

GE Global Innovation Barometer 2011

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

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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 10th 2010 and Jan 14th 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

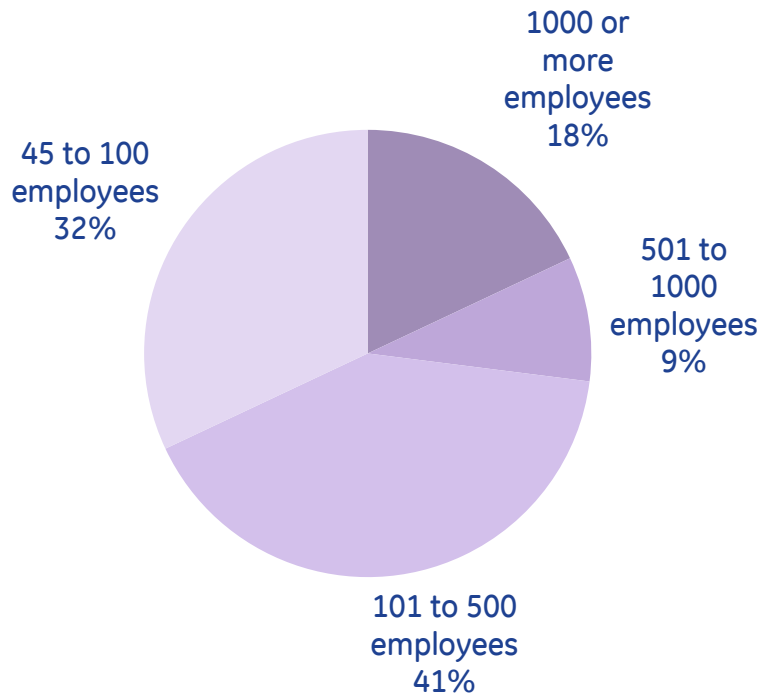
Sweden 100

USA 100

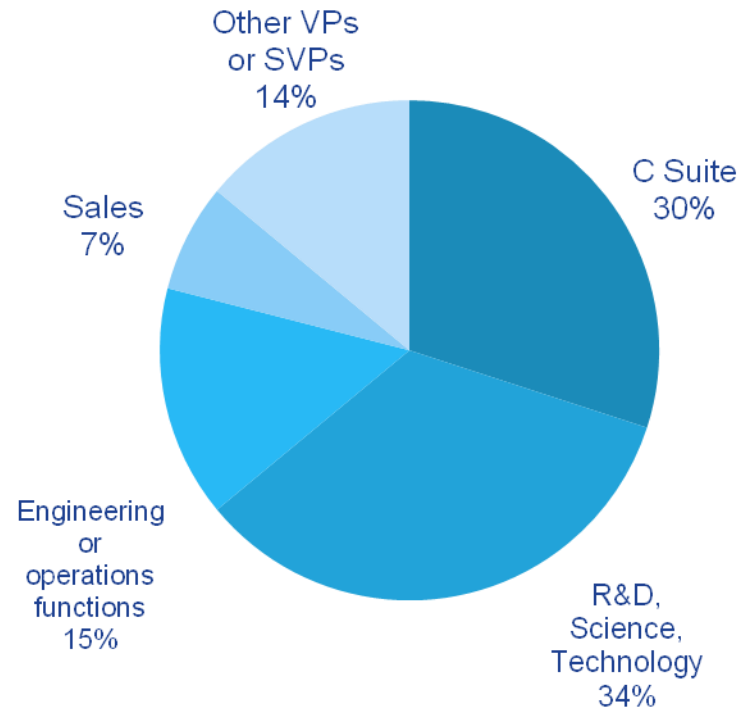
On the overall sample (1000 respondents) the error margin is situated between 0,9 and 3 pts

Survey sample: all respondents are innovation decision makers

Company size



Functions (all VP & above)



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, competitive and greener economy

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

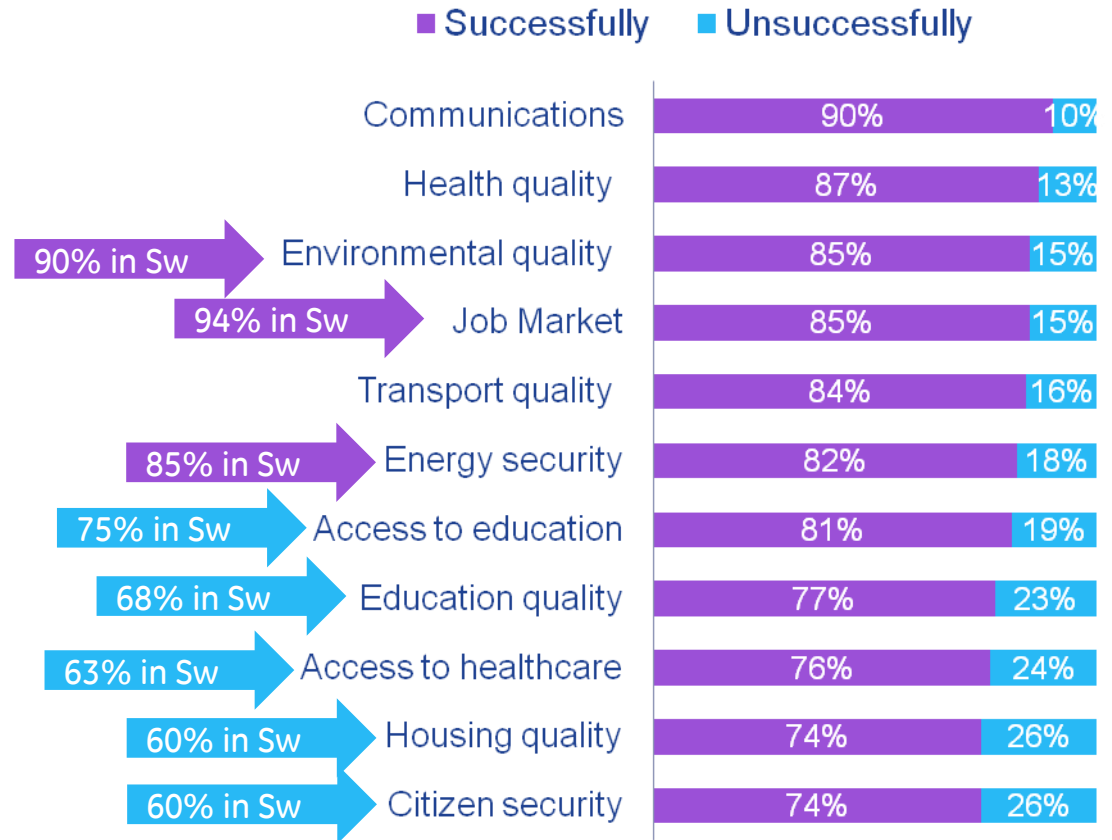
88% of respondents believe innovation is the best way to create jobs in their country

