



# Benchlearning National Innovation Systems:

*Dynamic positioning for Industrialized, Developing  
and Emerging Economies*

12<sup>th</sup> September 2013

**International Conference on Innovation**

Debra M. Amidon

Founder and CEO

ENTOVATION International Ltd.



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# 7 Decades Ago – *Bretton Woods*



*“Creation of a dynamic world community in which the peoples of every nation will be able to realise their potentialities for peace”.* - Henry Morgenthau, Opening Address

Bretton Woods Conference

The Bretton Woods Conference, officially known as the United Nations Monetary and Financial Conference, was a gathering of delegates from 45 nations that met from July 1 to 22, 1944 in Bretton Woods, New Hampshire, to agree upon a series of new rules for the post-WWII international monetary system. Two major accomplishments of the conference were the creation of the International Monetary Fund (IMF) and the International Bank for Reconstruction and Development (IBRD).

<http://history.state.gov/milestones/1937-1945/BrettonWoods>



# More from Morgenthau...



*“Task...do away with economic evils – the competitive currency devaluation and destructive impediments to trade – which preceded the present war. We have succeeded.”*

*“...devise machinery by which men and women everywhere can exchange freely, on a fair and stable basis, the goods which they produce through fair labor...nations of the world will be able to help one another in economic development to their mutual advantage and for the enrichment of all.”*

*“There is a curious notion that the protection of national interest and development of international cooperation are conflicting philosophies -that somehow or other men of different nations cannot work together without sacrificing the interests of their particular nation. ”*

<http://history.state.gov/milestones/1937-1945/BrettonWoods>



# More from Morgenthau...



*“...will help determine whether or not people will have jobs and the amount of money they are to find in their weekly pay envelope. More important still, it concerns the kind of world in which our children are to grow to maturity.”*

*“This monetary agreement is but one step, of course, in the broad program of international action necessary for the shaping of a free future.”*

*“We are at a crossroad, and we must go one way or the other...signpost-signpost pointing down a highway broad enough for all men to walk in step and side by side. If they will set out together, there is nothing on earth that need stop them.”*

<http://history.state.gov/milestones/1937-1945/BrettonWoods>



# 1987-1991: *The Singing Revolution*

*“Some revolutions are about hate...  
others – revenge; one was about hope.  
A million voices...  
An unstoppable dream.”*



<http://www.imdb.com/title/tt0954008/>

On August 23, 1989, the fiftieth anniversary of the Molotov-Ribbentrop Pact, the People's Fronts of all three Baltic countries held a huge demonstration of unity - the "Baltic Way". A 600 km (373 mi) long human "chain" from Tallinn through Riga to Vilnius was assembled. This was a symbolic demonstration of the people's call for independence from the Soviet Union.

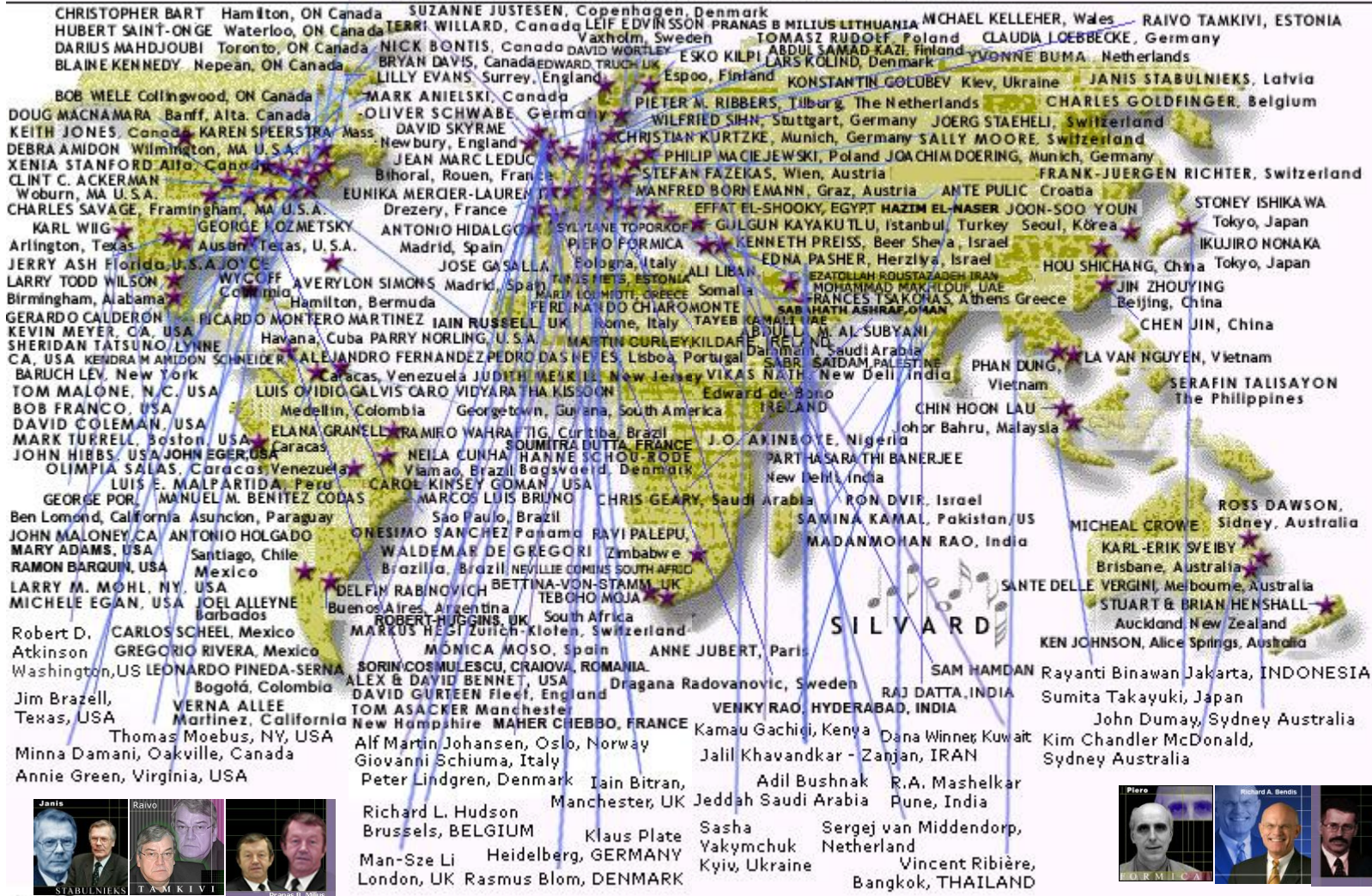
# Outline



- *Where We've Been...*
  - Context – Key Concepts
- *Where We Are...*
  - What's in a KIZ – Measuring and Managing
- *Where We Might Go...*
  - Aspirations – From Dream to Reality
- *Conclusion – New Game in Town*

The ENTUVATION Network [E100]: 200+ from 68 countries

## GLOBAL KNOWLEDGE LEADERSHIP MAP



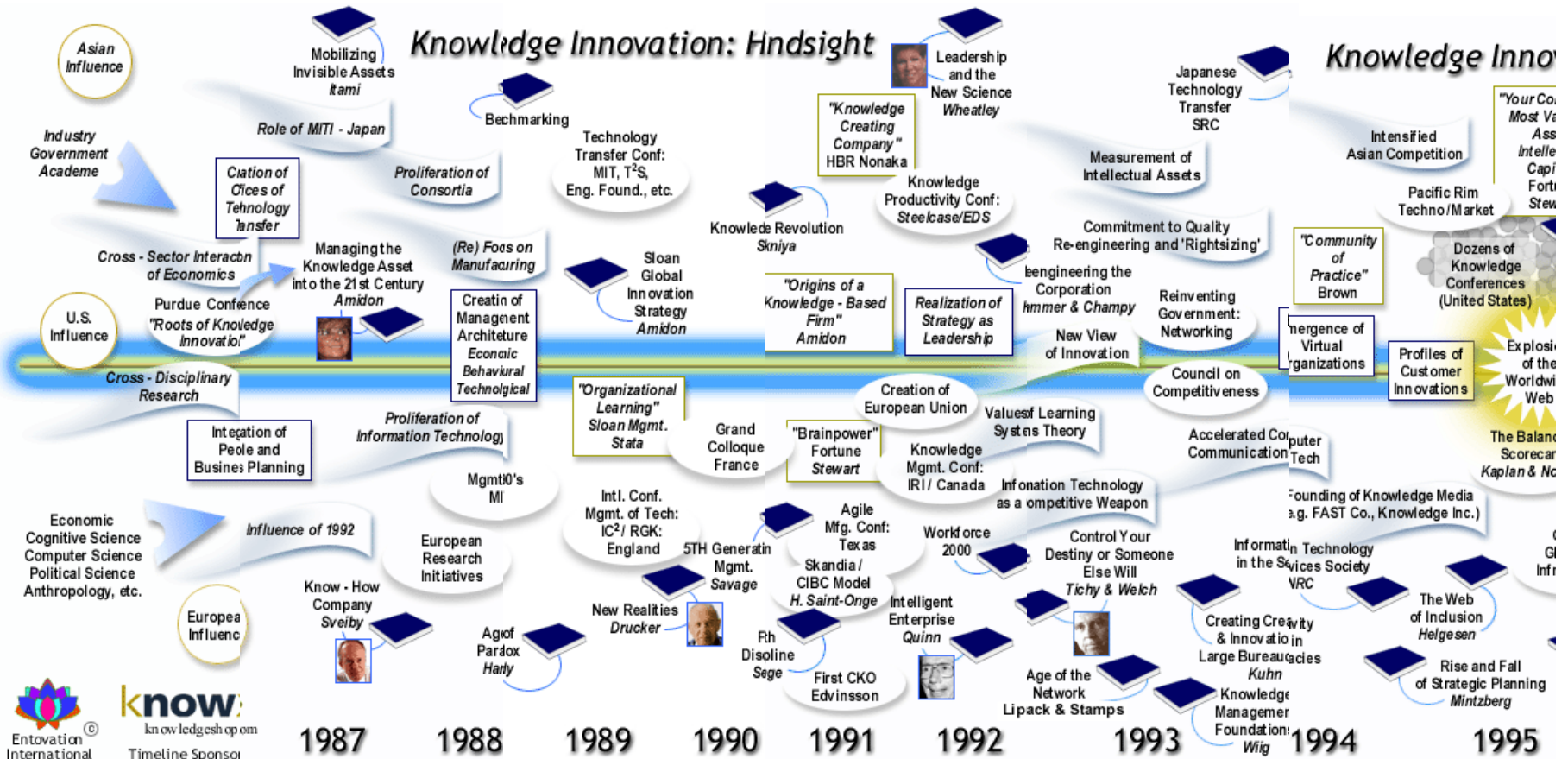
<http://www.entovation.com/kleadmap/index.htm>



