

# Nesta...

Kirsten Bound  
Head of International Innovation  
June 2014

- About Nesta
- About my work on emerging economies and innovation
- A few things I've learned about how to influence policymakers



About Nesta



About my work on emerging economies and innovation



A few things I've learned about how to influence policymakers



Nesta...

# Innovation programmes – eg inducement prizes

N, Longitude Prize 2014 | Nes x  
rg.uk/project/longitude-prize-2014

Nesta

Search Nesta



Menu

You are here: [Home](#) > [Our Projects](#)

## Longitude Prize 2014

We've launched a challenge with a £10 million prize fund to help solve one of the greatest issues of our time. [Show more](#)

### Vote now!

Which challenge do you want tackled by Longitude Prize 2014?

CAST YOUR VOTE >

### Visit the website

Find out more on our [special website...](#)

LONGITUDE  
PRIZE 2014

Join

Roll

ne

710

>

**TWEET**

Longitude Prize  
@longitude\_prize

Follow

So, you've heard the case for all six challenges -



### Longitude Prize 2014 goes live

The vote is open! Have your say on the challenges of tomorrow, today.



**BLOG**

# The Innovation Growth Lab

A new international initiative for experiments on innovation, entrepreneurship and growth

**Use RCTs to build the evidence base on the most effective approaches to**



**Increase  
innovation**



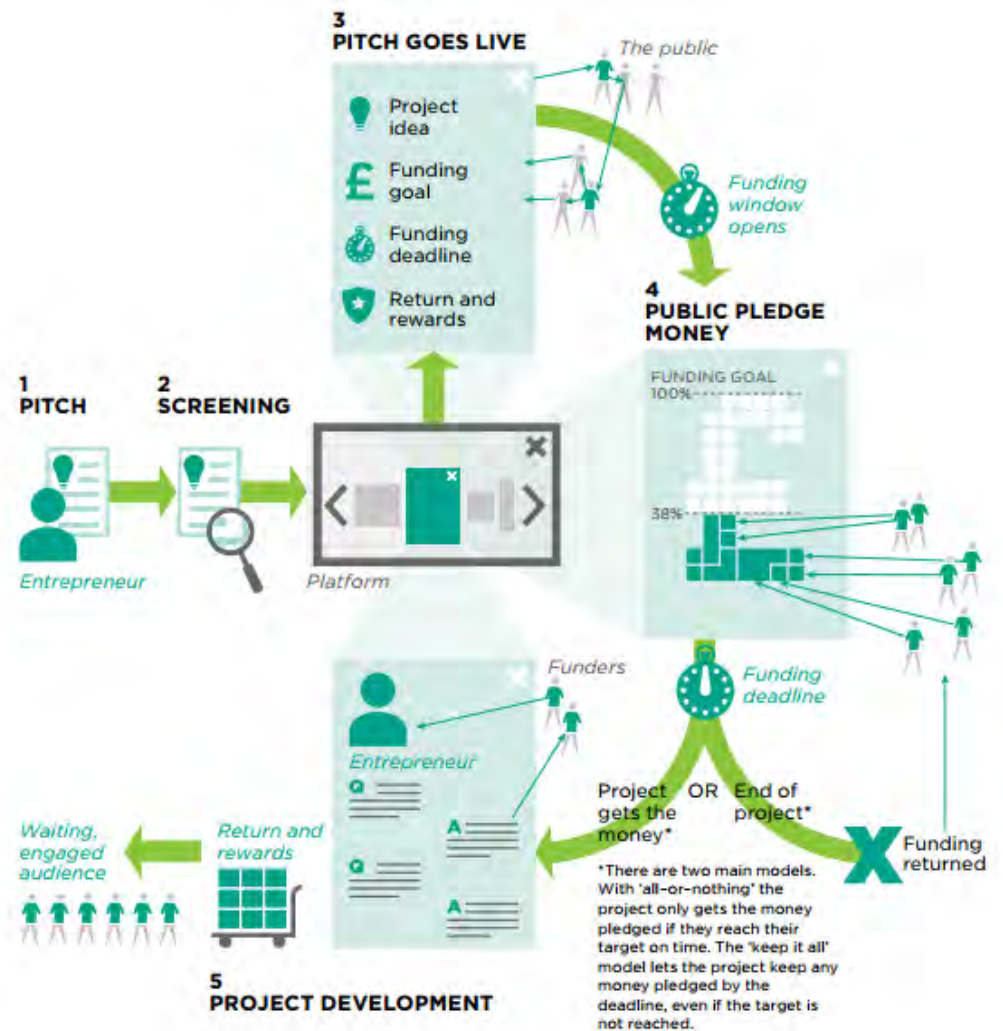
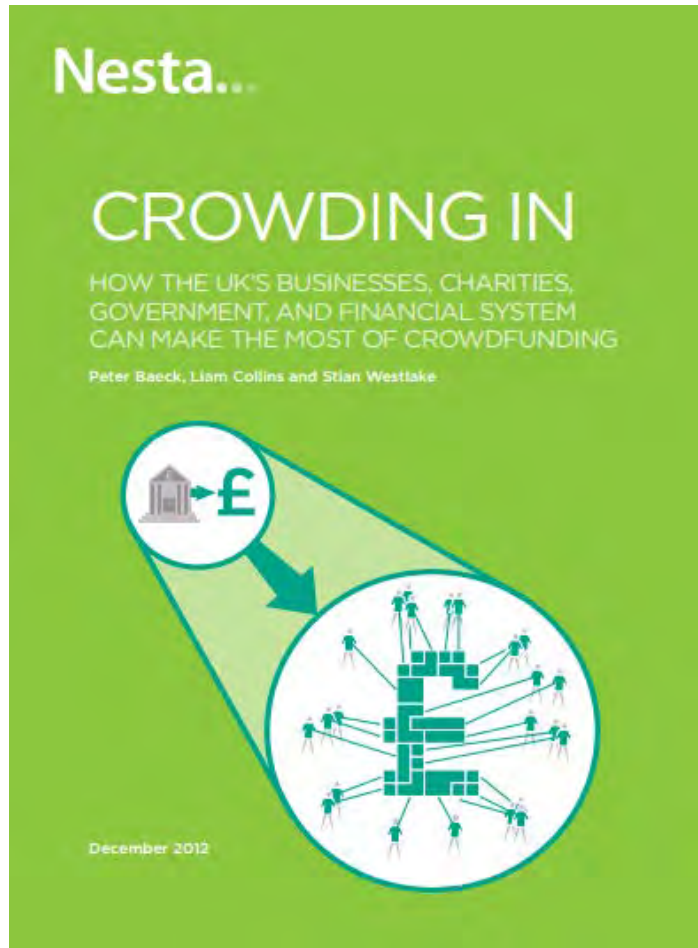
**Support high-growth  
entrepreneurship**