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

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

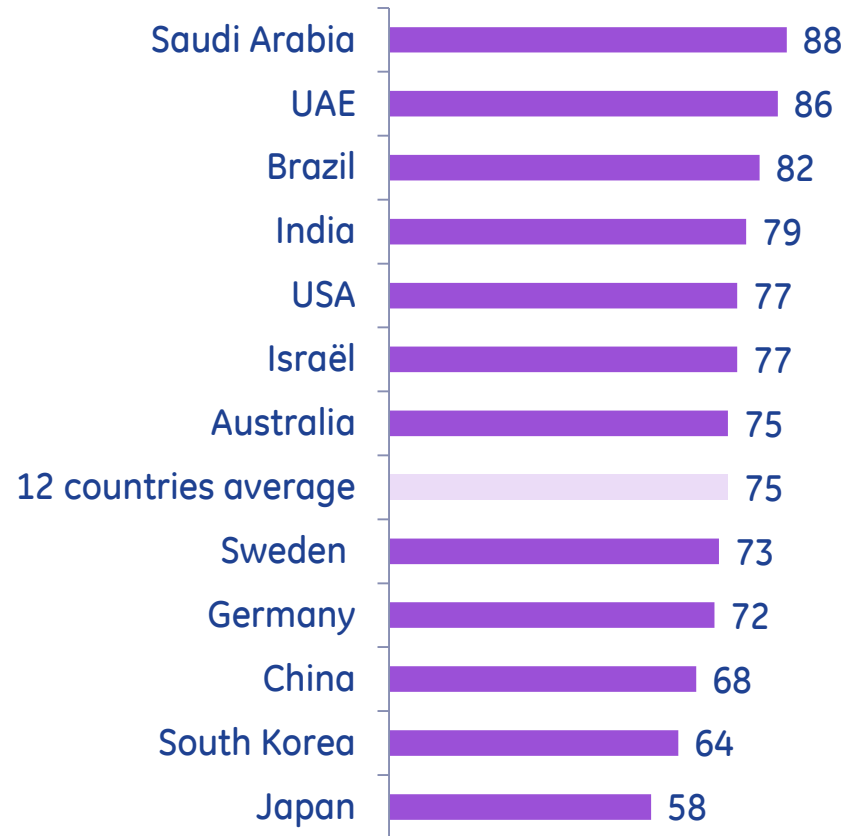
Innovation is a trusted driver for improvement in most areas of citizens' lives

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



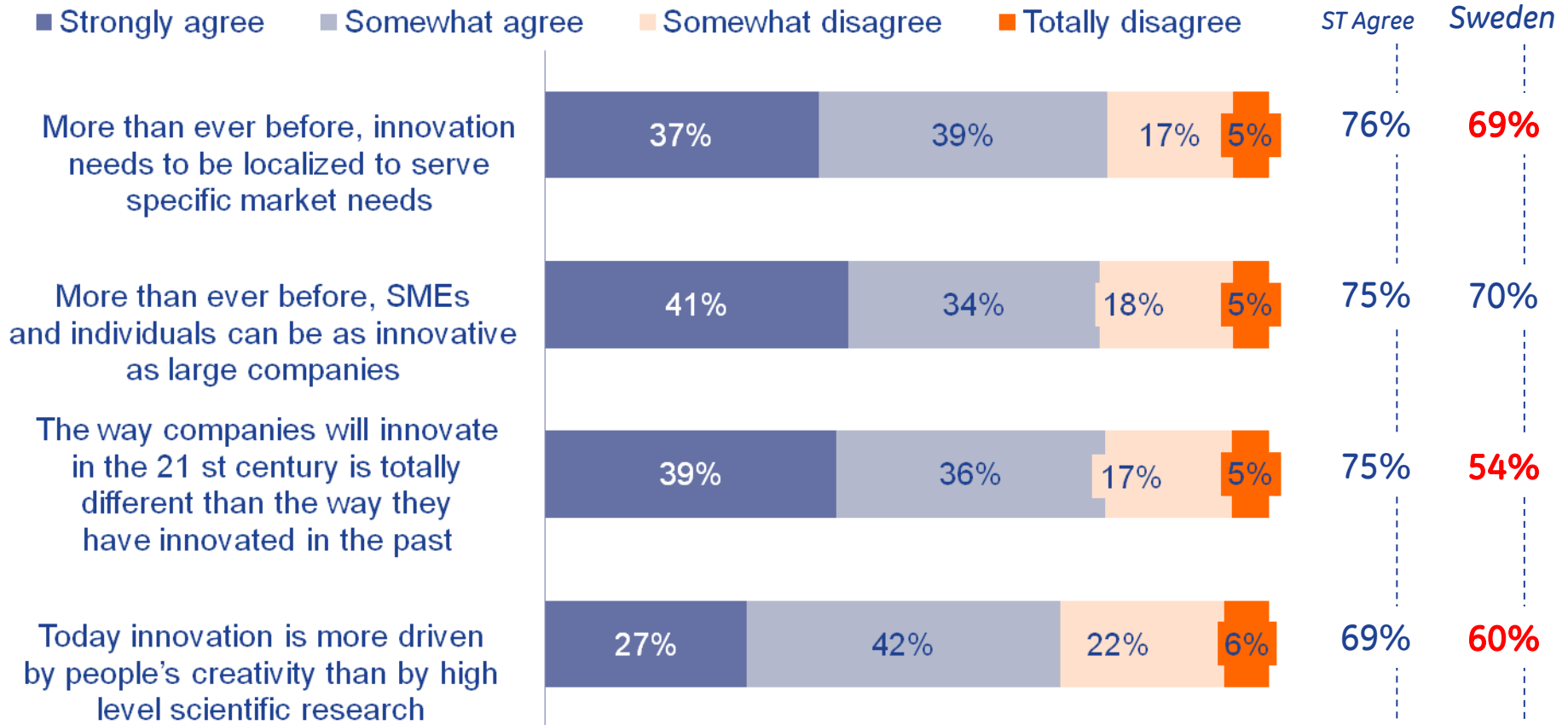
Innovation Optimism Index: Country Ranking

