



Institute for
Innovation and
Public Purpose



The collective response to our global challenges:

A common good and market-shaping approach

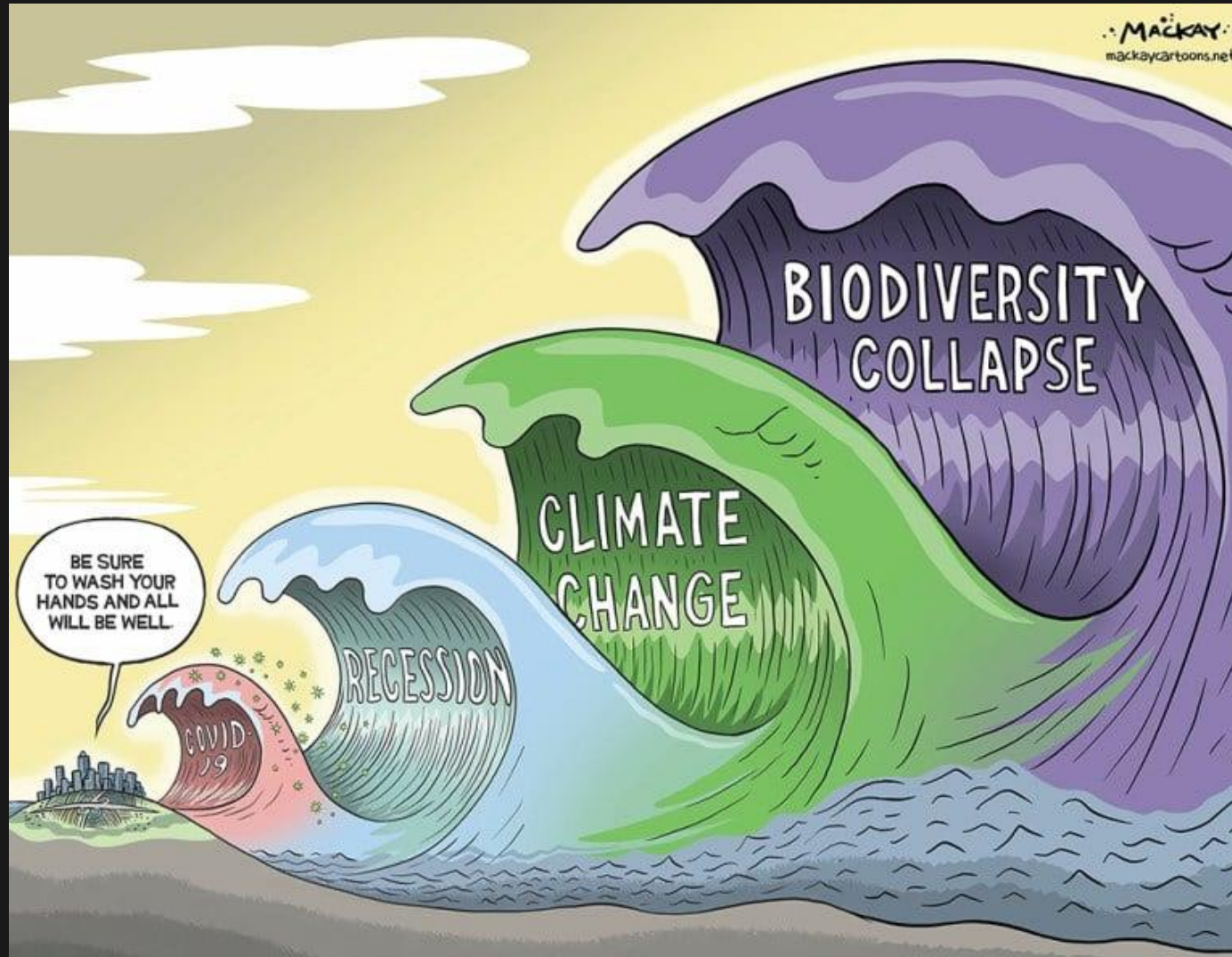
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Mariana Mazzucato

Professor in the Economics of Innovation and Public Value
Founding Director Institute for Innovation and Public Purpose
University College London

@MazzucatoM & @UCL_IIPP

We are going from CRISIS to CRISIS



The COVID-19 moment



We failed to vaccinate the world

“Our world will only be safer once everyone can benefit from the science and access a vaccine – and that is a political change”

Oxfam in its open letter:
The People’s Vaccine



The complexity of health crises requires a **common good approach**



Governing health for the common good

- Creating **purpose-driven** innovation
- Reshaping **knowledge governance**
- Reforming **corporate governance**
- Building **resilient and diverse** manufacturing capacity
- Introducing **conditionalities** for public investments
- Strengthening the **capacity of the public sector**



Countries will require massive collaboration, investment, and innovation to tackle our biggest challenges.

