

# WHAT IS INNOVATION POLICY?

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June 2010

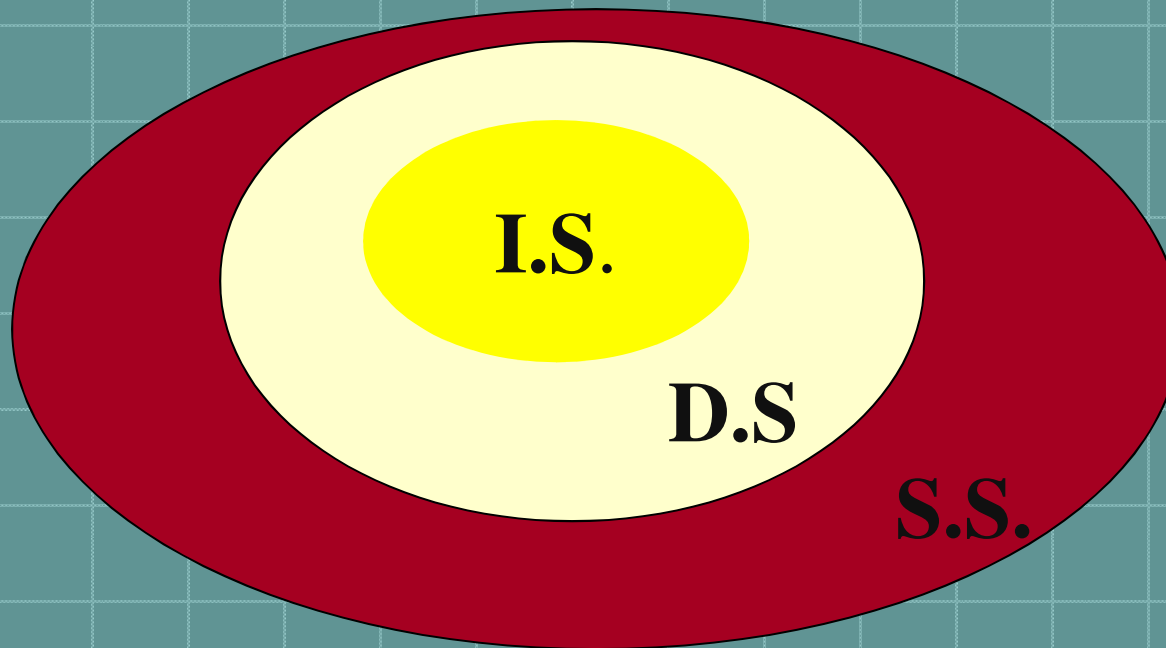
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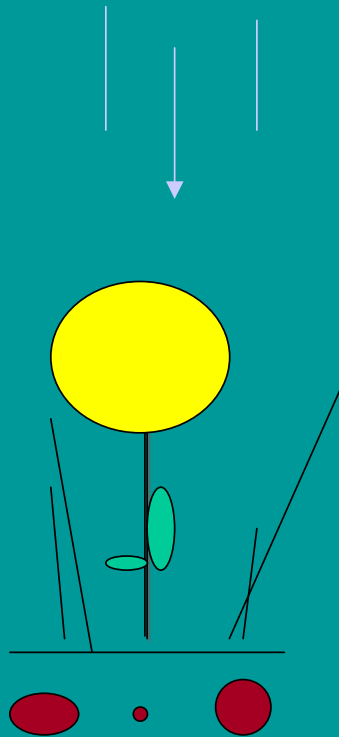
# What is innovation?

