

Research Based Innovation: New Transatlantic opportunities

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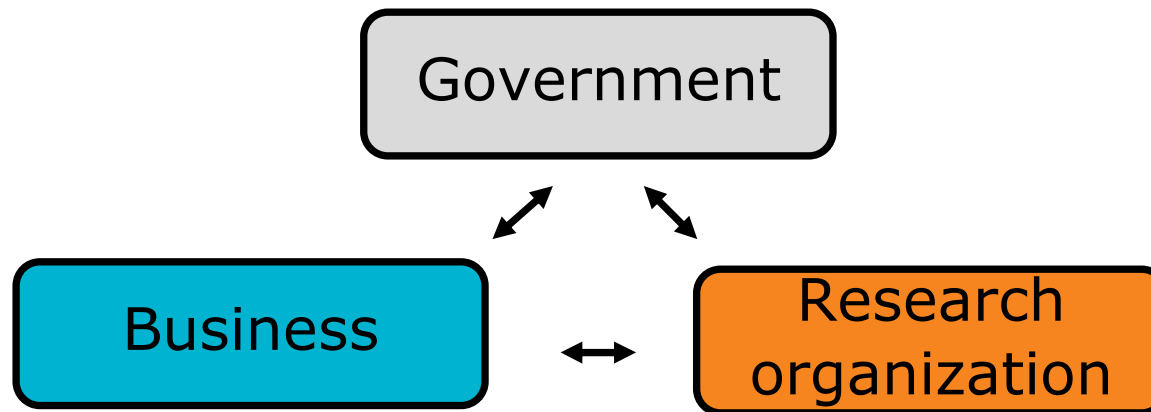
Innovation is the single most important driver for development and value creation in business and society!

There is a surprising lack of knowledge on;

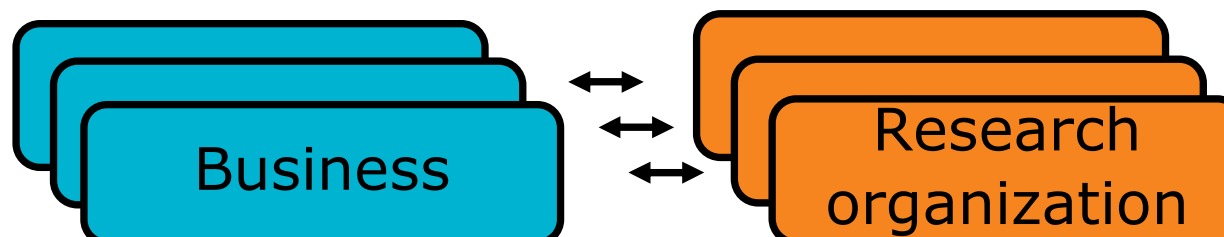
- the nature of innovation,
- the role of research in driving it,
- and what other factors affect innovation capability

