Policy Issues emerging from Globalisation and Open Innovation

Business Symposium on Open Innovation in Global Networks
Copenhagen, 25-26 February 2008

Mario Cervantes
This presentation is expected to:

1. Recall some of the main policy implications that have emerged during the course of this project

2. Highlight issues for discussion at the Policy Round-Table
Open Innovation has several implications for policy making

- Implications for framework conditions
- Implications for government R&D policies
- Implications for universities and public research organisations
Policy Framework

- Infrastructure
  - Supply policies (R&D, human resources)
  - Linkages (Networks)
  - Business Environment
- Demand (innovation schemes, entrepreneurship, procurement)
Implications for Government R&D and Innovation Policies

- Integrating the global dimension in innovation support schemes
  - Opening up access more common in smaller economies; coherence

- Streamlining and simplifying access to R&D and innovation support schemes
  - Ease of use; scaling up larger programmes, merging implementing agencies

- Promoting open source and open innovation in the public sector

- Fostering technology foresight and road-maps
  - Information asymmetries; priority setting; techno-marketing

- Regional or local innovation policies become more important
  - Agglomeration effects, co-location matters
Implications for Universities and Public Research Organisations

- Growing and opening up access to public research
  - Sustaining long-term research and quality
  - Open access / open science platforms
  - Reforms; autonomy and accountability

- Networking and network integration
  - Need for specialised research management; team science
  - Cross-functional; interdisciplinary

- Joint knowledge development
  - Move away from technology push

- Knowledge exploitation
  - IP management skills and strategies

- Human resources development and mobility
  - Joint training and incentives for mobility
Policy implications for the broader environment for innovation: Getting framework conditions right.

- Macroeconomic conditions; labour markets, fiscal policy, strong education and public research

But also:

- Fostering competition and co-operation
- Corporate venturing (VC, M&As, tax policy)
- Entrepreneurship for Innovation (corporate and academic entrepreneurship)
- Consumer policy as facilitator of user- innovation
- IPRs to support open innovation (from protect and defend to protect and share requires new tools)
Government support to R&D and innovation: Issues for discussion

1. Should governments open up their national/regional innovation schemes more widely? If so, how to ensure national benefits?
2. Should support differentiate between large and small firms or focus on ecosystems of firms? (e.g. R&D tax credits for collaboration)
Public Research Organisations: Issues for discussion

1. How can policy makers encourage universities and PROs to take a pro-active role in open innovation?
2. Are universities going too far in commercialising research rather than joint development? (overvaluing IP?)
Broader Business Environment for Innovation – Issues for Discussion

- Which framework conditions are more important?
- How can government facilitate open innovation practices and is there a role for direct measures?
Thank you

Mario.cervantes@oecd.org