



GLOBAL REGIONS OF INNOVATION

Presented by

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OVERVIEW

GLOBAL REGIONS OF INNOVATION

- OUR CHANGING CONTEXT
- THE REGIONAL INNOVATION SYSTEM
- GLOBAL LINKAGES

LESSONS LEARNED

- WINE COUNTRY
- BIOTECH/IT HUB
- MANY ASSETS - FEW LINKAGES
- CLIMATE PROSPERITY

OUR CHANGING CONTEXT

Ideas drive economic growth

	INDUSTRIAL ECONOMY	INNOVATION ECONOMY
RAW MATERIALS	Natural Resources, Labor, Capital	Ideas
CUSTOMER FOCUS	Mass Production	Mass customization based on information technology and product design
ORGANIZATION	Large Corporations, Economies on Scale	Entrepreneurs, Small Scale, Free Agents, Networks
SUCCESS FACTOR	Labor, Quantity, Low Cost Stability, Control	Talent Speed, Innovation Flexibility, Customization

THE NEW MODEL OF GLOBALISM

OLD GLOBALISM

Search for **low factor costs**

Investment in regions with **low-cost land and labor**

Production of **high-volume commodity products**

NEW GLOBALISM

Search for the **best locations** to host high-value, specialized, and innovation-related activities

Investment in regions to gain access to specialized workforces, R&D and commercialization capacity, innovation networks, and unique business infrastructure.

