



Open “innovation policies” not only “open innovation” policies

Policy tools for opening up research and innovation:
the case of **Erawatch and Erawatch International**

Vienna, 22 March 2011

*Prof. Lena Tsipouri,
National and Kapodistrian University of Athens*

Outline

- ***Open innovation: a paradigm shift***
- ***Does policy play a role in a paradigm shift?***
- ***Erawatch: a European policy tool*** and its role in the paradigm shift
- ***Erawatch International: opening up Erawatch beyond Europe*** and its role in the paradigm shift

Open innovation: a paradigm shift

- ***Open innovation is an emerging new paradigm*** (at the intersection of management and innovation theory)
- ***The Open Innovation Paradigm is an evolution and not a revolution*** (clusters, triple helix and more have elements in common with OI)
- ***A lot seemingly obsolete pre-paradigm attitudes*** (non-invented here syndrome; agency; IPR management, lack of trust...) ***are not obsolete at all. They persist as personal and business culture.***

Open innovation: a paradigm shift (cont.)

- 1. Is theory more progressive than the market or vice-versa?*** When scholars and theorising identified/discuss OI, what is its pace of diffusion and variance in the market?
- 2. Are there different dimensions in the pace of adoption of Open Innovation?*** Are US companies more inclined to adopt the new paradigm? Are ICT companies more inclined to adopt the new paradigm?

Does policy play a role in this paradigm shift?

- *Behavioural changes (including business models) are market driven...*
- *however, change is notoriously slow and complex, hence*
- *policy can help improving and speeding up change* (provided policies are correct they eliminate market failures; if they are not they create government failuresbut here they are assumed to go into the right direction)

Erawatch: a European policy tool

The primary target: Inform European policy makers (at EU, national and regional level) of policies, progress and national profiles, but as a by-product it opens research and innovation policy

Erawatch: a European policy tool

The components:

- Policy documents, policy measures and organisational templates
- Country Fiches
- Analytical Country Reports
- (Trendchart on innovation)

Erawatch: classification of policy measures

- 1. Governance & horizontal research and innovation policies**
 - 1.1 Support to policy making (policy intelligence)
 - 1.1.1. Strategy policy documents
 - 1.1.2. Activities of official advisory and consultative forum,
 - 1.1.3 Policy Advisory services (e.g. technology foresight)
 - 1.2 Research and Innovation strategies
 - 1.2.1 Strategic Research policies,
 - 1.2.2. Innovation strategies
 - 1.3 Horizontal programmes / measures
 - 1.3.1 Cluster framework policies,**
 - 1.3.2 Horizontal measures in support of financing
 - 1.3.3 Other horizontal policies

- 2. Research and Technologies**
 - 2.1 Research organizations
 - 2.1.1 Universities,
 - 2.1.2 Public Research Organisations,
 - 2.1.3 Research and Technology Organisation (private non-profit),
 - 2.1.4 Research Infrastructures
 - 2.2 Science-Industry linkages**
 - 2.2.1 TT Support infrastructure**
 - 2.2.2 Knowledge Transfer**
 - 2.2.3 R&D cooperation**
 - 2.3 State aid measures in support of business R&D
 - 2.3.1. Direct support of business R&D (grants and loans)
 - 2.3.2. Indirect support to business R&D (tax incentives and guarantees).

Erawatch: classification of policy measures (cont.)

1. Human Resources (education and skills)

1.1 S&T education

- 3.1.1. Awareness creation and science education,
- 3.1.2. Relation between teaching and research,
- 3.1.3. Stimulation of PhDs

1.2 Research personnel

- 3.2.1. Recruitment of researchers (e.g. fiscal incentives),
- 3.2.2. Career development (e.g. long-term contracts for university researchers),
- 3.2.3. Mobility of researchers (e.g. brain-gain, transferability of rights)**

1.3 Skills development and recruitment

- 3.3.1 Job training (LLL) of researchers and other personnel involved in innovation
- 3.3.2 Recruitment of skilled personnel in enterprises

2. Enterprises

2.1 Support to sectoral innovation programmes

- 4.1.1 Support to sectoral innovation in manufacturing,
- 4.1.2 Support to innovation in services

2.2 Support to entrepreneurial innovation

- 4.2.1 Support to innovation management and advisory services,
- 4.2.2 Support to organisational innovation incl. e-business,
- 4.2.3 Support to technology transfer between firms**

2.3 Support to start-ups and access to finance

- 4.3.1 Support to innovative start-ups incl. gazelles,
- 4.3.2 Support to risk capital

3. Markets and innovation culture

3.1 Measures in support of innovation culture

Why EW-policy measures matter for OI

1. One can monitor the categories that support open innovation: concrete measures introducing them (clusters, specific types of IPR management), as well as budgets, progress over time, specifics (the devil is in the details)
2. One can identify the countries (and sectors?) with a higher propensity to support OI
3. One can identify interesting measures, learn from each other, benchmark

Why EW-policy reporting matters

- Labour market for researchers
- Research Infrastructures
- Research Organisations
- Knowledge transfer
- Cooperation, coordination and opening up of national research programmes within ERA
- International S&T cooperation

Why EW-policy reporting matters

2.2 Resource mobilisation

2.2.1 Resource provision for research activities

2.2.2 Evolution of national policy mix geared towards the national R&D investment targets

2.2.3 Providing qualified human resources

2.3 Knowledge demand

2.3.1 Structure of knowledge demand drivers

2.3.2 Research efforts to address major societal challenges

2.4 Knowledge production

2.4.1 Quality and excellence of knowledge production

2.4.2 Policy aiming at improving the quality and excellence of knowledge production

2.5 Knowledge circulation

2.5.1 Knowledge circulation between the universities, PROs and business sectors

2.5.2 Cross-border knowledge circulation

2.5.3 Main societal challenges

Erawatch International: opening up Erawatch beyond Europe

OECD	BRICs	MEDA	Others
Australia	Brazil	Algeria	Moldova
Canada	Russia	Egypt	Ukraine
Japan	India	Jordan	Argentina
Korea	China	Morocco	Chile
New Zealand		(Tunisia)	Mexico
US			South Africa

Why is EWI relevant for OI

- It gives the same instruments for analysis as EW-Europe
- It will offer a much broader scope of comparison between different R&D&I policies
- It will offer more learning opportunities (open “innovation policies” not only “open innovation” policies).

More information on

**[http://cordis.europa.eu/erawatch
/index.cfm](http://cordis.europa.eu/erawatch/index.cfm)**

Thank you

tsipouri@ath.forthnet.gr