Communicating Innovation
- Principles and Lessons learned

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http://www.waggeneredstrom.com
Agenda

- Innovation Phenomenon
- Innovation Environment and Ecosystem
- The role of Communication in Innovation
Sign of the Times: A World of Innovation

“Innovation is now recognized as the single most important ingredient in any modern economy.”

- The Economist
Innovation is HOT!

Number of books on innovation at www.Amazon.com: 177,983

Number of hits on www.google.com “innovation”: 131,000,000 in 0.06 seconds

Per Bloglines 3/30/07: 500,900 posts with keyword “innovation”
Innovation and Change

NOW
THE PACE IS FRENZIED!

UNCERTAINTY, CHANGE
Scandinavia

1. Denmark (3)
2. Sweden (8)
3. Singapore (2)
4. Finland (5)
5. Switzerland (9)
6. Netherlands (12)
7. USA (1)
8. Iceland (4)
9. UK (10)
10. Norway (13)

Source: http://www.weforum.org
Innovation Challenges in Europe

- Societal values (change, entrepreneurship)
- Economies of scale
- Venture capital
- EU Innovation Policy
- Transfer R&D business
A Complex Community of Interests

- Regions
- Universities
- Policy makers
- Small business
- Industry
- Media
- R&D

Innovation
Innovation Ecosystem and Role of Communication
Innovation and Communication

Innovation

R&D

Public education

Research Community

Project applicants

Policy makers

Business
Case studies

**Sweden**

**Business**
- Link universities and industry
- Innovation chain
- Role of SMEs

**Canada**

**Policy**
- Education program towards focused audiences
- Different parties educate towards the same goals
- Coordination of outreach

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Value in Communications

INNOVATION

COMMUNICATION

BUSINESS VALUE
Innovation Image Study (IIS)

INNOVATION = BUSINESS VALUE

Emotion and innovation correlates to enhanced stock value, a 2006 Waggener Edstrom Worldwide research study shows.
Moving from Logic to Emotion

Leadership

Innovation Facts
- Research
- R&D
- Labs
- Engineers
- Patents
- Inventions
- Proprietary
- IP
- Customer insight
- Lifestyle

Rational messaging

Innovation

Innovation Beliefs
- Innovative
- Creative
- Revolutionary
- Pioneer
- Avant-garde
- Cutting-edge
- Visionary
- Ideas
- Genius

Emotional messaging

Innovation Narrative
Compelling Stories to People
An Approach to Communicating Innovation

- What is this?
- Moderately complex issues
- Simple issues

Complexity

StorYtelling
The Emotional Connection
Stories in Policy Making

Communicating the role of research in innovation
THANK YOU!