
HAPPINOMICS AND INNOVATION AVENUES FOR FURTHER RESEARCH

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evoREG Workshop

„Happiness, Innovation and Creativity“

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Happiness and Innovation

*“An **innovation** is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations. (OECD/ Eurostat 2005)*

“Creativity is the ability to produce work that is both novel (i.e., original, unexpected) and appropriate (i.e., useful, adaptive concerning task constraints).” (Sternberg/ Lubart 2008)

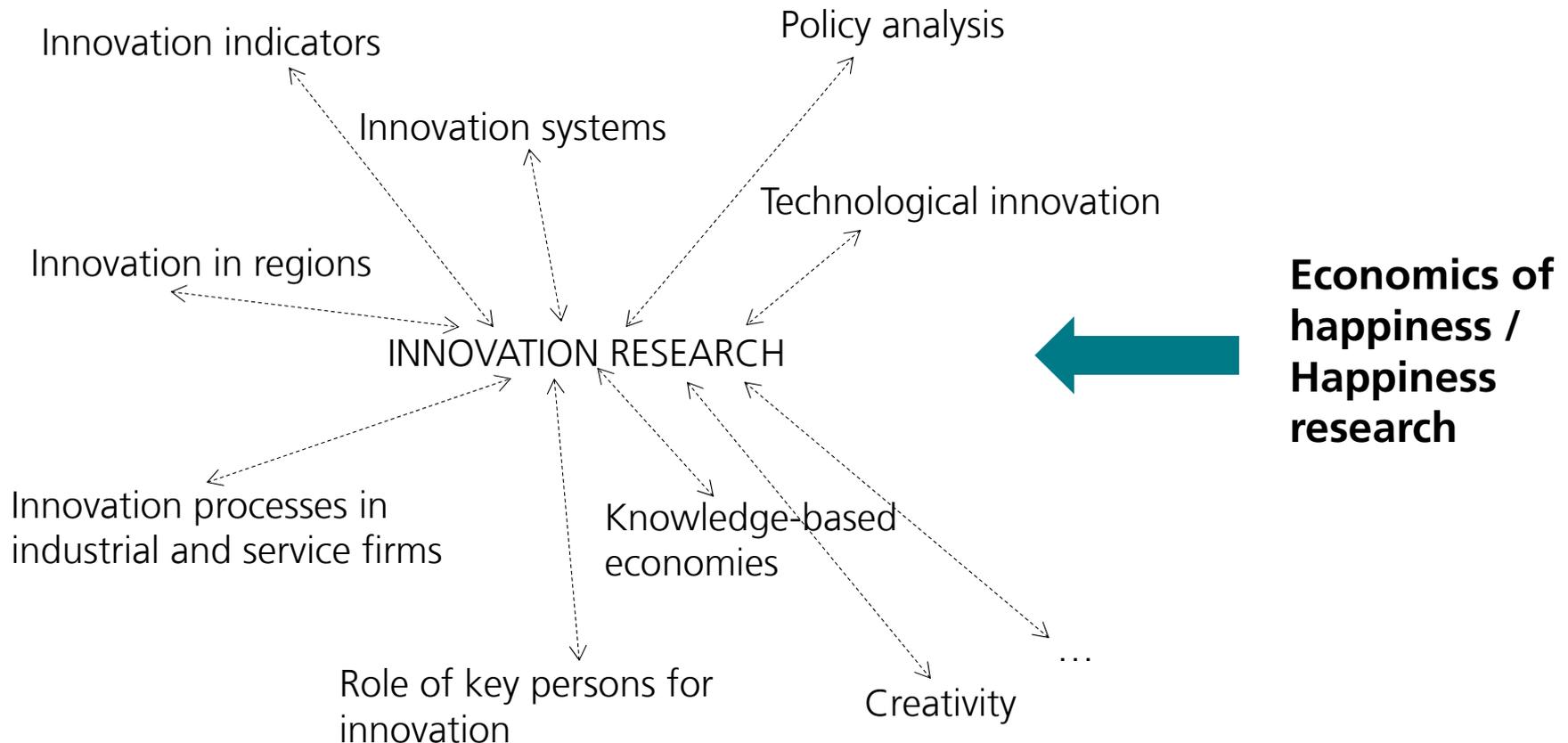
„By happiness I mean feeling good – enjoying life and feeling it is wonderful.” (Richard Layard 2005)



Happiness and Innovation: Origin, state and development of the topic

- Fraunhofer ISI is one of the 60 institutes of the Fraunhofer Gesellschaft
- Fraunhofer's key mission: applied research of direct utility to private and public actors (industrial and service enterprises, public administration) and society
- Fraunhofer's main research lines: health, nutrition and environment / safety and security / information and communication / transportation and mobility / energy and living / environmentally friendly production
- Fraunhofer ISI: Innovation research
 - Origins of innovation, crucial actors, promotion of innovation...
 - Evaluation of economic, social, political potentials and limits of technical innovations
 - Support of strategic decision making in industry, science and policy
 - Theory-based work, use of social science indicators, databases and methodologies

Happiness and Innovation: Origin, state and development of the topic



Happiness and Innovation: Origin, state and development of the topic

Potential research agendas in the thematic field of happinomics, creativity and innovation:

- New ways of “making business”, including new production methods and distribution channels, new working modes, new management models, etc.
- New ways of assessing and measuring progress: e.g. development and application of new indicators measuring wealth and growth (“qualitative growth”)
- New policy models, e.g. responsive research and innovation policy, participative approaches, “re-orientation” towards the local/ regional level (endogenous potentials, smart specialisation, sustainability, communities,...)



