

# GE Global Innovation Barometer 2011

A Perspective on the State of  
Innovation in 2011 from 1000 Senior  
Business Executives in 12 Countries

Feb 10<sup>th</sup> 2011, Fondation Universitaire, Brussels



GE imagination at work

# Content

- 1/ Survey sample and Methodology
- 2/ Global Results
- 3/ Conclusion



# Survey design and objectives

## Objectives

- Analyze perceptions around innovation challenges and the purpose of innovation in a multi-cultural perspective
- Contribute to conversations about how to encourage innovation globally
- Provide insights on current drivers and deterrents to innovate
- Identify best practices from innovation champions

## Survey design

- Managed by an Independent research and consulting firm, StrategyOne
- Telephone surveys of 1000 Senior business executives in 12 countries conducted between Dec 10<sup>th</sup> 2010 and Jan 14<sup>th</sup> 2011
- All respondents directly involved in their company's innovation processes
- All respondents VP and above with 30% of C-suite respondents (CEO, CFO, COO, CIO, Owners...)

# 12 countries surveyed with a minimum of 50 interviews per country

Australia 100

Brazil 100

China 100

Germany 100

India 100

Israel 100

Japan 50

S Korea 50

Saudi Arabia 50

UAE 50

Sweden 100

USA 100

On the overall sample (1000 respondents) the error margin is situated between 0,9 and 3 pts

# Content

- 1/ Survey sample and Methodology
- 2/ Global results
- 3/ Country data



Through the recent years, Innovation  
has become synonymous with HOPE

# Hope for a more prosperous and competitive economy

95% of respondents believe innovation is the main lever for a more competitive national economy

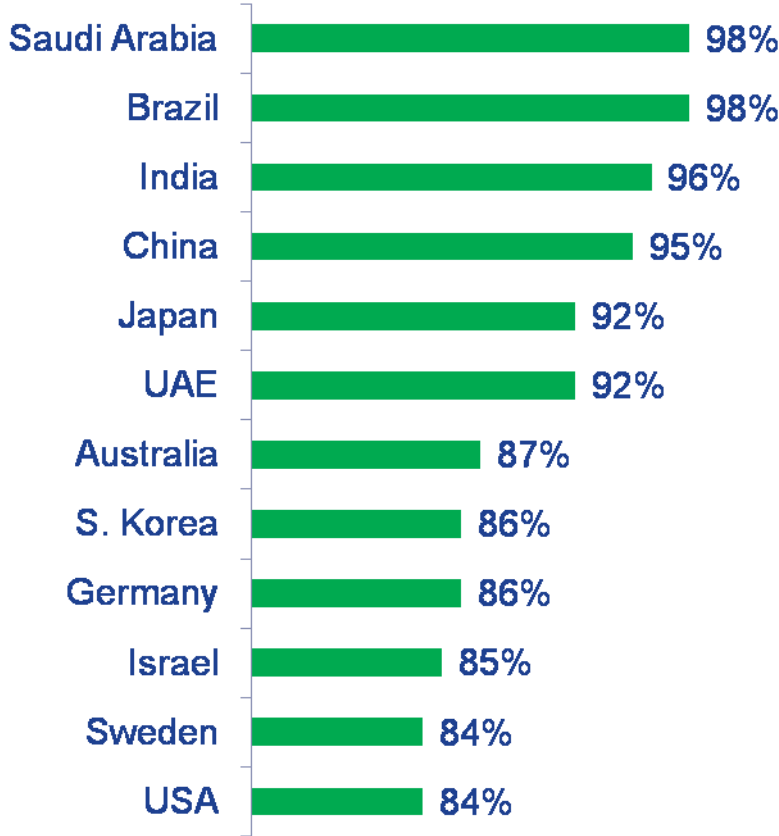
88% of respondents believe innovation is the best way to create jobs in their country

This faith is Global; these results are quite consistent from one country to another

# Hope for a greener economy

90% of respondents believe innovation to be the main lever for a greener national economy

BIC countries and S. Arabia report the strongest expectations



This impressive faith in innovation is fueled by the expectation that it could not only drive growth but transform societies

“We need innovation not just to tackle our current economic situation, but also to tackle the other challenges faced by our societies.”

