



## Innovation and Creativity in City Regions: Do We Have What it takes to Compete with Canada's Urban Centre's?

Rob Greenwood, Ph.D.  
Presentation to Rotary  
February 2009



# Presentation Outline

- Harris Centre Mandate & Values
- Knowledge Mobilization in Action
- National Project: Innovation and Creativity in City Regions
- Preliminary Findings
- Next Steps



# Harris Centre Mandate

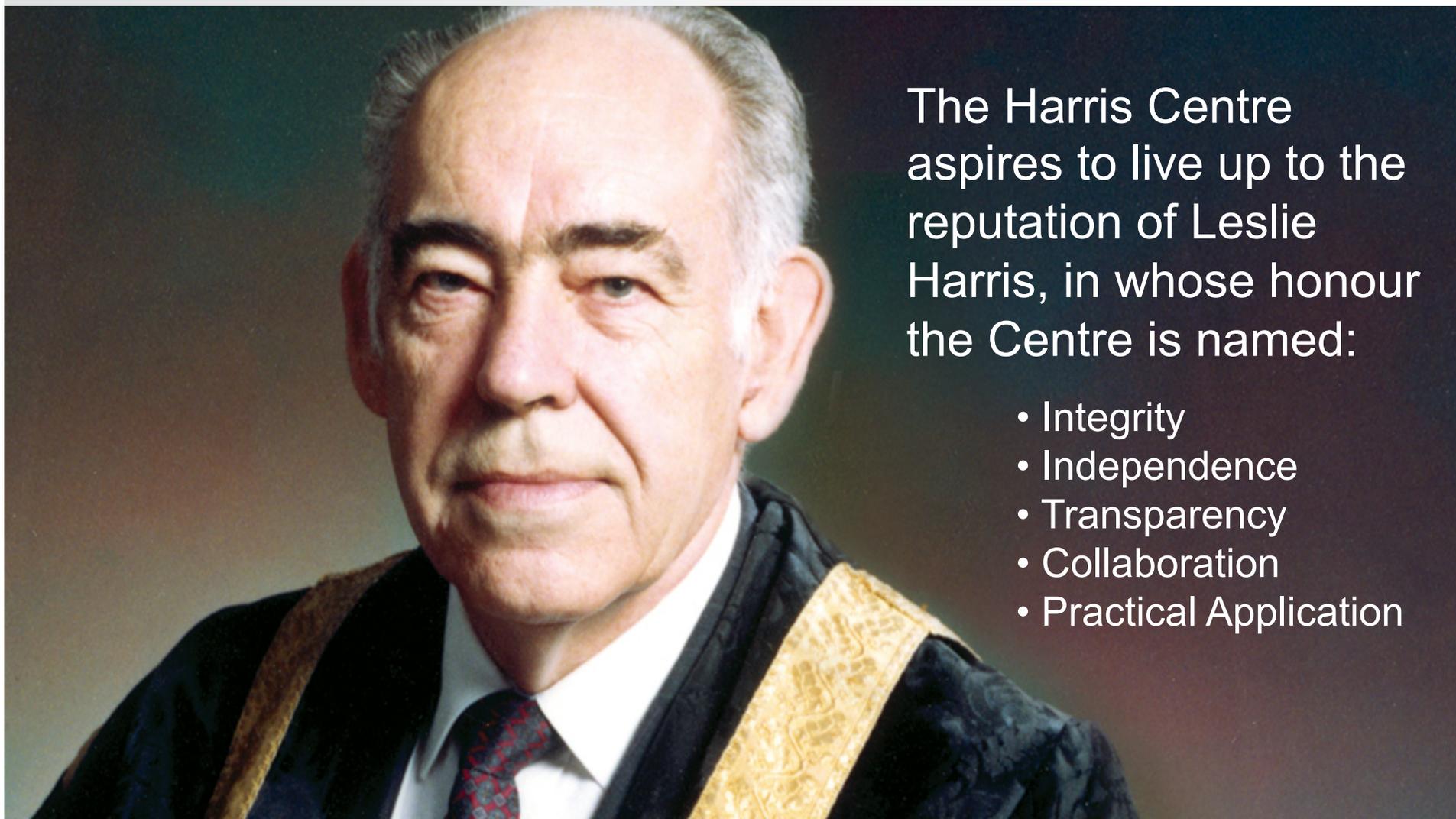
- Established October 2004
- Coordinate and Facilitate the University's Activities Relating to Regional Policy and Development
- Advise on Building the University's Capacity
- Identify Priority Themes and Projects relating to:
  - Teaching
  - Research
  - Outreach
- Emerging role: Honest Broker



