PORTUGAL 2030
Consulting Summit

27 OUT. 23
MAIA | Tecmaia

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CONSULTORES INVESTIMENTO INOVAÇÃO

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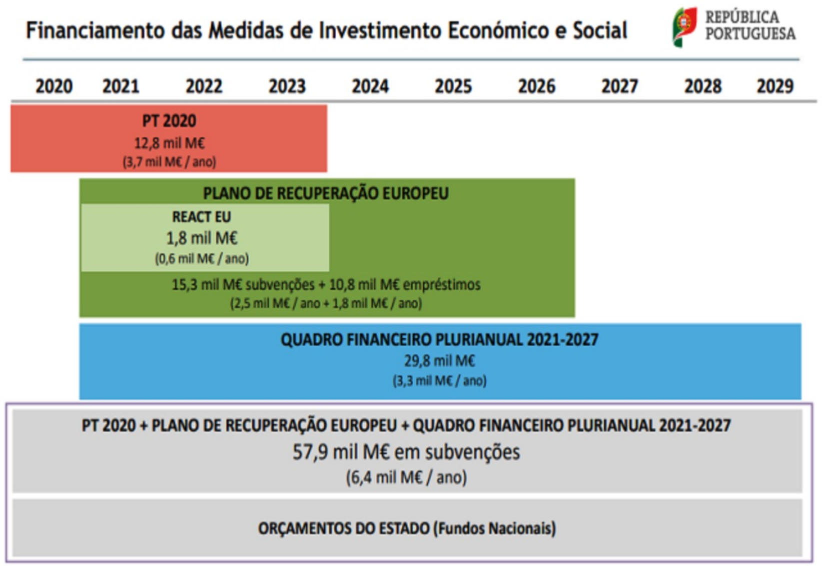
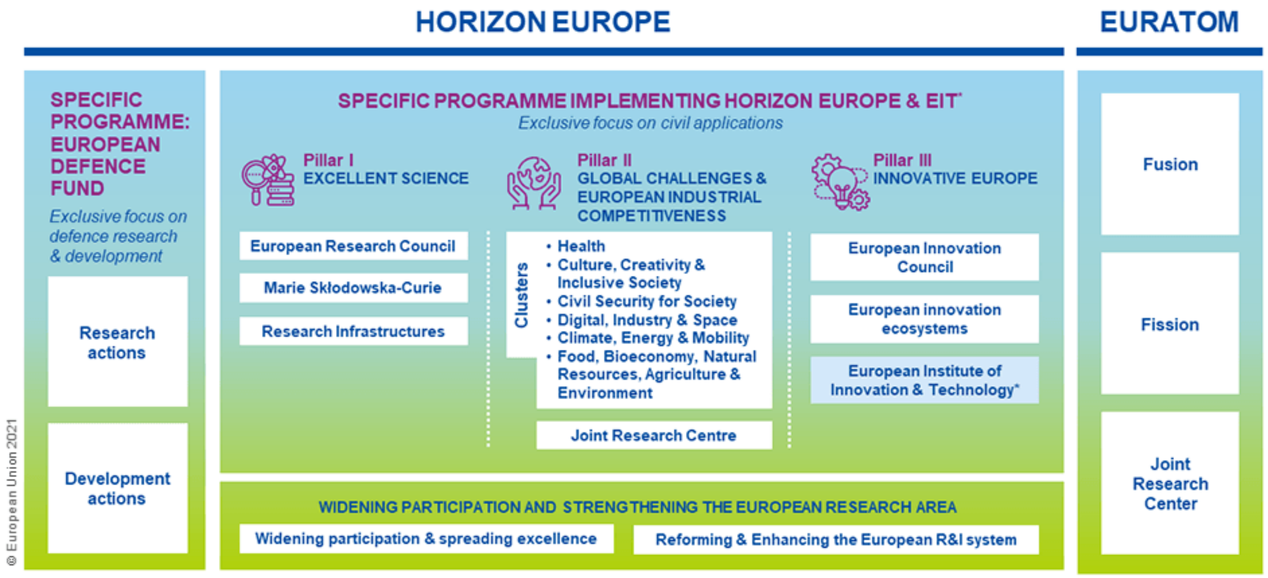
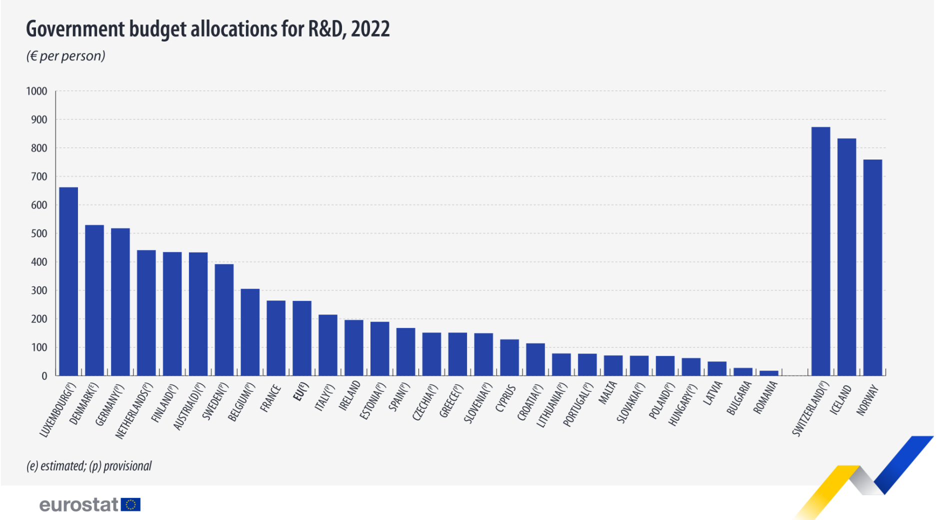
Maia, 27 de outubro 2023