**Accelerate business  
growth**



# Crowdfunding



- About Nesta
- About my work on emerging economies and innovation
- A few things I've learned about how to influence policymakers



# DEMOS



**IFC** | International  
Finance Corporation  
World Bank Group

# Nesta

## agi

Tony Blair  
Africa Governance Initiative



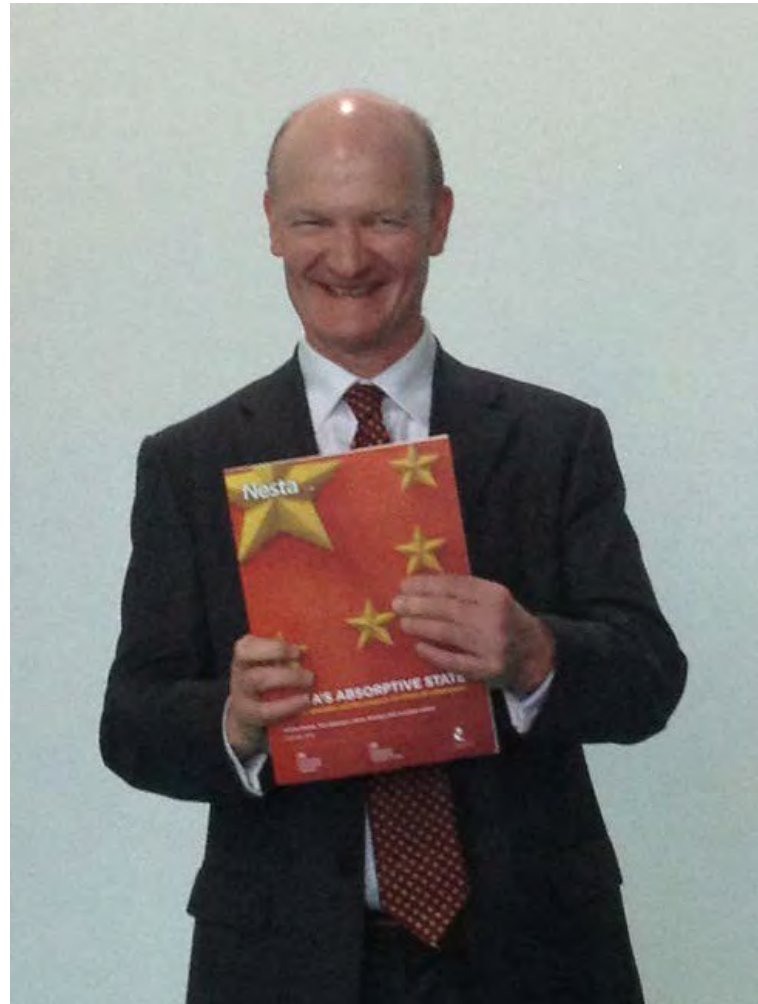
Back then...



