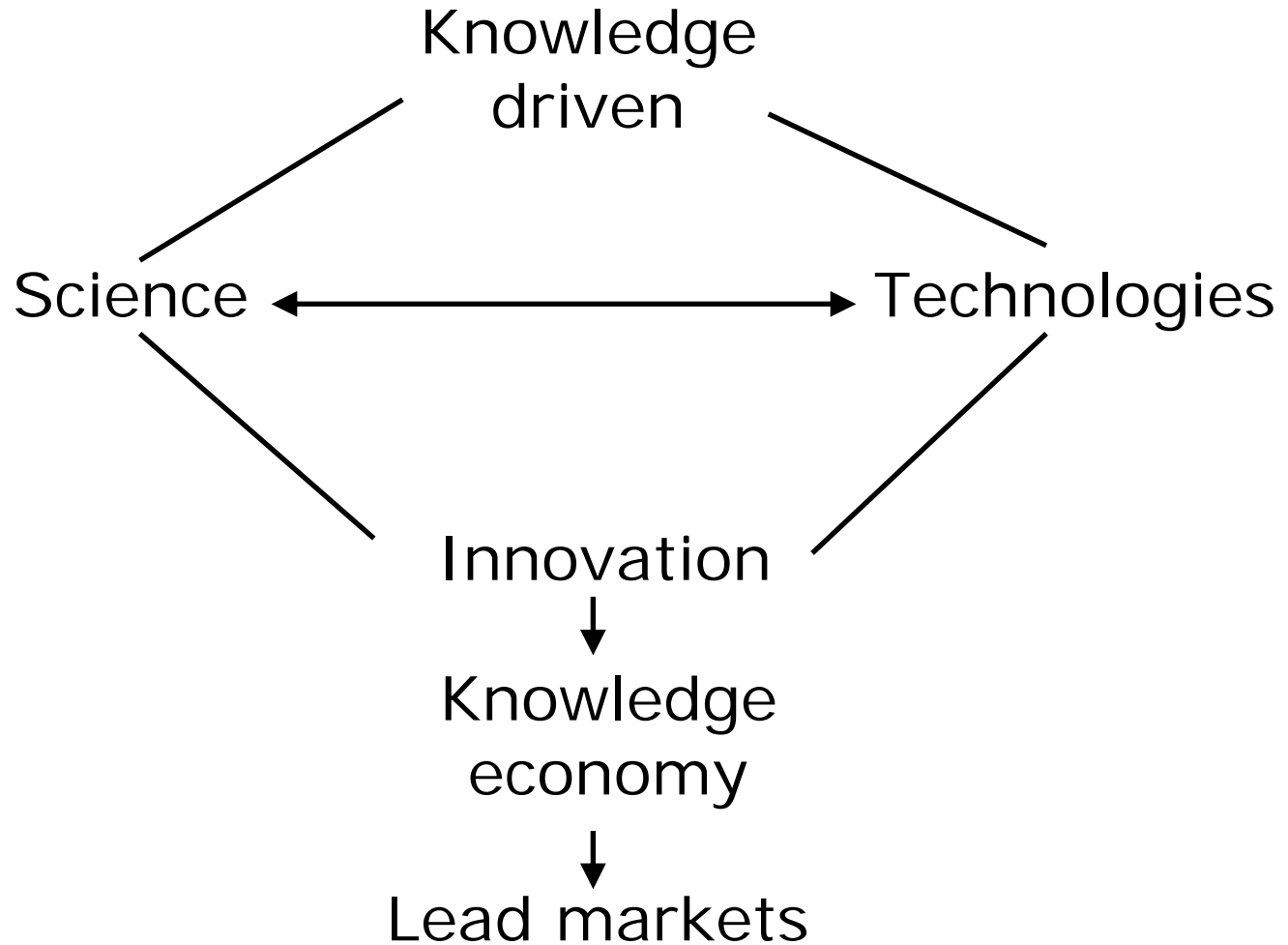


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Technologies as major drivers for innovation policy

Pr. Alain Pompidou

The technologies in the knowledge society



The technologies in the knowledge society



- Agrofood – Public Health
- Transport – Urbanism – Green technologies
- Materials – textiles
- Services



Accuracy – Adjustment – Agility

Technologies are
A major driver for innovation
Knowledge
Know how

Protection (IPR)

