

Preface

The inspiration for this book stems from the notion that innovation is no longer confined within the walls of traditional firms. We are in the midst of a transformative era where the boundaries of innovation extend to individual users, communities, and households. This development is propelled by digital tools and platforms that democratize the innovation process. As innovation evolves, so too must the context of innovation policy. Geopolitics, the security environment, and artificial intelligence have emerged as significant factors during the writing of this book. This evolving innovation landscape challenges existing models and calls for new policy and evaluation approaches.

This book advocates for innovation policies that recognize and support non-firm innovators, acknowledging their significant contributions. It aims to expand our understanding of innovation beyond the corporate framework, urging a re-evaluation of how innovation is conceptualized, supported, and implemented. It is a call to action for researchers, policymakers, and business leaders to embrace a broader perspective, ensuring that the contributions of all innovators are recognized and nurtured for the betterment of society.

Divided into two parts, the text first explores the current landscape of innovation practices and policies, highlighting the evolution from simple linear models to complex, transformative policies. It emphasizes the constant need to update methods of data collection and evaluation, as outlined in the developments of the Frascati and Oslo Manuals. These foundational and socially constructed documents evolve continually to better reflect the diverse and dynamic nature of modern innovation activities.

The second part of the book focuses on potential future practices and policies, underscoring the importance of non-firm actors in the innovation ecosystem. It calls on business leaders, policymakers, and researchers to develop policies that protect and promote free innovation. Additionally, real-time dynamic mapping of the innovation space is crucial for understanding and leveraging contributions from all sectors of society. The final chapter addresses the necessity for flexible, dynamic policy evaluation frameworks that consider economic, environmental, and social impacts, thereby fostering inclusivity, sustainability, and social equity in innovation. Geopolitics, the security environment, and artificial intelligence are emerging as major contextual changes that are briefly addressed in the closing chapter.

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