Now...







- About Nesta
- About my work on emerging economies and innovation
- A few things I've learned about how to influence policymakers

**Influence policy through the research process as well as the end product**

## Kirsten Bound

THE ATLAS OF IDEAS

## DEMOS

### Project partners

**NESTA** Making Innovation Happen

UK  
TRADE &  
INVESTMENT

Microsoft  
**Research**

BRITISH  
COUNCIL



### Research partners



## Brasil:

## A Economia Natural do Conhecimento

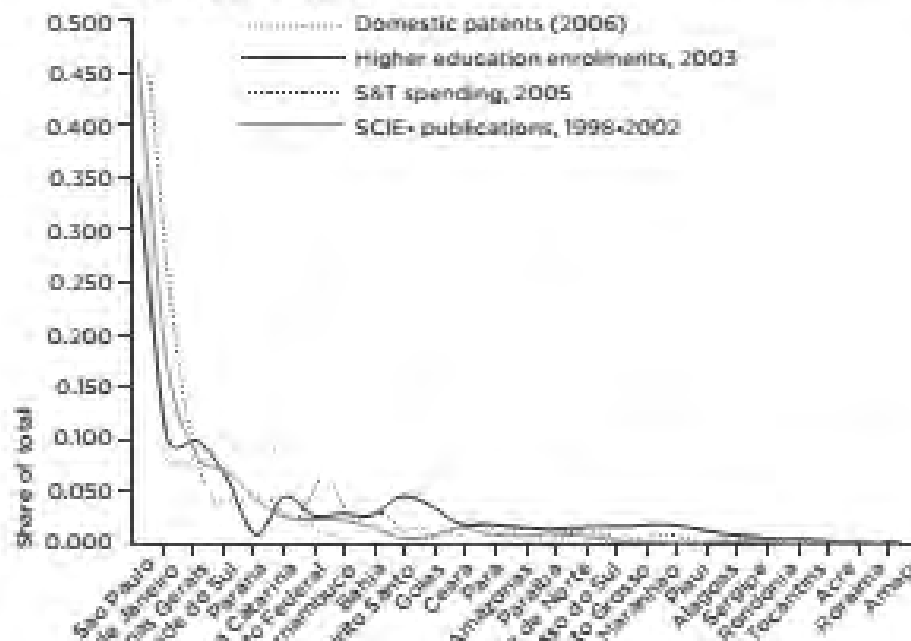
**Projeto Atlas das Idéias**  
Mapeando a nova geografia da Ciência

Centro de Gestão e Estudos Estratégicos  
Ciência, Tecnologia e Inovação



Source: Digital Vector Maps.

