

## 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:

<b>90%</b> Communications	<b>87%</b> Health Quality	<b>84%</b> Job Market	<b>84%</b> 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