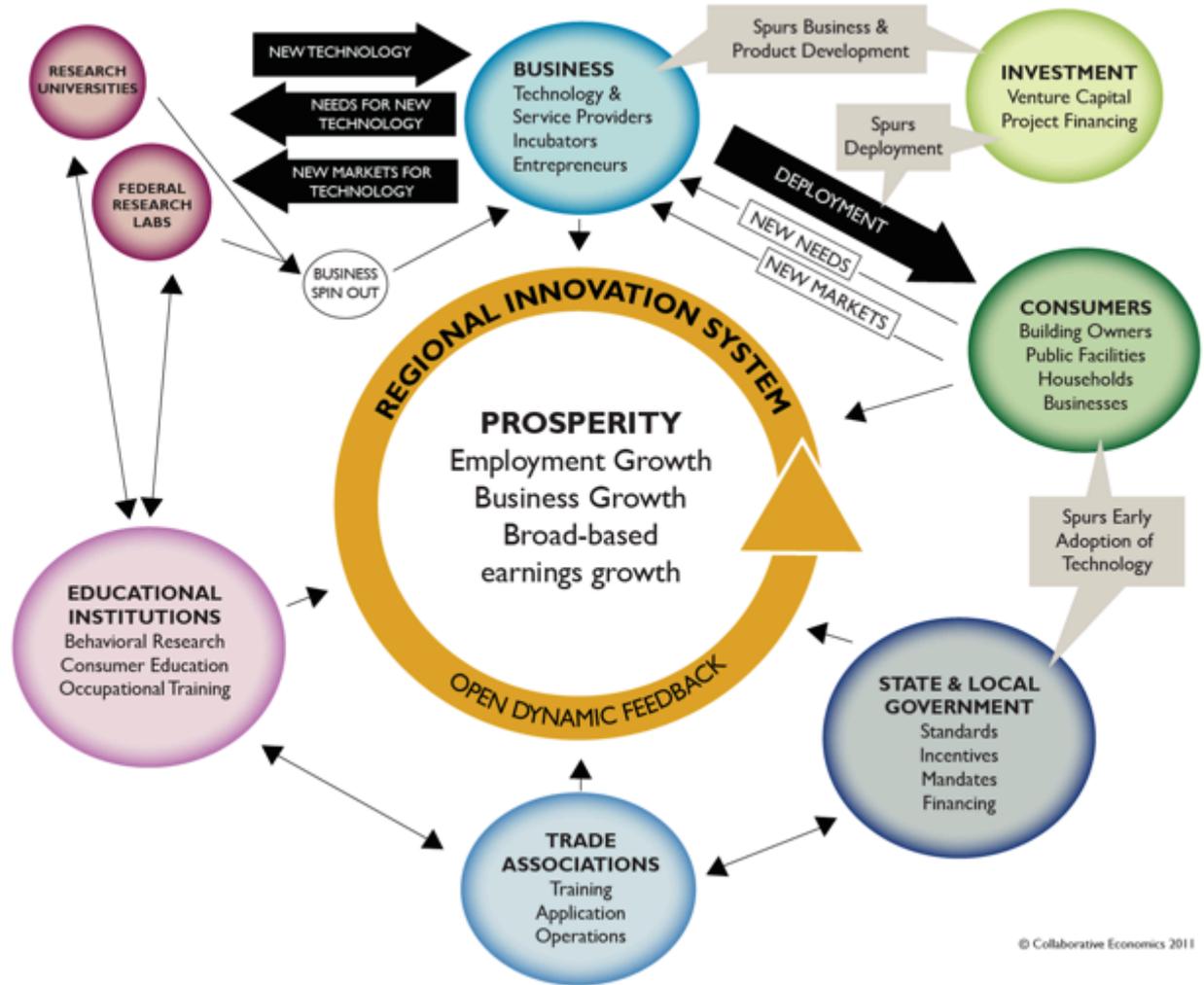
REGIONS ARE ESSENTIAL TO MEETING THE NEW CHALLENGES OF OUR NEW CONTEXT

Regions participate in the New Globalism by creating **specialized