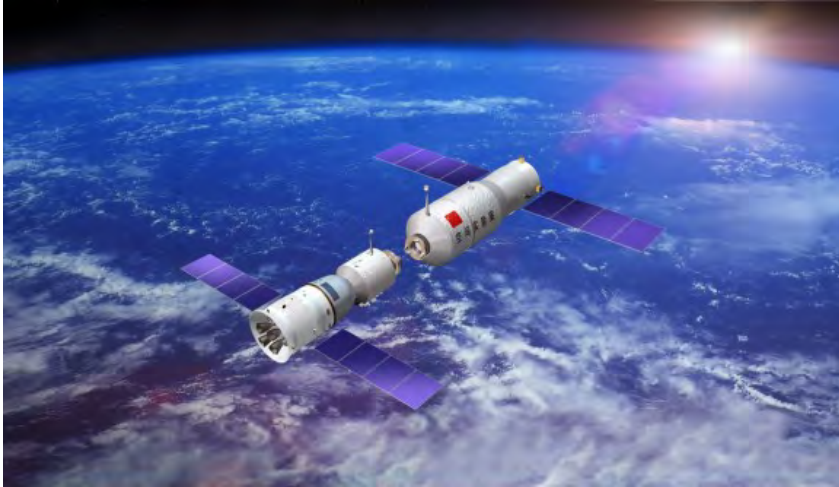
**Figure 2** The 'Power Law' distribution of Brazilian science and innovation activity



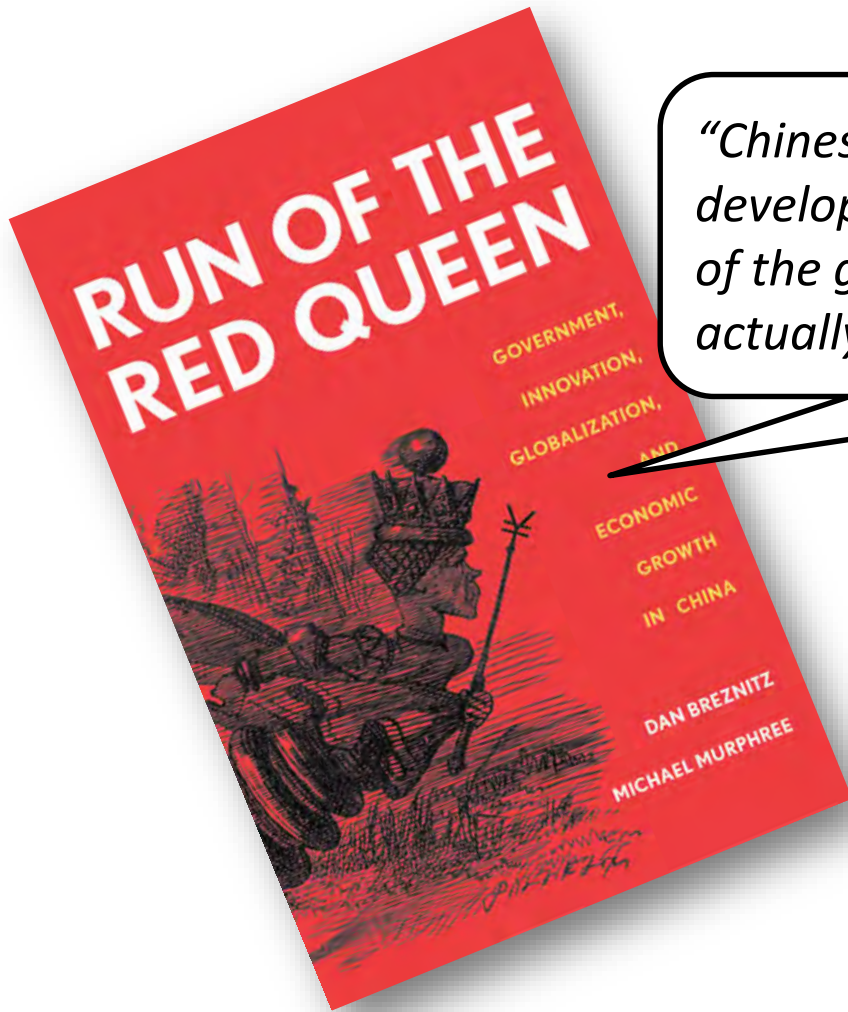


**Don't just present data, tell a story**

# Narrative 1: China is a science and innovation superpower



## Narrative 2: China is a fast follower



*“Chinese technology companies shine by developing quickly enough to remain at the cusp of the global technology frontier, without actually advancing the frontier itself”*