## *Where we have been...*



# 25 Years of Perspective



# Knowledge Economy *Roots...*



**“Grande Colloque de Perspective”**  
(Lyons, France)

**“Managing the Knowledge Assets into the 21<sup>st</sup> Century”**  
(USA)

**“Poland Prime Minister & Cabinet Visit”**  
(New York, NY)

**“Human Capital Reporting for the Knowledge Economy -OECD Observer”**  
(Paris, France)

**Global Knowledge Partnership I**  
(Toronto, Canada)

**“IC Statements: Towards a Guideline”**  
(Copenhagen, Denmark,)

**IC Report for the Nation: Welfare and Security”**  
(Stockholm, Sweden,)

**“Study Commission on the Implications of the Knowledge Economy (Beijing, China)**

**“European Union Knowledge Conference**  
(Utrecht, The Netherlands)

**“Enterprise Value in the Knowledge Economy - OECD”**  
(Paris, France)

**“PDVSA Conference**  
(Caracas, Venezuela)

**“National Conference on IC”**  
(Lima, Peru)

**“The IC State of Israel – Hidden Values of the Desert”**  
(Israel)

**“Knowledge for Development” – The World Bank**  
(Washington, DC)

**Global Knowledge Partnership II**  
(Kuala Lumpur, Malaysia,)

**Knowledge Park – The World’s Fair**  
(Hannover, Germany)

**“Knowledge Wave Initiative”**  
(New Zealand)

**“Western Hemisphere Knowledge Partnership”**  
(Boston, MA)

**“FASB Guidelines”**  
(USA)

**“Brookings Institute Report on Intangibles”**  
(USA)

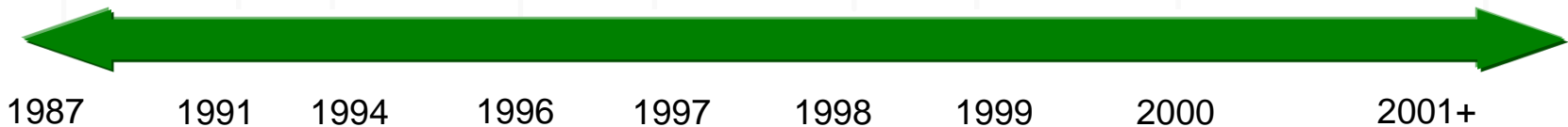
**“Indicators – The World Bank”**  
(Washington, DC)

**“US State Dept Briefing on Russia”**  
(Washington, DC - USA)

**“The Innovation Nation” by the Prime Minister**  
(Singapore)

**“National Intellectual Capital Index <sup>TM</sup>”**  
(UNOPS/ McMaster)

**“E100: Building Collaborative Advantage”**  
(NY City, NY)



# What's 'it' all about...really?

- **tech·nol·o·gy**/tek' näləjē/ Noun: The application of scientific knowledge for practical purposes, esp. in industry: "computer technology"; "recycling technologies"; Machinery and equipment developed from such scientific knowledge.
- **trans·fer**/trans' fər/ Verb: Move (someone or something) from one place to another. Noun: An act of moving something or someone to another place
- **in·no·va·tion**/inə' vāshən/ Noun: The action or process of innovating. A new method, idea, product, etc: "technological innovations". Synonyms: novelty – newness; OR the process by which an idea or invention is translated into a good or service for which people will pay, or something that results from ...

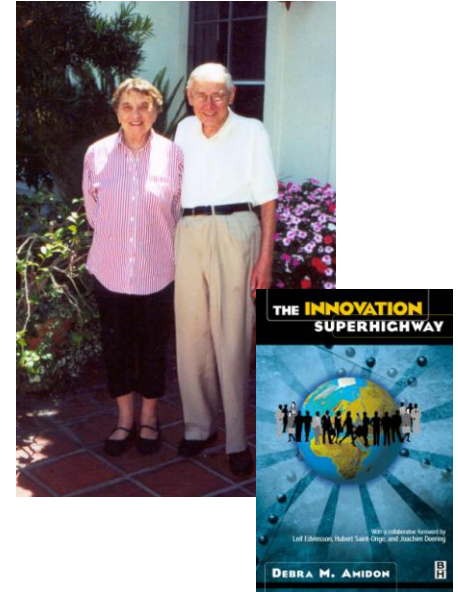


# Definition:

## *Knowledge Innovation*

The creation, evolution, exchange and application of new ideas into marketable goods and services for:

- the success of an **enterprise**
- the vitality of a **nation's economy**
- the advancement of **society**

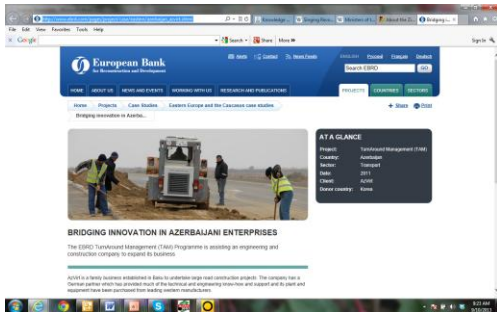


## *Simplified:*

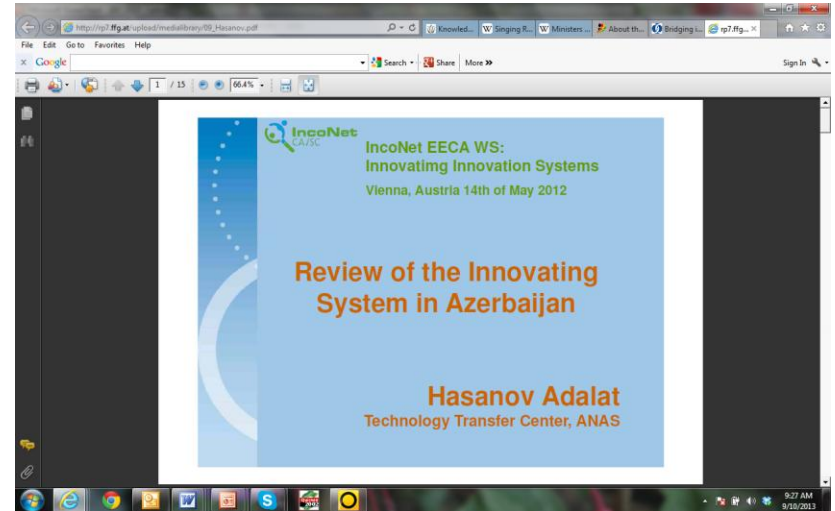
“Innovation: *Preserving the best of our past...and rearranging the rest to take advantage of the future.*”



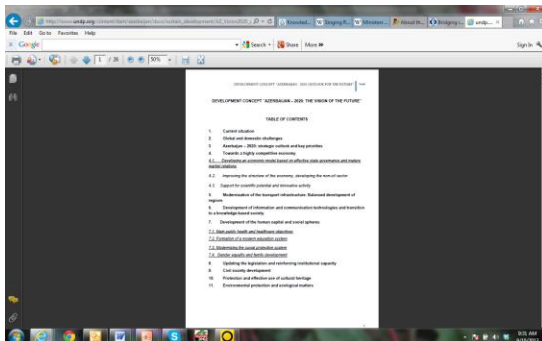
# From Azerbaijan...



