Day 6. Innovation and districts: interactions among business, research and territory

Innovation strategies for rural Manitoba

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Overview

Purpose
- Innovation
  - Matters
  - Needed
- Rural response

Road map
- Define innovation
- Gaps
- Barriers
- Rural examples
What is Innovation?

"...the design, development and/or implementation of new or altered products, services, processes, systems, organizational structures or business models for the purpose of creating new value for customers in a way that improves the financial returns for the firm."

"Innovation is new or better ways of doing valued things."

DISRUPTIVE INNOVATION

Game-changers, like the automobile, the internet, or vaccines

INCREMENTAL INNOVATION

Making things bigger, faster, better
What is Innovation?

**INNOVATION**
New or better ways of doing valued things

**COMMERCIALIZATION**
The process of capturing the value, by taking the innovation to market
What is Commercialization?

Innovation strategies for rural Manitoba

Innovation ecology
Systemic Barriers

- Difficulty in raising risk capital
- The supports that do exist are fragmented
- The culture in the province is largely risk-averse
Rural Strategies in Rural Manitoba

3 cases

- Provincial approach
- Rural municipal approach
- Rural regional approach
Provincial Approach

Innovation ecology – local & global

CONNECT  PROMOTE  MEASURE

ACCELERATE COMMERCIALIZATION

STIMULATE ACCESS TO CAPITAL

PROMOTE ENTREPRENEURS & START-UP

Innovation strategies for rural Manitoba
Manitoba Approach

Rural Municipal Approach

- 62 municipalities
- Economic strengths
  - Agriculture, Construction, Oil & gas
- Distance to market

Innovation strategies for rural Manitoba
A continuum of opportunities for adaptation
• from elsewhere into the community,
• from the community into the world
## RURAL DEVELOPMENT INSTITUTE

<table>
<thead>
<tr>
<th>Step 1: Strategic roundtable meeting</th>
<th>Step 2: Action plan</th>
<th>Step 3: Demonstration</th>
<th>Step 4: Leading innovation transfer</th>
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</thead>
<tbody>
<tr>
<td>SRDC Roles</td>
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<tr>
<td>• Identify &amp; invite association and related stakeholders to meeting</td>
<td>• Work collaboratively with association to define roles</td>
<td>• Assist association with extending invitations throughout the southwest to a “bright idea” demonstration</td>
<td>• Organize a leadership debriefing meeting with association and stakeholders</td>
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<td>• Provide facilitator</td>
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<td>Association Roles</td>
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<tr>
<td>• Bring forward 2-4 transferable innovations suitable for the southwest</td>
<td>• Commit to lead innovation transfer</td>
<td>• Lead demonstration activities with SRDC</td>
<td>• Provide feedback about the innovation transfer process</td>
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<td>Outcomes</td>
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<tr>
<td>• Innovation to transfer is selected</td>
<td>• Roles are outlined</td>
<td>• Innovation is demonstrated</td>
<td>• Innovation transferred is learned by the SRDC and association</td>
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<td></td>
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<td>• Feedback gathered</td>
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### SRDC Roles
- Identify & invite association and related stakeholders to meeting
- Provide facilitator

### Association Roles
- Bring forward 2-4 transferable innovations suitable for the southwest
- Commit to lead innovation transfer
- Lead demonstration activities with SRDC
- Provide feedback about the innovation transfer process

### Outcomes
- Innovation to transfer is selected
- Roles are outlined
- Innovation is demonstrated
- Feedback gathered
- Entrepreneurship culture supported
- Innovation transferred is learned by the SRDC and association

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**Innovation strategies for rural Manitoba**
Rural Regional Approach

Address barriers
• Fragmented supports
• Risk-adverse culture

Building on strengths
• Diversification centres
• Business advisors
• Ag associations
• Start up funding
• Capital Funding $1-3m
Steady Growth by Region

- Fund a coordinator, multiple years
- Sponsor events – Makers’ Fairs
- Strengthen network / innovation helix – business, community, govt, post-secondary
- Equip associations – certify innovation facilitators
- Learn innovation by doing it – high school, college, and university curriculum
- Legitimize & celebrate innovation – social marketing campaigns
Rural Matters in Innovation

Summary

• Not one approach, but several needed

• Geographical coverage & accessibility

• Rural adaptation & commercialization – capacity & infrastructure