

National and Regional policies for Globalisation and Open Innovation: Synthesis of national correspondents' questionnaire replies

Manchester Institute of Innovation Research

University of Manchester

Globalisation and Open Innovation

Introduction

- Method: Survey (short questionnaire) of 40 INNO-Policy Trend Chart National Correspondents (40 responses)
- Performed by Paul Cunningham & Aikaterini Karakasidou, University of Manchester, under INNO-Policy Trend Chart
- Main questions:
 - Extent of debate on innovation policy response to the phenomena of globalisation and open innovation and concerns / issues identified.
 - Explicit policy responses to the issue of "open innovation".
 - Evidence concerning the success/failure of these policies/initiatives, or of the shift in the policy context.
 - Types of actors mainly addressed and level at which policy response was articulated and coordinated.
 - Issues and rationale for policy intervention at European level.

Globalisation and Open Innovation

Issues of interpretation

Both terms are open to a degree of interpretation:

- “Globalisation” often used interchangeably with “internationalisation”;
- “Open innovation” attracts more intense discussion, (some question the novelty of the notion itself)
- “Open innovation” also commonly associated with (or even interpreted as) collaboration and networking.

Globalisation and Open Innovation

The state of debate...

- Tends to be more widespread policy debate on *globalisation* and its associated issues and...
- ...generally less policy attention on the issue of *open innovation*.
- Discussions on the two issues are **not** frequently linked (except: BR, FI, IN, NL, NO, ES, SE & UK).

Globalisation is of particular importance to small countries and open economies

- Related concerns focus on issues of FDI, outsourcing of R&D, HRST, up-skilling and research prioritisation.
- Poses threats and offers opportunities
- Innovation often seen as a solution to many of the problems posed by globalisation (staying ahead, catching up...)
- Policy responses can take the form of the establishment of ‘globalisation councils’ or the preparation of policy documents on the topic.
- Often more emphasis placed on internationalisation.

Globalisation and Open Innovation

The state of debate...

Open innovation is a phrase rapidly gaining currency...

- ...but is not frequently explicitly used in policy documents
- More often referred to in the academic and business literature (as a concept - does it apply at firm level or at a wider policy level?)
- Exceptions: there is extensive policy debate in e.g. FI, IE, NL, UK and India, plus LI, DK... and Vision ERA-Net.
- Open innovation often translated as 'collaboration and networking' (areas where there are already long-standing policies).
- Policy debate on open innovation also influenced by the national economic and industrial structure and the prevailing innovation policy mix.
- Related policy concerns are:
 - Holistic views of innovation policy
 - User-driven innovation
 - Collaboration and cluster policies
 - IP, patent reform, competition
 - Need for appropriate indicators

Globalisation and Open Innovation

Policy responses

- Open innovation (OI) generally treated as integral part of innovation policy - not as a special area for specific support.
- 'Living Lab' activities are closely associated with parts of OI idea, (aim at the creation of a more open environment for innovation).
- Most responses based on view that 'OI is innovation that is realised by effective cooperation and interaction between the most relevant actors from industry and research'.
- Thus, most (all?) countries have schemes to stimulate interactions between NIS actors. (i.e. networking initiatives, cluster schemes, collaboration schemes, 'ecosystems of innovation', competence poles, etc.)
 - Many pre-date the notion of OI and can have very long histories.
- However, many are relatively restricted and do not cover important OI issues such as:
 - knowledge governance within networks, support to open innovation via the development of appropriate IPR regimes, etc.
- Some do specifically mention OI (AT, BE, SE, IE, UK, NO)...
- ... and there are regional level schemes (IT, ES)
- International collaboration (opening up) also a major aim in several national programmes (AT, CY).

Globalisation and Open Innovation

Policy measures: performance

- Evidence for success/failure relatively limited:
 - Austrian competence centre scheme positively evaluated;
 - Flemish competence poles are well regarded by participants;
 - Estonian competence centres have been evaluated;
 - Finnish Innovation Centre (Shanghai) evaluated in 2007 – mixed results;
 - Norwegian SkatteFUNN evaluated in 2007 – generally positive: IFU scheme appears successful;
 - Brazilian schemes - evidence of some bias against more open innovation model.

Globalisation and Open Innovation

Policy measures: targets and key actors

- Many countries operate range of cooperation schemes that meet at least some of the major criteria of the notion of OI, and...
- a limited number of support schemes explicitly address OI ideals.
 - These tend to be highly oriented towards cooperation and interaction.
- Hence, measures principally target firms (SMEs and some large firms), public sector bodies (HEIs, PROs, PSREs, etc.). Also, technology parks, etc., users, intermediaries, public administrations, and hospitals.
- Much variation in sectoral/thematic focus, plus some broad-based schemes.
 - (But thematic/sectoral focus appears counter-intuitive).
- Range of operational levels - national and regional level examples - depends on what is appropriate.

Globalisation and Open Innovation

Rationales/opportunities for EU action

- Caveats (returning to Chesbrough (2006):
 - OI is largely a company management concept.
 - Public policy should address the environmental conditions within which firms operate.
 - Chesbrough's notion is derived from US perspective.
 - Main tenets of OI tend to fit the EU's OMC.
- Strong and valid arguments for action at local, regional, national and supranational (European) levels.
 - depends on policy objectives and prevailing conditions
 - principal determinant for action should be harmonisation of the environment for collaboration
 - clear EU role would be in the field of regulation or IP .
- Rationale for action provoked much debate:
 - no policy action needed - OI is not new idea: existing policies address the same concerns
 - national level is appropriate arena for policy action, given variety of contexts.
- Emphasis on cooperation led to suggestion that EU policy action to stimulate greater cooperation is already bearing fruit (Eureka, FP) and should be reinforced.
- More specific opportunities for EU policy activity:
 - Promotion of framework conditions (in IPR, standards and platforms)
 - Policy learning initiatives, awareness campaigns, public debates and show-casing
 - Further efforts to promote intra-border and cross-border collaboration and cooperation
 - More work on the development of 'open innovation indicators'
 - Specific support for the formation and maintenance of networks of SMEs.

Globalisation and Open Innovation

Conclusions/Recommendations

Novelty of the notion of **open innovation** has yet to gain full acceptance.

- Viewed as re-badging of longstanding innovation behaviours, or as hype,
- Or as a new way to take innovation (and innovation policy) forward.
- Is it "collaboration plus" or something with greater potential?

Hence, difficult to provide firm recommendations for future policy action. Possible suggestions include:

- Production of EC position paper on ideas underpinning the notion of OI (moving from academic debate to practice and policy).
- Identify/disseminate good practice in application of OI concepts at firm strategy level and at policy level.
- More extensive mapping of EU MS innovation policy measures against a framework based on OI principles.
- Series of debates and workshops on implications of open innovation for policy makers.

If the OI debate leads to improved innovation performance, and focuses attention on the role of innovation, then its novelty is a secondary consideration -provided such debate and policy action do not deflect existing resources from the implementation of sound evidence based innovation policy support.

Globalisation, in contrast, has received considerable acceptance as a rapidly developing phenomenon, with serious policy concerns.

Policy debate is already widespread

Recommendations for policy action at the EU level less obvious, but could include:

- Action to further strengthen EU's position (i.e. through pan-European collaboration networks: Eureka and FPs, continued development of ERA).
- Opening up of these programmes to tap into the knowledge and other opportunities outside Europe.

Globalisation and Open Innovation

End of Presentation