

Council on Competitiveness National Innovation Initiative

Innovate America: Thriving in a World of Challenge and Change

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NII overview - what's new

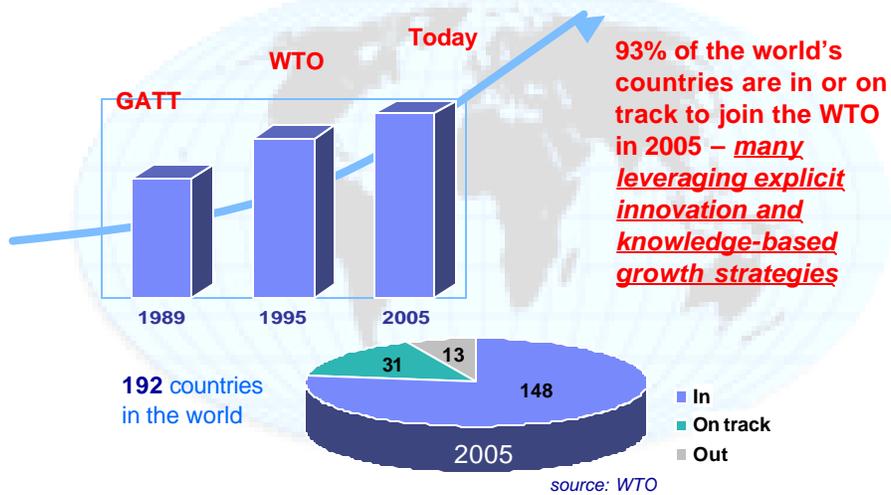
- the evolution of innovation itself
- the emerging innovation economy
- the innovation ecosystem



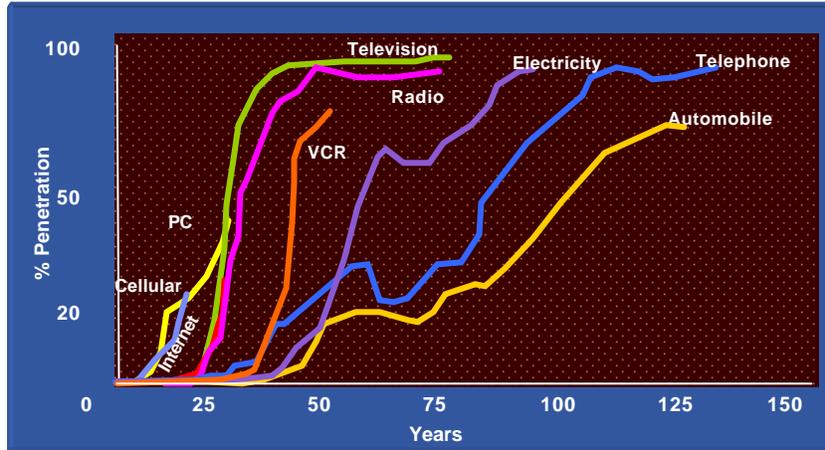
The Changing Nature of Innovation

From	▶▶▶▶▶	To
Invention		Innovation
Linear innovation model		Dynamic innovation mode
Build to forecasted demand		Sense and respond to demand
Independent		Interdependent
Single discipline		Multiple Discipline

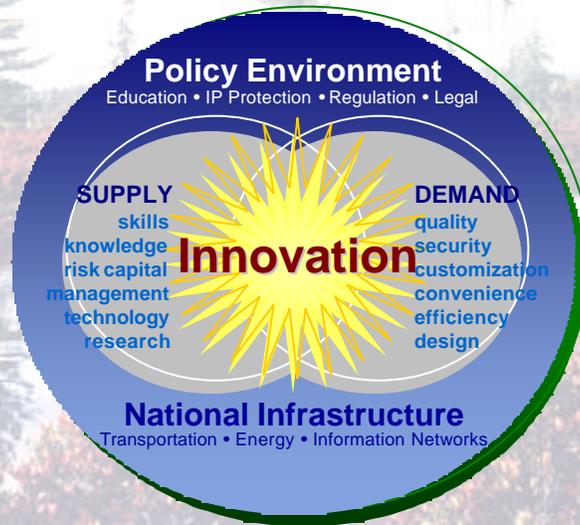
The Growth of Market and Innovation-Based Economies



The Pace of Innovation – and Knowledge Creation and Diffusion – Quickening



Innovation Ecosystem



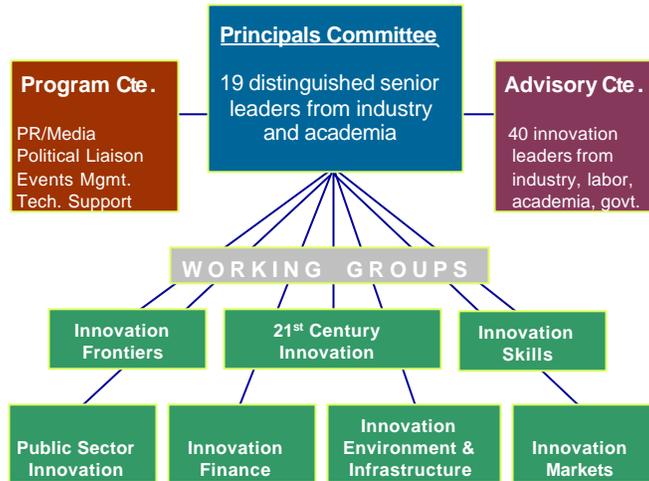
The Foundation for the NII

- Global Issues Initiative (2003)
International discussions of emerging competitiveness issues related to trade, foreign investment, and improving the standard of living at home and abroad
- Clusters of Innovation Initiative (2001)
Strategies for economic growth for communities and regions in the United States
- Building Engineering & Science Talent (2001)
Sharpening the competitive edge of our workforce
- 2 National Innovation Summits (1998 at MIT and 2001 at UCSD)
- Innovation Index (1999)