# Harris Centre Values

The Harris Centre aspires to live up to the reputation of Leslie Harris, in whose honour the Centre is named:

- Integrity
- Independence
- Transparency
- Collaboration
- Practical Application





# Harris Centre

Knowledge Mobilization Programs and Initiatives



- Public Presentations
- Invitation-only Sessions
- Targeted Research Funding
- Knowledge Exchange
- Packaging Research to Meet Needs
- Regional Workshops
- New Opportunity Identification: “one-pagers”
- On-line Inventory
  - Live web-cast launch, 10 a.m., Feb. 11:  
[www.mun.ca/harriscentre](http://www.mun.ca/harriscentre)



## Social dynamics of economic performance, innovation & creativity

- **\$ 2.5 M National Project led by Dr. David Wolfe, Munk Centre, University of Toronto**
  - The Innovation Systems Research Network (ISRN)
- **Social Dynamics of Economic Performance: Innovation and Creativity in City Regions**
  - Success in new economy depends on ability of region to create conditions for innovation & creativity
  - Harnessing Universities, Colleges, R&D Capacity
  - Attracting and Retaining Knowledge Workers
  - Creating Governance Capacity for Success: More than Government
  - Networks / Collaboration / Trust amongst key actors – private, public, NGO, education & training, key to success



## Social dynamics of economic performance, innovation & creativity

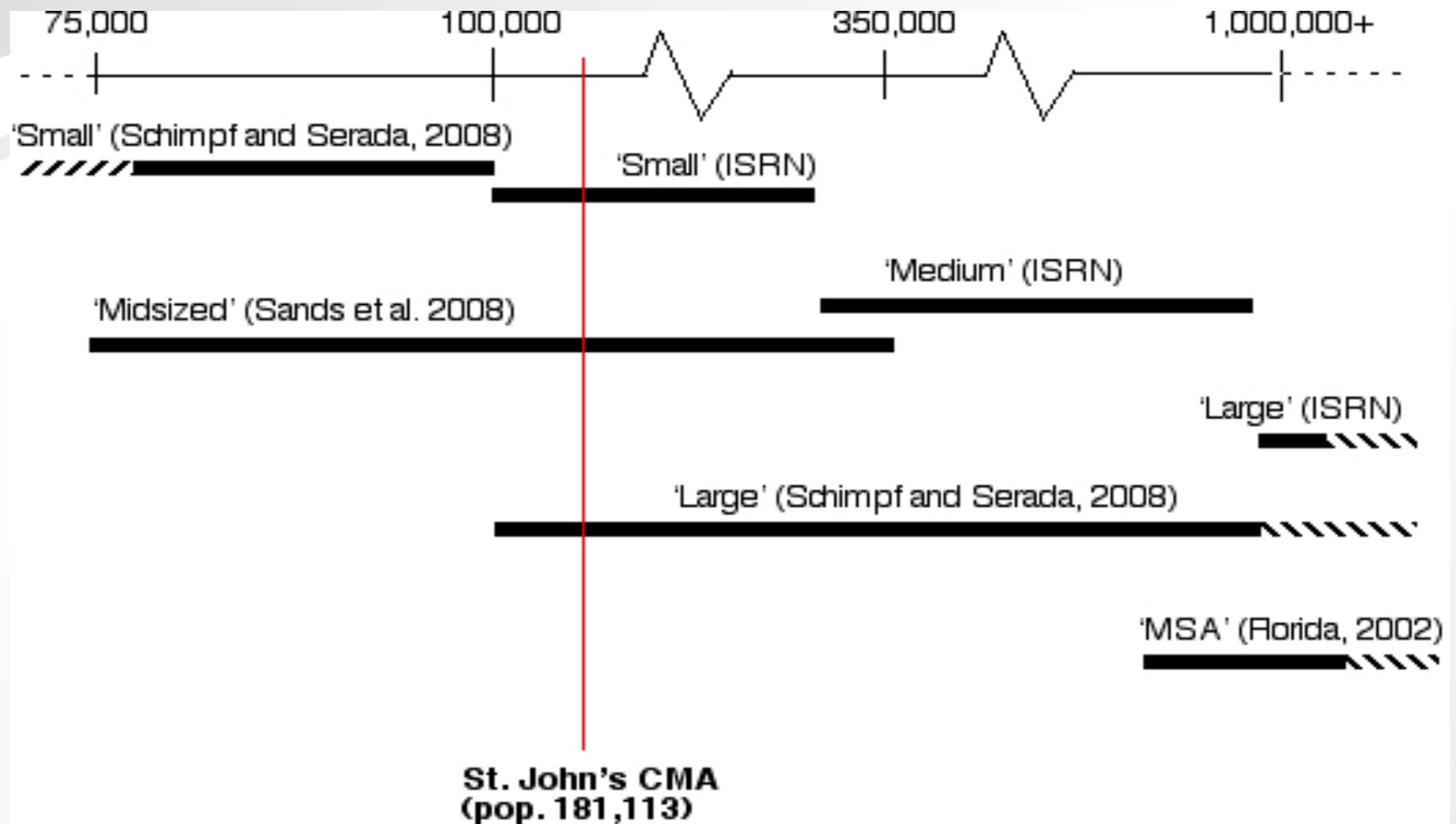


- St. John's City Region one of 15 City Regions being studied across Canada
- Harris Centre extending research to Clarenville and Corner Brook regions and Lab West
- Interviews across three themes:
  - Social Dynamics of the Innovation Process
  - Social Foundations of Talent Attraction and Retention
  - Civic Engagement / Governance Capacity

