

Open Innovation Towards A Smart, Inclusive And Sustainable Growth

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Abstract

Purpose

Starting from the concept of Open Innovation¹, this abstract from my PhD ongoing research aims to propose an inclusive, sustainable and smart Innovation Agenda for Portugal, able to offer new and more suitable solutions to boost competitiveness and productivity, as an alternative to the current austerity measures.

According to the *Innovation Union Scoreboard* (IUS), Portugal moved from the 22nd to the 15th position in the UE27 innovation ranking (between 2007-2011), mainly due to the investment of Public Policies in Knowledge, Technology and Innovation, namely in the qualification of the youngsters, in the training of adult workers, in the increase of R&D expenses (public and private), in the advance training of Human Resources (Masters and PhD), in the internationalization of the Technological and Scientific System and in non-technological innovation investments of SME. Between 2011-2014, and according to the IUS 2014, Portugal decreased to the 18th position.

If we look to "Impact of Innovation" indicators, Portugal is only in the 22nd place in UE27 (according to the IUS 2014), meaning that the investments in innovation inputs are not yet producing the expected economic results (outputs). Portugal has some structural economic problems: half of population have only 6 years of school; SME managers are the less qualified in UE27 (1/3 have only 4 years of school); 95% of all companies do not export; Portuguese industry is mainly specialized in medium-low tech industries.

To overcome this situation and also the decrease of Portugal in the UE27 innovation ranking in the last 3 years (austerity measures period), this PhD research intends to propose a new set of Public Policies for Portugal in R&D and Innovation, based in the Open Innovation approach, more oriented to achieve economic and social impacts, opening the innovation process, involving citizens and companies. Public Policies have to be designed to promote the flows of knowledge and technology, an open approach of R&D policies, the collaboration between the stakeholders of the innovation system, the valorization of ideas and knowledge from inside and outside companies and organizations and to promote better linkages with the international knowledge and R&D networks.

Methodology/Design of the research

Analysis of the innovation public policies launched in Portugal, in an Open Innovation perspective, between 2005-2013. Empirical research is qualitative and quantitative: data and official reports analysis of public policies and a survey launched to the 16 clusters that are formally recognized in Portugal.

Main results

I propose a classification of "degree of openness" what concerns to Innovation Public Policies in Portugal, in order to have a better understanding of their role in promoting Open Innovation. Although it seems that innovation public policies in Portugal are designed to support most part of open innovation activities, companies (namely SME) are not taking the full advantage of that public programmes towards an open innovation framework (lack of absorptive capacity; human resources..). Cluster policy approach, as a public instrument to boost innovation, can have a major influence in the development and adoption of open innovation activities by companies and other stakeholders.

Novelty of the research

This paper also aims to contribute to a more robust and inclusive innovation policy in Portugal, in order to boost the innovative potential of companies and of the portuguese economy, contributing to a smart, inclusive and sustainable growth, as an alternative to the current austerity measures.

Keywords: innovation; open innovation; R&D policy; innovation policy;

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¹ According to Henry Chesbrough, "*Open Innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology*". Open Innovation consists in the "*use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively*" (Chesbrough, H. (2003), *Open Innovation: The new imperative for creating and profiting from technology*, Boston: Harvard Business School Press)