habitats** that can grow high-value businesses and investing in people.

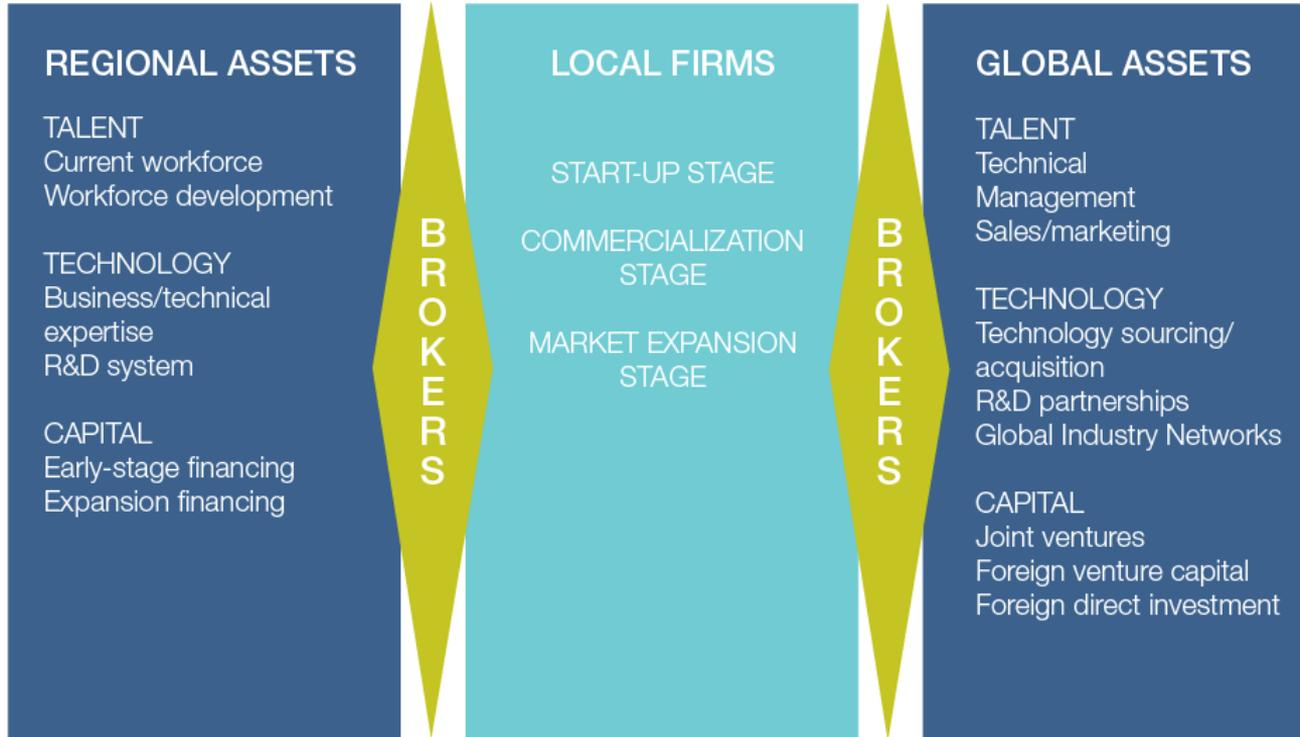


Innovation is at the core of growing regional vitality and quality of life.