Innovation terminology is new and innovation is a young science

Macro innovation – level of countries



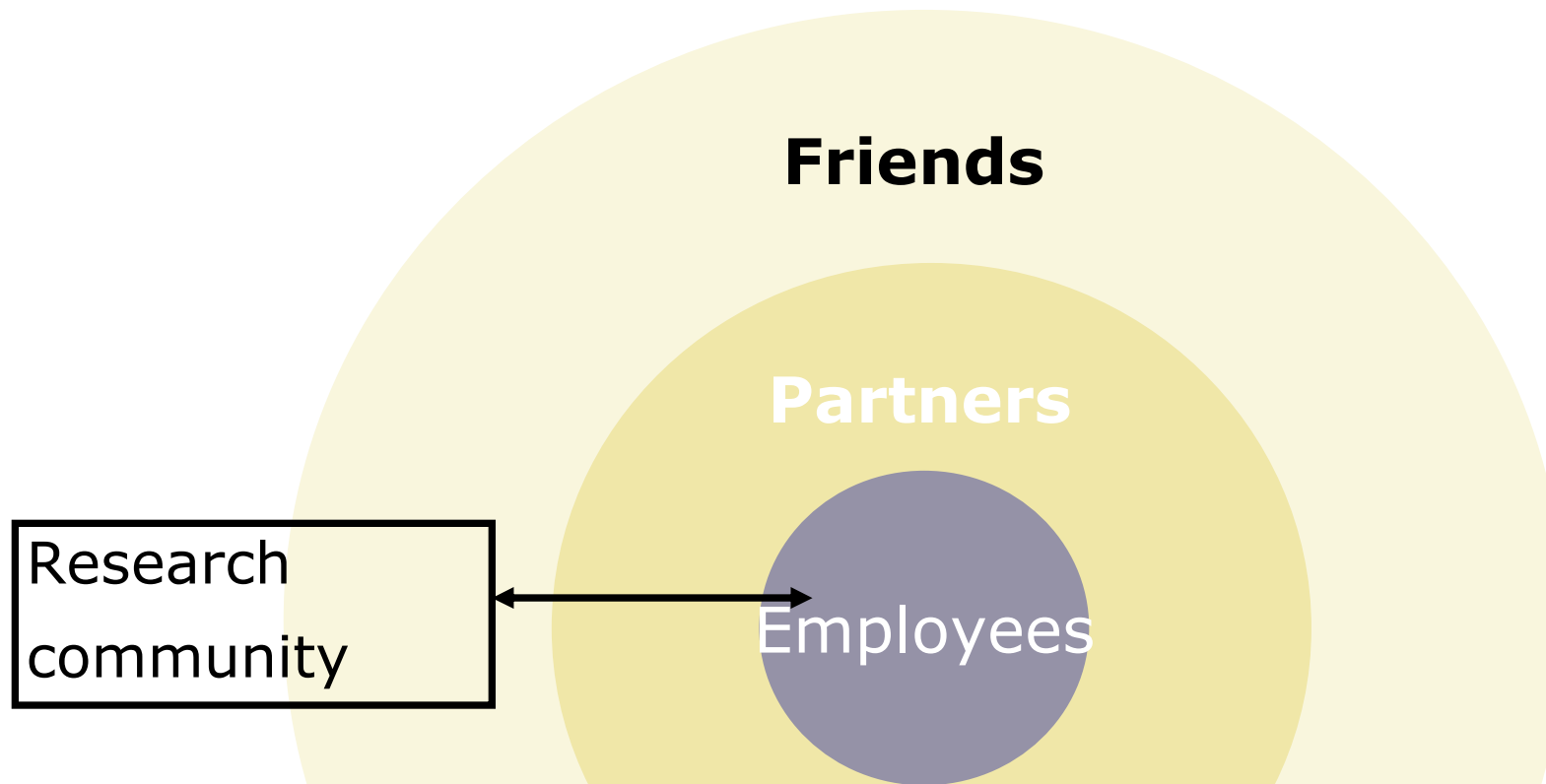
Micro innovation – individual organizations



On the micro level;

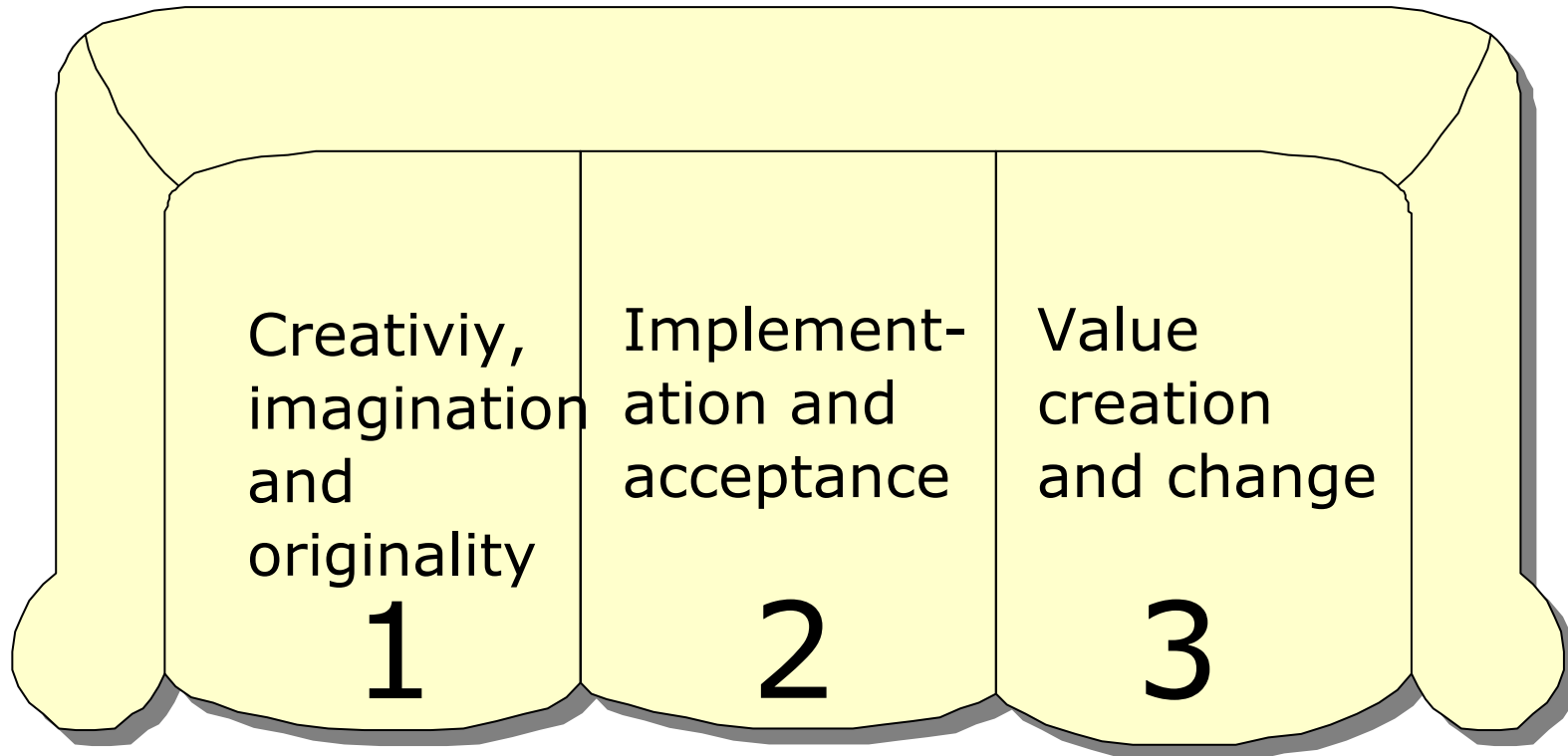
- Innovation is a probability game!
- Increase probability of success by providing:
 - An inspiring sense of direction (vision)
 - Relevant competence
 - Deep understanding of the technology and all aspects of the business
 - Innovation culture
 - International networks and knowledge capturing capability
 - What if you don't know what you don't know?

