



OCDE ORGANISATION DE COOPÉRATION ET
DE DÉVELOPPEMENT ÉCONOMIQUES

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New trends in innovation policy: an overview from OECD and emerging countries

Tallin University of Technology
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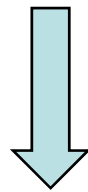
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3 factors which, in a nutshell, are reshaping innovation

- Globalisation.
- New technological paradigms and the service economy.
- Evolution of socio-cultural behaviours and emerging challenges (social and environmental sustainability).



NEW ACTORS – NEW MODES- NEW CHALLENGES

THE FINANCIAL CRISIS

Evolution of innovation policy models

	Linear supply model	Linear demand model	Public-private partnership model
Framing approach	Science and Technology push	Market failure approach	National Innovation Systems
Core-idea	Public sector as main S&T provider	Private sector as main source of technical change and innovation	Public and private sector as co-sources of technical change and innovation
Knowledge diffusion pattern	Top-down	Bottom-up	Bidirectional
Policy proposals	Selective and centralized supply-side policies	Horizontal and demand oriented policies for technological development and innovation	Networking, partnership, multidisciplinary and technology transfer-oriented policies
Management criteria of S&T institutions	Predominance of academic, scientific and public sector criteria	Predominance of market and efficiency criteria	Increasing orientation towards participatory approach in institutional management





New forms of innovation: much ado about nothing?

3 MAIN APPROACHES TO NEW FORMS OF INNOVATION		MAIN TRAITS WHICH CHALLENGE POLICY-MAKING
OUTPUT BASED	Different types of innovations and the complementarities between them (non technological, business method, organisational, design-driven innovations, etc.)	COMPLEXITY VARIETY NOVELTY EXPERIMENTATION
BEHAVIOUR BASED	New and varied forms of collaboration-co-operation for innovation (user-driven innovation; collaborative arrangements, etc.)	
CHALLENGE DRIVEN	Mobilising knowledge diffusion and creation to address social and environmental challenges (public sector innovation, green innovation, social innovations, etc.),	



New traits in innovation and “brand-new” forms of innovation:

- Involve a rising and diverse set of stakeholders (users, public sector, civil society; foreign companies, competitors, etc.).
- Require interaction between different disciplines and knowledge areas, thus becoming more interdisciplinary
- Are carried out through a variety of collaborative and co-operative arrangements, ranging from more open forms like open innovation or user-driven innovation, to more formal and structured forms of co-operation, such as research partnerships and consortia for innovation.

For example:

Alessi model of selecting designers, P&G Connect&Develop Initiative, X-Prize Foundation, Lego user-driven innovation model, etc.



The broadening scope of innovation

a. New actors/New sources of ideas for innovation

- => policy implications

b. Capabilities and inputs required for innovation

- => policy implications

c. Variety of forms of collaboration for innovation

- => policy implications

d. New patterns of diffusion of innovation/knowledge (balance with appropriability)

- => policy implications

e. New challenges (societal and environmental)

- => policy implications



Innovation is increasingly seen as the new source of growth.

There are more “options” hence the strategic relevance of policy choices increases.

Note that:

NFI include: transformation of traditional forms of innovation due to changing context-opportunities; radically new forms enabled by ICT. There is a need to take into account differences between and within countries according to accumulated capacities/level of development, specialization pattern and institutional capacities.

The reflection on new/better policies needs to take into account: evolution, policy-learning and institutional inertia

Policies respond to challenges, but also induce changes

(Circular flow: new/modified policies to respond to NFI and NFI supported by new/modified policies).