**Narrative 3: China is a giant with an Achilles' heel**



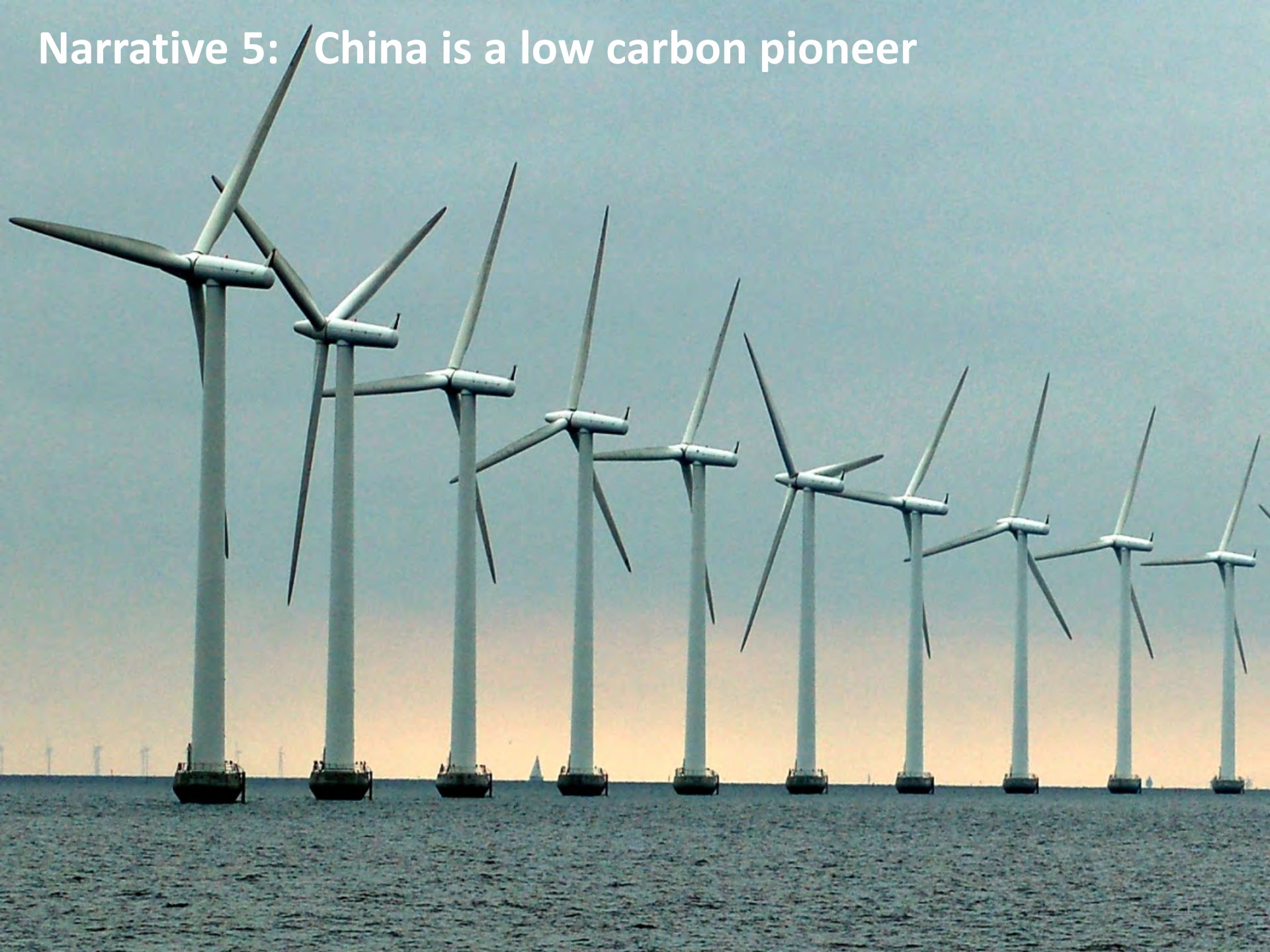
# Narrative 4: China is a techno-nationalist

*"China wants to compress a 40-year learning process into 10 years...by free riding on foreign technologies. Examples include forced technology transfer and IP theft."*

Rob Atkinson, CEO of ITIF and co-chair of the US-China academic innovation dialogue



