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The University of Manchester
Alliance Manchester Business School

MANCHESTER INSTITUTE OF INNOVATION RESEARCH



Webinar on mission-oriented innovation policies
Policy Learning Platform
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Mission-oriented policies



Horizon Europe

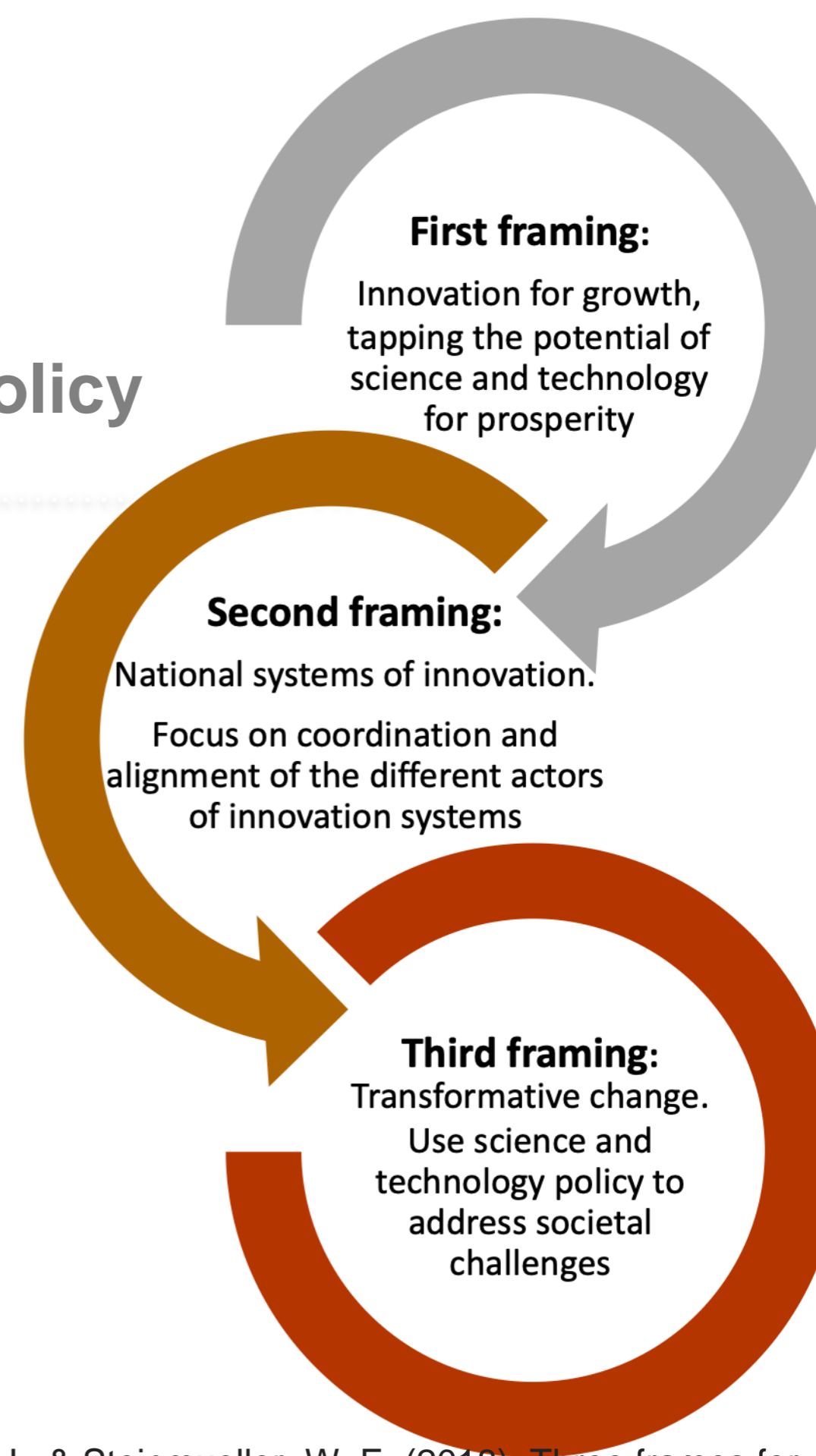
THE NEXT EU RESEARCH & INNOVATION PROGRAMME (2021 - 2027)

Changing rationales for innovation policy

Innovation policy debates increasingly recognise societal challenges as drivers for innovation policy.

This has motivated a 'normative turn' that advocates greater challenge orientation in innovation policy and targeted policies to articulate societal needs in order to deliver *better*, not just *more*, innovations

The state here plays a more proactive role, 'shaping' rather than 'fixing' markets (Mazzucato, 2013)





Regions play a key role in tackling global challenges

The severity of the challenges and the capacity to tackle them would be different in different countries and regions

Subnational governments are responsible for a large share of public investment influencing SDGs

... and hold a wide range of the competences to implement policy actions to address them

They require innovative solutions: capacity for innovation is locally embedded and proximity is important for innovation

Missions have an important role in national and local industrial strategy

It gives a *direction* to the strategy: Thinking about 'missions' may help align *policy priorities* depending on local needs and existing resources

Connecting existing knowledge base and capabilities to societal goals may help *align actors* around a common 'vision' —> greater inclusion and legitimacy of strategy.

