

## Innovation as the National Ambition: Creating the “Blue Zone” of Innovation Nationwide

The people who are crazy enough to think they can change the world  
are the ones who do.

—Apple’s “Think Different” commercial

**Canada 150: The Canadian National Conference on Innovation** that we organized on December 1-3, 2017 was a great success. It aimed to celebrate innovations of the past, discuss the current state of innovation in many fields, and—what is probably the most important—to chart Canada’s future as the most innovative country in the world in 20 years. This is our ambitious and bold, yet reasonable vision. It was at this conference that we first proposed to establish the National Innovation Day on December 2nd, as well as the International Innovation Day, to celebrate innovation and innovators every year. The creation of new companies, the announcement of new initiatives and scientific discoveries, the publication of new books, and so on can be showcased on National Innovation Day. A group of MPs—including the Minister of Innovation—will bring it to Parliament. We hope that you like our initiative. The Conference was thus the beginning of a national movement named Canada in Innovation Motion; therefore, the event served as a springboard for this new initiative. The 2017 Innovation Conference was the first time we organized such an event, but we want it to become an annual one to track the national progress towards the fulfilment of the 20-year innovation vision.

**Canada 151: The Canadian National Conference on Innovation**, for its second edition, will address the following topics: women in innovation, and innovations in information technology, artificial intelligence, energy, and cyber security, as well as corporate innovation education, and how to develop innovation talent by creating the “Blue Zone” of Innovation nationwide. These sub-themes are built around a broad theme entitled Stimulating Canadian Innovation.

The “Blue Zone” of innovation should be created in order to stimulate innovation in Canada. The concept of “Blue Zone” in longevity studies refers to those places around the world where there is a high percentage of people who live until the age of 100 or more). All citizens of all ages should be involved in the innovation process, starting from early childhood until 100+. For children, a special course on innovation should be added to the school curriculum from a very early age. So far, Iceland is the only country in the world where the subject of innovation and entrepreneurship are taught starting in elementary school. In light of this, the Prime Minister and the Minister of Education of each province should be responsible for the addition of such a course to the regular school curriculum. It is

our intention to present them with a plan to fulfill this initiative.

The National Innovation Talent Search should be initiated as well. This is a purposeful search for potential innovators among children and adolescents and the versatile development of their innovative abilities. Today's children and adolescents are tomorrow's innovators. No other nation has ever undertaken such a project, and a unique structure made up of local, provincial and federal government support, as well as implication of the private sector, would be required to ensure a success.

With respect to the development of innovation talents for adults, we offer special courses for professional development. For this, we launched INNOCREX, an organization which has two business objectives. The first will be corporate education, because all employees have to be in a position to actualize their creative potential and to develop their innovative abilities in order to implement their ideas in the form of new products, processes, and services; that is, to be able to innovate.

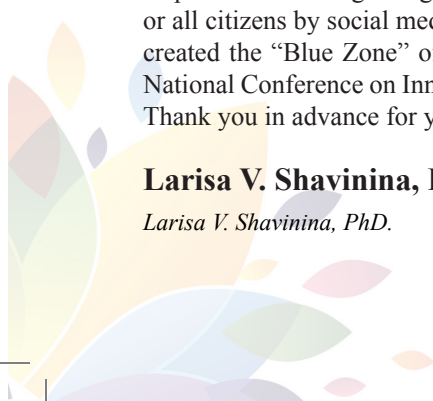
The second objective of the business of INNOCREX will be in the area of social media. Specifically, it will strive to become a world hub for innovation. Facebook serves for information exchange; Instagram – for pictures; LinkedIn – for professionals; and Twitter – for news; just to mention the major social media players. However, there is nothing for innovation. INNOCREX will thus fill in an apparent and much needed niche. Its mission will be to be the global online innovation hub. This will allow Canada to lead the world towards the next frontiers in innovation. All the above-mentioned social media were founded in the USA, and there is nothing in Canada. Therefore, here is INNOCREX.

