**DRIVERS OF INNOVATION**

* **MARKETS**
	+ Domestic customers
	+ Access to international markets
	+ Suppliers and value chains
	+ Availability or cost of skills
	+ Availability of cost of finance
	+ Competitors
	+ Technical or Voluntary Consensus Standards
	+ Markets for knowledge
	+ Digital platforms
* **PUBLIC POLICY**
	+ Regulations
	+ Functioning of courts and rules enforcement
	+ Taxation
	+ Public spending (level and priorities)
	+ Government support for innovation
	+ Government demand for innovation
	+ Public infrastructure
	+ General policy stability
* **SOCIETY**
	+ Consumer responsiveness to innovation
	+ Favorable public opinion towards innovation
	+ Level of trust among economic actors

**BarriERS OF INNOVATION**

* Lack of internal finance for innovation
* Lack of credit or private equity
* Difficulties in obtaining public grants or subsidies
* Costs too high
* Lack of skilled employees within your enterprise
* Lack of collaboration partners
* Lack of access to external knowledge
* Uncertain market demand for your ideas
* Too much competition in your market
* Different priorities within your enterprise