Time to market

Marketing

Challenges for ethics and society



accountability



IPR protection

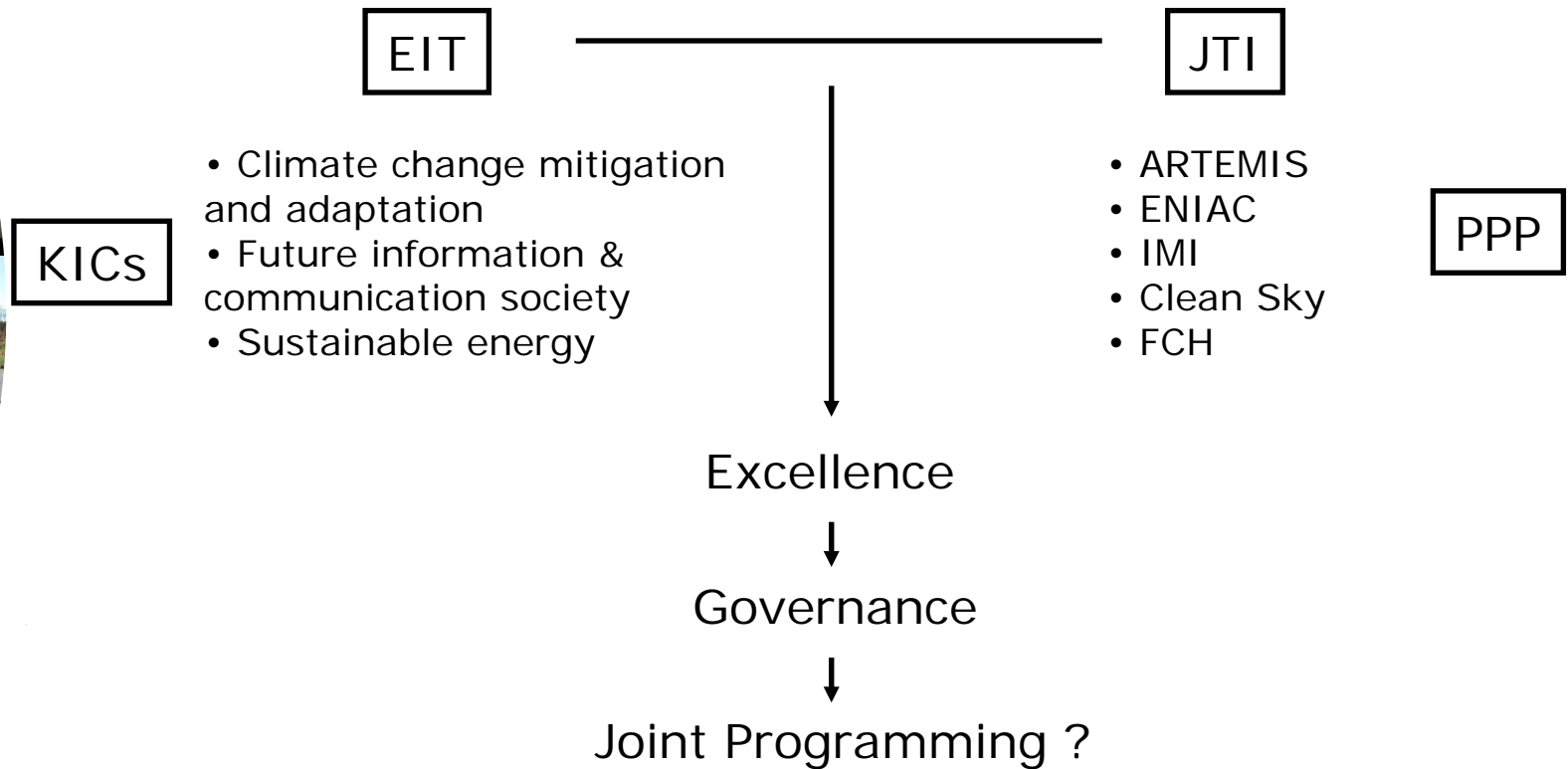
- European patent :
 - Community patent and litigations ???
 - Patent portfolios
 - Electronic tools
 - Licensing

↓

Market economy
- Involvement of the BIG FIVES
 - Europe – USA – Japan – China – Korea
- BRICS ??



European initiatives for innovation policy



The recovery plan

- Smart investment in research (from FP7)
- 3 Public Private Partnerships
 - Factories of the future (1.2 b€)
 - Energy efficiency buildings (1 b€)
 - Green cars (1 b€)

Shared costs:

Funding by the European Commission ~50%
2010-2013



The SMART principle

- SMART:
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Timely
- The “triple A” in technology push:
 - Accuracy
 - Adjustment
 - Agility
- The “triple A+” includes **accountability**



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The innovation process

Technologies to serve the economy

Time to market



Research

Development

Marketing

Business plan

For products and services

Agility



Ethical approaches based upon accountability

- Science ethics

- Tangible effects
- Misconduct and fraud



Avoid false expectations

- Environmental ethics

Climate change

sustainable development

Precautionary principle
(trial/error dynamics)

- Nanoethics : converging technologies (NBIC)



Scenarios for the future

- Technologies
- Economics
- Society
- Geopolitics

→ Mixt

In order to ensure

Proper balance

Education and training

Acceptation by public opinion

Rational reasoning



Societal needs in the global economy

Foster open dialogue
on
Pluralistic views
between
Developed and developing countries
Adjusted to specific
Needs
and
Capacities

Avoid corruption
and
spoilage



Conclusion