[http://www.ebrd.com/pages/project/case/easter\\_n/azerbaijan\\_azvirt.shtml](http://www.ebrd.com/pages/project/case/easter_n/azerbaijan_azvirt.shtml)



[http://rp7.ffg.at/upload/medialibrary/09\\_Hasanov.pdf](http://rp7.ffg.at/upload/medialibrary/09_Hasanov.pdf)



[http://www.undp.org/content/dam/azerbaijan/docs/sustainable\\_development/AZ\\_Vision2020\\_government\\_draft\\_en.pdf](http://www.undp.org/content/dam/azerbaijan/docs/sustainable_development/AZ_Vision2020_government_draft_en.pdf)

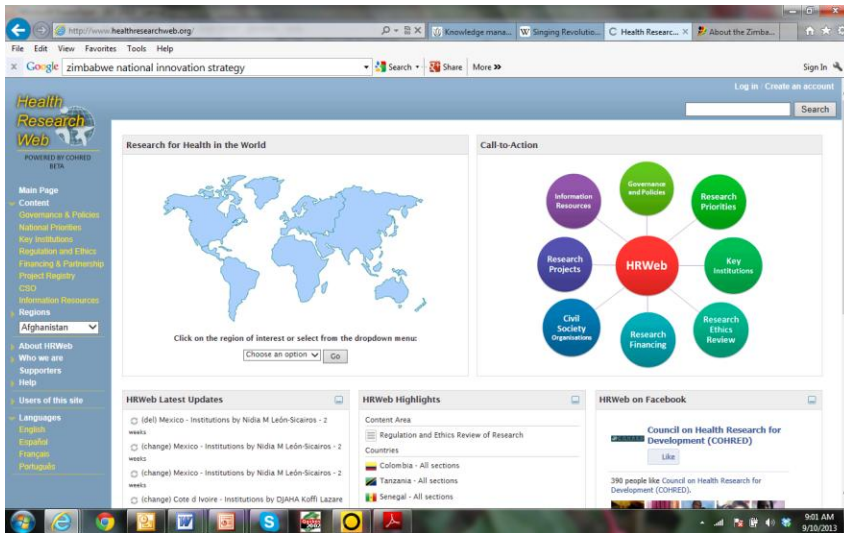


<http://www.italtrade.com/countries/asia/azerbaijan/showroom/24080.htm>



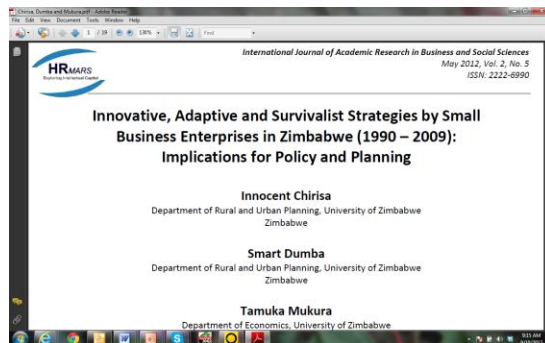
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# ...To Zimbabwe



<http://www.healthresearchweb.org/files/Zimbabwe>

[sciencetechpolicydocumentnew.pdf](#)



<http://www.zimbabwehumancapital.org>



In addition to a President, 2 VP's, Prime Minister, 2 Deputy PM's, there are 31 Ministers.

# National Innovation Strategies: Findings

- ✓ Most nations – industrialized, developing and emerging – have developed [some form of NIS](#) tracking indicators with available information.
- ✓ Many have elevated an [Executive Secretariat/Ministry of Innovation](#) reporting to the President or Prime Minister, coupled with Education, Economic Affairs an/or Community Development.
- ✓ Larger countries have State or [regional approaches](#) with sub-communities – ‘zones of innovation’
- ✓ Many countries have launched [strategies across nations](#) – *beyond* the formal regional structures (e.g., EU, ASEAN, African Union et al) *and beyond* what are known as international trade missions.
- ✓ New [performance measures](#) are under development in societal organizations (e.g., the UN, World Bank, and OECD) as well as most technology firms and consultancies.
- ✓ [Competitive innovation reports](#) abound for geographic, regional and even cross-border virtual communities (e.g., Sister Cities, Transdisciplinary Innovation Consortium, Investing Across Borders)..
- ✓ Major [rethinking University IP policies](#) – including Chief Academic Innovation Officers - with a focus on building the ‘flow of knowledge’ across stakeholders.
- ✓ New field of [Knowledge/Innovation Economics](#) has emerged – learning to measure the ‘intangible value’.

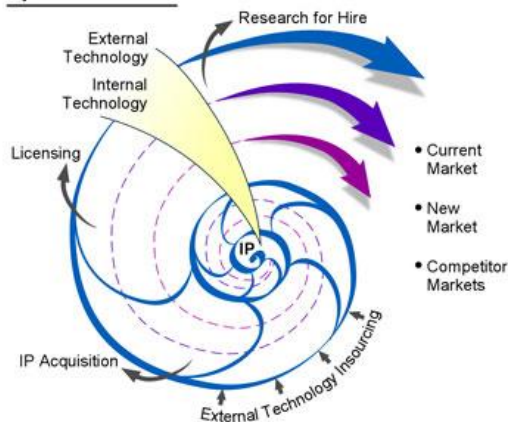
# Theory *vs.* Practice

*Note:* Today's management theories are tomorrow's  
**ESSENTIAL** management practice.



# CORE #1-4: Concept Trends

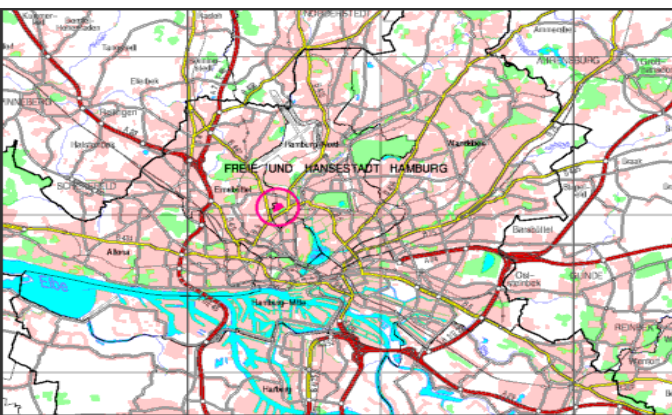
## Open Innovation



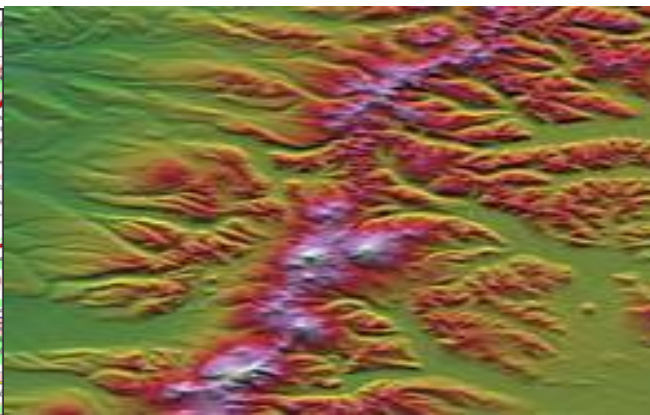
<http://www.psicorp.com>

- **#1** Strategic Planning to  
Innovation Strategy
- **#2** Triple Bottom Line [TBL] to the  
Triple Knowledge Lens [TKL]
- **#3** Knowledge Management to a  
Knowledge Innovation System
- **#4** Innovation Value Chains to  
Innovation Value Eco-Systems

