

## WHY ESTABLISH A LOCAL COMMUNITY DRIVEN INNOVATION PROGRAM?



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All communities have current, changing and future requirements, needs and wants. For some communities these issues are more urgent than others and require immediate action to stop and reverse current trends of economic and social decline, deterioration or stagnation.

Aging populations, government regulation changes, natural resource depletion, large corporate closures, natural disasters, global and national economic pressures, etc., are all contributors to current community issues. Many local communities and their government representatives do not know how to escape this state of stagnation. Local government, institutions and existing community groups may not have the political will (and appetite for risk), the necessary resources, insight or capabilities to address these community issues in a timely and sustained manner.

*According to world bodies like the OECD, innovation is the single biggest driver of economic growth, productivity and prosperity.* To date history has shown that government, institutions and social groups have not adequately harnessed innovation methodologies in their operations and approach to solve community issues. These groups operate business as usual from the same play book.

*'Innovation is the solution that provides solutions*

*It is not difficult, it's different*

*The difficult part is having people comprehend it!'*

*David Williams*

A Local CDI lives and breathes innovation from its core capability utilized in its activities and projects to the overall approach to community issues. Change and risk is embraced and managed to the extent necessary to achieve community innovation objectives from confidence and an un-scripted play book.

This innovation capability and confidence is transferred and imbedded into the community through Local CDI evidence based results and continual learning, education and training.

It should be noted that a Local CDI is intended to collaborate and work with existing community groups and local government in order to achieve community prosperity.

Bottom line, Local CDI's are different, not business as usual and do not fit into traditional role playing organizations and social structures. It addresses innovation issues on the level *between* individuals and organizations.