INNOvation, CREativity, and EXcellence are the three founding words of INNOCREX. Creativity is the first step in the innovation process, and it refers to the generation of new, original, and appropriate ideas. Excellence means doing ordinary things extraordinary well. Innovation is, therefore, the excellent implementation of creative ideas into practice; such as, for example, Steve Jobs' ideas of the iPhone and iPad.

Only when all generations of Canadians will be touched by innovation, either by a special course beginning in elementary school, by professional development, or all citizens by social media content offered by INNOCREX, Canada will have created the “Blue Zone” of Innovation nationwide. Canada 151: The Canadian National Conference on Innovation plays an important role in achieving this goal. Thank you in advance for your support and consideration.

**Larisa V. Shavinina, PhD.**

*Larisa V. Shavinina, PhD.*



*Conference Chair*

*Founder of Canada 150+: The Canadian National Conference on Innovation.*

*Professor, Université du Québec en Outaouais (UQO), Canada.*

*Editor-in-Chief of the bestselling International Handbook on Innovation (Elsevier Science, 2003).*

*Editor-in-Chief of the Silicon Valley North: A High-Tech Cluster of Innovation and Entrepreneurship (Elsevier Science, 2004).*

*Editor-in-Chief of the International Handbook on Giftedness (Springer Science & Business Media, 2009).*

*Editor-in-Chief of the Routledge International Handbook of Innovation Education (Taylor & Francis, 2013).*

*Member of the Deputy Ministers' Research-Action Roundtable on Creativity in the Federal Public Service.*

*Project leader of the FRQSC-sponsored research on the Impact of Lost Innovations on the Economy.*

*Principal investigator of the SSHRC-sponsored project on Scientific Talent of Nobel Laureates.*

*Project leader of the FRQSC-sponsored research on Outstanding Innovators-Leaders with Longstanding Records of Breakthrough Innovations.*

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# Schedule

## *Day I (December 12)*

### 8:00 a.m. : Registration

**8:45 a.m.** : A Word of Welcome from Invest Ottawa: Innovation in Practice (Michael Tremblay, President and CEO, Invest Ottawa, and Former Vice-President, Microsoft Canada).

**8:50 a.m.** : Innovation as a National Ambition: Introduction (Dr. Larisa Shavinina, Conference Chair, Editor-in-Chief of the bestselling International Handbook on Innovation and of the Routledge International Handbook of Innovation Education, and Professor of Project Management & Innovation, Université du Québec en Outaouais).

**8:55 a.m.** : Contributions of First Nations People to Making Canada an Innovative Country (Dr. Céline Auclair, Executive Director, First Peoples Innovation Centre).

**9: 25 a.m.** : What Do Provincial Innovation Prizes Tell Us About Innovation or What Type of Innovators are we Looking for in Canada? (Stephen Mooney, Director, Northern Innovation, Yukon College).

**9:55 a.m.** : Canada's Innovation Report Card: Finding Growth through Disruption (Bruce Good, président, By Request Inc., and the Former Executive Director, Centre for Business Innovation, The Conference Board of Canada)

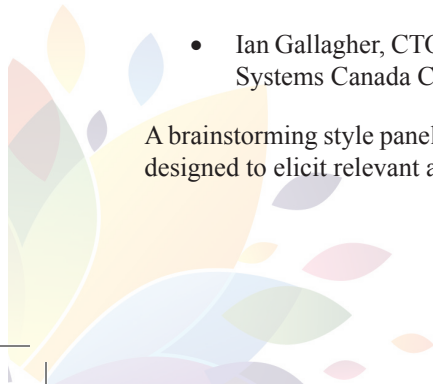
### 10:25 a.m. : Health Break

**10:45 a.m.** : Panel I. Technology Innovation (Chair: André Leduc, Vice-President, Information Technology Association of Canada; ITAC). Organized by ITAC.

