

Demand-side innovation policies in Japan (Demand-side Innovation Policies)

Japan considers that demand-side innovation policies can address global and social challenges such as climate change and ageing populations. In addition to supporting human-resource development and technology development for "green innovation", "life innovation", and other strategic innovation fields, the government can generate demand and encourage user demand for innovation and support individuals who take on challenges in new fields. Demand-side instruments such as regulation and standardisation, which do not rely on financial resources, can also be used to promote innovation.

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