INNOVATION ASSETS & DYNAMICS

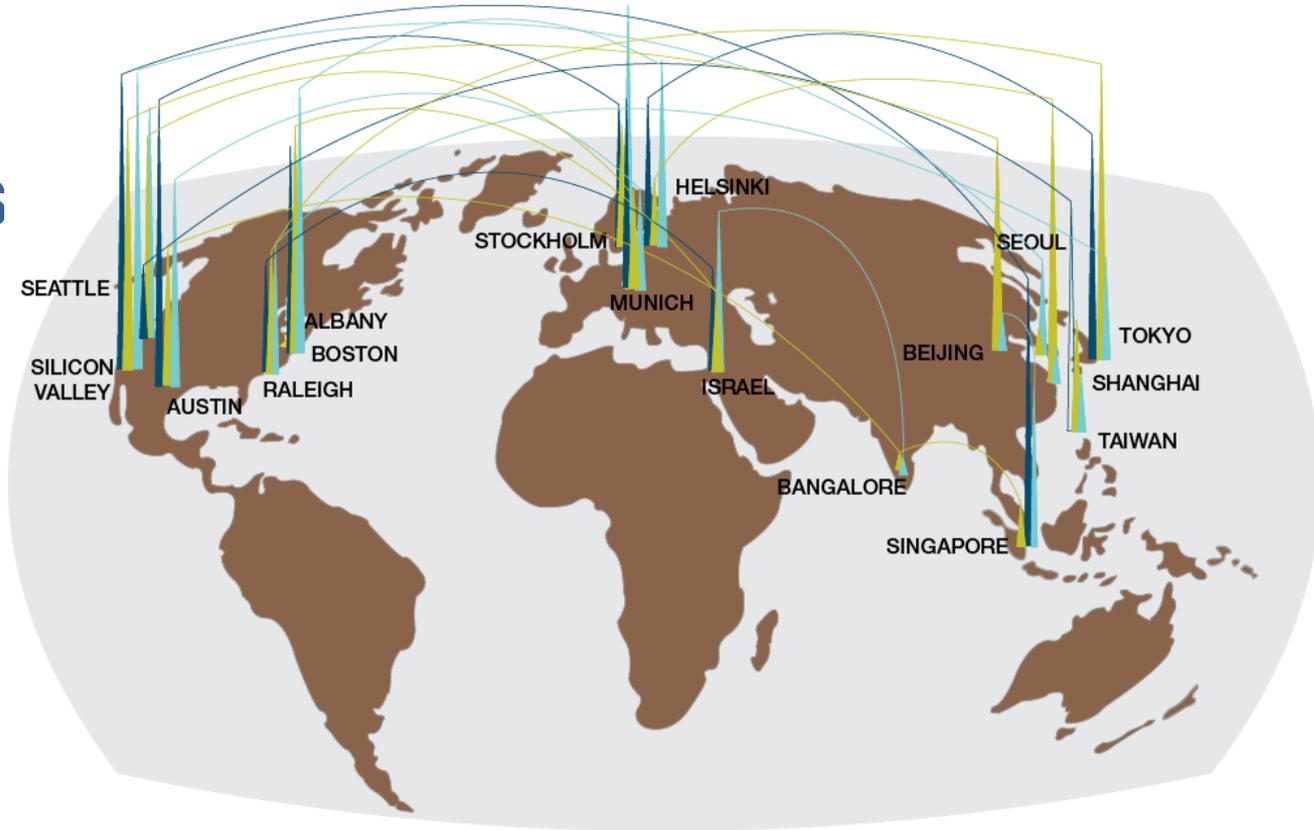


THE REGION CAN PLAY A VITAL ROLE AS INNOVATION BROKER



THE WORLD IS NOT FLAT – IT IS SPIKED

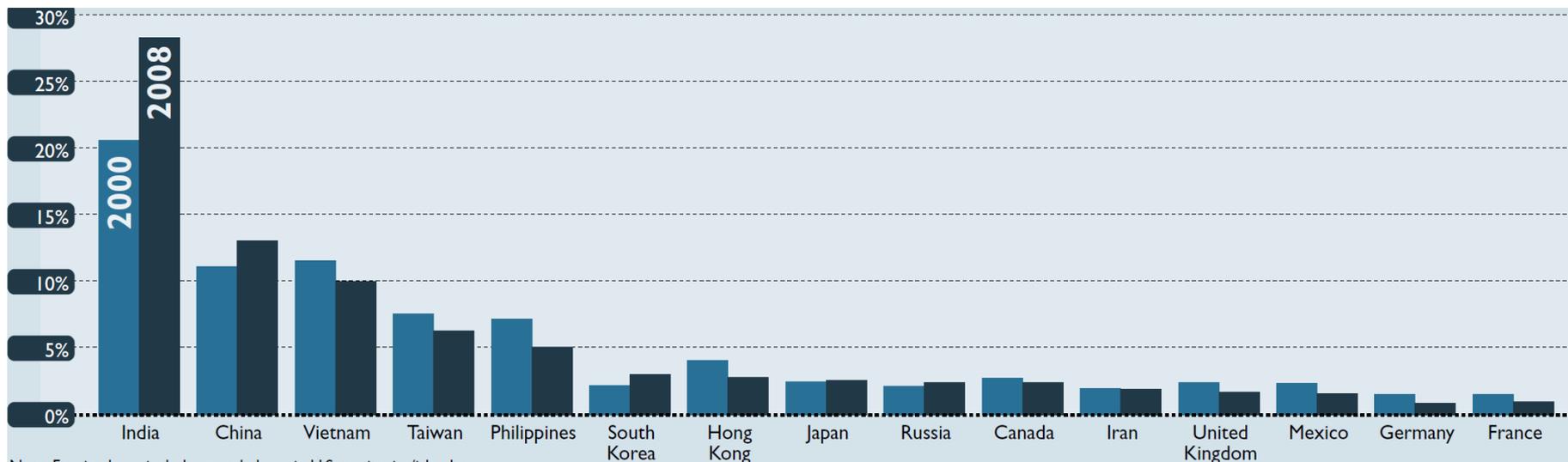
IT IS A GLOBAL NETWORK OF REGIONS



▲ TALENT FLOWS ▲ CO-PATENTING ▲ VENTURE CAPITAL

PATTERNS OF FLOWS SHIFT OVER TIME

Foreign-Born Science & Engineering Talent
As a percentage of Total S&E Talent
Silicon Valley