Goals for the NII

- Bring together America's top minds on innovation
- Sharpen our understanding of how the innovation process is changing – at a systems level – and how it can be harnessed for economic growth, higher living standards, etc.
- Look beyond the traditional tools for economic stimulus (monetary and fiscal policy) – and begin to develop new innovation metrics, networks and best practices
- Advocate a strategic, actionable agenda to create a fertile environment for innovation

National Innovation Initiative



NII Principals Committee



National Innovation Agenda

Talent

- Build a National Innovation Education Strategy for a diverse, innovative and technically trained workforce
- Catalyze the Next Generation of American Innovators
- Empower Workers to Succeed in the Global Economy

Investment

- Revitalize Frontier and Multidisciplinary Research
- Energize the Entrepreneurial Economy
- Reinforce Risk-Taking and Long-Term Investment

Infrastructure

- Create National Consensus for Innovation Growth Strategies
- Create a 21st Century Intellectual Property Regime
- Strengthen America's Manufacturing Capacity
- Build 21st Century Innovation Infrastructures – the health care test bed

NII Talent Agenda

Build the base of scientists and engineers

- National S&E scholarship fund
- Portable graduate fellowships
- Traineeship grants
- Funding for Professional Science Masters programs
- Expedited immigration process for foreign S&E students

Catalyze the next generation of innovators

- Problem-based learning in K-12 and community colleges
- Opportunities for students to bridge the gap between research and application
- Innovation curricula for entrepreneurs and small business managers

Empower workers to succeed in the global economy

- Lifelong Learning Accounts
- Portable health and retirement benefits
- Improved worker transition and training assistance

NII Investment Agenda

Revitalize frontier and multidisciplinary research

- Innovation Acceleration grants
- Long-term research at Department of Defense
- More support for R&D in physical sciences and engineering
- Permanent, restructured R&E tax credit

Energize the entrepreneurial economy

- Innovation Hot Spots to capitalize on regional assets
- Coordination of federal economic development programs
- Tax incentives for angel networks

Reinforce risk-taking and long-term investment

- Compensation structures to reward long-term value creation
- Protection for disclosure of intangible assets
- Reduce the cost of tort litigation
- Financial Markets Intermediary Committee to evaluate new regulations

NII Infrastructure Agenda

Create national innovation growth strategies

- Federal innovation strategy
- National and regional alliances
- New innovation metrics
- National Innovation prizes

Create a 21st century intellectual property regime

- Better quality patents
- Patent databases as innovation tools
- Best practices for collaborative standards setting

Strengthen America's manufacturing capacity

- Centers for production excellence
- Standards for interoperability
- Innovation Extension Centers
- Industry-led roadmaps for R&D priorities

Build 21st Century Innovation Infrastructures — the healthcare test bed

- Electronic health reporting
- Standards for integrated health data systems
- International electronic exchanges
- Performance-based purchasing agreements

The NII Implementation Plan

- **National**
 - NII Leadership Council
 - NII Presidents Council
 - Council Federal Affairs Committee
 - Federal outreach to the Administration and Congress
- **Regional Outreach**
 - Regional Innovation Summits
- **Global Outreach**
 - US-EU Innovation Summit, The Hague, Netherlands (27-28 April)
 - US-Japan Innovation Summit, Aichi, Japan (14-15 September)
- **Research**
 - 2005 Competitiveness Index
 - Innovation Scorecard

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Post-Summit NII Action

1. Building the Network

- **Over 500 innovation leaders participated in the Summit**
- **Council staff have engaged more than 30 associations and organizations**

2. Broadcasting the Message

- **Over 140,000 copies of the report downloaded – and first print run “sold out”**
- **Press coverage in the *Washington Post*, the *Wall Street Journal*, *BusinessWeek*, CNN, Bloomberg**

3. Engaging the Administration

- **Presidents Economic Summit**
- **Department of Labor Senior Staff Retreat**
- **EDA – “Strengthening America’s Communities”**
- **DOE – “innovation metrics”**

4. Working with the Hill

- **NSF Testimony**
- **Engaging leadership and relevant Committees**
- **Possible hearings & legislation**
- **Ensign-Lieberman Letter**

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United States Senate
WASHINGTON, DC 20510

February 16, 2005

Dear Mr. Ackerman:

Thank you for your leadership in bringing forward the recommendations contained in the National Innovation Initiative Report. The report was very informative and thought provoking, and we applaud the Council on Competitiveness for this comprehensive report.

We would like to offer our assistance in exploring implementation of the relevant recommendations that will require federal legislation. Such an effort will require a strong coalition of business, academic and government representatives to make the case for these important initiatives that will span a number of Congressional committees. We understand you are assembling such an effort and urge that this be done promptly.

American leadership in innovation is vital to maintaining our nation's competitiveness in a global economy. We appreciate your efforts on this initiative and look forward to working with you to ensure that America remains at the forefront of technological innovation in the future.

Sincerely,


JOHN ENSIGN
United States Senator


JOSEPH LIEBERMAN
United States Senator