Quadro de referência





* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme



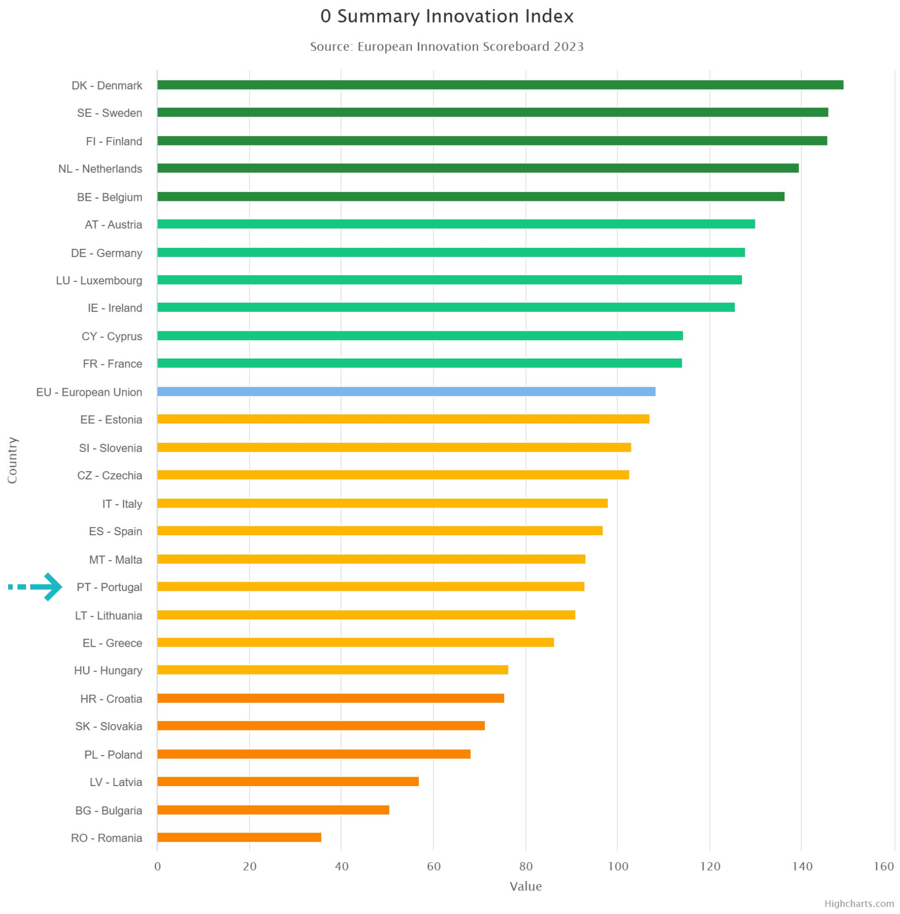
Algumas pistas

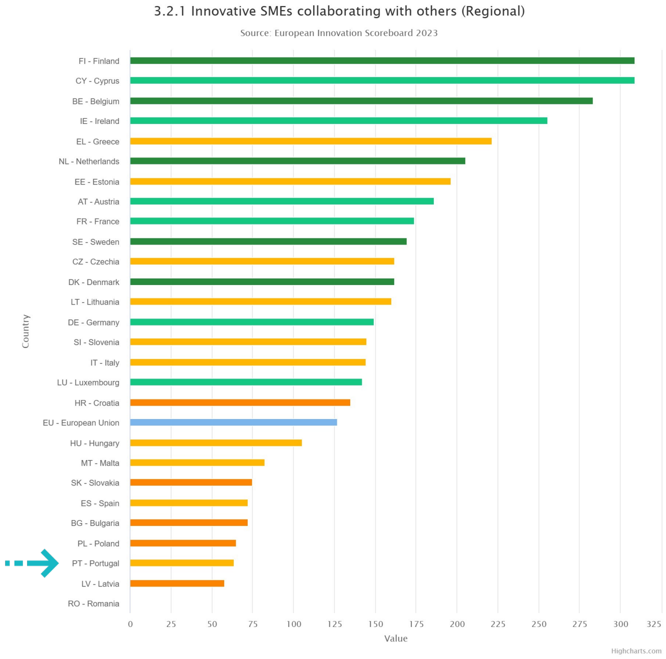
- There is a favourable public funding portfolio of programmes but Portugal must select priorities to tackle needs and limitations;
- The Portuguese Recovery and Resilience Programme (PRR) is more focused on public priorities than on contributing to business competitiveness;
- There is no innovation policy in Portugal and the national innovation system is immature;
- The limited number of companies doing R&D activities and their size/technological intensity and the topics identified for Horizon Europe may difficult the involvement of national stakeholders;
- Portugal has a better position in soft indicators (qualitative) than in hard indicators;

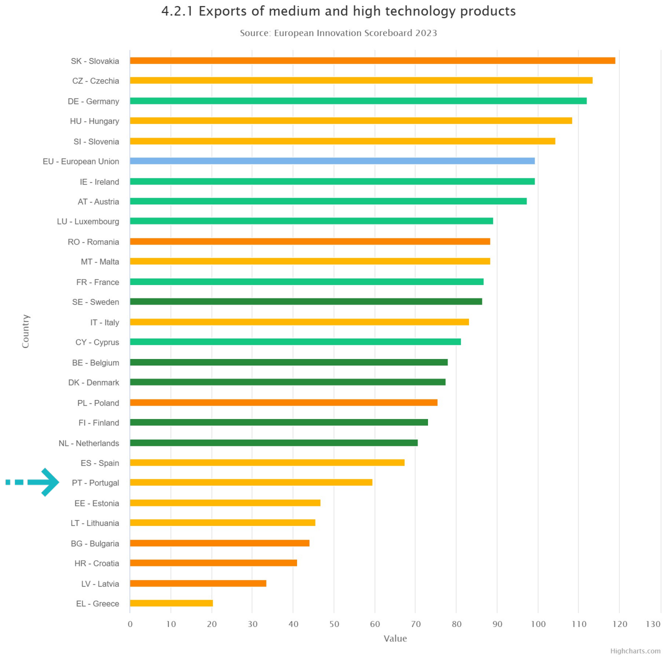
IN A NUTSHELL:

Funding is available but there is a danger of dispersion or even lack of efforts to accelerate innovation.

Portugal: Inovador Moderado







Desafios

Macro Level Perspective: Insights from OECD

Policy mix is not entirely consistent with the ambition.

National self-interest, also when it comes to business support for innovation, will be most often best served by international collaboration.

