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Innovation Expedition e-News

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The Innovation Supply Chain

Canada's innovation system is strong in terms of public commitment to innovation - public expenditure on R&D has increased significantly over the last decade. Yet our outputs from the innovation supply chain are weak. Why is this?

Dr Alan Cornford (GPT Management) presented his thinking in a series of meetings with Industry Canada and other agencies in Ottawa in January. At the heart of his analysis are three observations. First, outputs depend on industry involvement. To increase commercially viable outputs from R&D there is a need to look at the ratio of private to public investment in R&D - countries with a 3:1 ratio (Finland, US) have higher outputs than countries with lower ratios - Canada is at 1.145:1 and falling.

Second, there is a need to have strong receptor capacity - people working in firms who can adopt and adapt innovations developed through R&D. One indicator of this is a measure of highly qualified people - HQP. Finland has 15 people in every 1,000 in the workforce who have skills in

Please see page 2

Integrated Energy Forum

EnergyINet - Canada's network cluster for energy based innovation and development - is holding an innovation forum in March in Kananaskis (Alberta) aimed at accelerating developments in Western Canada and the Western US States in clean coal technology deployment and carbon capture" The Innovation Expedition is providing significant support to this development.

Part of a series of innovation forums to be hosted by EnergyINet, the aim is to attract industry leaders and CEO's together with investors and researchers and look at what strategic opportunities exist to accelerate work on clean coal.

Not only is this environmentally important, it may be a critical issue for future energy supplies as coal remains an abundant natural resources in these regions. The technology exists or is being developed and new technologies are quickly emerging. The issue is how best can these

Please see page 3

INSIDE THIS ISSUE

1. [The Innovation Supply Chain](#)
2. [Integrated Energy Forum](#)
3. [Intellectual Property Challenges](#)
4. [Affiliate Profile: Neil McKee in Russia](#)
5. [Making a Difference: The Buxton Liberty Bell: It tolls for all of us](#)

EnergyINet was created as a result of two National Challenge Dialogues facilitated by the Innovation Expedition.

IE Affiliates have been playing a major role in the Hub providing significant support to its ongoing development

Intellectual Property Challenges

“People are always trying to protect me – I can’t figure out what from” Mae West

Intellectual Property (IP) is a challenge for many organizations, public and private. Poor management of IP by firms can have implications for productivity, competitiveness and performance - with one study suggesting that poor IP management can lead to firms losing up to 45% of their market share.

As part of our training program for CDS affiliates, launched in 2006, we focused on issues in IP and a great many such issues surfaced. They range from weak protection of IP (especially in relation to biotechnology and ICT), through the costs of defending IP when it is challenged or “inappropriately” used by others, to issues about access to IP by small and medium enterprises.

Various new ideas were suggested for rethinking IP - consolidating IP management into a single entity, using yet2.com as a way of ensuring that Canadian IP is “out there” and accessible globally, offering educational and learning support to SME’s with respect to the importance of IP management. These ideas will be shared with ASRA as part of their commitment to reviewing intellectual property issues - a review that is being “steered” by the Innovation Expedition team.

Some of the interesting facts that emerged in this work were:

1. Most University held IP produces no revenue of any kind - it is generally too early stage.
2. The average license revenue from university IP is less than \$70,000.
3. Less than 1% of the IP held by Universities across North America produces revenue in excess of \$1m.
4. 7% of the IP created by Universities is market ready.

No wonder IP issues are challenging.

THE INNOVATION SUPPLY CHAIN (continued)

science, technology and engineering. The US has 10 per 1,000. Canada has 6.4. While steps are being taken to expand access to post secondary education, we are lacking HQP. More specifically, we are weak in experienced management capable of taking a knowledge based firm through various stages of growth.

Finally, we do not produce many product opportunities - “deals done” - from our Universities and public research labs. For every \$100m invested in R&D we produce around 6.7 product opportunities. Countries with stronger private sector investments produce double this number. This is important - without real product opportunities (prototypes, licenses, market ready patents) we weaken our supply chain for innovation.

Dr Cornford’s observations were well received. GPT Management and the Innovation Expedition are partners in Ecosys - a joint venture.

There is a growing interest in supply chain analysis methods amongst all engaged in innovation - it’s good to know that we are on the leading edge of this work.

Affiliate Profile: Neill McKee

Neill McKee is an international development program manager from Canada with 38 years of experience, 17 of those years based in developing countries/emerging economies. He is an excellent communicator, advocator, facilitator and team-building manager with strong skills in negotiation and diplomacy.



He is presently based in Moscow, Russia, as head of Healthy Russia 2020, a US\$25 million USAID-funded project of the Center for Communication Programs (CCP), Johns Hopkins University's Bloomberg School of Public Health. The job involves the management of a team of Russian employees in the design and development of country-specific initiatives and tools in health system improvement, cost analysis and advocacy, social mobilization and behavior change communication in the fields of HIV/AIDS, reproductive health and family planning, and youth health lifestyles. (McKee served as Senior Advisor for HIV/AIDS and adolescent health communication at CPP, Baltimore, from January 2001 to March 2004.)

