

Stimulating demand for innovation (OECD Science, Technology and Industry Outlook 2012)

In spite of long-standing efforts to boost innovation performance through supply-side policies, such as public support to higher education and research, some OECD countries face a persistent innovation paradox: high or rising research and development (R&D), but low rates of innovation. Today, demand-side innovation policies -from public procurement of innovation, to standards and regulations, to lead markets and user-/consumer-driven innovation initiatives- are gaining ground in OECD countries (see policy profile on innovation policy mix for business R&D and innovation in Chapter 6). This trend reflects the adoption of a broader approach to innovation policy that addresses the full extent of the innovation system and cycle. In a context of fiscal consolidation, there is also interest in using demand-side policies to leverage innovation without creating new programmes. An additional focus is innovation to meet strong societal demand in key sectors (e.g. health, environment, energy).

LinkToContentAt: http://dx.doi.org/10.1787/sti_outlook-2012-15-en

Knowledge Type: [Thematic report](#) [1]

Other Tag: [innovation procurement](#) [2]

[climate change](#) [3]

[innovation strategy](#) [4]

[policy mix](#) [5]

[welfare](#) [6]

[transparency](#) [7]

[diffusion](#) [8]

[higher education research](#) [9]

Parent URL: http://dx.doi.org/10.1787/sti_outlook-2012-en [10]

Source URL: <https://www.innovationpolicyplatform.org/document/stimulating-demand-innovation-oecd-science-technology-and-industry-outlook-2012>

Links

[1] <https://www.innovationpolicyplatform.org/knowledge-type/thematic-report-0>

[2] <https://www.innovationpolicyplatform.org/topic/innovation-procurement>

[3] <https://www.innovationpolicyplatform.org/topic/climate-change>

[4] <https://www.innovationpolicyplatform.org/topic/innovation-strategy>

[5] <https://www.innovationpolicyplatform.org/topic/policy-mix>

[6] <https://www.innovationpolicyplatform.org/topic/welfare>

[7] <https://www.innovationpolicyplatform.org/topic/transparency>

[8] <https://www.innovationpolicyplatform.org/topic/diffusion>

[9] <https://www.innovationpolicyplatform.org/topic/higher-education-research>

[10] http://dx.doi.org/10.1787/sti_outlook-2012-en