Incentivize and influence research and innovation in firms can have major implications for our future.

Preserving innovation capabilities is an imperative for survival but in many industries are under significant stress.

Source: OECD (2021), Science, Technology & Innovation Outlook

Figure: Confluence of objectives and constraints to government support for business innovation

Micro Level Perspective: Focusing Business Capabilities

What to learn from past crisis?

Gulati & Wieldman (2020; 2010), analysed 4700 companies in three different crises and suggest that companies obtain different results:

17% — **Does not survive**

80% — **Lost profits and take long to recover**

9% — **Invested in innovation and seized opportunities**

Due to different behaviours.

Those having better results:

- Master the balance between efficiency (reducing costs) and investment (focus in value creation)
- Deploy a combination of defensive and offensive strategies
- Capture new market opportunities, investing more than competitors in R&D and marketing

Key Drivers: Macro and Micro Perspectives Common Priorities

1

Reinforce business **capabilities**

2

Focus on **R&D and innovation activities (I+D+I)** and adjust policy mix

3

Promote **collaboration,** synergetic and complementary linkages (value chain logic)

4

Seize opportunities and create **value**

Innovation @ PRR: A mismatch between ambition and action?

R&D

BUSINESS CAPABILITIES

MARKET DRIVEN COLLABORATION

O Real Impacto das Agendas Mobilizadoras

Impactos na intensidade de I&D e na competitividade

Despesa em I&D (2018-2022)