- ◆ Development and diffusion of new products, new practices – new to a given context (relativity)
- ◆ Different types/sources: RD-led, management-led, etc, but a key, common act: the design of the new product/service
- ◆ A process carried over by deviants: an entrepreneur supported by various actors (inventor, godfather, gatekeeper)
- ◆ Key role of culture and institutions: a social process

# INNOVATION, DEVELOPMENT, SOCIETAL SYSTEMS



# GOVERNMENT ROLE GARDENING INNOVATION



Watering (finance,  
support to innovation  
projects)

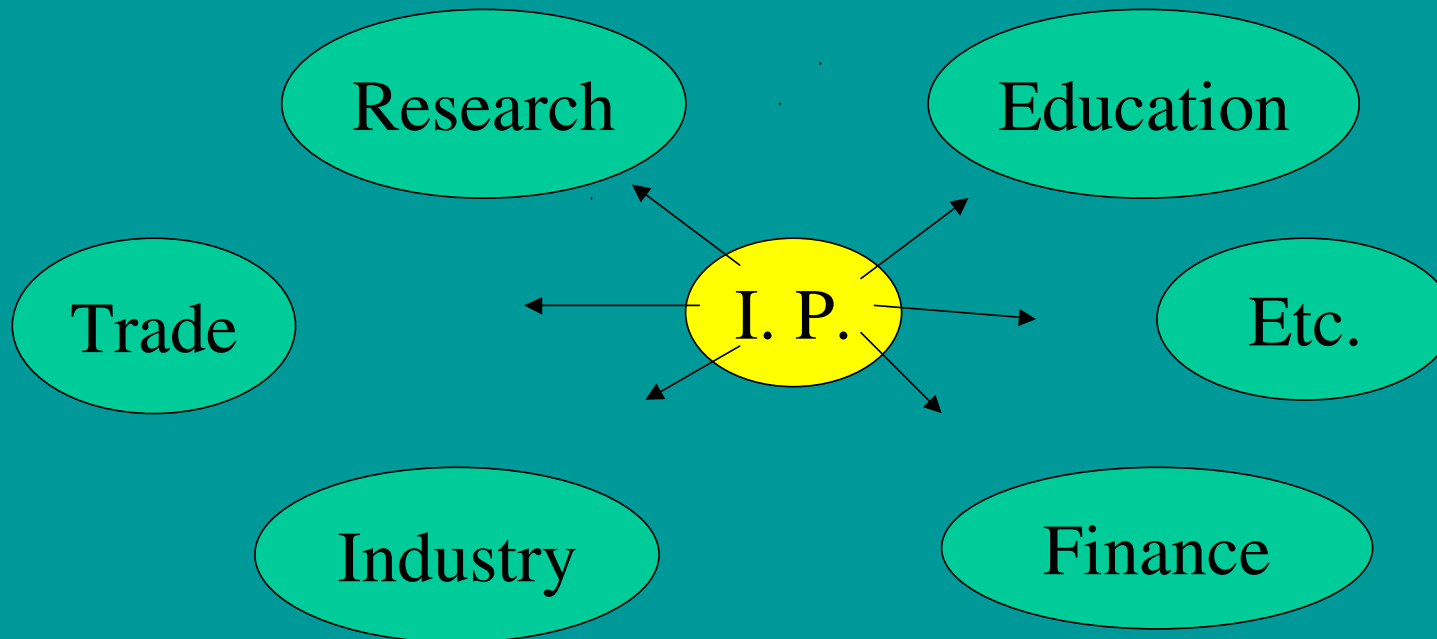
Removing weeds  
(competition,  
deregulation)

Nurturing soil (research,  
education, information)