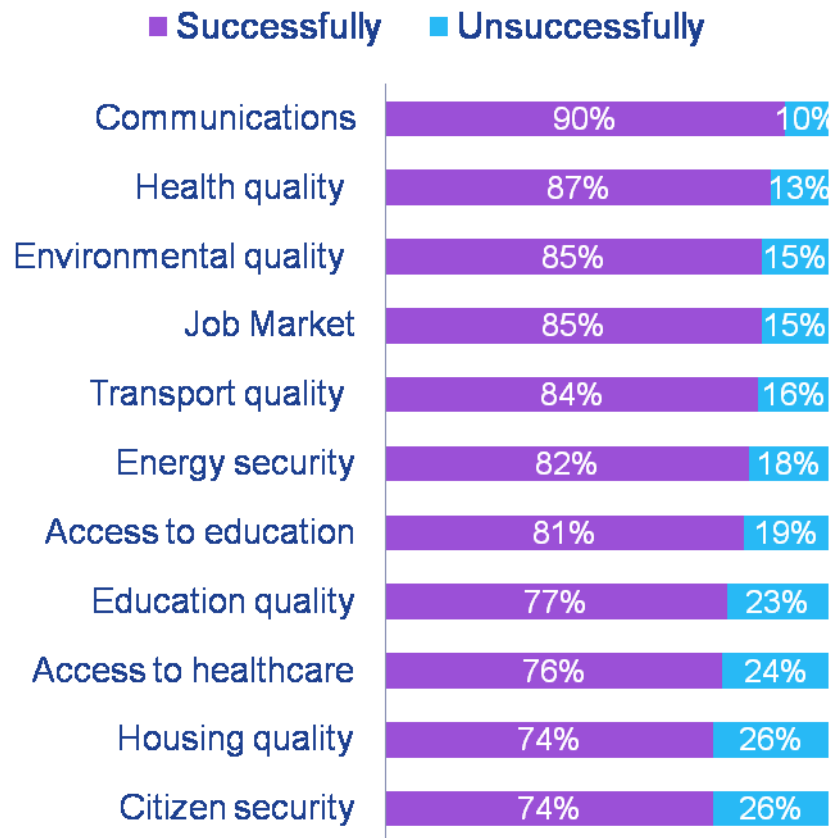
M. Geoghegan-Quinn  
EU's Innovation  
Commissioner



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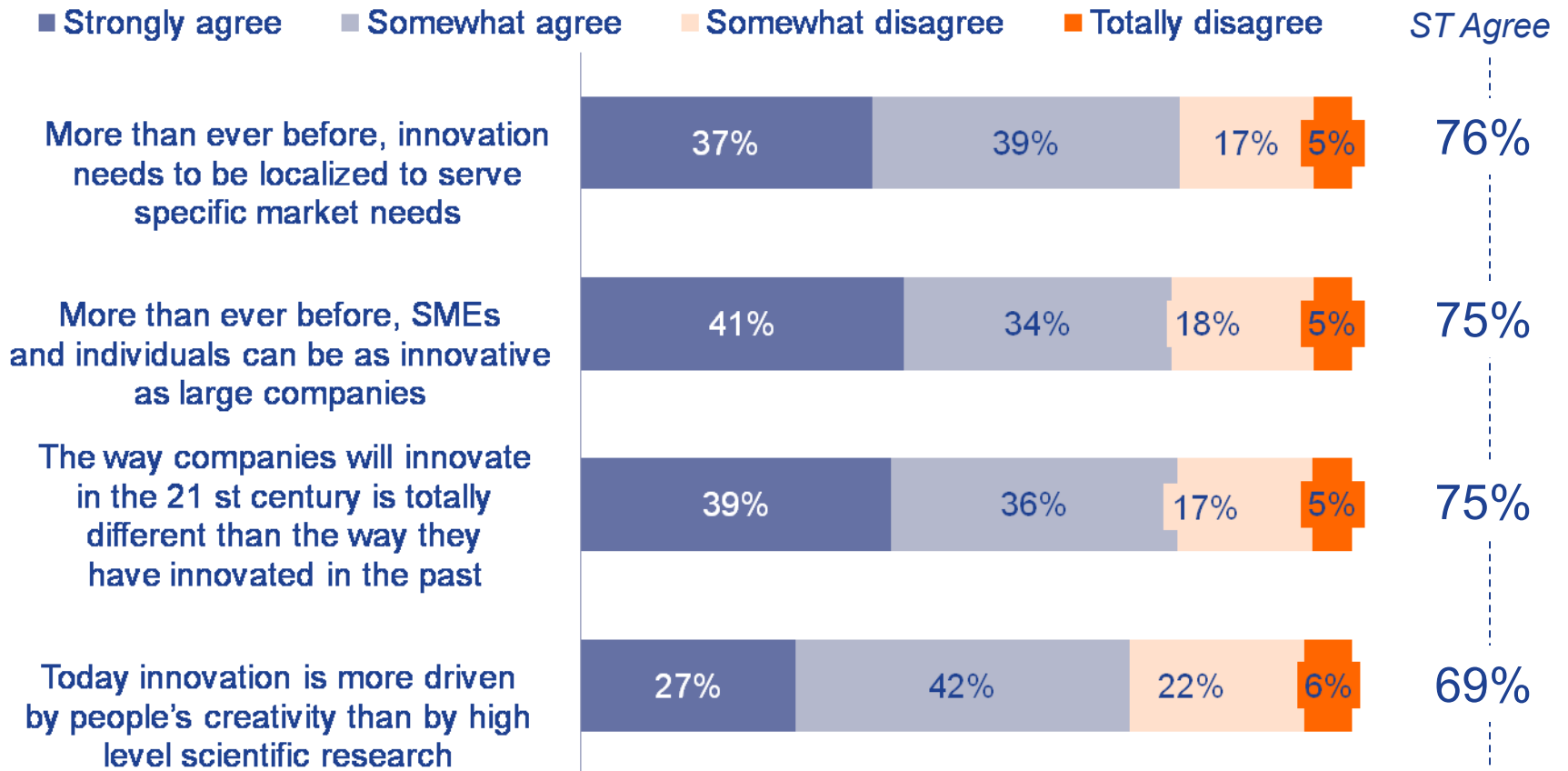
# Innovation is a trusted driver for improvement in most areas of citizens' lives