Total nacional

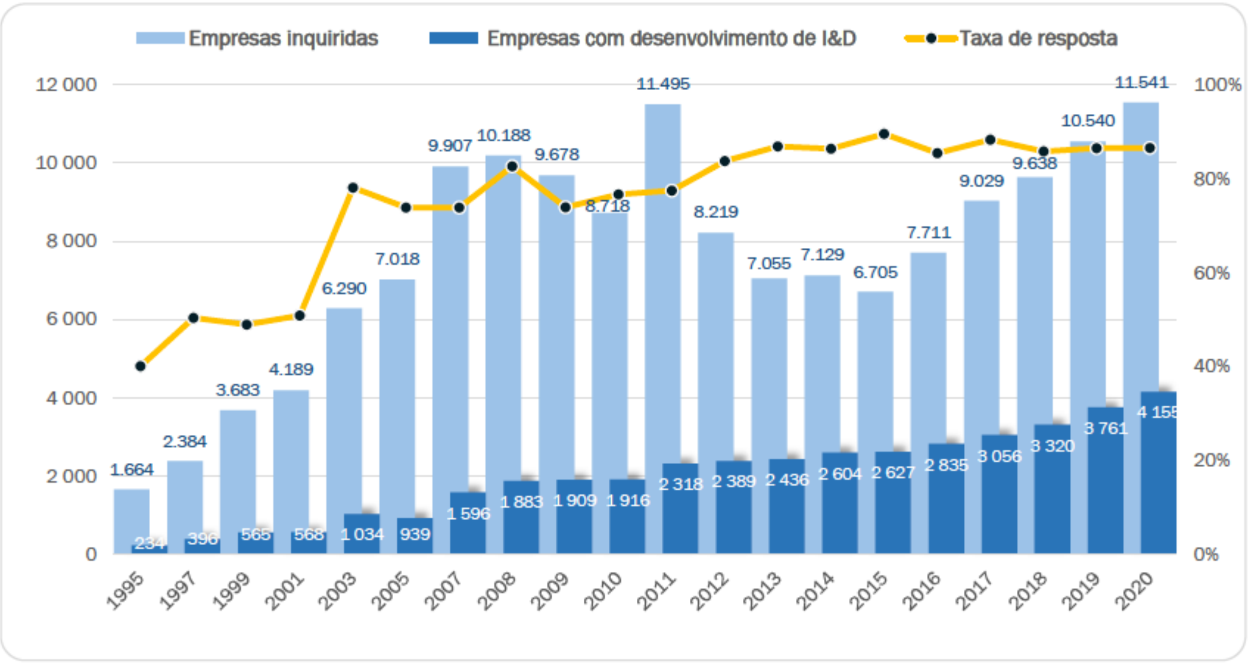
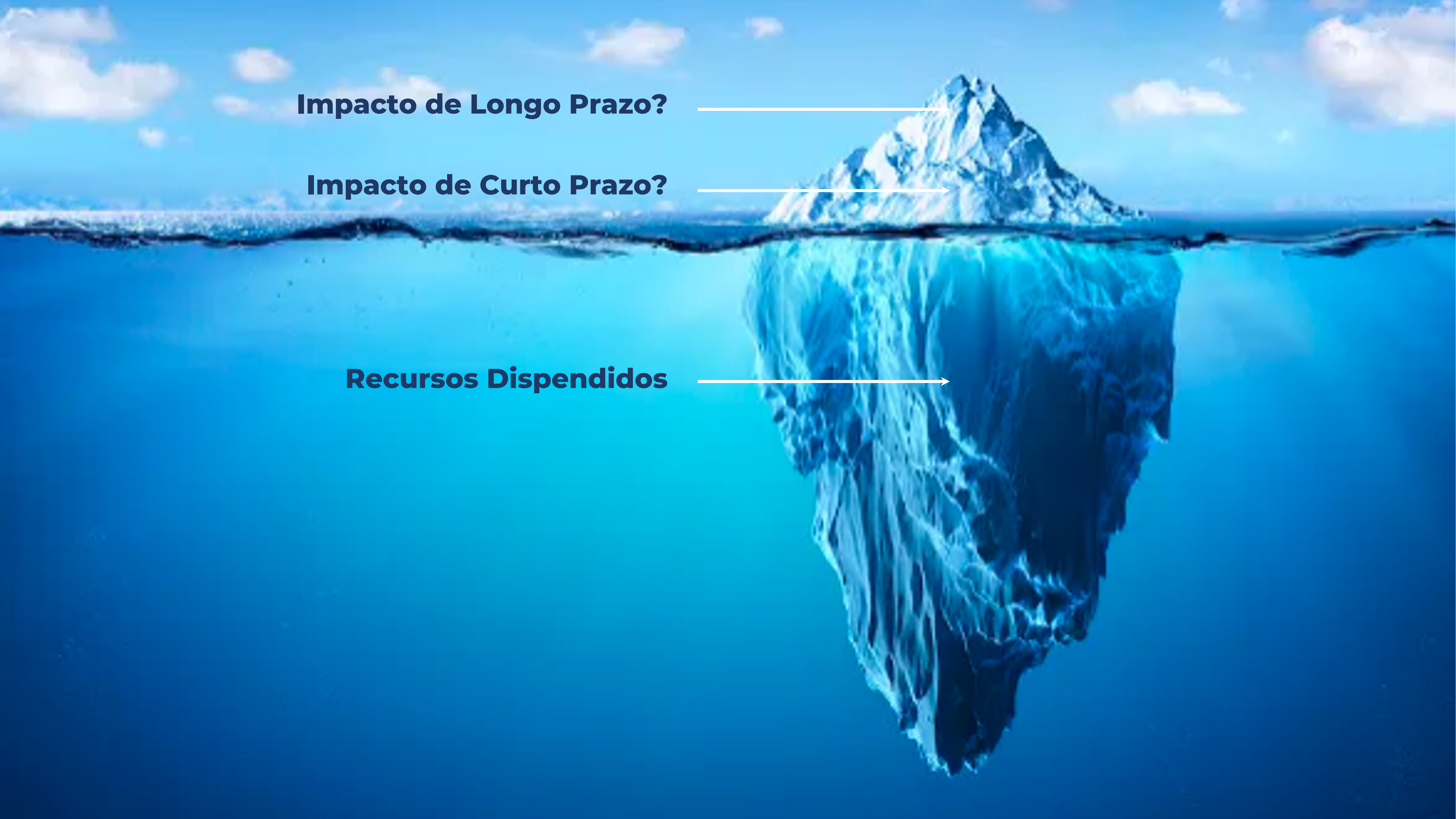


Figura 6 - Evolução do número de empresas inquiridas, das taxas de resposta e do número de empresas com I&D


Impacto de Longo Prazo?
Impacto de Curto Prazo?
Recursos Dispendidos

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