

# **The Role of the Private Sector in U.S. Innovation Policy: The National Innovation Initiative**

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Council on Competitiveness**

**The Atlanta Conference on Science and Technology Policy 2006  
US-EU Policies for Research and Innovation**

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# The Council on Competitiveness brings together CEOs, University Presidents and Labor Leaders

- Founded in 1986
- More than 170 members
- Mission is to set a public policy action agenda to:
  - Raise the standard of living for all Americans through productivity growth and success in global markets
- Non-profit, non-partisan

***“Our agenda is at the nexus of necessity and opportunity—and we all have an obligation to serve the nation.”***

**–Duane Ackerman, Former CEO, BellSouth Corporation, Former Chairman, Council on Competitiveness**

## A new context for U.S. competitiveness

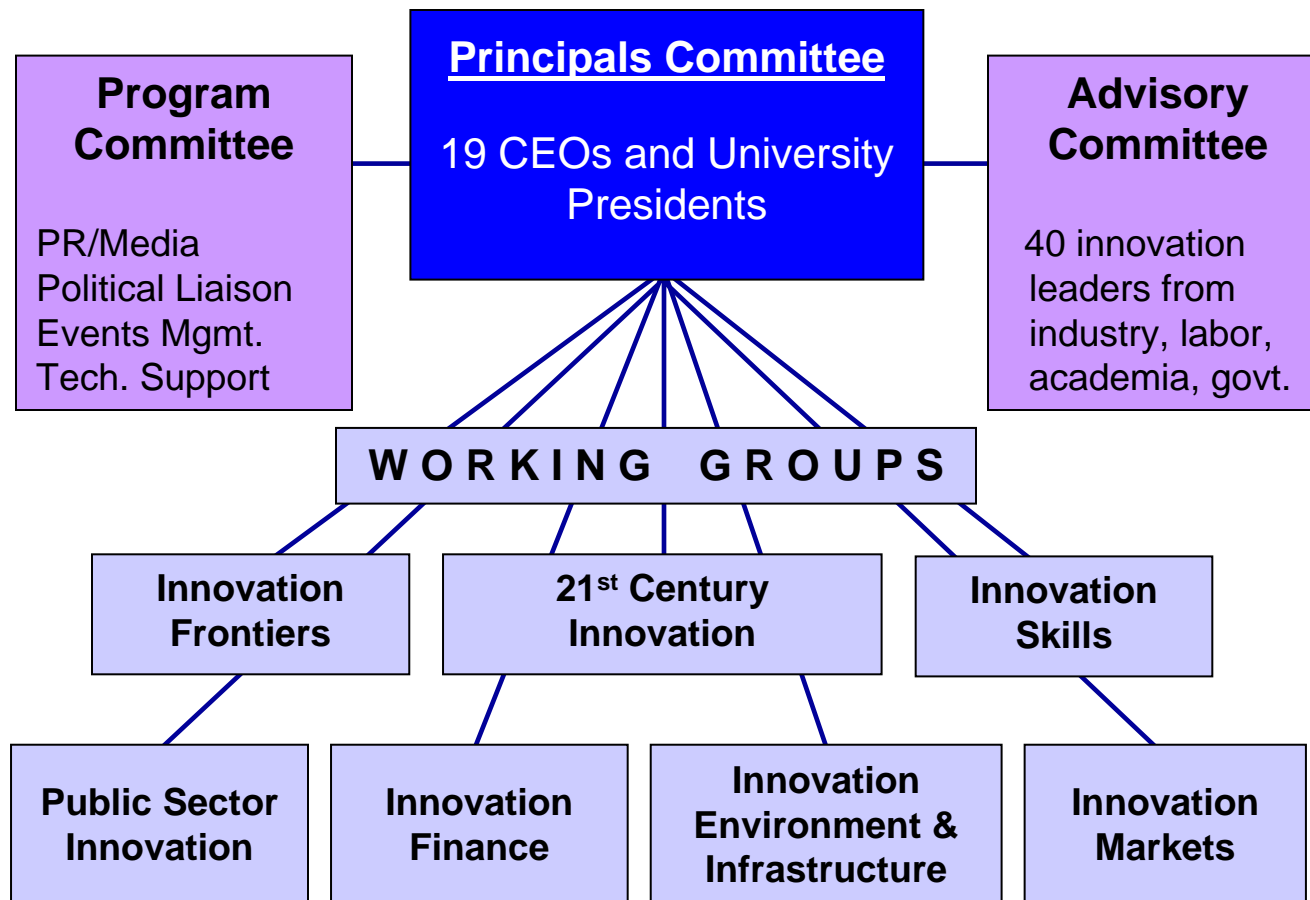
- “Three Billion New Capitalists”
  - Populous, low-wage competitors like China, India and the former Soviet Republics enter the global trading system.
- “The World Is Flat”
  - Advances in telecommunications, transportation and management enable multinationals to operate globally.
  - Rapid improvements in education, infrastructure and R&D spending reduce the relative advantage of the traditional leaders (US, Europe and Japan).

