

# EU Launches Competitiveness Compass to Drive Innovation and Growth

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**Brussels, 30th of January 2025** - The European Commission has introduced the Competitiveness Compass, a new strategic framework aimed at reinforcing Europe's economic position in key industries and technological leadership. Building on Mario Draghi's September 2024 [report](#) on competitiveness, the initiative outlines priority areas to boost innovation, accelerate industrial decarbonization, and reduce economic dependencies on external markets.

This initiative is based on three key priorities:

## 1. Closing the Innovation Gap

The EU is focusing on enhancing research, development, and technology adoption across industries, with a strong push for AI, quantum computing, biotechnology, and advanced materials. Measures will include support for startups and scale-ups, as well as policy incentives to drive industrial innovation.