# Small World Network Patterns



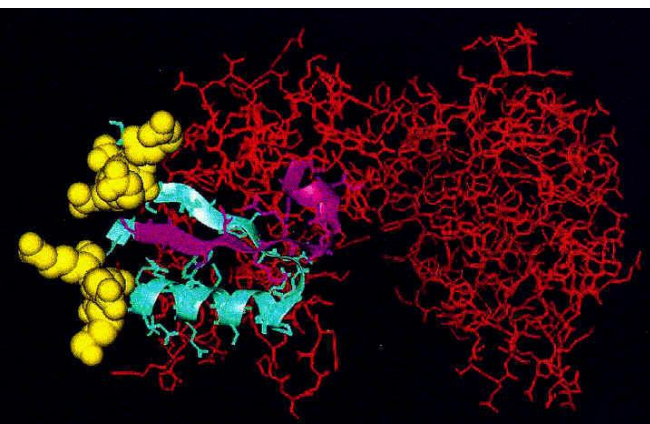
City Network



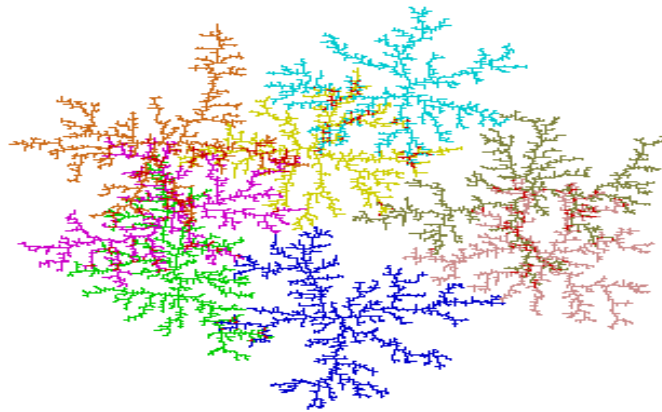
Topographic Network



Tree Network



Protein Network



Neural Network

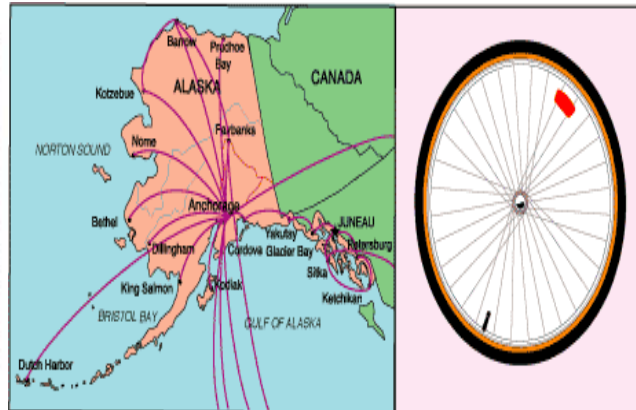


Synaptic Network

# Small World Network Patterns



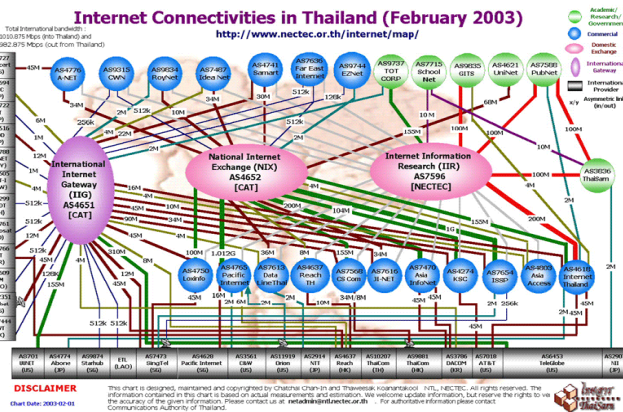
Transportation Network



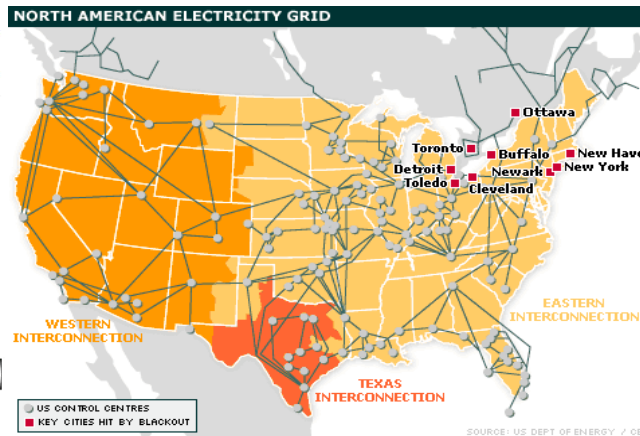
Airline Hub & Spoke Network



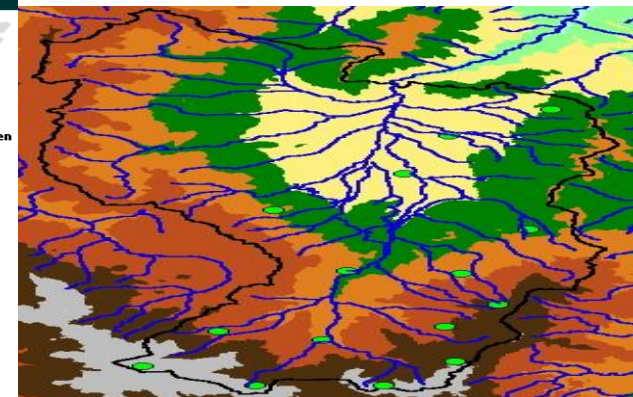
Energy Pipeline Network



Internet Connections Network



Electricity Grid Network



River Network

# Google: Innovation Eco-Systems

innovation eco-system - Google Search - Windows Internet Explorer

http://www.google.com/search?q=innovation+eco-system&hl=en&qscrl=1&nord=1&rlz=1T4RNTN\_enUS371US372&site=webhp&prmd=imvns&tbr...

Google innovation eco-system Search More >> Sign In

bing innovation eco-system

innovation eco-system - Google Search

Search instead for innovation eco-system

Images Maps Videos News Shopping More

All results By subject

Any size Large Medium Icon Larger than... Exactly...

Any color Full color Black and white

Any type

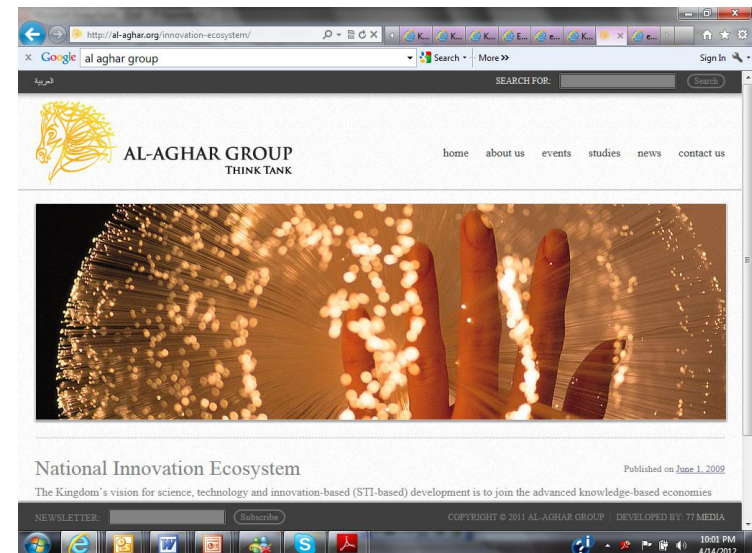
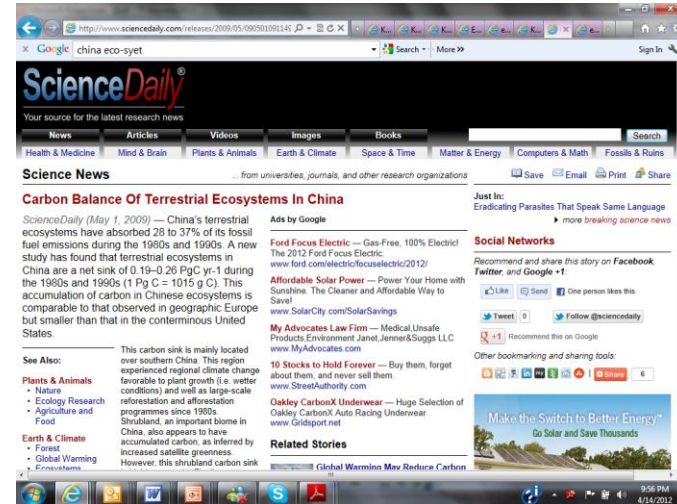
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# Global Eco-System Initiatives





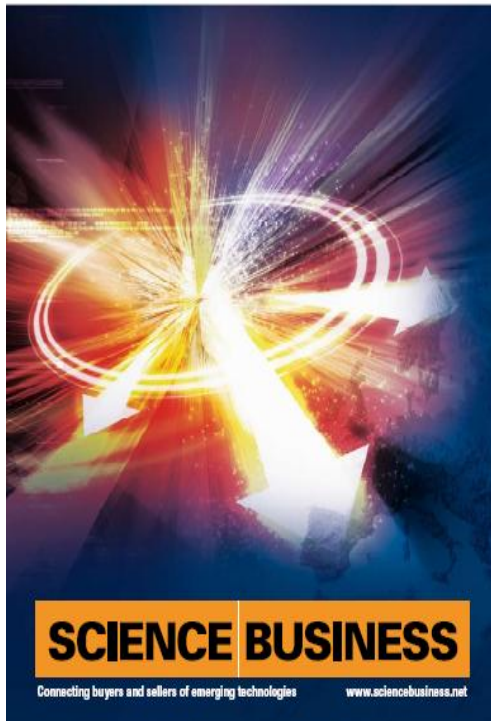
# Where We Are...



# Zone Thinking - Throughout the EU and abroad...

## Innovation: The Demand Side

New ways to create markets and jobs in Europe



Only 32 per cent of citizens in the world. And Europe is home to only nine of the top 50. The financial results are worse: in the top 50 universities, the tech-transfer offices receive 17 per cent as many patents and much licence income.

It is an academic attitude - which is a source and realisation of the greater. Leahy, founder and director of Forensic Pathways Ltd.: "On a scale of 1 to 10, we are using universities more for

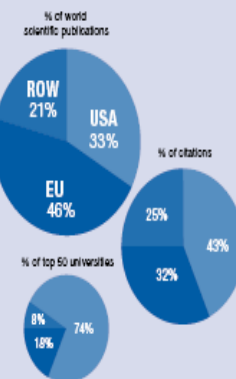
Ramon Olla, CEO and chairman of Euron Europe, agrees: "When I was a telecommunications student 90 per cent of the students wanted to be entrepreneurs. Today, in the same university, just 15 per cent want to be entrepreneurs. The rest want to go to the business school, just because they can get a better salary. In my country, Spain, for many years entrepreneurs were looked on as people who avoid paying tax."

"We have brilliant people, but brilliant people who are very badly paid. And we will continue to be badly paid until we generate the right social climate."

**SCIENCE BUSINESS**

Connecting buyers and sellers of emerging technologies [www.sciencebusiness.net](http://www.sciencebusiness.net)

### EU research: Quantity, not quality



Source: UNESCO, Shanghai JT

## → Solution 4 Create 'Free Innovation Zones': a way to foster technology clusters

What does it take to get some action? In Brussels, the technocrats so far are thinking big: big budgets, big directives, big political fights that may, in the end, accomplish nothing. Here's an alternative approach: start small and build on successes.

First, success: despite the macroeconomic problems, there is no shortage of bright spots across Europe. It is very important to "celebrate our successes whilst pinpointing and addressing our weaknesses", says INSEAD's Dutta. "I'm sometimes put off by negative sentiment, and I think that is something that has to be changed. A lot is going wrong. But a lot is going right, and we need to focus on that."