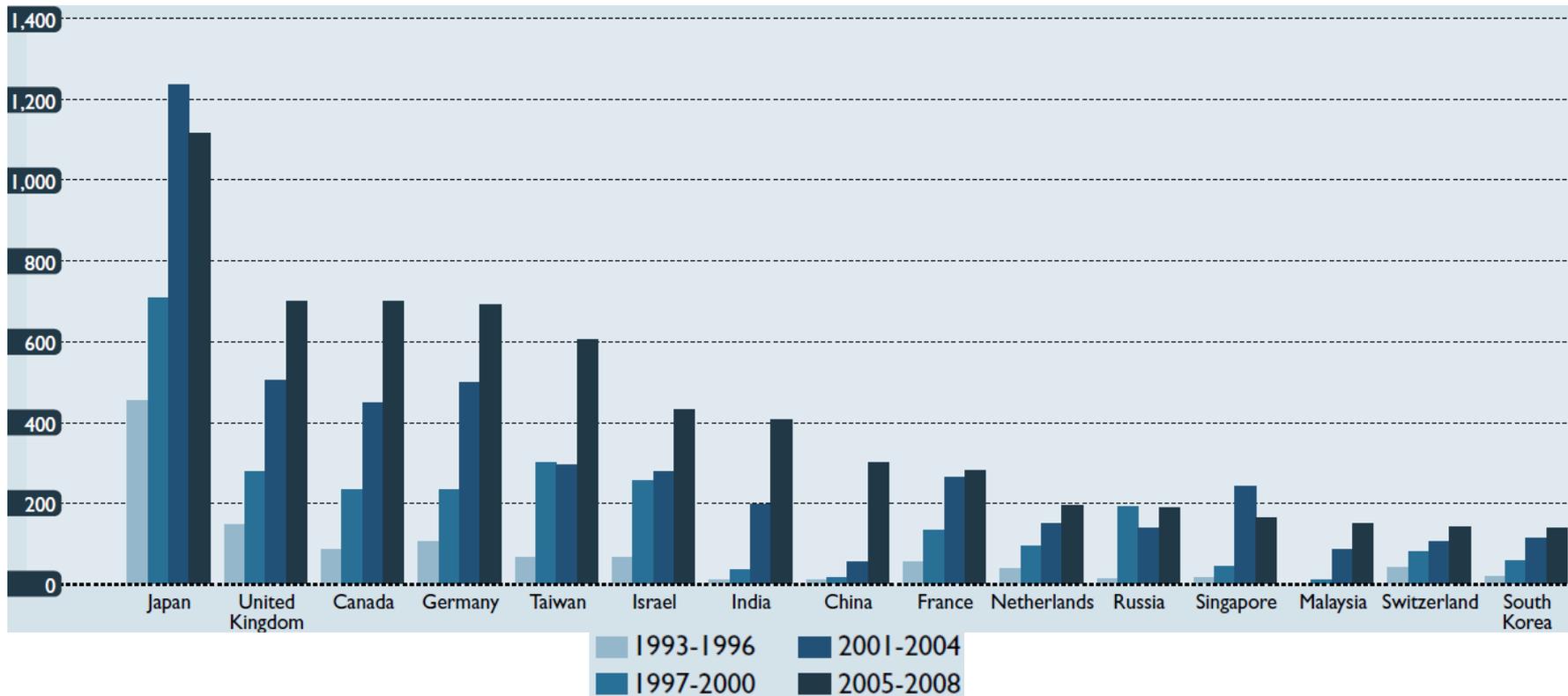
Note: Foreign-born includes people born in U.S. territories/island areas

Data Source: U.S. Census Bureau, 2000 Decennial PUMS, 2008 American Community Survey PUMS

Analysis: Collaborative Economics

PARTNERS VARY BY REGION AND OVER TIME

Growth in Co-Patenting in Silicon Valley with Other Countries



DEVELOPING A REGIONAL INNOVATION STRATEGY



LESSONS LEARNED:

WINE COUNTRY SONOMA COUNTY, CA

BIOTECH/IT HUB SAN DIEGO, CA

MANY ASSETS - FEW LINKAGES
LANGUEDOC-ROUSSILLON, FRANCE

CLIMATE PROSPERITY ST LOUIS, MO



WINE COUNTRY

SONOMA COUNTY, CA

TWO EFFORTS: 1996 AND 2007



OUTCOMES OF FIRST COLLABORATIVE EFFORT

Creation of a single Sonoma County Tourism Bureau aligning efforts of the wine and tourism industries behind globally marketable regional brand.

Development of high-value “experience” industry.

Establishment of engineering program at Sonoma State University designed to meet the needs of local technology firms.



WINE COUNTRY

SONOMA COUNTY, CA

FOLLOWING UP TEN YEARS LATER: The Sonoma County Innovation Council

New effort launched to reexamine industry trends, promote innovation broadly and create high quality jobs and prosperity.

New actions include:

- Growing a greener economy
- Closing the achievement gap in education



BIOTECH/IT HUB

SAN DIEGO, CA

TWO EFFORTS: 1998 AND 2007

OUTCOMES, 1998

University of California-San Diego Rady School of Management

Workforce initiatives: Jacobs High Tech High and CLASS and today supports Project Lead the Way

Capital formation initiatives at CONNECT and BIOCOM

Creation of TransNet and a focus on improving airport capacity



BIOTECH/IT HUB

SAN DIEGO, CA

PROCESS AND OUTCOMES OF SECOND REGIONAL EFFORT, 2007



Reassessment of clusters, examination of region's global connections, and mobilization of 300 business and other leaders