This country ranking is based on answers from respondents evaluating how successfully innovation could improve citizens lives in their own country. It has a weight of 100 pts



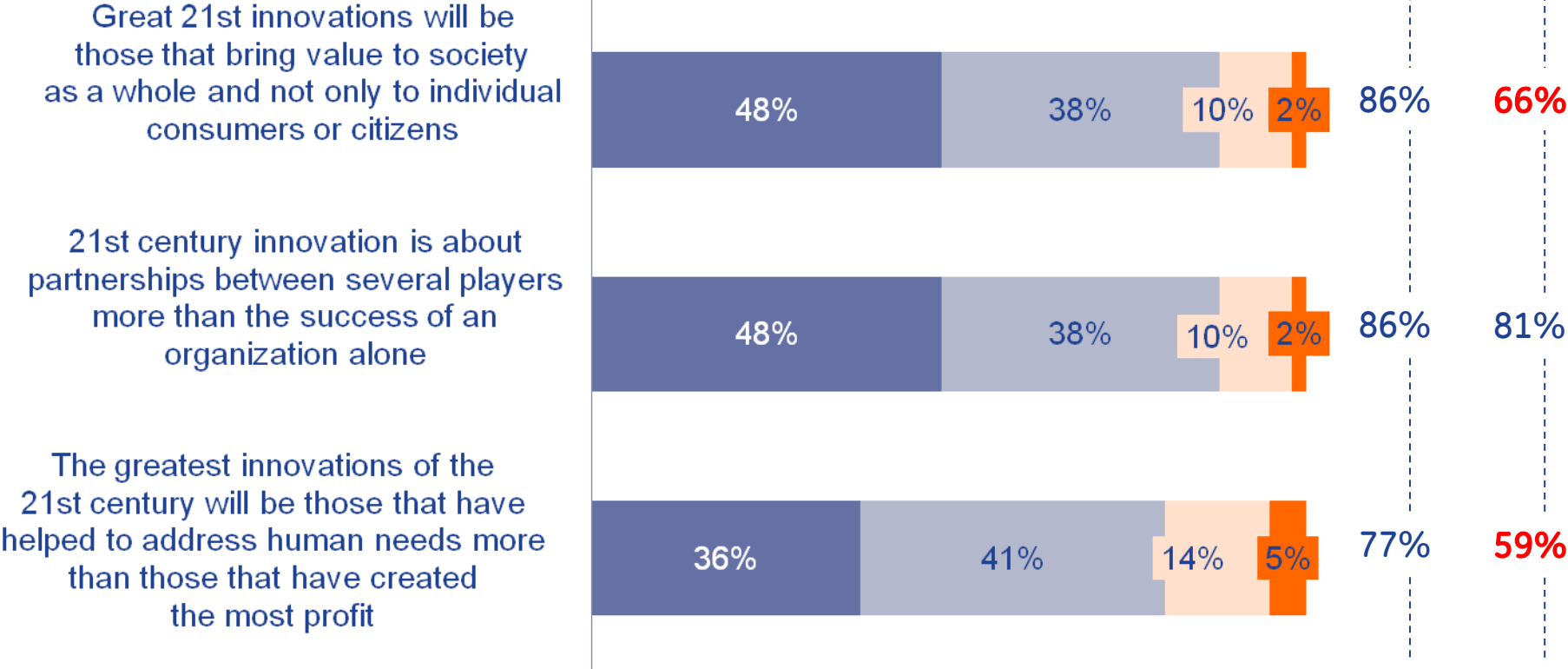
Innovation is changing.
The value of innovation is increasingly
appreciated in relation to the value it
brings to society

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



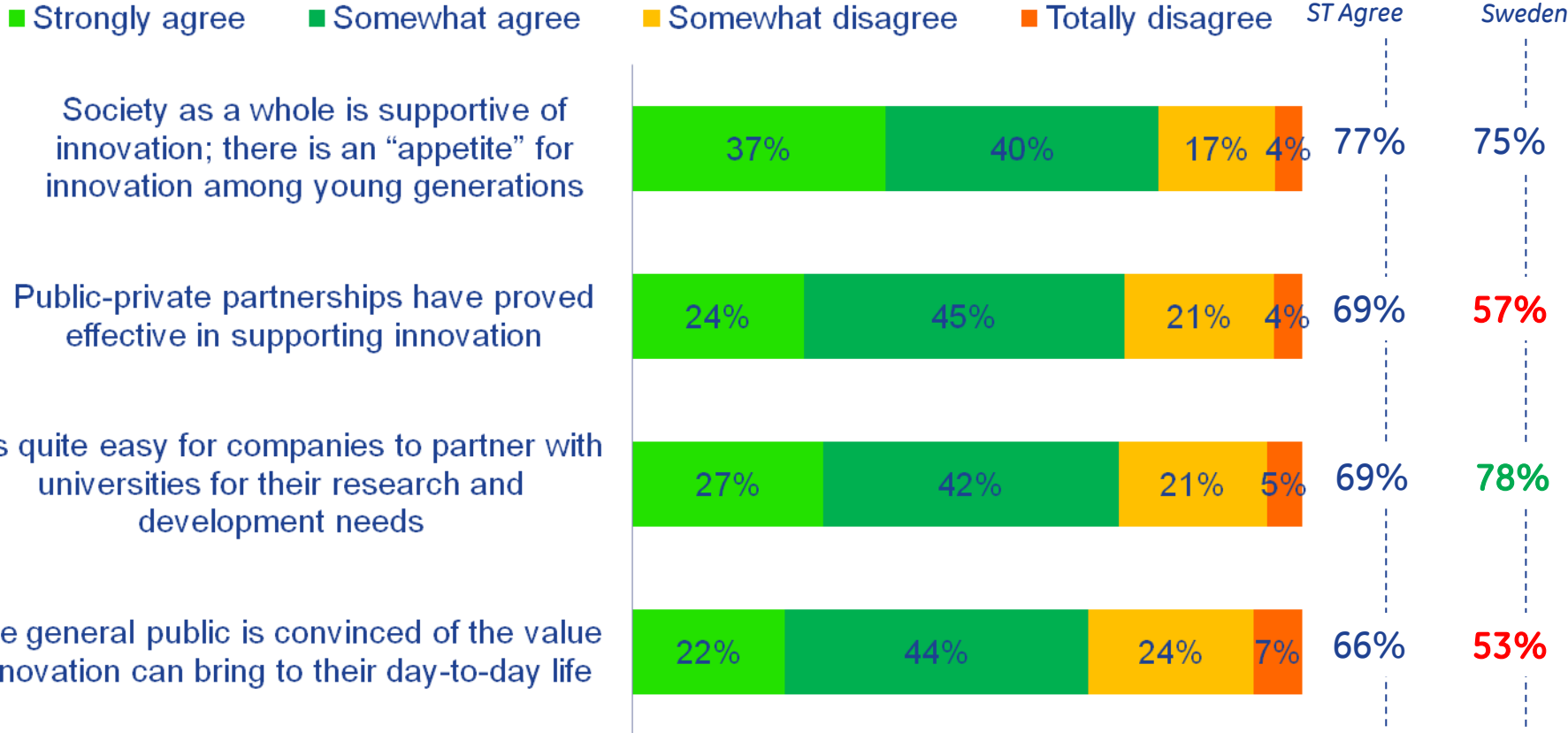
Innovation becoming part of CSR?

