

# Four Innovation Drivers & a Meltdown

Phil Cooke

Cardiff, Aalborg & Toulouse  
Universities

# What did we think we knew about innovation?

- Non-linear, except in a few ‘dinosaurs’
- Supply-side driven – markets, supply chains, deregulated, venture capital, incubators etc.
- Ontario ‘entrepreneurial’ innovation
- Quebec maybe more ‘institutional’
- Maritimes too, thinner going West – resource-based
- Scarcely any ‘Nordic’ type interactive innovation
- Neo-liberal ‘Washington Consensus’
- ‘Innovation is competitive advantage’
- Especially financial innovation – incentive bonuses, regressive & excessive

# Different paths to innovation



Apple market research consisted of  
“Steve looking in the mirror every morning  
and asking himself what he wanted.”  
A Marketing Manager at Apple

“We do not think most users will miss the optical drive.  
We do not think they will need an optical drive.”  
Steve Jobs, Mac World Conference 2008

# What about Clusters - especially Innovative ones?

- ISRN demonstrated great cluster variety in Canada
- Biotech comes immediately to mind, aerospace and software too for Quebec
- Kitchener-Waterloo and RIM
- As does Saskatoon, Vancouver & Toronto new media and some older industries
- Wine in Niagara & Okanagan
- Not all in big city-regions

# What do we still not know about Innovative Clusters?

- 'Cluster Emergence' is still hard to spot, except *ex post*
- *Ex ante* is uncommon in our kind of proofs
- How do you spot 'related variety' until it has happened?
- 'Revealed related variety?' *ex post* again
- 'Smart specialisation' (Foray)
- Also, see D. Wolfe (2009) *21<sup>st</sup> Century Cities in Canada*
- Uses Pierre Veltz's notion of big cities as Creative & Innovative 'Schumpeterian Hubs'
- Are big city-regions (cities & their satellites) the key drivers of the 'Knowledge Economy'?
- Probably.....

# What did we think we knew about Cultural-Creative city-regions?

- We knew the creative industries & cultural economy employed many hitherto not counted as such.
- We knew they gave 'meaning and identity' to places. Consumer-led/User-driven innovation
- We knew some places had it & others didn't..... and those that didn't better get
- ..... 'the Bilbao effect'

# What do we know after ISRN 2?

## Hmmmmm. Neo-liberal Excess?

- Global visibility? Globalisation of identity?
- 'Urban Tattoos' User Driven Innovation & Consumption
- Libeskind in Toronto – the 'trophy architect' syndrome
- The 'Bilbao Effect' turned into urban policy.
- Or Vancouver's talent at getting global 'events' sometimes with dire consequences!
- Even Edmonton – pioneered post-modern retail therapy with the West Edmonton Mall
- Montreal has it, but isn't sure what it is!!

# The Long Emergency: What do we not know about Culture-Creative-Innovative?

- We don't know if creative is more (measurably) innovative than 'old economy' innovation.
- Though we have some UK data that shows creative innovation measures only a little less than manufacturing and more than KIBS
- Thus are 'Urban Tattoos' the built form of the Knowledge Economy?
- In a post neo-liberal era will we get serious again about manufacturing?
- Demand Driven Innovation - *Europe 2020* commits to..... a 'discourse' of eco-innovation



# NEO-LINEAR MODELS

## User versus Design Driven Innovation

- User Driven Innovation  
(Von Hippel)
  - User-centred
  - Linearity
  - Structured Market
  - Incremental
  - No socio-cultural regime change
  - Additive to existing niches (snowboards, mountain bikes)
- Design Driven Innovation  
(Verganti)
  - Design-centred
  - Transversality
  - Social Constructivist
  - Radical
  - Socio-cultural regime change
  - Within fashion markets (kitchenware; office-wear)