How successfully do you think innovation could improve citizens lives in each of the following areas in the next 10 years?

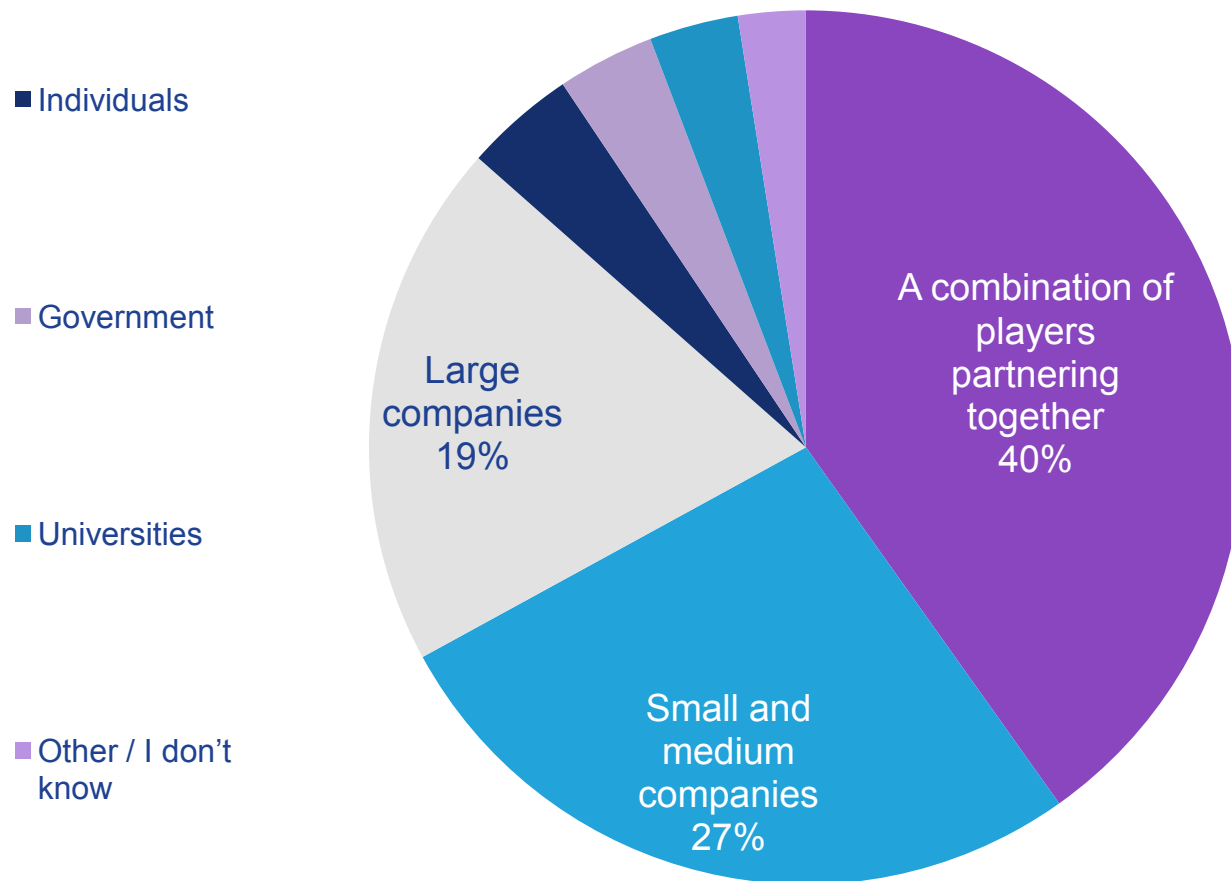


Innovation is changing.  
The value of innovation is  
increasingly appreciated in relation to  
the value it brings to society

