DIGITAL INNOVATION



Data fluidity increases

Knowledge can be **shared** across actors, geographic distance and other barriers.



Reduction of costs of **searching** & communicating knowledge. As well as costs of production and launch of goods & services

TRENDS OF INNOVATION IN THE DIGITAL AGE



Data as a key input for innovation



Services as products and enablers of innovation



Faster innovation cycles that reduce costs & time to market



Collaboration as a tool for open innovation

Market Concentration

Monopolistic platforms. due to gain from data usage and service provision, Talent concentration due to scarcity of data processing skills.

IMPACT ON MARKET DYNAMICS



Market Entry & Competition

Data is fluid and accessible, lowering entry and expansion costs. Equal opportunity in access to inputs.

INSIGHTS ON INDUSTRIES

Agri-food



Automotive



Retail

Digital technology opportunities

Digitalising final product & services

- Business process
- Digitally-enabled models & markets

DIFFERENCES IN CROSS SECTORAL DYNAMICS

Data needs and challenges

Different type of data varying in sensitivity, and accessibility.



Digital technology adoption and diffusion

- Access to
- infrastructure
- supply chains

INSIGHTS FOR POLICY



Data Access

New market for data Ensure data access - Consider data diversity and

constraints



Responsiveness

Agile policies. Small scale policy experiments **Mission-oriented** programs



Societal challenges

Respond to **societal** challenges Engage with citizens



Global context

Consider pressing global challenges

> Cross-country cooperation

POLICY DOMAINS ADJUSTMENTS

Business Innovation

Public Research

Research

Infrastructure

Diffusion

IP system

Services innovation

Competition

Co-creation

Digital Skills

Open Science