Public and private, and civil society!

We must design collective intelligence and public value into this collaboration, investment, and innovation.

The common good approach brings a new lens to health economics and governance

A shared objective

A product of **collective interactions and investments**

A shared resource based on a common need to sustain healthy wellbeing

Available and accessible for all

The mRNA Vaccine Technology Transfer Hub South Africa

- **Build capacity in low- and middle-income** countries to produce mRNA vaccines
- Work with a **network of technology recipients** (spokes) in low- and middle-income countries.
- **Specialized training** will be provided through training



A common good approach to health

The common good is connected to:

(1) MISSION ORIENTATION

(2) MARKET SHAPING

(3) NEW SOCIAL CONTRACT

public private relationships

capital and labour

civil society

(1) Mission-oriented policies are systemic attempts to steer innovation and knowledge towards specific goals

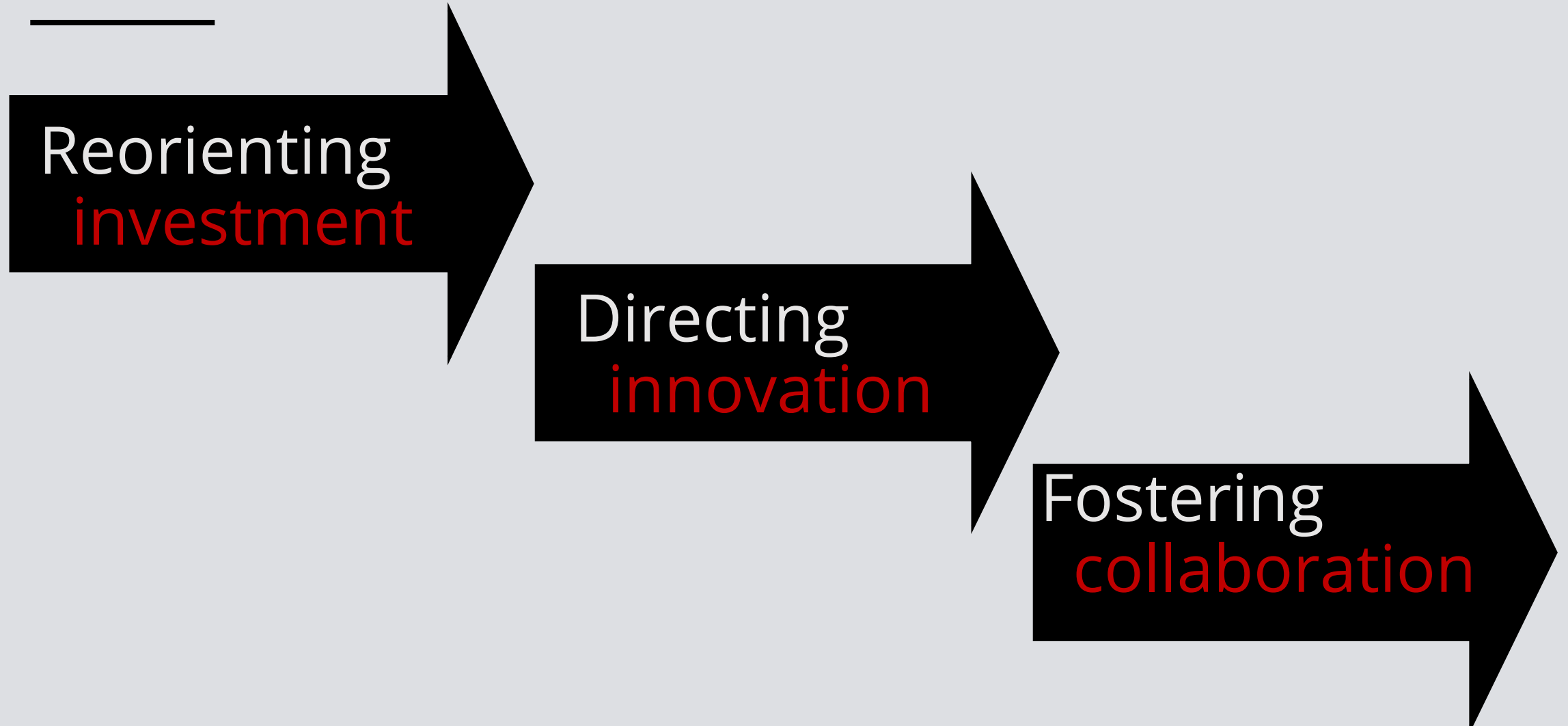


Five criteria for missions

- Be bold, inspirational, with wide societal relevance
- Have a clear direction: targeted, measurable, and time-bound
- Be ambitious but realistic with research and innovation actions
- Be cross-disciplinary, cross-sectoral, and cross-actor innovation
- Drive multiple, bottom-up solutions.



(2) Building collective intelligence into investment, innovation, and collaboration via MARKET SHAPING



**Governments
are stuck
fixing and
tinkering**



MARKET SHAPING

- Redirecting Finance
- Intellectual Property (IP) Governance
- Redirecting Finance
- Outcomes-Oriented Budgeting
- Mission-Oriented Procurement
- Dynamic Evaluation

(3) Building a new social contract by sharing risks and rewards

- **Reinvesting** profits into skills and innovation
- Retaining **golden share** of IPR
- Capping **prices** of drugs (publicly financed)
- Income **contingent** loans
- **Equity** (portfolio approach)
- % **payback** into an 'common-good/innovation fund'

COVID19: A moment for bold conditionalities



“Air France will have to cut its carbon emissions and domestic flights as conditions for government financial support”
France’s finance minister Le Maire

- Reuters



“The Scottish parliament has voted to block companies based in tax havens from using millions of pounds in coronavirus relief funding, in emergency legislation.”

- The Guardian

Building a new social contract using conditionalities