# Innovating in the 21st Century, new players, new rules



# In the next 10 years who will drive innovation the most?



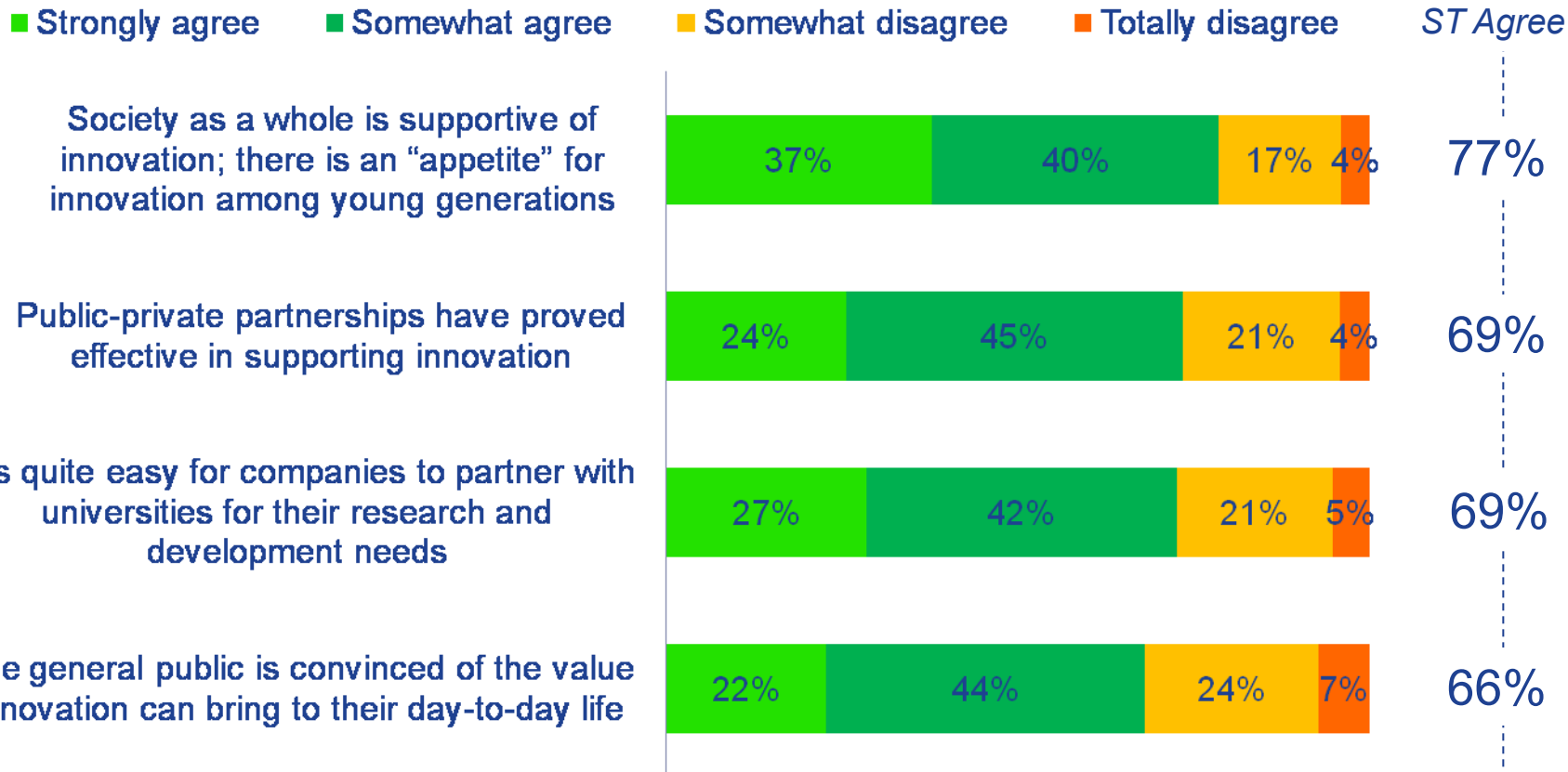
# Innovation becoming part of CSR?