## Narrative 5: China is a low carbon pioneer





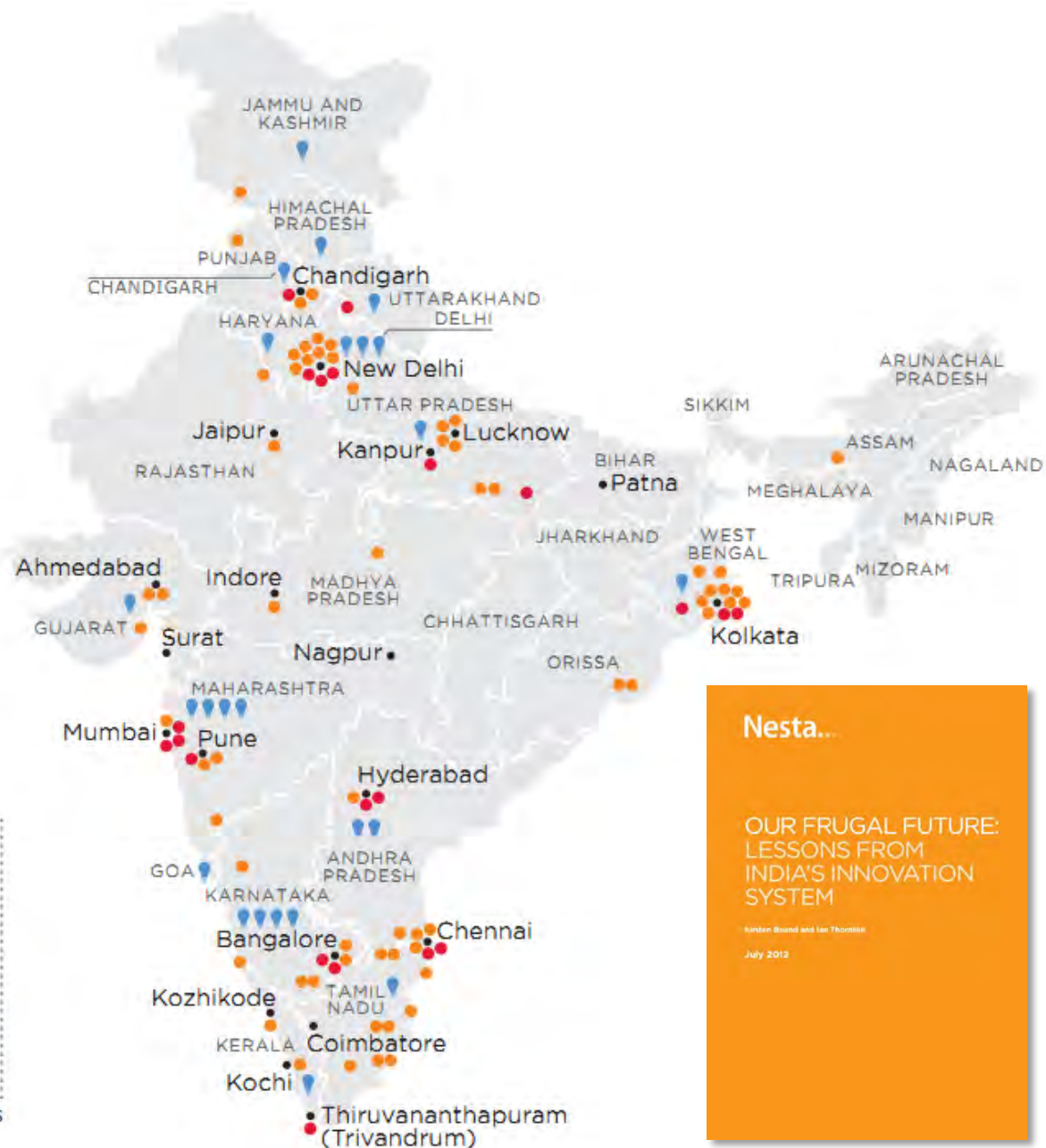
**China is an absorptive state, increasingly adept at attracting and profiting from global knowledge and networks**





**Give them what they need, but help them change what they are looking for**

# Bibliometrics and patent data...



## Patents

Data aggregated by state



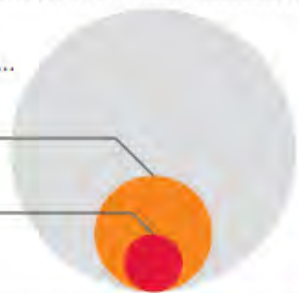
Patents issued by the US Patent and Trademark Office, 2011

## Papers

Out of India's 504 universities...