#### **Speakers:**

- David Telka (Managing Director in Accenture's Health & Public Service Practice & Leader of Accenture Digital across all levels of government within Canada).
- Heather Meek, Senior Director, PWC.
- Ian Gallagher, CTO & AVP Digital Strategy, Canada Public Sector, Cisco Systems Canada Co.

A brainstorming style panel discussion consisting of formal and informal content, designed to elicit relevant and actionable strategies for technology innovation.



### **12:30 p.m.: Lunch**

**The song: « I'm doing my part for the planet » will be performed by the choir of 80 children of Lycée Claudel.**

Robert McLellan, Chief Technology Officer, Enterprise Architecture, Strategy, and Innovation, Statistics Canada, welcomes the children's choir.

**1:30 p.m.** : Innovation in Action: The Case of the Queen's University Innovation Centre (Dr. James McLellan, Director, Queen's University Innovation Centre).

**2:00 p.m.** : Panel 2. Intellectual Property and Innovation (Chair: Mark Schaan, Director General, Marketplace Framework Policy Branch, Innovation, Science, and Economic Development Canada).

#### **Speakers:**

- Innovation and Intellectual Property (Darlene Carreau, Director General, Business Service Branch, the Canadian Intellectual Property Office)..
- From Mind to Market: Where We Stand (Scott Smith, Director, Intellectual Property and Innovation Policy, the Canadian Chamber of Commerce).
- Konstantinos Georgaras, Director General, the Canadian Intellectual Property Office.
- Giving Credit to Innovation: The Quantius Story (Lally Rementilla, President, Quantius Inc.).

### **3:30 p.m. : Health Break**

**4:00 p.m.** : Panel 3. Innovation in CyberSecurity (Chair: Reda Bensouda, In-Sec-M Coordinator).

#### **Speakers:**

- Éric Fournier, General Manager Strategic Decision Support, Lead IDEaS.
- John Mulholland, Director, Quantum Risk Management, evolutionQ
- Antoine Normand, Chief Executive Officer, BlueBear and Chair of IN-SEC-M.
- Bruno Couillard, President and Chief Technology Officer, Crypto4A, Inc.

***The Conference Opening is sponsored by Pratt & Whitney.***

**6:00 p.m.** : Statistics' Canada Innovation (Anil Arora, Chief Statistician, Statistics

Canada).

## ***Day II (December 13)***

**9:00 a.m.** : Managing Expectations with Artificial Intelligence (Samuel Witherspoon, Chief Executive Officer, IMRSV).

**9:30 a.m.** : Sources of Growth: Key Trends in Technology Innovation Management (Dr. Michael Weiss, Professor, Technology Innovation Management, Carleton University).

**10:00 a.m.** : The Power of Post-Secondary Education, Corporate Education and Professional Development to Stimulate Innovation in Canada (Dr. Michael Bloom, President, Bloom Research Insights, and Former Vice President, Industry and Business Strategy, The Conference Board of Canada).

### **10:30 a.m. : Health Break**

**11:00 a.m.** : The Phenomenon of Individual Innovation or on Outstanding Innovators-Leaders with Longstanding Records of Breakthrough Innovations: When Applied Wisdom, Unusual Creativity, Practical Intuition, Managerial Talent, Entrepreneurial Giftedness, Excellence, and Compensatory Mechanisms Come Together (Dr. Larisa Shavinina, Editor-in-Chief of the bestselling International Handbook on Innovation and of the Routledge International Handbook of Innovation Education, Professor of Project Management & Innovation, Université du Québec en Outaouais).

**11:30 p.m.** : Innovations: On Data and Beyond (Sylvie Michaud, Assistant Chief Statistician, Champion of Innovation, Statistics Canada).

