

National Innovation Initiative Structure

Goals

The initiative will:

- Bring together America’s top minds on innovation and create consensus and a structure for action
- Sharpen our understanding of changes in the innovation process and how they can be harnessed for economic growth
- Advocate an agenda to make the United States the most fertile and attractive environment for innovation

Why? Innovation is a proven driver of economic growth, productivity, job creation, and rising standards of living. We believe that innovation confers competitive advantage. In today’s global economy, low costs, high quality, rapid product deployment, and organizational dexterity form a baseline to compete, but these traits characterize many markets and competitors. Prosperity requires strengthening this baseline and more; it requires innovation.

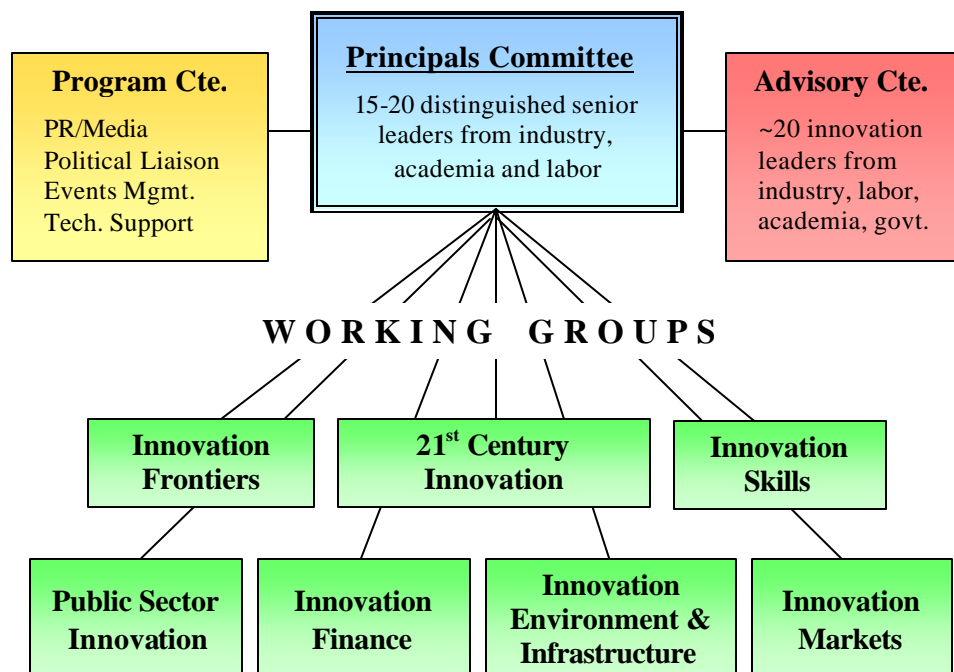
Process

A Principals Committee of around 20 distinguished CEOs, university presidents and labor leaders—co-chaired by Samuel J. Palmisano of IBM and G. Wayne Clough of the Georgia Institute of Technology—will lead the National Innovation Initiative over the coming 12 to 15 months (see diagram below).

The Principals Committee will receive support and advice from an Advisory Committee of approximately 20 innovation leaders from business, academia, labor and government—as well as from seven Working Groups. Each group will study discrete issues and produce an interim and final report for the Principals Committee with findings and recommendations. These reports will be integrated into a final plan the Principals Committee will present at a National Innovation Summit.

The Working Groups will be composed of representatives of the Principals Committee, members of the Advisory Committee, Council members and National Affiliates, and open to issue area experts. Groups will meet across the country, research issues in their field, and produce a report with three to five recommendations to the Principals Committee.

A Program Committee will manage media and government relations, as well as logistics and technical support for the initiative.



Organizational Themes of the Working Groups :

21st Century Innovation: We need to define innovation for the 21st century. What are the new dynamics of innovation in a more open, competitive, and networked global environment? An explicit charge of this working group is to identify and develop new metrics for innovation in the 21st century. Are there ways to drive innovation at the intersection of services and manufacturing, across disciplines and sectors? How do we stimulate innovation across the services sector?

Innovation Frontiers: What are the critical emerging technologies that will drive future growth? How can we optimize investment in frontier research? How can new knowledge be effectively and rapidly integrated into the innovation enterprise? How would we measure success?

Innovation Skills: What skill sets will be needed to sustain U.S. innovation in the 21st century? What are the teaching and educational strategies needed to drive individual creativity, problem-solving and teaming skills? What kinds of incentives are needed to increase the flow of students into fields of future demand? What should academia be doing to nurture interdisciplinary approaches?

Public Sector Innovation: As a major component of any society, the public sector has a unique role beyond basic research. What can governments do to nurture strategic partnerships among the private and public sectors, universities and labor? Are our public sector processes and infrastructure contemporary, adaptive to new innovation, and supportive of innovation outside of the public sector? How can government drive innovation as an early adopter? What are the implications—and opportunities—of a new age of innovation for the ways we are governed?

Innovation Finance: How can incentives for private sector investments in innovation be strengthened? What public policies or strategies are needed to expand the pool of risk capital for entrepreneurial investment, facilitate a longer-term horizon for innovation investments, and incent investment in research by the private sector?

Innovation Environment & Infrastructure: What are the critical elements of national policy that encourage (or discourage) innovative activity? How would we re-prioritize the strategic importance of legal or regulatory solutions in light of the evolving nature of innovation? What should national and state policy makers do to encourage an innovation-friendly investment environment? How can we assure that knowledge creators and innovators have access to state-of-the-art facilities, instrumentation and digital tools to facilitate cutting-edge research, products and services? How can standards-setting processes be improved to drive innovation and competitiveness?

Innovation Markets: How can we assure access by U.S. innovators to global markets, protect intellectual property, support fair competition regimes, and enforce legitimacy and transparency in the global marketing, investment and trading system?

For further information, please contact:
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National Innovation Initiative Principals Committee

Co-Chairs

Samuel J. Palmisano
Chairman and CEO
IBM Corporation

G. Wayne Clough
President
Georgia Institute of Technology

Members

Gerard J. Arpey
President and CEO
American Airlines

W. James McNerney, Jr.
Chairman and CEO
3M

Molly Corbett Broad
President
University of North Carolina

Lee Bollinger
President
Columbia University

Mary Sue Coleman
President
University of Michigan

Vikram Pandit
Co-President and COO
Morgan Stanley

Denis A. Cortese
President and CEO
Mayo Clinic

Stephen S. Reinemund
Chairman and CEO
PepsiCo, Inc

Robert M. Gates
President
Texas A & M University

W.J. Sanders III
Founder and Chairman
AMD

John L. Hennessy
President
Stanford University

Charles M. Vest
President
Massachusetts Institute of Technology

Shirley Ann Jackson
President
Rensselaer Polytechnic Institute

G. Richard Wagoner
Chairman and CEO
General Motors

Ivan Seidenberg
Chairman and Chief Executive Officer
Verizon Communications

Deborah Wince-Smith
President
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