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



The innovation environment: drivers and barriers

Global innovation context : positive perceptions

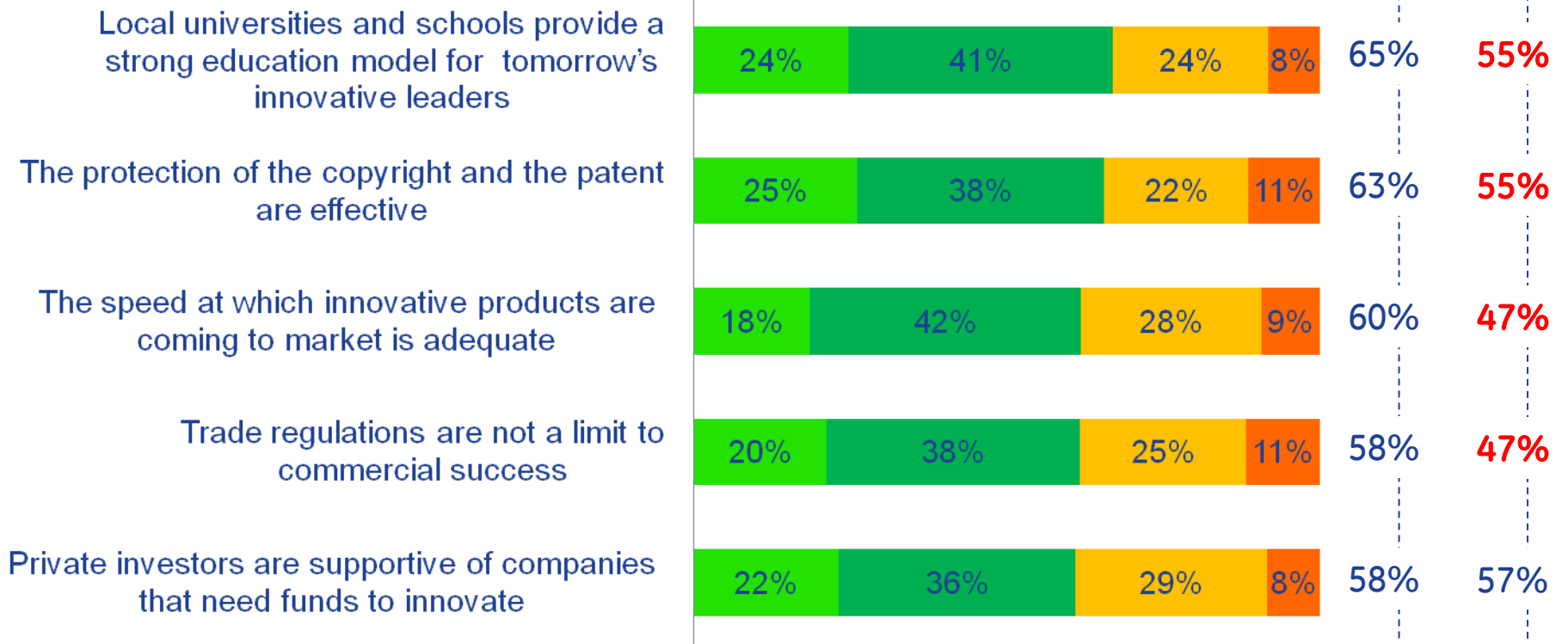


Global innovation context : balanced perceptions

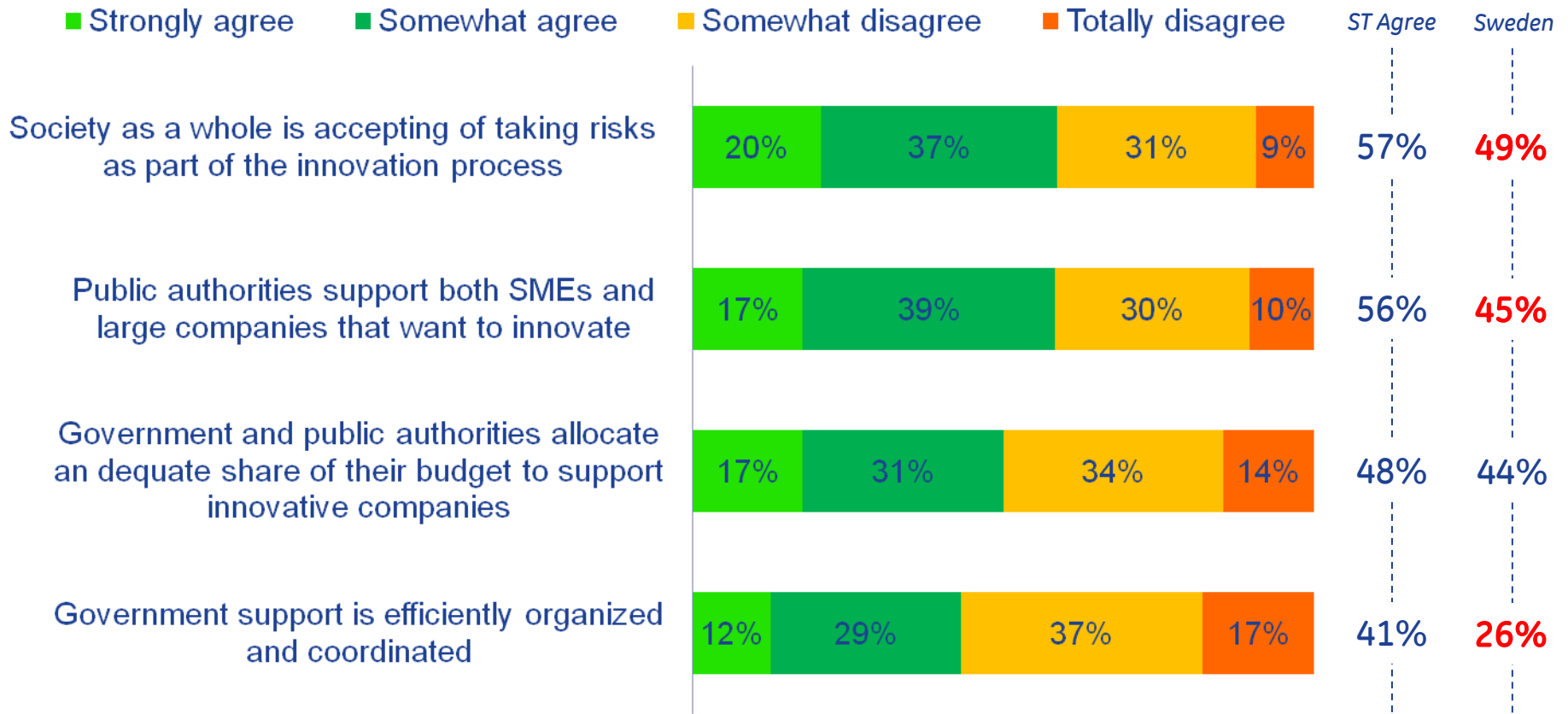
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Totally disagree

