

What is the impact of innovation?

95%
Competition
 feel innovation can drive a more competitive economy



91%
Go Green
 feel innovation can create a greener economy

88%
Jobs
 feel innovation is the best way to create jobs



86%
Partnership
 feel partnership is more important than stand-alone success



87%
Society
 feel we should bring value to society as a whole not only to individuals



Improve Lives
 can successfully change citizens' lives in the next 10 years in:

90% Communications	87% Health Quality	84% Job Market	84% Environmental Quality
------------------------------	------------------------------	--------------------------	-------------------------------------



imagination at work

What drives Innovation?

66%
Value of Innovation
 believe that innovation will happen when the general public is convinced of the value that innovation will bring to their lives



65%
Universities & Schools
 feel that innovation happens when local universities and schools provide a strong model for tomorrow's leaders

62%
Patent Protection



agree that when the protection of the copyright and patent are effective then innovation can occur

58%
Private Investors



believe that innovation will occur when private investors are supportive of companies that need funds to innovate

Budget Allocation 48%



believe that when government and public officials set aside an adequate share of their budget to support innovative companies, innovation can brew

Government Support 43%



think innovation can occur when governmental support for innovation is efficiently organized and coordinated

Data collected from an independent survey of 1,000 senior business executives across 12 countries on the state and perception of innovation