...85 have published more than 50 world class\* papers

...of which 21 have published more than 200 papers



\*World class papers are the top decile (top 10%) of citations corrected for field, year and number of authors, 2001-2010

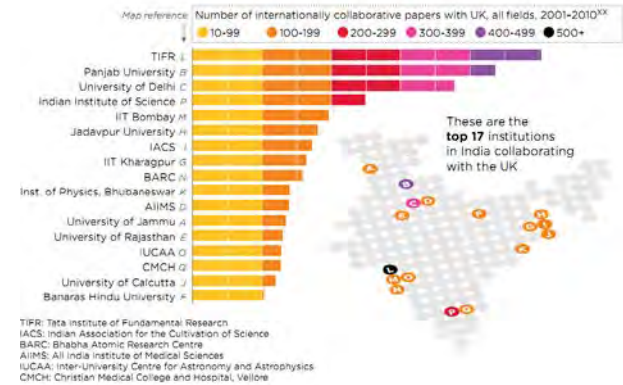
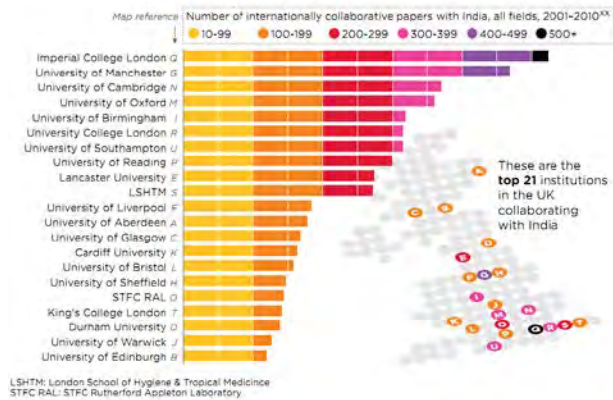
Nesta...

OUR FRUGAL FUTURE:  
LESSONS FROM  
INDIA'S INNOVATION  
SYSTEM

Kirsten Bond and Ian Thompson

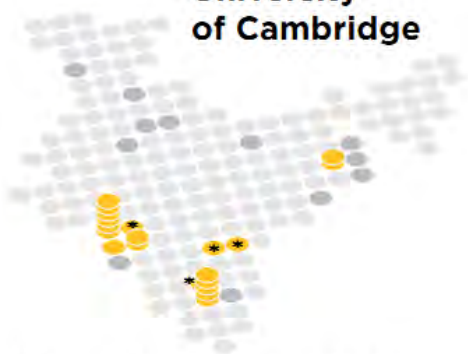
July 2012

# Mapping collaboration hotspots...



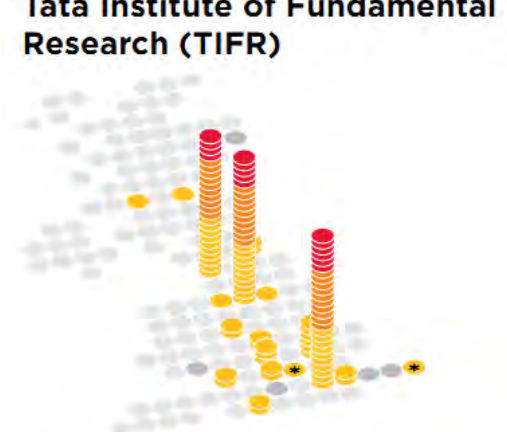
VS.