Resulting strategic plan focused on supporting:

Innovation at the intersection of existing clusters (e.g. clean energy, genomics, information security)

Global connection through expanding skilled workforce and developing infrastructure

MANY ASSETS, FEW LINKAGES, MUCH POTENTIAL

LANGUEDOC-ROUSSILLON, FRANCE

REGIONAL COLLABORATIVE EFFORT PROCESS

130 interviews and workshops on regional innovation and strategic development

Development of collaborative governance models

THREE MAJOR ACTION AREAS

Develop centers of convergence

Grow global networks

Support the broad application of innovation in the community



MANY ASSETS, FEW LINKAGES, MUCH POTENTIAL

LANGUEDOC-ROUSSILLON, FRANCE

RESULTS TO DATE

Establishment of **Council of Innovation** and manager of the innovation strategy

Introduction of **MBA course** for small and mid-sized businesses

Foundation of the **Collaboratory** for IT and health

Development of **regional branding** for global exports

Development of regional **Observatory** for tracking progress



TOWARDS A NEW PROSPERITY:

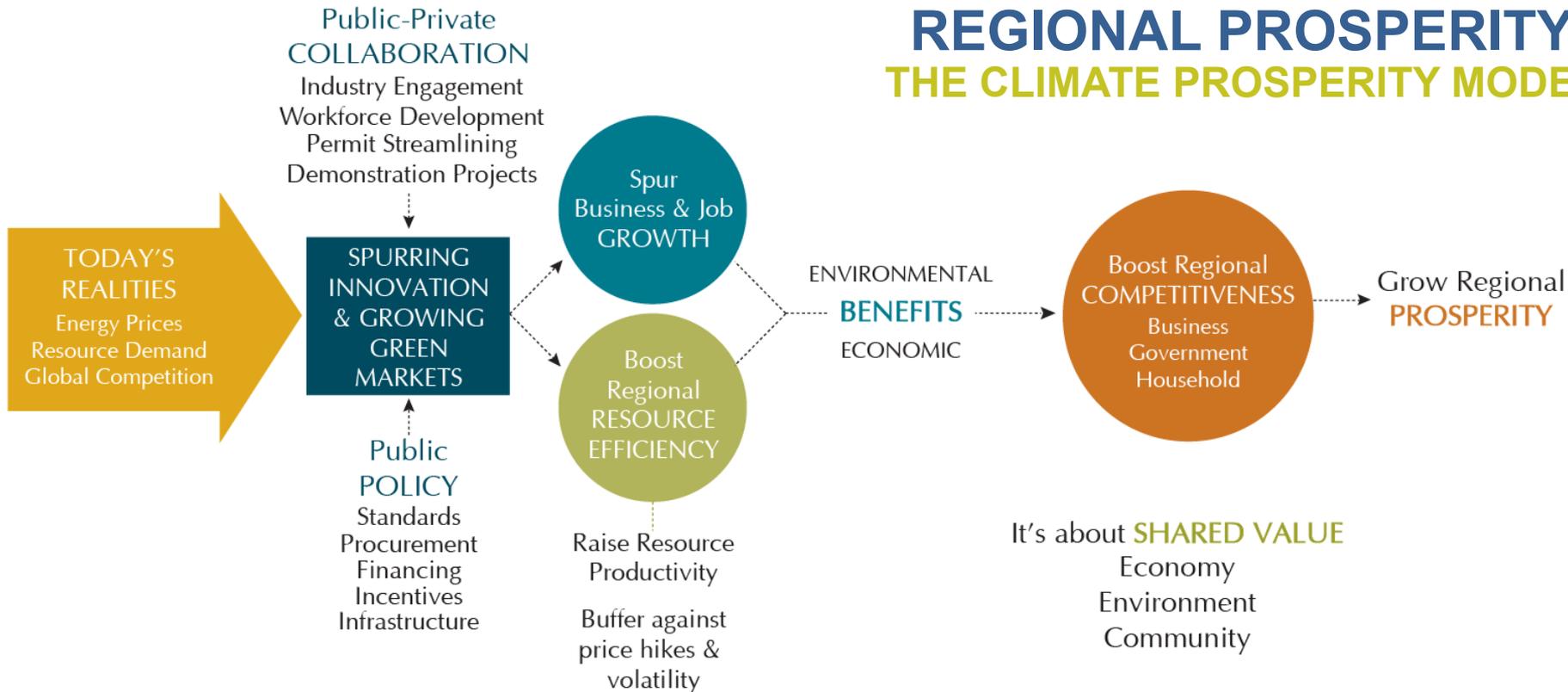
How Business & Regions are Creating
a Prosperous Low-Carbon Economy through
Energy Savings, Economic Opportunities
and Job Creation



