

Towards 2020:

New Horizons for RTD and Innovation in the Western Balkan Region

WBC-INCO.NET Final Conference & Brokerage Event

Tech Gate Vienna / Donau-City-Straße 1 / 1220 Vienna / Austria

Parallel session 1:
Inclusive, Innovative and reflective societies

"Inclusive innovation - its meaning
and consequences for policy making"

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Introduction

- ▶ Lena Tsipouri is Professor at the Department of Economic Sciences in the National and Kapodistrian University of Athens. She is an economist teaching, undertaking research and publishing in the fields of Economics of Technological Change, European Integration, Evaluation, Corporate Governance and Corporate Social Responsibility.
- ▶ She is an active member of the Centre of Financial Studies of the National and Kapodistrian University of Athens, the oldest establishment in the country.

What is inclusive innovation?

- ▶ ‘*Inclusive Innovation*’ refers to the knowledge creation, acquisition, absorption and distribution efforts targeted directly at meeting the needs of the low-income or the base-of-the-pyramid (BoP) population. The focus of *Inclusive Innovation* is on delivering high performance products and services or high experience at ultra-low cost to the people whose needs are generally not addressed.
- ▶ Inclusive innovation is connected to notions like frugal innovation, (the promise of cost-conscious science) and social innovation / social entrepreneurship.



Why is inclusive innovation emerging as a key topic now?

1. Because it is clear from evidence in developing countries (pioneer India) that it works
2. Because there is a huge market of the bottom of the pyramid purchasing power
3. Because of the crisis
4. Because consumers in advanced countries are becoming aware that more is not better and they often pay for functions that they will never use



Policy lessons

- ▶ Production in advanced countries can consider the idea of innovating to lower cost without compromising for quality
- ▶ The European lower income groups can benefit from inclusive innovation although at a different scale and scope than in developing countries
- ▶ Prizes and public procurement for inclusive innovation can be designed by innovation policy making
- ▶ Is Southern Europe a good market for social innovation??

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Thank You For Your Attention!

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