ST Agree

Sweden

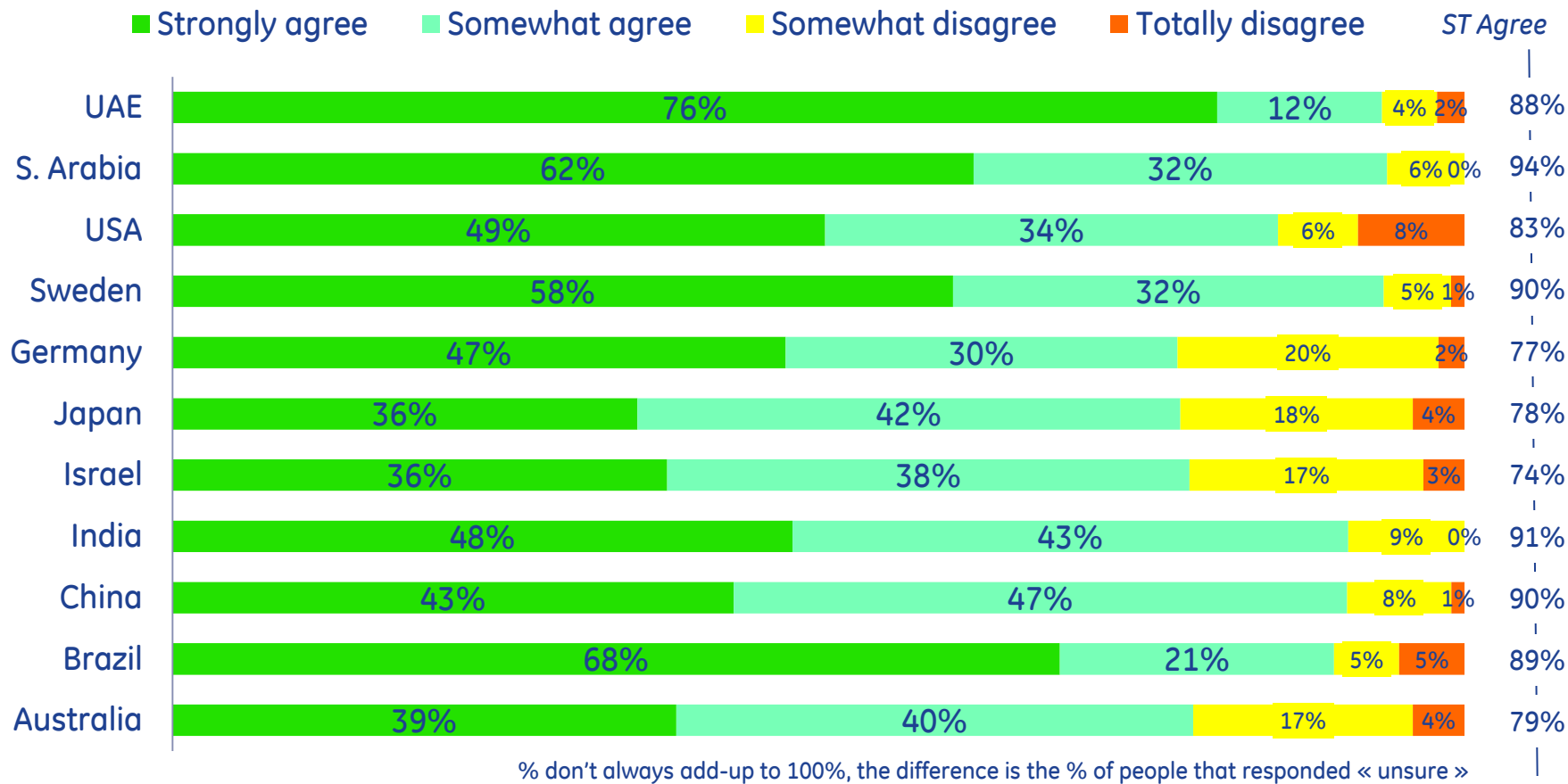


Global innovation context : most negative perceptions



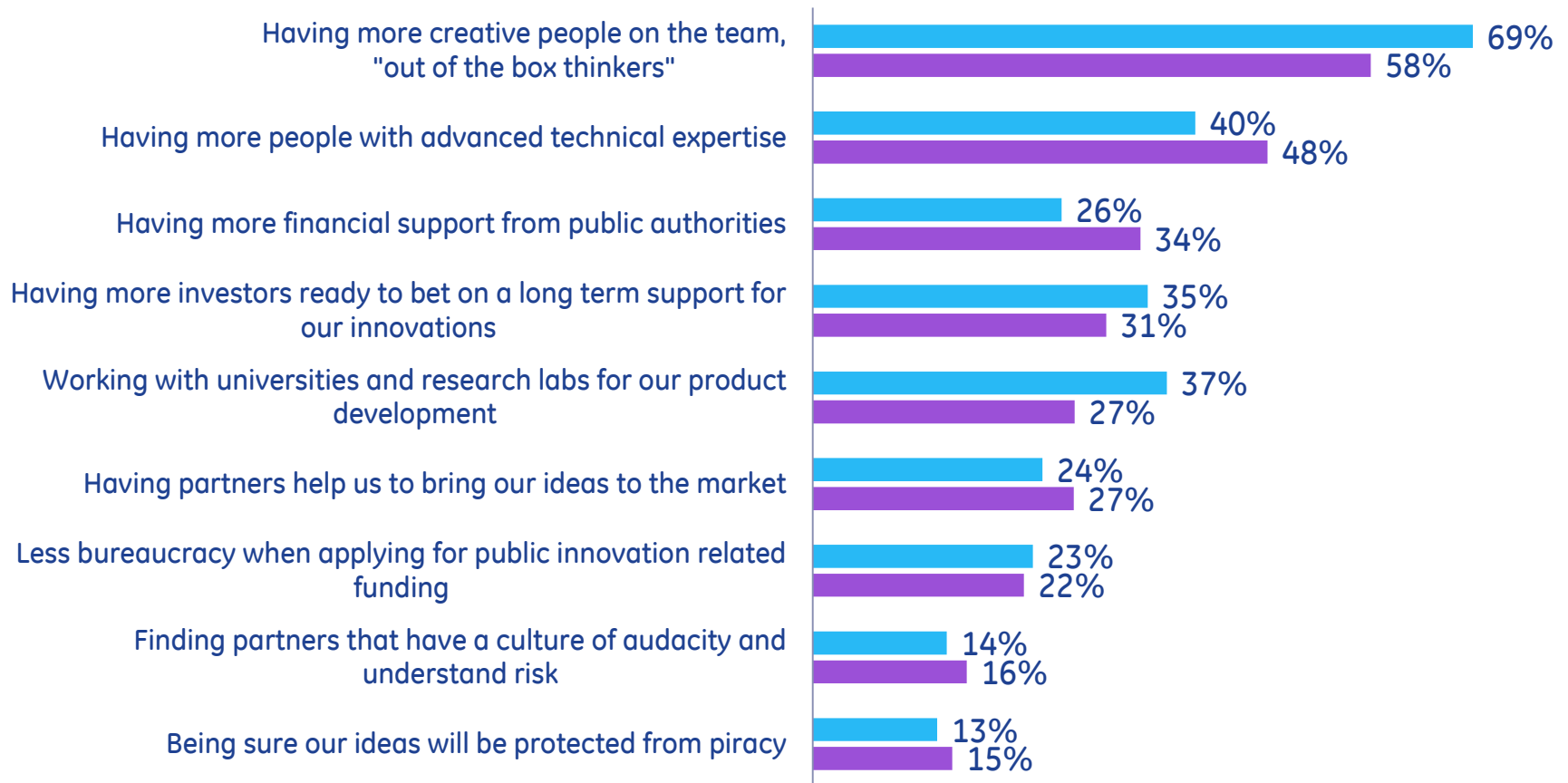
Helping innovators; what could lead businesses to innovate more?