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Totally disagree   
 ST Agree



# The innovation environment: drivers and barriers

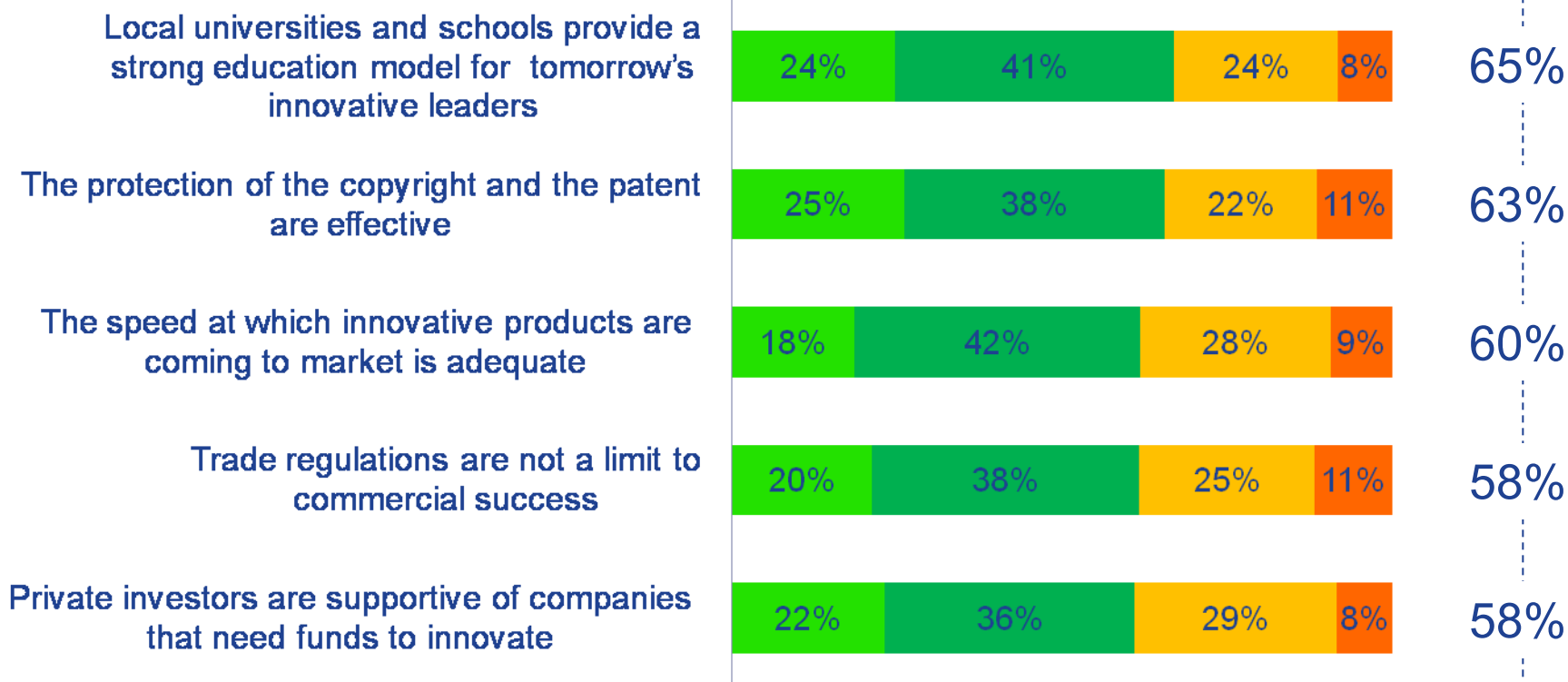
# Global innovation context : positive perceptions



