



ERNEST C. MANNING
**INNOVATION
AWARDS**

**PRIX
D'INNOVATION**
ERNEST C. MANNING

Proud Nominating Partner of the
Governor General's Innovation Awards

Fier partenaire parrain des
Prix du Gouverneur général pour l'innovation

2016 Pre-Budget Consultation Submission

Executive Summary

"A robust and vibrant ST&I ecosystem is critical to Canada's economic prosperity and high quality of life. All ST&I players share responsibility to reverse Canada's poor business innovation performance and grow its knowledge and talent advantages. Effecting change is demanding and complicated; but the need is urgent and compelling. STIC believes that Canada must, and can, rise to the challenge."

"Responsibility for reversing Canada's poor business innovation performance and growing its knowledge and talent advantages rests with all players."

*Science, Technology & Innovation Council
State of the Nation 2014*

The Ernest C. Manning Awards Foundation is one of those players. We have been a significant catalyst in Canada's innovation eco-system for 34 years. In this time, we have developed an understanding of how innovation awards can contribute to the culture of Canadian innovation. Our focus on discovering, encouraging and rewarding commercialized innovation motivates Canadian innovators to persevere in their endeavours of contributing to our nation's economic success. By celebrating innovation in all areas of human endeavour, we introduce Canadians to the ethos of innovation, which is an important step in creating this culture.

Our Foundation actively pursues private sector support, but to ensure our work is sustained, we request Government of Canada funding over five years. This funding will empower us, as a grassroots partner, to contribute to the achievement of the Government's goal to establish Canada as a nation of innovators. It will also ensure we can retain our leadership role as a proud nominating partner of the Governor General's Innovation Awards. A government investment of \$5 million, comprised of an annual grant and

matching funds we raise over five years, will ensure our Foundation's ongoing sustainability. This will enable us to raise up a community of innovators who are proven contributors to Canada's economy, in particular in support of the Government's innovation agenda.

Introduction

“. . .innovation is the ultimate source of the long-term competitiveness and the quality of life for Canadians.”

Jenkins, 2011

Creating a culture of Canadian innovation has become a national goal – from governments, educators and corporations to individual Canadians. To achieve this culture will require a collaborative and creative innovation eco-system. The Ernest C. Manning Awards Foundation believes we are an important and proven pillar of this system.

The Government of Canada marshalled many innovation initiatives in response to the 2011 Jenkins Report. This has been instrumental in changing Canada's innovation discourse from why innovation is important, to how it can be achieved. However, the 2014 Science, Technology and Innovation Council's 2014 State of the Nation report concludes the initiatives have not achieved the desired outcomes.

Innovation Awards: an important pillar of an innovation eco-system

“The purpose of innovation awards is two-fold. First is to recognize successful innovators and encourage them to continue their work. Second is to encourage others to innovate.” (Rosenblatt, 2014)¹ The author also cites Borins (2002), who writes that “. . . innovation awards provide publicity for winners, and initiators may develop visibility beyond their organization, as they become involved in education of potential replicators.”

We recognize awards alone will not create a culture of innovation, however they are an integral element in the innovation eco-system.

Our Foundation believes that innovation – in all its forms – needs support and recognition to take hold and become a shared reality in our nation. Innovation excellence impacts our daily lives and gives our country a competitive advantage. There is so much potential to improve our productivity and global innovation position; and our Foundation's work helps realize that potential.

In recognizing, encouraging and rewarding Canadian innovators, our Foundation showcases real-world heroes and mentors who represent the spirit of innovation. In telling their stories, we elevate the nation's innovation profile. Our Foundation helps create a culture of Canadian innovation; encouraging Canadians of all ages to choose innovation as a life and career choice. This is the key to inspiring individuals and empowering our nation's innovation excellence.

Partnering to create a culture of innovation

The Ernest C. Manning Awards Foundation seeks to partner with the Government of Canada in Budget 2016. Our request is for an investment from the Government of Canada of up to \$5 million. This funding would be comprised of a grant of \$2.5 million over five years, along with a 1:1 match for up to \$2.5 million to be raised by the Foundation. This time-limited support will augment our own resources and ensure our ongoing sustainability. As a grass-roots, non-profit organization, we believe we can contribute significantly to the Government's goal of fostering a culture of innovation.