Second, start small. Pick some specialized technology clusters and give them special regulatory status - or, more properly, de-regulatory status. These could be based on the model of Free Trade Zones or Free Economic Zones used elsewhere in the world: ports, cities or regions that have special low tariffs, regulatory fast-tracks and investment incentives. Apply that to the technology world, to nurture specific, narrow sectors of emerging technology across Europe, or clusters of technology centred on specific universities. Call them, in the words of Microsoft's Courtols, "free innovation zones" - FIZs.

Here's how it would work, according to suggestions from panelists at the roundtable:

**Step 1)** Designate a specific sector or region for special treatment as a Free Innovation Zone. This could be a particular emerging technology: in the energy field, for instance, hydrogen fuel cell R&D, low-carbon office-building technology or new car-engine designs - a field in which Europe has great technology already in the works, and a strong possibility for global success. Alternatively, it could be a specific region, a cluster of business, investors and researchers centred around a strong university lab.

**Step 2)** Review regulations that get in the way of that sector or region growing faster - or consider rule-changes that could speed its growth (such as, in the field of low-carbon technologies, the UK government's exemption of carbon-neutral homes from stamp duty).

**Step 3)** Provide a mechanism for inventors in the zone to get help with patent protection. This could be a special fund to delay the costs of application.

**Step 4)** Provide tax incentives for investors and businesses to get more deeply involved with researchers in the zone.

**Step 5)** Set a special regime for labour mobility in the zone. This could mean suspending the normal tenure or pay rules that deter many academics from working with industry. It could mean a special visa system, so bright engineers or scientists from other countries - even from India or China - can participate in the zone, contributing their talents.

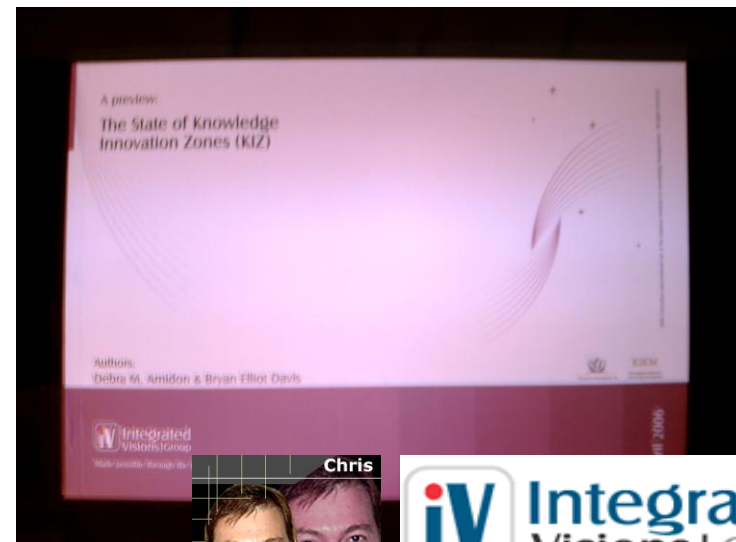


"We have brilliant people, but brilliant people who are very badly paid. And we will continue to be badly paid until we generate the right social climate."  
- Ramon Olla

<http://www.sciencebusiness.net>



# Explicit Study of KIZ: Phase I – Background



Publication available upon request.



# A Knowledge Innovation® Zone (KIZ)

*A world-wide phenomenon*

- **Physical Geography** –  
Knowledge Park, Region,  
Corridor, Internet Village,  
Innovation Nation...
- **Industry Geography** –  
Companies, Clusters,  
Collaboratories
- **Cyber Geography** –  
Virtual Space



[www.inthekzone.com](http://www.inthekzone.com)



# What will you Measure?

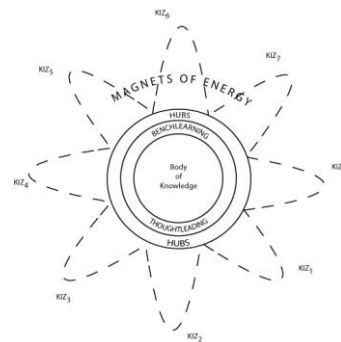
## THE TRIPLE KNOWLEDGE LENS MODEL



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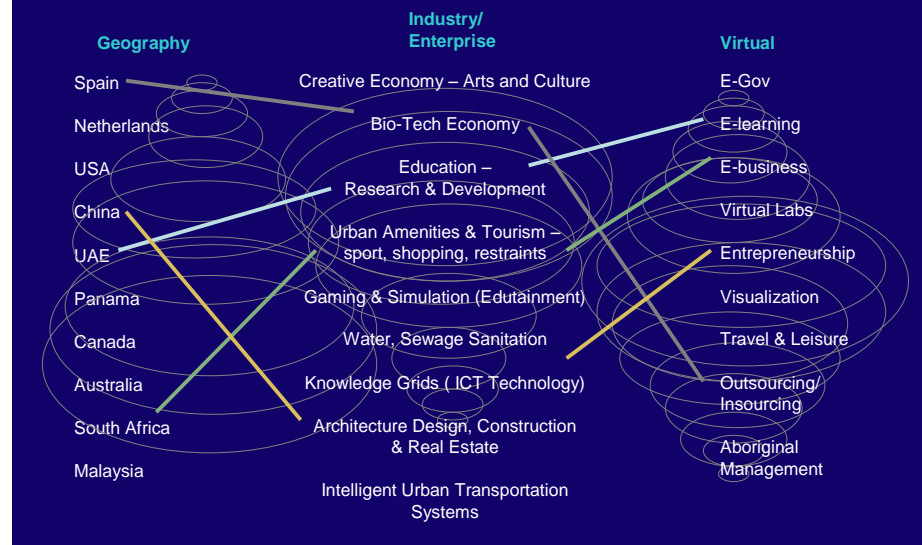
# How to prototype solutions?

## Knowledge Innovation<sup>®</sup> Zones



## Knowledge Innovation<sup>®</sup>

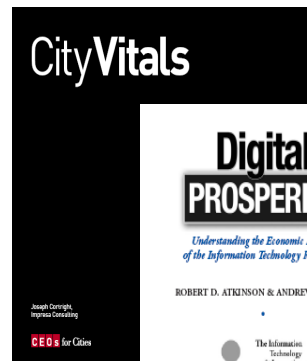
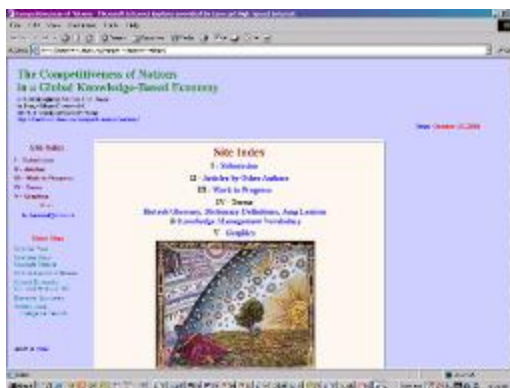
*KIZ Prototyping Arena - Sample*



# Some KIZs are better than others....



[www.inthekzone.com](http://www.inthekzone.com)

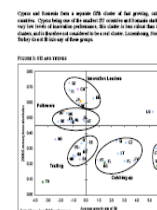


**Digital PROSPERITY**  
Understanding the Economic Benefits of the Information Technology Revolution

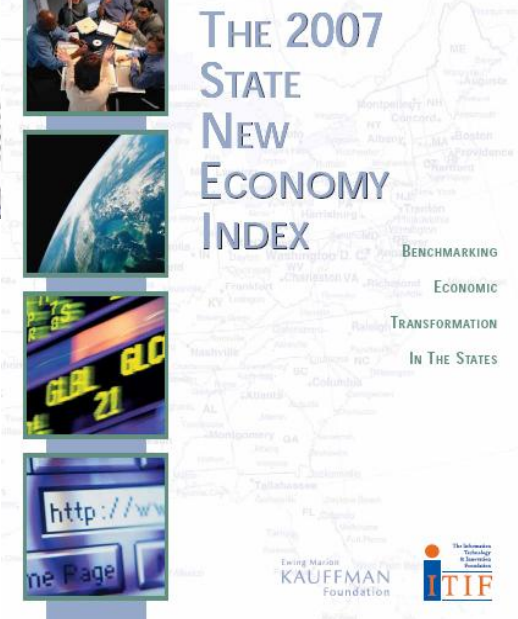
ROBERT D. ATKINSON & ANDREW S. MCKAY

The Information Technology & Innovation Foundation  
**ITIF**

March 2007



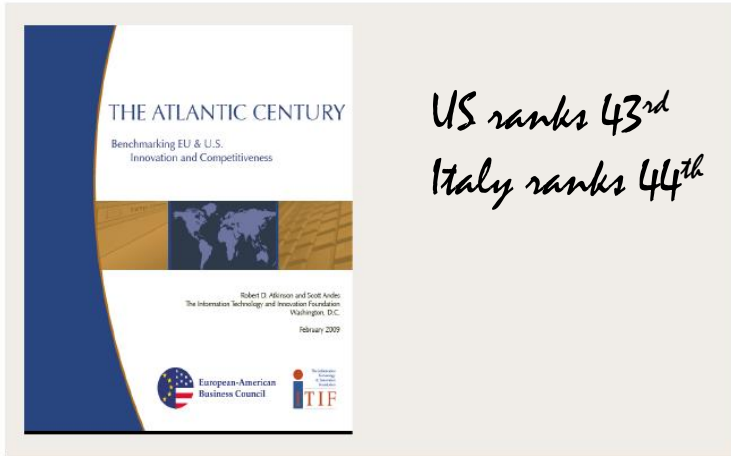
The patent data is used to illustrate the relationship between the number of patents granted and the number of patents granted per capita. The data shows that the number of patents granted per capita is a strong predictor of the number of patents granted.