Increase potential for *radical innovation*. Solving societal challenges requires the connection of different and often disparate sectors and types of actors.

Regions as living labs and *demonstrators* of new solutions/ innovations, with application in other countries/contexts facing similar challenges

Challenges

Lack of resources/scale may be too small to make a change.

Incentives: No sense of urgency or incentives to change policies. Path dependency.

Difficulties to prioritise missions over other short-term agendas.

Lack of institutional capacity for experimentation and stakeholder mobilisation.

Key actions/tools

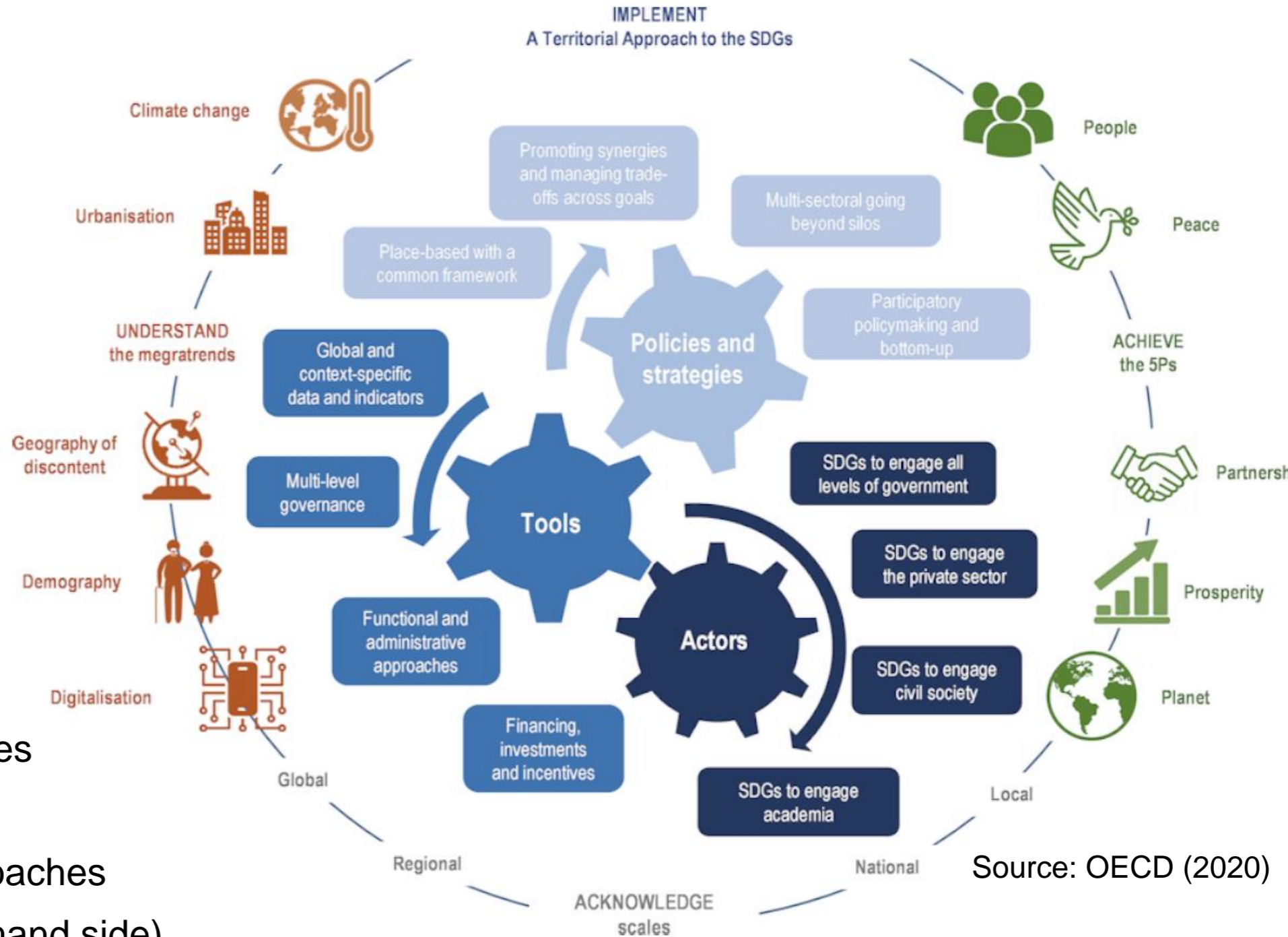
Define clear priorities

Adequate governance structures

Use of a variety of policy approaches
(hard and soft, supply and demand side)
(mix of generic and mission oriented approaches)

Monitor implementation. Build capacity for policy learning

Exploit partnerships *within* (break silos) but also *beyond* the region



Source: OECD (2020)