# Alessi: Family Follows Fiction



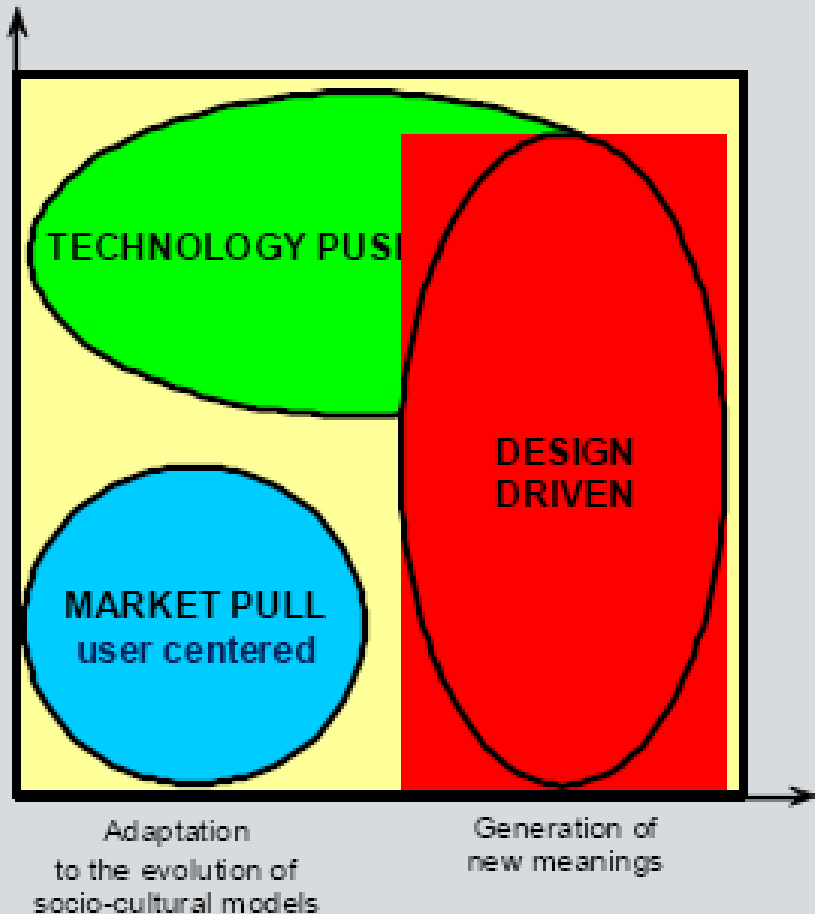
# Innovation strategy

Socio-cultural regime change

PERFORMANCE  
(technology)

Radical  
Improvement

Incremental  
Improvement



MEANINGS  
(languages)

# Demand Driven Innovation

- Meta-transitional - new Socio-Cultural Landscape
- (e.g. post-hydrocarbon society)
- Protected niches, Strategically managed
- ‘Big Shift’ & Transverse knowledge dynamics
- Public procurement in ‘lead (not ‘led’) markets’
- Design & Innovation: Creative & Clean
- Less of this.....

# Not so long ago, on Wall Street



# While the Pine Beetles Play



*Group tree killing by western pine beetle in a dense, young-growth ponderosa pine stand British Columbia. Ultimate cause – Global Warming*

# And Suncor strips the tar sand away away



.....and More of this.



- **Copenhagen, Denmark**
- Has a big offshore windfarm just beyond its coastline
- The city christened a new metro system in 2000 to make public transit more efficient.
- Recently won the European Environmental Management Award
- For cleaning up public waterways and holistic environmental planning.
- Plus, NOMA, the world's best restaurant? Divine.



### **Vancouver, Canada**

- Drawing 90 percent of its power from renewable sources,
- British Columbia's biggest city has been a leader in hydroelectric power and is now charting a course to use wind, solar, wave, and tidal energy to significantly reduce fossil-fuel use.
- The metro area boasts 200 parks and over 18 miles of waterfront
- Plus Rain City Grill? Heavenly.