



## **Innovation: designing for a sustainable future**

*Government: actor in the diffusion game.*

Dave Elliott

There are some types of technical innovation which individual consumers or groups of individuals or even local authorities just don't have the resources to get engaged with. The scale of deployment required to make any significant impact is well beyond what they can do, and that's of course where governments can have an influence. They can try and push companies to doing things perhaps they might not want to do otherwise, and they can look further ahead than companies too because they don't need to take a short term interest, governments in principle can look a little bit beyond the election period and look to the future. And that's happening. Governments around the world become increasingly concerned about climate change therefore they're beginning to push renewable energy and other low carbon options quite aggressively, much more than you'd expect in some ways because these are still fairly new technologies but governments around the world have said, something has got to be done and these technologies are things we are going to push. And effectively what they're trying to do is to ensure that new technologies like this diffuse, so part of their work is to try and convince consumers to buy them, so they're another actor in the diffusion game.