84% of respondents believe PPPs are essential in developing innovation



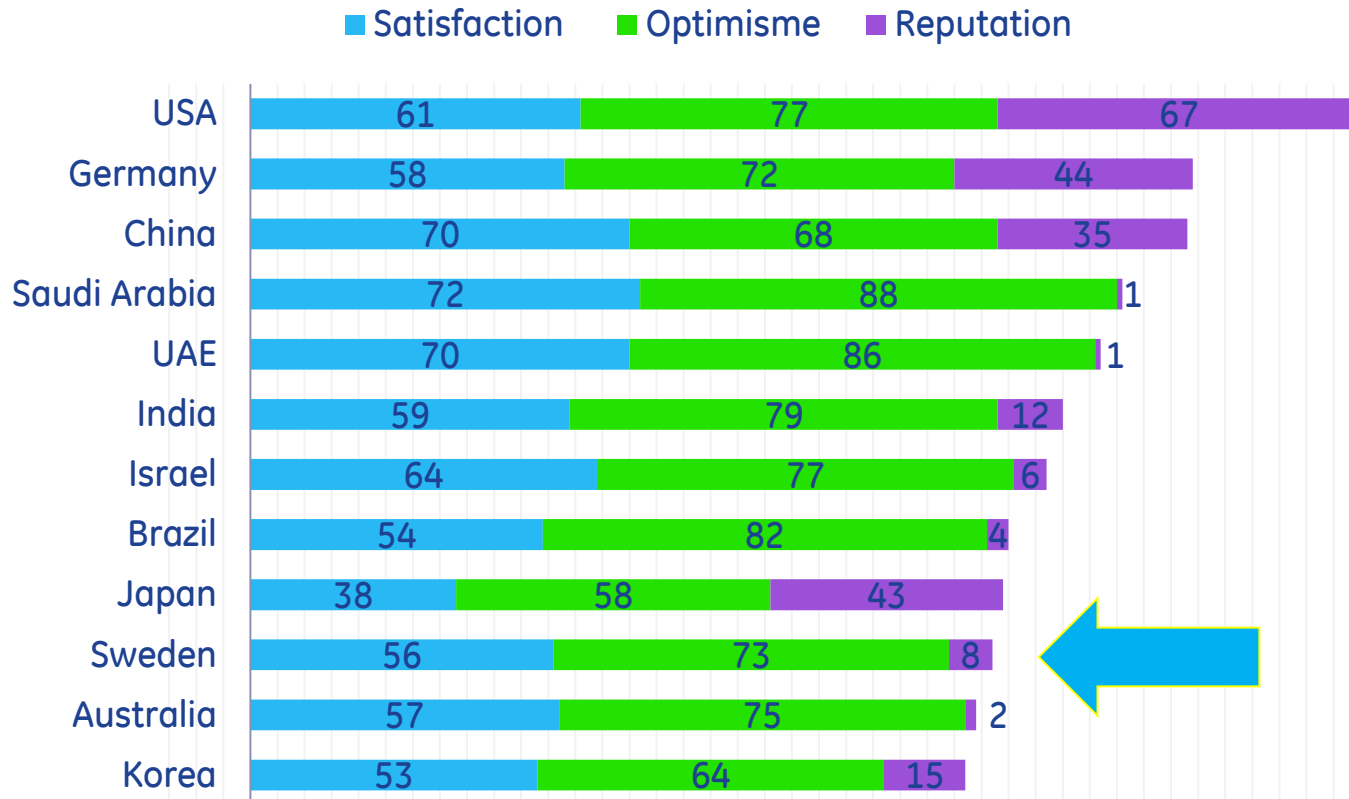
Top 3 factors that would help companies innovate more