# Global innovation context : balanced perceptions

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Totally disagree

*ST Agree*

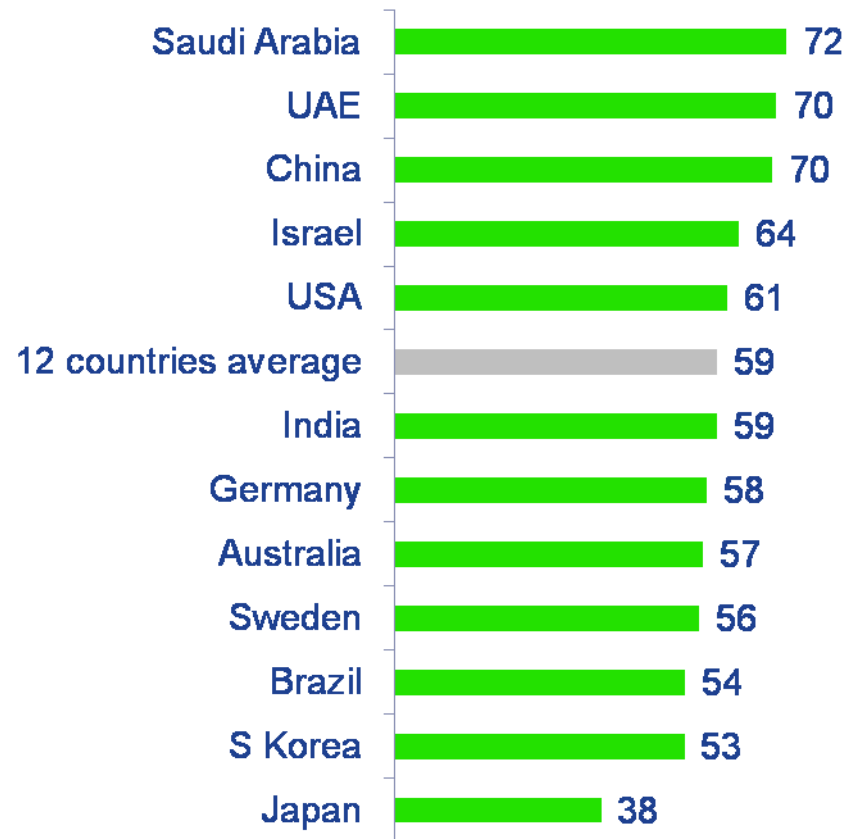


# Global innovation context : most negative perceptions



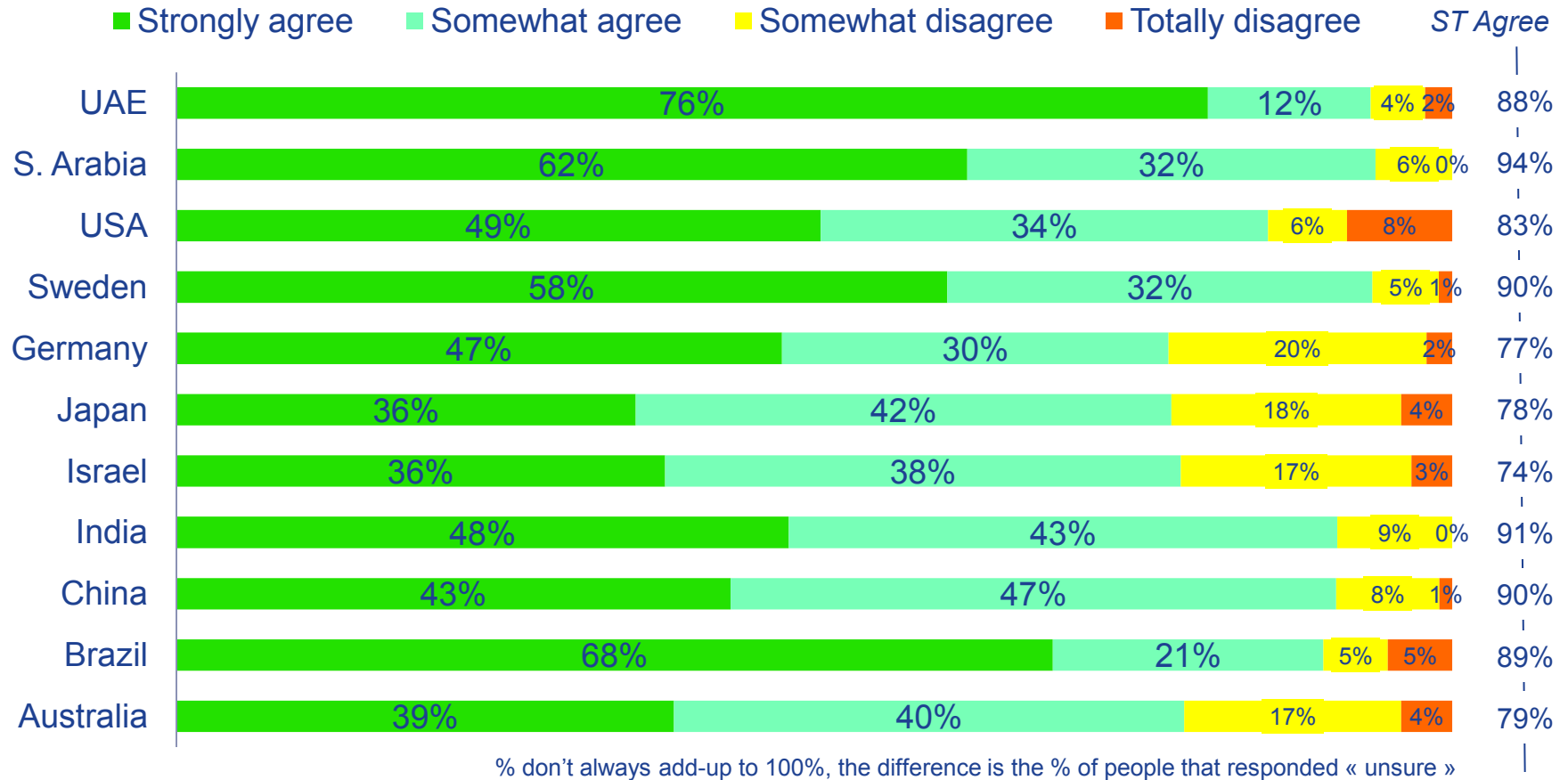
# Innovation context Index: Country Ranking