**University of Cambridge**



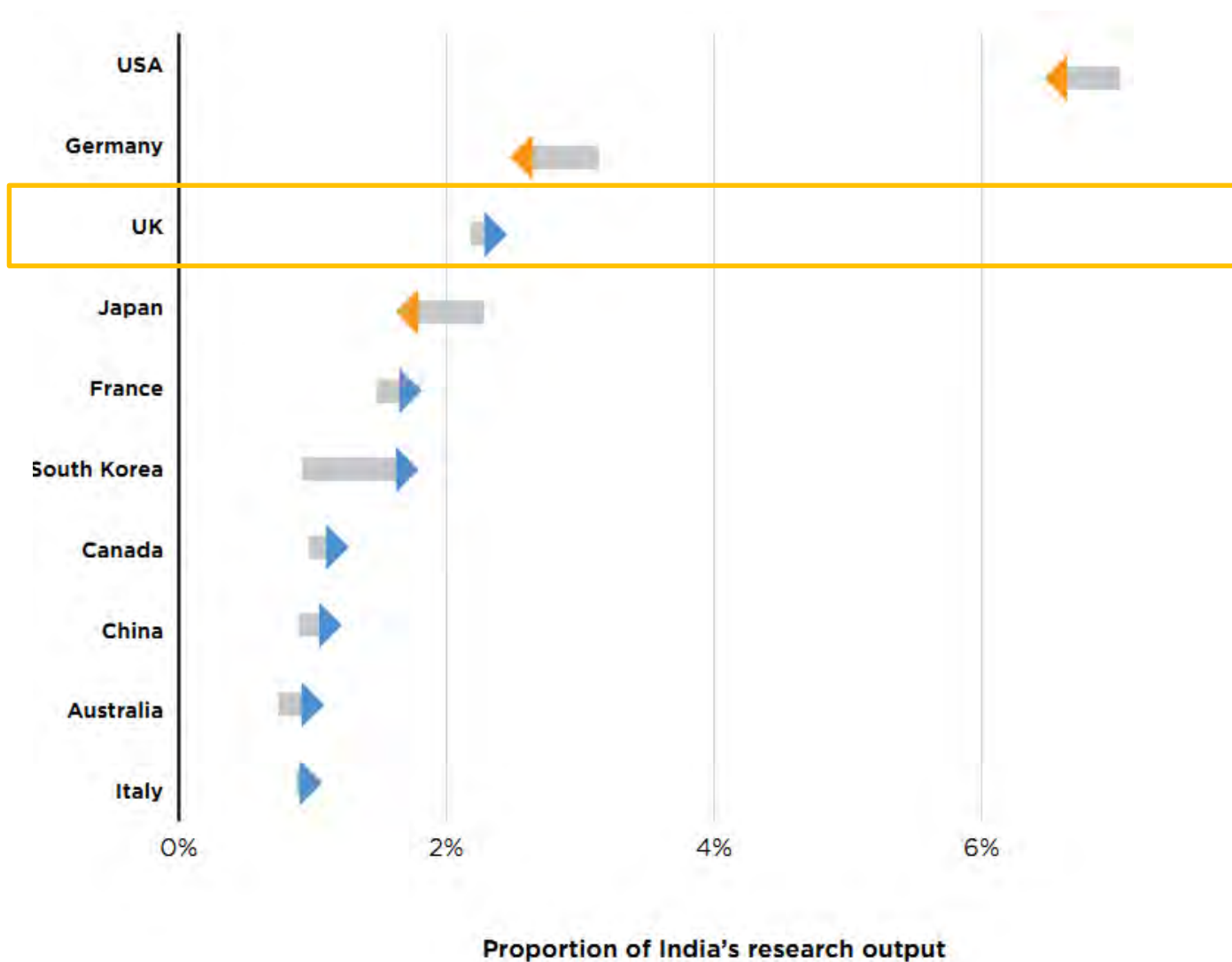
- \* Bombay Natural History Society
- \* CSIR - National Geophysical Research Institute (NGRI)
- \* Indian Institute of Astrophysics
- \* University of Hyderabad (UoH)

**Tata Institute of Fundamental Research (TIFR)**



- \* Brunel University
- \* Queen Mary University of London

# Finding 'killer stats'...





...but also cultural and business models dynamics such as India's growing expertise in frugal innovation



 **OPEN SOURCE**  
**DRUG DISCOVERY**



Kerala Neighbourhood  
Network for Palliative Care



Nesta...

**Make your abstract more like a letter**

# Thanks!

[Kirsten.bound@nesta.org.uk](mailto:Kirsten.bound@nesta.org.uk)  
@kirbou

[www.nesta.org.uk](http://www.nesta.org.uk)



# Innovation is highly concentrated on China's East coast, but distinct models have emerged within the region

