

Key messages and recommendations (Demand-side Innovation Policies)

The success of demand-side innovation policies will depend on a number of factors. Policy measures need to be clearly targeted and take into account sector and market specificities. The most promising level for demand-side policy making may be the sectoral level, as it is easier to match demand-side innovation policies with supply-side policies in specific sectors. The combination of different policy measures to support demand for innovation also makes policy co-ordination and good governance essential.

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