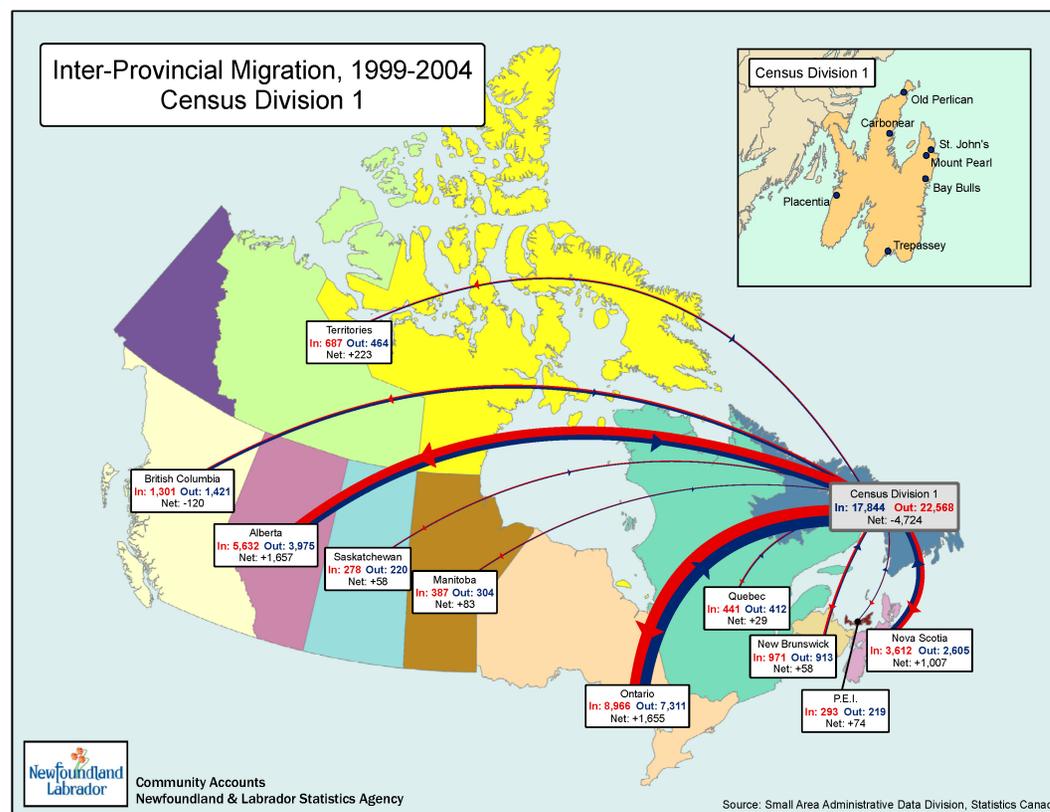
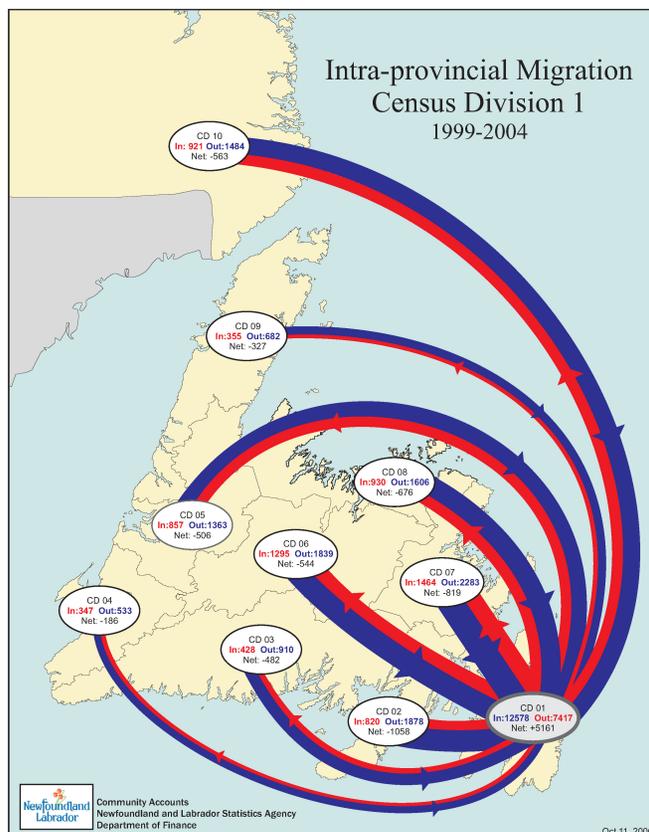


