

INNOVATION GROWTH COUNCIL



INNOVATE EDMONTON



Apply to be a Member of the Innovation Growth Council

Perhaps more than at any other time in Edmonton's modern history, our city needs to truly value and capitalize on the diversity of our economy and leveraging the strength of that diversity – in sectors, in representation, and in approach – to support a post-pandemic recovery and to meet global challenges. Edmonton needs to dig deep and discover productive companies, sectors and communities, including prominent players and those that have been overlooked. We've gone through too much to leave people behind.

Edmonton regularly touts the areas where our innovation system is visibly strong - especially in our formal start up and scale up infrastructure. The innovation ecosystem has evolved rapidly in the last decade and we have so much we can build on – we have a great innovation tech space in Edmonton, driven by the hard work of people who took risks to create the city they wanted to see. But we are not always hearing from the innovative minds from all corners of our city. We don't always benefit from those who have never seen support programs as the right fit for them or felt like community connection events were the right place for them. **To not seek, engage and find ways to support these innovators is to leave growth on the table.**

Innovate Edmonton, in its role to enrich an ecosystem that supports innovation, experimentation and the creation of companies, is creating the Innovation Growth Council – a group of diverse advisors and evangelists in Edmonton's innovation spaces.

Advising the new CEO and Board of the recently established Innovate Edmonton, the job of the Innovation Growth Council will be to:

- Explore, map and connect diverse innovators to Innovate Edmonton to establish a more holistic innovation inventory in Edmonton.
- Advise at IGC meetings on how to engage and incorporate innovators of all stripes into IE programming, and identify supports to unlock and build on their potential.
- Work with Innovate Edmonton to find creative ways to tell the stories of these innovative individuals and companies, their work and their sectors.

Duties

Over a two-year term, the 15 members of the council will attend three meetings a year where they will brainstorm solutions and provide advice to the CEO and Board on growing Edmonton's innovation ecosystem.

Between meetings, they will act as ambassadors for the growth of our innovation community and will do targeted outreach according to workplan for each council member; as well as support other council members when the opportunity arises. Council members may also work with Innovate Edmonton staff to guide the narratives of companies discovered in the outreach network.

Principles of the Innovation Growth Council

The members of the Innovation Growth Council:

- Practice innovation in their profession.
- Foster community, collaboration and healthy competition.
- Always think critically about what innovation should mean in Edmonton's context.
- Seek and find the existing untapped innovation potential across Edmonton.
- Want to learn and exchange new perspectives on innovation, business and organizing with a diverse group of council members.