■ Sweden ■ 12 countries average



Conclusion

3 dimensions of the innovation context Satisfaction / Optimism / Reputation



Sweden is

9th / 12 for satisfaction
about the context

8th / 12 for optimism
that Innovation will
drive improvement for
citizens daily life

7th / more than 30 for
Innovation 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 21st 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 /

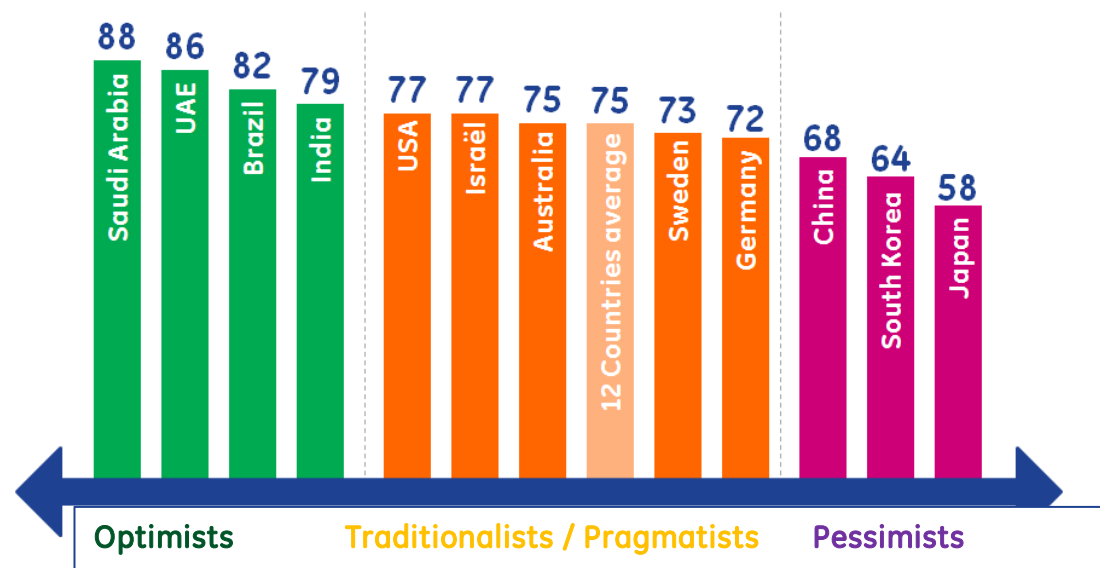
Creativity is as good an Innovation driver as Science /

There is a social role for Innovation /

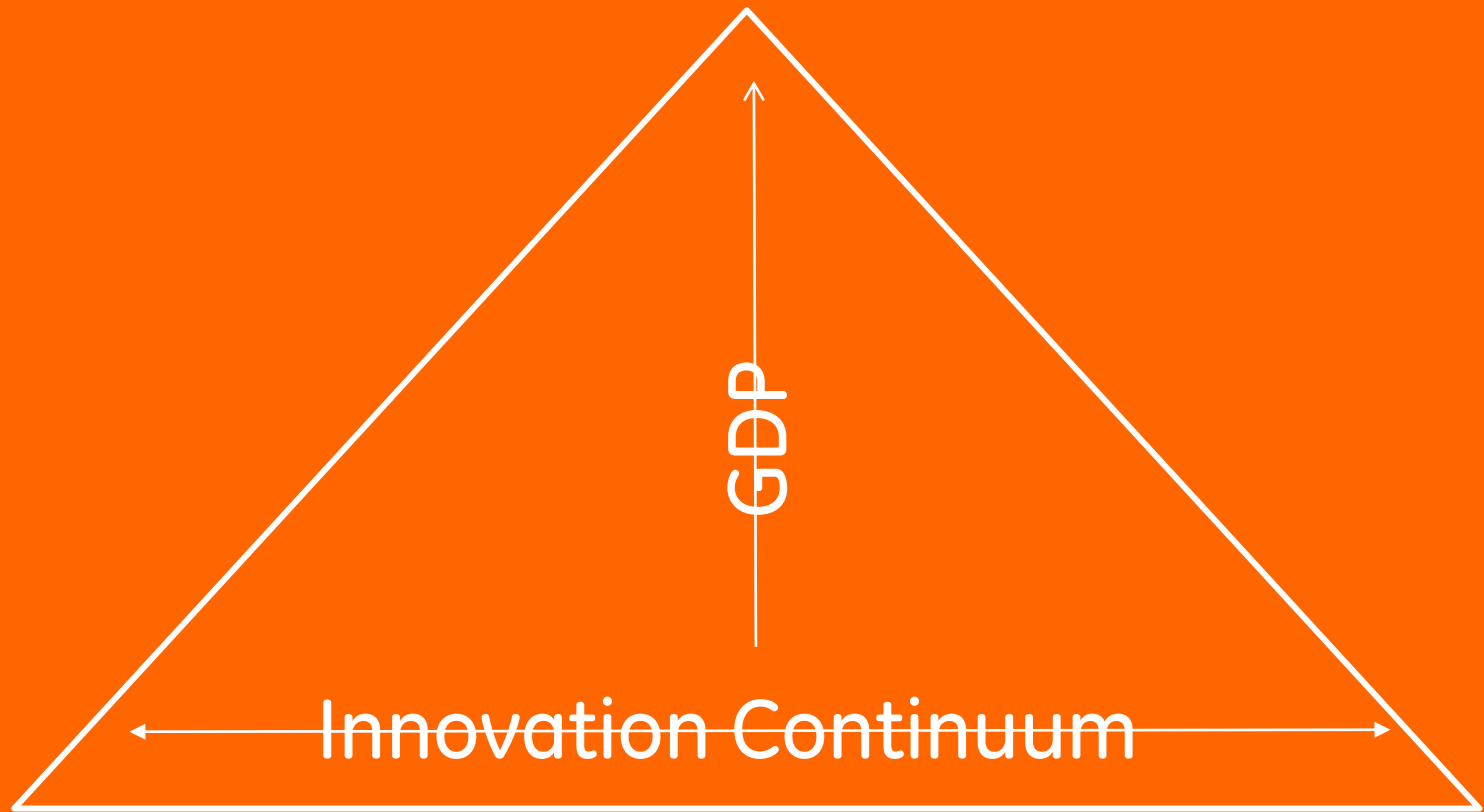
Innovation needs to be localized to serve specific needs /

