



EUROPEAN INNOVATION COUNCIL AND SMES EXECUTIVE
AGENCY (EISMEA)

Department I – Innovation Ecosystems, SMP/Entrepreneurship and Consumers
Unit I.01 – EU and Placed-Based Innovation Ecosystems

Brussels
EISMEA I.01/ER

Stakeholder consultation/engagement in the context of the study

“Mapping and Scoping of Frugal and Reverse Innovation”

Dear Madam/Sir,

In the context of the study “Mapping and Scoping of Frugal and Reverse Innovation”, [Visionary Analytics](#) and their partners [4Front](#) will be organising a survey, interviews and focus groups/workshops with key experts, industry players and other relevant stakeholders such as yourself. With this letter we would like to encourage you to engage in this process of consultations and to support the data-gathering process. Your contribution is invaluable to gathering a robust evidence base for our study.

As a head of unit in charge of “*EU and Placed-Based Innovation Ecosystems*” at EISMEA, I lead my unit towards building synergies with innovation ecosystems across Europe and we also collaborate with the consortium led by [Visionary Analytics](#) to establish a map of existing and aspiring frugal and reverse innovations within the innovation ecosystem of EU and Associated countries. The study will inform policymakers across jurisdictions with recommendations to promote frugal and reverse innovations and to connect different markets.

Should you need any further information regarding this study or data protection issues, please do not hesitate to contact the Project Coordinator, Jonas Antanavičius from Visionary Analytics (jonas@visionary.lt) or the Project Advisor in charge of the study at EISMEA: Eva Rueckert (Eva.RUECKERT@ec.europa.eu).

Please note that the contractor is bound to treat your contribution and personal information with confidentiality.

Thank you in advance for your support.

Yours faithfully,

Denisa Perrin