



Academia-Industry Links in Innovation Policy and the Role of Design

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HEI 2010, Bradford School of Management, 21.05.10

see project.

**objective:
engaging with regional, national
and European governments to
integrate design into innovation
policy.**



aim.

this study seeks to present a review of the current state of innovation policy across Europe with particular emphasis on the growing prevalence of academia-industry links and the role of design.

approach.

- **mapped the scope and depth of innovation policies using the expertise of the SEE project partners – a network of eleven European design organisations.**
- **performed content analysis of policy documents.**
- **identified the innovation policy priorities in the interactive workshop with government representatives and design practitioners.**
- **tabulated strategic priorities for comparative analysis.**

definitions.

‘innovation is the implementation of a new or significantly improved product (good or service) or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations.’

Oslo Manual, Guidelines for Collecting and Interpreting Innovation Data, Organisation for Economic Co-operation and Development, 3rd edition, 2005

‘design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers.’

Cox Review of Creativity in Business: building on the UK’s strengths, HM Treasury, 2005

innovation policy context.

‘Europe is aiming to become the leading knowledge-based economy. However, innovation excellence is lost somewhere between R&D and the market.’

Jerzy Buzek, President of the European Parliament, first European Innovation Summit, October 2009

background.

the policy remit for innovation is expanding from the traditional drivers of innovation:

- **technology**
- **R&D**
- **product development**



PARADIGM SHIFT

to encompass a myriad of more flexible issues:

- **service innovation**
- **social innovation**
- **academia-industry links**
- **user-driven innovation including design**

innovation policy context.

although the European Commission recognises that 'Europe does not lack clusters' it states that clusters in the EU lack 'innovation capacity'.

Presidency Conclusions of the Brussels European Council 7652/08, 13-14 March 2008

innovation policy context.

**the next European innovation policy, due autumn 2010
'should include all forms of innovation in both the
public and private sector, including non-technological
innovation, research-based innovation, innovation in
services, design and eco-innovation'.**

**Conclusions: Towards a competitive, innovative and eco-efficient Europe – a contribution by
the Competitiveness Council to the post-2010 Lisbon agenda, 2982nd Competitiveness Council
Meeting, 4th December 2009**





Consensio Casa Toscana

1 Innovation policy in your country / region is well defined (in terms of scope, tasks, stakeholders & roles)
Scale: 1=NO / 10= YES

2 How well is design integrated into your country / region's innovation policy?
(in terms of scope, tasks, roles)
Scale: 1=NO / 10= YES

3 Timescale: The current innovation policy was launched in _____ (year) and will be revised in _____ (year)

4 What is the scope of the current innovation policy in your country / region?

- Product development & Research (R&D)
- Technology
- Manufacturing
- Non-technological innovation
- Service Innovation
- Public Services
- Intellectual Property Rights (IPR)
- Academic / Industrial Links
- Design & Creativity
- Skills
- Public Procurement
- Sustainability
- Societal Challenges