Agents

Policies for Scientific
and Technological
Development

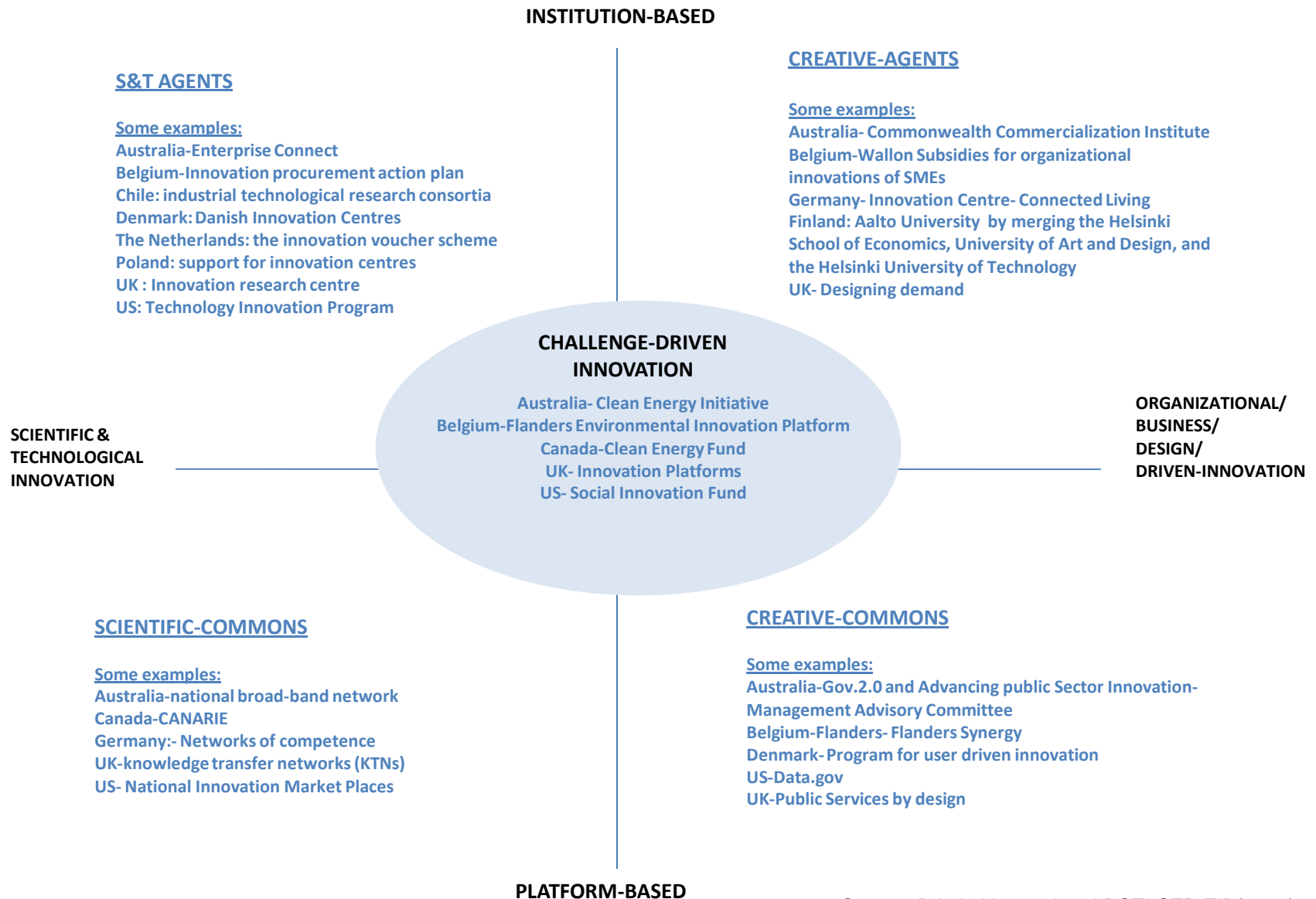
Science &
Technology

Meanings/
Values

Networks



The policy space: a taxonomy of policies



Source: Primi –Verganti and DSTI-STP-TIP(2009)15,.

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- Demand-side policies in open economies (public procurement)
- Innovation policy and regional development
- Addressing global challenges/issues in national (and regional/local) policies (cross-boarder policies)
- Cooperation/collaboration in S&T&I policies
- Supporting the development of a new measurement agenda for better fine-tuning and monitoring policies