

Learning from experiments in SME innovation and growth policy

Rob Fuller, Innovation Growth Lab
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Innovation Growth Lab

IGL is a global initiative that works to **increase the impact of innovation and growth policy**, by ensuring that it is informed by **new ideas** and **robust evidence**.

We work at the intersection of **research and policy**, where we help organisations become more **experimental**, test **ideas**, and **learn** from each other.

These are the four pillars of our work:



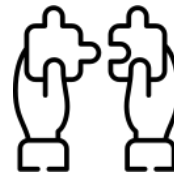
Research



Policy



Community



Skills

Our community

IGL Partners

Government ministries, innovation agencies and foundations from around the world



**London
Business Hub**



IGL Research Network

Over 85 researchers from around the world working in the fields of innovation, entrepreneurship, productivity and growth.



IGL Scientific Committee

Nick Bloom Stanford Business School | **Dietmar Harhoff** Max Planck Institute for Innovation & Competition | **Karim Lakhani** Harvard Business School | **Josh Lerner** Harvard Business School | **Fiona Murray** MIT Sloan | **Mark Schankerman** LSE | **Scott Stern** MIT Sloan | **John Van Reenen** LSE | **Reinhilde Veugelers** KULeuven | **Heidi Williams** Stanford University

Some of the other organisations we work with





INNOSUP-06-2018

Encouraging experimentation
by innovation agencies

13 experiments, involving 27
innovation agencies across
Europe

[innovationgrowthlab.org/
eu-funded-trials](http://innovationgrowthlab.org/eu-funded-trials)



Business Basics Programme

Adoption of technologies and
management practices
among SMEs

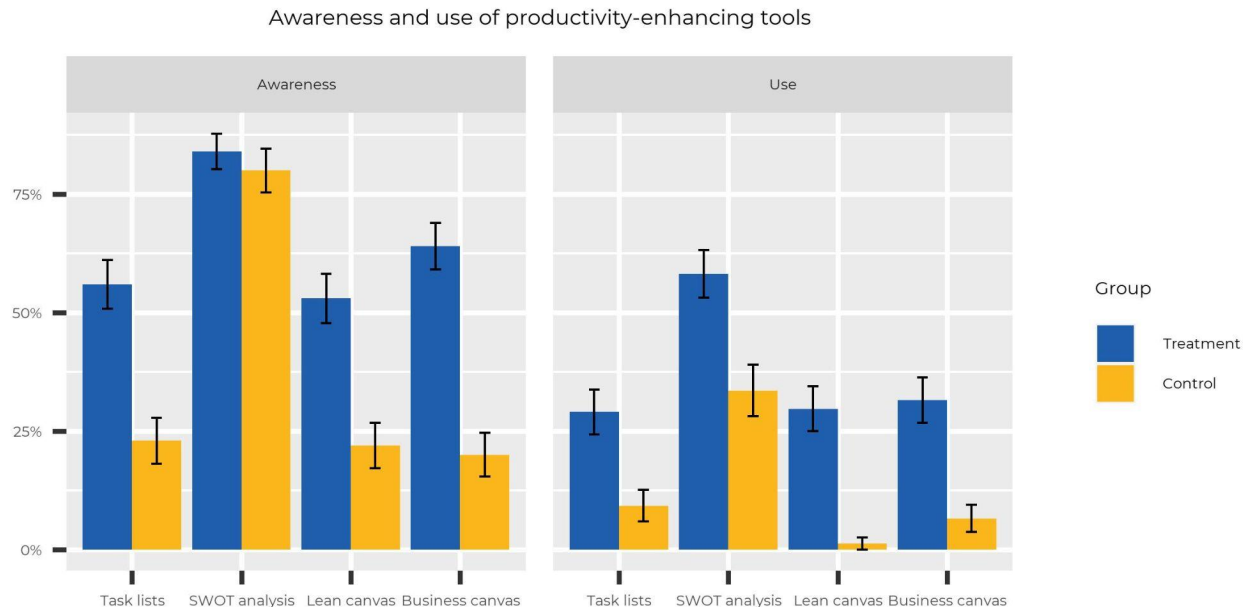
17 RCTs, 15 proofs of concept

[www.gov.uk/government/
collections/business-basics-
programme](http://www.gov.uk/government/collections/business-basics-programme)

Business Boost programme

Microbusinesses participated in a series of six workshops on productivity-enhancing practices, plus a one-to-one mentoring session

Six months later: Good evidence of impact on awareness and use of key business tools – but not on formal business planning or investment



Source: Stephen Roper, Halima Jibril, Doug Scott & Ian Drummond, 'Evaluation of the Cavendish Enterprise "Business Boost" project', Enterprise Research Centre (2020),