1. **Access**, where equitable and affordable access to the resulting products and services is ensured
2. **Directionality**, related to the green transition, and to the improvement of labour conditions
3. **Profit-sharing** with other stakeholders, such as workers
4. **Reinvestment**, where profits gained are reinvested into productive activities and R&D for longer term benefit, avoiding financialisation;

RETHINKING THE SOCIAL CONTRACT BETWEEN THE STATE AND BUSINESS:

A new approach to industrial strategy with conditionalities



About the Institute for Innovation and Public Purpose

The UCL Institute for Innovation and Public Purpose (IIPP) aims to develop a new framework for creating, nurturing and evaluating public value in order to achieve economic growth that is more innovation-led, inclusive and sustainable.

We intend this framework to inform the debate about the direction of economic growth and the use of mission-oriented policies to confront social and technological problems. Our work will feed into innovation and industrial policy, financial reform, institutional change, and sustainable development.

A key pillar of IIPP's research is its understanding of markets as outcomes of the interactions between different actors. In this context, public policy should not be seen as simply fixing market failures but also as actively shaping and co-creating markets. Re-focusing and designing public organisations around mission-led, public purpose aims will help tackle the grand challenges facing the 21st century.

IIPP is housed in The Bartlett, a leading global Faculty of the Built Environment at University College London (UCL), with its radical thinking about space, design and sustainability.

Mariana Mazzucato

Founding Director and Professor in the Economics of Innovation and Public Value, Institute for Innovation and Public Purpose, University College London

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**A new
vocabulary
and
narrative**

~~FIXING MARKETS~~ **CO-CREATING & CO-SHAPING**

~~DE-RISKING~~ **WELCOMING UNCERTAINTY**

~~PICKING WINNERS~~ **PICKING THE WILLING**

~~LEVELLING THE PLAYING FIELD~~ ~~TITLING TOWARD~~ **A DIRECTION**

~~OUTSOURCING~~ **CAPACITY BUILDING**

~~COST BENEFIT~~ **DYNAMIC SPILLOVERS**





Thank you!

Mariana Mazzucato

Professor of Economics of Innovation and
Public Value

Founding Director, UCL Institute for
Innovation and Public Purpose



@MazzucatoM / @UCL_IIPP