# St. John's city-region: A metropolis on the margins?

## What about smaller "urban" centres in NL?!



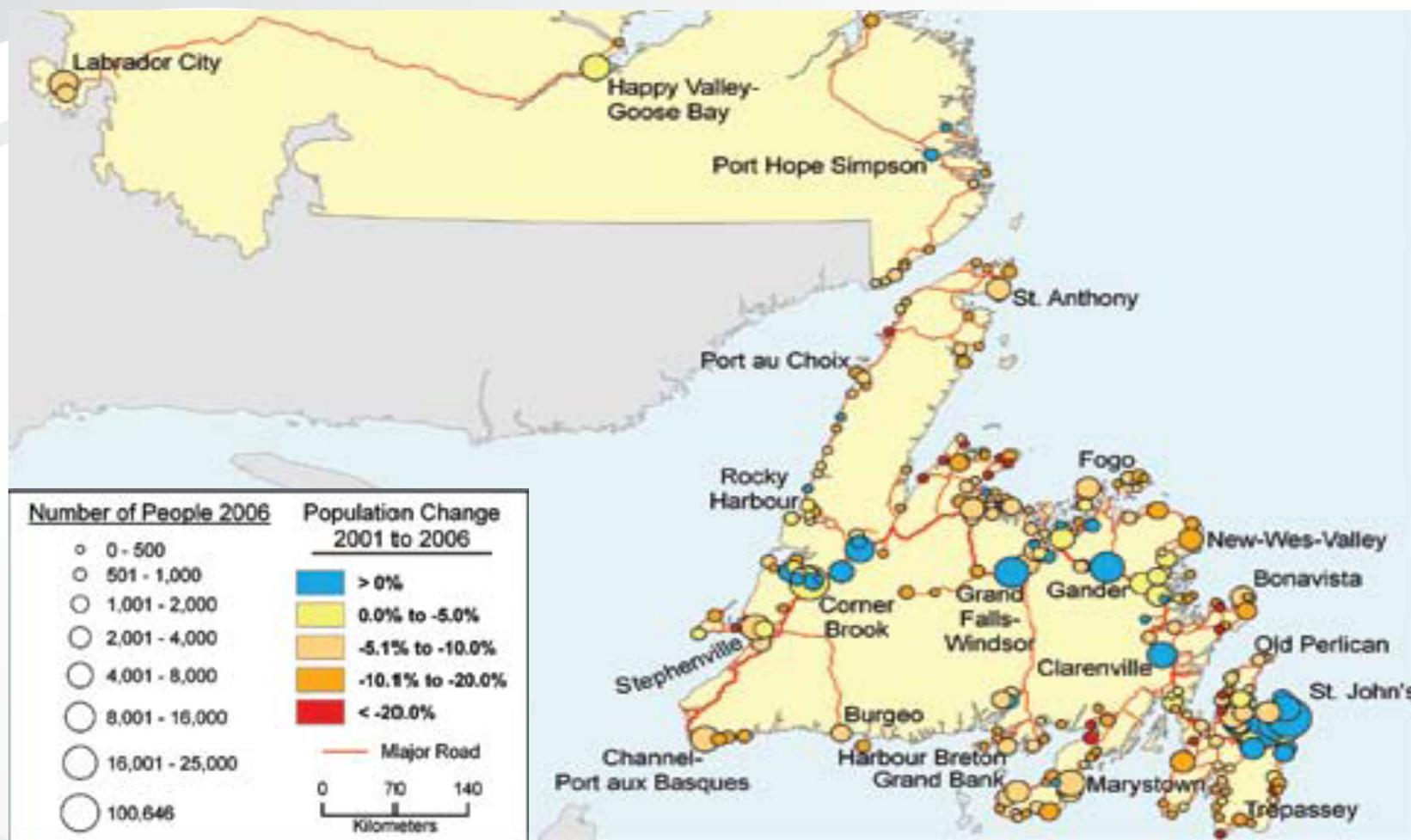
# St. John's city-region: A metropolis on the margins?



[http://www.communityaccounts.ca/CommunityAccounts/OnlineData/acct\\_selection.asp?menucomval=prov1&comval=prov&whichacct=demographic](http://www.communityaccounts.ca/CommunityAccounts/OnlineData/acct_selection.asp?menucomval=prov1&comval=prov&whichacct=demographic)

- Continued relevance of staples economy
- Relevance of 'creative class' theory?

# NL city-regions: Metropolis? Margins?



Source: Government of Newfoundland & Labrador. 2007. *Regional Demographic Profiles, Newfoundland and Labrador*, p. 3.



## St. John's city-region: Preliminary findings – Dr. Josh Lepawsky (Theme 2 lead)

- Importance of social networks
- Loyalty to place, but perception of greater economic opportunities / creative 'buzz' elsewhere
- Lack of perceived link(s) between St. John's city-region and professional creativity
- Social divides between 'insiders' and 'outsiders' ("CFA")
- Resource-based economy "requires" certain knowledge workers
- City region size and role, relative to other places, matters



Mobilizing knowledge about the social dynamics of economic performance, innovation & creativity in city-regions



## Partner Participation in Knowledge Mobilization Process

Prior	During	Post
Engagement (data?)	Gaps (data?)	Results inform policy & practice
Review, modify & focus questions	Ground truthing / triangulation	Foster community interest / buy-in
Aid selection of interviewees	Discussion of preliminary findings	Create new collaborations
Buy-in	Review of write-ups	Enhancing university outreach
		Maximize benefits



*Thank You!*



- Comments?
- Questions?
- Suggestions?