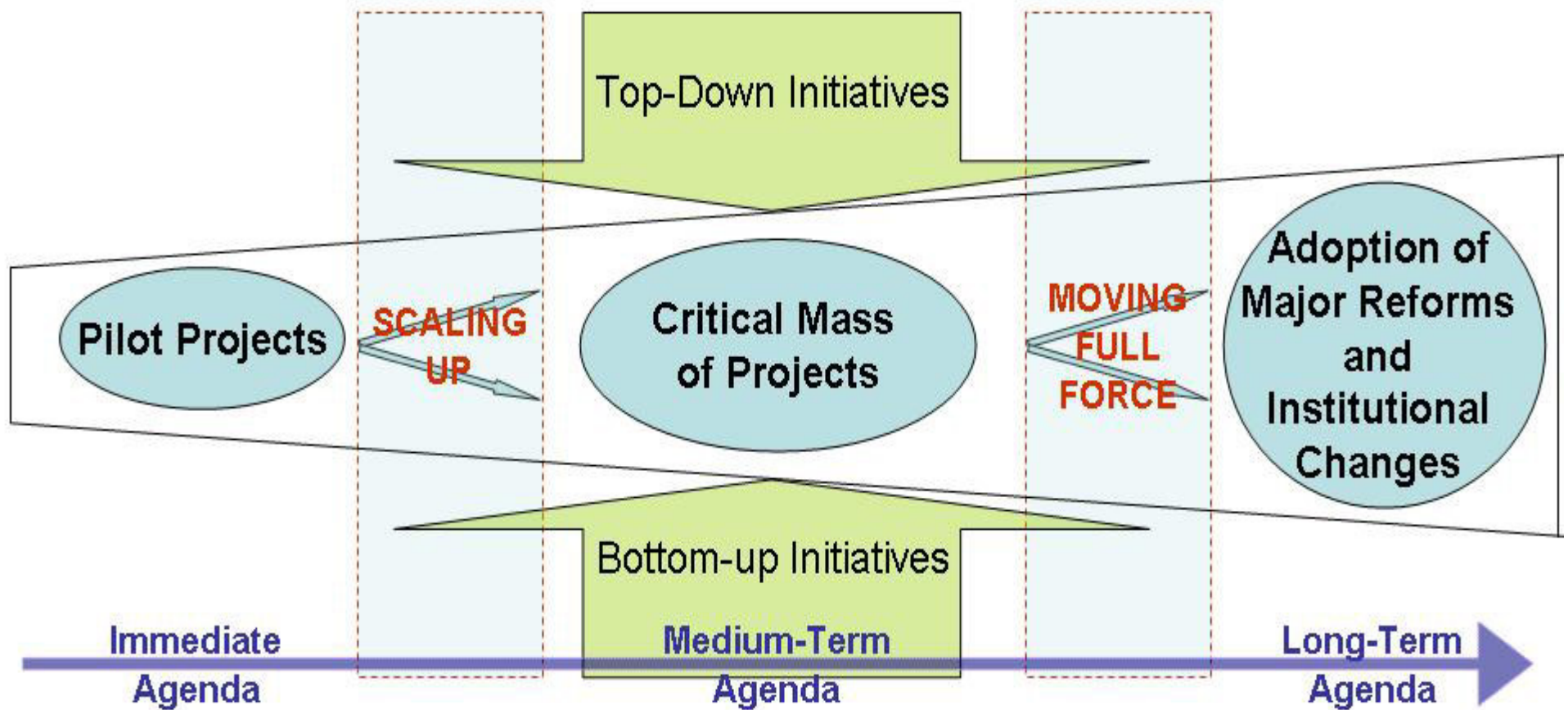
# Key Policy Instruments

- ◆ Innovation promotion agencies: flexible, multitasks, etc to support intending innovators
- ◆ Mechanisms for building “innovative sites”, notably at local level (techno-parks), open spaces
- ◆ Tools to reduce obstacles to innovation: laws (competition, IPR); audits
- ◆ Large scale programs: issues/technologies/sectors focused.
- ◆ Coordination at the centre of government

# Innovation policy: explicit positioning



# TIME-SEQUENCING AND SCALING UP: HOW TO CREATE A VIRTUOUS CYCLE?





# Monitoring and Evaluation

- ◆ Actors' mobilisation (networks, initiatives, etc)
- ◆ Behavioral change (e.g. firm creations, increase of R&D in industry)
- ◆ Impacts: jobs, exports, energy efficiency, etc.
- ◆ Ultimate ends: low climate, resilience capability, happiness (GNH).

# Dealing with Societal Contexts

- ◆ Diversity and specificity of national contexts
- ◆ Building on strenghts and reducing weaknesses
- ◆ Worldviews, Resistances to change and Repetitive scenarios
- ◆ Country Examples

# Conclusion

- ◆ Innovation policy is fundamentally a matter of mindset and behavioural change:
- ◆ - Overcoming « universal » tendencies such as fear of deviants, institutional inertia, silo structures, monopoles, etc
- ◆ - Overcoming context-specific features characterised biased world-thoughts and/or repetitive scenarios.



THANK YOU

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