Silesian Castle of & Enterprise

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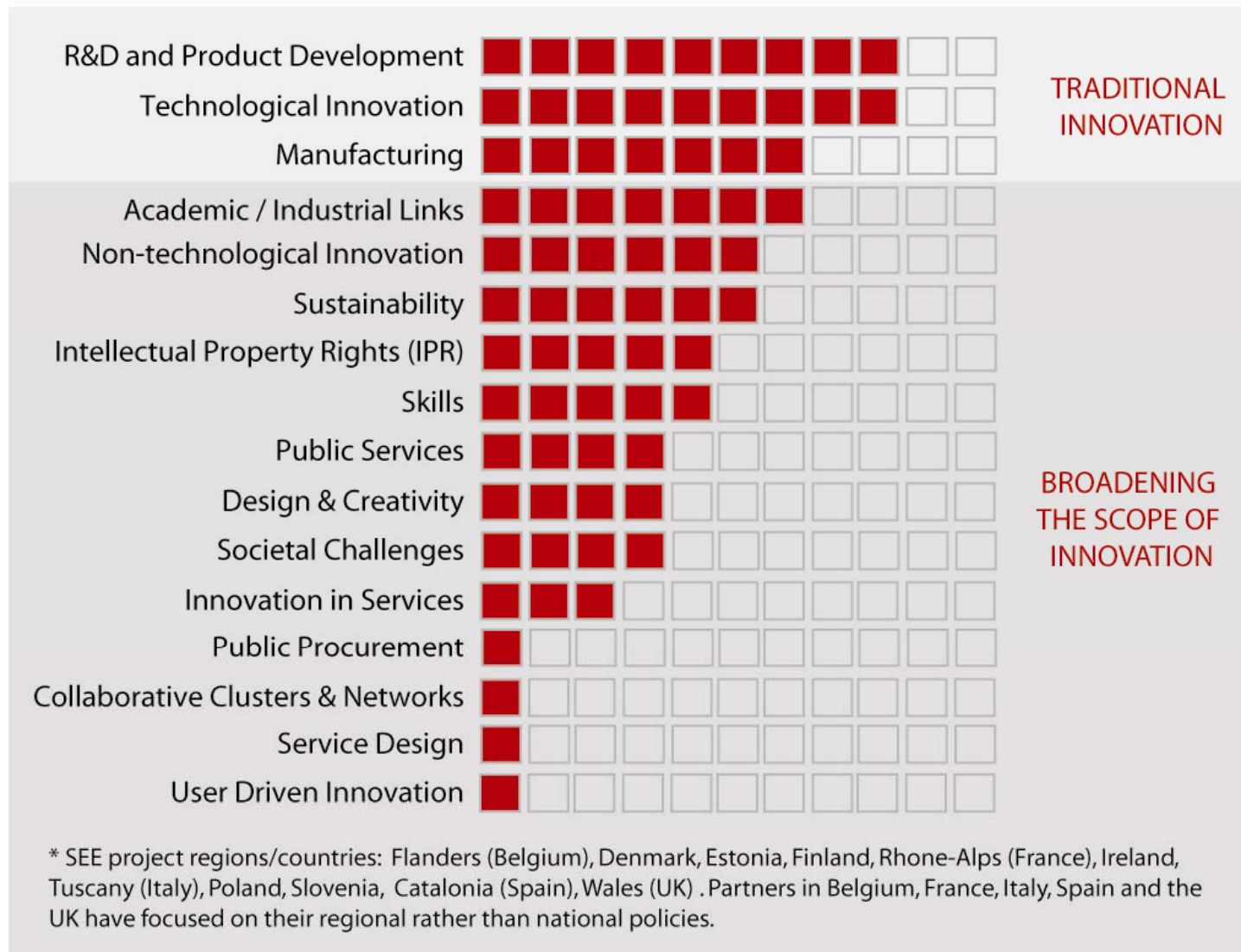
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examining the innovation policy priorities in Europe.

What is the scope of current innovation policy in the SEE partner regions/countries*?



examining the innovation policy priorities in Europe.

EU Putting knowledge into practice: A broad-based innovation strategy for the EU ⁵	Innovation in Services	Public Procurement in Support of Innovation	Collaborative Clusters & Networks	Lead Markets & Eco-innovation	Intellectual Property Rights	Skills & Education	Standardisation in Support of Innovation	Efficient Regulation & Legislation	Environment Conducive to R&D Investment
	●	○	+	▲	—				
Flanders / Belgium Flanders Innovation Policy 2009-2014	Innovation in Services	Public Procurement (Innovative Procurement)	Knowledge Triangle (Education - Research - Industry)	Sustainability	Intellectual Property Rights	Broadening Scope of Innovation	Standardisation	Output-orientated Government Spending	Open Innovation
	●	○	+	▲	—	◆			
Denmark InnovationDenmark 2007-2011	Service Innovation	Service Design	Academia & Enterprise Links	Sustainability	Intellectual Property Rights (Inc. Design, Patents & Trademarks)	User-driven Innovation	Education Programmes on Innovation	Investment in Human Capital	Commercialisation of Science
	●	●	+	▲	—	◆			
Estonia Research & Development & Innovation Strategy 2007-2013	Competitive R&D	Innovative Entrepreneurship	Long-term Development Policy-making	Innovation Society	Human Capital	Public Sector Innovation & R&D	Enterprise Innovation Capacity		
						◆			
Finland Government's Communication on Finland's National Innovation Strategy to the Parliament 2009	Competence Base	Innovation System	Internationally Competitive Training & Higher Education System	Internationalisation of Innovation	Strong & Networked Innovation Centres	Broad-based Innovation Activity	Environment to Support Growth Businesses	Strengthening Demand & User Orientation	Central Government Corporate Steering & Systemic Approach
						◆			
Rhone-Alps / France Regional Economic Development Plan 2005-2010	Innovation & Creativity Culture	Optimise Research Efforts	Clusters & Research - Innovation Links	Sustainability	Patent Rights	Design	Focus on Information & Communication Technologies	Encourage Entrepreneurial Spirit	
			+	▲	—	◆			
Ireland Innovation in Ireland Policy Statement 2008	Innovation in Services & Emerging Sectors	Public Procurement	Networks, Clusters & Gateways	Partnership & Workplace Innovation	Intellectual Property Protection & Management	Entrepreneurship & Business Expansion	Skills Development	Knowledge Transfer	Competition & Better Regulation
	●	○	+		—				
Tuscany / Italy Regional Competitiveness & Employment Programme 2007-2013	Product Development & Research	Public Procurement	Academic / Industrial Links	Lead Markets & Sustainability	Technology Transfer	Innovation in Public Services			
		○	+	▲		◆			
Poland Operational Programme Innovative Economy 2007-2013	R&D for New Technologies	Electronic Administration	Knowledge Triangle (Education - Research - Industry)	R&D Infrastructure	Intellectual Property Rights	Design	Capital for Innovation	Innovation Investments	Innovation Diffusion
			+		—	◆			
Slovenia [No Innovation Policy] ⁶	Technology & Development in Companies	Human Resources for R&D in Companies	National Innovation System	Environment & Services for Innovation	Finance for New & Early-stage Innovative Companies				
Catalonia / Spain Catalan Government Action Plan for 2009	Technology & Manufacturing Transfer	Product Development & Research	Competitiveness	Sustainability	Non-technological Innovation				
				▲	◆				
Wales / UK One Wales 2007-2011 ⁷	Living Communities	Healthy Future	Prosperous Society	Sustainable Environment	Learning For Life	Fair & Just Society	Rich & Diverse Culture	Strong & Confident Nation	
				▲					