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See Handout for specific examples...

# ITIF – Atlantic Century II



US ranks 43<sup>rd</sup>  
Italy ranks 44<sup>th</sup>

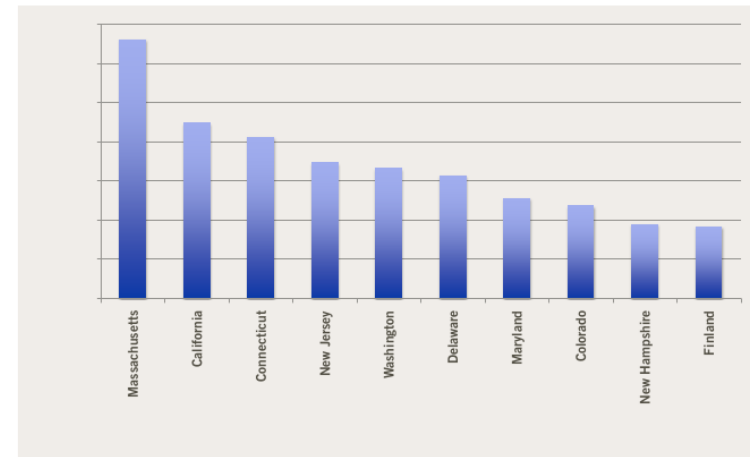
*But, if Massachusetts were a country,  
it ranks #1 in the world – ahead of  
Finland, Sweden, Singapore, Denmark,  
Japan, and South Korea*

## Overall Rank

1. Singapore
2. Finland
3. Sweden
4. United States
5. South Korea
6. United Kingdom
7. Canada
8. Denmark
9. NAFTA\*
10. Netherlands

## Change Rank (1999-2011)

1. China
2. South Korea
3. Cyprus
4. Slovenia
5. Estonia
6. Czech Republic
7. Latvia
8. Singapore
9. EU-10\*\*
10. Portugal



<http://www.itif.org/publications/atlantic-century-ii-benchmarking-eu-us-innovation-and-competitiveness>

# Boston Innovation Tour - Italy



## *Welcome Italy to Boston*

- 50 Italian Executives
- 4 Regions of Northern Italy
- 1-8 October 2011
- 10 Modules
- 6 CEO Case Stories/Studies
- E100 Dr. Piero Formica, Dean, International Entrepreneurship Academy



CONFINDUSTRIA

YouTube Animoto:

<http://www.youtube.com/watch?v=TbMIqR73a8A&feature=feedu>

VIMEO Film:

<http://vimeo.com/31654385>



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# Welcome Italy to Boston:

## Harnessing Collaborative Advantage

### Modules

- #1** MIT
- #2** Boston Innovation District
- #3** Harvard University
- #4** Kendall Square Dialogue
- #5** Babson College & Olin College of Engineering
- #6** IBM/Consulates
- #7** Legal Sea Foods, Inc. Quality Control Center
- #8** MOITI – Getting Grounded
- #9** The Collaboration Gene
- #10** Best of Boston

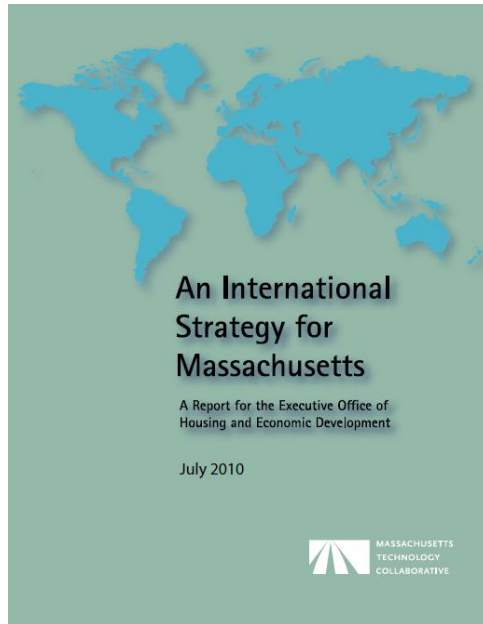
### Case Stories/Study

Legal Sea Foods, Inc; Boston Scientific; Z Corporation; Patriot's Place; Ocean Spray Cranberries; Participant Strategy Competition; Mindtree Consulting

Video: <http://vimeo.com/31654385>



# Global with an Aligned Strategy



- **Premise:**

- Job creation is tied to our ability to connect to and succeed in *global markets*.
- The State is *well-positioned* as a center of innovation, a leader in key-growth areas and home to world-class universities and research.
- The State can advance efforts by forging *collaboration* between the public and private sectors.

- **Quick Payback:**

- Improved *communications* to known opportunities
- Increased exports or attract foreign partners
- Improved *efficiency* in international programs
- Forum for identifying and implementing *new ideas*
- Promise for attracting *additional resources*

- **Recommendations:**

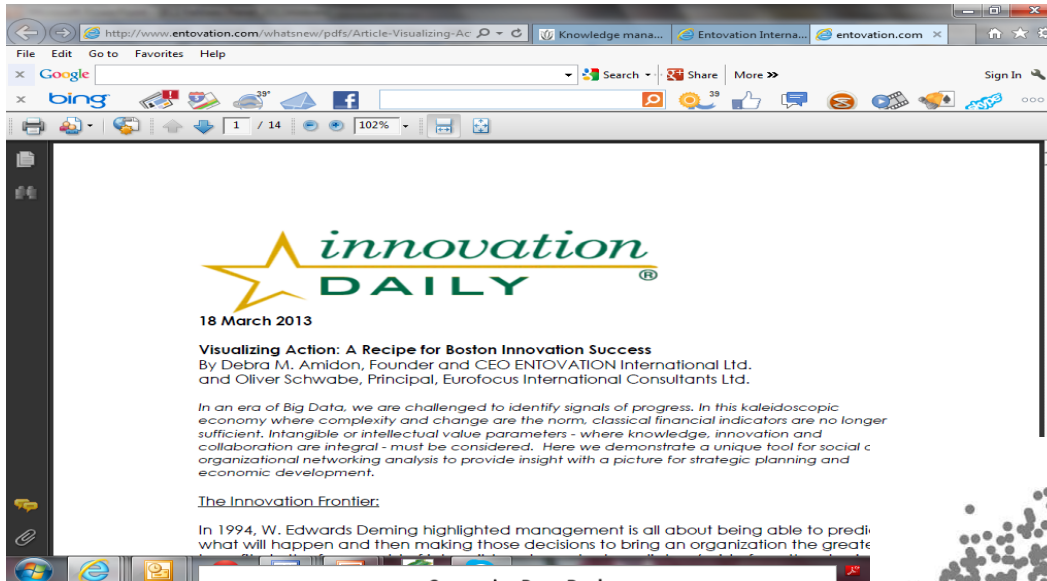
- Focused conferences for foreign audiences; reverse trade missions; overseas ambassadors; overseas alumni events; cross-national survey of international students; innovation research capability; and influence on Federal policy

[http://www.masstech.org/international/international\\_home.html](http://www.masstech.org/international/international_home.html)

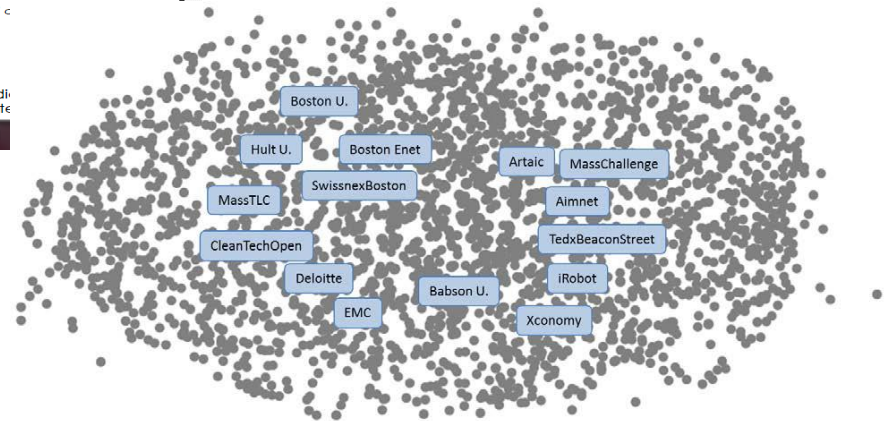
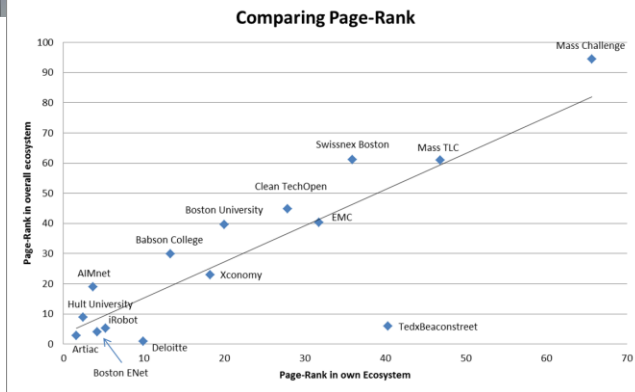
*What if...*