Every organization is a virtual organization



Innovation demands people with fire in their heart and a constant stream of new and relevant knowledge. Transatlantic collaboration between industry and academia is a great way to og.

What is innovation?

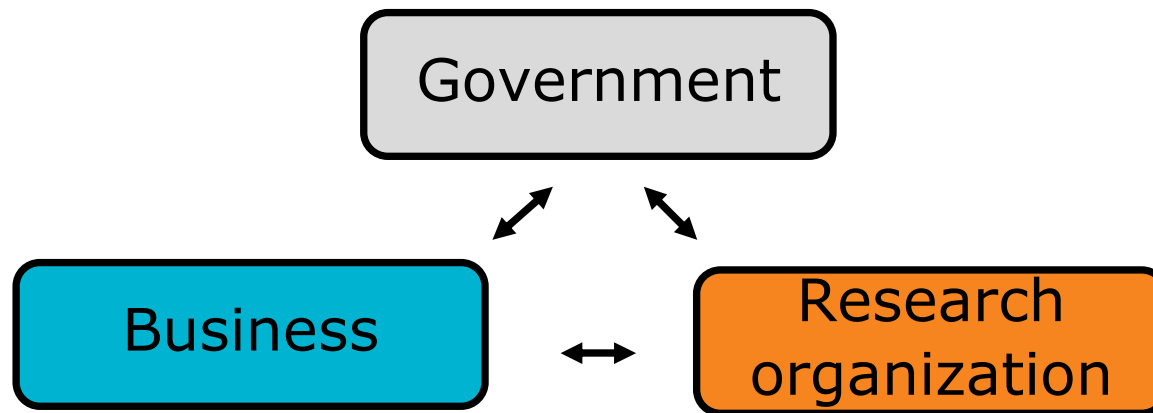


New ideas.....which have been
developed and
implemented.....resulting in value creation

On the macro level;

Major global challenges demand large scale innovations;

- which must involve government,
- which must cross national borders



The innovative capability of a country can be increased by;

- High level of education
- High level of research
- International collaboration
- Building an innovation culture

Research driven innovation - the many roles of research

- Knowledge production
- Ideas for innovations
- Solve problems on all levels
- Develop scientific competence and deep understanding
- Basis for higher education
- Build international networks
- Capture the international research frontier
- Document effects and risk
- Support decisions



Challenges:

- Knowledge on innovation and role of research is limited
- General appreciation of the importance of innovation is too low
- Indicators of innovation are of limited quality and value
- Norwegian focus on collaboration with EU is strong and overshadows transatlantic collaboration
- Insufficient financial instruments to encourage transatlantic collaboration
- The wicked problems of this world demand innovations beyond the level of the individual national state

Opportunities:

- Develop better funding instruments with better funding
 - RCN bilateral transatlantic funding is limited
- USA, Canada and Norway are countries of large resources. Together we could lead in addressing wicked, global problems by large scale innovations going beyond national borders.

Thank you for your attention