McKee's team-building approach is rooted in his skills as a facilitator and participatory trainer. He has facilitated over 70 workshops and other processes in Asia, Africa, Europe and North America for the development of strategic plans for communication and service delivery, and the enhancement of skills for health and social programs. He is the co-creator of the VIPP (*Visualization in Participatory Programmes*) methods and manuals, now being used by various organizations for program planning, organizational development, training, curricula and strategy development. For further information log onto <http://www.southbound.com.my/vipp>

In addition, McKee is lead author/editor of a number of important books and articles in the field of development communication, most recently, *Strategic Communication in the HIV/AIDS Epidemic*, Sage (2004) and over the years he has been the creator, manager or producer/director of a number of film and videos series on social development and health issues.

Neill McKee

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INTEGRATED ENERGY FORUM from page 1

technologies be deployed in such a way as to provide for cleaner, more efficient, less expensive energy to the fast growing markets in the West.

The other challenge here is to integrate clean coal with other energy strategies, so that synergies between different technologies and energy delivery systems can be achieved and more integrated energy usage encouraged.

The workshop will be held March 22-24, 2007 in Kananaskis, Alberta. The target audience is industry leadership, investors and research leaders in the field.

If you are interested or know of others who are, please contact Shelley Lynes
E: shelleylynes@energyinet.com or call (403) 537-1211 ext. 226

“Making sense of the future requires us first to know where we are.”

Making a Difference....

The Buxton Liberty Bell: It tolls for all of us

*“It’s a bell about freedom
It rings about justice
It’s a song about love between my brothers and my sisters
All over this land”*
(1960s folk song of the Civil Rights Movement)

Valentine’s Day 2007 provided me with a beautiful opportunity to reflect on various aspects of my experiences in Africa over 47 years and my interactions with the black communities in Canada.

Dawn Ralph and I were among the invited guests of the Ontario Minister of Citizenship and Immigration at the launch of a replica of the historic Underground Railroad Buxton Liberty Bell.

During the 1800s the Buxton settlement represented safety and freedom for hundreds of slaves escaping from the United States via the Underground Railroad. The largest of such communities in Canada West, Buxton became known as an innovative model of what could be accomplished through collaborative, action by courageous people with a passion for breaking through the barriers of ignorance and prejudice.

The bell (a gift from the coloured community of Pittsburg) was hung in the steeple of St. Andrew’s church in Buxton. The intent of the donors was that the weekly ringing of the bell on Sunday was to inspire their ongoing commitment to free others from bondage. In addition, the bell was rung each time another slave reached freedom in the community.

The Buxtonites drained the swamps, created a community bank to help finance homes and factories, exported goods to the USA and built schools to ensure widespread education for all. They then took their innovative community development model to the Caribbean and to various part of Africa—and for a short time Southwestern Ontario was the centre of the fledgling Pan-African Movement.

After the Civil War, many returned to rejoin their family members throughout the USA and they took the Buxton model with them—influencing the social and economic development of many American communities. For over 80 years—to this day—Labour Day in Buxton brings together the descendents of these early slaves in a celebration of this amazing story of the movement of African people and the impact of their journeys.

It was my first journey to Africa in 1960 with Crossroads Africa that led to my introduction to Buxton and the beginning of my personal journey to explore the contribution of blacks to the building of Canada. As a young teacher I was petitioned by a community group in Buxton who wanted to try to create Canada’s first museum of black history as part of their contribution to the Canadian centennial

The conventional wisdom of the day was that there was no black history in Canada worth celebrating. So I, along with Vic Ullman (formerly an investigative journalist for the New York Times) began the task of moving from community to community across the USA, connecting with Buxton



Donald G Simpson
Chief Explorer

descendents and digging out the stories—and what powerful stories they are. Our work led to two books (*Follow the North Star* by Vic Ullman and *Under the North Star* which is my contribution).

I had no doubt early on that the creative, courageous experiences of these black immigrants in the 19th Century could provide important insights for today. However, when our work was first completed and used as early material for the Buxton Museum (which did open in 1967) publishers felt that the only market was the black community which they deemed too small to warrant commercial publication. To my mind these are not just stories of black immigrants, they are important human stories with the potential to add value to all our lives.

But thankfully times have changed and now there is increased recognition that, in this global knowledge-based economy of the 21st Century, the capacity to build and sustain multicultural communities is a key element for success. And so 30 years after completing the research my book was published in 2005 by the African World Press. The Buxton Museum is now fully recognized and supported as a national historic site—and now a replica of the Buxton Liberty Bell will be touched and rung by visitors to the Museum and used to spark their interest in the stories—and new stories continue to be written and shared in books, plays and movies.

This personal learning expedition of mine to explore the Afro-Canadian story, while it eventually led to a Ph.D. thesis, was more important to me as part of my personal vision quest. The lives of black leaders, both those I met through historical records and oral histories and those I met in person, helped to strengthen my understanding of and respect for entrepreneurial innovators who have the skills, the passion and the commitment to overcome significant challenges in building strong organizations and communities.

The journey to find connections to a hidden past of a cultural group different than my own required the building of trust and led to my early understanding of the power of personal perceptions and the challenges inherent in practicing successful cross-cultural communications. This experience had a strong influence on all of my life's work.

This personal African journey continues to this day and is providing growth opportunities for other IE Affiliates. Keith Jones and I headed to Kenya February 19 to apply the CDS™ in helping to build: (a) an Innovation Unit for Agricultural Research; (b) a global consortia for vaccine development (in which Steve Murgatroyd is playing a part); (c) and a digital network to support improved health in low income communities (Dawn Ralph has in the past worked with this AfriAfya health network, providing some initial organizing support for their bank of resources).

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