Innovation Optimism Continuum

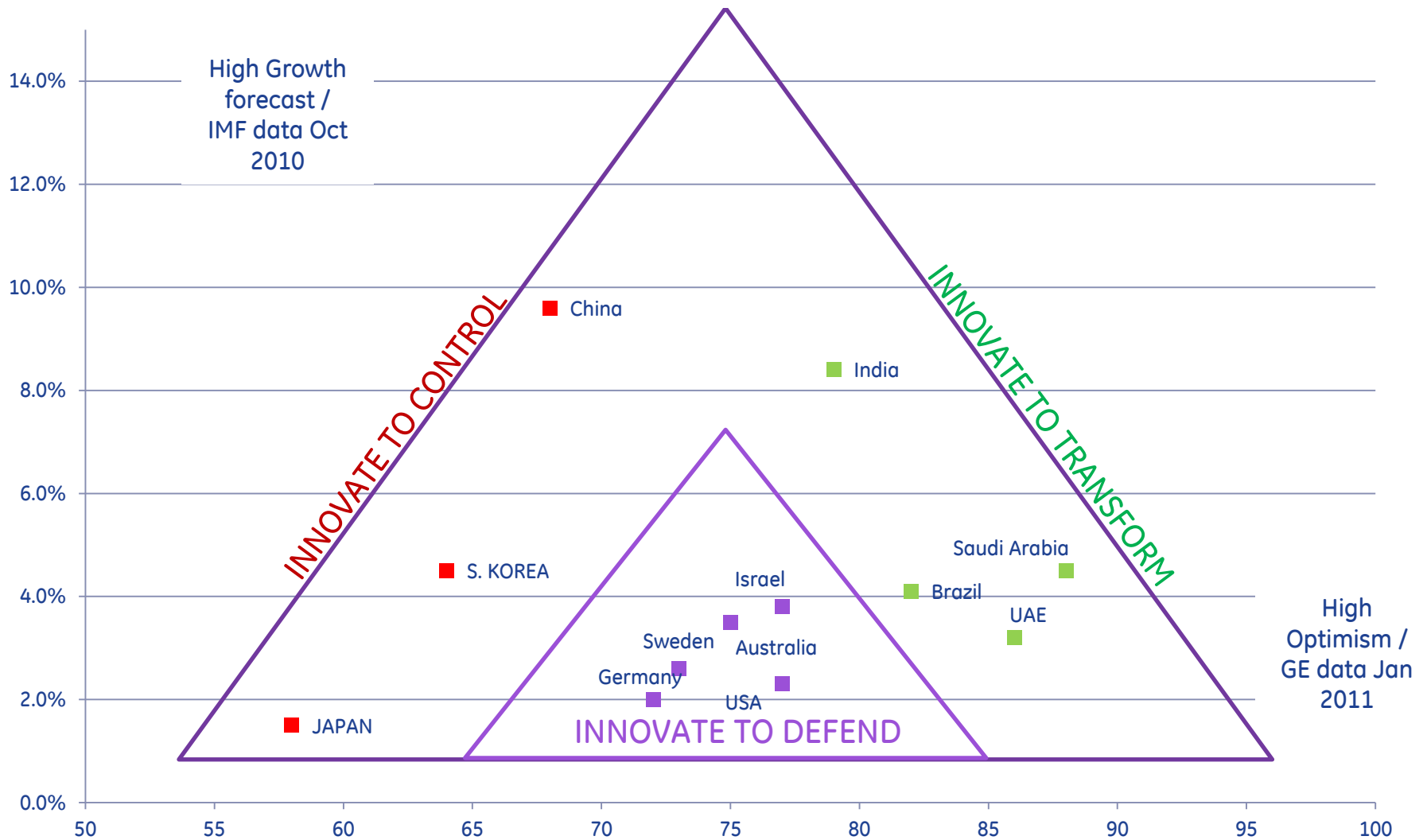
- Optimism continuum shows degree to which self-perception sees innovation as driving improvements in the lives of citizen
- What differentiates them is the trust they have in the ability of innovation to transform their society and improve citizens' lives
- More than a classical “emerging vs. developed”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



Going a step further and articulating the Innovation barometer data with Macro economic Indicators:



CONTROL, DEFEND OR TRANSFORM: INNOVATION OPTIMISM AND GROWTH FORECAST FOR 2011



Conclusion

Swedes seem to be Innovation pragmatists, they have a realistic, business-oriented, Science driven vision of what Innovation is and what it can do for Swedish society.

Swedes believe less than others that Innovation is changing. They are comforted by an History of Innovation success, and a strong innovation reputation, this vision could however be challenged

→ Quite low optimism as per what more Innovation would change in Swedish citizens' lives, low sentiment that General public appreciates the value of Innovation [Internally]

→ Quite low satisfaction over the context in which Swedish companies operate [need for more coordination in Government support to Innovation, importance of SMEs and PPPs]

In Sweden as in external markets, support to Innovation policies and Innovative companies may depend on stakeholders ability to demonstrate Innovation is more than a matter of economic growth

Thank you

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