*the Baltics Dynamics had an International Strategy?*

# Visualizing Action: The New V-Factor



- Volume
- Velocity
- Variety
- Variability
- Vision
- Visualization
- Value/Valuation



<http://www.entovation.com/whatsnew/pdfs/Article-Visualizing-Action-InnovationDAILY.pdf>



# Network Predictor: *IC<sup>2</sup> Diagnostic*



<http://www.ic2.utexas.edu/blog/>

Performance Diagnostic for  
<http://www.ic2.utexas.edu/blog/>

February 2013

Current Value Creation Potential

$$VCCa = (Ndea \times Ndia \times Ncea \times PRA \times a) / (PRmax / PRA) = 4\%$$



<http://www.networkpredictor.com>



Graph Metric	Value
Graph Type	Directed
Vertices	221
Unique Edges	314
Edges With Duplicates	0
Total Edges	314
Self-Loops	21
Reciprocated Vertex Pair Ratio	0.0450251
Reciprocated Edge Ratio	0.08373201
Connected Components	1
Single-Vertex Connected Components	0
Maximum Vertices in a Connected Component	221
Maximum Edges in a Connected Component	314
Maximum Geodesic Distance (Diameter)	7
Average Geodesic Distance	3.217545
Graph Density	0.00026327
Modularity	Not Applicable
NodeXL Version	1.0.1.226
Minimum In-Degree	1
Maximum In-Degree	13
Average In-Degree	1.421
Median In-Degree	1.000

Score <http://marketingrader.com> = 60%

- Blog +
- RSS Feed +
- Facebook +
- Twitter +
- 3,740 pages indexed
- mozRank 5.1
- 342 sites backlinked
- 25+ authoritative pages pointing

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<http://www.euro-focus.com> / <http://www.networkpredictor.com>

<http://www.networkpredictor.com/>



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# Aspirations Forward



# Aspiration #1:

## National/Global Innovation Commonwealth



- California
- Illinois
- Kansas
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Nebraska
- New England
- New Jersey
- New York
- North Carolina
- Ohio
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Missouri
- Tennessee
- Texas
- Virginia
- Washington State
- Wisconsin

# Aspiration #2:

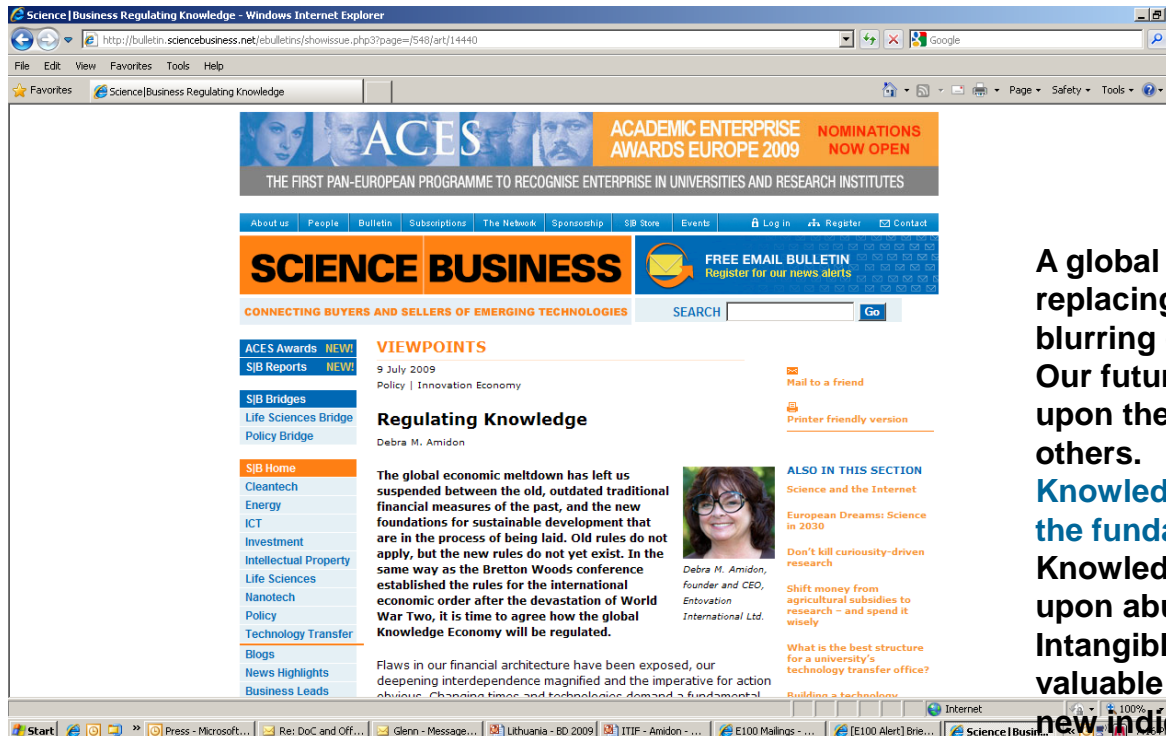
## Embassy/Consulate Infrastructure

The screenshot shows a web browser window with the address bar displaying [http://www.boston.com/news/science/articles/2009/09/21/diplomacy\\_becomes\\_a\\_portal\\_to\\_profits\\_in\\_bostons\\_leading\\_edge\\_consulates/](http://www.boston.com/news/science/articles/2009/09/21/diplomacy_becomes_a_portal_to_profits_in_bostons_leading_edge_consulates/). The browser's address bar also shows the title "Diplomacy becomes a port...". The page content includes the Boston.com logo, a navigation bar with links like HOME, TODAY'S GLOBE, NEWS, BUSINESS, SPORTS, LIFESTYLE, A&E, THINGS TO DO, TRAVEL, CARS, JOBS, REAL ESTATE, and a sub-navigation bar with links like Local, National, World, Politics, Business, Education, Health, Science, Green, Obituaries, Special reports, Traffic, Weather, Lottery. The main article is titled "Diplomacy opens a portal to profit" with the subtitle "Boston's consulates focus on business". The article features a photo of a man in a suit standing in front of a modern brick building. To the right of the article is an advertisement for the United Nations Association of Greater Boston and WorldBoston, a World Affairs Council. The advertisement includes logos for the United Nations, the United States, and the United Kingdom, and text that reads "UNITED NATIONS ASSOCIATION OF GREATER BOSTON" and "WorldBoston A WORLD AFFAIRS COUNCIL". Below the advertisement is a section titled "INSIDE BOSTON.COM" with a link to "SEAN COLLIER HONORED". The browser's taskbar at the bottom shows various application icons and the system clock indicating 12:21 AM on 4/24/2013.



# Aspiration #3:

## World Knowledge Collaboration Index



A global knowledge commonwealth is replacing the world of nations and blurring geographic boundaries. Our future is increasingly dependent upon the knowledge and success of others.

**Knowledge is valuable; and innovation is the fundamental platform for progress.** Knowledge creates an economy based upon abundance, not material scarcity. Intangible knowledge assets are more valuable than tangible assets and require new indicators of performance.

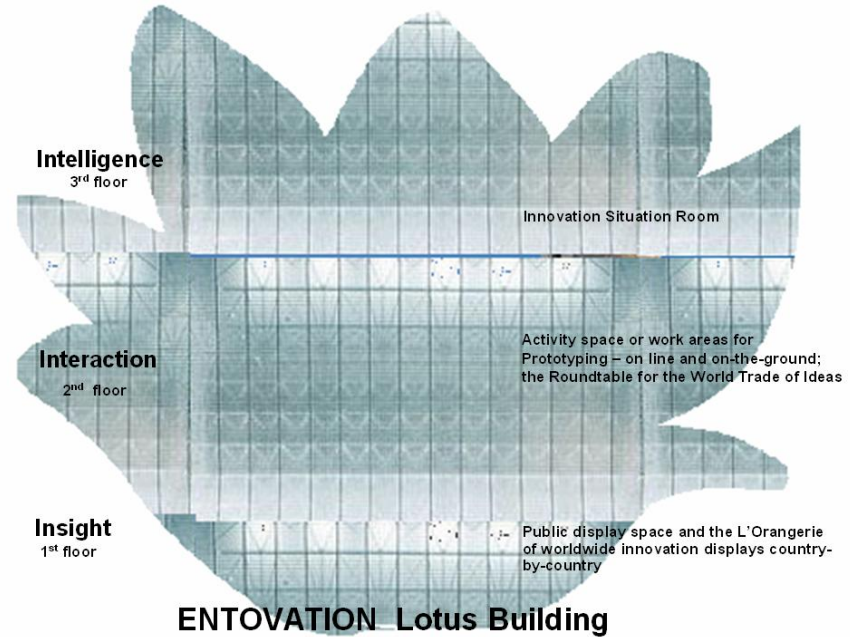
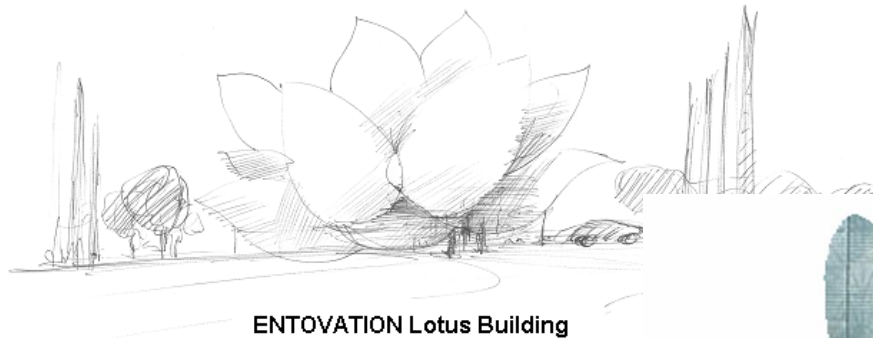
To thrive amidst a chaotic, complex and unpredictable knowledge economy, people need to be inspired to action of good intent.