Climate Prosperity Project
2011

THE NEW FORMULA FOR GROWING REGIONAL PROSPERITY

THE CLIMATE PROSPERITY MODEL

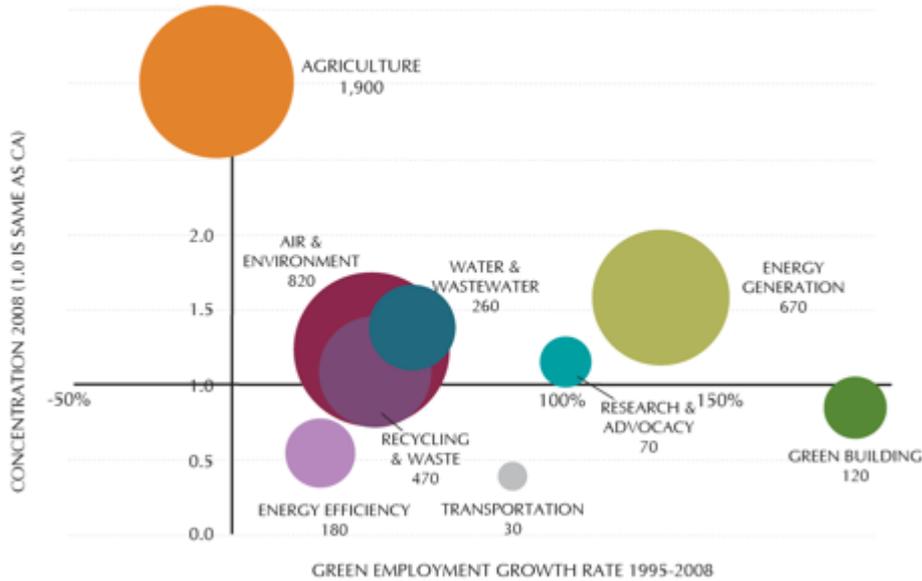


STEPS OF THE CLIMATE PROSPERITY PROCESS

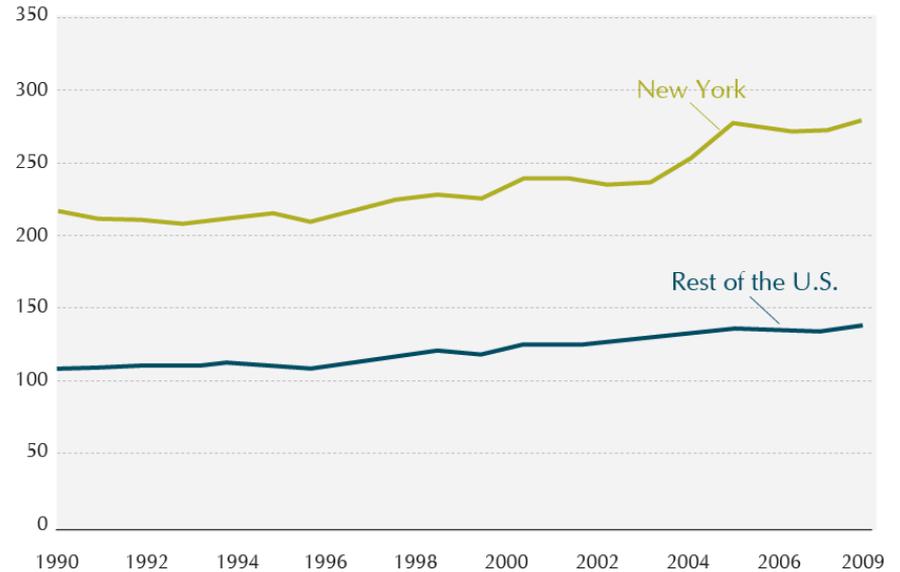
1. **Diagnose** regional green economy
2. **Engage stakeholders** in order to develop a “greenprint” unique to the region
Identify actions within a Climate Prosperity framework
3. **Implement the greenprint** with public and private support

DIAGNOSIS

GREEN EMPLOYMENT BY SEGMENT



ENERGY PRODUCTIVITY GDP Relative to Total Energy Consumption New York and the Rest of the U.S.