New research lines in the intersection of economics, psychology, political sciences, geography, social sciences,...

Happiness and Innovation: Origin, state and development of the topic

Clear objective and focus of this workshop:

- Bringing together experts from different fields in order to broadly discuss the various aspects of happiness research
- First ideas concerning the interrelation between innovation, creativity and happiness
- Preliminary ideas concerning future research fields in the intersection of various sub-themes
- First indications concerning future research teams, funding organisations and research agendas

HAPPINESS AND INNOVATION – AVENUES FOR FURTHER RESEARCH

Do innovations make us happy? Or do we need to be happy in order to be innovative?



Introduction

- Happiness (subjective well-being, SWB) and innovation are two terms that play an important role in the agendas of policy-makers and societal actors alike
- Innovation policy has been mainly concerned with bringing knowledge to the market, happiness policies have been mainly concerned with reducing the negative effects of modern industrial production
- Often SWB has been treated implicitly (e.g. reducing environmental pollution, new medical treatments)

Despite their importance there are only a few theoretical and empirical interconnections

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How can we approach the debate?

Developing the argument

- Impressive growth over the last century and high technological innovation capacity in the industrialized countries
- Despite the amazing advancement in economic terms SWB in industrialized countries tends to stagnate or even decline (Easterlin paradox)
 - ➔ Need for policy intervention
- EU policies (e.g. Europe 2020) focusses on „smart, sustainable, and inclusive growth“. The flagship initiatives seem to be the continuation of input oriented models
- The individual level and societal interests are hardly ever considered in innovation policy
 - ➔ Need for better policies

Recent national and EU developments

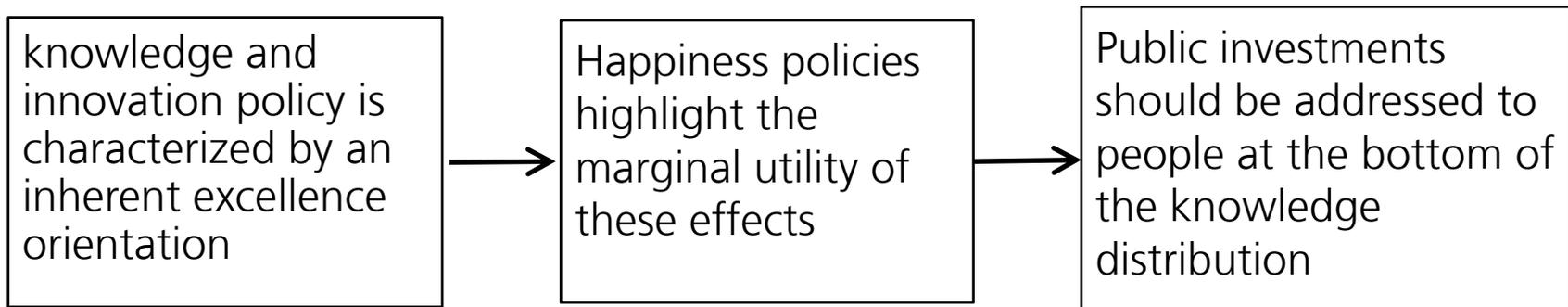
- In innovation research the "normative turn" (grand challenges, demand areas, green growth...) highlighted the social dimension and possible new actor constellations
- Newest bandwagon: Responsive Research and Innovation Policy (RRI)
- France: Commission on the measurement of economic performance and social progress, incl. societal well-being, as well as measures of economic, environmental, and social sustainability
- Germany: Commission on "Growth, prosperity and quality of life"
 - ➔ Topic is on the agenda but concepts are missing
 - ➔ We propose that innovation research (mainly dominated by economics and management sciences) can benefit significantly from including research from other disciplines such as psychology, sociology, philosophy, geography.

How to approach the issue - A change of paradigm?

- Many of today's products, services and processes are intrinsically hybrid in nature (interdisciplinary research)
- Happiness as well as creativity become additional production factors in addition to traditional factors such as capital and labour.
- In order to deal with societal challenges, people start new initiatives that rely on creative, open and more democratic forms of participation. Well-being becomes the motivation to start creative actions.
- However, critical aspects of knowledge such as creativity, insight, curiosity or wisdom receive little attention. Instead "...the predominating emphasis on creating knowledge (and innovation) at faster and faster rates – the '*politics of urgency*' – produces an almost autistic inability for reflection and consideration" (Rooney and Mckenna 2005)

Growth, innovation and happiness

- Learning and interacting is at the heart of the knowledge economy, national and EU innovation policy is concerned with bringing this knowledge to the market
- Problem: If increasing levels of knowledge and economic growth do not lead to higher levels of SWB, but instead to higher levels of human stress, then public policy needs to find solutions
 - ➔ knowledge policies and happiness policies have hardly anything in common



Avenues for further research

- “happinomics indicators” – Happiness / SWB indicators are important for informing policy-makers
- link research-happiness: output side of research activities, innovation policy should have a more people-centered approach, innovation policy should not focus on market success and applicability of research alone, but also on the social dimension of innovations
- happiness-driven innovation and development policies. Developing a policy agenda which is useful and realizable for public officials that focuses explicitly on happiness and innovation

Thank you very much for the attention

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