Building an innovation culture (OECD Science, Technology and Industry Outlook 2012)

Three decades ago the OECD Declaration on Future Policies for Science and Technology underscored the importance of raising awareness of science and technology (S&T), and recommended public participation in the definition of major technological orientations. This includes public access to information concerning foreseeable long-term impacts of S&T and fostering public understanding of science and technology. Furthermore, it is increasingly recognised that innovation is influenced by certain social and cultural values, norms, attitudes and behaviours which may be described as an innovation culture. More and more governments therefore consider it important to foster and strengthen an innovation culture through policy measures, based on the assumption that cultures and social behaviours are amendable.

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