<http://bulletin.sciencebusiness.net>



## Aspiration #4:

# Innovation Intelligence Situation Room



Visionary architect: Dr. Gregorio Rivera, 6.13.06



# Aspiration #5:

## Millennium Bretton Woods

http://ineteconomics.org/about

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Institute for  
New Economic Thinking

The Institute New Economic Thinking Blogs

About Grants Research Programs Events Partnerships

## ABOUT INET

The Institute for New Economic Thinking (INET) was created to broaden and accelerate the development of new economic thinking that can lead to solutions for the great challenges of the 21st century.

The havoc wrought by our recent global financial crisis has vividly demonstrated the deficiencies in our outdated current economic theories, and shown the need for new economic thinking – right now.

INET is supporting this fundamental shift in economic thinking through research funding, community building, and spreading the word about the need for change. We already are a global community of thousands of new economic thinkers, ranging from Nobel Prize winning economists to teachers and students who have emerged out from the shadows of prevailing economic thought, attracted by the promise of a free and open economic discourse.

### About

- Team
- Why INET?
- Timeline
- Leadership
- Annual Report
- Media Mentions
- Contact Us

### Mission

The Institute for New Economic Thinking's mission is to nurture a global community of next-generation economic leaders, to provoke new economic thinking, and to inspire the economics profession to engage the challenges of the 21st century.

*"The emancipation of belief is the most formidable of the tasks of reform, the one on which all else depends."*

- John Kenneth Galbraith



ENTOVATION

# CORE #5: Competitive to Collaborative Advantage

- We have reached the law of diminishing returns in competitive strategy. Today, we need a leadership strategy – where one collaborates to compete.



# The Art of Collaborative Advantage

The screenshot shows a web browser window displaying the Innovation America website. The browser's address bar shows the URL: <http://www.innovationamerica.us/index.php/innovation-daily/13621-aaas-forum-theres>. The website has a green header with a search bar, social media links, and a navigation menu. The main content area features an article titled "AAAS Forum: There's a NEW Game in Town..by Debra Amidon" dated Monday, 06 June 2011 00:00. The article text discusses the AAAS Forum on Science and Technology Policy and the concept of 'collaborative advantage'. A sidebar on the right highlights "Top5 Innovation Speaker" Rich Bendis, who was awarded the Top5 Speaker designation in Innovation / Creativity. Below this, there is a "Receive our DAILY Free Updates" section with a "Newsletter Signup!" button. The Windows taskbar at the bottom shows the time as 6:27 AM on 4/16/2012.

SEARCH

Sign Up / Login     

**innovation DAILY**®

The Daily Pulse of Global Innovation  
Brought to you by Rich Bendis and Innovation America

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## AAAS Forum: There's a NEW Game in Town..by Debra Amidon

Monday, 06 June 2011 00:00 | 

 Share  Tweet  Email  ShareThis

Having been able to participate on this Panel for the AAAS Forum on Science and Technology Policy, I can attest to the relevance and timely value of the strategies offered by both Rob Atkinson and Richard Bendis – building a National Innovation Strategy and leveraging a cluster strategy across the nation. These are necessary baselines should America even want to remain on the global innovation playing field.



Leadership in the Knowledge Economy, however, will require even more...

Simply stated, we have reached the law of diminishing returns on competitive strategy. There is a new game in town – the art of 'collaborative advantage'. Some nations and regions are already learning how to harness this kind of positioning in the new networked interdependent world. China enjoys over a decade of experience with their Knowledge Innovation Program (KIP) – a cornerstone of their economic strategy. India – via its Confederation of Indian Industries - seeks to become the 'crucible of global innovation'. The inauguration of

**Top5 Innovation Speaker**



Rich Bendis been awarded the Top5 Speaker designation in Innovation / Creativity.

[Click Here for more information](#)

**Receive our DAILY Free Updates**



Register Here

- Problem
- Benefits
- Solution
- So what?

# Rhythm of the Universe



<http://www.rotu.com>

<http://www.youtube.com/watch?v=USWaTln5bEs>



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<http://www.youtube.com/watch?v=4l5gY20GI0M>

# Our Current Reality

## *OLD Economy*

- Money rules
- Financial Capital
- Competitive Advantage

## *NEW Economy*

- Knowledge rules
- Intellectual Capital
- Collaborative Advantage

**NOTE:** Before there is a flow of financial instruments (money), there is a flow of knowledge. We need to create an environment where we address the impediments and facilitators for the 'flow of knowledge'.

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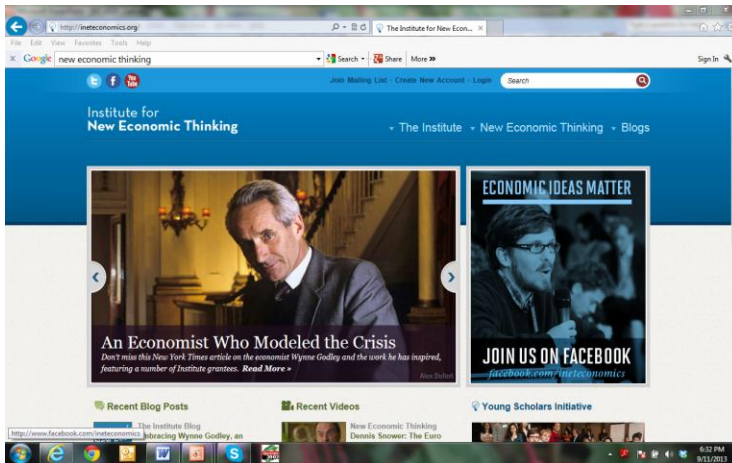
What if...*INNOVATION* became our Common Language?



# Discussions have already begun...

## G8 and G20 Discussions

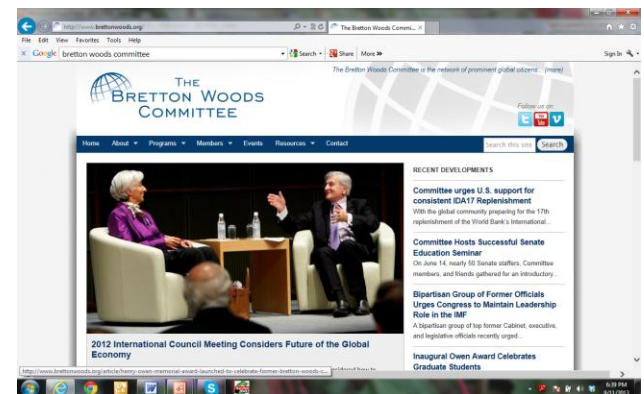
### Institute for New Economic Thinking



<http://ineteconomics.org/>



## Bretton Woods Committee



<http://www.brettonwoods.org/>

But...

Will the RIGHT people be at the table?



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# Moving Forward...

I am interested in exploring with those who might like to:

- ✓ Creating a *BD 'Zone of Innovation'* with a KIZ prototyping arena.



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- ✓ Creating a *BD 'Zone of Innovation'* with a KIZ prototyping arena.
- ✓ Scoping prospects for a *Baltic Innovation Tour* [aka Boston].



# Moving Forward...

I am interested in exploring with those who might like to:

- ✓ Creating a *BD 'Zone of Innovation'* with a KIZ prototyping arena.
- ✓ Scoping prospects for a *Baltic Innovation Tour* [aka Boston].
- ✓ Developing plans for the flow of Intellectual Capital – *IC Bretton Woods*.

The Baltic States



# Declaration of Interdependence

- Preamble
- We Believe...
- We Agree...
- We Resolve...



C'è una di fronte ad una scelta critica, un momento di intersezione, che richiama l'attenzione su un punto di incontro tra due mondi, tra due culture, tra due visioni del mondo. In questo momento di incontro, è importante che si creino le condizioni per una collaborazione che sia veramente fruttuosa. È importante che si creino le condizioni per una collaborazione che sia veramente fruttuosa. È importante che si creino le condizioni per una collaborazione che sia veramente fruttuosa.



We will transcend traditional boundaries to accomplish what we and others cannot do alone. Further, we will make more effective use of knowledge innovation as a lever to generate sustainable growth and increased standard of living across our local, regional and global economies.

# From Vision to Execution...



*“We are creating a **new economic world order** based upon the flow of knowledge, (not technology), innovation (not solutions), value-systems (not chains), stakeholder success, (not satisfaction), and international collaboration (not competition).”*

— “Global Momentum of Knowledge Strategy” 1999

*NOW is the time...*

Let us innovate our Future together



# Benchmarking National Innovation Systems:

*Dynamic positioning for Industrialized, Developing  
and Emerging Economies*

Debra M. Amidon  
Founder and CEO  
ENTOVATION International Ltd.

[debra@entovation.com](mailto:debra@entovation.com)

[www.entovation.com](http://www.entovation.com); [www.inthekzone.com](http://www.inthekzone.com)