This support will ensure the continuation of our Foundation, enabling our meaningful participation as a Founding Nominating Partner with Governor General's Innovation Awards. It will also enhance our ability to focus on creating strategies with outcomes that will significantly contribute to the creation of a culture of Canadian innovation.

With this funding, our strategies will focus on:

- Increasing the number of Canadians who are recognized as innovators through an enhanced regional network to recruit nominees;
- Increasing the number of Canadians who choose innovation as a life or career choice through the creative delivery of innovators' stories;
- Creating and formalizing mentorship connections between innovation award winners and young Canadians who aspire to be innovators, and
- Participating meaningfully in the Governor General's Innovation Awards as a Founding Nominating Partner.

Our strategies will contribute to Canada's growth in the following areas identified in the Government's 2016 Pre-budget Consultation questionnaire:

- Supporting the middle class;
- Infrastructure to grow the economy ;
- Economic growth, and
- A Realistic Strategy to Grow our Economy

Supporting the Middle Class

Over the past three decades, our awards have encouraged and celebrated commercialized innovators who have created middle class jobs, and are making our world a better place for all Canadians.

Matthew Sheridan, the 2015 Manning Award of Distinction winner created his the Nix Color Sensor™ in a spare bedroom. All devices are assembled by hand in Hamilton, and the packaging is manufactured in Mississauga. In addition, Nix Color Sensor currently employs 4 students or recent university graduates in Hamilton, with a plan to expand to 10+ employees this year.

In 2012, Geoffrey Auchinleck received the Manning Principal Award for BloodTrack®, an advanced blood transfusion management system that is used around the world. In his acceptance speech, he promised to invest the \$100,000 prize in a new venture. Claris Healthcare Inc. is now helping seniors stay connected with their families and in better control of their own health while living independently using our Claris Companion product.

Providing Human Infrastructure to Grow the Economy

One of our Foundation's most valuable assets is our Regional Chapter network – which we see as human infrastructure that is growing the economy. Chapter members recruit nominees for the Manning Innovation Awards. They reach into the community at a grass roots level, ensuring unsung innovation heroes are identified and encouraged to apply for the awards. They spur potential nominees to commercialize their innovation, which is one of the primary qualifications for our awards. All qualified nominees are celebrated regionally, raising their profile and the value of innovation in their home communities.

Economic Growth

Our Foundation has been identifying and encouraging innovators since 1982. Of these, many have been significant contributors to Canada's economic growth. They have created Canadian-based industries, and have developed products for export around the world. Our innovators' stories are the best evidence of their contributions.

Dr. Paul Santerre, 2014 Manning Principal Award Winner, developed Surface Modifying Macromolecules. Integrated into the materials that manufacture medical devices like PICCS or stents, the macromolecules prevent blood clotting. Santerre stated that he didn't go to university to get a job – he went to university to create jobs. His primary motivation for this innovation was to create a medical device industry that could take the place of auto manufacturing in southern Ontario. Not only does Dr. Santerre illustrate how innovators save lives and reduce medical costs; he demonstrates how innovators contribute to Canada's economic growth.

2013 Manning Innovation Award Winner, Ifor (Taffy) Davies developed the Zafety Lug Lock®, a safety device to secure transport truck wheels. There are now over a million units of this transportation safety innovation in use on public and commercial transportation vehicles in Canada, the United States, and around the world. Because our awards only recognize innovations that are commercially viable, they motivate Canadians to create goods and services that achieve success in the marketplace.

A Realistic Strategy to Grow our Economy

“I can think of no more cost-efficient way for your government to express its support for a more innovative Canada. The modest funding requested by the Ernest C. Manning Awards Foundation would represent a tangible vote of confidence in our country’s future.”