This country ranking is based on answers from respondents evaluating their satisfaction level regarding the innovation environment in their own country. It has a weight of 100 pts



# Helping innovators; what could lead businesses to innovate more?

# 84% of respondents believe PPPs are essential in developing innovation

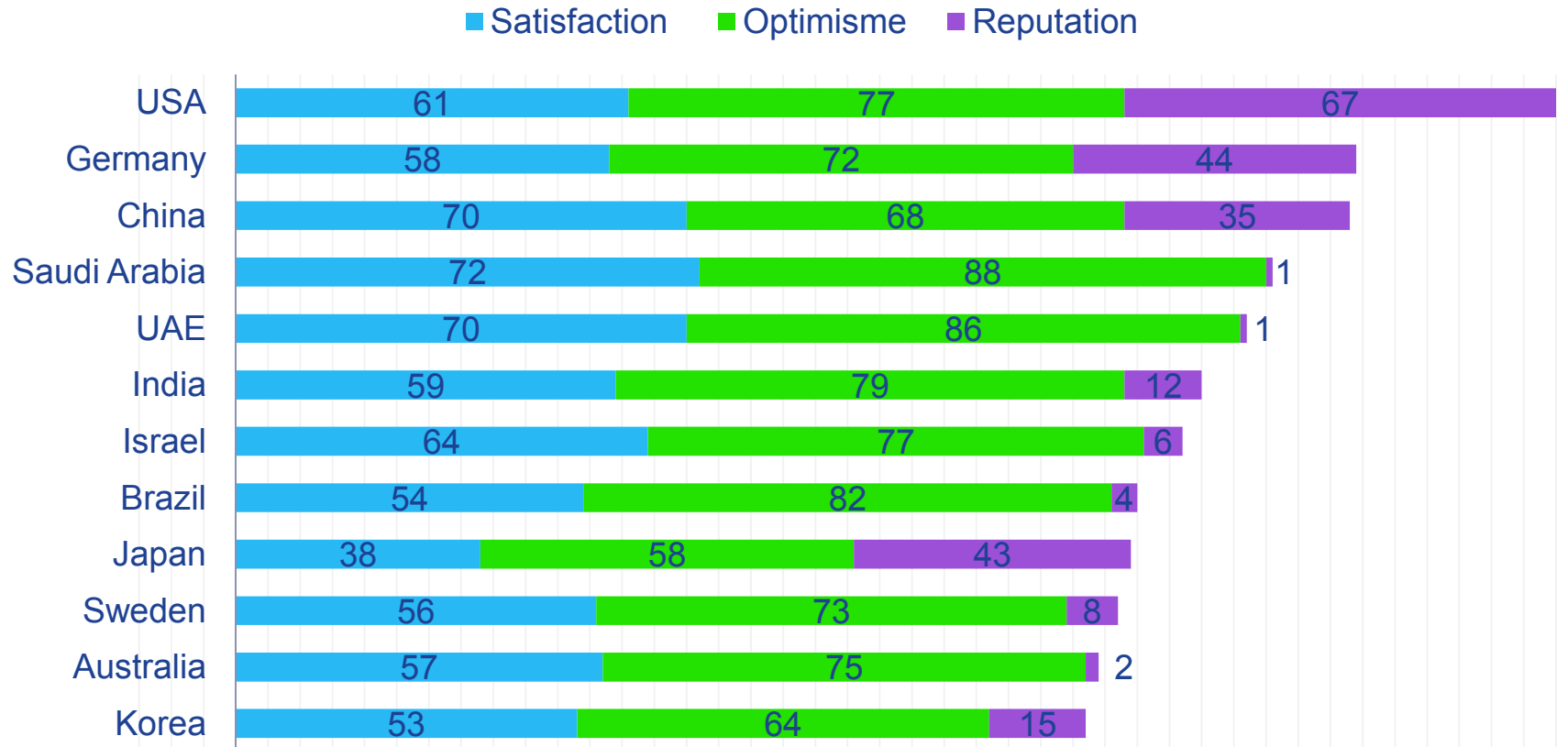


# Top 3 factors that would help companies innovate more:



# Conclusion

# 3 dimensions of the innovation context Satisfaction / Optimism / Reputation



# Maintaining Innovation optimism

This year GE Innovation Barometer demonstrates Business executives are more confident in Innovation potential to transform Society in their country when they embrace certain dimensions of Innovation in the 21<sup>st</sup> century