## We are at a turning point

“To thrive in this new world, it will not be enough – indeed, it will be counterproductive – simply to intensify current stimuli, policies, management strategies and to make incremental improvements to organizational structures and curricula.”

***-Innovate America***

# The Council launched the National Innovation Initiative (NII) in October 2003



# The NII recommendations are based on three platforms

## TALENT

- Build the Base of **Scientists and Engineers**
- Catalyze the **Next Generation of American Innovators**
- Empower **Workers** to Succeed in the Global Economy

## INVESTMENT

- Revitalize **Frontier and Multidisciplinary Research**
- Energize the **Entrepreneurial Economy**
- Reinforce **Risk-Taking** and **Long-Term Investment**

## INFRASTRUCTURE

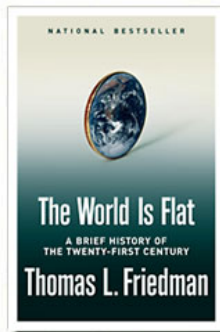
- Create a **21<sup>st</sup> Century Intellectual Property Regime**
- Strengthen America's **Manufacturing** Capacity
- Build **21<sup>st</sup> Century Innovation Infrastructures**

# In just over a year, the NII Agenda has had a major impact on policy and public awareness

NII Summit/  
*Innovate America*  
Release  
Dec. 2004



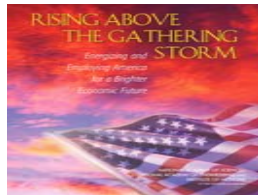
Tom Friedman,  
*The World Is Flat*  
Apr. 2005



CoC “Innovation Day”  
on the Hill  
Jul. 2005



National Academies, *Rising Above the Gathering Storm*  
Oct. 2005



National Innovation  
Act Introduced  
Dec. 2005

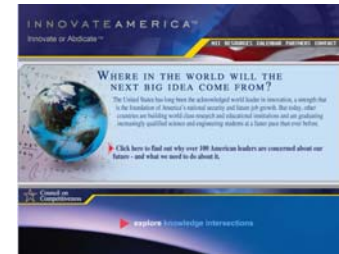
National Summit on  
Competitiveness  
Dec. 2005



President Bush  
announces  
American  
Competitiveness  
Initiative  
Jan. 2006

Protecting America’s Competitive  
Edge (PACE) Bills Introduced  
Jan. 2006

Innovate  
America  
Website and  
Innovation Ad  
Campaign  
Feb. 2006



# What's next for the NII?

## NII Leadership Council

28 CEOs, University Presidents, Labor Leaders, National Lab Directors and Foundation Presidents who lead the NII

## NII Strategy Council

More than 80 innovation thought-leaders who help the Council develop new approaches and policies

## NII Presidents Council

40 presidents of think tanks, trade associations and professional societies engaged with innovation policy

## Regional Innovation Summits

Regional assessments and innovation summits to catalyze action at the regional level

## Global Innovation Initiatives

Partnerships with organizations in the EU, Japan, Mexico, Brazil, Ireland and China

## *Competitiveness Index 2006*

An assessment of where America stands across the full range of competitiveness and innovation metrics

## Key Lessons from the NII

- The private sector must lead with cooperation from government
- Address the entire innovation ecosystem
- Frame the issue in terms of U.S. competitiveness and prosperity
- Innovation ultimately happens in regions
- International collaboration is important, but there is no “one size fits all” solution

# Council on Competitiveness National Innovation Initiative

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