Data Source: U.S. Department of Energy, Energy Information System; U.S. Department of Commerce, Bureau of Economic Analysis
Analysis: Collaborative Economics

ENGAGEMENT PROCESS

CREATE A
LEADERSHIP
GROUP WITH
ALL THE KEY
STAKEHOLDERS



CONDUCT
ENGAGEMENT
SESSIONS TO
IDENTIFY
OPPORTUNITIES

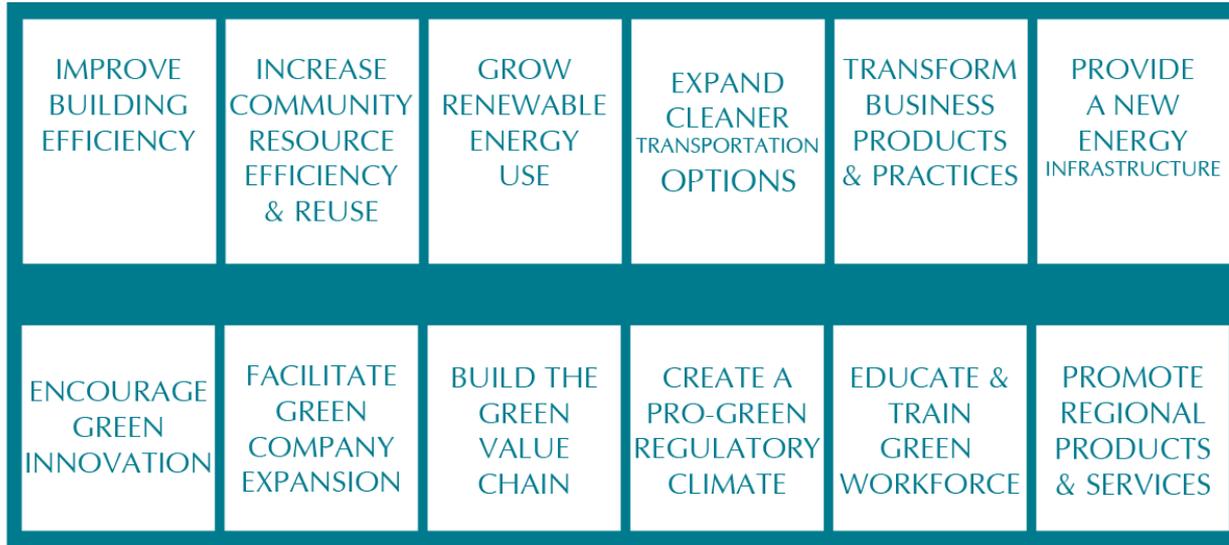
IDENTIFY
REQUIREMENTS
TO ACHIEVE
OPPORTUNITIES

DEVELOP A
GREENPRINT
THAT IDENTIFIES
ACTIONS AND
RESPONSIBILITIES



CLIMATE PROSPERITY FRAMEWORK

BUILD MARKET FOR CLEAN AND GREEN PRODUCTS AND SERVICES



GROW BASE OF CLEAN AND GREEN INDUSTRIES

CREATE & CAPTURE THE BENEFITS OF CLIMATE PROSPERITY



Tailored to each region

LESSONS LEARNED: ST. LOUIS CLIMATE PROSPERITY PROJECT

ST. LOUIS REGIONAL CHAMBER &
GROWTH ASSOCIATION



THREE KEY INITIATIVES:

- ST LOUIS GREEN BUSINESS CHALLENGE
- ST LOUIS GREEN ECONOMY PROFILE
- GREEN LABOR MARKET INFORMATION PROJECT



THANK YOU!

GOOD LUCK WITH YOUR REGIONAL STRATEGIES!

