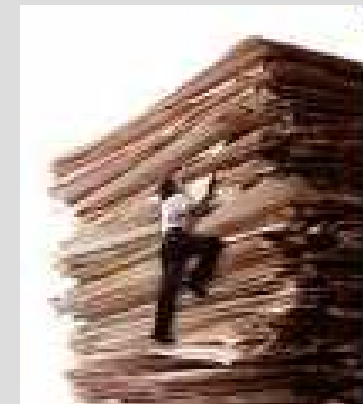
### Triadic Patents

- EU27: 12th
- USA: 8th
- Japan: 2nd



### SMEs vs. Large

- Productivity gap
- % of employment



### Red tape - EDB

- 4 MSs in top 15
- USA: 4th
- Japan: 13th
- Australia: 10th

## The EU's toolkit



**Legal tools**



**EU-level programs**



**Name-and-shame**



**Cut red tape**



**Internal market**

# Who can influence competitiveness in Europe?

**Private sector models**

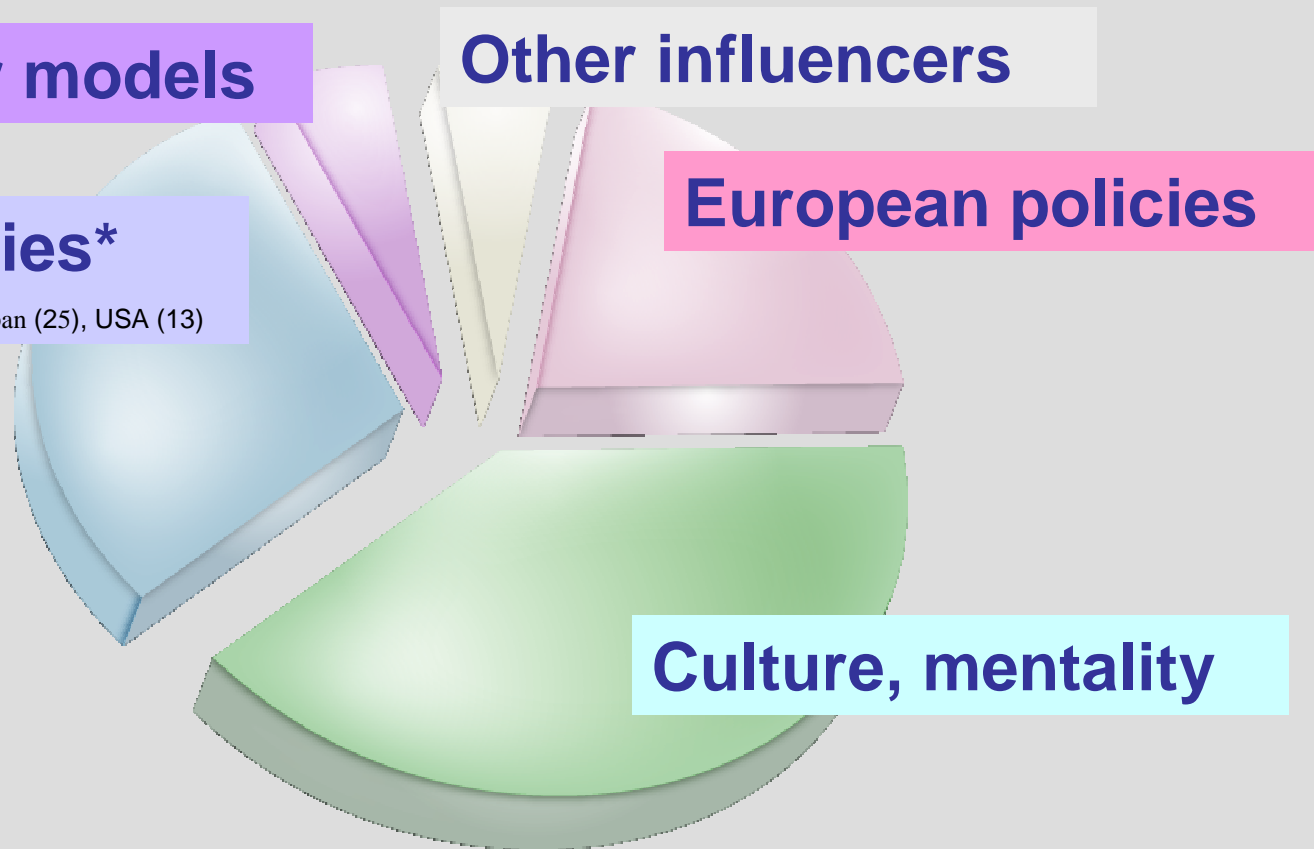
**Other influencers**

**National policies\***

IT (42); FR (37); DE (35); UK (28); Japan (25), USA (13)

**European policies**


**Culture, mentality**





**The REAL challenge:**

**Improve attitudes by  
policy measures**



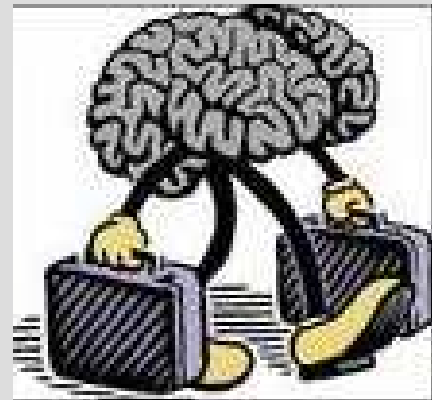
## Secondary benchmarks – perceptions and 4 “T”-s



**Global access  
(Transport)**



**Who's welcoming  
(Tolerance)**

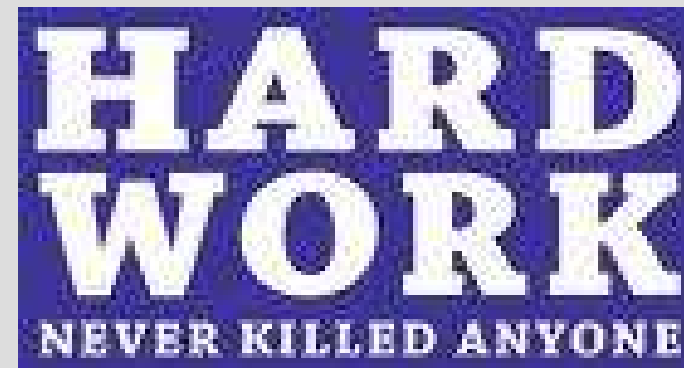


**Brain-drain  
(Talent)**



**Outsourcing  
(Transfer)**

## Indirect but crucial influencers



Europe & climate change





**Formal measures are crucial**

**BUT**

**Only changing attitudes  
can make a long-term difference**





**Thank you!**