examining the innovation policy priorities in Europe.

Innovation in Services	●
Public Procurement	○
Collaborative Clusters & Networks	+
Lead Markets & Eco-innovation	▲
Intellectual Property Rights	—
Broadening the Scope of Innovation	◆

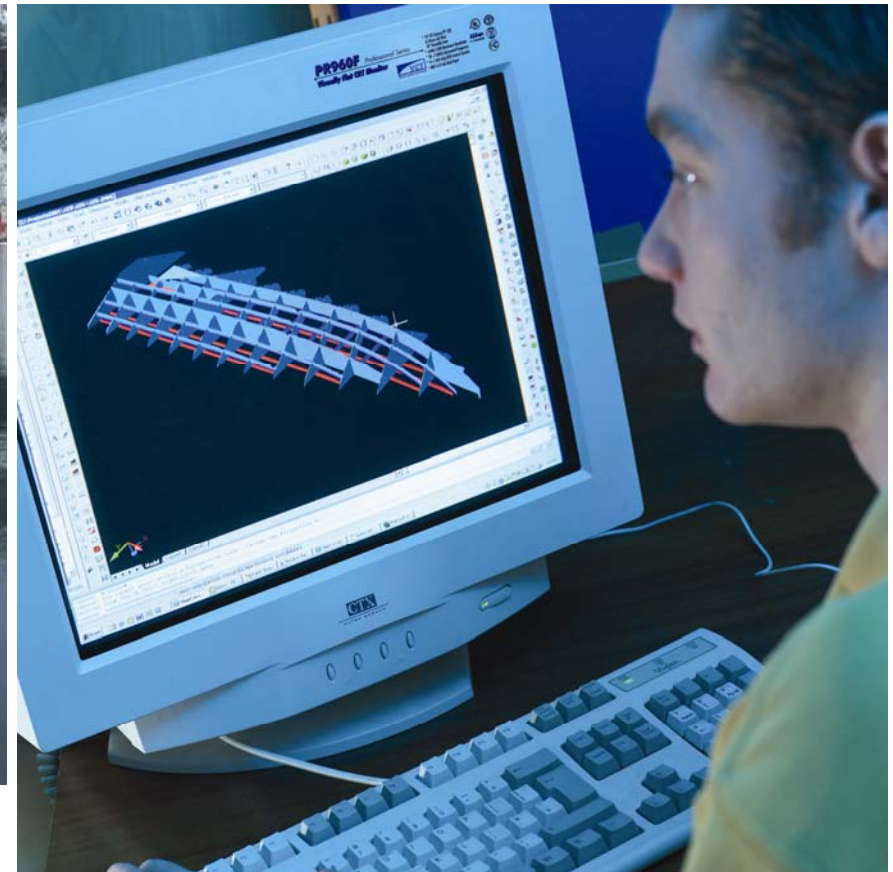
examining the innovation policy priorities in Europe.

- **‘it is imperative to improve science-industry linkages, world-class innovation clusters and develop regional networks.’**

Presidency Conclusions of the Brussels European Council 7652/08, 13-14 March 2008

- **strengthening the R&D potential of European regions by fusing expertise from academia and industry is crucial for creating recognised poles of international excellence.**
- **design can enhance the innovative capacity in academia-industry links as a key component in bringing products to the market more quickly.**

case study: KTP using design.



Mustang Marine.

http://designwales.org/downloads/DM08_ProductEnglish.pdf

conclusions.

- **innovation is undergoing a paradigm shift from technological to non-technological processes and issues.**
- **six themes emerged as the most common across the innovation policy agendas: service innovation, public procurement, lead markets and eco-innovation, IPR, collaborative clusters and networks and broadening the scope of innovation to include design and creativity.**
- **design can enhance the innovative capacity in academia-industry links.**

thank you.

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www.seeproject.org

www.iidps.org