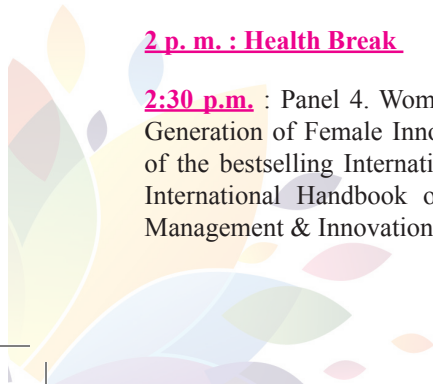
### **12:00 p.m. : Lunch**

**1:00 p.m.** : General Motors: From Manufacturer to Mobility Disrupter – The Role of Electric Vehicles, Autonomous Vehicles, and Shared Mobility in Our Future (David W. Paterson, Vice-President, Corporate & Environmental Affairs, General Motors Canada).

**1:30 p.m.** : Energy Innovations in the Canadian North (Dr. Michael Ross, Industrial Research Chair in Northern Energy Innovation, Yukon Research Centre, Yukon College).

### **2 p.m. : Health Break**

**2:30 p.m.** : Panel 4. Women in Innovation: Encouraging the Rise of the Next Generation of Female Innovators (Chair: Dr. Larisa Shavinina, Editor-in-Chief of the bestselling International Handbook on Innovation and of the Routledge International Handbook of Innovation Education, and Professor of Project Management & Innovation, Université du Québec en Outaouais).



## Speakers:

- The Importance of Spousal Support for Women in Innovation: How Pierre Curie's Inspiration led Marie Curie to Two Nobel Prizes in Science and How Albert Einstein Ruined the Life of Mileva Marich, his First Wife, Who Made Him Famous (Dr. Tatiana Kirilova, The Academy of Sciences, Ukraine).
- Family and Values Influence in Women Entrepreneurship: There is Always a Story Behind the Product (Dorra Jlouli, Founder and President, Pascalyna Inc.).
- Codependencies of Canadian Innovation and International Commercial Boldness (Suzanne Grant, Co-Founder, iBionics).
- Strategies to Increase the Number of Women Entrepreneurs in Canada (Marie-Josée Lavoie, President, GreenCompete).
- Creating Feminist Innovation Policy in Canada (Dr. Barbara J. Orser, Professor, Deloitte Research Chair, Telfer School of Management, uOttawa, and co-author Feminine Capital. Unlocking the Power of Women Entrepreneurs; Stanford University Press).

**4:30 p.m.** : Closing Speech. Innovation Vision for Canada in 2037: Towards the Most Innovative Country in the World 19 Years from Now (Dr. Larisa Shavinina, Conference Chair).

## Innovative Initiatives

**Canada 151: The Canadian National Conference on Innovation** is innovative in every way

### Exhibition

Exhibit space is available for children's creative work. It displays children's drawings illustrating their vision of Canada's innovations in 19 years. Research demonstrates that those nations that succeed in innovation have citizens who had clear visions of the future and dreamed of innovation. The Conference thus creates such an opportunity for future generations of Canadian innovators and acts on it.

### Innovative Company

Another initiative of the Conference is to feature an innovative and entrepreneurial firm. This year, we are featuring Pascalyna Inc. Please read in the pocket folder about this company's unique path to success.





## Acknowledgements

**Canada 151: The Canadian National Conference on Innovation** was made possible due to the joint effort of many people. The organizers are profoundly grateful to speakers, students, and employees of the Université du Québec en Outaouais for their enthusiastic encouragement and multifaceted support. A team of volunteers deserves the deepest thanks for completing many tremendous tasks to help organize the Conference.

Our extraordinarily warm thanks go to children who contributed to wonderful exhibition by drawing their innovation vision of the future. The organizers recognize the excellent involvement and encouragement of teachers and principals of a few schools participating in the project. Parental support of children's creative work is highly appreciated.

The Conference would be impossible without support of visionary sponsors who share its objectives, vision, and mission. The organizers are exceptionally grateful to Pratt & Whitney Canada, CIBC, the Chief Scientist of Québec and the Fonds de recherche du Québec, which groups together the three research funding agencies of Québec, and Rogers Communications Inc. Special thanks to Invest Ottawa for inviting us to use their elegant conference hall for **Canada 151: The Canadian National Conference on Innovation**.