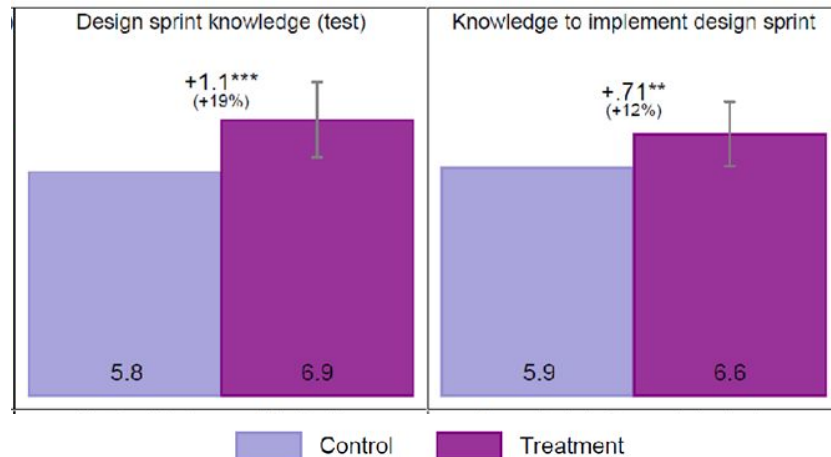
<https://www.enterpriseresearch.ac.uk/publications/evaluation-of-the-cavendish-enterprise-business-boost-project/>

200SMEchallenge

SMEs worked on 'design sprints' with students and design professionals, aimed at improving user experience

Good evidence of impact on knowledge about design sprints – but not (yet) on intentions to adopt user-centred design

www.200smechallenge.eu



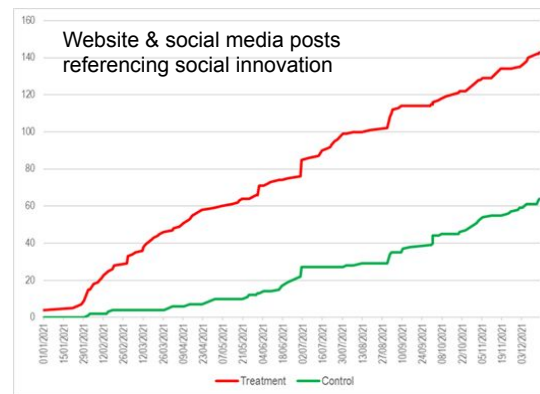
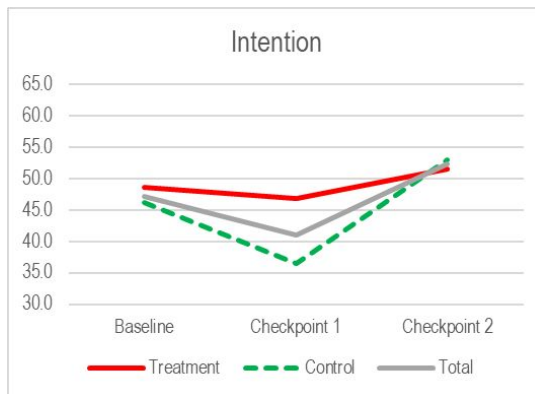
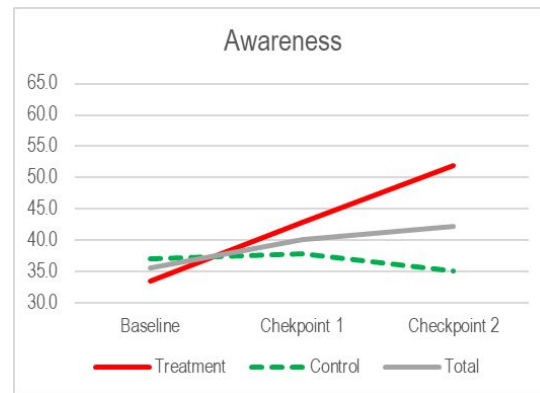
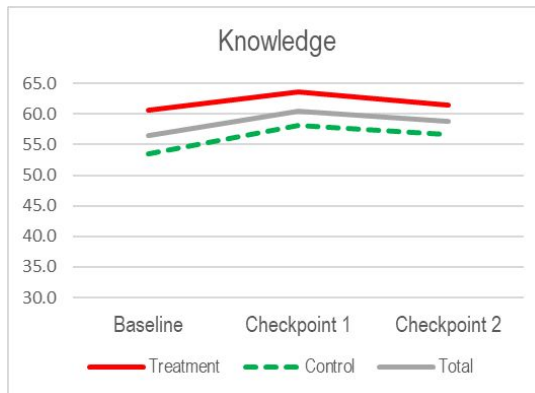
DepoSIt

Promoting social innovation through an innovation audit process

Six months later: Signs of impact on awareness of social innovation, but not on knowledge or intention to engage in social innovation.

Clear impact on companies' communications relating to social innovation

www.depositproject.eu



Learning about experimentation



Piloting is crucial – need to thoroughly test implementation (including recruitment and data collection) before moving on to test impacts



Can use experiments to test whole interventions – or to test specific elements and optimise implementation

See our findings report for INNOSUP-06 for more about what we've learned about implementing RCTs: innovationgrowthlab.org/what-have-we-learned-so-far

Find out more

- IGL events on recent RCT results on 6 and 13 July (14:00 UK time / 15:00 CEST) – sign up at bit.ly/igl-events
- Blog post on Business Basics results: bit.ly/igl-bb-learning
- Experimental Research Funder's Handbook: <https://researchonresearch.org/experimental-funder>
- IGL website: innovationgrowthlab.org
- IGL monthly newsletter: innovationgrowthlab.org/newsletter-sign-up
- Use of experimentation in tackling policy objectives:
 - environmental policy bit.ly/igl-green
 - equity, diversity and inclusion bit.ly/igl-edu

IGL July events



Business
Basics blog





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