Peter Nicholson, Nova Scotia

The Ernest C. Manning Awards: uniquely positioned for this partnership

For over 30 years, the Ernest C. Manning Awards Foundation has been discovering, encouraging and rewarding innovators. We believe in celebrating bright Canadians, whose innovations are commercially viable, supporting our provincial and national economies, and positioning our country globally as an innovation leader. We only celebrate innovations that are proven commercially successful – those that are already in the market. Our innovators are leaders and visionaries who add value to the Canadian economy while improving the human experience.

As our Foundation has evolved to help develop a nation of innovators, we have expanded our encouragement of a culture of innovation. We recognize and reward high school students at the Canada-Wide Science Fair. Where possible, we continue to provide them with guidance and support after they receive their award. We are currently developing a first-of-its-kind, evidence-based mentorship portal with funding from Mitacs. In addition, we work closely with Canadian Universities, holding Innovation Symposia that feature our Laureates engaging with university students. We recognize that fostering a culture of innovation must begin with young Canadians.

The Manning Innovation Awards has a Canada-wide reputation as a trusted and highly honoured Canadian brand, thanks in large part to our independent, gold-standard peer review process, which is modeled on the Nobel organization. We have been called Canada’s most prestigious innovation awards, sought after by innovators of the highest caliber. In addition, we don’t see innovation as exclusively science or technology-based. We equally value social innovators’ work, recognizing that innovation occurs beyond the laboratory and touches all aspects of our lives.

Our Foundation is powered by a dedicated group of over 100 volunteers from across the country, with 11 regional Chapters who have a passion for innovation.

Summary

Embodying the innovative spirit, we began our work in 1982. As innovation has become a survival imperative for all economies, it has been gratifying to see the development of a Canadian innovation eco-system that bridges the private and public sectors. A time-limited Government grant and matching funds will provide us with the resources to return to financial stability and self-sufficiency to continue our contributions to that eco-system.

We appreciate your consideration of this request. If you have any questions, please contact the Foundation's President, Jennifer Diakiw at 403-930-4333 or jennifer.diakiw@manningawards.ca.

Background

The Ernest C. Manning Awards Foundation recognizes, celebrates and rewards Canadian innovators.

Since 1982, the Foundation has developed:

- ❖ A network of nearly 3,000 young and adult innovators across Canada.
- ❖ A large network of regional leaders committed to Canadian innovators of all ages with 11 chapters, from British Columbia to Atlantic Canada. Members donate many hours reaching out to individuals and organizations to discover and recognize local innovators.
- ❖ A distinguished network of Canadian business and academic leaders who volunteer their time to serve as Foundation Trustees, Selection Committee members, Chapter Chairs and members.
- ❖ A close working relationship with the Canada-Wide Science Fair as well as teachers and students participating in the Fairs. Since the Young Canadian program was introduced in 1992, an average of 75 students self-nominate their projects each year to be considered for one of 8 Young Canadian Awards. To date, close to 175 students have received the Foundation's Young Canadian Award.

The Foundation believes innovators and their innovations are improving the lives of Canadians and are adding significant value to Canada's economy. We strive to inspire other Canadians to become innovators by:

- ❖ Actively recruiting innovators to apply for our awards, ensuring we discover the unsung heroes of Canadian innovation.
- ❖ Celebrating regional nominees at local recognition events held in their Provincial Legislatures and at large business events across Canada.

- ❖ Hosting an annual awards gala, organized by a volunteer committee of local leaders, which attracts some 500 (+) leaders in Government, Academia and Business.
- ❖ Motivating post-secondary students through our Innovation Symposia, where award winners share their stories about their pathways to innovation.
- ❖ Stimulating the discussion of Canadian innovation through a dedicated public relations program.
- ❖ Telling our innovators' stories across Canada.
 - With the support of Shaw Communications as exclusive broadcaster who produces 5 compelling videos about the Manning Award winners. First shown at the annual awards gala, they are then broadcast on the Shaw/Global networks and on the Manning Awards website. In addition, Shaw Communications produces a call for entries announcement which is broadcast on its networks. The value of donated Shaw/Global television time is estimated to be close to \$1 million.
- ❖ Connecting our Laureates to mentors our Young Canadian winners to guide them in their innovation journey.