Individuals have a part to play as much as large companies /

Innovation lives on Partnership not stand alone success /

Investing in Education IS investing in Innovation /

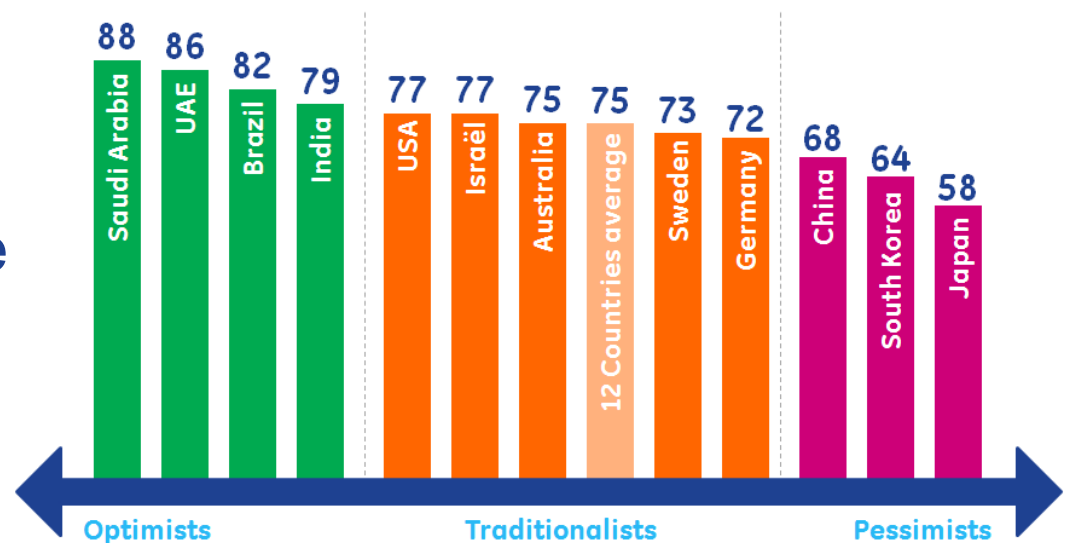
Creativity is as good an Innovation driver as Science /

There is a social role for Innovation /

Innovation needs to be localized to serve specific needs /

# Innovation Optimism Continuum

- Optimism continuum shows degree to which self-perception sees innovation as driving improvements in the lives of citizen
- What differentiates them is the trust they have in the ability of innovation to transform their society and improve citizens' lives
- More than a classical “emerging vs. developed” divide, these clusters are driven by the country’s relationship to innovation changes, sources and purpose



# Innovation Optimism Continuum

**Optimists:** Embrace the new innovation model. Convinced their country transformation will be innovation- and education-driven. More than others, they believe innovation is about partnership with public authorities (PPPs), thriving on individuals and SMEs creativity. They are eager to partner with universities

**Traditionalists:** Innovation has not changed that much and is mainly driven by hard science. Innovation should serve global markets' products or services needs and not specifically to serve society needs. They want to protect what they have more than adhere to a new model, their needs are very specific and diverse

**Pessimists:** Innovation serves common good but mainly from the stand alone success of large companies. They tend to be frustrated with the lack of support innovation receives both from their government or community. Express “doubts ” about their model and its ability to drive economic growth. They need partners to help bring ideas to market and IP protection more than others

# Conclusion

Our Optimism continuum is not explained by the actual Innovation performance of each country, it is about the ability that each country has to promote an new and positive model for Innovation and Society relationships

- ➔ When Innovation is perceived as GLOBAL, CENTRALIZED, SCIENCE DRIVEN, FUELED BY LARGE COMPANIES AND SOCIALLY AGNOSTIC, Business executives tend to be MORE PESSIMISTIC about Innovation's ability to transform society and general public support to Innovation is reported to be lower
- ➔ When Innovation is perceived as GLOCAL, COLLABORATIVE, CREATIVITY DRIVEN, FUELED BY EDUCATION AND INDIVIDUALS POTENTIAL. IT IS SOCIALLY CONSCIOUS, Business executives are more OPTIMISTIC about Innovation's ability to transform society and general public support to Innovation is reported to be higher

# Thank you

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